

Mindfulness in Consumer Behaviour: Bibliometric and Systematic Literature Review

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KEYWORDS

Mindfulness,
Mindful
Consumption,
Consumer
Behavior,
Systematic
Literature Review
(SLR), TCCM
Framework.

ABSTRACT

Over the years, development of mindfulness theory in consumer behavior and decision-making have garnered attention of researchers and academician. Mindfulness indicates heightened state of awareness and self-regulation advocating to be mindful of individual, social and ecological well-being. Mindfulness enforces consumer and company to co-exist in harmony and work on value co-creation with sustainable practices. The objective of the research is to analytically review the extant literature on mindfulness, to determine the gaps in literature, highlight topics or themes for future studies, and establish a research agenda. To perform review (SLR) the framework incorporated for efficient and effective review (Theories, Contexts, Characteristics and Methodology) is popularly known as TCCM Framework. In the review, upon analysis of extant literature we mentioned the findings to comprehend the theory development, differentiate the characteristics and contexts depending on the applied framework. The review findings highlight that studies on mindfulness are limited to developed economies and certain sectors. Mindfulness is a complex process and its relationship with behavioral variables relationship demand more clarity and comprehension

1. INTRODUCTION

Mindfulness is a heightened state of awareness rooted in Buddhist philosophy, emphasizing clarity of intention, interest, and action. It fosters self-regulation and accountability toward consumer, social, and ecological well-being (Goldstein, 2013). In consumer behavior, mindfulness is associated with positive traits like openness and care, steering individuals toward sustainable and value-driven decisions (Weber & Johnson, 2009; Jin et al., 2020). It counters impulsive and conspicuous consumption (Milne et al., 2020), making it a relevant construct for both theory and practice. Organizations increasingly integrate mindfulness to transform consumer decision-making and enhance sustainable outcomes. Ethical marketing strategies aligned with mindfulness promote trust, value co-creation, and long-term viability (Hagenbuch & Mgrdichian, 2020). Research has examined mindfulness through quality and market orientations (Malhotra et al., 2012), customer satisfaction (Ndubisi, 2012a, b), and intrafirm networks (Zhu, 2014), highlighting its strategic relevance.

Mindfulness nurtures responsible consumers, reducing impulsive buying and encouraging eco-conscious behavior (Sermboonsang et al., 2020). Its absence results in mindless consumption driven by external manipulation. Studies explore its impact on minimalism, aesthetics, and informed possession (Wilson & Bellezza, 2022), sustainable apparel choices (Gupta & Verma, 2019), and digital influences like eWOM (Mohammad et al., 2021). Scholars argue mindfulness catalyzes transformative, sustainable decisions (Dholakia, 2016; Bahl et al., 2016a, b), calling for further ontological exploration in consumer research.

Research Agenda

RQ 1: What advancements have been made in the mindfulness literature in terms of TCCM approach?

RQ 2: What are the potential future research directions could be explored by researchers on mindfulness?

Using the TCCM paradigm, this review analyzes the mindfulness literature development in the last 47 years and suggests promising avenues for future research. Specifically, we investigate the following research objectives in relation to our primary (RQ) research questions.

Research Objective (1a): To recognize the most related theories applied in research to comprehend mindfulness.



Research Objective (1b): To determine and investigate the context (the sectors and nations) implementing mindfulness.

Research Objective (1c): To draw attention to the attributes of mindfulness research, including the independent and dependent variables, mediating and moderating factors, antecedents, and consequences.

Research Objective (1d): To determine the methods inculcated to study mindfulness.

Research Objective 2: To chart the development of research on mindfulness in last 47 years applying TCCM approach.

Research Objective 3: To make recommendations for future research topics using TCCM approach

2. METHODOLOGY

In order to compile earlier study results in this field and locate recurring themes and corroborating theories, a descriptive method was used. In order to obtain a representative sample of literature addressing the topic, a descriptive review is predicated on organized search techniques (Ahmed, Ahmad, Ahmad, & Zakaria, 2019).

2.1 Data Source

As a source of scholarly journals scopus has a worldwide collection of published work in different disciplines. To analyse and comprehend information, we extracted bibliographic data from the Scopus. Importantly, to perform co-citation and bibliometric analysis scopus stands out as an efficient research platform. Scopus was selected over other databases, such as Web of Science (WOS) and Google Scholar, for two main reasons; Firstly, Scopus ensures better representativeness because it covers more diversified subject areas and categories, compared to WOS, which indexes fewer journals due to its stringent criteria (Paul et al., 2021). Secondly, While Scopus matches Google Scholar in terms of completeness, it fares better than Google Scholar in excluding articles from predatory journals (Paul et al., 2021).

Search Strategy and Data Retrieval

The PRISMA approach was adopted to ensure ethical, transparent, and systematic identification of relevant literature on mindfulness. This method follows a clear inclusion/exclusion criterion to enhance the credibility and reproducibility of the review. The process includes four stages: Identification, Screening, Eligibility, and Inclusion. A comprehensive search string was constructed using keywords such as “mindfulness,” “mindlessness,” “trait mindfulness,” “dispositional mindfulness,” and “mindful*.” These terms were searched within the fields of Business, Management, Accounting, and Psychology, focusing on titles, abstracts, and keywords (Juliani & de Oliveira, 2016). The initial search yielded 12,856 peer-reviewed articles. Only English-language articles were considered, and selection was finalized after reviewing titles, abstracts, and keywords. The data was extracted on August 31, 2023, and filtered using the defined criteria.

Identification Stage

The effort sorted out 2498 article records from the research database for subject area business, management and accounting, as mentioned in the figure. Prior to full screening of the articles, 635 of them were removed, as they found to be insubstantial. Moreover, 614 record of research work was not relevant (e.g., conference papers, books chapter, books), 25 article were written in language other than English, comprising a total of 1861 eligible research papers.

Screening stage

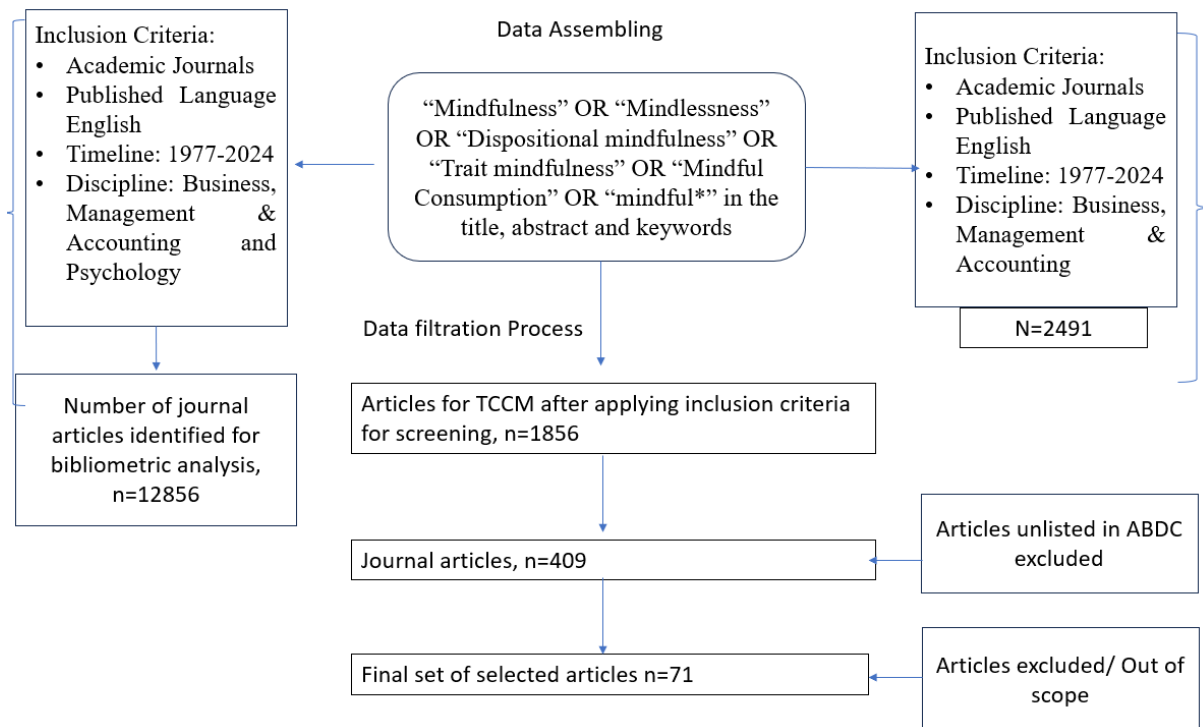
In order to enhance the caliber, the articles were classified on the basis of (ABDC) category. To maintain rigor and quality of review we applied filter on the basis of journal's ABDC categorisation.

