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The Effect of Consumer Curiosity on Consumer Well-being

(An empirical study on consumers of smart devices in Egypt)

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Abstract

The purpose of this study is to examine the effect of consumer curiosity on consumer well-being for smart devices consumers in Egypt. The questionnaire was distributed to smart devices users in different categories. 479 out of 525 questionnaires were collected. 443 questionnaires were valid and free of missing data. Multiple regression analysis is employed to test the research hypotheses using Warp PLS 0.7. The research results revealed that consumer curiosity positively affect consumer well-being.

Keywords: (consumer curiosity, smart devices brand, consumer well-being).

ملخص البحث:

تهدف هذه الدراسة إلى اختبار العلاقة بين فضول العميل ورفاهية العميل وقد تم تطبيقها على عملاء علامات الاجهزة الذكية في مصر. وقد تم جمع البيانات الميدانية من خلال قائمة استقصاء تم توزيعها على هؤلاء العملاء . حيث تم جمع 479 قائمة من عدد

٥٢٥ قائمة تم توزيعها، منها ٤٤٣ قائمة استقصاء صحيحة خالية من الاخطاء. استخدمت الدراسة تحليل الانحدار المتعدد باستخدام اسلوب WarpPLS 7.0 وذلك لاختبار صحة فروض الدراسة، وتوصلت نتائج الدراسة الى وجود علاقة ايجابية بين فضول العميل و رفاهية العميل عن طريق الأبعاد الممثلة لهم.

الكلمات الرئيسية : فضول العميل، رفاهية العميل، ماركات الاجهزة الذكية

1) Introduction

Smart devices are electronic devices, generally connected to other devices or networks via different wireless protocols such as Bluetooth, Alexa smart robot, smart watches, Wi-Fi, 5G and laptops, that can operate to some extent interactively and autonomously (Sovacool et al., 2020). Several notable types of smart devices are including artificial intelligence such as ,smart homes, smartphones, smart cards, laptops, even smart clothes are available in marketplaces.

The number of Voice Assistant personal assistants are significantly increasing, as more people are using them more frequently. Voice Assistant personal assistants include commonly-used mobile applications and home devices such as Apple's Siri, Amazon's Alexa, Amazon's Echo as well as companion and health care automatons such as Kuri robots (Poushneh, 2021).

In addition, well-being has been studied for a long time in various fields (Chen et al., 2019; Finsterwalder et al., 2017). It can be defined as the extent to which a certain consumer good/service provides the overall perception of the quality of life (Sirgy, Lee & Rahtz, 2007). In other words, the level of quality of life is a crucial standard in determining well-being (Kim & Asif, M. ,2019). The conceptualization and more compelling estimation of consumer innovation with regards to technologies and innovation utilization could thus be researched to better clarify consumer patterns in connection to these new smart devices.

1.1) Research Gap

After reviewing the literature, some research gaps were found regarding consumer curiosity in field of smart devices brands. However, While no single set of variables is the key to consumer well-being, the absence of empirical studies on the interrelationships between consumer curiosity and consumer well-being is observable in the literature. Based on the above relations between

variables in previous studies and other relations were offered in the literature review, no previous study examined the direct impact of consumer curiosity on consumer well-being. Despite the seemingly significant impact of smart devices on people's well-being, no research explicitly addresses the issue of how smart devices impacts one's overall sense of well-being.

However previous studies also neglected the effect of consumer curiosity on customer well-being through, thus this study contributes by in field of consumer of smart devices. Consequently, this study looks for answering the following questions:

1.2) Research Questions

1. What is the effect of consumer curiosity on consumer well-being ?
2. What is the effect of consumer curiosity on hedonic consumer well-being
3. What is the effect of brand harmonious consumer curiosity on eudemonic consumer well-being ?

2) Literature Review and Hypotheses Development:

2.1) Consumer Curiosity:

Loewenstein's information gap theory (1994) stated that curiosity is aroused when people become aware of a gap in their knowledge or when they encounter new, inconsistent, or ambiguous stimuli. For example, some advertisements evoke curiosity intentionally by withholding the ad's sponsor until the end of the commercial. Smith and Swinyard (1998) found support for the prediction that consumers often have a lack of certainty about brands portrayed in advertisement, and because of an increase in uncertainty, curiosity increased.

