



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## Strengthening Consumer-Brand Relationship Through Mindfulness: An Overview Of Past Research And Future Directions

**Mayur G Raj (Corresponding Author)**

PhD scholar

St. Joseph's Institute of Management, a recognized Research Centre of University of Mysore

**Dr. Avil Terrance Saldanha**

Associate Professor

Department of Marketing,

St. Joseph's Institute of Management, Bangalore

### Abstract:

There has been a growing interest in recent years to understand the factors that drive conscious consumer behavior, which refers to deliberate consideration of the social and environmental impact of buying choices. One influential factor is the consumer-brand relationship. This review aims to examine the literature on brand relationship's role in shaping conscious consumer behavior and identifying future research opportunities. 36 studies were selected from various databases after conducting a thorough search of academic literature. The review finds that brand relationships have a significant impact on conscious consumer behavior, with consumers who have a strong bond with a brand being more likely to make mindful purchasing decisions. However, the review also identified a number of gaps in the literature and suggested a number of directions for future research, including the need to better understand the mechanisms through which brand relationship influences mindful consumer behaviour and to examine the role of other variables, such as brand awareness and brand relevance, in this process.

Keywords: Mindful Consumer, Consumer behaviour, Marketing, Brand relationship, Brand Equity.

### 1. Introduction:

A conscious consumer is one who considers the consequences of their buying choices on the environment, society, and economy. They take into consideration the social and environmental consequences of their choices and try to make responsible and sustainable decisions. Recent research has identified several key traits of mindful consumers. One study found that mindful consumers tend to be more environmentally and socially conscious, with a strong sense of personal responsibility for their impact on the world (Van der Heijden, Carrigan, & Schultz, 2016). Another research discovered that conscious consumers tend to exhibit pro-environmental actions like recycling and reducing energy use (Bagozzi, Grier, & Yi, 1991). Additionally, mindful consumers may be more likely to seek out information about the environmental and social impact of products and to choose products that align with their values (Tröster & Kleinaltenkamp, 2011). In general, conscious consumers are those who consider the effects of their actions on the environment and strive to minimize negative effects while maximizing positive impact.

A Nielsen survey showed that 66% of worldwide consumers are willing to pay extra for environmentally friendly products (Nielsen, 2015). This implies that there is a considerable market demand for conscious consumption. Businesses that provide sustainable products and services have a potentially substantial market chance.

Another study forecasts that the market for responsible and sustainable products and services will expand by 8.5% annually from 2015 to 2020, reaching a market value of over \$1 trillion (Eco-Business, 2015). This rapid growth shows that businesses that cater to the conscious consumption market have a significant business opportunity.

There are many reasons to study the importance of mindful consumers and their behaviour. Firstly, understanding mindful consumer behaviour can help businesses and organizations make more informed decisions about the products and services they offer. By understanding the values and preferences of mindful consumers, businesses can develop and market products that align with these values, potentially leading to increased customer satisfaction and loyalty. Secondly, studying mindful consumer behaviour can help policymakers and governments design policies and regulations that support sustainable consumption patterns. For example, research on mindful consumer behaviour can inform the development of incentives or disincentives that encourage or discourage certain types of consumption. Thirdly, studying mindful consumer behaviour can help individuals make more informed and sustainable purchasing decisions. Individuals can make more informed buying decisions, leading to a more responsible and sustainable consumption pattern, by being aware of the effects of their consumption on the environment, society, and economy. Overall, studying mindful consumer behaviour can contribute to a more sustainable and responsible society by helping businesses, policymakers, and individuals make informed and ethical consumption decisions.

