

# The Integrated Framework and Future Prospects of Consumer Well-Being Research——Based on TCCM Framework and ADO Framework

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## Abstract

In recent years, transformative consumer research ( TCR ) has advocated the shift of consumer behavior to truly serve consumers, making the application value of consumer well-being increasingly reflected, which has become the frontier and focus of theoretical and practical exploration. By integrating the TCCM framework and ADO framework, this paper systematically reviews the related research on consumer well-being, constructs an integrated framework of consumer well-being research from the aspects of antecedents-decision mechanism-result-theory-situation-method, summarizes and analyzes the related constructs, antecedents and effects, influence mechanism, theoretical basis, research methods and research scenarios of consumer well-being in the existing research, and deeply analyzes the internal mechanism of consumer well-being. On this basis, this paper combines relevant theories to refine and identify the future research prospects of consumer well-being, in order to provide useful reference for the theoretical exploration and practice of consumer well-being.

**Keywords:** consumer well-being, literature review, TCCM framework, ADO framework

## 1. Introduction

Happiness is the eternal goal of human beings, and all economic activities in society can be used as a way to enhance human well-being. [1] In the national development blueprint of the " 15th Five-Year Plan, " the Chinese government clearly regards improving the people 's yearning for a better life as a vital development goal. Happiness has become the core concept of modern economic development. Consumers hope to maximize happiness from economic activities. [2] Therefore, consumer well-being has been paid more and more attention by government departments and relevant scholars. On the one hand, in Chinese and Western cultures, the concept that consumption will bring happiness is increasingly forming a consensus ; on the other hand, the research on the theory of consumer well-being is endless. In the core databases such as Web of science and CNKI, the research on consumer well-being has emerged, and the relevant research results are very fruitful. Scholars often use different terms to express the concept of consumer well-being, such as consumer happiness, consumer life satisfaction, consumer quality of life, consumer happiness, consumer well-being and so on. Although scholars have different interpretations of this concept, there is no substantive difference in understanding the meaning of consumer well-being.

However, whether it is for consumer well-being practice or theoretical research, there are still many challenges : First of all, from the organizational level, many international companies have incorporated elements related to well-being into marketing practices, but the concept of ' profit first ' still dominates. The concept of happiness marketing has just begun to appear in China. The logical basis and theoretical system behind it are not perfect enough. The happiness marketing practice of most enterprises in China is still in the process of exploration. At the same time, as a consumer, everyone wants to have happiness, but in today 's era of excess information and materialistic desires, it is difficult for people to make correct consumption decisions in limited time and money. [3] So, whether actively advocating happiness can really improve consumption activities ? The existing relevant theoretical research and marketing practice are still very limited. Secondly, the huge amount of literature makes many scholars prefer to sort out the research on consumer well-being from a certain perspective. For example, the shopping satisfaction model regards consumer well-being as a comprehensive reflection of customer overall satisfaction. This concept profoundly reveals that consumers pursue not only material satisfaction in daily

consumption activities, but also a comprehensive pursuit of quality of life and psychological pleasure. [4]In addition, relevant research results show that the higher the quality of life and life satisfaction, the higher the consumer happiness. [5] Therefore, a single perspective or a single discipline research cannot fully reflect the overall picture of consumer well-being research, nor is it conducive to in-depth exploration of the relevance between different disciplines. Finally, the existing research on consumer well-being is mostly based on the basic theory and research paradigm of psychology, and is related to specific problems in marketing. The research field of consumer well-being has not yet formed a relatively independent and complete theoretical system, and there are different degrees of separation between each sub-field. At the same time, the research review of similar topics rarely pays attention to the systematic combing and integration of existing theories, methods and application scenarios, ignoring the broad influencing factors behind the complex phenomenon of consumer well-being and the internal mechanism of their interaction. In fact, consumer well-being is not only directly affected by the real service scene, but also the result of multiple factors such as deeper social culture and technological progress. Therefore, whether at the theoretical research level or at the practical application level, there is an urgent need to adopt a more complete and systematic research method to systematically sort out and deeply analyze the existing research results, so as to fully reveal the current situation of relevant research and deeply analyze the relationship between various studies, so as to provide effective guidance for future theoretical research and practical exploration.

