

Influence of Mindfulness on Consumption: A Qualitative Study of Indian Consumers

Anindo Bhattacharjee¹, Boishampayan Chatterjee², Sandeep Singh³

¹Assistant Professor (Management), NMIMS Mumbai

²Assistant Professor (Economics), NMIMS Mumbai

³Professor, School of Management Sciences, Varanasi

Abstract

Mindful consumption is an evolving concept that explains the role of consumers' mindful mindset (such as caring of self, caring of nature, and caring of community) on their consumption choices. Consumers are increasingly engaging in various kinds of social media to gather opinions and reviews of customers which helps them in making more 'informed' consumption choices. And then we have the construct of mindfulness which is a meta-cognitive capability of every individual which determines their degree of attention to any new information and the way they interpret those information. In this paper, we will present the findings of a qualitative study which has been conducted on Indian consumers to arrive at a conceptual model and a set of propositions which depict the direct and indirect relationship between mindfulness and consumption. Based on the qualitative study, we also list a set of research questions that could direct future empirical research on mindful consumption in emerging markets (e.g. India).

Keywords: Mindfulness, Consumption, Social Media, Indian Consumers, Qualitative Study

Introduction

Responsibility is a tricky word. It can be seen either as a moral obligation or legal compliance. It is at the heart of the ever existent confusion between law and ethics: the debate between what is lawfully right and what is considered to be morally acceptable has always created complex situations for contemporary managers as well as for consumers. And Marketing is not any exception to this development.

Marketing is all about understanding the market, identifying gaps in consumers' needs and wants, creating a value proposition to fill that value-gap, and then delivering value to the target consumers. Consumers are at the center of any marketing activity or initiative. In current times of hyper-competition and maturing markets with shorter product life cycles, marketers constantly strive to address the cognitive and affective components of a consumers' consumption behavior so that they can sustain in the market. However, the increase in

Corresponding Author: Anindo Bhattacharjee, Assistant Professor (Management), NMIMS Mumbai, E-mail : anindo.bhattacharjee@gmail.com

How to cite this article: Bhattacharjee, A., Chatterjee, B., & Singh, S. (2020). Influence of Mindfulness on Consumption: A Qualitative Study of Indian Consumers. *Purushartha*, 13(2), 17-29

Source of support: Nil

Conflict of interest: None

consumerism in recent times has raised questions and concerns in the mind of the consumers about the very act of consumption. Any decision in consumption choices, if mixed with feelings of ethical dilemma, makes it difficult for the consumers to make choices as they tend to deviate from their rational behavior based on utility maximization.

Consumers are becoming more conscious these days as information about products and producers become ubiquitous with the proliferation of media especially social media. The traditional paradigms of consumption based on the stages of acquisition, disposition, consumption, etc., and the notions of personality or lifestyle are not enough to capture the

varied behaviors of consumers depicted by their choices or preferences. Conscious consumers are a new sub-class which has emerged these days where they feel that they are responsible for creating a society that is not too much materialistic, promoting a mindless pursuit for conspicuous consumptions and impulse purchases. Consumers today are not only consuming their products but also sharing their opinions about their consumption choices, their feelings and emotions evoked on social media platforms creating a viral ripple that can potentially influence the choice of other prospects in the market. Not getting much connect between this line and the previous line (if you may add a line or two based on our discussion). Moreover, they cannot just share their opinions or feedbacks but can also create various levels of discussion that center around their own experiences of consuming a product or service. The informational asymmetries have easily dissolved. Consumers are also becoming more conscious about how their consumption of certain products or services impact the social, psychological and physiological well-being of themselves and others on whom they have a direct or indirect influence. In this paper, we would present the findings of a qualitative study that we conducted on Indian consumers to understand what they feel is the importance of social media on their consumption choices. The study aims to find the influence of mindfulness on consumption decision and how social media plays a role in it, in the context of an emerging market like India.

Mindful consumption is premised on consciousness in thought and behavior about consequences of consumption, and whether a consumer is mindful in his or her consumption will be shaped by the consumer's disposition toward mindful mindset and mindful behavior (Sheth, 2011).

