

The Connection Between Happiness and Service Businesses: A Preliminary Study

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Abstract Happiness may be one of the most important goals that many people pursue in the world. This study adopts a qualitative approach to investigate the determinants of happiness for Taiwanese/Chinese people. Further, we investigate related service opportunities for happiness via a field survey of 808 respondents. This study identifies four happiness segments for people in Taiwan/China: Influential & Outgoing, Adequately Settled, Pleasure Seeking, and Young & Restless. These four happiness segments differ markedly in terms of characteristics and potential service opportunities. The findings of

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this study have implications for researchers who are seeking to understand happiness in an Asian country.

Keywords Happiness · Happiness segments · Services · Culture

1 Introduction

Happiness reveals a positive evaluation of how well one likes the life one lives (Brulde 2007; Layard 2005; Veenhoven 2001), and may be one of the most important goals most people pursue. Many people believe that it is ultimately happiness that makes a life worth living; and that the quality of a person's life is dependent on how happy that person is (Brulde 2007).

In previous literature from happiness studies, most research focuses on the scope and antecedents of happiness (e.g., Brulde 2007; Dolan et al. 2008; Griffin 2007; Wallis 2005). For example, happiness has to do with both one's situation (one is fortunate) and one's state of mind (one is glad, cheerful, content). On the central use of "happiness," to be happy is to be glad or satisfied or content, which suggests subjectivity, and with having a good measure of what is important in life, which suggests objectivity. We find the same suggestion of both subjectivity and objectivity in the list of what enhances the quality of life (Griffin 2007). Dolan et al. (2008) review past literature and summarize the following factors which make people happy. These are income, personal characteristics, socially developed characteristics, how we spend our time, attitudes and beliefs towards self/others/life, relationships, and the wider economic, social and political environment. Similarly, Tkach and Lyubomirsky (2006) propose eight happiness-increasing strategies based on US undergraduate students: affiliation, partying, mental control, goal pursuit, passive leisure, active leisure, religion, and direct attempts at happiness. Despite these advances, there is still much to learn about happiness. Two issues are notable.

First, what are the antecedents for Chinese happiness? Although some happiness antecedents have been conceptually discussed in previous literature (e.g., Claudia 2005; Dolan et al. 2008), the perspectives on happiness may be different across cultures. Tkach and Lyubomirsky (2006) identify three general categories of happiness predictors. They are: (1) life circumstances and demographics, (2) traits and dispositions, and (3) intentional behaviors. However, the word happiness in the English language may not always mean the same thing as words used in other languages to translate it (Griffin 2007). For example, self-esteem is a better predictor of subjective wellbeing or happiness in nations with individualist cultures than in those of collectivist cultures (Diener and Diener 1995). For Chinese, the primary characteristic appears to be a more collectivistic orientation, whereas North American culture is typically characterized as individualistic (Hofstede 1980; Williams et al. 1998). The western happiness concept should not be superimposed on other cultures (Lu and Gilmour 2004). Hence, strategies used to increase happiness may differ in different cultural contexts and it has been proposed that future research should be done to investigate happiness-increasing strategies in different cultures (Tkach and Lyubomirsky 2006). In the recent results of the IMD World Competitiveness Yearbook 2010 published in Switzerland (Garelli 2010; available online at: <http://www.imd.ch/>), Singapore, Hong Kong, Australia, Taiwan, and Malaysia rank in five of the top ten in the world competitiveness scoreboard. It is noted in the IMD Press Release that Australia, Taiwan, and Malaysia all benefit from the current strong demand in Asia. For Taiwanese, the annual working hours per person are 2,156 h in 2009, similar to Hong Kong's 2,287 h, much

higher than Japan's 1,722 and US's 1,742 h (The Business Times 2010). Thus, research is needed to explore the antecedents of happiness for the Taiwanese/Chinese, especially as these results show Asia becoming one of the fastest growing and hardest working economies in the world, providing an opportunity from a business perspective to develop happiness-related services.

Second, previous literature indicates that the psychological state and behavior of one customer segment differs significantly from that of other segments (Ganesh et al. 2000; Weathers et al. 2007). For example, people with higher self-esteem seem less likely to suffer from depression (Dolan et al. 2008). Therefore, identifying different customer happiness segments and developing related services in accordance with these segments could provide opportunities to develop and market new services. From a business perspective, understanding Taiwanese/Chinese happiness and designing/providing new potential services designed for individuals in different happiness segments is important, especially for firms that intend to enter this market.

To fill the aforementioned gap in the literature, this study aims to identify the experiences which increase Taiwanese/Chinese happiness; and identify potential services in connection with different Taiwanese/Chinese happiness segments. In the following sections, this study adopts the following steps (Fig. 1). First, we reviewed related literature to identify happiness determinants. We then collected and analyzed happiness determinants via Grounded Theory methodologies. Once happiness determinants were analyzed, a field