Eligibility

Following the screening procedure, the article's kind and relevancy were taken into consideration while defining the eligibility requirements. During this procedure, papers that had no bearing on the study's objectives were eliminated. In summary, 71 papers in all were completed for the review procedure. To apply the criteria, all paper abstracts were read.

Inclusion

The inclusion criteria comprised all articles that successfully operationalized or conceptualized. To achieve this, following procedures had to be followed: A closer examination of the remaining articles was done. The reason for excluding the studies related was that they failed to operationalize the concept of interest explicitly.



*Author's own work.

Figure 1. PRISMA flowchart for sorting out the articles

We reviewed the abstracts of the remaining papers and eliminated those that did not fit the parameters of our investigation as the last stage of data filtration. This complete search process resulted in a final sample of 71 articles. We included the TCCM framework into our review work to address the limitations of traditional systematic reviews by clarifying the theoretical and empirical aspects of a study domain (Chen et al., 2020). To accomplish our study research objectives (RO1, RO2, RO3) addressing the construct mindfulness, we strategically knitted and executed the union of a bibliometric analysis and systematic literature review (using TCCM).

Data Analysis

To identify the most influential journals and articles in mindfulness research, we conducted a bibliographic analysis of 12,856 research articles published over more than four decades (1977–2024), examining publishing patterns and article types. Additionally, we provided an overview of 71 selected research articles to contextualize our research objectives. The TCCM framework—encompassing Theory, Contexts, Characteristics, and Methodology—was employed, as it is widely adopted in mindfulness research for its comprehensive coverage of the construct. Contributing to theoretical development requires identifying and examining relationships among key constructs and variables. Understanding the methodologies used to assess these constructs is essential for robust theory building (Shahab et al., 2021). To enhance usability and clarity, summary tables are presented to outline key constructs, definitions, assumptions, and associated theories. This study aims to offer meaningful implications and propose a structured agenda for future mindfulness research.

Table 1. Table of the most frequently occurring theories

Theories	No. of articles	References
Self-Identity theory (SDT)	5	(Flight & Coker, 2022; Burbano, 2021; Brown et al., 2020; Popp et al., 2016; Ngo, L.V., et al. (2016))
Stakeholder Theory	2	(Bedendo & Siming, 2021)
Self-construal theory	1	Saluja G.; Chan E.Y., (2025)
Normative decision theory	1	Bowman, D., et al. (2004);
Belk's theory of desire	1	Lu, F.C. and Sinha, J., (2024);



Observational Learning Theory	1	Ngo, L.V., et al. (2016)
Broaden-and-Build Theory	1	Le, N.H., Mai, M.Q.T. and Pham, T.A., (2023)
Classic drive theory	1	Wang, C., (2019)
Expectation confirmation theory (ECT)	1	Wu, C., Zhou, Y., Wang, R., Huang, S. and Yuan, Q., (2022)
Multiple Discrepancies Theory	1	Schomburgk, L. and Hoffmann, A., (2023)
Social comparison theory (SCT)	1	Chen, S., Kou, S. and Lv, L., (2024);
Theory of CW (consumer wisdom)	1	Hussain, K., et al. (2022);
Theory of goal directed behavior	1	Kidwell, B., Hasford, J. and Hardesty, D.M., (2015);
Theory of Reasoned Action (TRA)	1	Birch, D., et al. (2018);
Uses & Gratification Theory	1	Jiang, Y. and Balaji, M.S., (2022)
Unified Theory of Acceptance and Use of Technology (UTAUT2)	1	Gunden, N., Morosan, C. and DeFranco, A., (2020)

3.1 Data Interpretation and Visualization

Two analytical tools were integrated to conduct analysis and visualization of the retrieved bibliometric data using Scopus database and VOS viewer software (version 1.6.16)

3.2 Scopus Analysis

Using the scopus analytic tool, descriptive analyses summarizing data about the most well-known authors, nations, organizations, journals, and publication years were tabulated or graphically presented.

3.3 VOS viewer

3.4 VOS viewer - (bibliographic coupling along with co-occurrence analysis)

Nearly four decades ago, in the field of research such as library alongwith information science bibliometrics was introduced to examine bibliographic information implementing quantitative methods (Broadus, 1987). With its relevance and usefulness, it made it way in other field of research such as marketing management, education, macro and micro economics, psychology and consumer research. With, innovative graphical mapping ability Vos viewer held the edge in representing information aesthetically (Van Eck and Waltman, 2010).

3.5 Bibliographic coupling

This method assesses similarity between articles by counting shared references (Kessler, 1963). A bibliographic coupling analysis of papers, authors, and journals was conducted to create structure maps and understand the evolution of scientific output on consumer engagement. We used VOS viewer software, a widely accepted tool in literature, to generate bibliometric maps, preferring it over multidimensional scaling for its greater effectiveness (Van Eck et al., 2010). Articles with at least 100 citations were used as analysis units, resulting in four clusters from a total of 71 papers.

Bibliometric Analysis

4.1 Number of Publications over Time

On search, Scopus provided 40,549 documents (28,176 articles and 4940 reviews) from time period 1977 to 2024, as mindfulness publication retrieved belong to different domains or subject areas. To ensure relevance and align efforts with our research objective we restricted research on mindfulness to subject area Psychology (11355) and Business, Management and Accounting (1854) articles respectively. Upon including research work published in journals and excluding conference proceedings, book reviews etc. it resulted to 12856 documents (11593 articles and 1263 reviews) on mindfulness literature in english language.



Table 2: Highlights information on total articles selected with eligibility criteria

A

Criteria	Size
“Number of articles”	12856 (11593 articles and 1263 reviews)
“Subject Area”	Psychology and Business, Management and Accounting
“Source Type”	Peer Reviewed Journal only
“Timeline”	1977-2024
“Language”	English

foundational study in mindfulness research, “The mindlessness of ostensibly thoughtful action” by Langer (1978), published in *Journal of Personality and Social Psychology*, has over 500 citations. Langer’s subsequent work in the late 1970s and early 1980s laid further groundwork. Another milestone was Kabat-Zinn’s (1985) clinical study on mindfulness meditation for chronic pain. Over the past two decades, mindfulness research has grown rapidly, peaking with 1,680 publications in Psychology and Business/Management in 2023. Between 2015 and 2024, these two disciplines accounted for approximately 10,253 publications—about 80% of the total output.

