

Internal and External Happiness Triggers for Customer Behaviour Motivations

Eduardo Ahumada-Tello ^a, Rafael Ravina-Ripoll ^b, Esthela Galvan-Vela ^c, Luis Bayardo Tobar-Pesantez ^d

^a Universidad Autónoma de Baja California, Tijuana, México

^b University of Cádiz, Cádiz, Spain

^c CETYS Universidad, Tijuana, México

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ABSTRACT

The development of sustainable consumption habits has been a subject of permanent study from various marketing perspectives. Some academic initiatives have sought ways to keep customers interested in the products developed by companies and, to this end, they have sought to find an axis that drives responsible consumption from the internal and external motivations to which the consumer is subjected through the influence of marketing in his decision-making process. In this process, two fundamental axes are presented that are differentiated by the origin of the stimuli. In the internal aspect, needs are initiated by those triggers that are originated in beliefs, expectations and desires coming from the customer's individuality. On the other hand, when these are originated in the collective or come from an origin that stems from characteristics that respond to requirements emanating from the group, then they can be considered as external triggers.

Keywords: Happiness-Marketing Paradox, Happiness Triggers, Internal Motivation, External Motivation, Customer Behaviour.