Research Article / *Araştırma Makalesi*

THE EFFECT OF HAPPINESS ON CUSTOMERS' REPURCHASE INTENTIONS IN ONLINE SHOPPING

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ABSTRACT

When the relevant literature is reviewed, it will be seen that there is a research gap regarding the effect of happiness on consumer behavior before shopping. This study was conducted to fill this research gap. The aim of this study is to explore how happiness affects customers' repurchase intentions when they shop online. In addition, the indirect effect of happiness on online repurchase intention is explored in this study, focusing on the mediating role of perceived online shopping enjoyment and perceived online shopping usefulness. The data were collected from 296 participants through an online survey. Regression and process macro analysis was used to test the research hypotheses. According to the findings of the study, happiness has a positive and significant direct effect on perceived online shopping enjoyment, perceived online shopping usefulness, and online repurchase intention. Moreover, perceived online shopping enjoyment and perceived online shopping usefulness have a positive and significant direct effect on online repurchase intention. In addition, perceived online shopping enjoyment and perceived online shopping usefulness mediate the indirect effect of happiness on online repurchase intention. Suggestions are provided in the study. Practitioners should consider that pre-shopping happiness, perceived online shopping enjoyment, and perceived online shopping usefulness may drive consumers to shop online.

Keywords: Happiness, Perceived Online Shopping Enjoyment, Perceived Online Shopping Usefulness, Online Repurchase Intention, Online Shopping.

MUTLULUĞUN ÇEVRİMİÇİ ALIŞVERİŞTE MÜŞTERİLERİN TEKRAR SATIN ALMA NİYETLERİNE ETKİSİ

ÖZET

İlgili literatür incelendiğinde, mutluluğun alışveriş öncesi tüketici davranışları üzerindeki etkisine ilişkin bir araştırma boşluğu olduğu görülecektir. Bu çalışma, bu araştırma boşluğunu doldurmak için yapılmıştır. Bu çalışmanın amacı, mutluluğun müşterilerin çevrimiçi alışveriş yaptıklarında tekrar satın alma niyetlerini nasıl etkilediğini araştırmaktır. Ayrıca, bu çalışmada algılanan çevrimiçi alışveriş zevki ve faydasına odaklanılarak mutluluğun çevrimiçi tekrar satın alma niyeti üzerindeki dolaylı etkisi araştırılmaktadır. Veriler, çevrimiçi anket yoluyla 296 katılımcıdan toplanmıştır. Araştırma hipotezlerini test etmek için regresyon ve Process Macro analizi kullanılmıştır. Araştırmanın bulgularına göre,

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mutluluğun algılanan çevrimiçi alışveriş zevki, algılanan çevrimiçi alışveriş faydası ve çevrimiçi tekrar satın alma niyeti üzerinde olumlu ve anlamlı bir doğrudan etkisi vardır. Buna ek olarak, algılanan çevrimiçi alışveriş zevki ve algılanan çevrimiçi alışveriş faydası, çevrimiçi tekrar satın alma niyeti üzerinde olumlu ve anlamlı bir doğrudan etkiye sahiptir. Dahası, algılanan çevrimiçi alışveriş zevki ve algılanan çevrimiçi alışveriş faydası, mutluluğun çevrimiçi tekrar satın alma niyeti üzerindeki dolaylı etkisine aracılık etmektedir. Çalışmada öneriler sunulmuştur. Uygulayıcılar, alışveriş öncesi mutluluğun, algılanan çevrimiçi alışveriş zevkinin ve algılanan çevrimiçi alışveriş faydasının tüketicileri çevrimiçi alışverişe yönlendirebileceğini dikkate almalıdır.

***Anahtar Kelimeler:** Mutluluk, Algılanan Çevrimiçi Alışveriş Zevki, Algılanan Çevrimiçi Alışveriş Faydası, Çevrimiçi Tekrar Satın Alma Niyeti, Çevrimiçi Alışveriş.*

1. Introduction

Mood refers to how a person feels and how that emotion affects them (Cropanzano et al., 2003:834). A positive mood refers to situations in which a person feels good, happy, positive, or comfortable, while a negative mood refers to situations in which a person feels bad, unhappy, negative, or distressed (Tosun et al., 2019:1832). Happiness, on the other hand, can be expressed as an individual's frequent positive emotions, fewer negative emotions, and high satisfaction from life (Argyle et al., 1989:192). What happens in daily life can shape one's overall mood. This may cause a relative change in the link between happiness and shopping. While higher innate or inner happiness may lead people to shopping (Goldsmith, 2016:55), shopping may sometimes allow for well-being and happiness (Hedhli et al., 2013:857; Zheng & Ma, 2021:4192).