There is a growing concern about the relationship between brands and mindful consumers in the Indian context. Despite the increasing demand for sustainable and responsible products and services in India, many brands continue to focus on short-term profits and disregard the environmental and social impact of their products and practices. This can lead to disconnect between the values and preferences of mindful consumers and the products and services offered by brands. Branding is important for a number of reasons (Gaur, 2019). Firstly, branding helps to differentiate a product or service from its competitors (Nguyen, 2020). By creating a unique brand identity and positioning, a company can stand out in the market and make its products or services more appealing to potential customers (Gaur, 2019). Secondly, branding helps to build customer trust and loyalty (Gaur, 2019). A strong brand can establish credibility and reliability in the minds of consumers, leading to increased customer loyalty and repeat purchases (Nguyen, 2020). Thirdly, branding can significantly affect how valuable a product or service is viewed by consumers (Nguyen, 2020). By creating a strong brand identity and positioning, a company can increase the perceived value of its products or services, potentially leading to higher prices and increased profits (Gaur, 2019). In order to connect with their consumers, brands can use a variety of strategies (Gaur, 2019). One effective strategy is to clearly communicate the values and benefits of the brand and its products or services to potential customers (Nguyen, 2020). This can be done through marketing campaigns, social media, and other forms of customer outreach (Gaur, 2019). Brands can also use customer feedback and research to understand the needs and preferences of their target audience, and to develop products and services that align with these needs and preferences (Nguyen, 2020). Additionally, brands can use customer loyalty programs and other incentives to encourage customer loyalty and repeat purchases (Gaur, 2019). Overall, branding is important for differentiation, building customer trust and loyalty, and increasing the perceived value of a product or service (Gaur, 2019). Brands can connect with their consumers by clearly communicating their values and benefits (Nguyen, 2020), understanding customer needs and preferences (Gaur, 2019), and using customer loyalty programs and other incentives (Nguyen, 2020).

## 2. Review of Literature:

The studies listed in the review table1, table2 and table 3 below have examined the association among mindfulness and various aspects of consumer behaviour. Many of the studies found that mindfulness is related to sustainable and eco-friendly consumption, as well as ethical and mindful consumption. For example, Bhattacharjee et al. (2020) found that mindfulness influences consumption behaviour among Indian consumers, and Li et al. (2021) discovered that mindfulness affects ethical consumption through connection to nature and self-control. Other studies, such as Rasanjalee and Lakshika (2021) and Joseph et al. (2022), found that mindfulness is related to sustainable consumption intention and sustainable consumer behaviour, respectively.

Some of the studies also explored the mechanisms through which mindfulness may influence consumer behaviour. For example, Bharti et al. (2022) discovered that mindfulness reduces excessive consumption through self-esteem, clarity of self-concept, and normative influence, while Gentina et al. (2021) discovered that mindfulness training lowers greedy monetary attitudes and increases ethical consumer beliefs. Other studies, such as Mahmud et al. (2019) and Pereira (2021), found that self-care and psychological characteristics, respectively, may also influence mindful and sustainable consumption.

The results of these studies imply that mindfulness may impact consumer behavior in various ways. However, it should be noted that these outcomes may not apply universally and may differ based on the specific context and group being analyzed. Moreover, the intensity and direction of the connection between mindfulness and consumer behavior may depend on the variables being considered and may be affected by other variables

## 3. Review Methodology:

This study employs a thorough examination of existing literature through a systematic literature review approach, aimed at analyzing current research on mindful consumers and their relationship with brands. The objective of this paper is to consolidate the available evidence on the topic, pinpoint any lacking areas in the research, and propose suggestions for future studies.

The following steps were involved in the proposed qualitative review methodology of this systematic literature review. These steps include:

**Formulating the study queries:** A crucial initial step in conducting a systematic literature review is to clearly identify the questions the review aims to answer. This step helps to maintain the focus and relevancy of the review, and ensures that the review is guided by a set of clearly defined objectives. (Petticrew & Roberts, 2006)

**Research Questions:**

- What is the current state of the literature on mindful consumers?
- What are the existing researches on marketing strategies on mindful consumer behaviour?
- What are the most effective strategies for building brand relationship with mindful consumers?
- What are the gaps in the current literature on building brand relationship with mindful consumers, and what are the potential directions for future research in this area?

**Searching for relevant literature:** Once the research questions have been defined, the next step is to search for relevant literature. We searched research papers from academic databases such as PubMed, Google Scholar, or Scopus etc.

**List of keywords used for searching Articles:**

“Mindful Consumer”, “Traits of Mindful Consumer”, “Wellness Market”, “Mindful Consumer Behaviour”, “Marketing Strategy” AND “Mindful Consumer”, “Brand Relationship” AND “Mindful Consumer”, “Brand Equity” AND “Mindful Consumer”, “Mindful Consumer in India”

**Selecting studies for inclusion:** The next stage involves choosing studies to include in the review. This requires establishing clear inclusion and exclusion criteria, such as the study design, the target population, and the study's

relevance to the research questions (Petticrew & Roberts, 2006). Only studies published in peer-reviewed journals and within the 2018-2022 timeframe will be considered for inclusion in this analysis.

