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Mindfulness: Helps Curb Impulsive Buying Through Improving Self Control

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"People spend 46.9% of their waking hours thinking about something else other than what they are doing and this mind-wandering typically makes them unhappy" (Killingsworth & Gilbert, 2010). An antidote to this mind-wandering is "Mindfulness"; derived from ancient Buddhist tradition it refers to an open and non-judgmental form of awareness that is centered on present moment experiences considering both internal and external environment (Kabat-Zinn, 2003). Existing research suggests mindfulness increases self-regulation of attention and self-control (Razza et al., 2015; Panek, Bayer, Cin, & Campbell, 2015). Past research has also suggested mindfulness as a long-term solution to obesity and over-eating (Herpel et al., 2015; Bahl, Milne, Ross, & Chan, 2013). This research suggests mindfulness as a way of improving self-control among consumers and contributes to making a more discerning customer. In my research, I suggest mindfulness as a way to improve self-control and reduce the susceptibility of a consumer to advertising effects, promotion price effects, and impulse buying behavior. We also suggest mindfulness as an intervention to reduce the over-spending problem in consumers. Elaboration likelihood model of persuasion (ELM) forms the theoretical basis of our research. ELM suggests two ways of information processing, central route, and peripheral route. In central route processing, customer evaluates communication by the logic of the argument presented. In peripheral processing, customer relies on peripherals like the attractiveness of source of information and other such peripherals to process information (Petty & Cacioppo, 1984). The mindful customer is more likely to use central route than the peripheral route of information processing (Schramm & Hu, 2014; Dong & Brunel, 2006; Panek et al., 2015). Due to the difference in information processing, the mindful customer may not be influenced by peripheral cues of marketing like advertising and price promotions. We examine the differential effects of mindfulness vs. non-mindful consumers' response to marketing messages, through a series of experiments. This research also suggests mindfulness as a way to protect consumers against marketing enticements and improve their self-control against the harmful behavior of impulsive buying and overspending. The research also has implications for improving general happiness in the consumer. Since past research suggests, mind wandering leads to unhappiness in people (Mathew et al., 2010).

Keywords: mindfulness, impulsive buying, self-control, consumer behavior

Your worst enemy cannot harm you as much as your own unguarded thoughts.

Lord Buddha

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Introduction

"People spend 46.9% of their waking hours thinking about something else other than what they are doing and this mind-wandering typically makes them unhappy" (Killingsworth & Gilbert, 2010, p. 10). "Only 4.6% of happiness of a person, at a given moment, is explained by the work done by him/her at that moment. Mind-wandering status accounted for 10.8% of his/her happiness at the moment. Mind wandering makes people unhappy" (Killingsworth & Gilbert, 2010, p. 16). Contrary to mind wandering is state of mindfulness. A mindful person actively processes information within the present context (Langer, 1989, p. 58). Mindful processing leads to four key outcomes for the individual: "(1) greater sensitivity to one's environment, (2) more openness to new information, (3) the creation of new categories for structuring perception, and (4) enhanced awareness of multiple perspectives in problem-solving" (Langer & Moldoveanu, 2000, p. 12). In contrast to the flexible thinking implied by mindful processing, processing that is not mindful is rigid and constrained by rules in one's schema (Langer, 1989). "Extensive mindfulness based meditation practice has been shown to be associated with increased cortical thickness in the prefrontal cortex and anterior insular" (Lazar et al., 2005, p. 21). Thus, mindfulness has even been shown beneficial in brain research.

Previous research has suggested mindfulness increased self-control in consumers in different contexts. Mindfulness is proposed as a long-term solution to overeating and obesity by improving responsiveness to physiological cues of prior food intake (Bahl, Milne, Ross, & Chan, 2013). Mindfulness is indicated to improve self-control and reduce automaticity in people and reduce dangerous texting behavior (Panek, Bayer, Cin, & Campbell, 2015), building on above evidence of mindfulness ability to improve self-control.

Our research question is: Can mindfulness improve self-control in consumers against marketing enticements and reduce impulsive buying behavior, and overspending in consumers?

Following from this fundamental question, we test effects of mindfulness in following domains:

1. Does mindfulness lessen the susceptibility of consumer to advertising enticements and price promotions?

2. Can mindfulness improve self-control in consumers against over-spending and reduce their impulsive buying behavior?

3. Can mindfulness help improve self-control and financial management in consumers suffering from credit card debt problem/consumer debt issue?