Different from the previous research methods that are limited to a single perspective, this paper adopts a more in-depth integrated perspective, and uses richer and more scientific theoretical tools and analytical frameworks, namely the TCCM framework and the ADO framework, [6] to comprehensively and systematically sort out and comprehensively analyze the relevant research in the field of consumer well-being, so as to form a more systematic understanding of the research in this field and provide ideas for future research directions. Based on the core databases such as Web of science and CNKI, this paper reveals the internal mechanism of consumer well-being and its influence by consulting 475 high-level literature on consumer well-being research. On the one hand, based on the ADO ( Antecedents, Decisions, Outcomes ) framework proposed by Paul and Benito, [7] a comprehensive and in-depth research framework of consumer well-being is constructed along the logical path of ' antecedents-decision mechanism-result ; On the other hand, referring to the TCCM framework ( Theory, Context, Characteristic, Methodology ) proposed by Paul and Rosado-Serrano, [8] the existing research is deeply analyzed through the 'theory-context-method framework', and the related concepts and research status of consumer well-being are described. Based on this, this paper puts forward three important research topics of consumer well-being, in order to guide the follow-up research work.

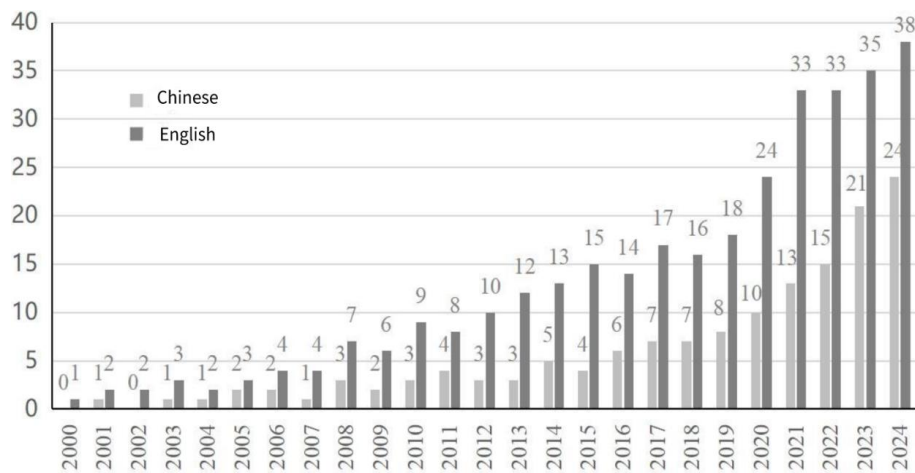


Figure 1. The number and development trend of Chinese and English comparative literature on consumer well-being from 2000 to 2024

## 2. Research Design

### 2.1 Literature Search at Home and Abroad

The English literature in this paper comes from SCI / SSCI high-quality journals in the core database of Web of Science. At the same time, the relevant literature of Chinese CSSCI and CSCD journals is included in the research scope, so as to sort out the domestic consumer well-being research more completely and grasp the research status

of Chinese academia in this field. Specifically, this article searched core databases such as Web of science and CNKI based on keywords. The final time was set to October 31,2024, and the type of literature searched was set to ' paper ' and ' review '. The keywords included ' Happiness / Well-Being ', ' Subjective Well-Being / Psychological Well-Being ', 'Hedonia / Eudamonia ', 'Happiness of Consumer / Well-Being of Consumer ', 'Welfare of Consumer', 'Subjective Well-Being of Consumer / Psychological Well-Being of Consumer '. In addition, according to the theme, abstract and key words of the paper, the literature that is not related to consumer well-being, such as employee well-being, is manually eliminated, and 329 English journal papers and 146 Chinese journal papers from 2000 to 2024 are obtained, a total of 475 literature samples, and finally the main literature source of this paper is formed.

