

## Impact of social comparison and peer pressure on iPhone consumer happiness and innovativeness

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### Abstract

*In the era of rapid technological advancement, the conventional use of smartphones has undergone a transformative paradigm shift. The presence of Apple's iPhone has become a significant entity surpassing mere communication functions. This research explores the dynamics linking social comparison, peer pressure, consumer innovativeness, and user satisfaction in the context of iPhone usage. Data was collected by engaging 319 iPhone users in Indonesia through a comprehensive online survey, and 150 respondents met the specified criteria. The study employs Partial Least Squares analysis using the SmartPLS4 software. Empirical findings reveal a positive correlation between social comparison and peer pressure, substantially influencing consumer innovativeness. Interestingly, social comparison also has a positive impact on consumer happiness. However, the research finds that while peer pressure significantly contributes to consumer innovativeness, it does not affect consumer happiness. This investigation underscores the crucial role of social comparison and peer pressure in shaping consumer innovativeness and happiness. The study elucidates the complex interaction between psychological and social factors. By understanding the desire to differentiate oneself and seek social acceptance, this research enhances our understanding of consumer decision-making in iPhone usage, facilitating diverse perspectives on technology as a crucial element in social identity construction.*

**Keywords:** social comparison, peer pressure, consumer innovativeness, consumer happiness, iPhone.

### Introduction

The advancement of technology and information has transformed the usage patterns of mobile phones. Indonesian citizens spend 5.7 hours daily with their mobile phones (Dewi, 2023). Mobile phones, particularly smartphones, serve as communication devices and solutions for accessing information, time management, and coordination (Mohammadi et al., 2020). With features such as calling, texting, camera functionality, music playback, internet access, and gaming applications, smartphones have become versatile devices catering to various needs. The everyday use of smartphones can assist individuals in

carrying out their tasks. Numerous benefits are derived from smartphone usage, including communication tools, text and document creation, reminders, GPS navigation/maps, data storage, information sharing, video and photo recording, and much more (Wijaya, 2023). However, when discussing smartphones, one name that consistently dominates the market and serves as an icon of technology is the iPhone, produced by Apple Inc. (Agnihotri, 2018). It stands out as a sophisticated communication tool and symbolizes users' social status and contemporary trends. Its elegant design, seamless software integration, and innovative features have positioned the iPhone as a leader in the smartphone industry (Hiremath & Gupta, 2022).

The iPhone has pioneered innovation within its product line, gradually enhancing these innovations for newer models (Gabriel, 2021), thereby driving the popularity of the iPhone (Shetty & Bhat, 2022). The innovative features offered by the iPhone, such as advanced camera capabilities and productivity-supporting applications, can generate satisfaction and happiness, encouraging continued use of the iPhone, even in subsequent purchases (Shetty & Bhat, 2022). This phenomenon is intertwined with consumer behavior, as individuals seek to distinguish themselves from the majority, continuously innovating to achieve their goals (Sheth, 2020). Innovative consumers are more inclined to adopt the latest products and cutting-edge technological features the iPhone offers. The reliability of the iPhone in delivering innovation and state-of-the-art technology can create a bond between the iPhone and its consumers. In other words, the happiness experienced by consumers when using the iPhone may be influenced by their tendency to innovate to stand out constantly. This aligns with the research conducted by Yakut (2022).

Brand addiction to the new iPhone, referring to consumer addictive behavior, is characterized by a strong preference for the iPhone, leading consumers to purchase the product (Le, 2020) compulsively. This increases consumer happiness during the shopping experience, suggesting that acquiring goods contributes to a greater sense of happiness (Kim & Lee, 2019). The desire for social acceptance often drives users to follow trends to avoid feeling marginalized (Kross et al., 2021). Social pressures of this nature can trigger conformity in product choices, not solely based on functional considerations or technological needs but also as an expression of social identity (Li et al., 2021). Prior research conducted revealed that the use of specific products, including smartphones, can be an integral part of individual social identity construction (Cornelissen et al., 2021; Mao et al., 2020; Ogbanufe & Gerhart, 2020). This research also highlights that in rapidly changing environments, such as the technology market, psychological and social factors often play a more significant role than purely rational considerations (Cornelissen et al., 2021; Mao et al., 2020; Ogbanufe & Gerhart, 2020). The desire to feel connected, recognized, and accepted by the surrounding environment can be a primary driver in product selection (Alamsyah et al., 2020). This phenomenon indicates that the iPhone fulfills functional needs and successfully creates a strong consumer appeal.