The goal is to provide a tool to better consumer lives by improving consumer's self-control, where consumers can make conscious choices, instead of being led by marketing forces and fall into harmful behavior like impulsive buying and overspending.

In this research, we aim to (1) present theoretical foundation of our research elaboration likelihood model of persuasion; (2) we suggest mindful consumers will be willing to pay a lower price for the branded product than non-mindful customers; (3) since mindful customers use more of central route to information processing than peripheral route, mindful consumers will be less affected by advertising effects; (4) research suggests mindfulness improves self-control (Razza et al., 2015. p. 10; Panek et al., 2015); building on this research, we establish in this research that mindfulness-based intervention can help in controlling impulsive buying behavior; (5) Establishing mindfulness-based intervention can improve self-control and reduce credit card debt problem of consumers.

The structure of our paper is as follows: (1) Firstly, we present theoretical foundation of research, i.e., elaboration likelihood model; (2) secondly, we define key constructs of study: (a) mindfulness, (b) advertising

effects, (c) impulsive buying; (3) thirdly, we present our proposed model, and hypothesis relating to it; (4) fourthly, we present experiments for testing our hypothesis; (5) fifth, we present our results; (6) sixth, we give the general discussion of our research; (7) seventh, provide future research directions and limitation of our research.

Background/Theoretical Foundation

Elaboration Likelihood Model (ELM) of persuasion: ELM is a well-accepted model of persuasion, extensively used in marketing literature. It proposes two different routes of stimuli processing namely:

1. Central route and,
2. Peripheral route.

When the central path is used, there is a careful evaluation of message presented. On the other hand, when the peripheral route is used, the signal is evaluated based on positive or negative cues associated with the message. The sound quality of the information is not considered while accepting or rejecting the message. The attractiveness of source, the production quality of the message, and other such peripheral cues are used to evaluate the message (Petty & Cacioppo, 1984). It is often misunderstood that customers either choose central processing or peripheral processing. It is a wrong interpretation. The reason for such interpretation could be an analogy of two different highways used in explaining the model. But as authors have clarified, peripheral processing and central processing are not two separate routes of information processing, but are two ends of the information processing continuum, used by a customer. The customers using central processing are more likely to be focusing on the logic of information provided and not peripheral cues (i.e., attractiveness of source of information etc.). Alternatively, customers using peripheral processing are likely to focus more on peripheral cues like (i.e., attractiveness of information source, presentation of the information source, etc.).

Key Constructs Defined

Mindfulness

Mindfulness has its origins in Buddhist traditions. The term “mindfulness” has originated from ancient Buddhist language Pali’s word Sati (Digital Dictionaries of South Asia, Chicago University, n.d.) which in turn has originated from ancient Hindu scriptures Upanishad’s Sanskrit word “Smriti” (Bahl et al., 2013). Mindfulness is based on meditation and insights developed over thousands of years by Buddhist practitioners during meditation and systematic study of human mind. These ideas are increasingly integrated into western science (Van Dillen & Papies, 2015). Mindfulness may be defined as awareness of external and internal stimuli and biases that may affect our judgment and be aware of emotions as well as sensations provided by our body (Rosenberg, 2004).

Mindfulness may be defined as the process of drawing novel distinctions when evaluating new information and can lead people to experience greater sensitivity to their environment, more openness to new information, and the creation of new categories for structuring perception (Frauman & Norman, 2004; Langer & Moldoveanu, 2000 p. 2; Van Winkle & Backman, 2009). Mindfulness is bringing a state of non-judgmental awareness to external and internal experiences occurring at the moment. There are two important parts to mindfulness: (1) increased top-down control of attention regulation, (2) quality of attention (Bishop et al., 2004). The quality of attention mentioned here may be referred to as non-judgmental attention.

The western term “Mindfulness refers to an open and non-judgmental, form of awareness that is centered on present moment experiences including one’s thoughts, emotions, and sensations” (Kabat-Zinn, 2003, p. 31). Mindfulness is state of being present in the moment. There is an ongoing debate in the literature on whether mindfulness refers to a mental state, a personality trait or technique. There are at least seven scales developed to measure mindfulness. All are treating mindfulness as a trait (Hick, 2010, p. 10). For the purpose, of our study we treat mindfulness as a trait.