## 2.2 Sample Analysis

As shown in Figure 1, from 2000 to 2010, there were fewer research papers on consumer well-being ( a total of 59, accounting for 12.42 % ); from 2011 to 2019, research on consumer well-being has entered a relatively stable stage (170 in total, accounting for 35.79 %). In particular, since 2020, a large number of articles on consumer well-being research have begun to appear, which also shows the necessity and urgency of this study. It can be seen from the high-quality literature on consumer well-being that it has become an important topic of common concern in the academic and practical circles to systematically interpret the research status, elaborate the existing theories, and deeply interpret the future research direction of consumer well-being, so as to help consumers improve their well-being. From the comparison of the total number of publications in journals at home and abroad, the total number of publications in high-quality Chinese journals is significantly lower than that in English journals. Most of the current well-being theories originated in the West. With the importance of consumer well-being, it is urgent to strengthen the research on consumer well-being in China, and apply the research results to reality, and then establish a theoretical system of consumer well-being with Chinese characteristics.

## 2.3 Selection of Research Framework

The research framework is a framework for combing and integrating various literatures. Many authoritative journals at home and abroad require that the structure of 'excellent' literature review should take into account factors such as theory, construct, situation and method, so as to ensure the scientific and reasonable structure. This paper uses ADO model and TCCM model. Among them, for the ADO framework, 'A' represents Antecedents, which fundamentally reveals the internal motivation or external stimulus for people to take or not to take a certain action. The 'D' represents the decision mechanism ( Decisions ), which is the bridge between the cause and the consequence, and is the key to the action to play or not to play a role. 'O' stands for Outcomes, which is a direct assessment of action performance and reflects the actual consequences of consumer behavior; for the TCCM framework, 'T' is the theory, which summarizes the viewpoints and perspectives adopted by scholars in the investigation and research, and provides theoretical support and explanation framework for the research. The choice and application of theory determines the direction and depth of research, and is an indispensable basis for consumer well-being research. The two 'C' represent context and characteristic respectively. Situation refers to the specific scene and background contained in the investigation, which affects consumers' behavioral decision-making and happiness experience. In different situations, consumers' needs and preferences may change, which in turn affects their well-being; the feature is an expression of the internal logic of the individual or group of consumers, which reveals the differences and diversity of consumer behavior. By identifying and analyzing the characteristics, we can understand the formation mechanism of consumer well-being more deeply. 'M' is the method, which reveals the nature of empirical evidence on which the investigation is based. In the study of consumer well-being, the choice of methods is crucial, which determines how to collect data, analyze data and draw conclusions. At the same time, scientific and reasonable methods can ensure the accuracy and reliability of the research and provide strong evidence support. This paper combines the ADO framework and the TCCM framework, because the ADO framework can sort out the existing research results well, but it lacks the elaboration of the theory, situation or method of the follow-up research, so it can not guide the follow-up research well. Secondly, the TCCM framework can usually provide reference tools for future scholars or provide guidance for new theoretical research directions. However, it cannot focus on the research object like the ADO model. Based on this, Paul (2021) et al. proposed that the characteristic factors in the TCCM model can be explained based on the 'antecedent-decision mechanism-result' of the ADO model, and then the integration of the two can be realized.

## 3. Concepts and Review of Research On Consumer Well-Being

### 3.1 Concept of Consumer Well-Being

The current definition of consumer well-being mainly follows two different theories: hedonism ( Hedonia ) and realization theory ( Eudamonia ), which is derived from the research of Ryan and Deci. [9]

(1) Hedonism

Relevant research points out that consumer well-being is the positive and negative emotional response of consumers in the process of consumption. [10] Based on the perspective of consumer experience, Sirgy et al. pointed out that consumer well-being is reflected in the overall satisfaction of the whole process from obtaining, preparing, holding, applying, maintaining to processing products. [11] Therefore, from this perspective, consumer well-being is a kind of continuous psychological experience intertwined with pleasure and pain, laughter and tears, satisfaction and disappointment, which embodies the view of hedonism and is related to the field of consumer life. This view has become the main trend of current research on consumer well-being. However, this kind of consumer happiness based on hedonism often takes the pursuit of immediate happiness, enjoyment and comfort as the way to achieve happiness, but fails to deeply explore the deep reasons for the real source of consumer happiness, as well as the meaning and value contained therein.