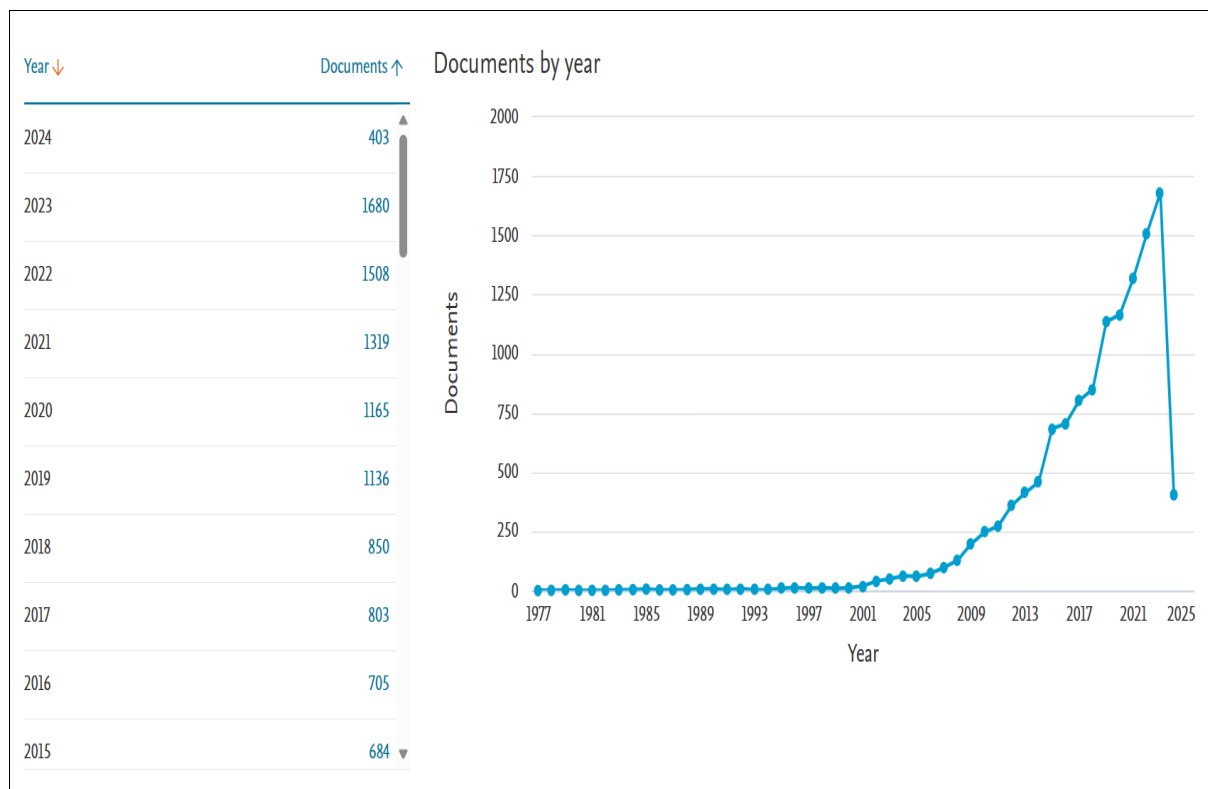


Figure 2. Documents published on mindfulness timeline (1977-2024)

4.2 Most Popular Research Subject Areas

Upon analysing the research areas as differentiated on scopus nearly half (47.4%) of publications on mindfulness were published in the Psychology, followed by social sciences with (16.7%) publications. Evidently Fig.2 highlights the top research areas with highest publications in mindfulness from the periods of 1978–2024.

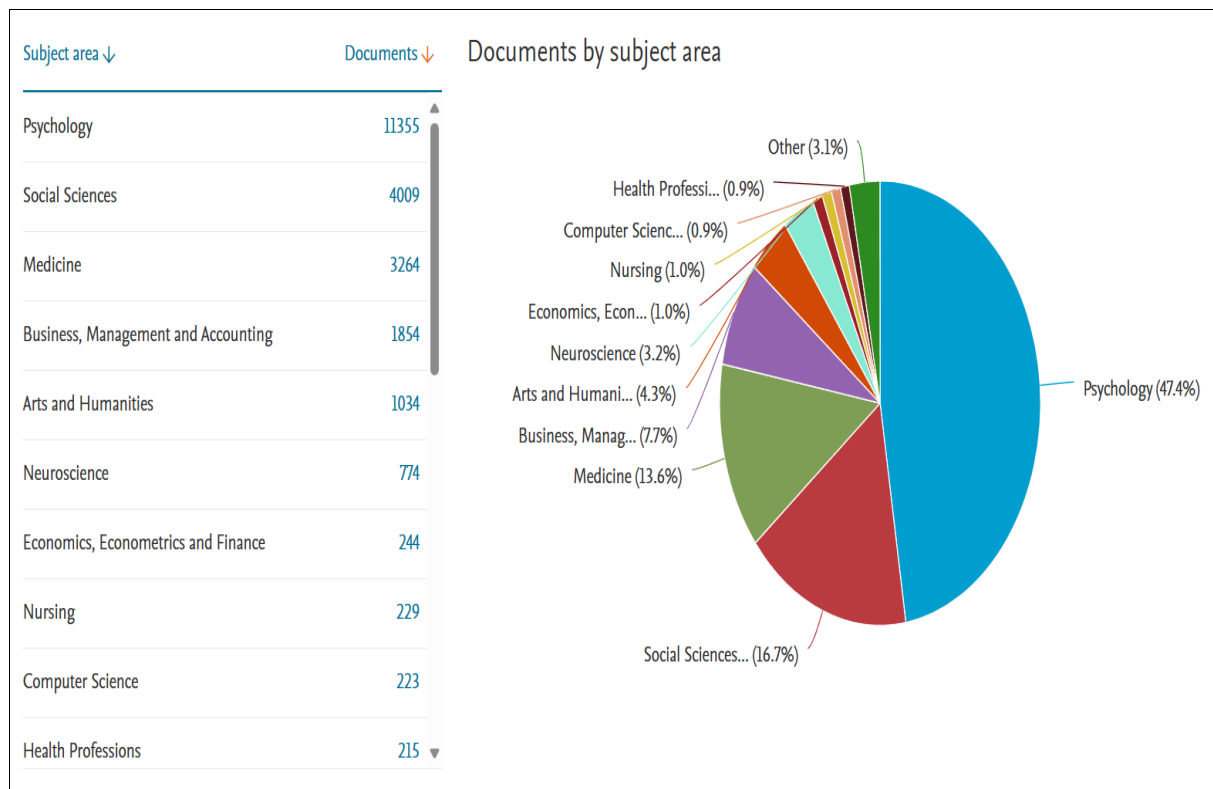


Figure 3. Subject areas published research on mindfulness timeline (1977-2024)

However, upon analyses we noticed an interesting revelation that 2015 onwards consistently there has been a noticeable trend of more than 500 publications per year. Therefore, analysing two different timelines would reveal interesting facts about publication trend in the subject areas.

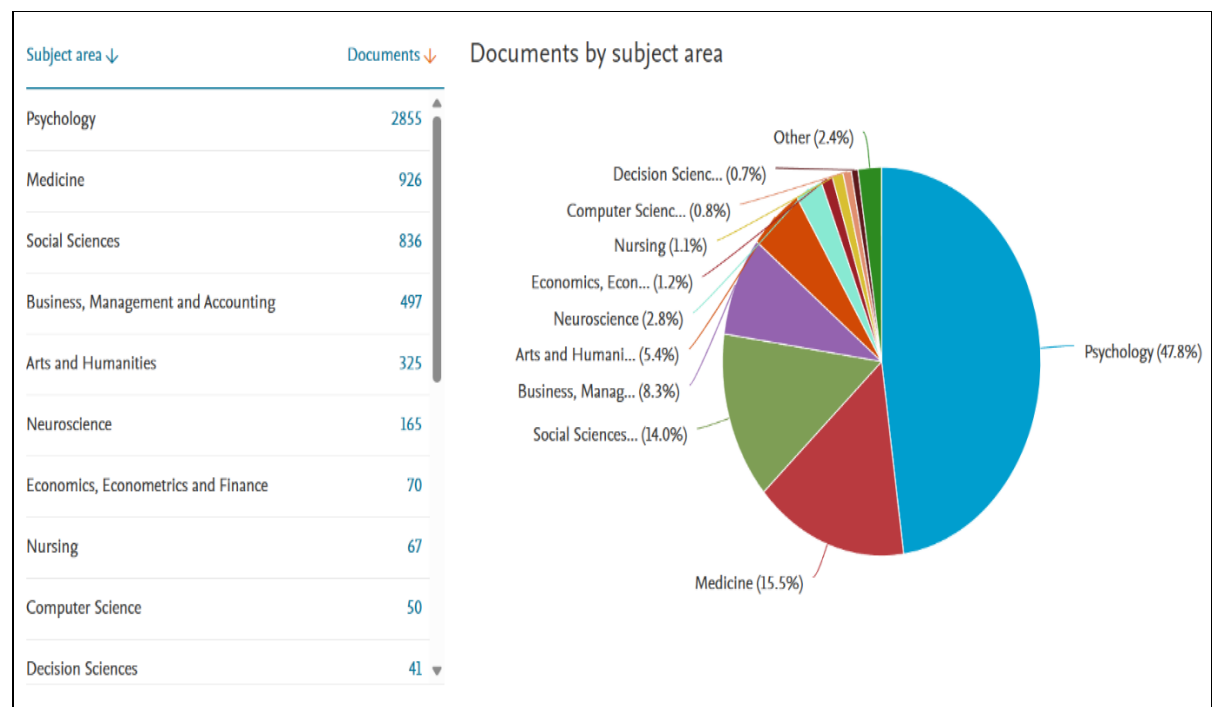


Figure 4. Subject areas published research on mindfulness timeline (1977-2015)

Clearly, upon analysis of result subject area psychology still dominates the number of publications on mindfulness between timeline (1977-2015) with (47.8%) of total publications. However, during this time period the second leading subject area



emerged out is Medicine with (15.5%) of total publications. Social Sciences and Business, management and accounting subject areas are on third and fourth position respectively with (14.0%) and (8.3%) of total publications.