Curiosity, the desire to know, has been implicated as a motivation relevant to human behavior, and leads individuals to seek methods to resolve the arousal it elicits (Loewenstein, 1994). Curiosity has often been treated as an inherent trait measured an individual difference (Baumgartner & Steenkamp, 1996), this research focuses on consumer curiosity as a temporary motivational state.

Curiosity may be defined as a desire to seek and acquire new information (Berlyne 1954; Kashdan 2004; Litman 2008; Loewenstein 1994). Berlyne (1954) and Piaget (1952) were among the first to propose that curiosity may motivate complex exploratory learning behavior. Subsequent research by, for example, Loewenstein (1994), Litman et al. (2005), and Kashdan et al. (2007) has added to the work of Berlyne and

Piaget by further defining the dimensionality, determinants, and measures of curiosity. Curiosity is a state of high activation and positive valence that is thought to be accompanied by appraisals of uncertainty, which can then lead to feelings of psychophysiological stimulation (Litman & Spielberger, 2003; Loewenstein, 1994).

2.1.1) Consumer curiosity in past was argued to be elevated in the presence of information that can close the information gap more easily. Although they did not examine curiosity directly, Laran and Tsiros (2013) found that participants who were offered an uncertain free gift preferred to receive some product information, such as a picture or description of the potential gifts, rather than no product information.

Similarly, Menon and Soman (2002) found that consumers would search more for information when they were given a moderate amount of information rather than either limited or full information. It is well established that people experience pleasure, a sense of joyful relief, when their deprivation is satisfied and arousal resolved (Berlyne, 1960; Galak, Kruger, & George, 2013; Redden & Galak, 2013), irrespective of the degree of their arousal.

Hence, it was argued that people deprived of information will also enjoy a positive hedonic experience when receiving the missing information that resolves their curiosity and the associated arousal (Golman & Loewenstein, 2016; Jepma et al. 2012; Kang et al. 2009; Knobloch-Westerwick & Keplinger, 2006; Loewenstein, 1994). Just as people deprived of food will enjoy a positive hedonic experience when food resolves their hunger and the arousal associated with hunger.

Consumer curiosity represents a desire to know about anything and includes the methods used to resolve the arousal it elicits (Hill et al., 2016; Loewenstein, 1994). Researchers have distinguished between perceptual and epistemic curiosity (Berlyne, 1960; Kashdan et al., 2004; Park et al., 2015). While epistemic curiosity refers to a state that is evoked by complex ideas such as finding an answer to a problem, perceptual curiosity is evoked by sensory stimuli such as sights (Okazaki et al., 2019; Park et al., 2015). Consumer curiosity is a core psychological trait that motivates consumer to explore new information and make sense of their environment (Kashdan & Steger, 2007). Consumer curiosity has been viewed as an individual difference variable and as a temporary state (Hill et al., 2016; Thomas and Vinuales, 2017).

Accordingly, this study adopts the definition of consumer curiosity as a state of high activation and positive valence that is thought to be accompanied by appraisals of uncertainty (Hill et al., 2016), which can then lead to feelings of psychophysiological stimulation (Litman &

Spielberger, 2003; Loewenstein, 1994). people are motivated to reduce the uncertainty this causes. This reduction is often accomplished by seeking the specific information that can address the lack of knowledge. levels of consumer curiosity will increase purchase motivation.

2.1.2) A *curiosity measure* of individual differences is needed to clarify the nature of this psychological construct, and to determine if it can be distinguished from epistemic curiosity and sensation seeking as a meaningful personality trait.

A measure of individual differences in perceptual curiosity would also be useful in determining if people differ in their tendency to seek out novel perceptual information as they do in seeking knowledge (Spielberger et al., 1981) and sensory experience (Hymbaugh & Garrett, 1974; Zuckerman et al., 1972). Berlyne (1954), involves interest in and giving attention to novel perceptual stimulation, and motivates visual and sensory-inspection by 33-item constructed to assess individual differences in perceptual curiosity.

Langevin (1971) has, also, suggested that measures of curiosity can be classified into two categories: (1) curiosity as a motivational state and (2) curiosity as a personality trait. The state of curiosity has been defined in multiple distinct but related ways throughout the centuries (Loewenstein 1994). Many curiosity theorists agree that curiosity is a motivational drive characterized by elevated levels of physiological arousal (Berlyne 1954, 1960, 1966; Loewenstein 1994; Noseworthy et al. 2014).

