

# MODERATED MEDIATION BETWEEN CONSUMER MINDFULNESS AND IMPULSE BUYING: ROLE OF SELF-ESTEEM, GENDER, AND MARITAL STATUS

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**ABSTRACT** Mindfulness improves awareness of negative feelings without judgment or reaction, which reduces the desire to impulse buy or avoid these feelings. The current study highlights the positive effects of mindfulness on self-esteem as a potential means of mitigating impulsive behavior. Therefore, this study examines the mediating role of self-esteem in the relationship between mindfulness and impulse buying. This study additionally examines the role of gender and marital status as moderators to investigate the moderated mediation effect. The data for this study was collected from 293 customers in North India using Judgmental sampling technique. The survey data was analyzed using Process macro in SPSS and AMOS. It was found that impulse buying had a significant negative relationship with mindfulness and self-esteem, while mindfulness and self-esteem had a significant positive relationship. In addition, the results showed that self-esteem mediated the relationship between mindfulness and impulse buying in both married and unmarried male and female consumers. While gender had no moderating mediating effect, the moderating mediating effect of marital status was significant. These results represent an important contribution to the existing literature. The implications of the study were discussed in detail.

**KEYWORDS:** *Consumers, Gender, Impulse Buying, Mindfulness, Self-esteem*

## 1. INTRODUCTION

Impulse purchases are spontaneous purchases that are made on the spot without prior planning, e.g. the purchase of a certain product category or the completion of a certain task (Beatty & Ferrell, 1998). It is a hasty decision to acquire goods or services immediately before purchase. In addition, the "tendency to buy spontaneously, unreflectively, instantly and kinetically" is one of the impulsive characteristics (Rook & Fisher, 1995). According to research, emotions and

feelings, both positive and negative, play an important role in purchasing decisions and are activated when you see a product or hear a well-worded advertising message. Moreover, the influx of foreign products in the Indian market, expansion of organized retail, rising disposable income, advantageous demographic segmentation and changing culture and lifestyle have significantly altered the shopping habits of Indian consumers. Hence, researchers have observed a significant rise in impulse buying as a prominent behavior (Muruganatham & Bhakat, 2013).

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Impulse buying has been studied from various perspectives including rational processes, emotional influences, cognitive aspects related to social judgment, persuasive communication and the impact of advertising on consumer behavior (Malter et al., 2020). Impulsive behavior is characterized by a strong urge to buy and an inability to consider the consequences. Even when individuals are aware of the negative consequences of their purchases, they feel an urgent need to satisfy their most immediate desires (Meena, 2018). Impulse buying occurs when an individual feels a strong emotional need due to a reactive response with limited cognitive control (Burton et al., 2018). This tendency to buy spontaneously and without deliberation can be attributed to the shopper's desire for immediate gratification (Pradhan et al., 2018). In addition to the emotional aspect, impulsive purchases can also be triggered by factors such as the retail environment, life satisfaction, self-esteem and the emotional state of the consumer at that time (Gogoi & Shillong, 2020). Therefore, this study assumes that an unexpected need, a visual stimulus, an advertising strategy and/or a diminished cognitive ability to weigh the pros and cons of a purchase can trigger impulse buying. Consequently, impulsive buying behavior is shaped by a combination of socio-demographic, emotional, physiological, genetic, psychological, social and cultural factors and not by a single factor.

In contrast, mindfulness is described as "Paying attention in a particular situation: on purpose, in the present moment, and non-judgmentally" (Kabat-Zinn, 1990). Although this idea is generally associated with Buddhist traditions, it has gained much attention in Western society and clinical research. Mindfulness, as understood in Western contexts, involves an awareness of both inner and outer experiences. According to Bishop et al. (2004), mindfulness consists of two components: self-regulation of attention and orientation to experience. Self-regulation of attention is about being aware of and observing one's thoughts, feelings and sensations in the present moment. An experiential mindset is characterized by curiosity, openness and acceptance. Mindfulness can refer to a psychological trait (dispositional or trait mindfulness), a state of awareness (state mindfulness) and the practice of mindfulness meditation. It is a state of mind in which present awareness is not evaluated and in which one resists one's thoughts, sensations and emotions (Kabat-Zinn, 1994; Park & Dhandra, 2017). Practicing mindfulness means focusing attention on the present task and not on the past or future or on judging or rejecting the present moment. It promotes greater awareness of the present moment, clarity and acceptance. With attentiveness, he develops strength

and happiness by accepting his present existence (Germer, 2004). The greatest benefit of mindfulness is that it frees a person from automatic thinking, habits and bad behavior patterns (Brown & Ryan, 2003). Consequently, mindfulness can replace unplanned (impulse) purchases with purposeful consumption. Wingrove and Bond (1997) found that you can better control your impulse buying behavior when you are aware of it. They argued that mindfulness improves awareness of negative feelings without judging or reacting to them, thereby reducing the desire to impulse buy or avoid these feelings or emotions (Peters et al., 2011). The growing interest in mindfulness in consumer behavior research underscores its potential to influence various aspects of decision-making processes. Despite the growing interest, there is still a significant gap in our understanding of the exact mechanisms by which mindfulness influences impulse buying behavior. To bridge this gap, it is essential to explore the underlying processes that mediate the relationship between mindfulness and consumer behavior, particularly in impulse buying.