Moreover, as of October 2023, Apple held approximately 12 percent of Indonesia's mobile phone market share (Statista, 2023). While this figure is comparatively smaller than Android's, its impact on social comparison and consumer preferences is noteworthy. The competition between Apple and

Android in the Indonesian market has led to diverse consumer choices, influencing trends and shaping the mobile technology landscape. Since Indonesia is a diverse market with varying consumer preferences, this competitive landscape contributes to the nuanced dynamics of social comparison and consumer innovativeness. Apple's 12 percent market share suggests a sizable presence, indicating a significant consumer interest in its products. Therefore, this study aims to analyze the influence of social comparison and peer pressure on user innovation and satisfaction with the iPhone smartphone. Hence, the primary objective of this study is to examine the effects of social comparison and peer pressure on user innovation and satisfaction concerning the iPhone smartphone. Through comprehensive analysis, the author seeks to understand how these social factors contribute to users' experiences and perceptions of innovation and satisfaction with iPhone usage.

Social comparison can motivate consumers to become more innovative (Iyer & Soberman, 2016). Consumer innovativeness refers to accepting and using new products or services within society. Consumers are often influenced by their social groups, such as friends, family, or colleagues, in adopting innovations. If individuals in their surroundings have already adopted a new product or service, they will likely be more open to that innovation. This aligns with previous findings stating that social comparison positively impacts consumer innovativeness. It indicates that social comparison positively influences consumer innovativeness by fueling competition, motivating individuals to explore new ideas, and fostering creativity as they seek to distinguish themselves from others. (Gupta et al., 2021; Jiang & Ngien, 2020; Wang et al., 2023). Another researcher, Ye and Kankanhalli (2018), asserted that iPhone users who engage in social comparison are more inclined to exhibit innovative behavior. This suggests that their exposure to social comparisons influences a greater acceptance of new technological advancements within the broader societal context. Therefore, this study hypothesizes:

*H1: Social comparison has a positive impact on consumer innovativeness.*

In the social context, peers often serve as role models influencing consumer behavior. Individuals may feel inclined to follow suit if a peer has adopted or created a specific innovation. Peer pressure can also manifest through interpersonal communication, both directly and via social media. Positive comments or peer expectations can motivate individuals to be more innovative (Hofstetter et al., 2018). In the context of group norms, individuals tend to strive to align with various group norms. If there is a positive norm associated with innovation, an individual may be more inclined to adopt innovative behavior to meet the group's expectations. Conversely, negative pressure or stigma towards innovation can limit adoption possibilities, especially if the group is more conservative in their views on change. This aligns with previous findings by Jiang and Ngien (2020), who state that peer pressure positively and significantly impacts consumer innovativeness among smartphone users. Therefore, this study proposes the following hypothesis:

*H2: Peer pressure has a positive impact on consumer innovativeness.*

Social comparison regarding consumer happiness refers to the impact of

social interactions and self-comparisons on an individual's level of happiness in the context of consuming or owning goods and services. Individuals tend to compare themselves to others to evaluate and measure their worth. In the context of consumer happiness, social comparison can influence an individual's perception of their happiness. This aligns with prior research results, indicating that social comparison has a positive and notable effect on consumer happiness among smartphone users (Halfmann & Rieger, 2019; Krey et al., 2019). The findings from earlier studies support the idea that comparing oneself socially in the context of smartphone usage is associated with increased levels of consumer happiness. Moreover, Comparing oneself to others is a common practice driven by social, cultural, and personal standards. While sometimes motivating, this behavior can also negatively impact mental well-being, as individuals may experience feelings of inadequacy or stress. Developing self-awareness and fostering a positive self-image is crucial for maintaining a healthy perspective on personal growth and achievements. Thus, the research hypothesis is proposed as follows:

*H3: Social comparison has a positive impact on consumer happiness.*

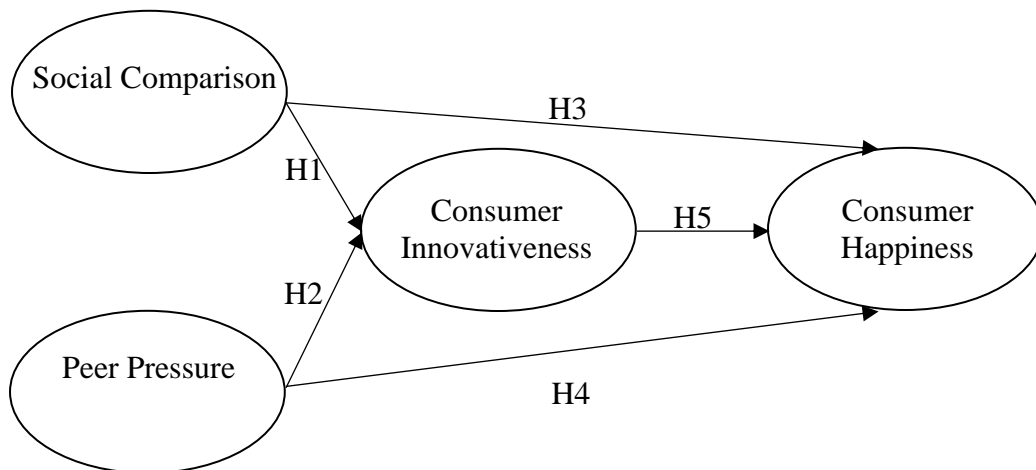
The influence of peer pressure on consumer happiness is an intriguing topic in consumer psychology and social behavior (Gil et al., 2012). Peer pressure can potentially shape the perception of happiness about particular possessions or achievements, particularly within the realm of smartphone users (Kumar et al., 2021). It may foster the belief that acquiring specific items or accomplishments is integral to experiencing happiness, motivating individuals to pursue these aspects as influenced by their peers actively. Although peer pressure can impact consumer happiness, individuals must maintain autonomy and the ability to make decisions in line with their values and preferences. Excessive attachment to friends' expectations can detrimentally affect psychological well-being. Excessive or unhealthy peer pressure can lead to stress (Vinayak & Arora, 2018). Feeling incapable of meeting friends' expectations can reduce consumer happiness and well-being. Therefore, it can be argued that peer pressure significantly influences consumer happiness. This is consistent with the findings of the Winterich and Nenkov (2015) study, stating that peer pressure has a positive and significant impact on consumer happiness. Thus, this study hypothesizes:

*H4: Peer pressure has a positive impact on consumer happiness.*

Technological innovations, such as the development of mobile applications, social media, and smart devices, can influence how consumers interact with products and services. Generation gaps in technology adoption can also change how consumers experience happiness. Younger generations may find happiness in the latest technological solutions, while older generations may derive happiness from more traditional sources. Research findings (Arts et al., 2011) suggest that consumer innovativeness strongly influences happiness. Therefore, this study proposes the following hypothesis:

*H5: Consumer innovativeness has a positive impact on consumer happiness.*

Based on the development of hypotheses presented earlier, the research framework can be elaborated as depicted in Figure 1.