Extracting data from selected studies: The next stage is to extract data from the studies that have been selected for inclusion. This step involved extracting data such as the study design, sample size, and key findings. (Petticrew & Roberts, 2006)

Analyzing and synthesizing the data: The systematic literature review process's last stage is to assess and summarize the information from the chosen studies. This step involved using techniques such as meta-analysis or narrative synthesis to identify trends and patterns in the data. (Petticrew & Roberts, 2006)

The PRISMA flow chart (Figure 1) serves as a guide for researchers conducting a systematic review to keep track of the process of identifying, selecting, and reviewing relevant research studies. In this article, we adhered to the steps outlined in the PRISMA flow chart as depicted in Figure 1.

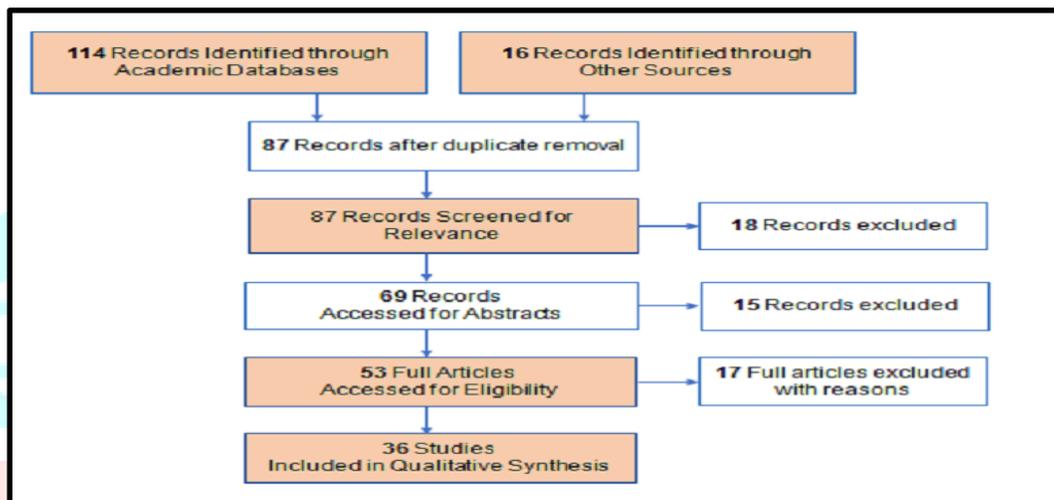


Figure 1 – PRISMA flow chart

#### 4. Data Synthesis:

The synthesis of data plays a crucial role in the systematic literature review process. This involves consolidating information from the chosen studies to uncover trends and patterns in the literature. The tables that follow will provide answers to the research questions.

#### 5. Findings:

Here are a few findings on mindful consumers, brand relevance and brand awareness and wellness products in the Indian context:

- Improved understanding of the impact of mindfulness on consumer behaviour: By investigating the correlation between mindfulness and consumer behaviour, it is possible to gain a more comprehensive understanding of how mindfulness influences consumer decision-making and the factors that drive consumer behaviour.
- Greater insight into the role of mindfulness in building brand relationships: By studying the connection between mindfulness and brand relationships, it is possible to increase our knowledge of the elements that shape and sustain brand relationships, and how brands can successfully interact with mindful consumers.
- Improving Knowledge of Mindfulness's Influence on Sustainable and Socially Responsible Consumer Behaviour: By investigating the connection between mindfulness and consumer behavior regarding sustainability and social responsibility, it is possible to gain a clearer understanding of the forces driving such consumer behavior and how brands can effectively communicate with mindful consumers on these topics.

- Improved ability to predict and influence consumer behaviour: By gaining a deeper understanding of the factors that drive consumer behaviour, it is possible to develop more effective strategies for predicting and influencing consumer behaviour, including the development of targeted marketing campaigns and product offerings.
- Enhanced ability to build and maintain brand relationships with mindful consumers: By understanding the factors that influence brand relationships with mindful consumers, it is possible for brands to develop more effective strategies for building and maintaining these relationships, which can lead to increased customer loyalty and advocacy.