(2) Realization Theory

From the perspective of psychological well-being, the existing research expounds that consumer well-being is not limited to instant happiness acquisition, but is deeply rooted in the complete experience achieved by the full excavation and continuous struggle of individual potential, especially emphasizing the long-term return and value realization at the spiritual level. This reflects the individual in the pursuit of self-realization, according to their different potential, to promote the progress of life goals. [12] Although the two theories of well-being - hedonism and realizationism are different in goal orientation and means of realization, they represent the positive psychological state of individuals in pursuit of the ultimate goal, whether it is the pursuit of immediate happiness or deep self-realization. In fact, these two kinds of happiness are interdependent and complementary, and should not be easily separated. Realizing sexual well-being is the antecedent, and hedonistic well-being is the result. Although the two have their own emphases, they are inseparable.

Therefore, with the deepening and expansion of the research on well-being, the understanding of consumer well-being should integrate subjective well-being and psychological well-being, and comprehensively integrate and attach importance to the three dimensions of enjoyment consumption, high-quality consumption and valuable consumption. This paper defines consumer well-being as : as consumers continue to explore the potential needs and continuously optimize the consumption experience, they not only focus on enjoying the pleasure of the moment, but also hope to obtain a continuous and high-quality consumption experience by exploring personal potential.

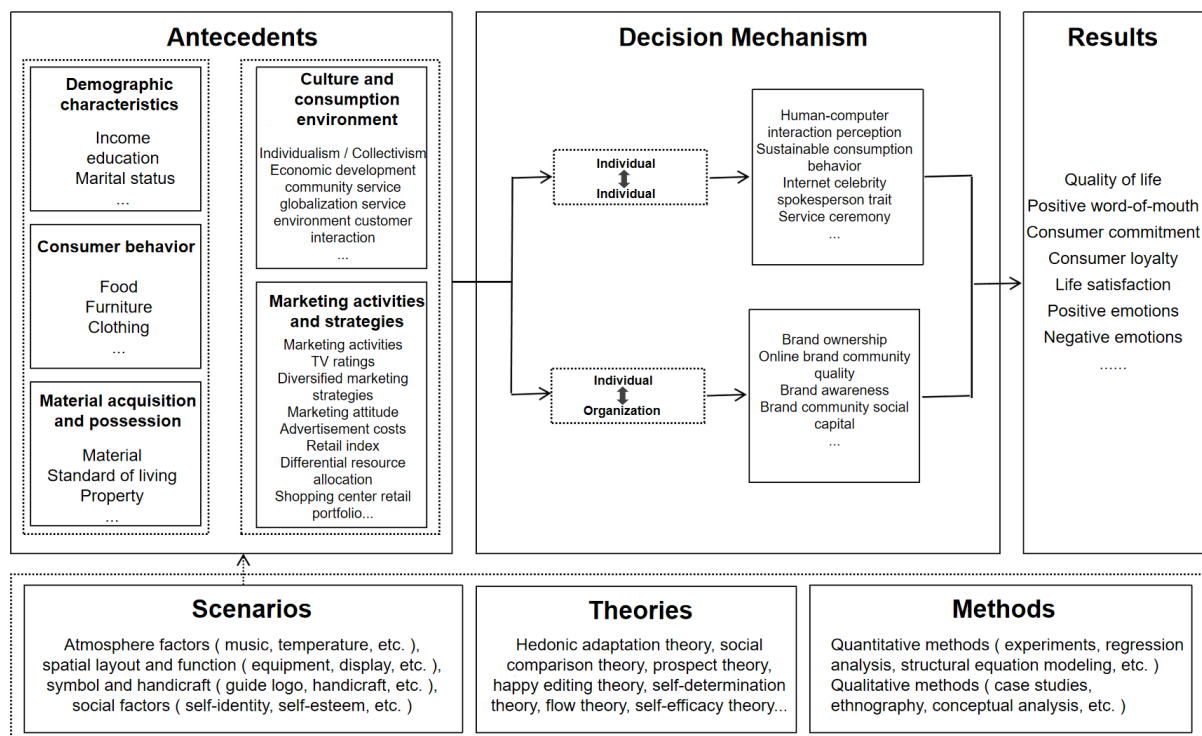


Figure 2. Consumer well-being model

### 3.2 Summarization of the Research on Antecedent-Decision Mechanism-Outcome (ADO)

#### (1) Related Research on the Antecedents

Antecedents cover factors that may be directly involved in the decision-making process, or may play a role in an indirect way, and can have an impact on the decision-making mechanism and final results. This paper specifically refers to the factors and motivations that affect consumers' well-being, mainly involving two dimensions: individual characteristics and external environment. [13] For individual related factors. Relevant research mainly covers topics related to demographic characteristics, consumer behavior, and material acquisition and possession. For example, demographic characteristics are related to subjective well-being. There is a clear positive correlation between consumers' income level, age stage and their subjective well-being. Some scholars have found that there is a clear relationship between their income and life satisfaction by studying urban residents.[14] In addition, assessing consumer happiness perception is based on satisfaction in multiple consumption areas, such as food, home, clothing, and cosmetics. Kraut et al. found that frequent use of the Internet reduces consumers' communication with others, which in turn increases consumers' loneliness. [15] At the same time, Lee et al. believed that the well-being of consumers is directly related to their satisfaction in the five aspects of product and service acquisition, preparation, holding, application, maintenance and processing. [16] Finally, in the study of consumer socialization, it is found that the richness of material wealth and the improvement of living standards have a positive effect on consumers' overall life satisfaction, which means that the material assets or