The present study thus examines the impact of mindfulness on impulse buying by consumers in North India. However, the main focus is on elucidating the mediating role of self-esteem in the relationship between mindfulness and impulse buying. Self-esteem, as a psychological construct that reflects a person's self-worth and self-confidence, can serve as a crucial mediating mechanism through which mindfulness influences consumer behavior. By promoting a more positive self-concept and emotional well-being, mindfulness practices could potentially mitigate impulsive tendencies and lead to more mindful and conscious purchasing decisions. Furthermore, previous studies may not have thoroughly investigated the moderating effects of gender and marital status on the mediation process between mindfulness, self-esteem, and impulse buying behavior. Therefore, in addition to this individual mediation, the study will also focus on the use of gender and marital status as a moderator in the above mediating relationship, which is an important contribution. Gender and marital status may represent unique contextual factors as sociodemographic variables that influence the interplay between mindfulness, self-esteem, and impulse buying behavior. Understanding these moderating effects can provide valuable insights into the nuanced dynamics of consumer decision-making across diverse demographic groups. The question now becomes, "How does mindfulness influence the impulse buying behavior of married/unmarried male and female consumers via self-esteem?" To answer this question, a conceptual framework for moderated mediation was developed and studied.

## 2. THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

### 2.1. Consumer mindfulness and impulse buying

Mindfulness takes place in the present moment by focusing attention on a specific goal rather than evaluating the breadth of immediate experience (Kabat-Zinn, 2003). Similarly, impulse purchases are spontaneous purchases without any pre-planning. Both notions (mindfulness and impulsivity) therefore emphasize the importance of focusing on the present moment.

However, according to Murphy & MacKillop (2012) and Vinci et al. (2016), mindfulness and impulsivity have very different decision-making processes and outcomes. According to a recent finding from mindfulness studies, this idea can also be used to better explain impulsive behavior (Park & Dhanra, 2017). Mindfulness has been recommended to improve adaptive functioning by rejecting the habitual or automatic responses associated with impulsive control disorders (Bishop et al., 2004; Williams & Grisham, 2012). Other empirical studies examining the effects of mindfulness on impulse buying behavior have found that mindfulness and impulsivity are inversely related; as mindfulness increases, impulsivity decreases (Murphy & MacKillop, 2012; Peters et al., 2011; Vinci et al., 2016). Wingrove and Bond (1997) also found that awareness of a person's impulsive buying habits enables them to better regulate the circumstances. They claimed that mindfulness promotes awareness of unpleasant feelings without judging or reacting to them, which reduces the desire to impulse buy or avoid these feelings (Peters et al., 2011). Furthermore, Brown & Ryan (2003) discovered an inverse relationship between mindfulness and impulse buying behavior, suggesting that mindfulness has a curative effect on this behavior. In addition to these studies, Peters et al. (2011) investigated the relationship between mindfulness and impulsivity among university students and found that mindfulness had a negative impact on impulse purchases. Based on these findings, this study therefore suggests that:

*H1: Consumer mindfulness negatively affects impulse buying.*

### 2.2. Consumer mindfulness and Self-esteem

Self-esteem is a relatively stable personality trait that varies from person to person. It pertains to a person's evaluation of their own self-worth (Waterman, 1992). In general, self-esteem is associated with overall psychological well-being, positive emotions, social as-

urance, altruistic acts, and life satisfaction (Diener et al., 1985; Leary & MacDonald, 2003). Mindfulness has also been linked to higher self-esteem (Brown & Ryan, 2003; Rasmussen & Pidgeon, 2011; Thompson & Waltz, 2008). Why does mindfulness help you feel better about yourself? Because mindfulness involves a decentered approach to ideas, it is conceivable that people who are naturally more mindful are less likely to be consumed by the negative thoughts and emotions associated with low self-esteem. Mindfulness is a non-judgmental, open and receptive attitude towards one's own ideas, feelings and experiences (Baer et al., 2006), which can help people to have fewer unpleasant, critical and judgmental thoughts about themselves. People with low self-esteem possess cognitive biases rooted in past experiences and a strong negative self-perception (Ryan et al., 2007). Mindfulness, on the other hand, helps a person to overcome these biases and instead focus on non-judgmental attention in the present moment that is free from the effects of cognitive biases. Therefore, high levels of mindfulness should form a barrier against poor self-esteem, with people who are more mindful being able to detach from potentially negative ideas about themselves. To support this, several cross-sectional studies have found a link between higher levels of mindfulness and higher self-esteem (Brown & Ryan, 2003; Rasmussen & Pidgeon, 2011; Thompson & Waltz, 2008). It can therefore be assumed that self-esteem increases as soon as a consumer has reached a certain level of mindfulness. It is therefore suggested that:

*H2: Consumer mindfulness positively affects self-esteem.*

### 2.3. Self-esteem and impulse buying

Existing research has found that self-esteem is negatively related to impulse buying, but this relationship has not yet been studied in depth (Hadjali et al., 2012; Silvera, 2008; Verplanken et al., 2005). This is an important issue because it is known that many people impulsively shop to express themselves and build social bonds. Consumption and the purchase of products have become a means of gaining and expressing self-identity (Dittmar et al, 1996). Impulsive buyers' desire to buy on the spur of the moment may be fuelled by unpleasant emotions and low self-esteem (Verlapkan et. al, 2005). Therefore, a person's social self-esteem influences their impulsive spending (Elliott, 1994). In a study, Tremblay (2005) investigated the aspect of self-esteem and found that there is a negative relationship between self-esteem and the number of impulse purchases. Harmancioglu et al.

(2009) also discovered the reverse relationship between self-esteem and the affective component of impulse buying. Therefore, the following hypothesis was put forward in this study:

*H3: High self-esteem negatively affects impulse buying.*

#### 2.4. The mediating role of self-esteem

Mindfulness has been shown to be positively related to self-esteem and emotional stability and increases self-control by reducing emotional urges such as impulse buying (Brown & Ryan, 2003; Papiés et al., 2017; Park & Dhandra, 2017). Self-esteem (SE) is a comprehensive evaluation of one's identity that encompasses feelings of self-acceptance and self-worth (Rosenberg, 1965). Previous research has shown that mindfulness has a causal influence on self-esteem (Randal et al., 2015). Individuals who are mindful tend to accept self-appraisals more readily and are less likely to harbor negative self-perceptions, as they are less reactive to present-moment experiences and less inclined to engage defensively with past or future expectations (Baer et al., 2006). Consequently, they generally have higher self-esteem. Previous studies have shown that impulsive shopping serves as a coping mechanism to alleviate negative psychological states such as stress (Dittmar and Drury, 2000; O'Guinn and Faber, 1989) and to mitigate low self-esteem (Baumeister, 2002; Darrat et al., 2016). Mindfulness training enhances metacognitive awareness and allows individuals to detach from their thoughts and emotions and view them as transient mental events rather than absolute reflections of reality (Shapiro et al., 2006). This decreased preoccupation with repetitive negative thoughts, which is often associated with low self-esteem, has been linked to increased metacognitive awareness. In addition, high self-esteem has been associated with lower impulsivity in purchasing behavior. Therefore, this study hypothesizes that self-esteem may mediate the relationship between mindfulness and impulse buying. Hence, the following hypothesis was formulated:

*H4: Self-esteem mediates the relation between consumer mindfulness and impulse buying.*

#### 2.5. The Moderating Role of Gender

Few studies have found that gender is a significant factor in impulse buying (Berni & Chimer, 2001; Lai, 2010). Some studies suggest that women are more prone to make impulse purchases overall (Coley & Burgess, 2003; Gupta et al., 2009), while other studies

suggest that men are more inclined to make impulse purchases for certain types of products such as high-tech items and sports equipment (Dittmar & Beattie, 1995; Giraud, 2001). In addition, Giraud (2001) points out that men and women tend to make impulse purchases for different types of products — cosmetics tend to appeal more to women and sporting goods to men. In addition, there is a notable gender disparity in self-esteem, with men generally reporting higher levels than women. This difference persists from adolescence to early and middle adulthood and may disappear with age (Kling et al., 1999; Robins et al., 2002; Zeigler-Hill & Myers, 2012). Based on the present overview, the following hypothesis was therefore formulated.