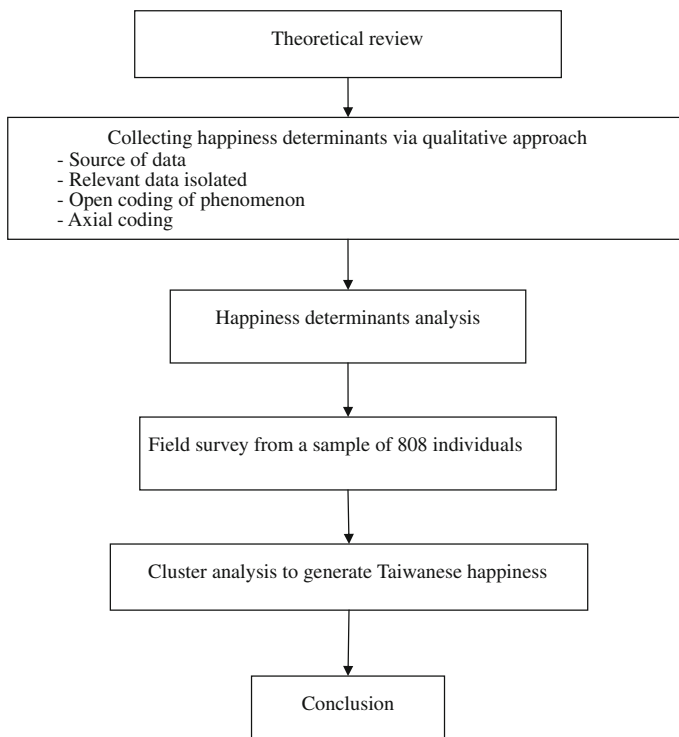


Fig. 1 Summary of steps employed in developing happiness factors and clusters

survey was conducted with information gathered from 808 respondents. We then employed a cluster analysis to represent basic happiness profiles and to identify potential services.

2 Theoretical Review

Happiness can be defined in different ways. Happiness can be broadly defined as the degree to which a person evaluates the overall quality of his present life-as-a-whole positively; and happiness represents how much one likes the life one leads (Veenhoven 2001). Happiness can be also defined as the emotion with which one experiences feelings ranging from contentment and satisfaction to bliss and intense joy (Seligman 2002).

Happiness is concerned with both one's situation (one is fortunate) and one's state of mind (one is glad, cheerful, content) (Griffin 2007); it is the experience of more frequent positive affective states than negative ones (Tkach and Lyubomirsky 2006), as well as the perception that one is progressing toward important life goals (Diener et al. 1999; Tkach and Lyubomirsky 2006).

In addition to the definition of happiness, the factors which make people happy need to be discussed. Recently, Dolan et al. (2008) reviewed 153 papers from economic and psychology journals and summarized the following factors which make people happy. These include relative income, personal characteristics (age, gender, ethnicity, personality), socially developed characteristics (education, health, type of work, unemployment), how we spend our time (hours worked, commuting, caring for others, community involvement and volunteering, exercise, religious activities), attitudes and beliefs towards self/others/life (attitudes towards our circumstances, trust, political persuasion, religion), relationships (marriage and intimate relationships, having children, seeing family and friends), and the wider economic, social and political environment (income inequality, unemployment rates, inflation, welfare system and public insurance, degree of democracy, climate and the natural environment, safety and deprivation of the area, urbanization).

In the study of Tkach and Lyubomirsky (2006), they investigated 500 undergraduate students and identified eight happiness-increasing strategies via factor analysis techniques. These are affiliation, partying, mental control, goal pursuit, passive leisure, active leisure, religion, and direct attempts at happiness. From a business perspective, if a company develops related services in accordance with happiness-increasing strategies, it can create new opportunities.

Despite these findings, however, happiness may not always mean the same thing across cultures. For Chinese, happiness is a harmonious homeostasis within the individual as well as between the individual and the surroundings; however, the concepts such as harmony and balance were seldom cited in the Americans' accounts of happiness (Lu and Gilmour 2004). Kwan et al. (1997) argue that self-esteem is a strong predictor for the subjective well-being of Americans; while both self-esteem and relationship harmony are equally important for the subjective well-being of the Chinese. Hence, strategies used to deliver happiness may also differ in different cultures (Griffin 2007; Tkach and Lyubomirsky 2006). From a business perspective, it is worth exploring happiness-increasing strategies for the Taiwanese/Chinese culture (Study one). Also, designing and providing new potential services in accordance with different Taiwanese/Chinese happiness segments is important, especially for firms that intend to enter Chinese market. Therefore, it is necessary to identify potential services that relate to different Taiwanese/Chinese happiness segments (Study two).

3 Study One

3.1 Collecting and Analyzing Happiness Determinants Via Qualitative Approach

To explore the happiness determinants for Taiwanese/Chinese people, this study began from a qualitative approach. From the qualitative research methodologies, grounded theory was chosen for this study because of its specific objective of building theory from qualitative data and interpretation (Strauss and Corbin 1990). Also, it inductively derives frameworks by directly studying the phenomenon of interest (Glaser and Strauss 1967) and focuses on understanding human processes occurring in specific situations (Flint and Woodruff 2001). Through coding and categorizing data at a level of analysis closely associated with the phenomenon, the resulting inductive framework better fits the realities of the phenomenon (Gilliland 2003). Hence, it is an appropriate approach for this study. In this article, we followed the procedure of Gilliland (2003) and Strauss and Corbin (1990); and employed four steps of grounded methodologies to explore Taiwanese/Chinese happiness: Source of data, Relevant data isolated, Open coding of phenomenon, and Axial coding.