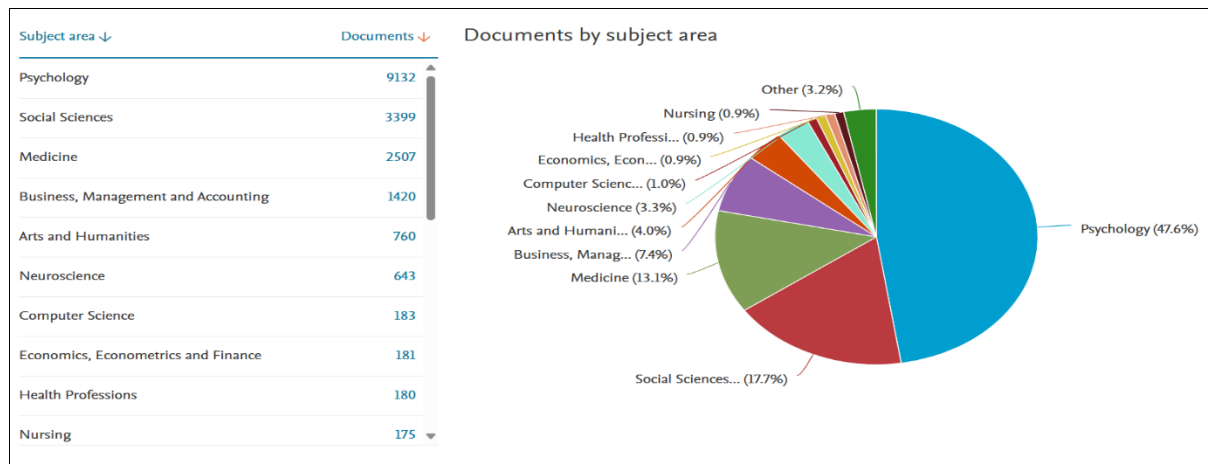


Figure 5. Subject areas published research on mindfulness timeline (2015-2024)

Upon thorough analysis of Fig 3. And Fig 4. It reveals that Psychology as subject area is leading the publication on mindfulness. Though on comparing the results from different timeline reveals a significant increase in the number of publications on mindfulness (1977-2015, n=2855); (2015-2024, n=9132). However, there has been a drop of 0.04% when compared to Fig.1 (1977-2024, 47.4%) of total publications.

4.3 Highly Cited (Top Publications)

Interestingly, among top 10 highly cited publications on mindfulness (09) were published before 2015. Also, most of them are high quality review articles. The thickness of circle represents the highest cited article among top 10 articles. The top two articles with highest citation are (Brown & Ryan, 2003; Baer et al., 2006) respectively.

Selected	Document	Citations ▼	Links
<input checked="" type="checkbox"/>	brown (2003)	7626	6
<input checked="" type="checkbox"/>	baer (2006)	4611	2
<input checked="" type="checkbox"/>	kabat-zinn (2003)	4554	5
<input checked="" type="checkbox"/>	bishop (2004)	4236	0
<input checked="" type="checkbox"/>	hayes (2006)	3726	0
<input checked="" type="checkbox"/>	baer (2003)	2891	0
<input checked="" type="checkbox"/>	grossman (2004)	2862	6
<input checked="" type="checkbox"/>	hofmann (2010)	2481	2
<input checked="" type="checkbox"/>	teasdale (2000)	2239	0
<input checked="" type="checkbox"/>	topp (2015)	2188	0
<input checked="" type="checkbox"/>	shapiro (2006)	2159	3
<input checked="" type="checkbox"/>	brown (2007)	2145	4
<input checked="" type="checkbox"/>	davidson (2003)	1832	0
<input checked="" type="checkbox"/>	baer (2008)	1824	3
<input checked="" type="checkbox"/>	hölzel (2011)	1772	3
<input checked="" type="checkbox"/>	kashdan (2010)	1547	0

Figure 6. Top 10 publications with highest citation

The top 10 most cited articles predominantly reflect contributions from psychology researchers. Among them, three key studies stand out: Kabat-Zinn (2003) explored mindfulness-based interventions in various contexts; Bishop et al. (2004) proposed an operational definition of mindfulness; and Hayes et al. (2006) compared different mindfulness-based clinical treatments. Kabat-Zinn's pioneering 1982 work introducing the Mindfulness-Based Stress Reduction (MBSR) program for chronic pain treatment is one of the most influential. Another highly cited contribution is a comprehensive review and meta-analysis evaluating the health impacts of MBSR.

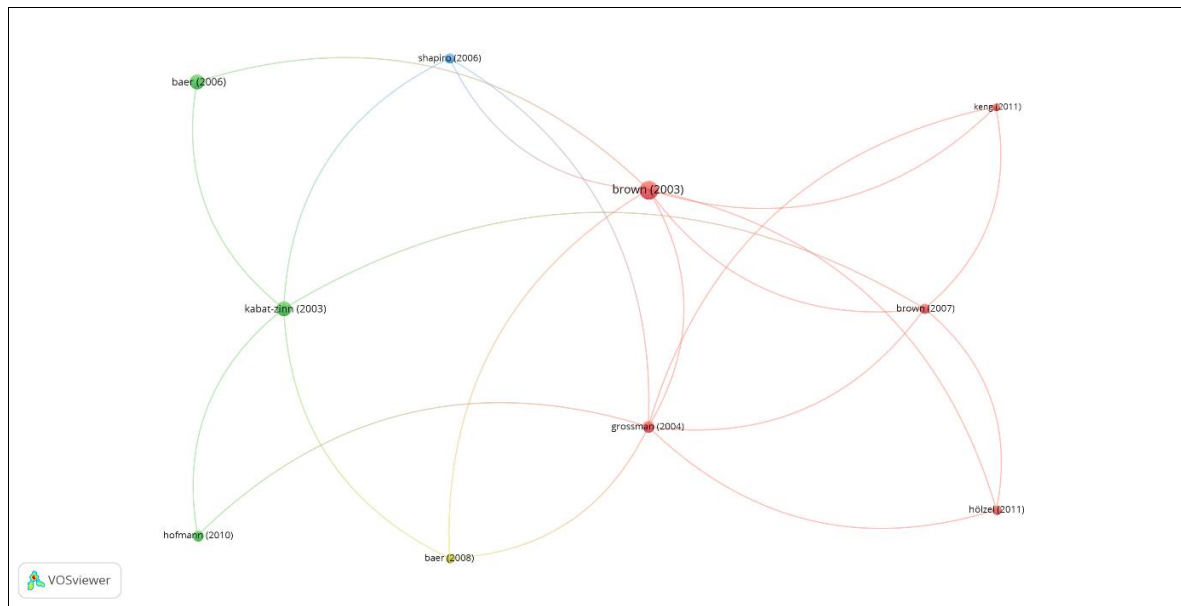


Figure 7. Top 10 publications with highest citation network

4.4 Most Prolific Journals

Mindfulness journal firmly holds the leading position with (n=1706, 13.5%) an astonishing number of publications on mindfulness, published by springer. Whereas, the top 10 leading journals on mindfulness has published (n= 3494, 27.2%).