While some drive theories view curiosity as internally stimulated (Fowler 1965), other drive theories view it as externally stimulated, arising when there is conflict in the environment (e.g., doubt, perplexity, contradiction, or conceptual incongruity in stimuli or situations; Berlyne 1954, 1966). Curiosity as a motivational state can be measured by: free exploration time, selective attention, verbal expressions of preference or interest in complexity, novelty, and incongruity. number of questions asked, and physiological indicators (Langevin, 1971).

Measures of curiosity factor analysis of scores, novelty and sensation seeking scales, Spielberger and Starr (1994) found two very strong factors, which were labeled Information Seeking and Experience Seeking. For instance, certain theories and measures have described curiosity as a positive emotional experience combined with an approach motivation (e.g., Kashdan et al., 2004; Sansone & Thoman, 2005) and others have countered that curiosity elicits tension when a person attempts to reconcile gaps in their information (e.g., Litman & Jimerson, 2004; Loewenstein, 1994).

This study scale was based on the literature on the psychological state of curiosity (Litman & Spielberger, 2003), as it is adequate to field of smart devices.

2.2) Consumer Well-being

This study adopts the consumer well-being definition of (Lee and Sirgy 2004, 2005; Sirgy 2001; Sirgy and Lee 2006; Grzeskowiak & Sirgy, 2007). They asserted that marketing influences consumer well-being in large part. The concept of consumer well-being is inherently guided by a different concept level, namely the link between consumer satisfaction and quality of life. In other words, all the conceptualizations and measures of consumer well-being that are reviewed in marketing area are grounded on assumption that high levels of consumer well-being leads to higher levels of consumer's quality of life, higher levels of life satisfaction, overall happiness with life, absence of ill being, greater societal welfare (Grzeskowiak & Sirgy, 2007). The current study stated two dimensions for consumer well-being are as follows:

2.2.1) Hedonic well-being

Hedonic well-being is rooted in the ideas of pleasure and happiness (Diener & Lucas, 1999) and thus can also be applied to individual and collective levels of consumer entities.

Hedonic well-being refers to a general happiness of the consumer, and simply meeting the needs of consumers may have very well met this criteria in the past, as consumers tend to have a general sense of happiness when needs are met (Ryff, 1989).

2.2.2) Eudemonic well-being

Eudemonic well-being emphasizes the realization of potential, this definition is consistent with Sen's (1999) conceptualization of the quality of life as the development of human capabilities and freedom. However, well-being is shown to go beyond satisfaction in that it is the link between that satisfaction and one's quality of life (Sirgy et al., 2007). Furthermore, eudemonic well-being is appropriately applied to individual, collective, and even ecosystem levels (Finsterwalder, J., & Kuppelwieser, V. G. ,2020).

Eudemonic well-being deals with making life easier for individuals in some way. This could include increased access to particular groups, increased literacy, decrease is barriers due to disparity between groups, and overall health (Anderson et al. 2013).

2.2.3) Research objectives

The researcher developed research model to examine its relations between variables and get results, which associated to the Egyptian market and customers, after that she intend to

recommend some practical recommendations to enhance the use of consumer curiosity in the Egyptian market, this is achieved by focusing on the following objectives:

- 1) Investigate the effect of consumer curiosity on customer well-being.
- 2) Define the effect of consumer curiosity on hedonic customer well-being.
- 3) Examine the effect of consumer curiosity on eudemonic customer well-being

2.3) Research hypotheses Development:

2.3.1) Consumer curiosity and Consumer Well-being

The results of Ozkara (2016) indicated that joyfulness, curiosity and time distortion have significant positive effects on online information satisfaction in search processes context. Accordingly, researchers revealed that curiosity has positive impact for retailer (Hill, 2016). For instance, Apple Stores display its products and allow consumers to interact and try them. Retailers use an exciting tools which are augmented reality (Scholz, 2016), that will have an significant growth in near future (Javornik, A. 2016). Thus, retailers view the real physical world with virtual information (Carmigniani and Furht, 2011), such as IKEA for example, could use mobile applications to help consumers to visualize how may a new closet look next to their current furniture.

Curiosity is a motivational state happens when a retailer evokes mystery into the market (Menon, 2002). Cachero (2017) claimed that divergent thinking has function of the mind called imagination which consumers use to generate something they had never seen in the same terms, and review ideas about product or service that mental assumptions commonly accept it. In addition, Cachero (2017) asserted that offer creative and innovative activities involves a larger variety of experience satisfaction.