Nowadays, the majority of people consider purchasing to be a routine part of their daily life. Online purchasing is considered as both a utilitarian and a leisure activity with hedonistic features (Acerit et al., 2022:72). In general, certain emotional states, which can be positive or negative, are considered intermediaries that affect the purchase intention of customers (Penz & Hogg, 2011:116). Similarly, it appears that perceived usefulness and perceived enjoyment can affect customer attitudes and are related to behavioral intentions towards online shopping as well (Ahn et al., 2007:264). Consumers prefer value-added online processes as their shopping experience becomes more enjoyable (Darmaningrum & Sukaatmadja, 2019:3772). Efforts to make consumers happier are also a good marketing strategy in attempt to establish sustainable relationships (Baumeister et al., 2013:507).

With the technological advances, shopping through online channels has been increasingly favored. As a matter of fact, by 2023, the global retail e-commerce volume, which was 5.7 trillion dollars in 2022, is predicted to rise to 5.9 trillion dollars (Statista, 2023).

The repurchase tendencies of customers who opt for online shopping are critical the success and profitability of online stores in such a growing market. It costs five to seven times more to acquire new customers than it does to keep existing customers (Doyle, 2003:111). From this perspective, understanding of the variables that affect the repurchase intentions in online shopping would offer important insights.

Research on online repurchase intensions determined that various variables such as satisfaction, perceived shopping usefulness, perceived shopping enjoyment, online experi-

ence, flow, habit and trust shape online repurchase intentions (Hsu et al., 2015:49; Chiu et al., 2009:765; Rauyruen et al., 2009:176; Kim et al., 2007:96; Quinn & Wood, 2005:34; Kahn & Isen, 1993:267). Notably, limited studies (Goldsmith, 2016:55; Ben Khelil et al. 2015:7; Ltifi & Gharbi, 2015:1348; Kim & Lee, 2020:5; Zheng & Ma, 2021:4192) are available on the correlation between happiness and online repurchase intention. In most of these studies (Goldsmith, 2016:55; Ben Khelil et al., 2015:7; Kim & Lee, 2020:5) it was found that happiness has a direct effect on shopping. Zheng & Ma (2021:4192) concluded that shopping increases consumer happiness. According to Ltifi & Gharbi (2015:1348), happiness increases consumer shopping satisfaction. In particular, the relationship between happiness and shopping has rarely been addressed by researchers in the field of marketing (Ltifi & Gharbi, 2015:1350). From a scientific perspective, the study contributes to the literature by investigating consumers' enjoyment and usefulness of shopping experiences, as well as their feelings of happiness and repurchase intentions. It further seeks to reveal whether perceived online shopping enjoyment and perceived online shopping usefulness have a mediating role in the indirect effect of happiness on online repurchase intention.

This study can help practitioners evaluate their customers' repurchase intentions. It allows especially happy customers to believe that their purchasing experience will be enhanced. Furthermore, this study advises practitioners that developing and maintaining a sense of happiness is necessary for a good and long-term customer relationship.

This study begins with a conceptual framework for happiness, online shopping enjoyment, online shopping usefulness, and online repurchase behavior. Hypotheses about the relationships and mediating roles between the variables mentioned have been developed based on existing theoretical and empirical studies. The methodologies for the study as well as the statistical findings are then presented. The conclusion, recommendations, and limits are written at the end of this article.

2. Conceptual Framework

2.1. Happiness

Happiness is closely related to moods and emotions, but happiness is conceptualized as long-term (Diener, 1994:106). Happiness refers to a subjective assessment based on emotional responses associated with a sense of accomplishment and perceived satisfaction with various spheres of life. Happiness or subjective well-being is an external manifestation of the mood and a pile of positive emotions that individuals seek most (Diener et al., 1985:71; Kalla & Goyal, 2010:54). Consumer research, albeit limited, found out that happiness has a direct impact on online shopping (Goldsmith, 2016:52).

From the perspective of customers, happiness can be defined as an all-encompassing sense of goodness, as well as good feelings like pleasure and satisfaction, as well as the sensation of participating in happy situations (Parackal, 2016:1530). Happiness is a feeling that people experience when they feel as though they have achieved their goals (Varey, 2010:114).

As stated in the study by Hellén & Sääksjärvi (2011:935), contrary to this definition made in positive psychology literature, the concept of happiness is generally referred to as an emotion or a momentary mood in marketing literature. Furthermore, in this present study, the

tradition of psychological well-being is followed and the concept of happiness is associated with individuals' stable moods and emotional states before online shopping. The definition of pre-shopping happiness is a long-term emotional state, as opposed to enjoyment and usefulness, which are short-term, i.e., immediate emotional states.

2.2. Perceived Online Shopping Enjoyment

For some people, shopping can be both a source of enjoyment and a means of purchasing goods/services. The level of interest, excitement, and fun felt by customers when shopping is referred to as enjoyment (Kim & Ammeter, 2018:9). The enjoyment of shopping has been the subject of numerous studies. It has been reported that consumers enjoy shopping for various reasons such as their social aspects that prioritize acting together, the activity itself, and bargain hunting which allows for buying products at affordable prices (Kotzé et al., 2012:422).

The self-determination theory posits that when customers are interested in or enjoy online shopping, they become self-determined and intrinsically motivated (Chiu et al., 2009:767). Positive consumption related to emotions such as joy, enjoyment, and enjoyment leads to high levels of loyalty and repurchase intentions (Hirschman & Holbrook, 1982:93; Triandis, 1980:210; Chiu et al., 2009:765).