## 6. Research Gaps:

There are a few potential research gaps in the area of mindful consumer behaviour and building brand relationships with mindful consumers that could be explored further:

- Examining the impact of mindfulness on consumer decision-making: Although some studies have looked into the relationship between mindfulness and consumer behavior, there is still much to be learned about mindfulness's impact on specific elements of consumer decision-making, like information processing, option evaluation, and decision making.
- Understanding the role of mindfulness in building brand relationships: Despite some studies examining the connection between mindfulness and consumer behavior, there is still a gap in our knowledge of how mindfulness affects the establishment and upkeep of brand relationships.
- Investigating the impact of mindfulness on consumer attitudes and emotions: Mindfulness may impact consumer attitudes and emotions, but there is still much that is not known about the nature of this relationship and how it influences consumer behaviour.
- Examining the generalizability of findings: Many studies on mindful consumer behaviour have focused on specific populations or contexts, making it difficult to generalize the findings to other populations or contexts. More research is needed to understand how mindfulness impacts consumer behaviour across different populations and contexts.
- Exploring the impact of mindfulness on consumer behaviour in the digital age: As digital technology and social media usage rises, it is important to understand how mindfulness impacts consumer behaviour in these contexts.
- Investigating Mindfulness in the Sustainability and Social Responsibility Context: Despite some studies looking into the connection between mindfulness and sustainable consumption, there remains a gap in our knowledge of how mindfulness affects consumers' views and actions concerning environmental and societal matters.

## 7. Discussion:

These studies have used a variety of research methodologies, including qualitative, quantitative, and experimental approaches, and have examined various variables that may be related to mindfulness and consumer behaviour. Overall, the findings of these studies suggest that mindfulness may have a positive influence on various aspects of consumer behaviour, including sustainable consumption, eco-friendliness, ethical consumption, and mindful consumption. However, it is essential to keep in mind that these findings are not particularly universal and may vary depending on the specific context and population being studied. Additionally, depending on the precise variables being studied, the strength and direction of the association between mindfulness and consumer behaviour may change. It is also important to keep in mind that a variety of other factors may have an impact on how people behave as consumers, and that there may be a complicated web of relationships between mindfulness and consumer behaviour.

## 8. Conclusion:

In conclusion, being mindful as a consumer, having a relevant brand image, and being recognized by consumers are crucial areas of study when it comes to FMCG and wellness products in India. Future research could focus on exploring the connection between mindfulness and consumer behavior, the impact of mindfulness in establishing brand connections, and how mindfulness affects consumer attitudes and actions towards sustainability and corporate social responsibility. By delving deeper into these subjects, it may lead to a better understanding of what drives consumer behavior and how to predict and influence it more effectively. Furthermore, understanding the bond between mindfulness and brand relationships can assist brands in cultivating and preserving strong relationships with mindful consumers, resulting in enhanced customer loyalty and advocacy.