Akrimi (2014) demonstrated that complexity of the website is related to search for novelty (large number of video, graphics and games). Furthermore, the process of discovering website can encourage and urge curiosity of users (Griffith et al, 2001). Dysart (1998) indicates that interactivity improves satisfaction.

For instance, Poushneh, A. (2021) declared on his implications on voice assistant personality such as Alexa, that consumer exploratory behavior increases consumer satisfaction of voice assistants. Based on the mentioned factors, this study suggested the following hypothesis:

H1: Consumer curiosity has a significant effect on consumer well-being

2.3.2) Consumer curiosity and Hedonic Consumer Well-being

Hedonic value is associated to joyfulness and playfulness, pleasure and curiosity of shopping experience (Scarpi et al. 2014). Favorable emotional experience is the main antecedent of hedonic (Jackson et al. 2011).

On other hand, Scarpi (2012) claimed that online experience should meet the hedonistic positioning of consumers exploration, curiosity and stimulating by using color, videos and music which are considered sources of consumers satisfaction (Scarpi, 2012).

Furthermore, It is asserted that develop innovative experiences is important to generate emotions and hedonic value, invest in activities which help to stimulate consumer curiosity, cause positive feelings which increase customer satisfaction, improve new tools that help retailers achieving this (Cachero, 2017). Based on the mentioned factors, this study suggested the following hypothesis:

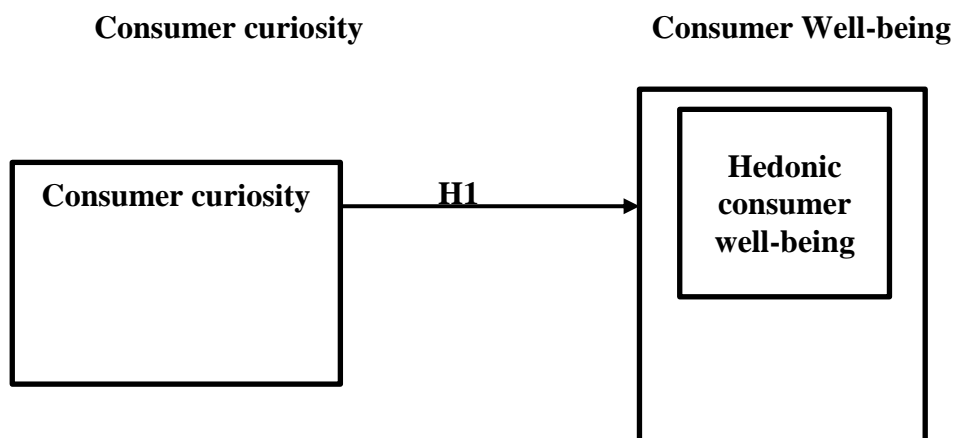
H2: Consumer curiosity has a significant effect on Hedonic consumer well-being

2.3.3) Consumer curiosity and Eudemonic Consumer Well-being

Davenport et al., (2020) revealed that when consumers are involved in exploratory behavior, they expand their information and learn more to fill their information gap. On other hand, consumers who participate in exploratory behavior will enhance their information, learning, feel satisfied with voice assistant personality and are likely to continue using them (Poushneh, A., 2021). Based on previous studies, this research suggests the following hypothesis:

H3: Consumer curiosity has a significant effect on Eudemonic consumer well-being

Depending on the previous hypotheses, the study developed the conceptual framework that presents in the following figure (1)



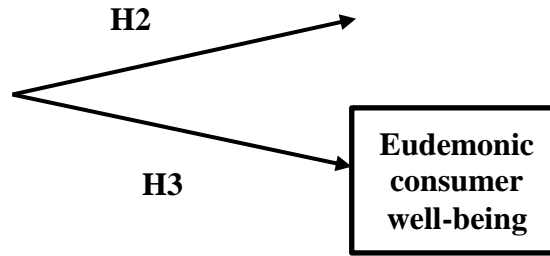


Figure 1: The Research Conceptual Framework

3) Research importance

- 1) The main purpose of the current study is to examine the influence of consumer curiosity on hedonic consumer well-being, which considered nowadays the core of new marketing tactics in, however with the current trend of smart devices brands between consumers.
- 2) The current study aims to add value to the marketing domain by fill this gap and confirm on the significance of consumer curiosity on eudemonic consumer well-being, and is looking forward to guide the future research in this field, through recommendations to new researchers.
- 3) The current study provides important implications for the marketers in Egyptian market by clarifying the role of consumer curiosity to consumers activities and facilitate their work by understanding how to use consumer well-being and tactics to enter new smart devices markets and enlarge the company profitability.
- 4) In addition, this study determine the effect of consumer curiosity on customer well-being.

