

The Correlation between Mindfulness and Impulse Buying Behavior

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Abstract. It has been an emerging topic of stimulating the consumption, at the same time, the awareness of mindfulness has been more and more obvious. Therefore, I would like to look into the influence of mindfulness and its correlation with impulse buying behavior, from four aspects: The different reason behind the shopping or buying impulsively. The study of the various factors of impulsive buying behavior that contribute to it. The correlation between mindfulness and those factors. The correlation between mindfulness and impulse buying behavior. These issues will be discussed in this article in conjunction with the research and studies that have been carried out on this subject.

Keywords: Mindfulness; Impulse Buying Behavior.

1. Introduction

In light of the fact that China's economy is changing its focus to growing domestic demand, encouraging consumer spending is both an important and vital component of the process. Because of this, insight into customer behavior has been one of the hot issues of discussion in China.. However, another hot topic has also emerged, that being the discussion on consumerism, advocating rational consumption, and advocates of consumerism standing on each side of the crowd. Given the current economic situation and the transition which is currently happening, the above discussion has turned into a subject that happens to be relevant to the atmosphere right now.

Taking this into account, I would like to research into the correlation between mindfulness and the impulse buying behavior.

2. Impulse Buying Behavior

2.1 What is Impulse Buying Behavior

In the research - A Review of Impulse Buying Behavior , G. Muruganantham¹ & Ravi Shankar Bhakat did a literature review that demonstrates that variables such as personal characteristics and sociocultural characteristics might be researched further however the factors influencing impulse buying behavior are defined in four dimensions : external or internal stimuli, situation and products related factors and demographic, socio-cultural factors. It was possible to clarify the impulse purchasing concept and its relationship with the customer. In which, I would like to further study the stimuli of impulse buying behavior.

2.2 Various Factors of Impulsive Buying Behavior

In another research - Impulsivity, Emotion Regulation, and Mindful Attentional Focus in Compulsive Buying , Alishia D. Williams and Jessica R. Grisham focused on one situation when impulse buying is a compulsive buying behavior , Which is classified by a pathological obsession with buying anything or by irrational, distressing, or overwhelming urges to buy something, and it is associated with making repeated purchases of much more than can be afforded, of products that are not considered necessarily required, or of shopping for prolonged periods of time than was initially meant to be spent shopping. These actions do not take place within the framework of mania, and they result in detrimental repercussions such as major distress, marital and societal conflict, and substantial financial debt. The researchers came to this conclusion after comparing a group of pathological gamblers who were seeking treatment with a mixed Axis I clinical group and a healthy control group

on measurements of emotion-focused coping. They found that the treatment-seeking group performed significantly better than the other two groups. The conclusion that negative feelings may indirectly influence compulsive purchasing behavior by leading to difficulties in inhibition that enhance engagement in maladaptive behavior is supported by the finding that CB was significantly related to negative urgency. This finding is consistent with the proposal that negative feelings may indirectly impact compulsive purchasing behavior. As a result, we might draw the conclusion that this lends credence to the hypothesis that unpleasant emotions may play a role in causing obsessive purchase behavior.

Similarly, there is another research - Predictors of online compulsive buying: The role of personality and mindfulness. the authors Caroline Brunelle and Hanna Grossman assume that When sensation seeking is taken into account as its own distinct construct, apart from impulsivity, it is much more likely to be linked to compulsive purchase. Because people who appear to be impulsive may not pay as much attention to internal or external impulses, and they may focus an inordinate amount of attention on the potential short-term gains connected with impulsive buying behavior.

Another research - Consumer mindfulness and impulse buying behavior: testing moderator effects of hedonic shopping value and mood. Melis Kaytaz introduced a factor that has not been studied before - hedonic shopping. Melis argues that in recent years, mindfulness as a theory has gained popularity in both ordinary life and the academic world. When one takes the "now and now" approach, this theory places an emphasis on the heightened awareness of the "now" that one experiences as a result. Although both impulsivity and mindfulness draw attention to the here and now, the manner in which this attention is drawn and the reasons behind it are very different in the two practices.

This study investigates the relationship between consumer awareness and impulsive purchasing and finds the moderating influence of HSV- hedonic shopping value in this relationship. As a consequence of this, it was shown that the HSV of people who have a low level of mindfulness has a significant effect on their tendency to make impulsive purchases, whereas it has no effect on the behavior of those who have a high level of mindfulness. This study also explored the moderator influence of individuals' moods on the association between mindfulness and impulsive purchasing, but no significant effect was found. This indicates that customers' positive or negative mood does not have a moderating influence on their awareness and impulse purchasing behavior. It was discovered that the hedonic shopping value of those who had a low level of mindfulness had a significant moderating effect on the impulsive purchasing behavior of such people.

3. Mindfulness and Impulse Buying Behavior

3.1 Definition of Mindfulness

In the research Mindfulness: A Proposed Operational Definition , Scott R. Bishop, University of Toronto Mark Lau, University of Toronto Shauna Shapiro, VA Palo Alto Health Care System Linda Carlson, University of Calgary Nicole D. Anderson, University of Toronto James Carmody, University of Massachusetts Medical School Zindel V. Segal, University of Toronto Susan Abbey, University of Toronto Michael Speca, University of Calgary Drew Velting, Columbia University Gerald Devins, University of Toronto all indicates that nowadays, mindfulness has garnered widespread attention for its capacity to lower cognitive susceptibility to stress and emotional discomfort. However it can still be defined in two dimensions, experimental manifestation and implicated psychological processes. In below studies ,I am going to focus on the latter .