2.3. Perceived Online Shopping Usefulness

The extent to which a consumer believes that online shopping improves transactional performance is referred to as perceived usefulness (Chiu et al., 2009:765). Perceived usefulness, one of the most crucial elements that affect the use of a system, is commonly used to acknowledge innovation and technology use (Alan et al., 2017:202).

Online shopping is considered as more useful by consumers when it is convenient and offers cost savings (Davis et al., 1989:982). Users are more likely to visit a website if they believe it provides a high practical utility, according to Gefen et al. (2003:307). As users perceive the Internet as a useful tool, it increases the frequency, duration and usage of the Internet, changing the platform on which customers shop (Isaac et al., 2017:738).

2.4. Online Repurchase Intention

Online repurchase intent refers to a person's own belief that they intend to continue purchasing goods and services online in the future (Chiu et al., 2009:763). Online repurchase is a key component associated with loyalty (Soderlund et al., 2001:169) and is also described as the behavior of continuing to shop online. The use of a continuance model is essential to explain such behavior. As continuity intention, rather than the behavior itself, is critical in this case (Khalifa & Liu, 2007:782).

Prior research on repurchase intention has revealed that factors such as website quality, satisfaction, trust, perceived usefulness, habit, and value are the elements that mainly shape repurchase intention (Hsu et al., 2015:45; Rauyruen et al., 2009:180). Further, in the online context, it is remarkable that the valuable, up-to-date, and consistent information provided by the retailer to the website customers encouraged the repurchase tendencies of these customers (Lin & Sun, 2009:467; Cheung et al., 2008:234).

3. Theoretical Framework and Hypothesis Development

A shopping behavior includes a set of advantages that are arranged in a hierarchical order, including sensory, cognition, experiential, emotional, affiliative and material benefits (Darden & Dorsch, 1990:300). Some people shop when they feel happy. Some people also like to shop. Shopping can be a chore for some and a joy for others (Goldsmith, 2016:54).

Wagner & Rudolp (2010:416) addressed the shopping motivations of consumers from two main perspectives. The first characterizes the need to finish a practical shopping assignment quickly and effortlessly. The second one defines going shopping for enjoyment to satisfy one's emotions such as sensory stimulation, enjoyment, socialization, and gift shopping. The consumer who is happy takes advantage of and enjoys online purchasing on commercial websites.

As long as happy consumers feel safe, they tend to shop again in search of stimulation, variety and novelty (Kahn & Isen, 1993:259). Ben Khelil et al. (2015:6) argued that customer happiness is directly and positively linked to online purchase intentions. Satisfied and happy consumers maintain their online purchase intentions (Andrian & Rostiani, 2021:180; Zaki & Ab Hamid, 2021:4). Based on these insights, this study proposes the H_1 hypothesis:

"H_1: Happiness has a positive effect on online repurchase intention."

As seen in scientific studies, there are two different understandings of happiness as hedonic and eudaimonic (Ryan & Deci, 2001:142; Waterman et al., 2008:42). Haybron (2001:504) opposes the hedonistic theory of happiness and states that it is not correct to see pleasure, which has a very broad meaning, as the constituent element of happiness in reasonable situations. Because according to him, happiness is not just having a certain experience, or even having many experiences. So much so that, according to him, emotional states such as life satisfaction and mood, which are the constituent elements of happiness, cannot be reduced to pleasure. However, there is empirical evidence that mental well-being (or happiness) is a constitutive element of pleasurable experiences, as seen in scientific studies to explain consumer behavior (Çelik & Dülek, 2020:252; Erçoşkun & Sağtaş, 2022:294). Happiness has a significant relationship with hedonic service evaluations and commitment (Hellén & Sääksjärvi, 2011:937). Based on these insights, this study proposes the H_2 hypothesis:

"H_2: Happiness has a positive effect on perceived online shopping enjoyment."

Unlike enjoyment and usefulness, happiness is conceptualized as a long-dated rather than a short-dated concept (Diener, 1994:104; Haybron, 2001:504; Lyubomirsky et al., 2005:825). Since happiness is conceptualized as a long-term concept in this study, it is not correct to reduce usefulness, which is a short-term concept, to happiness. Lyubomirsky et al. (2005:825), as a long-dated concept, happiness is associated with the short-dated concept of positive affect (positive emotions and moods). Positive affect has a significant correlation with perceived usefulness (Hoong et al., 2017:149). Mental well-being has a significant effect on perceived online shopping usefulness (Çelik & Dülek, 2020:252; Erçoşkun & Sağtaş, 2022:294). Based on these insights, this study proposes the H_3 hypothesis:

"H_3: Happiness has a positive effect on perceived online shopping usefulness."

Positive emotions such as enjoyment and arousal in online shopping influence the future behaviors of customers (Menon & Kahn, 2002:33). Satisfaction can be described as the happiness and enjoyment associated with the online purchases of users. Therefore, perceived online shopping enjoyment is valuable in maintaining online shopping intentions (Mandilas et al., 2013:441).