In our research, we use Kabat-Zinn (2003, p. 33) definition, “Mindfulness’ refers to an open and non-judgmental, form of awareness that is centered on present moment experiences including one’s thoughts, emotions, and sensations”. Since it fully captures the three most important features of mindfulness: (1) openness to new information, (2) non-judgmental awareness, (3) awareness of all three emotions, thoughts, and sensations, we will use Kentucky Inventory of Mindfulness Scale (KIMS) (Baer et al., 2004, p. 5).

Mindfulness and Information Processing

Research suggests mindful customers tend to use the central route to processing information instead of a peripheral path to processing information (Schramm & Hu, 2014; Dong & Brunel, 2006; Panek et al., 2015). Since mindful customers use more of central processing to evaluate stimuli presented to him, he is less likely to be persuaded by branding messages and will be less willing to pay a higher price for branded product.

H1: Willingness to pay for the same products will be lower for mindful customer than non-mindful customer

Advertising Effects

Advertising is a form of marketing communication use to inform, persuade, and sell a product to the customer; it is usually directed from seller to buyer. The elements of marketing are:

1. non-personal communication,
2. attempt to persuade/influence,
3. paid communication,
4. uses mass media (Burnett & Moriarty, 1998).

The effects of advertising are divided into three categories:

1. Cognitive: create awareness and knowledge about product/service,
2. Affective: generate liking and preference of product,
3. Conative: create desire of product in the customer and get the customer to buy the product (Lavidge & Steiner, 1961).

The match-up hypothesis implies that visual imagery conveys information over and above the information contained in the explicit logical message (Rossiter & Percy, 1980). Hence, an advertisement may give more peripheral information to the customer than the just the logic of the message. Many studies have shown that physical attractiveness of source may help attitude change (Chaiken et al., 1979). A related question is how this added information through visual imagery influences mindful vs. non-mindful customers. Research suggests advertising is directly and positively linked with materialism and purchase request in children (Buijzen & Valkenburg, 2003). On the other hand, a study of students in school settings suggests that a mindfulness intervention based on yoga improved self-regulation behavior of students (Razza et al., 2015). In another research study, mindfulness is suggested to have an adverse relationship with automaticity and dangerous texting behavior and is positively related to self-control (Panek et al., 2015). Since the mindful customer has

more awareness of his environment and exhibits greater restraint, he/she will be less persuaded by enticements of advertisements. We hypothesize that:

H2: Conative effects of advertising, i.e., desire and willingness to pay will be lower in the mindful customer as compared to a non-mindful customer for the same advertising exposure.

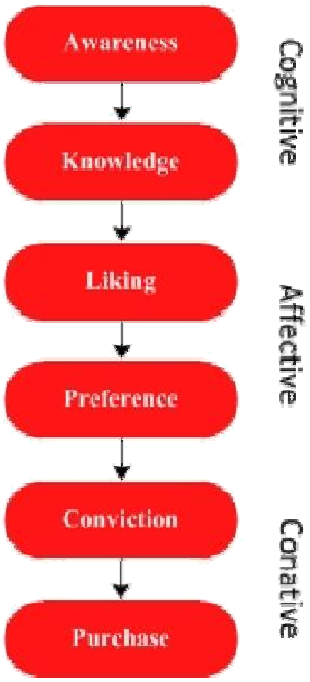

Figure 1. Hierarchy effects model explaining advertising's effects (Lavidge & Steiner, 1961). Source: www.learnmarketing.net/hierarchy_of_effects_model.

Price Discounts

Marketing promotion often comes in the form of price discounts. Price promotions make consumers think and behave differently (Xu & Huang, 2014). Price promotion can be of two types:

1. Price discounts: promoting sales of a product by reducing its original price, e.g., 60% off on original price;

2. Bonus promotions: giving more of the same product at the original price, e.g., buy one get one free promotion (Xu & Huang, 2014).