Literature Review

Mindfulness

According to Kabat-Zinn (2002) – “Mindfulness means moment-to-moment, non-reactive, non-judgmental awareness.” Mindfulness is a metacognitive skill involving cognition of one's cognition, i.e., the ability to notice and observe one's own thoughts (Ruedy and Schweitzer, 2010). Mindfulness is not an easy concept to define but can be understood as the process of drawing novel distinctions. It does not matter whether what is noticed is important or trivial, as long as it is new to the viewer (Langer and Moldoveanu, 2000). The notion of mindfulness is significantly different in the Eastern perspective as compared to the West.

In the East, mindfulness-based practices have a deeper spiritual meaning and they are an integral part of the path to self-realization (*Nirvana*). In Buddhism, the word that is normally used for mindfulness in Pali language is *sati* and in Sanskrit, it is *smṛti*, both of which translate to memory in English. In the Eastern perspective, mindfulness means having the ability to hang onto current objects; remember them; and not lose sight of them through distraction, wandering attention, associative thinking, explaining away, or rejection (Weick & Putnam, 2006). The Buddhist doctrine of Dependent Origination or Pratiityasamutpada is the basis of mindfulness (Singh, 2014). Generally, Eastern mental development proceeds from an emphasis on virtue to concentration to mindfulness; from grosser to more subtle levels of mind. Virtue involves changing unskillful states of mind to skillful states and then maintaining the skillful states (Weick and Putnam, 2006).

In the West, mindfulness is seen as a psychological state of awareness and attention. In Western thought, to be where you are with all your mind means to pay more attention to external events and to the content of mind, these contents including things such as past

associations, concepts, reifications, and semblances of sense objects (DeCharms, 1998). However, many western scholars of mindfulness like Langer (1989), are more concerned with awareness of external events rather than inner experiences such as thoughts and emotion and more concerned with goal-oriented cognitive tasks than non-judgmental observation (Baer, 2003; Weick and Putnam, 2006).

According to a study conducted on consumers to understand the impact of mindfulness based practices on food consumption, Van De Veer et al. (2016) concluded that mindfulness enhances the consumers' awareness to the physiological cues that develop after food consumption and hence stimulates compensation for previous food consumption and also makes aware of the satiety cues.

Mindful Consumption

As consumers move away from mindless consumption, a literature of mindful consumption is emerging that is based on both the Buddhist and psychological perspectives of mindfulness (Milne et al. 2020). Earlier, according to Sheth et al. (2011, p.22)–

“Mindful consumption represents a confluence of mindful mindset and mindful behavior. Mindful mindset is characterized by a sense of caring for self, for community, and for nature. Mindful behavior is characterized by tempering of excesses associated with the three modes of consumption: acquisitive, repetitive and aspirational.”

Mindful consumption is a kind of application of mindfulness to inform the choices consumers make in the world, and it can be viewed as an approach to change society, marketplace and the individual well-being (Milne et al. 2020). Mindfulness can also be considered a consumer characteristic that mitigates the negative environmental effects of

over consumption and the consumers' propensity to engage in sustainable consumption behaviors that depends on individual values and beliefs (ref. Helm & Subramaniam, 2019). More recently, concepts common to all spiritual traditions such as mindfulness, sense of caring for others and reverence for nature have been used by researchers to suggest that they help in mindful consumption (Subrahmanyam & Gould, 2012).

The concept of sustainable consumption which is the traditional term that is interchangeably used with the term 'mindful consumption' implicitly placed the present ecological crisis squarely on the shoulders of individual consumers and focuses our attention and effort upon our individual choices in the market place as the primary mechanism for solving the environmental crisis that we face (ref. Banbury et al. 2012). Mindful consumption is premised on consciousness in thought and behavior about consequences of consumption (Sheth et al. 2011, p.27). In terms of consumer well-being, mindful consumption can cover health and addiction, family matters, financial wellbeing and materialism (Milne et al. 2020). In terms of societal well-being it can cover multiculturalism, education, political engagement. In terms of environmental well-being it can cover sustainability, and waste (Bahl et al., 2016).

Social Media and Customer Engagement Behavior (CEB)

Consumers' behavior on social media is depicted through their level of engagement with the company or other customers on the social media platform to contribute towards the growing discussion/narrative about a company's particular product or brand. Customer Engagement Behavior (CEB) can be defined as an individual's behavior manifestation that has brand or firm focus beyond purchase resulting from motivational drivers, and such behavior has the potential for enhancing customer relationships, profitability and growth

(van Doorn et al., 2010; Hollebeek, 2011; Ajiboye et al., 2019; etc.). CEBs can be classified into three types: *contribution* where a customer 'likes' or 'comments' on a post; *consumption* where a customer 'shares' a post that has brand content; and *creation* where the customer 'posts' or uploads a brand content over a social media platform (Mutinga et al., 2011; Schivinski et al., 2016; Ajiboye et al., 2019; etc.).