Utilizing the technology acceptance model and flow theory in the context of online consumer behaviors, Koufaris (2002:213) concluded that both perceived online shopping enjoyment and perceived online shopping usefulness affect consumers' repurchase intentions. He further ascertained that the more fun consumers have, the more they prefer value-added online mechanisms.

It is stated that the higher the individual's level of pleasure from shopping, the higher the purchasing determination (Darmaningrum & Sukaatmadja, 2019:3772). Perceived enjoyment has a significant effect on repurchase intention (Kamis et al., 2008:159; Li, 2016:48). Based on these insights, this study proposes the H_4 hypothesis:

"H_4: Perceived online shopping enjoyment has a positive effect on online repurchase intention."

As can be seen in the relevant studies, perceived usefulness has an important mediating role in the acceptance of technology (Santhanamery & Ramayah, 2015:2). Perceived usefulness was also found to significantly mediate the indirect effect of personalization on purchase intention by Xia & Bechwati (2008:4). When consumers enjoy shopping and thus want to stay longer on a retailer's website, they are more likely to visit (to revisit) that online retailer to repeat the enjoyable shopping experience (Kim et al., 2007:95). Cheema et al. (2013:131) also stated that the emotions of excitement, enjoyment, and happiness are stimulating and impressive for the online shopping of consumers. In this direction, it is evaluated that the dimension of perceived enjoyment will be an important predictor of happy individuals' intention to repurchase online. Perceived enjoyment is likely to mediate the effect of happiness on service commitment (Hellén & Sääksjärvi, 2011:948). Based on these insights, this study proposes the H_5 hypothesis:

"H_5: Perceived online shopping enjoyment has a mediating role in the indirect effect of happiness on online repurchase intention."

Whenever an online store is cheaper or offers better after-sales services than physical or online stores, consumers are more willing to repurchase (i.e. repurchase intentions) from the online store (Khalifa & Liu, 2007:785; Koufaris, 2002:207). Bhattacherjee (2001:204) claimed and experimentally demonstrated that when individuals perceive that they benefit from online use, they are more likely to intend to continuously use it. Perceived usefulness associated with utilitarian values and perceived pleasure associated with hedonic values are associated with customer attitudes and behavioral intentions to shop online (Ahn et al., 2007:263; Lee, 2005:169). In addition, perceived usefulness mediates the indirect effects of e-wom characteristics (number, reliability, and quality) on online repurchase intention (Matute et al., 2016:1094).

Happiness has a significant relationship with utilitarian service evaluations and commitment (Hellén & Sääksjärvi, 2011:950). Perceived usefulness has a significant effect on repurchase intention (Kamis et al., 2008:171; Li, 2016:57; Nurcholis & Miftaqulkismay, 2021:194).

Yulianita (2018:148) found that perceived usefulness has the most influence on the millennial generation in the online shopping context. The effect of perceived online shopping usefulness on behavioral intentions (such as repurchase) has been consistently reported by many empirical studies performed in a variety of contexts, including information technologies and e-commerce (Gefen & Straub, 2000:18; Lin & Sun, 2009:467; Zhang et al., 2011:196; Genoveva & Dharmaatmaja, 2022:26). Based on these insights, this study proposes the H_6 hypothesis:
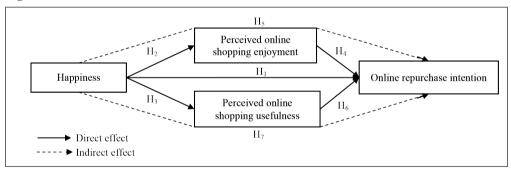
"H_6: Perceived online shopping usefulness has a positive effect on online repurchase intention."

A positive effect has a significant relationship with perceived usefulness and perceived behavioral intention (Hoong et al., 2017:160). The mental well-being of consumers indirectly has a significant impact on the actual online purchasing behavior due to the mediating effect of the perceived usefulness of online shopping (Çelik & Dülek, 2020:252). Based on these insights, this study proposes the H_7 hypothesis:

"H_7: Perceived online shopping usefulness has a mediating role in the indirect effect of happiness on online repurchase intention."

Figure 1 presents the research model designed with the variables of happiness, perceived online shopping enjoyment, perceived online shopping usefulness, and online repurchase intention.

Figure 1: Research Model

This present study aims to explore the effect of happiness on the repurchase intentions of customers in online shopping as well as the mediating role of the perceived online shopping enjoyment and perceived online shopping usefulness in the indirect effect of happiness on online repurchase intentions. Little scholarly attention in the field of consumer research has been devoted to the relationship between happiness and online purchase intentions (Ben Khelil et al., 2015:7; Kim & Lee, 2020:5), as well as the relationship between happiness and online shopping (Çelik & Dülek, 2020:256; Goldsmith, 2016:55). It is further striking that there is a literature gap on the correlation between happiness and repurchase intentions in online shopping. This current study will hopefully address this critical gap in the literature. This study is also significant in that it explains the link between positive psychology and consumer behaviors in human-computer interactions. Unlike the relevant existing studies, this present study argues that happiness may have a significant effect on repurchase intention.