4) Research Method

4.1) Population and Sampling

The current research would be applied to smart devices consumers in Egypt, it aims to investigate their opinions of the different brands such as Apple, Samsung, in the Egyptian market. The researcher assumed that this study framework is online market platform through convenience sample using systematic intersect sampling method. As sample is minimum 384 valid questionnaires which are collected by using the Google online survey platform. Using Wrap PLS 6.0, SPSS Statistics software is used to analyze the relationship between variables.

4.2) Variables Measurement

For measuring all variables, a five-point Likert-type is used ranging from strongly disagree (1) to strongly agree (5). Based on research, there are two dimensions or sub-factors to the consumer

curiosity: This study scale was based on the literature on the psychological state of curiosity (Litman & Spielberg, 2003), as it is adequate to field of smart devices.

Participants will report on a 5-point Likert scale (1 represented “not at all” and 5 represented “extremely”). Consumer well-being is measured by six items five-point Likert type scales based on the literature of perception of quality of life (Sirgy et al., 1998) which classified into Hedonic well-being and Eudaimonic well-being.

4.3) Data analysis

The study adopted multi regression analysis using Warp PLS version 7.0 including two parts, named measurement model and structural model.

4.3.1) Measurement Model:

Face validity is correlated to particular qualities, such as completeness of the questionnaire's items, transparency, and clarity (Colton & Covert, 2007). Moreover, Salkind (2010) claimed that in order to verify the questionnaire's content validity, the initial questionnaire was directed to academic experts. The group comprises five assistant professors and professors¹ from different universities who are specialized in business management.

The validity and reliability of the measurement model should be investigated, before examining the relationships between the research variables (Fornell and Lacker, 1981). In order to assess the value of construct validity, the value of convergent and discriminant validity should be examined. Firstly, the convergent validity was tested by using the factor loadings. Fornell and Larcker (1981) proposed that average variance extracted (AVE) values of loadings that are equal or greater than 0.5 are considered to be significant (Hair et al., 2010).

Furthermore, Cronbach’s alpha (α) and composite reliability (CR) for each of the constructs are greater than the suggested beginning of 0.70. This reveals that the measures were reliable (Hair et al., 2010). Table (1) shows that AVE is above 0.50 for all constructs. So, this indicates an adequate convergent validity.

Table (1)
Loading, Cronbach’s Alpha, Composite reliability and Average Variance Extracted

Code	Constructs, dimensions, and indicators	Loading	α	CR	AVE
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CC	Consumer Curiosity		0.89	0.916	0.646
	CC1	0.812			
	CC2	0.866			
	CC3	0.851			
	CC4	0.88			
	CC5	0.853			
CWh	Consumer hedonic well-being		0.782	0.873	0.696
	CWh1	0.753			
	CWh2	0.761			
	CWh3	0.781			
CWe	Consumer eudemonic well-being		0.801	0.883	0.715
	CWe1	0.759			
	CWe2	0.726			
	CWe3	0.678			

According to table (1), the values of cronbach's alpha are accepted because they are higher than 0.7. As well, the values of AVE range between 0.4 and 0.5 and composite reliability values are higher than 0.6 which can be accepted according to Fornell and Larcker (1981).

Likewise, discriminant validity is evaluated in table (2). This table shows the correlations between the factors and the square roots of AVEs. It also presents that the values of the square root of AVE should be higher than the inter-constructs correlations (Fornell and Larcker, 1981). Thus, the discriminant validity is accomplished. Lastly, the measurement model has satisfied all the factors utilized to measure validity and reliability.

Table (2)

Construct Correlations and Square Root of Average Variance Extracted

Construct	Mean	SD	CC	CWh	CWe	
CC	3.5000	1.37747	0.761	0.675	0.615	
CWh	3.55003	1.43133	0.675	0.834	0.756	
CWe	2.90003	1.39229	0.615	0.756	0.846	
Note: Square roots of average variances extracted (AVE's) shown on diagonal * P value < 0.001						

4.3.2) Structural model and hypotheses testing:

Byrne (2010) revealed that structural model is not only utilized to test the hypothesized research model, but also to present the causal relationships between research constructs. Causal relationships between latent variables are the definition of a structural model. The goal of a structural model is examining the analyzed research model.