3.1.1 Source of Data

The data was gathered through two approaches: happiness diaries and happiness activity reports. For the happiness diaries, we hired twenty people in Taiwan and asked them to keep a diary for a week. The reasons for choosing Taiwan was that Taiwan is regarded as an excellent experimental pilot place for western businesses to enter China and Asia. Not only is Taiwanese culture greatly influenced by Confucius, but Taiwan provides excellent hardware and software infrastructures (e.g., Taiwan provides 90% of notebooks to the world).

This study selected these 20 people according to two factors: their stage of life and happiness status. The life stage contains six categories: student, single, DINK (double income no kids), the eldest Child under 6, the eldest Child between 7 and 19, and the eldest Child above 20. For happiness status, participants were asked “Were you always happy in the past year?” in advance, to ensure that a wide range of happiness states was covered: Each participant circled only one of the following three answers: “Yes, I was always happy.” “Sometimes I was happy.” “No, I was not happy.” The sample profile of these 20 participants is in Table 1.

During the data collection process, each participant was paid a fee and asked to keep a diary for a week. From 9:00 to 21:00, this study sent text messages to participant’s mobile

Table 1 Sample profile of the participants of diaries of happiness

Life stage	Student (age: 18–30)	Single (age: 20–40)	DINK (age: 20–50)	The eldest child under 6 (age: 20–50)	The eldest child between 7–19 (age: 30–60)	The eldest child above 20 (age: 60–70)
Were you always happy in the past year?						
Yes, I was always happy	1	2	1	3	1	2
Sometimes I was happy	1	1	2	0	1	2
No, I was not happy	1	0	1	1	0	0



Fig. 2 The website for the diaries of happiness (in Chinese)

phones every 2 h and reminded him/her to write down things and circumstances which made him/her happy during those 2 h. Each participant was asked daily to send related records and photos of their diary to our website designated for this research (Fig. 2). Since long-term happiness is a relatively stable level of positive well-being that one experiences over a specific time period, such as 3 or 6 months (Lyubomirsky 2001; Tkach and Lyubomirsky 2006), this study decided to compensate for the shorter period of the seven-day happiness diary by asking participants to remember happy and unhappy experiences during the past year and write those down on the website.

Further, to create a happiness activity report, seven colleagues in our research center were asked to describe activities or services which made them frequently happy in their daily lives. The purpose of this report was to explore happiness determinants; and more importantly, indicate potential service-business opportunities which make people happy.

3.1.2 Relevant Data Isolated

Isolating relevant data means identifying possible happiness statements represented in the raw data. To isolate relevant data, six project members were employed to read, analyze and identify individual happiness statements from happiness diaries and happiness activity reports. Then, after careful discussions among members, this study identified happiness statements which indicate what makes people happy. For example, if a diary mentioned that “I had a very good sleep during my holidays”, the statement was included in the data set for further analysis. After rectifying minor discrepancies, the authors determined whether each statement represented a potential increase in happiness.

3.1.3 Open Coding of Phenomenon

To explore the Taiwanese/Chinese happiness determinants, an open coding procedure was conducted as follows (Gilliland 2003; Glaser and Strauss 1967). First, each statement was

conceptualized and assigned a label; the next unit of data was then analyzed and compared with the first incident; if similar, it was assigned the same label; if not, it was coded as a different concept. When all the incidents were coded, they were categorized by grouping the incidents around similar phenomenon. For example, similar incidents such as “I had a good sleep” and “No one disrupted my sleep” were grouped under the label “a good sleep”. This process continued until all incidents were categorized, leaving 52 unique incidents of happiness.

3.1.4 Axial Coding

The categories of happiness determinants were created and finalized in the axial coding stage (Strauss and Corbin 1990). Here, happiness categories were created by careful examination of the control facets inherent in happiness. For instance, “coming home,” “relatives care about me,” and “meeting old friends” were placed in a category of “caring”. Also, some elements (e.g., devotion) were placed into two categories because most of the team members agreed they were relevant after discussion. In all, the 52 elements were grouped into 8 general happiness categories.

To identify potential service-business opportunities which make people happy, seven colleagues in our research center were invited to describe activities or services which made them frequently happy. At this stage, 28 happiness-increasing service opportunities were identified which are often enjoyed by Taiwanese people. They were: watching TV, listening to music, seeing a movie/drama, chatting with friends, getting together with boy/girl friend, a trip with family, playing pokers/chess/mahjong, beauty, singing, cooking/gardening, shopping, doing exercise, pets, one day trips, short term trips, long distance trips, enjoying cuisine, surfing the internet, playing games, playing an instrument, getting good sleep, collecting, gambling, volunteering, cultivating personal moral behavior, re-experiencing past good times, aesthetics, and learning.

3.2 Happiness Determinants Descriptions and Associated Elements

Table 2 shows the eight happiness determinants and their associated 52 elements after the grounded approach.

The word “caring” is associated with “a loving feeling” (see Webster’s online dictionary, <http://www.websters-online-dictionary.org/definition/caring>); it is a combination of feelings and actions that provide responsively for an individual’s personal needs or well-being, in a face-to-face relationship (Cancian and Oliner 2000; England 2005). In this study, caring refers to “receiving attention from or paying attention to relatives, friends or others (e.g., pets)”; and its associated happiness elements are “coming home”, “caring for my kid(s)/pets”, “relatives care for me”, “meeting old friends”, and “relative reunion”. Caring can be regarded as an important happiness determinant because it builds affiliations, or warm and trusting relations with others (Ryff 1989; Tkach and Lyubomirsky 2006). Building warm and trusting relations with others leads to a positive mood state and makes people happy (Brulde 2007). Hence, caring can be regarded as an important happiness-enhancing strategy (Tkach and Lyubomirsky 2006).