4. Research Method

4.1. Measurements

The survey questions on happiness (Goldsmith, 2016:56), perceived online shopping enjoyment (Ghani et al., 1991:237), perceived online shopping usefulness (Davis & Venkatesh, 1996:45) and online repurchase intentions (Hsu et al., 2015:52) have been adapted for this study based on the relevant literature. A 5-point Likert (1. Strongly Disagree…5. Strongly Agree) scale was used to measure the extent to which the participants agreed with the scale items. The items of each scale are as follows.

Items of online repurchase intention scale: Intention1: *"I will likely continue online shopping (buying products/brands) in the future."* Intention2: *"I plan to continue online shopping (buying products/brands) in the future."* Intention3: *"If I could, I would like to continue online shopping (buying products/brands)."*

Items of perceived online shopping enjoyment scale: Enjoyment1: *"Online shopping is an exciting experience for me."* Enjoyment2: *"Online shopping is a fun experience for me."* Enjoyment3: *"Online shopping is an enjoyable experience for me."* Enjoyment4: *"Online shopping is an interesting experience for me"*

Items of perceived online shopping usefulness scale: Usefulness1: *"Online shopping enhances my shopping effectiveness."* Usefuness2: *"Online shopping improves my shopping performance."* Usefulness3: *"Online shopping increases my shopping productivity."* Usefulness4: *"Online shopping is useful for me."*

Items of happiness scale: Happiness1: *"In general, I consider myself: Not a very happy person 1 2 3 4 5 A very happy person"* Happiness2: *"Some people are generally very happy. They enjoy life regardless of what is going on, getting the most of everything. To what extent does this characterization describe you? Not at all 1 2 3 4 5 A great deal."* Happiness3: *"Compared to most of my peers, I consider myself: Less happy 1 2 3 4 5 More happy."*

4.2. Participants and Data Collection Tool

The participants are customers who have purchased products or brands in any e-retail sales in the past month (within 30 days). Data were gathered through an online survey. To collect data with the survey, an approval document dated 23/11/2021 and numbered 2021/18-10 was obtained from Van Yüzüncü Yıl University Social and Humanities Publications Ethics Committee. Due to time and cost constraints, it is not possible to reach the entire population of participants. For that reason, the data were obtained from 296 online survey participants through the convenience sampling method. With the four variables in the research model, the sample size of the study consist of 296 people, and meets the minimal sample size criterion with 15 participants per independent variable (Stevens, 1996:72).

4.3. Analysis

This study performed regression and process macro (v3.5) analyses to test the proposed hypotheses. Linear regression analysis was carried out to test direct effects. Also, process macro analysis was used to determine mediating roles (or indirect effects). Process macro is a path

modeling tool with a regression plug-in and is used for mediation, moderator, and conditional analyses (Hayes, 2013:325). In the Process Macro analysis, if there is no zero ("0") between BootLLCI (the lower bound confidence interval) and BootULCI (the upper bound confidence interval) in the mediation analysis, the predicted paths are considered significant (Hayes, 2018:94). According to Hayes' (2018:113) modern approach (as cited in Gürbüz & Bayık, 2018:41), if the indirect effect of the independent variable is found significant in the bootstrap test, the mediation model is validated. In this case, no further test is needed.

5. Results

5.1. Demographic Profile

Table 1 shows the findings related to the participants' demographic characteristics. Among all the participants (100%; n=296), most of them are female (60.1%; n=178), aged between 21-30 (57.1%; n=170), university graduates (68.2%; n=202) and have a monthly income ranging between 0-2500 TL (49.3%; n=146).

Table 1: Participants' Demographic Characteristics

Demographics	Group	(f)	(%)	Demographics	Group	(f)	(%)
Gender	Male	118	39.9	Education Status (Graduated)	Primary School	6	2.0
	Female	178	60.1		Secondary School	7	2.4
	Total	**296**	**100**		High School	81	27.4
Age	20 Under	54	18.2		University	202	68.2
	21-30	170	57.5		**Total**	**296**	**100**
	31-40	57	19.3		0-2500	146	49.3
	Over 40	15	5.0	Monthly Income (TL)	2501-5000	62	20.9
	Total	**296**	**100**		5001-7500	37	12.5
					Over 7500	51	17.2
					Total	**296**	**100**

5.2. Internet Shopping History

Table 2 shows the results of the participants' internet shopping history. The vast majority of the total number of participants shopped online for clothing and textile products (47.6%; n=141), within the last month (30 days), for more than 4 times (26.6%; n=79) and spent 0-250 TL (51.4%; n=153).