**Figure 1. Research Conceptual**

### Methods

Data were collected through the distribution of questionnaires utilizing the Google Form feature. The sampling approach employed in this study is considered probability sampling. The criteria set for respondents in this study were individuals aged 17 years and above with experience in using the iPhone and using the iPhone for more than a year. Apple's ability to facilitate iPhone users with innovations has been one of the prominent vital points. User innovation in this context includes the development of an intuitive interface, the introduction of new features that meet user needs, and regular software updates to enhance functionality and performance (Ford, 2023). Furthermore, the selection of products from the Apple brand was made considering that five out of the top ten best-selling smartphones are attributed to this brand (Zhang, 2022). This success reflects remarkable attractiveness, with the number of users reaching its peak at 1.334 billion in 2022 (Mustajab, 2023).

The items in this study were adapted from previous research, with the assessment of each indicator using a Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). Specifically, five indicators of social comparison (Cronbach's  $\alpha = 0.940$ ) were adapted from Le (2020), and six indicators of peer pressure (Cronbach's  $\alpha = 0.962$ ) were modified from Dotson and Hyatt (2005). Meanwhile, five indicators of consumer innovativeness (Cronbach's  $\alpha = 0.953$ ) were adapted from Kim and Cha (2021), and four indicators of consumer happiness (Cronbach's  $\alpha = 0.937$ ) were modified from Kim and Lee (2019).

The SmartPLS4 software was employed to analyze the data. The Partial Least Squares (PLS) method was chosen because it focuses on variance-based structural equation analysis and utilizes bootstrapping methods. The integration of these two methods allows for simultaneous testing of the structural and measurement models, enabling a comprehensive evaluation of the model's success. Additionally, bootstrapping methods were used to determine the significance levels of the estimation results generated by the model. This enhances confidence in the findings obtained from the collected data sample.

## Result and Discussions

The questionnaire was distributed to respondents through social media platforms such as WhatsApp, Instagram, and TikTok, considering a strategic approach to achieving broad coverage and respondent diversification. The questionnaire link was shared randomly with 319 respondents on social media, with a high response rate of 209 individuals. Subsequently, a screening process was conducted, wherein only 172 respondents met the predefined criteria for this study. This meticulous and selective sampling process ensures that the data to be processed is more focused and relevant. Of the 172 respondents meeting the criteria, only 150 were selected for further analysis, as 22 tended to provide identical responses to each question. Respondents had the following characteristics: the majority were female (59.33%), aged 22-26 years (44.67%), with a Bachelor's degree or diploma (54%), and students (34.67%). Respondent characteristics are presented in Table 1.

**Table 1. Respondents' Demographic**

Demographics of Respondents		Total	Percentage (%)
Gender	Male	62	41
	Female	89	59
Age	17-21 years old	45	30
	22-26 years old	67	44
	27-31 years old	31	21
	32-36 years old	7	5
Educational Background	SLTA/Sederajat (High-School or Equivalent)	42	28
	D-I/ D-II/ D-III (Diploma)	12	8
	S-1/ DV (Undergraduate)	81	54
	S2 (Master) dan S3 (Doctoral)	15	10
Occupation	Student	52	35
	Private Employee	23	15
	PNS (Civil Servant)	26	17
	Entrepreneur	41	28
	Others	8	5
Salary	< Rp1.500.000	34	23
	Rp1.500.000 - Rp3.000.000	27	18
	Rp 3.000.000 –Rp. 4.500.000	41	27
	Rp.4.500.000 – Rp. 6000.000	25	17
	> 6.000.000	23	15

Confirmatory Factor Analysis assessed each construct's convergent validity, composite reliability, and discriminant validity. Table 2 displays the factor loadings and extracted Average Variance Extracted (AVE) values for each construct, which are parameters of convergent validity. The strategy to enhance construct validity involved eliminating items with factor loadings below 0.5, as recommended by Hair et al. (2019). After removing items with factor loadings

below 0.5, a reanalysis of the data showed a significant improvement in overall construct validity. All current factor loading values were above 0.5. Furthermore, the AVE values for all constructs exceeded 0.5, indicating satisfactory convergent validity for each construct.

Furthermore, each construct demonstrates high internal consistency, with construct reliability coefficients exceeding 0.7 (see Table 2). These results reflect strong construct reliability (Hair et al., 2019). Additionally, measurement items exhibit stronger or higher correlations with the measured variables and lower correlations with other variables (cross-loadings), indicating good discriminant validity (see Table 3).