Environment is “the totality of surrounding conditions.” (see Webster’s online dictionary, <http://www.websters-online-dictionary.org/definition/environment>). There is an increasing consensus to define environment as “a dynamic and evolving system of natural and human factors in which living organisms operate or human activities take place, and which has a direct or indirect, immediate or long-term effect or influence on these living

Table 2 Categories of happiness determinants and associated elements

Elements	Happiness determinants							
	Caring	Environment	Balancing	Owning	Playing	Being rewarded	Interaction	Self-realization
1. Coming home	V							
2. Caring for my kid(s)/pets	V							
3. Relatives care for me	V							
4. Meeting old friends	V						V	
5. Relative reunion	V						V	
6. Beautiful scenery		V						
7. Seeing my idol		V						
8. Everybody laughing		V						
9. Comfortable weather		V						
10. A wonderful party		V					V	
11. See a good show		V						
12. Stock market is booming		V		V				
13. A good sleep			V					
14. Work on my hobbies			V					
15. Steal a moment of leisure			V					
16. Stress lowered			V					
17. Stay alone			V					
18. Holidays			V					
19. Good results of fortune telling			V					
20. Devotion			V					V
21. Collecting				V				
22. Shopping				V				
23. Finding useful information				V				

Table 2 continued

Elements	Happiness determinants							
	Caring	Environment	Balancing	Owning	Playing	Being rewarded	Interaction	Self-realization
24. Excellent food				V				
25. Physical health				V				
26. Skin care				V				
27. Unexpected gifts or money				V				
28. Better body figure				V				
29. Funny things					V			
30. Learning in a funny way					V			
31. Play toys/games					V			
32. Sightseeing					V			V
33. DIY things					V			V
34. Difficult game(s) breakthrough					V			
35. Receive attention						V		
36. Monetary reward						V		
37. Kids do well						V		
38. Receive award						V		V
39. Share secrets							V	
40. Re-experience past good times							V	
41. Make new friends							V	
42. Valuable discussions							V	
43. Build consensus							V	
44. Encourage others							V	
45. Perform religious activities								V
46. Innovate new things								V

Table 2 continued

Elements	Happiness determinants							
	Caring	Environment	Balancing	Owning	Playing	Being rewarded	Interaction	Self-realization
47. Pursue career goals								V
48. Become an expert								V
49. Map out a bright future								V
50. Improve skills								V
51. Have self-control			V					V
52. Organize life and goals			V					V

beings or on human actions at a given time, and in a circumscribed area" (Kulkarni 2000, p. 216). In this study, environment refers to "perceiving positive feedback from the nearby conditions" and it contains happiness elements such as "beautiful scenery", "everybody laughing", "comfortable weather", "a wonderful party", and "stock market is booming". In the literature, environment can be viewed as an important predictor of life satisfaction (Dolan et al. (2008)). Poor perceptions of financial circumstances are usually associated with lower life satisfaction (Graham and Pettinato 2001); it is also evident that pollution has a detrimental impact on overall happiness (Welsch 2006). Hence, environment is important to determine happiness.

Balancing is "bringing into balance or equilibrium." (see Webster's online dictionary, <http://www.websters-online-dictionary.org/definition/balance>); it is a state in which opposite forces or influences exist in equal measure. In this study, balancing means to relax and to have the equilibrium in one's life and it contains happiness elements such as "a good sleep", "work on my hobbies", "steal a moment of leisure", "stress lowered", "good results of fortune telling", and "devotion". Balancing is important for happiness because happiness is a judgment of balance, taking everything into account in your life (Brulde 2007). In previous studies, good sleep (Tkach and Lyubomirsky 2006), having hobbies (Tkach and Lyubomirsky 2006), lower stress levels (Tkach and Lyubomirsky 2006), and doing exercises (Dolan et al. 2008; Tkach and Lyubomirsky 2006) lead to a higher happiness status. Therefore, balancing is also important for determining happiness.

Owning is to have ownership or possession of something (see Webster's online dictionary, <http://www.websters-online-dictionary.com/definition/own>). In this study, owning means possessing physical things, or having good health and it contains happiness elements such as "collecting", "shopping", "finding useful information", "excellent food", "physical health", "skin care", and "unexpected gifts or money". Previous literature indicates that shopping or enjoying excellent food/alcohol makes people happy (Tkach and Lyubomirsky 2006). Also, studies consistently show a higher relationship between physical health and happiness (Borooah 2006; Dolan et al. 2008; Graham 2008). Hence, owning physical things or health is also important to increasing happiness.

Playing is the action of taking part in a game or sport or other recreation (see Webster's online dictionary, <http://www.websters-online-dictionary.com/definition/playing>). In this study, playing means experiencing funny or joyful things and it contains happiness elements such as "funny things", "learning in a funny way", "play toys/games", "sight-seeing", and "difficult game(s) breakthrough". Previous studies indicate sightseeing, having vacations, parting, or new experiences, often makes people happy (Tkach and Lyubomirsky 2006; Wallis 2005). This reveals playing is also important to increasing happiness.