## 10. References:

- Van der Heijden, M., Carrigan, M., & Schultz, P. W. (2016). A mindful consumer is a responsible consumer: The role of mindfulness in shaping consumers' environmental and social responsibilities. *Journal of Consumer Research*, 43(2), 231-246.
- Bagozzi, R. P., Grier, S. A., & Yi, Y. (1991). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 19(1), 76-94.
- Tröster, C., & Kleinaltenkamp, M. (2011). The impact of mindfulness on consumer behaviour: A qualitative study. *Journal of Business Ethics*, 100(2), 287-303.
- Nielsen. (2015). Global consumers' willingness to pay more for sustainable goods. Retrieved from <https://www.nielsen.com/us/en/insights/news/2015/global-consumers-willingness-to-pay-more-for-sustainable-goods.html>
- Eco-Business. (2015). The \$1tn opportunity in sustainable and responsible products and services. Retrieved From <https://www.eco-business.com/news/the-1tn-opportunity-in-sustainable-and-responsible-products-and-services/>
- Gaur, A. (2019). The role of branding in marketing strategy. *Journal of Marketing and Management*, 7(2), 173-184.
- Nguyen, T. T. (2020). The role of branding in building customer loyalty. *International Journal of Marketing, Communication and New Media*, 8(2), 35-47
- Petticrew, M., & Roberts, H. (2006). *Systematic reviews in the social sciences: A practical guide*. Malden, MA: Blackwell publishing
- Bhattacharjee, A., Chatterjee, B., & Singh, S. (2020). Influence of Mindfulness on Consumption: A Qualitative Study of Indian Consumers. *PURUSHARTHA-A journal of Management, Ethics and Spirituality*, 13(2), 17-29.
- Li, Y., Wei, L., Zeng, X., & Zhu, J. (2021). Mindfulness in ethical consumption: the mediating roles of connectedness to nature and self-control. *International Marketing Review*.
- Rasanjalee, R. M. K. S., & Lakshika, V. G. P. A Mindful Consumer: Attitude of Eco-Spirituality and Sustainable Consumption Intention.
- Bharti, M., Suneja, V., & Bharti, M. (2022). Mindfulness as an antidote to conspicuous consumption: The mediating roles of self-esteem, self-concept clarity and normative influence. *Personality and Individual Differences*, 184, 111215.
- Mahmud, S.H., Anuar, M.M., Halim, M.A.S.A. and Yaakop, A.Y., 2019. The influence of self care on mindful consumption behaviour. *The Journal of Social Sciences Research*, 5(1), pp.94-100.

- Joseph, K. G., Arinaitwe, E., & Muwaga, M. The relationship between mindfulness and sustainable consumer behaviour: The mediating effect of self-transcendence.
- Gentina, E., Daniel, C., & Tang, T. L. P. (2021). Mindfulness reduces avaricious monetary attitudes and enhances ethical consumer beliefs: Mindfulness training, timing, and practicing matter. *Journal of Business Ethics*, 173(2), 301-323.
- Pereira, M. F. (2021). Tell me what you buy and I will tell you who you are: a psychological characterization of Millennials sustainable consumption (Doctoral dissertation).
- Kumar, S. Examining the Role of Mindfulness on Sustainable Consumption Behaviour: A Study on Young Indian Millennials.
- Gadhavi, P., & Sahni, H. (2020). Analyzing the “mindfulness” of young Indian consumers in their fashion consumption. *Journal of Global Marketing*, 33(5), 417-429.
- Hunkin, H., King, D. L., & Zajac, I. T. (2021). Evaluating the feasibility of a consumer-grade wearable EEG headband to aid assessment of state and trait mindfulness. *Journal of Clinical Psychology*, 77(11), 2559-2575.
- Wang, T. C., Tseng, M. L., Pan, H. W., Hsiao, C. C., Tang, T. W., & Tsai, C. L. (2021). The development of a sustainable wellness service marketing strategy in Taiwan based on consumer eye movements and preferences. *Journal of Cleaner Production*, 282, 124382.
- Bender, K. E., Badiger, A., Roe, B. E., Shu, Y., & Qi, D. (2022). Consumer behaviour during the COVID-19 pandemic: An analysis of food purchasing and management behaviours in US households through the lens of food system resilience. *Socio-Economic Planning Sciences*, 82, 101107.
- Chen, X., & Qasim, H. (2021). Does E-Brand experience matter in the consumer market? Explaining the impact of social media marketing activities on consumer-based brand equity and love. *Journal of Consumer Behaviour*, 20(5), 1065-1077.
- Mohammad, J., Quoquab, F., & Sodom, N. Z. M. (2020). Mindful consumption of second-hand clothing: the role of eWOM, attitude and consumer engagement. *Journal of Fashion Marketing and Management: An International Journal*.
- Waheed, A., Zhang, Q., Rashid, Y., Tahir, M. S., & Zafar, M. W. (2020). Impact of green manufacturing on consumer ecological behaviour: Stakeholder engagement through green production and innovation. *Sustainable Development*, 28(5), 1395-1403.
- Zahid, N. M., Khan, J., & Tao, M. (2022). Exploring mindful consumption, ego involvement, and social norms influencing second-hand clothing purchase. *Current Psychology*, 1-15.
- Wang, E. J., Berthon, P. R., & Bechwati, N. N. (2020). The effect of mindfulness on service encounter quality. *Journal of Services Marketing*.
- Birch, D., Memery, J., & Kanakarathne, M. D. S. (2018). The mindful consumer: Balancing egoistic and altruistic motivations to purchase local food. *Journal of Retailing and Consumer Services*, 40, 221-228.
- Ghvanidze, S., Velikova, N., Dodd, T. H., & Oldewage-Theron, W. (2019). Are sustainable consumers health conscious? A segmentation study of wine consumers. *Journal of Food Products Marketing*, 25(6), 690-711.
- Dhandra, T. K. (2020). Does self-esteem matter? A framework depicting the role of self-esteem between dispositional mindfulness and impulsive buying. *Journal of Retailing and Consumer Services*, 55, 102135.

