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The Moderating Role of Mental Well-Being on the Effects of Shopping Well-Being and Shopping Ill-Being on Life Satisfaction

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Abstract – This study examines whether shopping well-being (SWB) and shopping ill-being (SIB) have an effect on life satisfaction (LS), and whether mental well-being (MWB) has a moderating role on these effects. In this context, data was collected from 230 participants through a designed online survey. Various statistical analyses were applied to the data obtained. While structural equation modeling was run to test direct effects, process macro was run to test moderating roles. The results of the statistical analysis confirm that SWB has a positive effect on LS and SIB has a negative effect on LS. In addition, as expected, a positive moderating role of MWB on the effect of SWB on LS was confirmed, but a negative moderating role of MWB on the effect of SIB on LS was also confirmed. Thus, all hypotheses put forward in this study were supported. The results of the study are discussed.

Keywords – Shopping Well-Being, Shopping Ill-Being, Mental Well-Being, Life Satisfaction.

I. INTRODUCTION

Consumers' well-being regarding shopping is a research topic that attracts the attention of researchers [1]. Especially from the consumer point of view, it is worth investigating whether well-being and ill-being have an effect on behavior and life satisfaction [1, 14]. Because satisfaction is an important factor that affects consumer perceptions and behaviors [10].

This study tries to explain the relationship among consumers' shopping-related well-being, mental well-being and life satisfaction. The purpose of this study is to examine the moderating role of mental well-being on the effects of shopping well-being and shopping ill-being on life satisfaction from a consumer perspective. As a result of the literature review, this study differs from previous studies in terms of subject and research model.

The framework of this study is as literature review, materials and method, results, and discussion and conclusion.

II. LITERATURE REVIEW AND HYPOTHESES

The effects of shopping well-being (SWB) and shopping ill-being (SIB) on life satisfaction (LS) were tested in a previous study [1]. However, the difference between this study and the previous one is that this study tested the moderating role of mental well-being (MWB) on the effects of both SWB and SIB on LS. It is also possible to re-measure and re-observe scientific knowledge [2]. In this regard, the hypotheses of this current study put forward based on the literature review are as follows:

H_1: SWB has a positive and significant effect on LS.

H_2: SIB has a negative and significant effect on LS.

H_3: MWB has a positive moderating role on the effect of SWB on LS.

H_4: MWB has a negative moderating role on the effect of SIB on LS.

The research model was developed considering the hypotheses listed above. Figure 1 shows the research model.

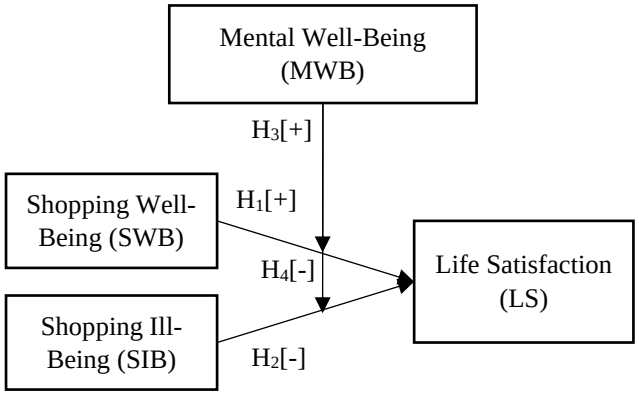

Figure 1. Research model

III. MATERIALS AND METHOD

In this study, an online survey was used to collect data from the participants. The online survey included questions regarding the scale items and demographic characteristics of the participants. The scales used in this study were adapted from previous studies. The scales used are:

Shopping well-being scale [1]: SWB1: "Shopping contributes significantly to my well-being." SWB2: "Shopping makes me happy." SWB3: "Shopping contributes significantly to my overall quality of life (psychologically and spiritually)."

Shopping ill-being scale [1]: SIB1: "My family often complain that I spend too much time shopping and not enough time with the family." SIB2: "My family often complain that I spend much money on shopping causing a great deal of family strife." SIB3: "My family often complain that I spend too much energy shopping and not enough energy for family."

Life satisfaction scale [1]: LS1: "I believe that in most ways my life is close to my ideal." LS2: "I believe that I am satisfied with my life." LS3: "I can say that so far I have gotten the important things I want in life."

Mental well-being [13]: MWB1: "I have been feeling optimistic about the future." MWB2: "I've been feeling useful." MWB3: "I've been feeling good about myself." MWB4: "I've been feeling confident." MWB5: "I've been feeling loved" MWB6: "I've been feeling cheerful."

Data was collected from a total of 230 people. Accordingly, the sample size of the study is more than 10 times the total number of scale items used in this study, i.e. 230>15x10 [6].

Since the total explained variance, which was found to be 33.751% as a result of Harman's single factor, is <50% [11] and the correlation coefficients between variables are <0.90 (as seen in Table 4) [12], the dataset used in this study does not have the problem of common method variance bias.

IV. RESULTS

As a result of the frequency analysis, the demographic information of the participants is given in Table 1. Among the 230 participants, the number of participants who are male (n=134; 58.3%), aged 28-43 or Gen Y (n=117; 50.9%), have a bachelor's degree (n=86; n=37.4) and whose monthly income varies between 0-10000 TL (n=72; n=31.3%) is higher.