Research suggests that low cognition needs consumers to react to sign simply of promotion, irrespective of whether the price is reduced or not, while customers with high cognition need to require substantive price reduction to respond to a promotion (Inman, McAlister, & Hoyer, 1990). Research also suggests high mindfulness and high need for cognition are highly correlated (Dong & Brunel, 2006). High mindful and high need for cognition customers use the central route to information processing. A consumer with low mindfulness and low need for cognition uses the peripheral route to information processing (Brunel & Dong, 2006). Mindfulness is also positively related to self-control. Mindfulness intervention based on yoga improved the self-regulation behavior of students (Razza et al., 2015) and in another study, reduced dangerous texting behavior and automaticity and positively related to self-control (Panek et al., 2015). Due to high correlation with need for cognition consumers require substantial price discount to react to promotion (Inman et al., 1990), and central processing of persuasion message by mindful consumers (Dong & Brunel, 2006) and greater self-control exhibited by mindful customer (Panek et al., 2015; Razza et al., 2015).

We hypothesize that:

H3: Mindful customers will require greater price discount than non-mindful customers to be persuaded to purchase a product.

Impulsive Buying

A vigorous and sudden urge to act without deliberation is impulse (Goldenson, 1984). An impulse is an urge to act without deliberation when provided a stimulus (Wolman, 1973). The unplanned purchase or impulse buying is also operationalized as the difference between total purchases on a shopping trip minus the things that were on the list of the consumer before entering the store (Applebaum, 1951). Impulse buying is characterized as unplanned buying behavior (Cobb & Hoyer, 1986). Impulse buying is also defined as an unexpected urge to buy something. It is likely to occur without deliberation of consequences of buying behavior and may be accompanied by the guilt of buying post purchase (Beatty & Ferrell, 1998). Impulsive buying may also be triggered by self-gifting behavior that needs to be kind to self and needs to cheer oneself (Mick & Doss, 1990). Research suggests compulsive buying is positively related to less mindful attention focus and emotional regulation deficit (Williams & Grisham, 2012). Mindful attention may help overcome impulse control disorders (Bishop et al., 2004).

Mindfulness is also associated with better adaptive behavior and ability to regulate pathological gambling behavior (Lakey et al., 2007). Research also suggests that self-control as opposed to being impulsive in personality trait is positively related to impulsive buying (Youn & Faber, 2000). It is also suggested that self-control is positively related to personal saving (Romal & Kaplan, 1995). Research suggests that a mindfulness intervention based on yoga improved self-regulation behavior of students (Razza et al., 2015). In another research study, mindfulness is suggested to have a negative relationship with automaticity and dangerous texting behavior and is positively related to self-control (Panek et al., 2015). We hypothesize that:

H4: Mindfulness of consumer will be negatively related to his/her impulsive buying behavior.

H5: Mindfulness of the consumer will be negatively related to his/her debt position.

We will use Buying Impulsiveness Scale (BIS) (Rook & Fisher, 1995) to measure impulsive buying in participants.

Study 1

Overview

Study 1 tests our prediction that mindfulness customer will exhibit reduced willingness to pay for the same product as compared to non-mindful customers. Many luxury products are sold based on peripheral cues which are employed to attract customers in paying a price premium for such products. Since mindful customers use more of a central route to information processing instead of a peripheral route to information processing (Panek et al., 2005; Dong & Brunel, 2006; Schramm & Hu, 2014), we test whether mindful and non-mindful customer differs in their willingness to pay. We only use pictures of products to study the effects of products itself on consumer's information processing. In this study, we deliberately tried to keep other peripherals to a minimum. The other peripherals like advertising and price promotion are investigated in follow-up studies. We use high-end luxury products as high-end products themselves have cues embedded in them to attract consumers regarding color, design, etc., and other attractive features. We want to test whether the mindful customer can be more resistant to intrinsic cues embedded in the product.

Method

Participants and design. Participants were recruited from RSRP program of Texas Tech University. There were 120 students recruited for the study. Initially, all the students were administered KIMS Mindfulness Scale to find mindfulness trait among participants. Participants were also administered Brief Self-Control Scales (BSCS) (Tangey et al., 2004). Participants were then divided based on mindfulness trait in two groups of high mindful vs. low mindful. (Other details like age, gender, etc., of participants will be mentioned later when study is implemented.)

Procedure and measures. In this study, the mindfulness scale will be administered to find mindfulness among students. Then students will be divided into two groups: (1) those scoring high on mindfulness and (2) those scoring low on mindfulness scale.