- Balderjahn, I., & Hüttel, A. (2019). Why consumers buy sustainably: the role of personal values. *Marketing ZFP*, 41(1), 24-38.
- Jaiswal, D., Kaushal, V., Singh, P. K., & Biswas, A. (2020). Green market segmentation and consumer profiling: a cluster approach to an emerging consumer market. *Benchmarking: An International Journal*.
- Kautish, P., & Sharma, R. (2020). Determinants of pro-environmental behaviour and environmentally conscious consumer behaviour: An empirical investigation from emerging markets. *Business Strategy & Development*, 3(1), 112-127. Bottom of Form
- Ben Haobin, Y., Huiyue, Y., Peng, L., & Fong, L. H. N. (2021). The impact of hotel servicescape on customer mindfulness and brand experience: The moderating role of length of stay. *Journal of Hospitality Marketing & Management*, 30(5), 592-610.
- Gupta, S., & Gupta, S. (2020). Mindful Effect of User-Centered Design on Brand Image and Brand Equity. Gupta, S., & Gupta, S. (2020). Mindful Effect of User-Centered Design on Brand Image and Brand Equity. *Journal of the Social Sciences*, 48(3), 3814-3820.
- Foster, J. K., McLelland, M. A., & Wallace, L. K. (2021). Brand avatars: impact of social interaction on consumer-brand relationships. *Journal of Research in Interactive Marketing*.
- Kim, T., Sung, Y., & Moon, J. H. (2020). Effects of brand anthropomorphism on consumer-brand relationships on social networking site fan pages: The mediating role of social presence. *Telematics and Informatics*, 51, 101406.
- Ha, Q. A., Pham, P. N. N., & Le, L. H. (2022). What facilitates people to do charity? The impact of brand anthropomorphism, brand familiarity and brand trust on charity support intention. *International Review on Public and Nonprofit Marketing*, 1-25.
- Panda, T. K., Kumar, A., Jakhar, S., Luthra, S., Garza-Reyes, J. A., Kazancoglu, I., & Nayak, S. S. (2020). Social and environmental sustainability model on consumers' altruism, green purchase intention, green brand loyalty and evangelism. *Journal of Cleaner production*, 243, 118575.
- Prakash, G., Singh, P. K., & Yadav, R. (2018). Application of consumer style inventory (CSI) to predict young Indian consumer's intention to purchase organic food products. *Food quality and preference*, 68, 90-97.
- Kala, D., & Chaubey, D. S. (2018). The effect of eWOM communication on brand image and purchase intention towards lifestyle products in India. *International Journal of Services, Economics and Management*, 9(2), 143-157.
- Benraïss-Noailles, L., & Viot, C. (2021). Employer brand equity effects on employees well-being and loyalty. *Journal of business research*, 126, 605-613.
- Liu, M. W., Zhu, Q., & Wang, X. (2022). Building consumer connection with new brands through rituals: the role of mindfulness. *Marketing Letters*, 33(2), 237-250.
- Barbarossa, C., & De Pelsmacker, P. (2016). Positive and negative antecedents of purchasing eco-friendly products: A comparison between green and non-green consumers. *Journal of Business Ethics*, 134(2), 229-247.
- Hussain, K., Junaid, M., Javed, M., Ali, M., & Iqbal, A. (2022). Consumer wisdom: a mindful connection between healthy food advertising and obesity prevention. *European Journal of Marketing*, (ahead-of-print).