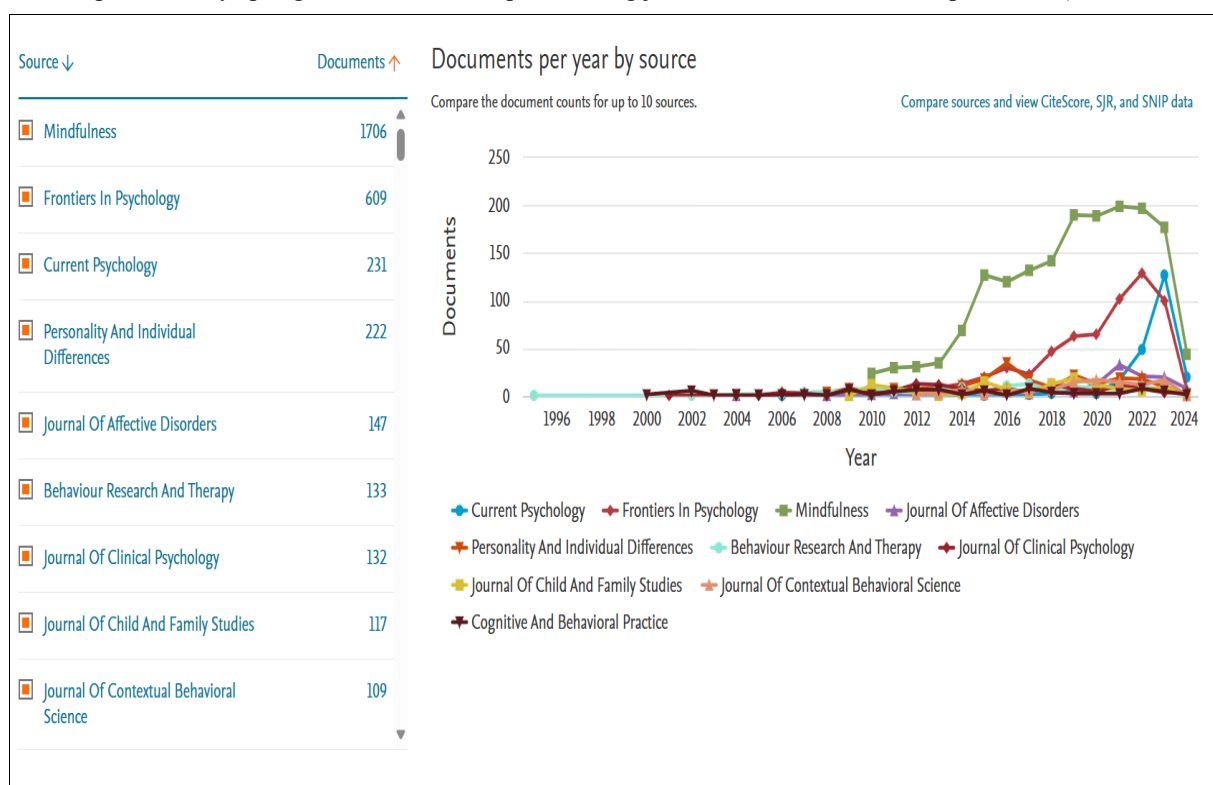


Figure 8. Top 10 Journals

4.5 Top Authors

According to the Figure 9, Kirk Warren Brown is the most prolific author on mindfulness with the greatest number of citations (15702 citations for 40 publications). Whereas, in terms of highest publications on mindfulness N.N Singh is at the top of the list (73 Publications, 2981 citations) as shown in Table B.



Selected	Author	Documents	Citations	Total link strength ▼
<input checked="" type="checkbox"/>	brown, kirk warren	40	15702	165
<input checked="" type="checkbox"/>	ryan, richard m.	16	12734	156
<input checked="" type="checkbox"/>	baer, ruth a.	32	15072	106
<input checked="" type="checkbox"/>	carmody, james	15	8149	60
<input checked="" type="checkbox"/>	williams, j. mark g.	34	6934	54
<input checked="" type="checkbox"/>	kabat-zinn, jon	10	8395	53
<input checked="" type="checkbox"/>	segal, zindel v.	25	11587	49
<input checked="" type="checkbox"/>	teasdale, john d.	10	7168	47
<input checked="" type="checkbox"/>	smith, gregory t.	5	8339	20
<input checked="" type="checkbox"/>	hayes, steven c.	30	7704	14

Figure 9. List of Top Citations

4.6 Collaborations Among Authors

The top three places are occupied, respectively, by authors Nirbhay Singh (TLS =155), Giulio Lancioni (TLS=117), and Joaquim Soler (TLS=77), upon analysis of co-authorship networks of the best accomplished or top 100 authors (exactly 108 authors).

Selected	Author	Documents	Citations	Total link strength ▼
<input checked="" type="checkbox"/>	singh, nirbhay n.	73	2981	155
<input checked="" type="checkbox"/>	lancioni, giulio e.	39	2176	117
<input checked="" type="checkbox"/>	soler, joaquim	32	874	77
<input checked="" type="checkbox"/>	garcía-campayo, javier	32	860	76
<input checked="" type="checkbox"/>	medvedev, oleg n.	49	795	76
<input checked="" type="checkbox"/>	singh, judy	26	2050	74
<input checked="" type="checkbox"/>	feliu-soler, albert	25	598	63
<input checked="" type="checkbox"/>	myers, rachel e.	21	613	63

Figure 10. List of Top Publishing Authors



4.7 Most Prolific Organizations

The top 10 organizations that are churning out optimum research on mindfulness are listed in the figure below. The organisation with leading publications on the mindfulness is Harvard Medical School.

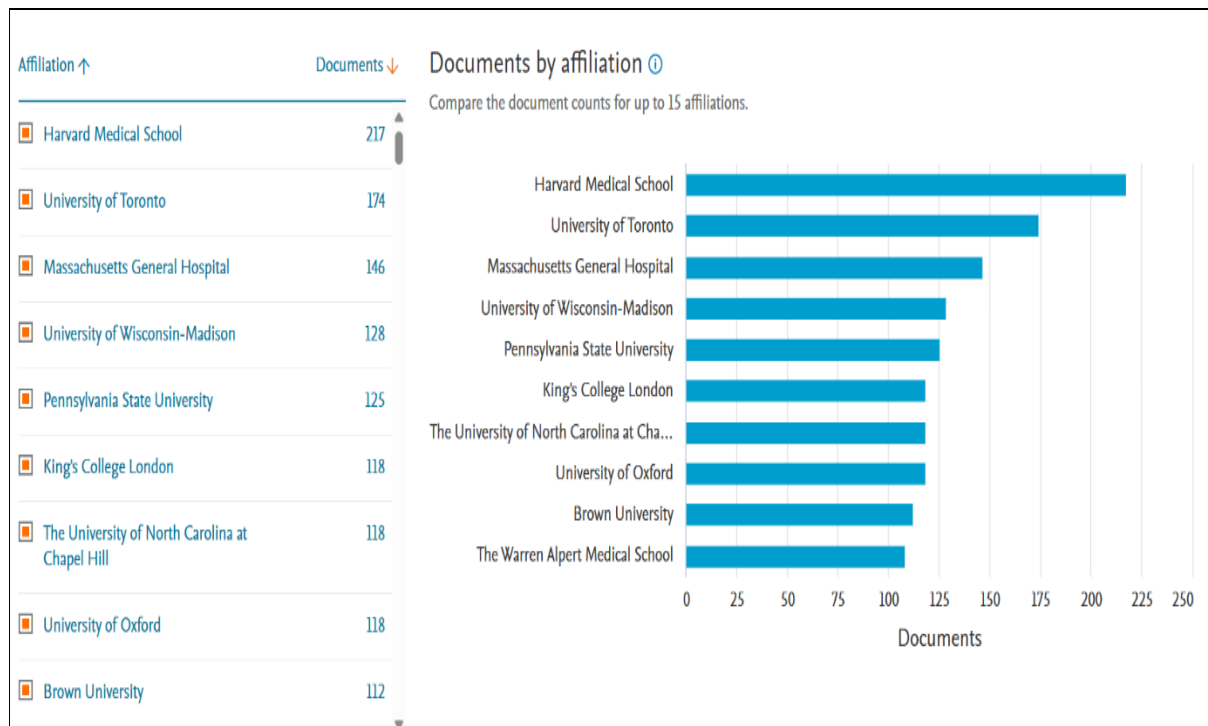


Figure 11. List of Top Publishing Organizations

4.8 Countries

The list of countries publishing research paper on the mindfulness literature, USA have the highest contribution and hold the top position (n=5538, 43%) in the list followed by United Kingdom (n=1657, 12.88%) and Australia (n=1036, 8%) at second and third position respectively. Interestingly, among top countries there are 09 developed countries with only India (n= 260, 2%) being the exception of developing country. Noticeably, as the proportion of publications from India among top 10 countries is lowest. Thus, it provides a window of opportunities to research scholars to make meaningful contribution to the mindfulness literature.