*H5: Gender moderates the mediating effect of self-esteem in the relationship between consumer mindfulness and impulse buying.*

#### 2.6. The moderating role of marital status

Based on existing research, marital status has been identified as a significant factor influencing impulse buying behavior (Sangalang et al., 2007). Single people without dependents are more likely to engage in impulsive buying behavior than married people. Conversely, married individuals with dependent children are often exposed to greater financial constraints and exhibit less impulsive buying behavior (Bashar et al., 2012). According to Bloch & Richins (1993), married consumers also browse the internet more frequently, but are less impulsive than unmarried consumers. Based on this overview, the following hypothesis was formulated:

*H6: Marital status moderates the mediating effect of self-esteem in the relationship between consumer mindfulness and impulse buying.*

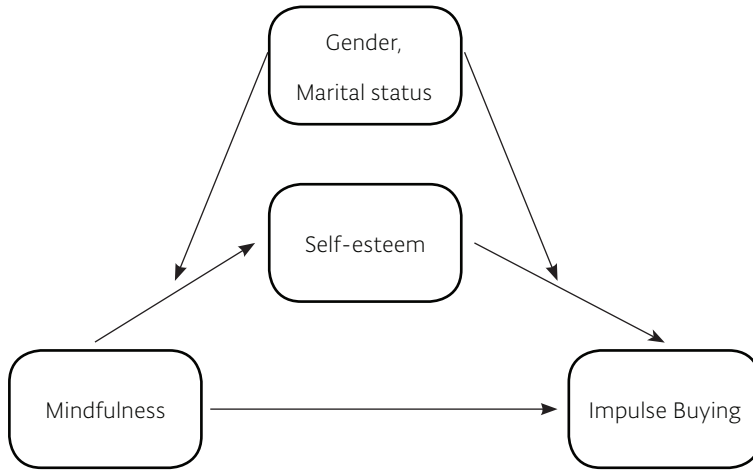
#### 2.7. Conceptual Model

Based on the literature and hypotheses discussed above, Figure 1 presents the conceptual framework.

### 3. RESEARCH METHODOLOGY

#### 3.1. Sample and procedure

The study examines the relationship between mindfulness and impulse buying among consumers in North India using a quantitative cross-sectional design. A self-administered questionnaire was sent to 350 respondents, of which 323 responses were re-



**FIGURE 1: Conceptual Model**

ceived. After the questionnaires with incomplete information were removed, 293 remained, representing a response rate of 84 percent. The data was collected through web-based surveys and face-to-face interviews with consumers at specific locations such as shopping malls, universities and public places in North India. The data collection took place between March 2022 and May 2022. Judgmental sampling was used to collect data from consumers of different age groups. Participants were selected from urban, rural and semi-urban areas to obtain a sample that was as representative as possible. In addition, the sample included both married and unmarried individuals, as well as men and women from diverse economic backgrounds.

### 3.2. Instruments

The Mindfulness Attention and Awareness Scale (MAAS) developed by Brown and Ryan (2003) was utilized to assess mindfulness, which was adapted to the requirements of the study where necessary. Participants were asked to indicate on a five-point Likert scale from 1 (never) to 5 (always) the extent to which they experience the various items. The higher the score, the more mindfulness was present. "I find myself doing things without paying attention" is one of the items on the scale. The MAAS is a widely used mindfulness measurement that can be used to determine individual differences in mindfulness.

The Rosenberg Self-Esteem Scale with modifications was used to assess the participants' self-esteem (Rosenberg, 1965). This scale is a unidimensional construct that determines general self-esteem by

capturing both positive and negative feelings about oneself. Participants indicated their agreement (1 - strongly disagree; 5 - strongly agree) on a 5-point Likert scale, with higher scores indicating higher level of self-esteem. The statement "I have a positive attitude towards myself" is one of the items on the scale.

Impulsive buying behavior was assessed using a buying impulsiveness scale developed by Rook and Fisher (1995), which was arranged on a 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). "I often buy things without thinking" is one of the items on the scale.

The Measure of Sampling Adequacy was conducted using the KMO and Bartlett's test in SPSS VERSION 23. A sample with a KMO value of more than 0.8 is considered suitable for the study. The test showed that the sample was adequate and statistically significant, with a p-value of 0.00 ( $p < 0.05$ ), as shown in Table 1.

Table 2 depicts the principal component analysis with varimax rotation to identify dimensions among constructs. The factor loadings of the data were checked using exploratory factor analysis (EFA) as suggested by Hair, Anderson, Tatham & Black (1995). Two statements on mindfulness and three statements on impulse buying were removed as their factor loadings were below the threshold, i.e. below 0.50. All variables in the study were found to be highly reliable, with Cronbach's alpha values greater than 0.60, indicating good internal consistency (Bernstein & Nunnally, 1994).

