

RESEARCH ARTICLE

THE EFFECTS OF DIMENSIONS OF SHOPPING-LIFE BALANCE ON THE DIGITAL CONSUMER HAPPINESS IN MALAYSIA THROUGH THE MEDIATION OF SHOPPING SATISFACTION

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ABSTRACT - This research aims to examine the effect of the shopping-life balance dimensions (shopping engagement and role conflict) on shopping satisfaction, the effect of shopping-life balance dimensions and shopping satisfaction on consumer happiness, and the mediating effect of shopping satisfaction in the relationship between shopping-life balance and consumer happiness. Bottom-up spillover theory of life satisfaction was applied to test the proposed research framework. Using the survey method, responses of 384 respondents of digital shoppers from various digital platform were choosing through the quota sampling. The data were collected through online questionnaire of consumers shopping on various digital trading platforms using Google Form. Descriptive analysis through Statistical Packages for The Social Science (SPSS) was used to summarize respondent data, while Structural Equation Modelling (SEM) through Analysis of Moment Structures (AMOS) was used to test the research hypotheses. The findings revealed that shopping engagement positively affects shopping satisfaction ($\beta=0.767$, $p<0.001$), while role conflict ($\beta=0.057$, $p<0.001$), were not significant affects shopping satisfaction. Additionally, shopping engagement ($\beta=0.371$, $p<0.001$), role conflict and shopping satisfaction positively affect consumer happiness. Furthermore, shopping satisfaction acts as a partial mediator in the relationship between shopping engagement and consumer happiness ($\beta=0.628$, $p<0.001$), while shopping satisfaction does not mediate the effect of role conflict on consumer happiness. In conclusion, shopping-life balance is important in ensuring shopping satisfaction and consumer happiness. The implication shown, in order to achieve consumer happiness, shopping engagement must be at an optimum level by minimizing role conflict, which in turn affects the level of shopping satisfaction.

ARTICLE HISTORY

Received : 30th Oct. 2024
 Revised : 16th Mar. 2025
 Accepted : 16th May 2025
 Published : 10th June 2025

KEYWORDS

Shopping-Life Balance
Shopping satisfaction
Consumer happiness
Digital platform
Malaysian consumer

INTRODUCTION

A study by Janio (2022) found that two-thirds or 73 percent of Malaysians spend more time browsing the internet and are more comfortable doing digital or online transactions, from shopping to investment (Syahirah, 2020; Leong, 2021). Earlier, the Malaysian Communications and Multimedia Commission (2020) stated that one of the factors of high internet usage in Malaysia is due to increased shopping through digital platforms. A survey conducted by Rakuten Insight (2020) found that 34 percent of respondents shopped at least several times a month as of May 2020 while 4 percent stated that they shop every day digitally. This shows that Malaysians are aware of the development of telecommunications technology and are comfortable spending a lot of money through digital platforms. Therefore, digital transactions for goods and services have become a common norm for some Malaysians today (Metro Daily, 2021).

In 2024, global e-commerce sales are estimated to reach \$6.4 trillion where Bain & Company and Facebook expect Southeast Asia to have 310 million consumers who spend digitally by 2025 (Consultancy.asia, 2020) and is expected to further increase to 380 million people by 2026 (Ninja Van Group & DPD group, 2022). Studies prove that the average traffic of digital platforms remains high even though users have the option to enjoy a physical shopping experience (Astro Awani, 2022; Berita Harian, 2022). In addition, age and gender differences also affect consumer shopping behavior. Young people show a significant increase in shopping on digital platforms continuously compared to older people. Table 1 displays the diversity of shopping trends on digital platforms for the years 2021 and 2022.

In addition, there are a variety of digital platform options on the market that have their own strengths. A survey by Ipsos Malaysia (2022) on 1,005 Malaysians between the ages of 18 and 74 found that the digital platform Shopee was the top choice of Malaysians. The confidence and satisfaction enjoyed attracts users to remain loyal to the platform of choice. The study also found that digital retailers in Malaysia attract consumers by offering good value for money, staying relevant in the face of changes in consumer lifestyles and needs, in addition to delivering customer-centric services. Figure 1 shows the top seven digital platforms that are preferred by consumers in Malaysia.