Data analysis indicates that social comparison positively and significantly influences consumer innovativeness, with a value of  $b=0.249$  ( $p<0.001$ ), confirming that H1 is accepted. Similarly, peer pressure positively influences consumer innovativeness, with a value of  $b=0.404$  ( $p<0.01$ ), confirming that H2 is accepted. Furthermore, social comparison positively and significantly influences consumer happiness, with a value of  $b=0.737$  ( $p<0.001$ ), confirming that H3 is accepted. However, peer pressure does not significantly impact consumer happiness, with a value of  $b=0.403$  ( $p>0.05$ ), meaning H4 is rejected. Likewise, peer pressure does not significantly influence consumer happiness, with a value of  $b=0.124$  ( $p>0.05$ ), meaning H5 is also rejected. More detailed results regarding the relationships between constructs can be found in Table 4.

**Table 2. Measurement Model Analysis**

Variable	Construct	Loading Factor	AVE	Composite Reliability	Cronbach's $\alpha$
Social Comparison (PS)	PS1	0.926	0.807	0.954	0.940
	PS2	0.910			
	PS3	0.915			
	PS5	0.925			
	PS6	0.809			
	Peer Pressure (TTS)	TTS1			
TTS2	0.930				
TTS3	0.941				
TTS4	0.898				
TTS5	0.878				
TTS6	0.924				
Consumer Innovativeness (IK)	IK2	0.907	0.834	0.964	0.953
	IK3	0.933			
	IK4	0.926			
	IK5	0.902			
	IK6	0.922			
Consumer Happiness (KK)	KK1	0.903	0.841	0.955	0.937
	KK2	0.917			
	KK3	0.934			
	KK4	0.914			

**Table 3. Cross Loading**

	Social Comparison (PS)	Peer Pressure (TTS)	Consumer Innovativeness (IK)	Consumer Happiness (KK)
PS1	0.926	0.848	0.856	0.784
PS2	0.910	0.836	0.855	0.770
PS3	0.915	0.832	0.833	0.841
PS5	0.925	0.869	0.876	0.836
PS6	0.808	0.641	0.661	0.715
TTS1	0.859	0.925	0.898	0.809
TTS2	0.835	0.930	0.877	0.843
TTS3	0.826	0.941	0.817	0.786
TTS4	0.807	0.898	0.865	0.820
TTS5	0.817	0.878	0.824	0.828
TTS6	0.808	0.924	0.901	0.728
IK2	0.783	0.859	0.907	0.748
IK3	0.894	0.916	0.933	0.863
IK4	0.818	0.890	0.926	0.818
IK5	0.888	0.864	0.902	0.823
IK6	0.850	0.881	0.922	0.779
KK1	0.812	0.781	0.789	0.903
KK2	0.796	0.820	0.815	0.917
KK3	0.813	0.845	0.841	0.934
KK4	0.807	0.802	0.780	0.914

**Table 4. Analysis and Structural Result**

Path	Coefficient	P Value	Hypothesis	Result
PS→IK	0.249	0.000	H1	Accepted
TTS→IK	0.404	0.005	H2	Accepted
PS→KK	0.737	0.000	H3	Accepted
TTS→KK	0.403	0.074	H4	Rejected
IK→KK	0.124	0.474	H5	Rejected

**Table 5. Model Fit**

	Saturated Model	Estimated Model
SRMR	0.046	0.046
d_ ULS	0.527	0.527
d_ G	0.798	0.798
Chi-Square	631.164	631.164
NFI	0.868	0.868

Table 5 showcases the crucial indicator for evaluating the model fit. This factor is fundamental in assessing the model's quality, especially its capability to accurately depict the connections among the studied variables. Table 6 represents the R-square values. The variable 'Consumer Happiness' influenced by Social Comparison and Peer Pressure resulted in 0.826. Furthermore, Consumer Innovativeness influenced by Social Comparison, Peer Pressure, and Consumer Happiness resulted in 0.944. These findings indicated that Consumer Happiness influenced by those variables constituted 82,6% and Consumer Happiness constituted 94.4%.