**TABLE 1:** Kmo and Bartlett’s test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.883
Bartlett’s Test of Sphericity	Approx. Chi-Square	3357.487
	Df	171
	Sig.	.000

SOURCE: Primary Data

**TABLE 2:** Rotated Component Matrix

Variables	Factor loadings			
		1	2	3
Mindfulness  (Cronbach’s alpha = .908)	MF1	.783		
	MF2	.836		
	MF3	.704		
	MF4	.685		
	MF5	.789		
	MF6	.779		
	MF7	.784		
	MF8	.703		
	MF9	.653		
Self-Esteem  (Cronbach’s alpha = .859)	SE1		.747	
	SE2		.795	
	SE3		.668	
	SE4		.732	
	SE5		.791	
Impulse Buying  (Cronbach’s alpha = .866)	IB1			.752
	IB2			.808
	IB3			.814
	IB4			.751
	IB5			.684

SOURCE: Primary Data

**3.3. Data Analysis**

The data were collected and coded using SPSS version 23. Previous studies recommend a minimum sample size of 200 participants to conduct Structural Equation Modeling (SEM) (Hoogland & Boomsma, 1998; Kline, 2004; Kline, 2015; Weston & Gore, 2006), a requirement met by our study. First, the reliability and validity of the instrument were assessed: Cronbach’s alpha in SPSS was used to test reliability, while

Principal Component Analysis (PCA) and Confirmatory Factor Analysis (CFA) in AMOS Version 21.0 were used to examine validity (including discriminant and convergent validity). The hypothesis tests were conducted using the SEM analysis in AMOS. In addition, moderated mediation with the PROCESS model 58, as described by Hayes (2017), was examined using bootstrapping with a confidence level of 95%.

**TABLE 3:** Demographic Characteristics of Respondents

Demographic Variables	Categories	Percentage
<b>Gender</b>	Male	51.2
	Female	48.8
<b>Age</b>	18-24	38.3
	25-35	45.5
	35 and above	16.2
<b>Family income (Per year)</b>	Less than 2,50,000	25.8
	2,50,000-5,00,000	35.2
	5,00,000-8,00,000	18.5
	8,00,000-12,00,000	18.1
	Above 12,00,000	2.4
<b>Occupation</b>	Student	38.3
	Working	42.6
	Non-working	19.1
<b>Region</b>	Rural	25.4
	Semi-urban	33.4
	Urban	41.2
<b>Marital status</b>	Unmarried	46.7
	Married	53.3

SOURCE: Primary Data

**TABLE 4:** Descriptive statistics and Inter-correlations among Variables

S. No.	Variables	M	SD	MF	SE	IB
1.	<b>Mindfulness</b>	3.51	.55	1		
2.	<b>Self-Esteem</b>	3.61	.54	.343**		
3.	<b>Impulse Buying</b>	3.86	.43	-.316**	-.502**	1

N=293, \*\*p&lt;.01

SOURCE: Primary Data

## 4. RESULTS

### 4.1. Demographic profile of the respondents

The demographic characteristics of the participants are presented in Table 3.

### 4.2. Correlation Analysis

Table 4 displays the mean, standard deviation, and correlations among variables. All variables were found

to be statistically significant and correlated, providing foundational support for the hypotheses.

### 4.3. Measurement Model

First, a confirmatory factor analysis (CFA) was conducted to analyze the measurement model. All factor loadings exceeded the minimum threshold of 0.50 recommended by Hulland (1999) and Kline (2015), as shown in Table 2. The model fit values also met the standard criteria, i.e. CMIN/DF=2.74 < 3, CFI= 0.92

**TABLE 5:** Fit statistics of the model

Model Fit	Model Statistics	Cut-off Criteria
CMIN	373.346	
DF	136	
CMIN/Df	2.74	≤3(Hair et al., 2010),
GFI	.880	≥.8 (Homburg & Baumgartner, 1995)
PGFI	.630	≥.5 (Wu, 2009)
CFI	.92	≥.9 (Hair et al., 2010)
TLI	.90	≥ 0.90 (Byrne, 2013)
RMSEA	.077	≤.08 (Steiger, 1990)

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**TABLE 6:** Convergent and Discriminant Validity Statistic of Variables

	CR	AVE	MSV	Max-R(H)	SE	MF	IB
Self-esteem	0.862	0.558	0.341	0.874	<b>0.747</b>		
Mindfulness	0.912	0.538	0.151	0.916	0.389	<b>0.733</b>	
Impulse buying	0.867	0.568	0.341	0.872	0.584	0.361	<b>0.753</b>

SOURCE: Primary Data

Note: CR= Composite reliability, AVE= Average variance extracted MSV= maximum shared variance

> 0.9 (Hair et al., 2010) and RMSEA= 0.077 < 0.08 (Steiger, 1990). All model fitting results are listed in Table 5.