Being rewarded is to receive payment in return for a service rendered (see Webster's online dictionary, <http://www.websters-online-dictionary.com/definition/reward>). In this study, being rewarded means receiving physical or spiritual compensations from others and it contains happiness elements such as "receive attention", "monetary reward", and "kids do well". Receiving attention, monetary rewards or awards, leads to happiness because it makes people glad and cheerful (Griffin 2007). Therefore, being rewarded is important to happiness.

Interaction is a mutual or reciprocal action (see Webster's online dictionary, <http://www.websters-online-dictionary.com/definition/interaction>). It refers to "generating dialogue with others and receiving sympathetic responses" and it contains happiness elements such as "share secrets", "re-experience past good times", "valuable discussions", and "encourage others". In previous literature, interacting with friends is positively

related with happiness (Lelkes 2006). For the Chinese, who belong to collective society, people give more attention to social relations and spend a great deal of time getting to know the people around them (Ali et al. 2005). Thus, when we share secrets with close friends or build consensus with them—this interaction increases social affiliation, which in turn improves happiness.

Finally, self-realization is the fulfillment of one's capacities (see Webster's online dictionary, <http://www.websters-online-dictionary.com/definition/self-realization>). It means self-fulfillment, growth, and maturity and it contains happiness elements such as perform religious activities, innovate new things, pursue career goals, and improve skills. Past studies suggests regular engagement in religious activities, which belongs to a kind of self-realization, is positively related to happiness (e.g., Dolan et al. 2008; Helliwell 2003; Tkach and Lyubomirsky 2006). Similarly, personal growth such as becoming an expert and developing one's potential, increases individual's happiness (Dolan et al. 2008; Tkach and Lyubomirsky 2006; Ryff 1989). Thus, self-realization can be regarded as an important factor for happiness.

The above eight factors and associated 52 elements are not quite the same as findings in previous literature. Compared to the findings of Tkach and Lyubomirsky (2006) for US students, environment and interaction are more important for Chinese in enhancing happiness. Compared to the studies of Dolan et al. 2008, which focused primarily on economic and political factors, balancing and interaction factors are revealed as more important in the current study. Thus, interactions which share secrets and re-experiencing past good times with close friends, are more important to the Chinese as compared with western people. According to Hofstede (1980), the primary characteristic of Chinese culture appears to be a more collectivistic orientation, whereas North American culture is typically characterized as individualistic. People in collective societies give more attention to social relations and spend a great deal of time getting to know the people around them (Ali et al. 2005). From an Asian's perspective, the fulfillment of role obligations in social relationships and searching for interpersonal connections are important core issues of subjective well-being (Lu and Gilmour 2004). Thus, interaction is important to enhance happiness for the Chinese.

4 Study Two

4.1 Sample and Data Collection

To further investigate the service opportunities of happiness for each Taiwanese/Chinese happiness segment, 808 respondents were drawn using a quota sampling technique from Taiwan. Among them, 402 were chosen from northern, 202 from central, and 204 from southern Taiwan to fit the general population structure. The sample was composed equally of women and men ($n = 404$) and ranged in age from 15 to 65 years (mean = 37.4 years, median = 37 years). Therefore, this study can be considered substantially representative.

4.2 Measures

According to Brulde (2007) and Chekola (2007), happiness is an attitude, a satisfaction, and a positive evaluation of how well one likes the life one lives; that one's life measures up favorably against one's expectations; and the quality of a person's life is dependent on how happy that person is. In previous literature, satisfaction or service quality stems from a comparison between an individual's perceptions and expectations (Oliver 1981;

Table 3 The measures of happiness determinants (perception minus expectation)

Happiness determinants	Perception	Expectation
Caring	The extent you feel you are receiving attention from or paying attention to relatives, friends or others	The extent you expect to receive from or pay attention to relatives, friends, or others
Environment	The extent you feel positive feedback from the nearby conditions	The extent you expect positive feedback from the nearby conditions
Balancing	The extent you feel relaxed and have equilibrium in your life	The extent you expect to relax and to have equilibrium in your life
Owning	The extent you feel you possess physical things, or having good health	The extent you expect to possess physical things, or to have good health
Playing	The extent you feel you experience funny or joyful things	The extent you expect to experience funny or joyful things
Being rewarded	The extent you feel you receive physical or spiritual compensations from others	The extent you expect to receive physical or spiritual compensations from others
Interaction	The extent you feel you generate dialogue with others and receive sympathetic responses	The extent you expect to generate dialogue with others and to receive sympathetic responses
Self-realization	The extent you feel fulfilling self-fulfillment, growth, and maturity	The extent you expect to fulfill self-fulfillment, growth, and maturity

Parasuraman et al. 1985, 1988). Hence, this study measures each of the eight happiness determinants in Study One as “the gap of one’s perception and expectation” (i.e., perception minus expectation). Perception is the happiness status for an individual; it indicates the extent of happiness that an individual possesses. Expectation, however, is the desire an individual has (Parasuraman et al. 1988); it indicates what the person expects happiness should be. In the questionnaire, participants were asked to circle their perceptions and expectations about the eight happiness determinants using a 0–100 scale (0: the lowest; 100: the highest). For example, to measure the happiness score of “caring”, this study asked “The extent you feel you are receiving from or paying attention to relatives, friends, or others” to measure the perception; and asked “The extent you expect to receive from or pay attention to relatives, friends, or others” to measure the expectation (Table 3).