Though customer engagement is crucial for building brand loyalty however it is not adequate; brand attachment and customer should also be considered (Li et al., 2020). Moreover a recent study conducted by Bozkurt et al. (2020) indicated that “when customers perceive a brand to be highly interactive on social media (vs inactive), they are more willing to buy brand offerings, refer the brand in exchange for monetary incentives, inform their family and friends about the brand on social media and provide feedback and suggestions for improving the brand.” Finally, a study by Laroche et al. (2013) had shown that “brand communities established on social media have positive effects on customer/product, customer/brand, customer/company and customer/other customers relationships, which in turn have positive effects on brand trust, and trust has positive effects on brand loyalty.”

Methodology

Data Collection and Sampling

The present study is based upon a series of qualitative interviews that have been conducted across India with various consumers who were selected through a process of purposive sampling to ensure the heterogeneity of the sample. Interview data was collected from interviewees in multiple locations (e.g. respondents from Mumbai, Kolkata, etc.) so as to facilitate data triangulation which is important for findings to be more accurate and convincing (e.g. Miles & Huberman, 1994;

Alam, 2005; etc.). Findings from relevant previous research on mindfulness and mindful consumption published in leading journals were also used to further facilitate this data triangulation with the collected field data through interviews. Using this approach for triangulation also maximized the depth of information that we gathered in our study and helped us enhance the transferability of the findings which would allow for the development of a conceptual model (ref. Stavros & Westberg, 2009).

The data was collected from the respondents using audio-recording devices and were subsequently converted into transcripts of the conversations. The interviews were all conducted at the convenience of the respondents taking prior appointments; and the interviews were conducted in isolation to prevent any interruptions and group influences. The respondents were informed of the purpose and scope of the study prior to the interview and then their consent was taken for conducting the interview. The questions which were being asked in the study have been given in the Appendix I of this paper. The interviews were converted into transcripts which were verbatim records of the respondents to the questions asked by the interviewer. This is because verbatim record of the interviews is beneficial in facilitating data analysis by bringing researchers closer to the actual data (Halcomb & Davidson, 2006). Moreover, all transcripts were cross-checked for accuracy of the each word transcribed using the original audiotapes since it enabled the interviewer to clean the transcripts thoroughly and accurately (ref. Fasick, 1977).

Selection and Exclusion criteria

The selection criteria for the sample was any one who is a consumer of personal hygiene products and someone who uses the various social media platforms such as Facebook, Instagram, WhatsApp, LinkedIn, etc. where they could potentially interact

with the company pages or engage in discussions related to the product, brand or company. We excluded those respondents from our sample who were not part of any social media platforms.

We used the COREQ checklist while creating the design of this study as standard protocol for designing and reporting qualitative studies (ref. Tong et al. 2007).

Data Analysis

Once the interviews were transcribed, the interview transcripts were analyzed using the qualitative data analysis software using Atlas ti version 9. Open coding was done using the software to assign codes (1st order) followed by axial coding to combine the related codes into a category (2nd-order), and finally selective coding helped us in identifying the central theme or core category that connects the 1st and 2nd order codes

and categories. The groundedness of the codes was then found out and then frequency tables was created that depicts the relative importance of each category identified through content analysis.

Findings

Some of the important findings with respect to the identified codes and categories based on analysis of the groundedness of the categories will be discussed below. The respective frequency tables of the category groundedness have also been depicted at appropriate places.

Mindfulness consumption and product characteristics

Table 1 depicts the most important product characteristics or quality descriptors that impact the perceived quality of the product under consideration by the consumer.