A series of luxury goods pictures will be shown to each participant in the study, in both low mindfulness group and high mindfulness group. The participants will be asked, to write down the price they will be willing to pay for each product shown.

How much will you be willing to pay for the product shown in the picture? Write down the price below.

(Indicative illustrations of image of product for which prices will be asked from both mindful consumers and non-mindful consumer.)

Analyses plan. A regression analysis to find the coefficient of mindfulness and its effect on willingness to pay will be conducted. It will also help us draw a graph of level of mindfulness and willing to pay as the dependent variable. The difference in prices indicated by mindful customer vs. non-mindful customer will be compared using ANOVA. To find whether there is the significant difference in prices reported by mindful consumer vs. non-mindful consumers, the regression automatically conducts significance test.

Figure 2. An illustrative product that can be shown in experiments.

Study 2 (Advertising Effect)

Overview

Study 2 tests our prediction that mindfulness of customer will reduce cognitive effects of advertising on consumers. Mindful customers use more of a central route to information processing instead of peripheral cues. We suggest that advertising will have a lower influence on mindful customers as compared to non-mindful customers. We use advertisements of identical products, for which pictures were shown in Study 1. It will also help us trace the incremental effects of advertising over the pictures only effect determined in Experiment 1. We use high-end luxury products as high-end luxury products are exceptionally high on peripheral cues. We want to test whether the mindful customer is more resistant to the high level of peripheral cues presented through advertisements.

Method

Participants and design. Participants were recruited from RSRP program of Texas Tech University. There were 120 students recruited for the Study 1. We plan to use the same participants. Initially, all the participants were administered KIMS Mindfulness Scale to find mindfulness trait among participants. Participants were then divided based on mindfulness trait in two groups of high mindfulness vs. low mindfulness. (Other details like age, gender, etc., of participants will be mentioned later when study is implemented.)

Procedure and measures. After 15-day gap from Study 1, the same group of students will be called in for Study 2. The same group of students is used to keep the conditions across experiments similar as much as possible and no individual differences of participants participating in different studies affecting the results of studies.

Figure 3. An illustrative advertisement that can be shown in experiments

In Study 1, the mindfulness scale was administered to find mindfulness among students. The students were divided into two groups (1) students scoring high on mindfulness and (2) students scoring low on mindfulness. The same groups of students separated by high mindfulness vs. low mindfulness will be used in Study 2.

Each subject in both the group will be shown video advertisements of the same products, for which pictures were shown in the 1st study. Each subject in both the groups will be asked to indicate the price; he/she will be willing to pay for the product featured in the advertisement after each advertisement is shown (https://www.youtube.com/watch?v=B8oi_IjofEM).

Analyses. The difference in average price indicated in Studies 1 and 2, i.e., in Study 1 when only pictures of products were shown, will be compared with prices indicated by participants after being exposed to video advertisement in Study 2. This difference will provide a measurement of the effect of advertising on price reported for both mindful vs. non-mindful participants separately.

In the second step, the difference in prices indicated by non-mindful consumers vs. difference in prices reported by mindful consumers will be compared to find the difference of advertising effects on mindful vs. non-mindful customers. We expect to see the lower effect on advertising on conscious consumers vs. non-mindful consumers. The difference in the means of different conditions will be examined using ANOVA. The ordinary least square regression to find the relationship between mindfulness and willingness to pay and advertising entered as the moderating variable will be done.

Study 3 (Price Promotion Effect)

Overview

Study 3 tests our prediction that mindfulness of customer will reduce promotion price effect on consumers. Price is considered one of the most powerful tools in hands of marketers. The price discounts often induce people to buy products that consumers regret buying after purchase is made. Price promotion causes customers to buy products, which customers do not need. Since mindfulness of customers uses more of the central route to information processing. Mindfulness also increases self-control in people as mentioned in the research referred to in the paper. We want to test whether mindfulness is also useful in improving self-restraint in customers against price discount inducements offered by marketers. In this study, we use pictures of luxury products for which consumers do not have an ever day use. If mindfulness increases self-control and the mindful customer uses the central route to information processing that focuses more on the logical evaluation of stimuli presented, mindful customer will be less influence by the attractiveness of product a peripheral cue to the customer. Mindful customer will require a substantial discount on such luxury products to be persuaded to buy the product than the non-mindful customer. Thus, we test the effectiveness of mindfulness against price discounts in Study 3.