3.2 The Correlation between Mindfulness and Factors Contributes to Impulse Buying Behavior

Correspondingly, a similar study was published in another study - Relation between dispositional mindfulness and impulsive buying tendency: Role of trait emotional intelligence - in which the authors Hyun Jung Park and Tavleen Kaur Dhandra also established a connection between involuntary intake and the positive and exciting emotional responses that it elicits. The findings of

this study provide evidence that mindfulness is a state of mind characterized by a nonjudgmental awareness of the moment and a nonreactive attentiveness to one's individual thoughts, sensations, feelings, and moods; furthermore, impulse buying is shown to reduce the severity of negative psychological states.

The observations of the study suggest that people who practice greater mindfulness have a greater ability to make use of the mechanism for emotion regulation in order to improve their emotional and intellectual development, as well as cultivate positive emotions, and thereby have a greater ability to control the urge to make impulsive purchases. It is consistent with previous research that shows that mindfulness enables individuals to have a self-regulatory mechanism that enhances greater emotional regulation and reduces impulsive reactions. Additionally, individuals with greater mindfulness can utilize their emotions to identify and prevent the unpleasant and negative emotional states that induce impulsive buying by directing their attention on constructive activities and personal performance. This is consistent with the idea that mindfulness enables individuals to have a self-regulatory mechanism that enhances greater emotional regulation.

The third research - Does self-esteem matter? A framework depicting role of self-esteem between dispositional mindfulness and impulsive buying. examines another possible influencing factor- self-esteem. According to the research, one of the hypotheses that is put forward to explain why there is a correlation between dispositional mindfulness and impulsive shopping is that it is caused by an individual's high level of positive self-esteem. The author Tavleen Kaur Dhandra has done the analysis of variance to examine if there were variations among people in the degree to which they tended to make impulsive purchases. The author also employed mediation analysis to determine the total and direct correlations between dispositional mindfulness and impulsive purchasing, as well as the indirect relationship between mindfulness and impulsive purchasing via self-esteem. People who had higher levels of trait mindfulness also had higher levels of self-esteem and a lower tendency to make purchases on the spur of the moment. In addition, one of the conclusions of the study is that having a low self-esteem might be seen as a cause of making impulsive purchases. This suggests that the overall propensity of mindful individuals to be non-judgmental, present-focused, and attentive enables them to understand their own thoughts and feelings, thereby enabling them to manage feelings that encourage impulsive or unreflective purchasing. This also suggests that the ability to understand one's own thoughts and feelings is one of the primary benefits of practicing mindfulness.

3.3 Mindfulness and Impulse Buying Behavior

About mindfulness, here is another article- Mindfulness-based transformational learning for managing impulse buying Mindfulness-based transformational learning for managing impulse buying. The authors Renus Sermboonsang, Patriya Silpakit Tansuhaj, Chatchawan Silpakit & Chirawan Chaisuwan indicate that Consumption patterns can be altered through the practice of mindfulness. This is also the general conclusion that can be drawn from the other research cited earlier. However, the most important aspect of mindfulness is that it is a skill that can be learned. As a consequence of this, it can assist individuals in acquiring a higher awareness of their own thoughts, feelings, emotions, and sensations, all of which can be managed and employed to improve the overall level of life pleasure that they experience. The research project includes an experiment to evaluate any possible change in impulse-buying tendency using strategy as well as participants' shopping and buying behaviors over the six week period. This information was obtained from the participants' diaries in order to capture changes in each of the individuals over time. The purpose of the experiment was to determine whether or not there was a shift over the course of the time period in the buying and purchasing habits of the students. Participants in this class will achieve the goal of mindful consumption training, which is to understand the roles that marketing plays in day-to-day life and to promote sustainable consumption through the raising of consciousness, critical reflection, and changes in one's frame of reference. This goal of mindful consumption training is to understand the roles that marketing plays in day-to-day life and to understand the roles that marketing plays in day-to-day life. Understanding the functions that marketing plays in day-to-day living is the first step toward accomplishing this objective.

4. Conclusion

Having read the above literature concerning the impulsive buying behaviors, what are the main factors to impact this behavior, what are other facts that were neglected, the correlation between mindfulness and the impulsive buying behavior whether the mindfulness is trainable, there is no question in my mind that an increasing number of academics and professors in a variety of countries all over the world are starting to focus on the topic of mindfulness and impulsive buying behaviors. At the same time, this also reflects from the side that increasing consumption is indeed a direction that can be applied across the countries. The current researches do provide a comprehensive understanding of the nature of consumption, particularly the factors that may contribute to impulsive consumption, the role of mindfulness from the point of view of impulsive consumption suppression, or the best way to improve mindfulness in order to decrease impulsive consumption. However, there has been little research done on how to boost consumption through mindfulness, which would make the act of consumption a more pleasurable and satisfying experience after practicing mindfulness. I'm very interested in exploring more possibilities to the subject and by reading a lot and critically examining the existing research in this area, I am hoping to be able to make a meaningful contribution to the field.

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