Table 1: Groundedness of Quality Descriptors

Product Characteristics / Quality descriptors -	Code Groundedness
Fragrance / Flavours	17
Herbal / Organic - Mild, Soft, Creamy, Not dry, Not rough, Not harsh, Real, Pure, Clean, Light	15
Look at Brand Name – goodwill	13
Packaging	12
Ingredients	10

The most important quality descriptors for a product (e.g. personal hygiene) is fragrance or flavors which address the olfactory (smell) and taste perception of the consumer. These can be attributed to 'caring for self' aspect of a consumer's mindful behavior (ref. Sheth et al. 2011; Mahmud et al., 2019; etc.). A recent study of mindfulness by Mahmut et al. (2021) has shown that participants who have engaged in some form of mindfulness based practices show an increase in the number of times they notice any odor. In other words, mindful individuals do not necessarily have greater olfactory perception but they report more odors in a given situation. Hence, in a consumption context,

we can say that mindfulness can be directly linked to mindful consumption through the 'caring of self' component.

Another component of product characteristic which scored high in groundedness is the 'herbal/organic' nature of the product that is again linked to 'caring of self' and 'caring for nature' component of the mindful consumption behavior (ref. Sheth et al. 2011). In this case, the consumer uses words/phrases such as 'mild', 'soft', 'pure', 'not harsh', 'not rough', etc. to explain that the consumption of the product is safe and doesn't harm the consumer as it is natural or 'closer to nature' and

'not artificial.' This is consistent with the findings of earlier studies that confirm the significant relationship of trait mindfulness with pro-environmental behavior (PEB) and that 'connectedness to nature' indirectly affects the relationship between mindfulness and PEB (e.g.

Barbaro & Pickett, 2016; Panno et al., 2018).

Hence, the propositions and the respective path-diagrams that we can make based on the above inferences are as follows –

Proposition 1 – Mindfulness is directly linked to the 'caring of self' component of mindful consumption.



Figure 1

Proposition 2 – Mindfulness is indirectly linked to the 'care for nature' component of mindful consumption through the pro-environmental behavior of the consumer.

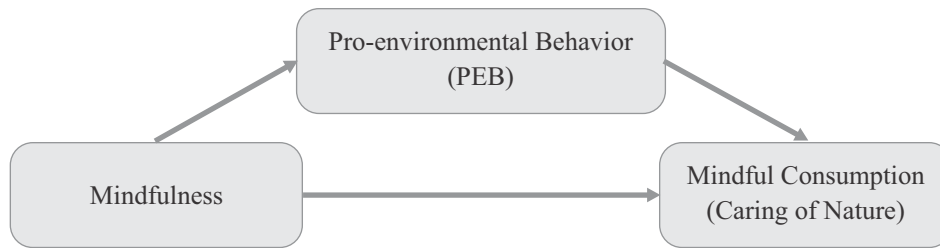


Figure 2

Relationship between Brand Trust, Social Media and Mindfulness.

Table 2 depicts the most important factors that determine the trustworthiness of a product/brand that influence the consumers' choice of the product/brand under consideration. As can be seen from the table, consumers tend to be loyal to the products that they have been using for long and their loyalty probably is determined by the consistency of quality being delivered which can be explained with the product characteristics / quality descriptors that we have identified earlier.

When considering the purchase of a product for the first time, the consumer relies on the reviews about the product with respect to the value delivered and quality described with the help of its product characteristics. These reviews can be gathered by the consumers either offline through word-of-mouth or advertisements, or online through websites and social media platforms. Interestingly, only one consumer talked about product trials as a basis of selecting a product for the first time. This means consumers are more open to trying new products provided there is reliable information available about the product either offline or online.

Table 2: The factors that contribute to product/brand trustworthiness

Credibility / Trust -	Code Groundedness
Have used it since long	9
Product Reviews	8
“In the market since long”	7
Constant Quality	6

Hence, for companies introducing new products in the market, they should not only strive to maintain superior and consistent quality to build brand reliability but also facilitate discussions to ensure positive word of mouth.

This can be done through effective strategies to market the product through social media platforms (e.g. Instagram, Facebook, etc.). However, the experience of relationship between customers' engagements in branded communities on social media platforms that leads to brand trust could be a mixed one and not necessarily positive always as is the case with offline engagements of customers

with brand communities (ref. Habibi et al. 2014; Laroche et al. 2012; etc.).

Table 3 below shows the most important factors that consumers consider while considering a product purchase based on customer reviews (online or offline). As we can see, consumers give a high importance to the 'negative reviews of customers' and the number of reviews for a product. Further, consumers also consider the authenticity of the reviews as well but authenticity is difficult to assess and can be determined by subjective factors that determine the customers' relationship with the product/brand.