Table 1. Demographic profile of participants

Variables	Groups	F	%
Gender	Male	134	58.3
	Female	96	41.7
	Total	**230**	**100.0**
Age	13-27 years old (Gen Z=1996-2012)	68	29.6
	28-43 years old (Gen Y=1981-1995)	117	50.9
	44-58 years old (Gen X=1965-1980)	42	18.3
	59-77 years old (Baby Boomer Generation=1946-1964)	3	1.3
	Total	**230**	**100.0**
Education (Graduated)	Primary/secondary school	9	3.9
	High school	63	27.4
	Associate degree	19	8.3
	Bachelor's degree	86	37.4
	Master's degree/PhD	53	23.0
	Total	**230**	**100.0**
Monthly income	0-10000 TL	72	31.3
	10001-20000 TL	46	20.0
	20001-30000 TL	54	23.5
	30001-40000 TL	39	17.0
	40001-50000 TL	10	4.3
	>50000 TL	9	3.9
	Total	**230**	**100.0**

The confirmatory factor analysis (CFA) and reliability analysis results can be seen in Table 2. Model fit values are at an acceptable level [8]. Additionally, AVE, CR, and α were supported because AVE > 0.50, CR > 0.70, CR > AVE [4], and Cronbach's alpha (α) > 0.70 [5].

Table 2. CFA and reliability analysis results

Factors	Items	λ	AVE	CR	α
Shopping Well-Being	SWB1	0.906	0.739	0.894	0.891
	SWB2	0.899			
	SWB3	0.767			
Shopping Ill-Being	SIB1	0.813	0.743	0.896	0.894
	SIB2	0.923			
	SIB3	0.847			
Life Satisfaction	LS1	0.635	0.552	0.785	0.788
	LS2	0.819			
	LS3	0.764			
Mental Well-Being	MWB1	0.689	0.504	0.858	0.858
	MWB2	0.622			
	MWB3	0.727			
	MWB4	0.727			
	MWB5	0.697			
	MWB6	0.788			
Model fit values	$\chi2$= 178.558 P=.000 $\chi2$/df=2.232 GFI=.909 AGFI=.863 NFI=.911 RFI=.883 TLI=.932 CFI=.948 RMSEA=.073 SRMR=.0547				
Note	λ= Factor loading; α=Cronbach alpha				

Normality test results are presented in Table 3. Since the skewness and kurtosis coefficient values were between -1.5 and +1.5, it was supported that the data set had a normal distribution [3].

Table 3. Normality test results

Factors	Mean	Std. Deviation	Skewness	Kurtosis
SWB	3.4043	0.95827	-0.495	-0.264
SIB	2.0087	1.02133	1.170	0.932
LS	3.1652	0.87985	-0.295	-0.112
MWB	3.7580	0.72078	-0.668	1.102
Note	Minimum=1; Maximum=5			

Pearson correlation analysis results are seen in Table 4. The correlation between the two variables is significant. On the other hand, the fact that the correlation coefficient between the two variables is less than 0.90 supports that there is no common method variance bias problem for the obtained dataset [12].

Table 4. Pearson correlation analysis results

Factors		SWB	SIB	LS	MWB
SWB	r	1	-0.153*	0.280**	0.302**
	p		0.020	0.000	0.000
SIB	r	-0.153*	1	-0.238**	-0.374**
	p	0.020		0.000	0.000
LS	r	0.280**	-0.238**	1	0.621**
	p	0.000	0.000		0.000
MWB	r	0.302**	-0.374**	0.621**	1
	p	0.000	0.000	0.000	
Note	**p< 0.01; *p<0.05				

Structural equation modeling (SEM) results are presented in Table 5. Both the positive effect of SWB on LS (St. β=.275; p<0.001) and the negative effect of SIB on LS (St. β=-.268; p<0.001) are significant.

Table 5. SEM results for direct effects

Paths	R^2	β	St. β	S.E.	C.R.	P
SWB → LS	.174	.245	.275	.070	3.504	***
SIB → LS	.174	-.217	-.268	.063	-3.464	***
Model fit values	$\chi2$=43.144 P=.010 $\chi2$/df=1.798 GFI=.961 AGFI=.926 NFI=.962 RFI=.942 TLI=.974 CFI=.982 RMSEA=.059 SRMR=.0477					
Note	***p<0.001					

Process macro results are given in Table 6. The positive moderating role of MWB on the effect of SWB on LS (β=.1195; p=.044) and the negative moderating role of MWB on the effect of SIB on LS (β=-.1104; p=.013) are significant.

Table 6. Process macro results for moderating roles

Paths	β	SE	t	P	LLCI	ULCI
SWB **X** MWB → LS	.1195	.0590	2.0260	.044	.0033	.2356
SIB **X** MWB → LS	-.1104	.0440	-2.5129	.013	-.1971	-.0238

V. DISCUSSION AND CONCLUSION

The research model developed using the variables of shopping well-being, shopping ill-being, mental well-being and life satisfaction was successfully tested. As a result of the analysis, the research model was found to have structural validity and all the hypotheses put forward were supported.

While it is in line with the result of the previous study that SWB has an effect on LS, it differs from the result of the previous study that SIB has an effect on LS [1]. It is thought that whether the research results are similar or different depends on the demographic characteristics of the participants. For example, there is a study reporting that the hypothesis results, that is, the level of effect of the independent variable on the dependent variable, varies depending on the gender of the participants [9]. It should be noted, however, that this study is the first to examine the moderating role of MWB on the effect of both SWB and SIB on LS.

Although further research is needed to evaluate the findings for the general population, it should be noted that in practice, consumers' shopping well-being and mental well-being can have a significant effect on their life satisfaction. Improving shopping

environments will contribute to both consumers' shopping well-being and psychological relief [7].

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