living conditions owned by consumers can significantly improve their happiness. [17] For the external environment related factors. The related research mainly covers the related topics of culture and consumption environment, marketing activities and marketing strategies. The study found that the influencing factors of subjective well-being in countries with different cultural differences are different. Specifically, in less developed countries, the relationship between financial satisfaction and life satisfaction is significant, while in developed countries, family life satisfaction and life satisfaction are more closely related. [18] In addition, in countries that focus on individualism, overall life satisfaction is measured by the degree of satisfaction with respect for needs. On the contrary, in countries dominated by collectivism, this relationship is relatively weak. Due to cultural differences, Asian Americans and European Americans have different feelings of depression. The former is significantly higher than the latter, which also leads to their lower subjective well-being. Scholars have shown through cross-cultural research that there is a significant correlation between the level of economic development, the degree of democratic system and subjective well-being. [19] Zhang Yuexian et al. explored the quantitative evaluation method of consumer well-being in the context of service consumption. By using a series of scientific and rigorous research methods such as procedural grounded theory and key event analysis, and strictly following the standard questionnaire development process, they systematically constructed a scale that can accurately measure consumer well-being in the context of service consumption. This scale provides a powerful tool and support for subsequent well-being research. [20]

#### (2) Research on Decision-Making Mechanism

The decision-making mechanism has an impact on the final result. It is not only a direct response to the antecedents, but also a predictor of the final result. The relevant mechanism of consumer well-being is an intermediate process to achieve the final result, which mainly involves two categories of participants : individuals and organizations. For individuals, the main concern is the impact of their interaction on happiness. For example, Shen Pengyi 's research shows that the connectivity and personalization of human-computer interaction play an active intermediary role in the impact of realized happiness and hedonic happiness. [21] At the same time, Shi Yiran et al. found that normative and self-enhancing sustainable consumption behaviors have a positive and important role in significantly enhancing consumers' well-being, and between the two, demand satisfaction acts as an important intermediary role, which promotes the transformation of these two types of sustainable consumption behaviors into consumer well-being. [22] Similarly, the characteristics of the Internet celebrity spokesperson and the service ceremony constitute the positive factors of the interaction mechanism between individuals. The interaction between individuals and organizations mainly involves the quality of brand service. For example, Huang Jinying and Zhong Jun, starting from brand belonging and brand loyalty, found that brand belonging has a positive impact on consumer happiness, that is, high brand belonging leads to higher consumer happiness, and brand loyalty positively regulates the relationship between brand community belonging and consumer happiness. [23] These intermediate links jointly shape the final purchase behavior of consumers and the performance of enterprises.