Table 3: Most important factors that determine the influence of customer reviews

Customer Reviews Online or Offline	Code Groundedness
Negative views	6
Number of reviews	5
Authenticity	4

However, recent studies have shown that individuals who have higher levels of mindfulness tend to be more skeptical of the validity of information they are exposed to and this skepticism is linked to a decreased tendency to believe in social media content and to share content on social media (e.g. Charoensukmongkol, 2016). Also, the customer-other customer relationship on social media in brand communities may have a negative impact on the brand trust dimension (Laroche et al. 2013). From a mindful consumption perspective, we can say that social media may not necessarily have a positive impact on brand trust and so

mindful consumption because of the consumers have temperance which is aimed at making consumption optimal for one's well being and consistent with one's values (ref. Sheth et al. 2011). Also, it is for a 'care for community' by avoiding over consumption and materialism since it both impacts one's personal well-being and contributes to environmental degradation.

Hence we can make the following propositions and path diagrams that depict the relationship between mindfulness, brand trust, social media and mindful composition –

Proposition 3 – Mindfulness is indirectly linked to mindful consumption through brand trust.

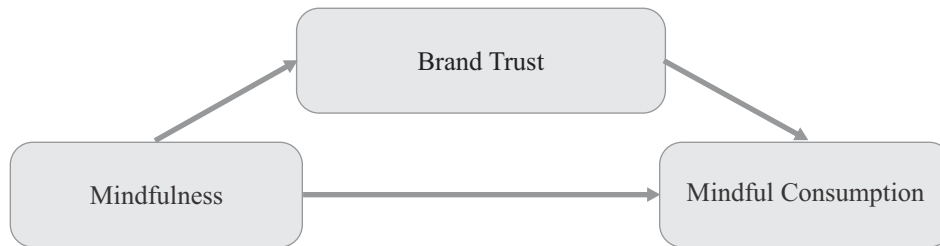


Figure 3

Proposition 4 – Mindfulness mediates the link that exists between social media and brand trust.

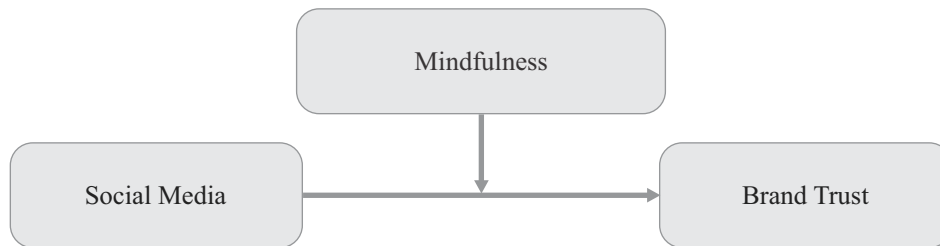


Figure 4

The Conceptual Framework

We can now combine the path models depicting the four propositions 1, 2, 3 and 4 to propose an integrated conceptual framework that depicts the direct and indirect link between mindfulness and mindful consumption through the intervening variables of pro-environmental behavior of the

consumer and the brand trust dimension. Moreover, the influence of social media on brand trust and the mediating influence of mindfulness in this link has also been depicted. This could be a starting model for subsequent empirical research to understand the interplay between mindfulness and mindful consumption.

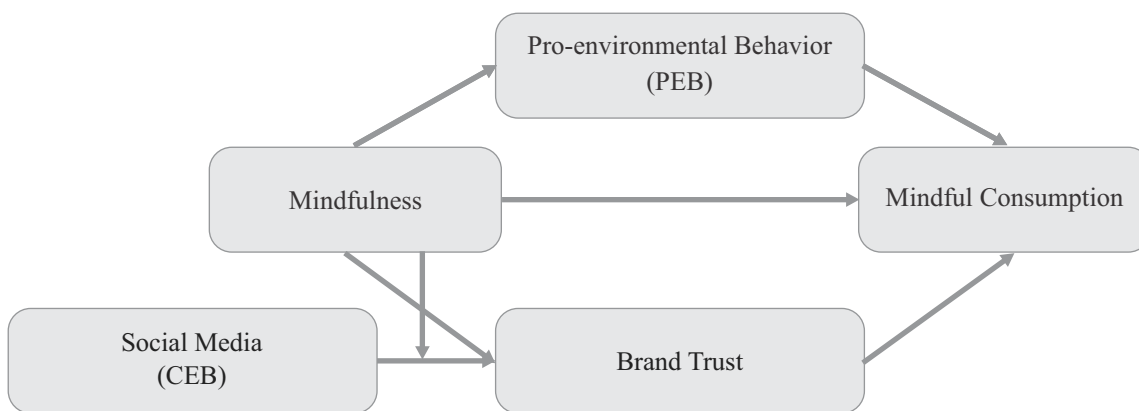


Figure 5: Conceptual Framework (An Integrated Path Model)