Table 2: Participants' Internet Shopping History

Online Shopping	Group	(f)	(%)
Often the MOST purchased product/brand on the Internet	Clothing & Textile	141	47.6
	Books & Stationery	51	17.2
	Personal Care Products	35	11.8
	Food & Nutrition	20	6.8
	Electronic Products	20	6.8
	Other	19	6.4
	Game & Consoles	3	1.0
	Vacation & Travel	2	0.7
	TV & Video & Sound Systems	2	0.7
	White Goods (refrigerator, washing machine, dishwasher, oven, etc.)	1	0.3
	Computer & Tablet	1	0.3
	Motor Vehicle	1	0.3
	Total	**296**	**100**
Number of online shopping in the last month (30 days)	1	68	23.0
	2	77	26.0
	3	52	17.6
	4	20	6.8
	More than 4	79	26.6
	Total	**296**	**100**
Average spending per month (30 days) on the Internet	0-250 TL	153	51.4
	251-500 TL	90	30.4
	501-1000 TL	29	9.8
	Over 1000 TL	24	8.2
	Total	**296**	**100**

5.3. Common Method Bias

Harman's single-factor test and correlation analysis were performed to check for a common method variance bias for the obtained dataset (Podsakoff et al., 2003:889). The single factor value of 37.37% calculated with the Herman test has a variance value of less than 50% (Islam et al., 2021:7). In addition, as can be seen in Table 6, the correlation coefficient (r) between two variables is less than .90 (Bagozzi et al., 1991:437). Accordingly, it can be stated that there is no common variance bias problem for the obtained dataset.

5.4. Factor Analysis and Reliability Analysis

Factor analysis was performed to test the validity of the scales, and reliability analyzes were performed to test their reliability. The exploratory factor and reliability analyses' results are presented in Table 3. Factor analysis can be conducted only when the KMO measure is found ≥.50 and p<.05 (Field, 2000). Besides, it is expected from a factor analysis that each factor load is ≥.50 (Hair et al., 2009:115) and that explained total variance is ≥ .60 (Hair et al., 2009:109). Also, a measurement tool is considered reliable if the Cronbach's Alpha value is reported as ≥.70 in the reliability analysis (Nunnally, 1978). All these conditions have been met.

Table 3: Exploratory Factor and Reliability Analyses' Results

Factors	Items	Loadings	Variance (%)	Reliability
Online Repurchase Intention	Intention1	.952	41.751	.901
	Intention2	.921		
	Intention3	.819		
Perceived Online Shopping Enjoyment	Enjoyment1	.940	15.119	.869
	Enjoyment2	.883		
	Enjoyment3	.781		
Perceived Online Shopping Usefulness	Usefulness1	.833	11.868	.812
	Usefulness2	.827		
	Usefulness3	.780		
	Usefulness4	.583		
Happiness	Happiness1	.890	6.973	.831
	Happiness2	.862		
	Happiness3	.847		
Total Variance Explained (%)		75.712		
KMO Measure of Sampling Adequacy		.860		
Bartlett's Test of Sphericity	Approx. Chi-Square= 2127.566	df= 78		p= .000

Note: The item of perceived online shopping enjoyment as"Enjoyment4: Online shopping is an interesting experience for me" was excluded from the factor and reliability analysis because it reduces reliability.

Confirmatory factor analysis results are shown in Table 4. As expected with confirmatory factor analysis ($2 < \chi 2/df \leq 3$, $.05 < RMSEA \leq .08$, $.05 < SRMR \leq .10$, $.90 \leq GFI < .95$, $.85 \leq AGFI < .90$, $.95 \leq CFI < .97$, $.90 \leq TLI-RFI < .95$ and $.90 \leq NFI < .95$) model fit values are acceptable (Byrne, 2011; Schermelleh-Engel et al., 2003:52). In addition, since AVE values were calculated as ≥.50, CR values ≥.70, and CR>AVE, convergent validity was provided (Fornell & Larcker, 1981:46).

Table 4. Confirmatory Factor Analysis Results

Factors	Items	Loadings	AVE	CR
Online Repurchase Intention	Intention1	.870	.75	.90
	Intention2	.873		
	Intention3	.861		
Perceived Online Shopping Enjoyment	Enjoyment1	.888	.70	.87
	Enjoyment2	.724		
	Enjoyment3	.888		
Perceived Online Shopping Usefulness	Usefulness1	.838	.54	.82
	Usefulness2	.610		
	Usefulness3	.785		
	Usefulness4	.685		
Happiness	Happiness1	.825	.62	.83
	Happiness2	.785		
	Happiness3	.756		

Model fit values: $\chi2$=127.634 P=.000 $\chi2$/df=2.163 GFI=.939 AGFI=.906 NFI=.941 RFI=.922 TLI=.957 CFI=.967 RMSEA=.063 SRMR=.0525

5.5. Normality Test

Normality test results are shown in Table 5. Since the skewness and kurtosis coefficient values for the factor structures are calculated between ±1, it should be accepted that the data obtained have a normal distribution (Hair et al., 2009:34).