**4.4. Convergent and Discriminant Validity**

Convergent and discriminant validity were assessed to validate the constructs. Convergent validity was established with factor loadings greater than 0.50 (Kline, 2015), Average Variance Extracted (AVE) greater than 0.5 (Fornell & Larcker, 1981), and composite reliability greater than 0.7 (Hair, Black, Babin, & Anderson, 2010), as indicated in Table 6. Internal consistency and composite reliability were therefore achieved. Discriminant validity was confirmed using Fornell and Larcker’s criterion, with the diagonal values of all variables exceeding the corresponding rows and columns, indicating clear discriminant validity.

**4.5. Structural Equation Modelling (Results of direct effects)**

The Structural Equation Model in Amos version 21 was utilized to test the direct hypotheses. Table 7 shows

a significant negative relationship between mindfulness and impulse buying (CR = -5.687, p < 0.05) (H1) and a significant positive relationship between mindfulness and self-esteem (CR = 6.230, p < 0.05) (H2). In addition, a significant negative relationship was observed between self-esteem and impulse buying (CR = -9.910, p < 0.05) (H3). These results support the acceptance of hypotheses H1, H2 and H3.

**4.6. Mediation Results**

The effect of mindfulness on impulse buying has been studied both directly and indirectly. It was found that after mediation analysis, the direct effect of mindfulness on impulse buying was negatively significant (β= -.16, p<.05), leading to the acceptance of hypothesis H1. The mediation effect of self-esteem (H4) (β = -15, p < .05) in the relationship between mindfulness and impulse buying was found to be statistically significant, as indicated in Table 8. As anticipated, all results were statistically significant, leading to the acceptance of all hypotheses. The results support H4, which states that the relationship between mindfulness and impulse buying is partially mediated by self-esteem,



**TABLE 7:** Results of the Structural Model

Hypothesis	Relationships			Estimate	S.E.	C.R.	P	Hypothesis accepted
H1	IB	<---	MF	-0.32	0.044	-5.687	***	YES
H2	SE	<---	MF	0.34	0.054	6.230	***	YES
H3	IB	<---	SE	-0.50	0.041	-9.910	***	YES

NOTES: 1. \*\*\*  $p$ -value < 0.01; \*\*  $p$ -value < 0.05 and \*  $p$ -value < 0.10  
2) SE- Self-esteem, MF- Mindfulness, IB- impulse buying

**TABLE 8:** Mediation Results

Type of effects	Before Mediation	After Mediation	Hypothesis
Direct effect of MF on IB	Estimate= -.32 ( $p$ -value<.01) ***	Estimate= -.16 ( $p$ -value= 0.009) ***	H4 accepted
Indirect effect of MF on IB	-----	Estimate= -.15 ( $p$ -value= 0.004) ***	

NOTES: \*\*\*  $p$ -value < 0.01; \*\*  $p$ -value < 0.05 and \*  $p$ -value < 0.10  
SE- Self-esteem, MF- Mindfulness, IB- impulse buying

**TABLE 9:** Results of indirect relationship gender wise

Type of effect	Males	Females
Indirect effect of MF on IB	Estimate = -.17 $p$ -value = .004**	Estimate = -.12 $p$ -value = .008**

NOTES: \*\*\*  $p$ -value < 0.01; \*\*  $p$ -value < 0.05 and \*  $p$ -value < 0.10  
MF- Mindfulness, IB- impulse buying

as the direct relationship between mindfulness and impulse buying through self-esteem is significant (Hair et al., 1995; Hayes, 2017).

#### 4.7. Moderation Results

The results of the indirect effect are examined to determine whether or not they are conditional on the moderating variable. To examine this moderated mediation, the mediation effect was first examined for both gender groups and marital status. The indirect effect is significant for both men and women, married and unmarried, as can be seen in Table 9 and Table 10 respectively.

#### 4.8. Moderated Mediation Results

To then determine the moderated mediation effect, the significance value of the indirect effects was determined using the PROCESS model 58 (Hayes, 2017), as shown in Table 11. The moderation effect of gender (H5) ( $\beta$ = -.0173, 95% CL: -.1472, .1032) in the indirect relationship between mindfulness and impulse buying was found to be not statistically significant as the value of zero lies in the confidence interval between LLCI and ULCI, leading to the rejection of hypothesis 5, but the moderation effect of marital status (H6) ( $\beta$ = -.3084, 95% CL: .0992, .5467) is statistically significant as the zero does not lie between LLCI and ULCI, leading to the acceptance of hypothesis 6.