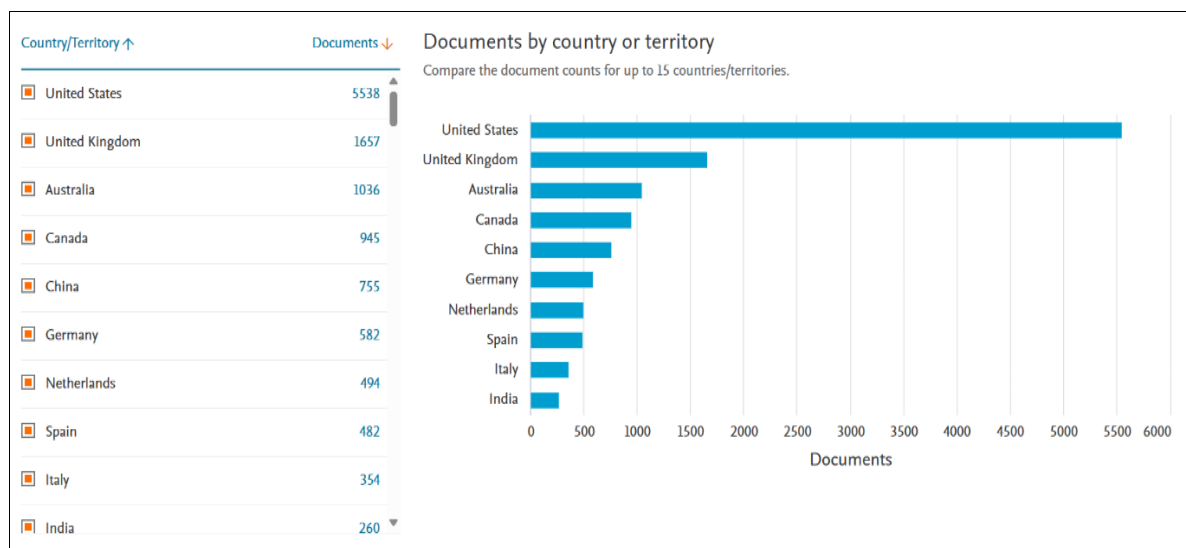


Figure 12. List of Top Publishing Countries

4.9 Implementing Co-citation Analysis on Documents Published During (1977-2024)

Vos viewer tool uses inbuilt software technique and execute co-citation analysis on the available documents to inform the formation and advancement within a studied domain and deliver intellectual acumen on the relevant topics of research (clusters) and establishing their relationship or inter-connection. The findings of the document co-citation analysis of papers published between 1977 and 2024 are shown in the figure below. Using Vos Viewer, four co-citation clusters were identified from the document study.

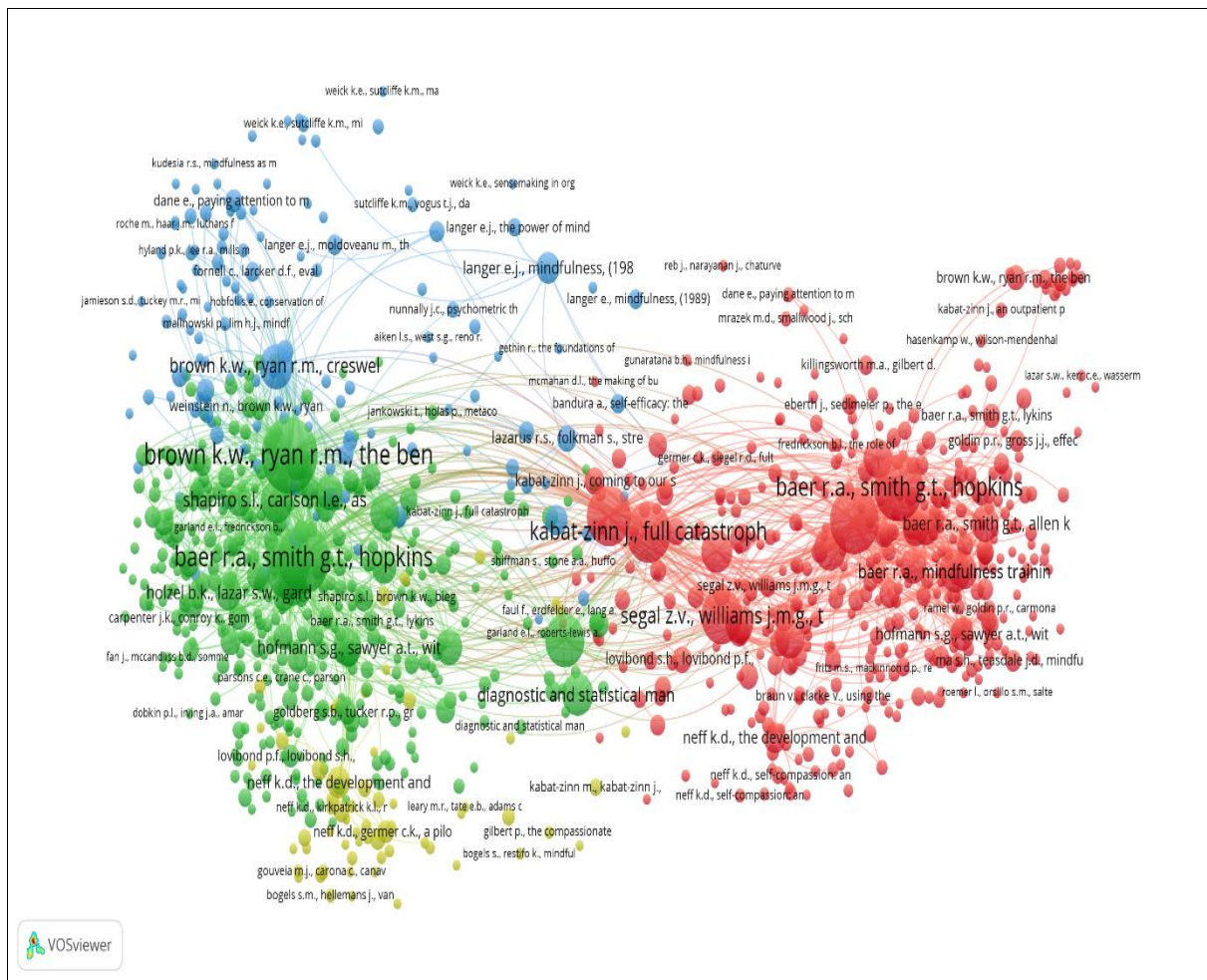


Figure 13. Co-citation Analysis

Cluster 01 (red, 414 items) from the 1977–2024 co-citation analysis highlights several foundational works in mindfulness research. A seminal study, “Using self-report assessment methods to explore facets of mindfulness,” stands out with a total link strength of 9,325, 874 links, and 1,009 citations. Another key publication, “The benefits of being present: mindfulness and its role in psychological well-being,” shows a total link strength of 9,613, with 869 links and 991 citations. Among the influential contributors, Kabat-Zinn’s work, “Wherever you go, there you are: Mindfulness meditation in everyday life,” is notable with a link strength of 7,492, 968 links, and 812 citations. Another significant article in this cluster is “Prevention of relapse/recurrence in major depression by mindfulness-based cognitive therapy,” with a link strength of 6,719, 890 links, and 692 citations. Collectively, these four studies have laid a strong foundation for mindfulness research and have inspired a wide range of subsequent scholarly work.

4.10 Keywords Co-occurrence

The keyword occurrence network is like that of the co-citation network. The frequency of research on the terms is shown by the size of the circles in the network. A more researched keyword is depicted in a larger size of the circle, whereas a small size of the circle shows a keyword that is less researched. Similarly, the density of the connecting line indicates how strongly the two terms are related. In order to maximize the visualization of keywords that frequently occur in mindfulness research publications, we included Vos viewer (Fig. 14).