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Table 1. Diversity of shopping trends on digital platforms for 2021 and 2022

Diversity	Trend	2021	2022
Made an expense about 6 months ago		45%	46%
Age group	18 to 34 years old	59%	66%
	50 years and above	20%	15%
Gender	Men	42%	42%
	Women	48%	51%

Source: Ipsos Malaysia (2022)

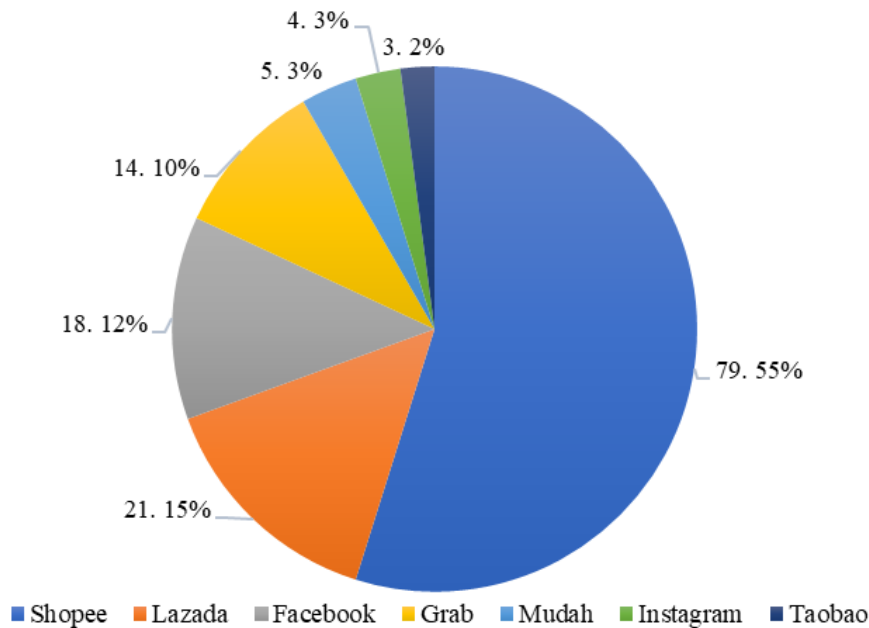


Figure 1. The highest digital platform chart that is the choice of consumers in Malaysia. Source: Ipsos (2022)

Ideally, the total population in Malaysia is 32,762,090 (Department of Statistics Malaysia, 2021). The percentage of active social media consumers in 2020 is as much as 81 percent of the total population in Malaysia. Next, the Facebook consumer penetration based on the percentage of the total population in Malaysia, in 2020 amount to 70 percent which involves projections until 2023. Instagram consumers in Malaysia are 14 million in 2020 and will continue to increase to 23.5 million in 2026 (Ipsos Malaysia, 2022).

Marketing activities on social media are the main factors that influence consumers to make digital shopping decisions. Among the main social media platforms in Malaysia that are preferred by consumers are YouTube 93 percent, Facebook 91 percent, Instagram 70 percent, Facebook Messenger 64 percent and WhatsApp 9 percent (Ipsos Malaysia, 2022). Digital accessors in the world by age factor in 2019 show that the age group that surfs the internet the most is between the ages of 25 to 34 years and 35 to 44 years. In addition, the factor of digital spending growing sustainably in Malaysia is the experience provided by industry players to their respective customers. Merchants are constantly improving business features and offering new services for customers, providing the same support and comfort as a face-to-face shopping experience.

Accordingly, in marketing activities, consumers who feel happy and satisfied will not only repeat their purchases (Fazal-E-Hasan et al., 2020; Siddiqi, Sun, & Akhtar, 2020), but rather this situation also leads consumers to trust and loyalty (Ahmed et al., 2020; Roberts-Lombard, 2020; Choi, 2020; Thürridl et al., 2020) by spreading positive word of mouth (Fatima, Di Mascio, & Sharma, 2020; Sánchez). In short, happiness in the consumer's view is about the decision to make a choice (Shaban Abdelmoteleb, Kamarudin, & Nohuddin, 2017; Bhattacharjee & Mogilner, 2014; Chaplin et al., 2020; Gilovich, Kumar, & Jampol 2015). Past studies related to consumer happiness are mostly conducted separately, either focusing only on the positive aspects of shopping (Ekici et al., 2018; Sirgy et al., 2018; Arnold & Reynolds, 2012; Harris, 2017; Zhao & Wei, 2019; Lee et al., 2014; Zhao & Wei, 2017; Sirgy et al., 2018; Adamczyk et al., 2018; Soelton et al., 2020; Mrad & Adigüzel, 2018, 2016; Kasser, 2016; Mutz, 2016;).

Until now, the interaction between expenditure involvement and role conflict has not been revealed in relation to quality of life in the form of a unifying framework (Sirgy et al., 2018). For example, through studies of the positive impact of shopping, marketing researchers only develop programs that encourage consumers to shop to increase the positive experience in the shopping domain. Conversely, policymakers who focus on the negative impact of shopping have

developed programs that discourage consumers from shopping. The purpose is to protect consumers from experiencing conflicts and harms related to overspending. Therefore, Sirgy et al. (2018) introduced the concept of shopping and life balance which consists of two dimensions, namely shopping engagement and minimal conflict between a person's commitment in spending alongside their role towards other domains of life.