Discussion and Conclusion

The findings of the qualitative study done in this paper brings forth the following research questions which could direct future research in mindful consumption:

- 1) What is the impact of social media on consumption decisions in emerging market?
- 2) What is the mediating effect of mindful consumption disposition over the relationship between social media exposure and the consumption decision?
- 3) Does mindful consumption disposition has a moderating effect on the relationship between social media exposure and the consumption decision?

The findings from the study reveal that the influence of social media on mindful consumption is happening through brand trust. Mindfulness establishes the link between social media and brand trust. Mindfulness also develops brand trust, which leads to mindful consumption. Therefore any brand building exercise should take mindfulness of consumers into consideration. If the company aims to build brand using social media, then they should take into account the sensitivity of consumers to social media exposure. Since word of mouth, propagated through social media, may have a strong influence on a company's brand image, the company should ensure the reliability of data and information on social media, sanctity of which would create brand trust. Moreover, the company may engage in social media to spread awareness on product trials, which would build the trustworthiness of the brand. The study also finds that mindful consumers have pro-environmental behavior, which influences the "care for nature" component of mindful consumption. Companies may thus leverage this for brand building through social media, to get stronger influence on brand

trust.

In our future research, we propose to quantitatively validate the findings from this exploratory study. In particular, our future research would aim to study the research questions that have evolved from this study. The study would focus on quantifying the effect of social media engagement on consumption decision, and how mindfulness of a consumer may play an intermediary role in this. Our intended study would also throw light on whether mindfulness in consumption decision increases social media engagement and how it influences the consumption basket of a utility maximizing consumer.

References

- Ajiboye, T., Harvey, J., & Resnick, S. (2019). Customer engagement behaviour on social media platforms: A systematic literature review. *Journal of Customer Behaviour*, 18(3), 239-256.
- Alam, I. (2005). Fieldwork and data collection in qualitative marketing research. *Qualitative Market Research: An International Journal*.
- Baer, R. A. (2003). Mindfulness training as a clinical intervention: A conceptual and empirical review. *Clinical psychology: Science and practice*, 10(2), 125-143.
- Bahl, S., Milne, G. R., Ross, S. M., Mick, D. G., Grier, S. A., Chugani, S. K., ... & Boesen-Mariani, S. (2016). Mindfulness: Its transformative potential for consumer, societal, and environmental well-being. *Journal of Public Policy & Marketing*, 35(2), 198-210.
- Banbury, C., Stinerock, R., & Subrahmanyam, S. (2012). Sustainable consumption: Introspecting across multiple lived cultures. *Journal of Business Research*, 65(4), 497-503.
- Barbaro, N., & Pickett, S. M. (2016). Mindfully green: Examining the effect of connectedness to nature on the relationship between mindfulness and engagement in pro-environmental behavior. *Personality and Individual Differences*, 93, 137-142.
- Bozkurt, S., Gligor, D. M., & Babin, B. J. (2020). The role of perceived firm social media interactivity in facilitating customer engagement behaviors. *European Journal of Marketing*.
- DeCharms, R. C. (1998). Two views of mind: Abhidharma and brain science. Ithaca, NY: Snow Lion.
- Fasick, F. A. (1977). Some uses of untranscribed tape recordings in survey research. *The Public Opinion Quarterly*, 41(4), 549-552.
- Halcomb, E. J., & Davidson, P. M. (2006). Is verbatim transcription of interview data always necessary?. *Applied Nursing*