#### (3) Research on the Results of Consumer Well-Being

The result is subsequent performance or non-performance evaluation. Consumer well-being will produce a variety of results. After a series of decision-making processes and interactions between individuals and organizations, the

results of consumer well-being are more focused on quality of life, consumer commitment, consumer loyalty and positive word-of-mouth. Furthermore, El et al. found in their research that the functionality, convenience, safety, leisure and other factors of shopping centers are related to consumer loyalty and positive word-of-mouth, and affect consumer well-being. [24] At the same time, Zhong et al. found that consumer well-being has a positive impact on consumer commitment. [25] In addition, Diener et al. proposed that the three dimensions of consumer well-being include : cognitive assessment of overall life satisfaction, experience of positive emotions, and low-frequency or low-intensity performance of negative emotions. [26]

### *3.3 Research on Theory-Context-Method ( TCCM )*

#### (1) Theory of Consumer Well-Being

Theory is a key tool for academic progress and provides scholars with a set of guiding principles. With these principles, they can explore solutions to research problems and achieve research goals. In the combing research, it is found that there are various research paradigms to explore consumer well-being, some of which adopt the hedonic paradigm, regard well-being as a pleasure feeling, and commonly use hedonic adaptation, social comparison, happy editing and other theories as analytical tools, prospect theory and so on. [27] Other studies focus on the realization of sexual well-being, focusing on the sense of meaning of consumers. In related research, theories such as individual efficacy theory, individual decision theory, and flow theory play a central role. [28]

#### (2) Consumer Well-Being-Related Situations

The situation discussed in the study specifically refers to the actual scene involved. In marketing research, consumer well-being provides a diversified research context. As early as 1973, Kolter recognized the importance of the service environment to enhance the well-being of service consumers. He used the term 'atmosphere' to describe carefully planned consumption environments, and highlighted that such environments can bring unique emotional experiences to consumers and stimulate their willingness to purchase. [29] Subsequently, Bitner briefly summarized the environmental factors as ' service scenarios ' and roughly divided them into three aspects : atmospheres including music, lighting, etc., spatial layout and functionality (e.g., device configuration and display and their spatial relationships), and signs, symbols and decorations (e.g., guide signs, artwork, etc.). [30] However, Baker et al. pointed out in their research that in addition to the tangible and intangible factors at the physical level, interpersonal and social considerations should also be included. They divided the service scene into three core elements : atmosphere creation, design layout and social interaction. This classification has made outstanding contributions in early related research. [31] With the continuous deepening of research, scholars have increasingly realized that customers visit service places not only for practical consumption needs, but also for the satisfaction of their own social and psychological needs, such as seeking respect and social support. Therefore, social factors have gradually become an indispensable part of many researchers in the study of service scenarios.

#### (3) Research Methods of Consumer Well-Being

As an indispensable part of scientific research and investigation and analysis, research methods refer to various tools, techniques and means used in various inquiry activities. In the process of in-depth literature screening and combing, this paper finds that many literatures clearly point out the research methods they adopt in the specific research process. These complicated research methods can be roughly divided into qualitative and quantitative categories according to their characteristics and application purposes. Among these two categories, quantitative methods are more common and popular because they can provide specific and quantifiable data support. In particular, the two methods of regression analysis and structural equation model are widely used in various studies due to their powerful functions in data processing and model construction. In addition, some researchers also choose economic models such as game theory as their research tools according to their research fields and interest preferences. In the context of qualitative research, case analysis has become a widely adopted method because it can deeply analyze specific phenomena and cases. From the overall trend, although the methods and means of scientific research are constantly developing and progressing, the basic framework of research methods has not changed much.