**TABLE 10:** Results of indirect relationship marital status-wise

Type of effect	Married	Unmarried
Indirect effect of MF on IB	Estimate = -.68 p-value = .000***	Estimate = -.37 p-value = .000***

NOTES: \*\*\* p-value < 0.01; \*\* p-value < 0.05 and \* p-value < 0.10  
MF- Mindfulness, IB- impulse buying

**TABLE 11:** Results of Moderated mediation

Relationships	H	Index	boot SE	boot LLCI	boot ULCI	Decision
<b>Effect of gender on the indirect relation of MF with IB</b>	H5	-.0173	.0648	-.1472	.1032	Rejected
<b>Effect of Marital status on the indirect relation of MF with IB</b>	H6	-.3084	.1154	.0992	.5467	Accepted

SOURCE: Primary Data  
SE- Self-esteem, MF- Mindfulness, IB- impulse buying

**5. DISCUSSION**

The aim of this study was to investigate the relationship between mindfulness and consumers' impulse buying behavior. The study introduced and examined a mediation model in which mindfulness influences impulse buying behavior through its influence on self-esteem. The empirical findings of the study yield several significant conclusions.

First, the study investigated the impact of mindfulness on impulse buying both directly and indirectly. The study found that mindfulness plays a crucial role in influencing impulse buying behavior. As hypothesized, the results demonstrated a significant negative relationship between mindfulness and impulse buying. This suggests that people who exhibit higher levels of mindfulness, which is characterized by an increased awareness of the present moment rather than preoccupation with the past or future, are less inclined to impulse buying. This is because a mindful person perceives unpleasant feelings without judging or reacting to them, which reduces the desire for impulsive buying. These findings are consistent

with previous studies (Bishop et al., 2004; Murphy & MacKillop, 2012; Park & Dhandra, 2017; Vinci et al., 2011; Williams & Grisham, 2012), which also found a negative significant relationship between mindfulness and impulse buying. In addition, the study found a significant positive relationship between mindfulness and self-esteem, supporting previous studies (Rasmussen and Pidgeon, 2011; Randal et al., 2015; Thompson and Waltz, 2008). A significant negative relationship was found between self-esteem and impulse buying, supporting some previous studies (Elliott, 1994; Tremblay (2005)). In addition, the study investigated whether self-esteem mediated the relationship between consumer mindfulness and impulse buying. As anticipated, the results were statistically significant. This study provides additional evidence to the existing literature (Brown & Ryan, 2003; Mascampo & Baumeister, 2007; Papies et al., 2017; Park & Dhandra, 2017). Both the direct and indirect effects were found to be significant, suggesting that individuals who are mindful and have high self-esteem help to reduce impulse buying behavior. In addition, the indirect effect of mindfulness on impulse buying

through self-esteem was significant for both married and unmarried men and women. Thus, hypotheses 1,2,3,4 were confirmed.

Subsequently, the moderated mediation effect of gender and marital status on mediation outcomes was also analyzed. It was found that mediation is present in both married/unmarried men and women, but no moderated mediation is present in the study sample, i.e. there is no significant difference in the mediation effect among two gender categories. Therefore, hypothesis 5 was not accepted. The findings indicate that whether a consumer is male or female does not significantly alter the mediating effect of self-esteem in the relationship between the variables in the study. This means that the mediation process works in a similar way for both genders. However, a significant difference was found in the mediating effect between married and unmarried consumers. Therefore, hypothesis 6 was accepted. That is, the mediating effect of self-esteem in the relationship between mindfulness and impulse buying might vary depending on whether a consumer is married or unmarried. Finally, the findings of the study describe that the higher the mindfulness of consumers, the higher the self-esteem, which will ultimately lead to low impulse buying behavior. The findings therefore show that self-esteem is a significant factor that reinforces the negative correlation between mindfulness and impulse buying.

## 6. IMPLICATIONS

The findings of this study are of practical relevance. Pepping et al. (2013) found that mindfulness training that people receive can increase their self-esteem. The results of the study will aid practitioners to recognize that impulse buying is triggered by psychological factors and especially by low self-esteem. As a result, shorter mindfulness training in a group setting with self-appreciation and encouraging ideas could be used to foster a better state of consciousness. Mindfulness allows people to focus their attention on what is happening in the moment and gives them more control over their thoughts. As a result, people are better able to make conscious and considered decisions and feel more confident in their choices. Individuals who practiced mindfulness showed less activity in the part of the brain associated with self-evaluation and assessment (Farb et al., 2007). Since the trait of mindfulness is positively associated with self-esteem, mindfulness training is likely to be beneficial for those who want to limit their buying behavior triggered by unpleasant emotions and feelings, as it boosts self-esteem. Mindfulness is a state

of being receptive, interested and non-judgmental in the present moment. Being attentive means paying attention to your own opinions, experiences, feelings and sensations. It allows thoughts and emotions to enter and move through a person's mind without being carried away by them. As a result, people can stay focused and not buy without thinking about the consequences. This is an encouraging indication of the relevance of the results of the current study. The findings of this study, as well as future research, can help managers develop marketing strategies and invest in effective campaigns. Understanding how conscious people behave could help ethical marketers create an incentive that allows for unplanned purchases while preventing completely uncontrolled, unplanned purchases that lead to consumer disappointment and regret. More research is needed to determine how marketing methods can elicit mindful scepticism, which can help reduce impulse purchases.