Three subsequent measures, namely Average Path Coefficient (APC), Average R-squared (ARS), and Average Variance Inflation Factor (AVIF) are applied to estimate the comprehensive fit of the model fit indices. Kock (2013) suggested that APC and ARS were significant if ($P < 0.05$), while the value of AVIF must be lower than 5. According to this study results, APC is 0.158 and p-value < 0.001 , ARS is 0.072 and p-value < 0.001 , both values are significant. Also AVIF is 1.202 and it is significant because it is < 5 . Table (3) presents the indices utilized to test the fit structural model and the findings related to the study's hypotheses. Effect sizes (f^2) were used to evaluate the extent to which the predictor latent variables affect the dependent variable.

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Table (3): The results of testing the research relationships

H	Exogenous variables	Endogenous variables	Path coefficient	Effect size f^2	results
H1	CC	CW	0.703	0.568	Supported
H2	CC	CWh	0.577	0.409	Supported
H3	CC	CWe	0.136	0.092	Supported
Note: P value < 0.001					

According to table (3), it is clear that brand harmonious consumer curiosity has an effect on consumer hedonic well-being ($\beta = \mathbf{0.703}$, $P < 0.001$) with effect size ($f^2 = \mathbf{0.568}$) supporting H1. Brand harmonious consumer curiosity has an effect on consumer eudemonic well-being ($\beta = \mathbf{0.577}$, $P < 0.001$) with effect size ($f^2 = \mathbf{0.409}$) supporting H2. Consumer curiosity has an effect on consumer hedonic well-being ($\beta = \mathbf{0.136}$, $P < 0.001$) with effect size ($f^2 = \mathbf{0.092}$) supporting

H3. Consumer curiosity has an effect on consumer eudemonic well-being ($\beta = 0.173$, $P < 0.001$) with above effect size ($f^2 = 0.107$) supporting H4.

5) Discussion

The current study investigate the direct effect of consumer curiosity on consumer well-being. Furthermore, this effect includes two parts. The first part estimates the effect of brand harmonious consumer curiosity on consumer hedonic and eudemonic well-being (H1,H2). The second part estimates the effect of consumer curiosity on consumer hedonic and eudemonic well-being (H3).

As discussed in the present research, this hypothesis refers to the effect of Dualistic Model of Consumer curiosity on both types of well-being without distinction. As will be seen below, this is because consumer curiosity, and especially harmonious consumer curiosity, can positively contribute to both. Consumer curiosity has been considered essential to all good teaching (Day, 2004), because it is a motivational force which could favor teachers well-being and which affect students motivation (Patrick, Hisley, Kempler, & College, 2000), enjoyment (Frenzel, Goetz, Lüdtke, Pekrun, & Sutton 2009), and achievement (Moe, 2016).

Moe, Pazzaglia and Ronconi (2010) have demonstrated positive relationships between this variable and some well-being indicators: positive affect, job satisfaction, and self-efficacy. The third aspect is subjective happiness and self-rated in comparison with other people e which is a central aspect of well-being (Lyubomirsky, Sheldon, & Schkade, 2005).

If harmonious consumer curiosity originates from an autonomous internalization of the activity into one's identity, then obsessive consumer curiosity emanates from a controlled internalization and comes to control the person (Vallerand, R. J., 2012). More specifically, Carpentier, Mageau & Vallerand (2012) stated in their theoretical claim that while having a more harmonious consumer curiosity toward an activity seems to enhance one's well-being, people who are more obsessively consumer curiosity ate about their activity seem to experience higher levels of psychological distress.

6) Implications

First, this study's findings revealed evidence for these reciprocal workplace relationships between consumers well-being and their consumer curiosity about smart devices, as the study revealed that consumer curiosity personality trait (harmonious consumer curiosity) has a significant positive effect on consumer hedonic well-being, also consumer curiosity personality

trait (harmonious consumer curiosity) has a significant positive effect on consumer eudemonic well-being.

Furthermore, the study further clarifies evidence for these reciprocal workplace relationships about smart devices, as the study revealed that consumer curiosity personality trait (obsessive consumer curiosity) has a significant positive effect on consumer hedonic well-being, also consumer curiosity personality trait (obsessive consumer curiosity) has a significant positive effect on consumer eudemonic well-being.