In conclusion, this research is very important to carry out not only because it unites two separate research streams but also covers the gap from methodological and empirical aspects. Research about the effect of the shopping-life balance on the happiness among consumers in Malaysia who shop digitally should be conducted. By using the bottom-up spillover theory, the well-being of consumers' lives is greatly affected by the balance of shopping engagement and role conflict (Ekici et al., 2018).

THEORETICAL AND CONCEPTUAL FRAMEWORK

This research framework was developed based on the bottom-up spillover theory (Andrews & Withey, 1976) and was guided by the previous research (Ekici et al., 2018; Sirgy et al., 2018).

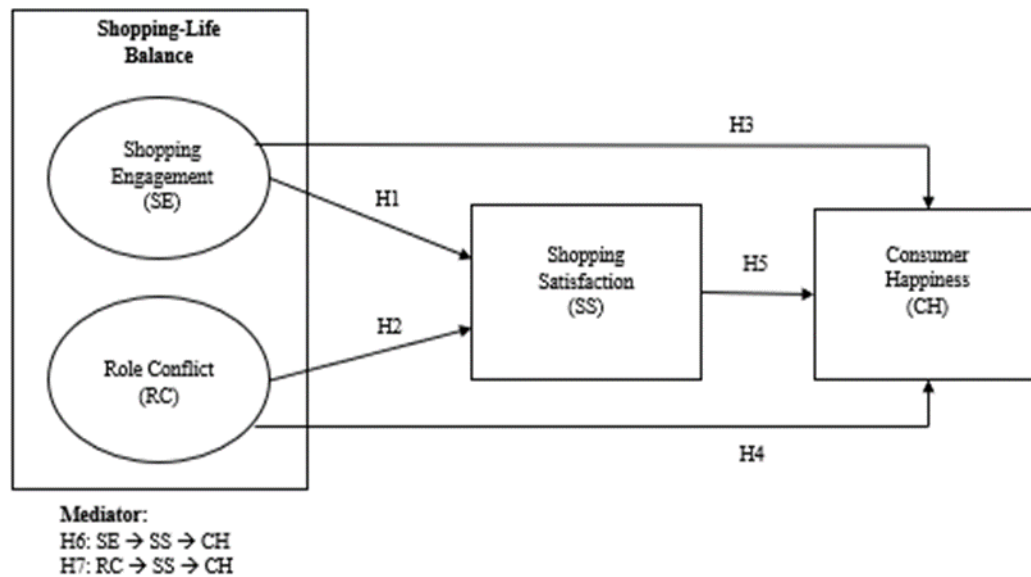


Figure 2. Research Framework

RESEARCH METHODS

The quantitative approach is used in this research based on its advantages in several aspects such as the quick collection of data and information from respondents, sufficient sampling size and its ability to generalize the findings of the research (Kumar, 2019). Next, the deductive approach is applied in this research to gather all general information into something more specific (Woiceshyn & Daellenbach, 2018). This approach is also known as top-down (Cresswell & Cresswell, 2018). Further, the hypothesis proposed from the selected theory will be tested and the research findings will confirm the hypothesis (Ghauri, Grønhaug & Strange, 2020). The samples chosen for this research is non-probability sampling. Specifically, quota sampling is set as sampling procedure. According to Nikolopoulou (2023), quota sampling count on the non-random selection of a prearranged part of units. Quota sampling is useful for getting a broad picture of attitudes, behaviors or situations of respondents about a topic when the respondents randomly fill the surveys embedded on websites. Also, quota sampling does not require a high commitment of time or budget, so it can be done fairly fast. Based on the results of the comparison between the tables, the sample size for the actual study is set at 384. A sample size between 100 to 500 is appropriate for SEM (Hair et al., 2014). Hence, this research uses a questionnaire to collect data implemented through an online survey method. A total of 25 items were used as instruments in this research.

RESEARCH FINDING

Validation of the Measurement Model

Three SEM assumptions including normality, outliers and multicollinearity are checked (Zuraidah, 2020). The univariate normality test reveals that the skewness value for the item C9, C10, E1, E2 and E6 has a value greater than -2 with a significant value of <0.001. While the kurtosis value for C9 and C10 has a value greater than 5. This finding shows that the data for those items are abnormally distributed as well as the multivariate normality test by using the Mardia coefficient. The multivariate kurtosis shows the result of 596.58 with a critical ratio value of 159.09.