4.3 Analysis and Results

The results of the happiness gap between perception and expectation are shown in Table 4. In Table 4, the scores of happiness perceptions are significantly lower than expectations ($p < .05$) in all eight happiness-increasing determinants. The largest happiness gap is owning (−17.5) and the smallest one is interaction (−14.0).

Further, a cluster analysis was adopted for this study using the Ward’s method with squared Euclidean distances as prescribed in marketing research literature (Singh 1990) to analyze the respondent profiles related to happiness. This study entered not only the summated happiness gap score into the cluster analysis, but also gender, age, marriage, education, occupation, and income because these demographics also influence happiness (Dolan et al. 2008). The results indicate four segments were appropriate and these four segments were stable when we employed K-means cluster analysis under setting $k = 4$. This article names the four segments as: Influential & Outgoing, Adequately Settled,

Table 4 The happiness gap

Happiness determinants	Perception	Expectation	Happiness gap (perception–expectation)
Caring	71.5	85.6	–14.1*
Environment	70.0	86.2	–16.2*
Balancing	68.9	86.1	–17.2*
Owning	67.2	84.7	–17.5*
Playing	66.2	83.2	–17.0*
Being rewarded	67.9	84.7	–16.8*
Interaction	71.9	85.9	–14.0*
Self-realization	68.4	85.3	–16.9*
Average	69.0	85.2	–16.2*

* $p < .05$

Pleasure Seeking, and Young & Restless. The characteristics of these four happiness segments are in Tables 5 and 6.

To demonstrate the service opportunities in each segment, this study measured the extent of adopting each happiness-increasing service “now” and the willingness of adopting it “in the future” using a 0–100 scale (0: the lowest; 100: the highest) for all 808 respondents. We then calculated the gap score between the willingness of using each service “in the future” minus “now” to demonstrate the opportunity for each service in each segment (Table 7). Hence, the higher the gap score is, the higher the potential the particular happiness-increasing service has; because the gap score of each happiness-increasing service represents the extent to which respondents intend to use it more in the future. In Table 7, this study highlights the services whose gap scores are higher than 20. For the overall sample, exploring myself (32), re-experiencing past good times (31), aesthetics (29), volunteering (26), learning (26), a long distance trip (26), beauty (21), and playing an instrument (21), were relatively high.

According to Tables 5, 6, and 7, the present study finds that the four happiness segments differ markedly in terms of characteristics and potential service opportunities. For Influential & Outgoing consumers, their happiness scores tend to be higher (64% higher than average and 39% higher than Q3); slightly more men than women (57:43), 67% older than 40 years, most are married (90%), higher education level (60% above college), occupations mainly office workers; running own business, managerial employee, and civil servant; and monthly household income tends to be higher (45% higher than \$3,334 and 38% lies in \$2,334–\$3,333) (Table 5). The happiness gap scores (perception–expectation) tend to be lower in most happiness determinants (except Interaction Table 6). Table 7 indicates males show high interest in using the services of exploring one’s self, re-experiencing past good times, aesthetics, learning, volunteering, and pets; females show high interest in using the services of aesthetics, learning, exploring one’s self, re-experiencing past good times, playing an instrument, and playing pokers/chess/mahjong. Also, both men and women are willing to pay for happiness: males are willing to pay US \$349; females are willing to pay US \$287 monthly.

For Adequately Settled consumers, their happiness scores tend to be lower (62% lower than Q2 and 38% lower than Q1), slightly more women than men (60:40), 76% older than 40 years, most are married (84%), a lower education level (94% under senior high school), occupations are mainly office workers and unemployed/at home, and monthly household income tends to be lower (38% lower than \$1,666 and 42% lies in \$1,667–\$2,333). The happiness gap scores tend to be higher in caring and environment. Males show high interest

Table 5 Characteristics of four happiness segments

	Influential & Outgoing (n = 272)		Adequately Settled (n = 218)		Pleasure Seeking (n = 175)		Young & Restless (n = 143)	
	n	%	n	%	n	%	n	%
Happiness score ^a								
Lower than Q1	32	12	83	38	45	26	42	29
Between Q1 and Q2	65	24	52	24	45	26	40	28
Between Q2 and Q3	69	25	59	27	38	22	36	25
Higher than Q3	106	39	24	11	47	27	25	17
Gender								
Male	155	57	87	40	87	50	75	52
Female	117	43	131	60	88	50	68	48
Age								
Under 19	0	0	0	0	3	2	89	62
20–29	9	3	9	4	108	62	54	38
30–39	83	31	41	19	51	29	0	0
40–49	97	36	73	33	10	6	0	0
50–59	68	25	66	30	3	2	0	0
Above 60	15	6	29	13	0	0	0	0
Marriage								
Single	11	4	9	4	172	98	143	100
Married	244	90	184	84	2	1	0	0
Divorced	17	6	25	11	1	1	0	0
Education								
Junior high school	2	1	67	31	1	1	16	11
Senior high school	107	39	137	63	46	26	46	32
College or University	152	56	13	6	113	65	73	51
Master or Ph.D.	11	4	1	0	15	9	8	6
Occupation								
Student	0	0	0	0	0	0	143	100
Office worker	113	42	66	30	128	73	0	0
Managerial employee	32	12	0	0	3	2	0	0
Running own business	44	16	36	17	5	3	0	0
Blue-collar worker	14	5	37	17	14	8	0	0
Civil servant	30	11	6	3	10	6	0	0
Retired	17	6	14	6	0	0	0	0
Unemployed/at home	22	8	59	27	15	9	0	0
Monthly household income (US\$)								
0–1,000	1	0	26	12	3	2	10	7
1,001–1,666	10	4	56	26	35	20	31	22
1,667–2,333	36	13	92	42	46	26	56	39
2,334–3,333	102	38	39	18	48	27	24	17
3,334–5,000	88	32	5	2	25	14	16	11