Table 5. Assessment of Normality

	Online Repurchase Intention	Perceived Online Shopping Enjoyment	Perceived Online Shopping Usefulness	Happiness
Skewness	-.757	-.335	-.393	-.440
Kurtosis	-.138	-.736	-.016	-.002

5.6. Correlation Analysis

Pearson correlation analysis was performed because the obtained data showed normal distribution. Pearson correlation analysis results are shown in Table 6. As a result of the Pearson correlation analysis, it is seen that the relationship between both variables is significant and positive.

Table 6. Pearson Correlation Analysis Results

Variables		Online Repurchase Intention	Perceived Online Shopping Enjoyment	Perceived Online Shopping Usefulness	Happiness
Online Repurchase Intention	r	1	.397**	.605**	.187**
	p		.000	.000	.001
Perceived Online Shopping Enjoyment	r	.397**	1	.550**	.250**
	p	.000		.000	.000
Perceived Online Shopping Usefulness	r	.605**	.550**	1	.298**
	p	.000	.000		.000
Happiness	r	.187**	.250**	.298**	1
	p	.001	.000	.000	

5.7. Testing Hypotheses

The results of the simple linear regression analysis are shown in Table 7. Happiness has a direct, positive, and significant effect on online repurchase intention (β=.187; p=.001), perceived online shopping enjoyment (β=.250; p=.000), and perceived online shopping usefulness (β=.298; p=.000). Moreover, both perceived online shopping enjoyment (β=.397; p=.000) and perceived online shopping usefulness (β=.605; p=.000) have a direct, positive and significant effect on online repurchase intention.

Table 7: Simple Linear Regression Analysis Results

Independent Variable	Dependent Variable	R^2	F	β	t	p	Result
Happiness	Online Repurchase Intention	.035	10,612	.187	3.258	.001	Accepted
Happiness	Perceived Online Shopping Enjoyment	.063	19.678	.250	4.436	.000	Accepted
Happiness	Perceived Online Shopping Usefulness	.089	28.641	.298	5.352	.000	Accepted
Perceived Online Shopping Enjoyment	Online Repurchase Intention	.158	54.982	.397	7.415	.000	Accepted
Perceived Online Shopping Usefulness	Online Repurchase Intention	.366	169.573	.605	13.022	.000	Accepted

Table 8 presents the results of the Process Macro analysis. Both perceived online shopping enjoyment (Effect=.0989; BootLLCI=.0522 and BootULCI=.1559) and perceived online shopping usefulness (Effect=.1898; BootLLCI=.1181 and BootULCI=.2680) have a mediating role on the indirect effect of happiness on online repurchase intention.

Table 8: Process Macro Analysis Results

Model Summary: R^2= .1657 F = 29.0894 P= .0000	Effect	se	t	p	LLCI	ULCI
Total effect of happiness on online repurchase intention	.1973	.0606	3.2576	.0013	.0781	.3165
Direct effect of happiness on online repurchase intention	.0984	.0583	1.6885	.0924	-.0163	.2131
Indirect effect of happiness on online repurchase intention	Effect	BootSE	BootLLCI		BootULCI	Result
	.0989	.0268	.0522		.1559	Accepted

Independent Variable: Happiness
Mediating Variable: Perceived Online Shopping Enjoyment
Dependent Variable: Online Repurchase Intention

Model Summary: R^2= .3658 F = 84.5146 P= .0000	Effect	se	t	p	LLCI	ULCI
Total effect of happiness on online repurchase intention	.1973	.0606	3.2576	.0013	.0781	.3165
Direct effect of happiness on online repurchase intention	.0075	.0515	.1452	.8846	-.0939	.1089
Indirect effect of happiness on online repurchase intention	Effect	BootSE	BootLLCI		BootULCI	Result
	.1898	.0382	.1181		.2680	Accepted

Independent Variable: Happiness
Mediating Variable: Perceived Online Shopping Usefulness
Dependent Variable: Online Repurchase Intention

6. Discussion and Implications

This study has analyzed the effect of happiness on online repurchase intention and perceived online shopping enjoyment and usefulness; the effect of perceived online shopping usefulness and enjoyment on online repurchase intention; and, the mediating role of perceived online shopping usefulness and enjoyment in the indirect effect of happiness on online repurchase intention.

Prior research has explained the effect of happiness on online purchase intention (Ben Khelil et al., 2015:9; Kim & Lee, 2020:7). However, this study yields that happiness has a positive and significant effect on online repurchase intention. Consumers who feel happy tend to buy online (Zaki & Ab Hamid., 2021:1). It is known that happiness has a direct effect on shopping (Goldsmith, 2016:58). According to this information, happiness is a significant predictor of online purchase intention, online repurchase intention, and shopping.

The effect of mental well-being on perceived online shopping enjoyment and perceived online shopping usefulness has been previously studied (Çelik & Dülek, 2020:256; Erçoşkun & Sağtaş, 2022:301). Similarly, this study ascertains that happiness has a positive and significant effect on perceived online shopping enjoyment and perceived online shopping usefulness. Consumers who feel good mentally enjoy shopping (Çelik & Dülek, 2020:260; Çelik et

al., 2022:129; Erçoşkun & Sağtaş, 2022:309) and find their shopping useful (Çelik & Dülek 2020:260; Erçoşkun & Sağtaş, 2022:309). In conclusion, the findings of this study are in line with the findings of previous studies.