**Table 6. R-Square**

	R Square	R Square Adjusted
Consumer Happiness	0.826	0.822
Consumer Innovativeness	0.944	0.943

This study aimed to investigate the effects of divergent factors, including social comparison and peer pressure, on consumer innovativeness, which, in turn, can collectively shape consumer happiness. The findings of this research can be summarized as follows. The analysis results indicate that social comparison and peer pressure positively and significantly impact consumer innovativeness. Peer pressure is identified as the most vital factor in driving consumer innovativeness. This finding aligns with research conducted by Wang et al. (2023), revealing that peer pressure plays a crucial role in enhancing the level of consumer innovativeness, acting as a strong influence on consumers' creative behavior. This understanding contributes significantly to the dynamics of consumer behavior when adopting innovations. Additionally, social comparison also has a significant impact on consumer innovativeness. This is consistent with the findings of Gupta et al. (2021), stating that social comparison can be a primary driver in increasing consumer innovativeness. The social comparison factor allows consumers to respond to innovation by seeking achievements or consumption levels equivalent to or even better than others in their social environment (Gupta et al., 2021). These findings provide additional insights into the crucial role of social comparison in driving consumer innovative behavior.

Furthermore, social comparison has a positive and significant impact on consumer happiness. This result aligns with the research conducted by Jiang and Ngien (2020), which found that social comparison positively influences consumer happiness. The social comparison factor opens opportunities for consumers to experience happiness by achieving or surpassing the achievement or consumption others possess in their social environment (Jiang & Ngien, 2020). This study provides a further understanding of the crucial role of social comparison in enhancing consumer happiness.

The contrasting result reveals that peer pressure does not influence consumer happiness. This is in line with the research by Halfmann and Rieger (2019), stating that peer pressure cannot affect consumer happiness. Individual autonomy and personal values may mitigate the impact of peer pressure on consumer happiness (Halfmann & Rieger, 2019). The study indicates that some consumers are resilient to external pressures, and if influenced behaviors conflict with personal values, they may not contribute positively to overall happiness. This challenges the conventional belief that peer pressure universally affects consumer happiness, emphasizing the importance of understanding individual differences and contextual factors in the relationship between social influence and well-being. It can be concluded that other factors are more dominant in influencing consumer happiness, which were not examined in the framework of this study.

Furthermore, consumer innovativeness does not have an impact on consumer happiness. This result is supported by the research conducted by Krey et al. (2019), stating that there is no significant relationship between the level of

consumer innovativeness and consumer happiness. The connection between consumer innovativeness and happiness is intricate, influenced by factors such as risk-taking behavior and the temporal nature of novelty. Krey et al. (2019) argue that adopting new and innovative products may bring uncertainties and that the initial excitement diminishes as innovations become commonplace, thus not significantly impacting overall consumer happiness. In the context of iPhone users, the relationship between consumer innovativeness and happiness is complex. While iPhone enthusiasts eagerly adopt new technological features, the initial excitement may wane as innovations become commonplace, aligning with Krey et al.'s (2019) argument. The continuous cycle of innovation and potential uncertainties related to performance may influence the long-term impact on overall happiness among iPhone users. Understanding this dynamic sheds light on the interplay between consumer preferences and technological advancements in consumer electronics. Thus, this finding is consistent with previous research results indicating that consumer innovativeness does not have a significant impact on the level of consumer happiness.