Table 5 continued

	Influential & Outgoing (n = 272)		Adequately Settled (n = 218)		Pleasure Seeking (n = 175)		Young & Restless (n = 143)	
	n	%	n	%	n	%	n	%
Above 5,001	35	13	0	0	18	10	6	4

^a *Q1* the 25th percentile, *Q2* mean or the 50th percentile, *Q3* the 75th percentile

Table 6 Gap scores (perception–expectation) of the happiness determinants in each segment

	Influential & Outgoing (n = 272)	Adequately Settled (n = 218)	Pleasure Seeking (n = 175)	Young & Restless (n = 143)
Caring	-12.6	-16.6	-14.0	-14.4
Environment	-13.1	-18.6	-17.4	-16.9
Balancing	-14.9	-17.1	-17.4	-20.6
Owning	-13.9	-18.7	-18.8	-20.4
Playing	-13.7	-18.1	-18.6	-18.8
Being rewarded	-14.0	-17.3	-16.8	-20.4
Interaction	-14.5	-11.6	-15.1	-16.0
Self-realization	-14.8	-17.9	-15.8	-20.3

in using the services of exploring one's self, volunteering, long distance trips, doing exercise, and shopping; females show high interest in using the services of exploring one's self, re-experiencing past good times, aesthetics, learning, beauty, long distance trips, cooking, playing an instrument, singing, and volunteering. They are not as willing to pay for happiness because their household income is relatively lower: males are willing to pay US \$201; females are willing to pay US \$188 monthly.

For Pleasure Seeking consumers, their happiness scores are uniformly distributed; equal numbers of men and women (50: 50), 91% range from 20 to 39 years, most are single (98%), have a higher education level (74% above college), the occupations are mainly office workers, and monthly household income is on the average. Their happiness gap scores lie in the middle among the four segments. Males show high interest in using the services of volunteering, re-experiencing past good times, gambling, exploring one's self, and playing an instrument; females show high interest in the services of exploring one's self, beauty, gambling, re-experiencing past good times, aesthetics, learning, volunteering, one day trips, and long distance trips. They are also willing to pay for happiness: males are willing to pay US \$301; females are willing to pay US \$270 monthly.

For Young & Restless, 57% of happiness scores are lower than average, almost equal men and women (52:48), young (all younger than 29 years), single (100%), higher education level (57% above college), and all are students. Their happiness gap scores tend to be higher in the following happiness determinants: balancing, owning, being rewarded, and self-actualization (Table 6). Males show high interest in using the services of long distance trips, re-experiencing past good times, aesthetics, volunteering, playing an instrument, one

Table 7 Willingness to use each service more in the future and to pay for them

Happiness-increasing service	Overall sample	Influential & Outgoing		Adequately Settled		Pleasure Seeking		Young & Restless	
		Male	Female	Male	Female	Male	Female	Male	Female
Watching TV	-7	-6	-6	-7	-8	-5	-9	-9	-5
Listening to music	-9	-10	-8	1	0	-20	-19	-11	-8
Seeing movie/drama	1	0	1	9	9	-5	-8	6	-5
Chatting with friends	-5	-6	1	2	-2	-11	-6	-9	-14
Getting together with boy/girl friend	9	6	6	14	4	-1	4	37*	15
A trip with my family	-3	-3	-5	-7	-1	-2	2	-14	2
Playing pokers/chess/mahjong	12	10	22*	8	11	4	16	12	10
Beauty	21*	17	16	7	33*	1	27*	36*	37*
Singing	15	12	14	23*	23*	12	9	23*	5
Cooking/gardening	16	15	11	5	25*	9	8	32*	30*
Shopping	1	4	-5	22*	-6	-2	-8	4	-2
Doing exercise	9	7	15	23*	19	-16	7	2	8
Pets	15	21*	15	17	5	-1	6	36*	32*
One day trip	8	-10	4	2	-2	10	20*	38*	34*
Short term trip	6	-10	0	-1	3	4	8	32*	36*
Long distance trip	26*	15	17	24*	27*	19	20*	60*	49*
Enjoying cuisine	3	-6	-2	10	2	8	-4	21*	7
Surfing the internet	5	4	10	17	7	0	1	-3	2
Playing games	8	6	9	14	18	1	3	-4	10
Playing instrument	21*	15	23*	12	23*	22*	14	38*	30*
Good sleep	5	2	10	-2	7	-4	5	6	17
Collection	12	11	3	7	17	15	4	26*	22*
Gambling	16	10	18	13	1	23*	27*	32*	20*
Volunteering	26*	23*	19	24*	22*	29*	20*	39*	44*
Exploring one's self	32*	37*	30*	32*	41*	22*	28*	26*	39*
Re-experiencing past good times	31*	33*	23*	19	39*	23*	25*	45*	47*
Aesthetics	29*	30*	38*	15	35*	14	23*	41*	31*
Learning	26*	25*	33*	19	34*	9	23*	30*	36*
Willingness to pay for happiness monthly (USD)	242	349	287	201	188	301	270	167	180