Therefore, outliers' data are checked. The results for the univariate outliers (z score test) found that 1 observation had a value above the range of +4 and eliminated. The next data run was 383 (384-1), suitable for further analysis. Next, the multivariate outliers (Mahalanobis distance) shows that there were 37 significant outliers at a value of $p < 0.001$ should be

excluded from the sample. The next data run was 346 (383-37) for the next normality test. After eliminating 37 outliers' data, the univariate normality was ideal for all items. Also, the elimination was reduced the multivariate kurtosis value from 596.58 to 316.50 (37.62 percent). The value was accepted due to the large sample size. Thus, the data were practicable to be used for next analysis.

Subsequently, multicollinearity problems were spotted by performing factor loadings and inter-construct correlation testing. The factor loadings for C4, C8, C11, C12, D4, E7 and E8 has exceed the value of 0.9 and eliminated from the measurement model to avoid the multicollinearity problems in the next analysis. While the result of the correlation was below 0.9. Thus, the validity test of the measurement model or confirmatory factor analysis (CFA) can be conducted out.

Validation of the Measurement Model

The result of the first-level model fit test found that the GOF value was significant, namely $\chi^2 = 699.537$ ($df = 161$, $p = 0.000$) at $\alpha = 0.05$, the χ^2/df value equal to 4.345, SRMR at a value of 0.055 and CFI at a value of 0.913. But there are two criteria that are not met, namely the RMSEA value at 0.098 and the TLI value at 0.897. To meet the overall model fit, model modifications and research on the standard residual covariance matrix were carried out. The result found that the items of C5, C6, D4, E9 and E10 exceeded the +4 range. All five items were deleted and the measurement model was reset. Following, the modification index (MI) test found that there was one value exceeded 100, namely E10. After removing item E10, the final result of the goodness-of-fit index met the acceptable value and significant value of $\chi^2 = 374.718$ ($df = 142$, $p = 0.000$) at $\alpha = 0.05$, the χ^2/df (2.639), RMSEA (0.069), SRMR (0.054) and CFI (0.959). Thus, the test results of the measurement model have met the model fit criteria.

Next, the average variance extracted (AVE) should be at a value > 0.5 and construct realism (CR) should be at a value > 0.70 . The test results found that the AVE and CR values were met. The convergent validity test found that the AVE value for each construct was > 0.5 , the CR value was > 0.7 and the standardized loading factor for all items was > 0.5 . Moreover, the discriminant validity of the construct shows the square root value of AVE for each satisfactory construct. Therefore, the assessment of validity and reliability was proven and hit the satisfactory criteria.