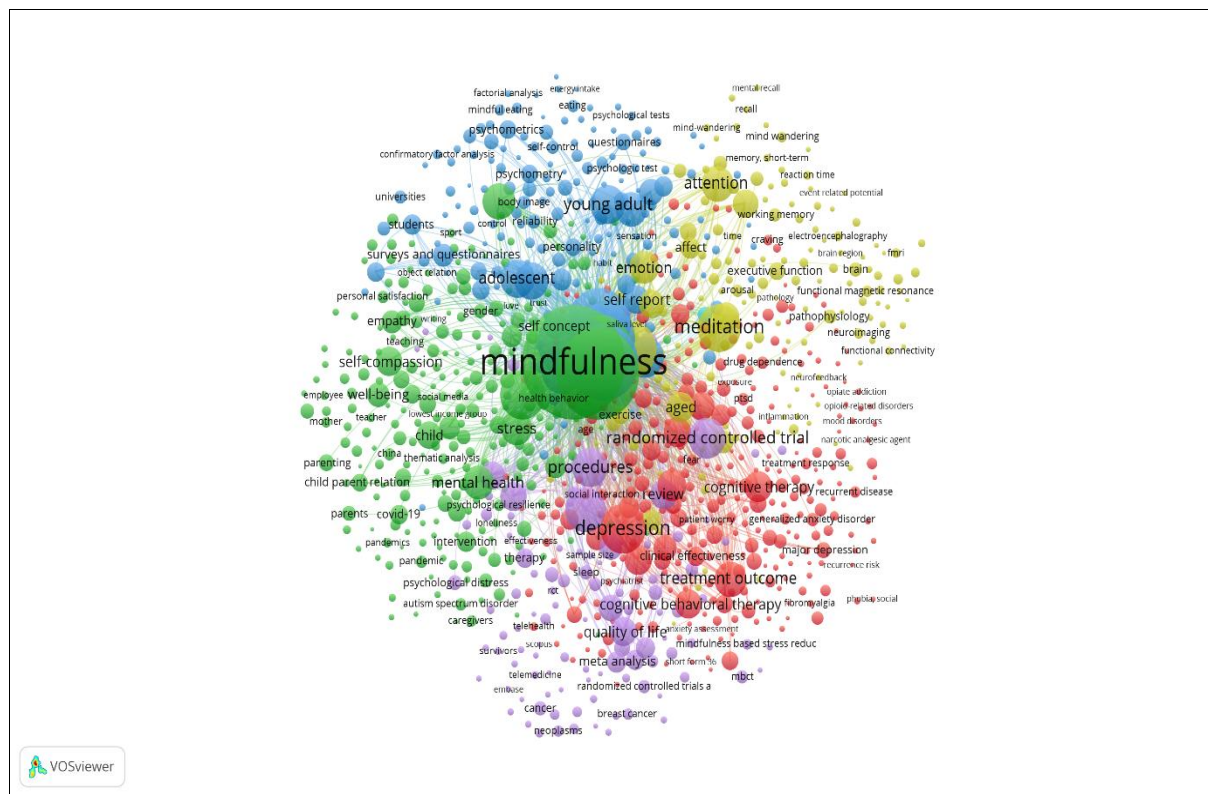


Figure 14. Keyword Analysis

As a result, Vos viewer generated five clusters consisting items or keywords. The cluster 01 (red, with 324 items) included keywords such as depression, anxiety disorders, treatment outcome, and cognitive behavioral therapy. The cluster 02 (green, with 254 items) included keywords such as mindfulness, psychology, stress, mental health, and self-compassion. The cluster 03 (blue, with 157 items) consisted of keywords such as human, self-report, awareness, self-regulation and acceptance. The cluster 04 (Yellow with 154 items) included keywords meditation, emotional regulation, affect, attention and cognition. The cluster 05 is the smallest among all clusters (purple, with 110 items) comprised the keywords such as anxiety, mental strength, outcome assessment and quality of life.

5. TCCM FRAMEWORK

5.1 Theory Development (RO1a)

Mindfulness has been studied from Eastern (philosophical) and Western (behavioral) perspectives. While the East emphasizes philosophy, the West focuses on behavioral science. Across disciplines, mindfulness enhances consumer decision-making, accountability, and ecological well-being, supporting policy development. It promotes value co-creation and waste reduction through interventions like MBIs (Stanzus et al., 2017). Mindful consumers show stronger loyalty influenced by trust, satisfaction, and commitment (Ndubisi, 2012). Ta and Prybutok (2018) validated mindful product acceptance through tap vs. bottled water studies. Malhotra et al. (2012) and Zhu (2014) proposed mindfulness-based marketing frameworks and network approaches. Attitude–intention and SDT influence second-hand apparel choices, shaped by ego and social norms. Phipps et al. (2013) used social cognitive theory to explain mindful consumption through personal, environmental, and behavioral interactions. Lim (2017) framed mindfulness as a process involving frugality, simplicity, and responsibility. Liu et al. (2016) linked sustainability to broader social practices. The mindfulness–financial well-being link varies: it's stronger when mindfulness is high but weaker under financial stress (Kumar et al., 2023). Overall, mindfulness fosters awareness, care, and regulation. Future research should explore its application in services, airlines, manufacturing, and FMCG sectors.



Theories	Context	Methods
<ul style="list-style-type: none">• Self-Determination Theory• COR Theory• Expectancy Value Theory• UTAUT 2• Social Comparison Theory• Theory of Planned Behavior• Self-Consciousness Theory• Control Theory• Normative Decision Theory• Discrepancy Theories• Belk's Theory of Desire• Expectation confirmation theory• Theory of Consumer wisdom• Uses & Gratification Theory• Social Identity Theory• Observational Learning Theory• Classic Drive Theory• Theory of Reasoned Action• Action Regulation Theory• Broaden and Build Theory	<ul style="list-style-type: none">• Health Care• Education• IT (Social Media)• Financial• Food• Tourism• Hotel• Fashion (clothing)• Sustainability• E-commerce• Quick Commerce	<p>Types of Study</p> <ul style="list-style-type: none">• Empirical (Quantitative and Qualitative)• Conceptual <p>Data Collection Method</p> <ul style="list-style-type: none">• Interview• Survey• Experiment <p>Data Analysis Technique</p> <ul style="list-style-type: none">• Moderated Regression Analysis• Multiple mediation model (SPSS)• Variance based SEM (PLS)

Figure 15. TCCM Framework

5.2 Context (RO1b)

Building on this background, we examine the industries and countries involved in mindfulness research. Some studies span multiple nations and sectors, leading to more contexts than individual studies. Early research focused heavily on healthcare, likely due to easier access to consumer data. Our analysis shows that healthcare and FMCG are the most common sectors for mindfulness studies. Mindfulness has also been explored in retail and tourism, given its growing relevance to marketers. The FMCG sector, in particular, has seen significant work related to mindful consumption.

Although limited, some empirical studies have examined mindfulness in sports, highlighting its potential as an emerging field. Additional research has expanded into gaming, IT, project management, fashion, and luxury sectors. These developments indicate that mindfulness research is diversifying, reaching broader academic and industry domains.

5.3 Characteristics (RO1c)

Mindfulness in consumer behavior and decision-making promotes mindful consumption, emphasizing customer, social, and ecological well-being. The review suggests that strong policy interventions can drive companies to adopt more responsible, mindful practices. In developed countries, both firms and consumers tend to be more open to new experiences and show greater awareness of market and quality orientations (Sternberg, 2000). It is proposed that consumers at higher mindfulness levels value organizational trust and credibility as key factors in adopting mindful consumption (Kumar Ranjan & Kushwaha, 2017).

Antecedents

Several studies have explored mindfulness in consumer behavior and decision-making, particularly its role in promoting mindful consumption and understanding its antecedents. Mindfulness is seen as a complementary strategy for both consumers and companies, whose joint efforts are vital to sustaining a mindful ecosystem. While earlier research in developed economies emphasized consumer, social, and ecological well-being, recent interest has expanded to include financial feasibility for businesses and individuals (Ndubisi, 2012a, b). The sustainable ecosystem model—centered on people, planet, and profit—underscores how the absence of mindfulness among stakeholders contributes to environmental degradation.

Consequences

Neglect of consumer, social, and ecological well-being fosters mindlessness, leading to conspicuous consumption and unsustainable habits. Thus, mindfulness should be a proactive foundation in marketing and consumption—not a reactive solution. Building and sustaining a mindful ecosystem must be a core agenda for companies. Organizational efforts to embed mindfulness into consumer behavior and decision-making support the adoption of mindful consumption. Research in this



area spans industries like hospitality, tourism, fashion, and entrepreneurship, with mindfulness shown to enhance human functioning.

Future empirical studies could explore how mindfulness in consumer behavior contributes to value co-creation, using appropriate tools for validation. Literature shows mindfulness fosters heightened awareness, self-regulation, and openness in consumers. Technological advances and data analytics can help identify such consumers, aligning marketing systems for improved performance and financial outcomes (Ndubisi, 2012). Future work could also develop frameworks comparing indiscriminate and mindful marketing, highlighting the broader benefits of mindfulness in marketing and consumption.