Second, the study's results contribute to the literature by highlighting the dimensions of consumer curiosity named harmonious and obsessive, and their significant positive effect on consumer well-being. According to prior findings, this study has opened a new path for other researchers regarding consumer curiosity and consumer well-being.

7) Limitations and Future Research

Although this study provided insights into the specific issues on consumer curiosity, customer well-being of smart devices brand and presented useful theoretical and practical implications, it still holds certain limitations;

Firstly, the empirical study's results are supported with evidence mainly from only areas in Egypt. The geographical sampling frame is the main reason for selecting the cases in those areas in which they contain the largest pool of customers of smart devices brands in Egypt. Future research could be applied on customers of smart devices brands in a different area or a wider geographical sampling frame.

Secondly, given the limitations of time and resources, the study tested the research hypotheses via questionnaire that provided cross-sectional data. The study's results didn't give any indications about the changes in the research variables over time. Thus, future studies could benefit from a longitudinal or time series study to observe the changes in smart devices as a result from the changes in consumer curiosity.

Moreover, this study concentrated on the role of smart devices consumer curiosity in maximizing returns on well-being. Some external driving forces that directly and indirectly affect returns on consumer well-being were indicated only briefly in this study and may be recommended for future studies.

Furthermore, the purpose of this thesis is not intended to generate a general explanation to other drivers. Otherwise, it offers an in-depth analysis to the role of consumer curiosity to maximize consumer satisfaction and well-being which can be a rich scope for future researchers.

During the fieldwork, The US Dollar sharp fluctuations against the Egyptian pound occurred as uncontrollable factors and the purchases of smart devices brands in Egypt are affected by these changes. Throughout the fieldwork of face-to-face interviews since October, 2022 to March, 2023, and the time span for collecting questionnaires that lasted over 6 months, the market situations and importing rate of these smart products are affected and are changed quite radically.

Finally, researchers who focus on the Middle East countries could make great contributions. Furthermore, future studies could use social media bloggers as a sampling unit rather than ordinary customers for smart devices in order to evaluate their responses to innovativeness among their favorite smart devices brands.

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Appendix : Arabic Questionnaire Form

شغف العلامة Consumer curiosity
١. المنتجات الحديثة لهذه العلامة لا يمكن الاستغناء عنها في حياة البشر
٢. المنتجات الحديثة لهذه العلامة تنشئ رغبة قوية في شرائها لا يمكن مقاومتها
٣. العالم لا يستطيع العيش بدون الاجهزة الذكية المبتكرة.
٤. شراء المنتجات الحديثة لهذه العلامة ينبع من العاطفة
٥. شراء المنتجات الحديثة لهذه العلامة لا يمكن السيطرة عليه
٦. شراء المنتجات الحديثة لهذه العلامة يعتبر هوس بالنسبة لبعض الفئات
٧. وجود المنتجات الحديثة لهذه العلامة يخلق لدي توازن نفسي
٨. شراء المنتجات الحديثة لهذه العلامة يحسن تجربة الشراء لدي
٩. الاشياء الجديدة التي اختبرها عند شراء المنتجات الحديثة لهذه العلامة تجعلني اقدر شرائها بشكل اكبر.
١٠. شراء المنتجات الحديثة لهذه العلامة تجعلني اعيش تجارب لا تنسى
١١. شراء المنتجات الحديثة لهذه العلامة يعكس المزايا التي تعجبني في شخصيتي

١٢ .	شراء المنتجات الحديثة لهذه العلامة يتوافق مع الأنشطة الأخرى التي أقوم بها في حياتي
	رفاهية العميل Consumer Well-being
١٣ .	شراء المنتجات الحديثة لهذه العلامة يلبي احتياجاتي في المجمل
١٤ .	يمثل شراء المنتجات الحديثة لهذه العلامة نوع من الرضا التام بالنسبة لي
١٥ .	يضيف شراء المنتجات الحديثة لهذه العلامة قيمة لشخصيتي
١٦ .	يضيف شراء المنتجات الحديثة لهذه العلامة جودة عالية لحياتي الاجتماعية
١٧ .	يلعب شراء المنتجات الحديثة لهذه العلامة دورا هاما في ملئ وقت فراغي بشكل جيد
١٨ .	يضيف شراء المنتجات الحديثة لهذه العلامة جودة عالية لحياتي العملية