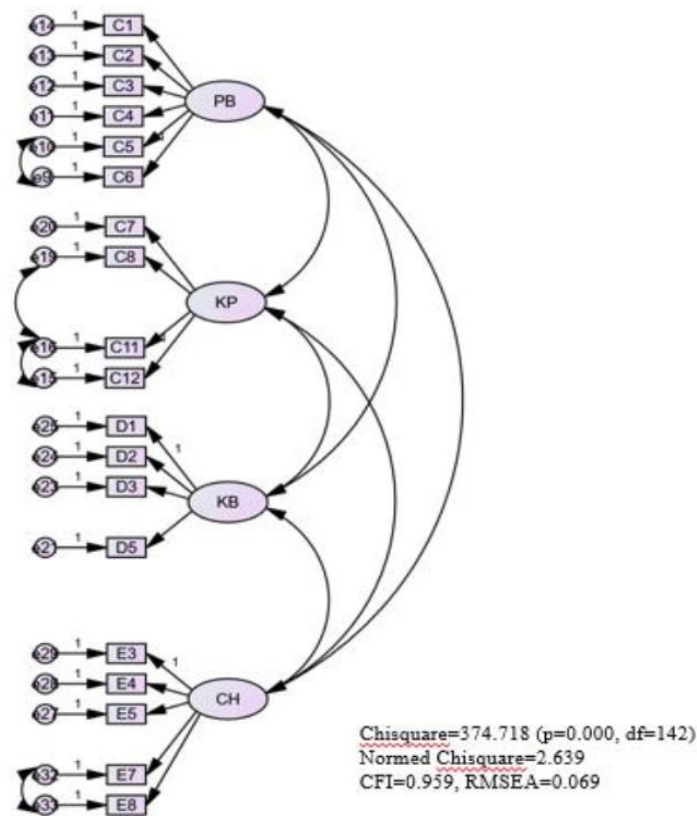


Figure 3. Modified measurement model

Hypotheses Testing

There are two analyzes conducted to test the hypothesis. First, direct relationship analysis and second, mediator effect analysis. Figure 4 displays the summary of hypothesis testing results for this research. The first hypothesis path found the value of R^2 (62.8 percent) shows that shopping satisfaction can be explained by shopping engagement. Findings show that the shopping engagement significantly affects shopping satisfaction, with a value of ($\beta = 0.767$, $p < 0.001$). On the other hand, for the role conflict, the effect of shopping satisfaction is not significant with the value ($\beta = 0.057$, $p < 0.001$). The second hypothesis path found the value of R^2 (50.2 percent) shows that consumer happiness can be explained by shopping engagement with the value of ($\beta = 0.371$, $p < 0.001$), role conflict dimension ($\beta = 0.148$, $p < 0.05$) while shopping

satisfaction ($\beta = 0.299$, $p < 0.001$). Therefore, it can be concluded that H1, H3, H4 and H5 are supported, while H2 is not supported. Table 4 summarize the hypothesis test results for this research.

Table 4. Summary of hypothesis testing results

Hypothesis Path	Standard Estimates	p	t-value	Result
R2 (SS) = 0.628				
H1: SE $\rightarrow$ SS	0.767	0.000	13.636	Supported
H2: RC $\rightarrow$ SS	0.057	0.201	1.279	Not supported
R2 (CH) = 0.502				
H3: SE $\rightarrow$ CH	0.371	0.000	3.971	Supported
H4: RC $\rightarrow$ CH	0.148	0.006	2.760	Supported
H5: SS $\rightarrow$ CH	0.299	0.000	3.330	Supported
Statistic of Goodness-of-fit: significant $\chi^2=374.718$ (df=142, p=0.000), $\chi^2/df=2.639$, CFI= 0.959, RMSEA = 0.069, SRMR = 0.054				
Note: *** $p < 0.001$, ** $p < 0.05$ SE = Shopping engagement, RC = Role conflict, SS = Shopping satisfaction, CH = Consumer happiness				

DISCUSSION

The aim for this research is to examine the effect of shopping-life balance dimensions (shopping engagement and role conflict) on consumer happiness through the mediation of shopping satisfaction. The results of the analysis found that four research hypotheses have been achieved. In detail, every increase and decrease in shopping engagement dimension will affect the increase and decrease in shopping satisfaction and consumer happiness. Therefore, every marketer and stake holder need to focus on the engagement of the digital platform's shoppers. In addition, the engagement of shopping can be further strengthened through the application of positive values towards both direct and indirect stakeholders. A delightful experience of every aspect of business digital platform such as providing a good customer service, developing a customer-oriented culture and displaying an excellent reputation than competitors can place a business digital platform at a better level in the minds of the consumer.

Other than that, the effect of role conflict is not significant on shopping satisfaction, although the effect is positive. The rejected research hypothesis was since respondents in this research may thought this variable is less important to consumer happiness. In other words, the consumer's happiness cannot be represented by shopping satisfaction variable. This research has provided empirical evidence about the effect of shopping-life balance dimensions (shopping engagement and role conflict) that can affect the consumer happiness of the business digital platforms in Malaysia. Based on the findings reveal, further researches are suggested to test some other predictors or antecedents of shopping engagement and role conflict, namely personal, situational, institutional and cultural factors involved in shopping-life balance.

CONCLUSION

The analysis has confirmed that the shopping-life balance dimensions (shopping engagement and role conflict) and shopping satisfaction significantly effects consumer happiness. For future research, businesses need to consider these dimensions in their marketing activities to inspire and preserve happy consumers. In particular, digital consumers' shopping behavioral in considering happy consumers can be significantly predicted by their personal, situational, institutional and cultural factors involved in shopping-life balance. Therefore, the predictive of the shopping-life balance dimensions (shopping engagement and role conflict) and shopping satisfaction was valid as our findings achieved empirical fit and indicated that dependence on the bottom-up spillover theory is justifiable.

ACKNOWLEDGEMENT

Author gratefully acknowledge Faculty of Management and Economics, Universiti Pendidikan Sultan Idris for providing the necessary resources and facilities for this research.

CONFLICT OF INTEREST

The authors agree that this article was conducted in the absence of any self-benefits, commercial or financial interests.

AUTHORS CONTRIBUTION

Nurul Fazlina Mohd Fauzi collect data for the research, analysis and interpretation of results and prepare the manuscript. Zuraidah Zainol supervised the research progress, review the results and approved the final version of the manuscript.

AVAILABILITY OF DATA AND MATERIALS

The data supporting this study's findings are available on request from the corresponding author

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