* The score is equal or higher than 20

day trips, getting together with boy/girl friend, beauty, pets, short term trips, cooking/gardening, gambling, learning, exploring one's self, collecting, singing, and enjoying cuisine; females show high interest in the services of long distance trips, re-experiencing past good times, volunteering, exploring one's self, beauty, learning, short term trips, one day trips, pets, aesthetics, cooking/gardening, playing an instrument, collecting, and gambling. They are not willing to pay for happiness: males are willing to pay US \$167; females are willing to pay US \$180 monthly.

5 Conclusion

5.1 Discussion and Managerial Implications

This study adopted a qualitative approach to investigate the determinants of happiness for Taiwanese/Chinese people; further, the present study investigated related service opportunities for happiness via a field survey. The findings produce considerable information for managers seeking to understand Taiwanese/Chinese happiness; and the findings can be viewed as a complement to recent debates on the role of the state in promoting the economic and non-material well-being of citizens.

First, the ways to increase Taiwanese/Chinese happiness can be classified into eight factors (caring, environment, balancing, owning, playing, being rewarded, interaction, and self-realization) and 52 elements, which are not quite the same as findings in previous literature. According to Study One, interactions which share secrets and re-experiencing past good times with close friends, is more important for Chinese compared with western people. Also, this study proposes happiness elements, such as re-experiencing past good times (environment and interaction) and good results of fortunetelling (balancing), that would increase Chinese happiness. However, previous literature seldom discussed these happiness elements.

Second, this study identifies potential happiness-increasing services for a business intending to enter Taiwan/Chinese markets. These services, including; exploring myself, re-experiencing past good times, aesthetics, volunteering, learning, long distance trips, beauty, and playing an instrument, are potentially major happiness-increasing services, which respondents indicate they intend to use more in the future. From a business perspective, the results of this study provide a better understanding of this market.

Finally, this study provides strategic implications for companies that seek to provide potential services in accordance with Taiwanese/Chinese happiness segments. In marketing practices, there is no “one size fits all” answer—a successful marketing campaign is specific to a particular segment. With this research, this study identified four happiness segments for Taiwanese/Chinese people: Influential & Outgoing, Adequately Settled, Pleasures Seeking, and Young & Restless; and these four happiness segments differ markedly in terms of the characteristics and potential service opportunities.

Compared to the other segments, respondents in the segment of Influential & Outgoing are mainly older, married, and have a higher level of education. They have the highest happiness scores and therefore their happiness gap (perception–expectation) scores tend to be lower in most happiness determinants. However, they have the highest monthly household incomes and are very willing to pay for happiness. From a business perspective, these customers provide an opportunity for cultivation because they are willing to pay for happiness; however, they are not easily pleased. Potential services such as exploring one’s self, re-experiencing past good times, aesthetics, and learning can be considered as providing these customers opportunities to increase happiness.

In the segment of Adequately Settled, respondents are mainly older, married, have a lower level of education, and have the lowest happiness scores. They have the lowest monthly household incomes and their willingness to pay for happiness is relatively lower. Therefore, we can expect a company may not earn a lot from each individual in this segment. However, a business could select services such as exploring one’s self and long distance trips for males; and exploring myself and re-experiencing past good times for females in this segment.

In the segment of Pleasure Seeking, respondents are mainly young, single, and with a higher education level. Their happiness gap scores and monthly household incomes lie in the middle among these four segments. Therefore, we can expect this segment to provide a moderate opportunity for cultivation. A business can select services such as re-experiencing past good times, gambling and exploring one's self for males; and exploring one's self, beauty, gambling, and re-experiencing past good times for females in this segment.

In the segment of Young & Restless, respondents are mainly teenagers and students. Their happiness gap scores and monthly household incomes also lie in the middle. Because most of them are students, their willingness to pay for happiness is the lowest. However, the results also indicate individuals in this segment show the highest willingness to use happiness-related services in the future; which demonstrates that a business may also target this segment and provide related services. In this segment, males show high interest in services such as long distance trips, re-experiencing past good times, aesthetics, getting together with boy/girl friend, beauty, and pets; females show high interest in long distance trips, re-experiencing past good times, exploring one's self, and beauty.

5.2 Limitations and Future Directions

This article acknowledges several limitations of this study. The first pertains to the issue of external validity, namely, the ability to generalize our results outside Taiwan. Another limitation is the problem of sampling. In this study, the sample of 20 persons to keep happiness diaries and 7 persons for happiness activity reports is not representative of the whole population.

Additional research might take some of the following directions. First, it would be interesting to investigate happiness-increasing strategies in different cultures and compare the results from different countries. This would allow researchers to understand the effects of these happiness-increasing strategies and verify their appropriateness in different countries. Second, it would be interesting to explore the relationship among eight happiness determinants and other constructs, such as quality of life and subjective well-being. Finally, it would be interesting to develop new concrete services in accordance with the results of this study. For example, re-experiencing past good times and exploring one's self are two important happiness-increasing services for almost all segments. It is therefore worth exploring the business models and strategies that could be implemented for these services.

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