- Research*, 19(1), 38-42.
- Habibi, M. R., Laroche, M., & Richard, M. O. (2014). The roles of brand community and community engagement in building brand trust on social media. *Computers in Human Behavior*, 37, 152-161.
- Helm, S., & Subramaniam, B. (2019). Exploring socio-cognitive mindfulness in the context of sustainable consumption. *Sustainability*, 11(13), 3692.
- Hollebeek, L. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of Marketing Management*, 27(7-8), 785-807. <https://doi.org/10.1080/0267257x.2010.500132>
- Kabat-Zinn, J. (2002). Meditation is about paying attention. *Reflections*, 3(3), 68-71.
- Langer, E. J. (1989). Minding matters: The consequences of mindlessness–mindfulness. In *Advances in experimental social psychology* (Vol. 22, pp. 137-173). Academic Press.
- Langer, E. J., & Moldoveanu, M. (2000). The construct of mindfulness. *Journal of Social Issues*, 56(1), 1-9.
- Laroche, M., Habibi, M. R., Richard, M. O., & Sankaranarayanan, R. (2012). The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. *Computers in Human Behavior*, 28(5), 1755-1767.
- Laroche, M., Habibi, M. R., & Richard, M. O. (2013). To be or not to be in social media: How brand loyalty is affected by social media?. *International Journal of Information Management*, 33(1), 76-82.
- Li, M. W., Teng, H. Y., & Chen, C. Y. (2020). Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust. *Journal of Hospitality and Tourism Management*, 44, 184-192.
- Mahmud, S. H., Anuar, M. M., Halim, M. A. S. A., & Yaakop, A. Y. (2019). The influence of self care on mindful consumption behaviour. *The Journal of Social Sciences Research*, 5(1), 94-100.
- Mahmut, M. K., Fitzek, J., Bittrich, K., Oleszkiewicz, A., & Hummel, T. (2021). Can focused mindfulness training increase olfactory perception? A novel method and approach for quantifying olfactory perception. *Journal of Sensory Studies*, 36(2), e12631.
- Miles, M.B. and Huberman, A.M. (1994), *Qualitative Data Analysis – A Source Book of New Methods*, Sage, Newbury Park, CA.
- Milne, G. R., Ordenes, F. V., & Kaplan, B. (2020). Mindful consumption: Three consumer segment views. *Australasian Marketing Journal (AMJ)*, 28(1), 3-10.
- Muntinga, D., Moorman, M., & Smit, E. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13-46. <https://doi.org/10.2501/ija-30-1-013-046>
- Panno, A., Giacomantonio, M., Carrus, G., Maricchiolo, F., Pirchio, S., & Mannetti, L. (2018). Mindfulness, pro-environmental behavior, and belief in climate change: the mediating role of social dominance. *Environment and Behavior*, 50(8), 864-888.
- Ruedy, N. E., & Schweitzer, M. E. (2010). In the moment: The effect of mindfulness on ethical decision making. *Journal of Business Ethics*, 95, 73-87.
- Schivinski, B., Christodoulides, G., & Dabrowski, D. (2016). Measuring Consumers' Engagement With Brand-Related Social-Media Content. *Journal of Advertising Research*, 56(1), 64-80. <https://doi.org/10.2501/jar-2016-004>
- Sheth, J. N., Sethia, N. K., & Srinivas, S. (2011). Mindful consumption: a customer-centric approach to sustainability. *Journal of the Academy of Marketing Science*, 39(1), 21-39.
- Singh, S. (2014). Ancient Indian Ethos and Mindfulness. *Purushartha: A Journal of Management Ethics and Spirituality*, 4(1).
- Stavros, C., & Westberg, K. (2009). Using triangulation and multiple case studies to advance relationship marketing theory. *Qualitative Market Research: An International Journal*, 12(3), 307-320.
- Subrahmanyam, S., & Gould, S. (2012). Achieving sustainable consumption through spiritual practices. *PURUSHARTHA-A journal of Management, Ethics and Spirituality*, 5(2), 79-91.
- Tong, A., Sainsbury, P., & Craig, J. (2007). Consolidated criteria for reporting qualitative research (COREQ): a 32-item checklist for interviews and focus groups. *International Journal for Quality in Health Care*, 19(6), 349-357.
- Van De Veer, E., Van Herpen, E., & Van Trijp, H. C. (2016). Body and mind: Mindfulness helps consumers to compensate for prior food intake by enhancing the responsiveness to physiological cues. *Journal of Consumer Research*, 42(5), 783-803.
- vanDoorn, J., Lemon, K., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. (2010). Customer Engagement Behavior: Theoretical Foundations and Research Directions. *Journal of Service Research*, 13(3), 253-266. <https://doi.org/10.1177/1094670510375599>
- Weick, K. E., & Putnam, T. (2006). Organizing for mindfulness: Eastern wisdom and Western knowledge. *Journal of management inquiry*, 15(3), 275-287.