This study reinforces the perspective that social factors like social comparison and peer pressure can drive consumer innovativeness. Theoretically, these findings support the research results presented by Purtik and Arenas (2019), emphasizing the crucial role of the social environment in shaping consumer behavior, especially in the context of innovation. On the other hand, the findings demonstrate that social comparison has the most significant influence on consumer innovativeness, indicating that consumers' perceptions of social comparison can be a crucial driver of their innovativeness. This can contribute significantly to the theoretical understanding of the factors influencing consumer innovativeness, mainly through social comparison mechanisms, as explained. The study proves that the influence of social pressure from peers can be a crucial driver in shaping consumer innovative attitudes. This adds a new dimension to the theoretical understanding of external factors that motivate consumers to adopt innovation. Overall, the theoretical implications of these findings contribute to understanding the dynamics between social factors and consumer innovativeness. These implications can serve as a basis for further theory development in understanding how social interactions influence consumer behavior related to innovation.

The practical implications of these findings are noteworthy for both researchers and Apple Inc. Firstly, the revelation that consumer innovativeness does not significantly impact consumer happiness among iPhone users implies that, despite a high level of innovation in smartphone usage, enhancing happiness is not solely dependent on this factor. Therefore, in designing marketing strategies or product features, Apple Inc. may need to recognize that fostering consumer happiness requires attention to dimensions beyond innovativeness alone.

Furthermore, observing that peer pressure does not significantly influence consumer happiness provides a unique insight. It suggests that, in the context of iPhone users in Indonesia, the impact of peer pressure may not be as pronounced in shaping their happiness related to smartphone usage. This insight prompts a call for a deeper exploration of the social and contextual dynamics among local smartphone users. Understanding these dynamics can assist Apple

Inc. and other stakeholders in tailoring their strategies to better align with the factors influencing consumer satisfaction and happiness in the Indonesian market.

In light of these findings, Apple Inc. may find it valuable to identify other predominant factors influencing consumer preferences and happiness concerning iPhone technology. This can aid in developing targeted approaches to enhance user experiences, satisfaction, and overall happiness with smartphones in the Indonesian market.

## **Conclusion**

This study profoundly explains the complex interaction among social comparison, peer pressure, consumer innovativeness, and consumer happiness. The main findings of this research indicate that social comparison and peer pressure have a positive and significant impact on consumer innovativeness, with peer pressure being the most influential factor in fostering consumer creativity. Additionally, social comparison has proven to substantially influence consumer happiness, allowing consumers to achieve or surpass the achievements of others in their social environment. These results provide a comprehensive insight into the intricate dynamics of the relationship between social interaction, innovation, and consumer happiness.

In industrial contexts, the insights from this study offer valuable guidance for marketers and product developers, emphasizing the influential roles of social comparison, peer pressure, consumer innovativeness, and consumer happiness. Recognizing the positive impact of social comparison and peer pressure on consumer innovativeness, businesses can strategically leverage these factors to enhance creativity and product adoption.

For academic contexts, the study contributes to understanding consumer behavior in the smartphone industry, particularly in the context of social interaction, innovation, and happiness. The findings encourage scholars to explore similar dynamics in different geographical regions, smartphone brands, and diverse populations to validate and expand upon the current research.

Furthermore, despite providing valuable insights, several limitations need to be considered in interpreting the results and generalizing the findings. First, the geographical scope of this study is limited to iPhone smartphone users in Indonesia. Therefore, the conclusions may need to be compared with other studies examining smartphone users from different brands and geographic regions. Additionally, generalizing these findings should be done cautiously, and further research should consider a more diverse population of smartphone users.

Moreover, this research focused on specific variables, namely social comparison, peer pressure, consumer innovativeness, and consumer happiness. Other factors that were not included in this study might also contribute to smartphone user behavior. Future research could incorporate additional variables to provide a more comprehensive understanding.

Acknowledging these limitations, the findings of this study can serve as a foundation for more in-depth and contextual research to gain a more holistic understanding of smartphone user behavior in Indonesia. Further research could explore additional factors to obtain a more comprehensive insight into the elements that shape consumer happiness related to smartphone use. These

findings also highlight the need to consider cultural context in developing marketing strategies and user experiences that can enhance consumer happiness. Developing consumer models that consider Indonesia's specific cultural and social dynamics would be more effective in designing products and services that align with local consumer expectations and values.

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