5.4 Methodology (RO1d)

To study mindfulness researchers have adopted conceptual route, adopting mixed methods with application of SEM-PLS (Partial least squares). The research study exploring mindfulness in marketing have inculcated survey and qualitative methods. In the future studies, it is advisable to comprehend relationship of antecedents and outcomes of mindfulness in consumer behavior and decision-making to inculcate case study methods and econometric analysis.

5.4.1 Sample and data:

As, existing literature portrays mindfulness in consumer behavior and decision-making is a topic that demand careful consideration in sample selection, as a main construct mindfulness has been studied in develop countries in varied industries and sectors such as hospitality, travel and tourism, fashion, MSME, fast moving company goods (FMCG).

Interestingly, the absence of mindfulness in selective or handful sectors (automobile and FMCG) encourage conspicuous consumption, where both companies and consumer have low inclination towards social and ecological well-being contributing to degradation of mindful ecosystem. Therefore, future studies have opportunity and responsibility to study mindfulness contribution in above mentioned sectors. Noticeably, recommendations for the firms to execute mindfulness in consumer behavior and decision making through marketing persuasion are scare in the context of developing countries in comparison of developed countries. As, it is feasible for companies to execute appropriate marketing persuasive message promoting mindfulness in consumer behavior and decision making under presence of evidence elaborating consumer purchase pattern.

5.4.2 Analytical tools:

A review of existing literature on mindfulness in consumer behavior and decision-making reveals that conceptual reviews, mixed methods, surveys, and qualitative approaches are the most commonly used. Future research could benefit from employing novel analytical techniques to deepen understanding. Tools like Total Interpretive Structural Modeling (TISM) have proven effective in ranking the challenges and benefits of promoting mindfulness through marketing. Given the ongoing ambiguity surrounding the construct, there remains strong potential for further theory development in mindfulness (Kirk Warren Brown et al., 2003).

5.5 Progression/Evolution Of Research On Mindfulness (RO2)

This section highlights the evolution of research over time using the co-occurrence of author keywords within the TCCM framework. This approach offered a novel lens to trace research direction and strengthened the analytical process. The co-occurrence analysis revealed the frequency and strength of keyword correlations, helping identify prominent themes in specific periods (Bhukya et al., 2021). By applying the TCCM framework, we systematically integrated these findings, capturing how research in behavioral constructs (BCs) has progressed across themes, contexts, characteristics, and methodologies.

5.5.1 Mindfulness

Mindfulness literature includes both conceptual and empirical research, strongly linking it to psychological well-being. The core aim has been to assess its impact as an antidote to psychological distress, which often leads individuals to engage in avoidance, suppression, or overprocessing of non-productive thoughts and emotions (Kabat-Zinn, 1982). While mindfulness has roots in Buddhist philosophy, its application in Western medical and mental health settings only began in the late 1970s. Numerous studies since then have highlighted its influence on individual behavior and decision-making. This study offers a comprehensive narrative overview of mindfulness, noting that much of the existing research has focused primarily on its association with psychological health. We begin by introducing the general concept of mindfulness.

6. Discussion

Mindful consumption reflects a consumer's heightened awareness, temperance, and responsibility, encouraging intentional purchasing, reduced impulse buying, and pro-environmental attitudes. Individuals with high self-esteem and empathy tend to align with social and ecological well-being, avoiding ego-driven behavior (Abbasi & Akhlaghifard, 2021). Although mindfulness positively influences consumer behavior, the literature lacks conceptual clarity and a unified theoretical framework to define its enablers and barriers—particularly as some marketing practices counteract its application.

Digital platforms offer new opportunities to embed mindfulness into marketing. As a pathway to awareness and resource conservation (Barber & Deale, 2014), mindfulness can support organizations focused on customer well-being (Quyen et al.,



2020). Research shows that mindful marketing fosters purpose, ethics, and integrity within firms (Davis & Hayes, 2011). Sheth (2023) frames mindfulness through ACT—Action, Caring, and Temperance—which together enable responsible, values-driven consumer engagement.

6.1 Theoretical Contributions

Mindfulness is explored as a phenomenon, with mindful consumption as its practical application. Examining its relationship with consumer behavior and decision-making—particularly in advocating mindful consumption and mindful marketing—aims to promote consumer, social, and ecological well-being through sustainable consumption patterns. However, existing literature reveals a lack of empirical evidence and inconsistencies in methodological approaches to studying mindfulness in this context (Brunel & Dong, 2006).

This study contributes theoretically by offering contextual insights and identifying key characteristics of mindfulness within consumer behavior and decision-making. It emphasizes a strong, yet underexplored, relationship between mindfulness and the practice of mindful consumption. Moreover, the review highlights the absence of robust statistical evidence establishing a direct causal link between mindfulness and consumer behavior and decision-making.

6.2 Managerial Implications

The literature review reveals a strong, though underexplored, link between mindfulness, consumer behavior, and decision-making. While empirical evidence is limited, findings offer valuable insights for practitioners. Mindfulness fosters ethical culture and shifts organizational focus from profit to consumer, social, and ecological well-being—enhancing sustainability and building long-term competitive advantage through trust and credibility.

Psychological drivers such as intention, attention, and attitude support mindfulness in consumption. Consumers with higher mindfulness exhibit greater self-awareness and self-regulation, reducing impulsive buying and promoting conscious, value-aligned, and sustainable purchases. Low mindfulness correlates with negative traits like greed and apathy, while higher mindfulness cultivates empathy, compassion, and generosity. Future empirical studies are needed to validate and expand these insights into mindful consumer behavior.

7. Future Research Directions

Our literature review examined the role of mindfulness in consumer behavior and decision-making, emphasizing its potential to promote mindful consumption. The findings introduce new constructs and propose testable hypotheses for future research.

Proposition 1: *Mindfulness positively relates to consumer behavior and decision-making, promoting mindful consumption and ecological well-being.*

Mindfulness enhances self-awareness and self-regulation, encouraging responsible consumption and curbing impulsive buying (Barber & Deale, 2014). The ‘ACT’ framework—action, caring, temperance—strengthens consumers’ resolve to make conscious choices (Gupta & Sheth, 2023). Low mindfulness leads to manipulation and poor decisions, while higher mindfulness fosters traits like responsibility and empathy (Renus Sermboonsang et al., 2020). Ethical marketing can leverage this by aligning persuasion with purposeful, sustainable messaging (Hagenbuch & Mgrdichian, 2020).

Proposition 2: *Mindfulness strengthens ethical culture and integrity in organizations, aiding achievement of financial goals with responsibility.*

Mindful consumers, driven by cognition over emotion, make deliberate choices aligned with personal and ecological values (Sheth et al., 2011). Mindfulness reduces ego involvement, fosters harmony, and disengages automatic decision-making (Bahl et al., 2016). Ethical business practices are reinforced by mindfulness in marketing, creating a culture of integrity (Krägeloh, 2016; Small & Lew, 2021). Marketers should avoid exploiting consumer data and prioritize well-being (Zhu, 2014; Malhotra et al., 2012).

Proposition 3: *Mindfulness-based marketing persuasion helps consumers avoid impulse buying and encourages sustainable, thoughtful consumption.*

In absence of mindfulness, persuasive tactics may trigger impulsive and unsustainable behavior. Mindfulness-based marketing, especially via digital platforms, can promote ‘reduction and refinement’ approaches to consumption (Li et al., 2021; Kadel, 2021). It can educate consumers about their habits, driving value co-creation and ethical behavior. Market and quality orientations further shape the impact of mindful marketing. Conspicuous consumption contrasts with mindful consumption, which is driven by reduced desirability and intrusive thoughts (Tan et al., 2022). The core themes—intention, attention, and attitude—are pivotal for future exploration (Kumar et al., 2023).

8. Conclusion

The review highlights mindfulness as key to fostering mindful consumption, promoting value co-creation, sustainable advantage, and well-being. It identifies research gaps and emphasizes the need to assess financial feasibility in developing economies. Tools like AHP can help organizations, especially in FMCG and automotive sectors, overcome barriers to adoption.



Future research should examine how technology and social relevance influence mindful choices. Aligning core competencies with mindfulness is essential to preserve organizational value. In the global era, studying mindfulness in service marketing and its link to value co-creation offers rich potential. Building a resource-efficient, mindful ecosystem remains critical to sustainable consumer decision-making

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