Appendix I

Note: - *We are conducting interviews to do research on a topic related to Mindful Consumption and Social Media. This interview is conducted solely for the purpose of research publication in academic journals. Name and other personal information will never be disclosed in any form in the research.*

For our research analysis purpose, we will be audio recording the interview. We will be happy to share the copy of the interview.

Questions about Consumption of Personal Hygiene(ph) Products

- How often do you buy personal hygiene product? [probe]
- What factors do you consider when you purchase a ph product?
- Do you purchase the product online or offline? Why so? (if both, then give reasons for each)
- Would you prefer buying it online or offline or you are indifferent?
- When you think about purchasing a personal hygiene product online, what considerations do you have? Do you consider product reviews? What exactly do you try to look for in the product review?
- When you look at personal hygiene as a category of products, which are the top three brand names that come to your mind? You can take the name of the product brand also (for example niveadeo, rexona soap and dantkanti toothpaste). [probe individually for each product brand the reasons and from where do they seek the information: social media, reference group opinions, prior usage experience, etc.)
- Did you ever gather information on a ph product from online/social media and then brought the same product offline? What made you do that?
- Do you recommend the personal hygiene which you have used to you friends and loved ones? Why
- If you are buying a personal hygiene product for your friend or a loved one, what product attributes do you look for?
- When you friend or loved one recommends a personal hygiene product, would you use it?[probe]
- Can you speak of an instance when you have purchased a personal hygiene product because it is Ayurvedic, organic, Natural ingredients [probe: for example if the respondent says its good for the skin then why so?]
- What other factors, apart from it's physical attributes (like fragrance etc.) do you consider when you choose to buy a product. Why? Can you give an example?
- Give some examples of ph products you have brought recently? What are the main things you like about the product? Why? [probe]
- Do you give preference to a personal hygiene product which is environment friendly?
- What according to you is a mindful consumer?

- Do you consider yourself a mindful consumer?

Questions about the usage of Social Media Platforms

- Do you use social media?
- What kind of social media platforms do you use?
- How often do you use the social media platforms? (If the respondent uses multiple platforms, with what regularity he/she uses the platform and why?)
- Apart from keeping in touch and track your friends, what else do you use social media for? [probe]
- Do you think social media helps in giving information about products and services? Why do you think so?
- What kind of information do you mainly look for in social media?
- Have you ever made a purchase based on information in social media (like Facebook, WhatsApp, Instagram, LinkedIn, etc)? If yes, which products? If no, which products you may consider purchasing based on social media information?
- Have you ever made a purchase based on information in social media (like Facebook, WhatsApp, Instagram, LinkedIn, etc)? If yes, which platform did you use? If no, which social media platform you may prefer while making a purchase based on social media information?
- Can you give an instance where you have used social media while deciding to purchase any product or service? Did you end up buying the product? (In this case, we should probe as to whether social media was the initiator for the purchase consideration or the influence towards a purchase decision)
- In some of your recent purchase decisions, how often have you used social media platforms?
- How likely you are to rely on social media when you are deciding to buy a product? Why or why not?
- What according to you is a mindful consumer?
- Do you consider yourself a mindful consumer?
- Do you think Social media has made you a more mindful consumer?
- Can you cite an instance when you felt yourself to be a more mindful consumer when buying a product or service? Where did you receive information and cue for that purchase? (Note: See if it is social media. If yes, then which social media platform).
- Do you follow the tweets of the prominent personal hygiene brands? Why or why not?
- Have you ever liked the company page on Facebook of a brand you purchase or might have purchased once in the past? Which company?
- What made you like the company's FB Page?

- What made you think of using social media to purchase products?
- Do you think, in general, social media is leading to a more mindful consumption?
- Which social media platform do you think is making consumers more mindful about their consumption?
- Do you take your time to plan your purchases based on information received from social media feeds and discussions?
- Do you participate in discussion forums on social media platforms before making the purchase of a product?
- If yes, which social media platform do you prefer? Also, which kinds of product do you consider?
- Have you ever purchased an item on social media suggested to you by your friend? How often you do that?
- Why will you follow suggestion on social media regarding purchase of a certain item?