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## 7. LIMITATIONS AND FUTURE RESEARCH

The results of the study underline the importance of consumers' mindfulness and self-esteem when making impulse purchases. However, some significant limitations should be noted.

First, this study was based on a relatively small sample of consumers from a specific northern region of the country, which may limit the generalizability of the results to other regions. Second, the study focused primarily on mindfulness as a factor influencing other variables. Future research should explore additional variables and examine other potential mediators or moderators such as materialism, personality traits, and lack of time within this relationship. Furthermore, India is a culturally diverse country and the literature suggests that culture influences people's self-concept, which determines whether they consider themselves worthy or unworthy. This allows for a re-evaluation of the proposed model in different cultural contexts. Culture could be used as a moderator in a larger replication study with samples from across India. This will undoubtedly provide more information about consumers impulse purchases. Finally, exploring changes in impulse buying behavior of individuals before and after participating in mindfulness meditation exercises along with exploring the reasons for these changes could make an important contribution to the marketing literature. In summary, while there are many studies on mindfulness, there are few in the field of consumer psychology, so researchers and marketers need to expand this area of research.

## CONCLUSIONS

The aim of this study was to deepen the understanding of the relationship between mindfulness and impulse buying behavior among consumers in North India. By examining the mediating role of self-esteem and exploring the potential moderating effects of gender and marital status, the study sought to shed light on the underlying mechanisms that govern consumer decision-making processes. The research addressed a significant gap in the literature by examining how mindfulness influences impulse buying behavior, both directly and indirectly through self-esteem. The findings showed a negative relationship between mindfulness and impulse buying, highlighting the importance of present-moment awareness in reducing impulsive tendencies. In addition, the study found a significant positive relationship between mindfulness and self-esteem, supporting the notion that mindfulness practices can enhance an individual's sense of self-worth and self-confidence. The mediating role of self-esteem in the relationship be-

tween mindfulness and impulse buying was found to be significant, suggesting that individuals with higher levels of mindfulness and self-esteem are less prone to engage in impulsive purchases. While no significant gender differences were observed in the mediation effect of self-esteem, marital status was found to moderate this relationship, suggesting that the influence of self-esteem on impulse buying behavior may vary by marital status. These findings have practical implications for marketers and practitioners. They demonstrate the importance of incorporating mindfulness-based interventions to encourage more mindful and conscious consumer behavior. By fostering present-moment awareness and boosting self-esteem, people can make more conscious and informed purchasing decisions that ultimately lead to greater satisfaction and well-being. Future research should further investigate the effectiveness of mindfulness-based strategies in mitigating impulse buying and support the development of targeted interventions in consumer psychology and marketing practices.

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## UMJERENA POSREDOVANJA IZMEĐU SVJESNOSTI POTROŠAČA I IMPULSIVNE KUPOVINE: ULOGA SAMOPOŠTOVANJA, SPOLA I BRAČNOG STATUSA

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**SAŽETAK**

Svjesnost poboljšava svjesnost o negativnim osjećajima bez osude ili reakcije, što smanjuje želju za impulzivnom kupovinom kako bi se ti osjećaji izbjegli. Ovo istraživanje ističe pozitivne učinke svjesnosti na samopoštovanje kao mogući način ublažavanja impulzivnog ponašanja. Stoga se u ovom istraživanju ispituje posrednička uloga samopoštovanja u odnosu između svjesnosti i impulzivne kupovine. Istraživanje također ispituje ulogu spola i bračnog statusa kao moderatora kako bi se istražio efekt umjerene posredovanja. Podaci za ovo istraživanje prikupljeni su od 293 kupca iz Sjeverne Indije korištenjem prosudbenog uzorkovanja. Anketa je analizirana pomoću Process makro alata u SPSS-u i AMOS-u.

Rezultati su pokazali značajnu negativnu povezanost impulzivne kupovine sa svjesnošću i samopoštovanjem, dok su svjesnost i samopoštovanje imali značajnu pozitivnu povezanost. Također je utvrđeno da samopoštovanje posreduje u odnosu između svjesnosti i impulzivne kupovine kod oženjenih i neoženjenih muškaraca i žena. Dok spol nije imao učinak umjerene posredovanja, učinak umjerene posredovanja bračnog statusa bio je značajan. Ovi rezultati predstavljaju važan doprinos postojećoj literaturi. Impikacije istraživanja detaljno su raspravljene.

**KLJUČNE RIJEČI:** *Potrošači, Spol, Impulzivna kupovina, Svjesnost, Samopoštovanje*