In one study, it is stated that perceived online shopping usefulness has an effect on actual online shopping (Çelik & Dülek, 2020:260). Another study states that perceived online shopping enjoyment has a positive effect on online impulse buying behavior (Erçoşkun & Sağtaş, 2022:309). This study proves that both perceived online shopping enjoyment and perceived online shopping usefulness have a positive and significant effect on online repurchase intention. Ultimately, consumers who find online shopping enjoyable and useful tend to return to online shopping (Koufaris, 2002:216).

The mediating role of perceived online shopping usefulness in the indirect effect of mental well-being on actual online shopping has been previously revealed (Çelik & Dülek, 2020:252). This study also determines that not only perceived online shopping usefulness but also perceived online shopping enjoyment has a mediating role in the indirect effect of happiness on online repurchase intention. On the other hand, it is known that the indirect effect of consumers' mental well-being on their shopping enjoyment is mediated by their shopping experiences (Çelik et al., 2022:129). Accordingly, it should not be wrong to state that the shopping experience is important for the mediating role of shopping enjoyment in the effect of mental well-being on repurchase intention.

6.1. Implications for Theory

On theoretical implications, this study enriches the relevant literature by explaining that customers' happiness before shopping causes them to view online shopping as more enjoyable and useful, and to have repurchase intentions. In this regard, we believe that the study we conducted is important to understanding the explanatory potential and usefulness of the technology acceptance model. Because the technology acceptance model suggests that consumers' purchase intentions can be affected by how useful they find online shopping (Venkatesh & Davis, 2000:197). In addition, this study provides theoretical implications for the relevant literature by explaining that perceived enjoyment and perceived usefulness from shopping mediate the effect of pre-shopping happiness on online repurchase intention. This current studys hows that it is important for people to enjoy and benefit from shopping while feeling happy, especially when they have a repeating purchasing intention. In this regard, this current study is consistent with studies (Çelik & Dülek, 2020:260) that explain how the enjoyment and usefulness of online shopping influence the purchasing behaviors of happy consumers.

6.2. Implications for Practice

The findings of this study show that customers who feel happy and consider online shopping fun and useful intend to buy again online. Considering the research findings obtained, it is possible to provide implications for practice. First of all, according to the study findings, making the customer happy can be an important marketing strategy. This technique can include sending various presents or providing customers with amazing moments. Strategies to eliminate any difficulty that may emotionally or behaviorally disturb customers during online shopping, may be developed. Particularly, services like web page design that improves the

shopping experience and the presentation of alternative payment instruments might be offered. To establish positive relationships with customers, marketing strategies are required to make them happy. The quality of the commercial website needs to be increased to offer value to the consumer, make the consumer happy, make more sales and gain a competitive advantage. It would be beneficial to improve the design of the online sales environment, namely the web store.

7. Limitations and Directions for Future Research

This study has certain limitations. Therefore, this study provides some directions for future research based on limitations. The sample of this study fails to represent the general population, as it is limited to 296 customers who shopped online within the past month (within 30 days). Future studies on happiness may be performed with different samples. This study is also a customer-centered study that reveals the effect of happiness on customers' repurchase intention in online shopping. Further studies may provide useful insights into different generations to gain a deeper understanding of customer behaviors. The research model of this study is designed with the variables of happiness, perceived online shopping enjoyment, perceived online shopping usefulness and online repurchase intention. Future research may incorporate additional variables such as online shopping experience to design a new research model. Because there are studies supporting that shopping experience has a mediating role in the indirect effect of mental well-being on shopping enjoyment (Çelik et al., 2022:129). In addition, since there are studies supporting that happiness has a positive relationship with mood and service quality, it is possible to evaluate mood and service quality variables in future studies (Hellén & Sääksjärvi, 2011:948). Finally, the use of quantitative techniques in the research is also a limitation. More descriptive information can be obtained by using qualitative and mixed methods in future studies.

8. Conclusion

The results of this study show that customers' happiness before shopping plays a positive role in their perception of online shopping as more enjoyable and beneficial and their intention to purchase again. Because people's innate or sometimes instinctual desire for happiness can motivate them to shop (Goldsmith, 2016:59). Another finding of this study is that perceived enjoyment and perceived usefulness act as mediators between pre-shopping happiness and online repurchase intention. Particularly, it was shown that perceived usefulness had a bigger effect on buyers' intentions to make repeat purchases. As a result, it is possible to evaluate how easily consumers perceived online buying. Because the easier the system is, the more likely it is to be adopted by users (Davis et al., 1989:987). Finally, with this study, it is evaluated that the shopping experience cannot be limited to the tendency to meet a physical need. It should be taken into account that individuals who feel psychologically happy may turn to an online shopping experience.

Contribution Statement Of Researchers

Each author contributed %50.

Conflict Of Interest Statement

There are no conflicts of interest with any institution or individual within the scope of this study.

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