## **4. Future Research Prospects of Consumer Well-Being**

### *4.1 Research on the Influence between Consumer Well-Being and Time Investment*

Time is a key basic resource, which has a profound impact on consumer behavior, and everyone enjoys equal treatment in front of time. Everyone has no more than 24 hours per day, and the difference only exists in the way individuals use time. However, the current research on the relationship between time investment and consumer well-being is still very limited. Most consumer behavior involves the dual investment of time and money. The study found that when consumers pay more attention to time input, they pay more attention to the experience of

the product ; when money input is focused, consumers tend to pay more attention to the sense of ownership of products, which is reflected in the research of Mogilner and Aaker. [32] In terms of charitable donations, consumers who are willing to invest time tend to show more generous attitudes and behaviors than those who only consider money. Such research shows that time is an important factor affecting consumer well-being. In view of this, future research should explore the role of time investment in consumer well-being in order to explore new ways to enhance consumer well-being.

#### 4.2 Study on the Influence of Social Culture on Consumer Well-Being

Social culture is the key basis for exploring the study of well-being. At present, the popular research paradigms of hedonism and realist happiness are mostly based on the concept of Western individualism happiness, which is different from the concept of collectivism happiness in China. In view of this, future research should focus on developing a local theoretical framework by analyzing the concept of happiness of Chinese consumers. Existing research reveals that harmony is crucial to the well-being of Chinese consumers. It not only covers interpersonal relationships, but also covers internal and external performance. In view of the hierarchy and closeness of Chinese social relations, when studying the well-being of Chinese consumers, it is necessary to consider individuals and their social environment, focusing on consumption behaviors with Chinese characteristics such as face consumption, and subculture groups such as Z generation and Alpha generation. These groups are influenced by multiculturalism and are more deeply integrated into online life, which has spawned a series of unique subculture groups, such as Otaku group. These factors will undoubtedly affect their concept of happiness. [33] Therefore, social and cultural factors should be regarded as an important factor in the analysis of Chinese consumers' concept of happiness and well-being.

#### 4.3 Research on the Impact of Digital Technology on the Well-Being of Elderly Consumers

Digital technology is rapidly rising and profoundly reshaping the daily life of consumers, and it has gradually occupied a key position in marketing and consumer behavior. In consumption activities, traditional research focuses on interpersonal and character interaction. In the digital economy environment, human-computer interaction is increasing, and consumption relations are gradually complicated. [34] Digital technology promotes consumers' deep participation in value creation and the rise of new models such as the sharing economy. In this context, we need to explore how digital technology affects consumer well-being, and how companies use technology to enhance well-being and enhance competitiveness. Elderly consumers are in a weak position in the digital economy, and many countries are facing the problem of aging. Although digital technology can compensate for the decline of some abilities of the elderly and expand their social skills, the elderly group is facing higher technical thresholds and anxiety challenges. How to improve the happiness of elderly consumers has become a challenge and has become a research topic with strong significance of the times.

### 5. Conclusion

Based on the ADO framework and TCCM framework, this paper systematically sorts out and analyzes the literature related to consumer well-being, reveals the relevant concepts and integration frameworks in the existing research, and then identifies three key research topics that need to be paid attention to in the future, in order to provide reference for the theoretical research and practice of consumer well-being. First of all, based on the two frameworks of ADO and TCCM, through the analysis and induction of 475 Chinese and English literatures, from the five levels of 'antecedents-decision-making mechanism-results-theory-situation-method', the integrated framework of consumer well-being research is constructed to show the whole picture of consumer well-being research and deepen the understanding of consumer well-being. Secondly, it describes the main research topics in the existing research, the basic concept connotation of the theoretical system of consumer well-being and the research directions that need to be focused on, and then highlights the research paradigm and theoretical potential that need to be paid attention to in the future from the description of theory, situation and method. At the same time, it puts forward three major research topics that need to be paid attention to in the future: The impact of time expenditure on consumer well-being ; research on the well-being of Chinese consumers and subculture consumers ; digital technology and elderly consumers' well-being research, so as to further expand the cross-cultural and localization research related to consumer well-being. Finally, future research can be analyzed and sorted out on the basis of the research context of this paper, and more detailed and in-depth discussions can be carried out around the different themes proposed and the unique tools of consumer well-being.

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