Method

Participants and design. Participants were recruited from RSRP program of Texas Tech University. There were 120 students recruited for the study. The same group of participants that participated in Study 1 and Study 2 can be used as participants in Study 3. It can avoid extra recruiting efforts for participants. It will also keep the conditions as similar as possible across different studies. (Other details like age, gender, etc., of participants will be mentioned later when study is implemented.)

Procedure and measures. Initially, all the students were administered KIMS Mindfulness Scale to find mindfulness trait among participants. Participants were also administered Brief Self-Control Scales (BSCS)

(Tangey et al., 2004). Participants were then divided based on mindfulness trait in two groups of high mindful vs. low mindful.

The subjects will be seated in cubicles, separating them from each other to avoid being influenced by discount asked by other participants. The students will be asked to fill the general details of gender age and another background before the start of the study. Each subject in both the groups of high mindfulness vs. low mindfulness will be shown a series of luxury products.

The participant will be asked: At what percentage of discount will you be ready to buy the product shown in the picture?

Analyses. The mean discount demanded by group high in mindfulness vs. group low on mindfulness will be compared using ANOVA. The Brief Self-Control Scales (BSCS) (Tangey et al., 2004) will be used as the covariate to mindfulness in predicting discount demanded. We will also examine the relationship between mindfulness and self-control. We expect mindfulness to increase self-control. We will use OLS regression to examine a relationship between mindfulness and self-control as well. In the relationship between mindfulness and discount demanded, mindfulness will be taken as independent variable and percentage discount required as the dependent variable for a regression. The graphs of the mindfulness as independent and self-control as dependent will be plotted. Similarly graph of mindfulness as independent and discount demanded as dependent will be plotted as well.

(Illustrative image below)

Figure 4. An illustrative product that can be shown in experiments

Study 4

Method

Participants and design. In Study 4, the group of students, from Texas Tech University, red to the black program will be recruited. There were 120 students recruited for the study. The students will be administered Buying Impulsiveness Scale (BIS) (Rook & Fisher, 1995). The participants will also be administered mindfulness scale referred above in Studies 1, 2, and 3. (Other details like age, gender, etc., of participants will be mentioned later when study is implemented.)

Procedure and measures. The subjects with the same score on buying impulsiveness scale will be allocated in two different groups. Let us suppose James and Harry both receive the same score on buying impulsiveness scale. Then James will be assigned to Group A, and Harry will be allocated to Group B. In such a way, two groups with the same level of buying impulsiveness will be created.

In Group A participants will undergo mindfulness treatment using mindfulness resource available from University of California San Diageo for free (Link http://www.freemindfulness.org/download). The time duration for this treatment is around 30 minutes.

In the meantime, Group B will do the filler task of watching the movie trailer and rating them. Please note Group B will receive no mindfulness treatment.

After that, participant in both Group A (with treatment) and Group B (with no treatment) will be shown a series of product pictures, and asked their willingness to buy the product shown in the picture, and the amount they will be willing to pay for it.

Figure 5. An illustration of product picture to be shown to participants

At the end of the activity, both groups will again be administered mindfulness scale and buying impulsiveness scale. We expect Group A (with mindfulness treatment) to score higher on mindfulness scale

than before treatment was given to them. We also expect Group A to show lower buying impulsiveness score on the scale after mindfulness treatment. We also expect Group A to show lower impulse/willingness to purchase the product shown in pictures as compared to Group B.

Analyses. The difference in willingness to buy the product will be compared between the two groups, i.e., Group A (treatment group) and Group B (no treatment group). The difference between Group A and Group B will be analyzed using ANOVA. The scores for Group A on buying impulsiveness scale and mindfulness scale respectively will be compared before and after receiving the mindfulness intervention. The regression of mindfulness and buying impulsiveness will be done as well.

Study 5 (Effect on Financial Management Behavior)

Overview

In clinical psychology mindfulness has shown effects on reducing pathological gambling behavior. This research is also mentioned above in the paper. If mindfulness can help improve self-restraint in a clinically severe case of pathological gambling, we expect mindfulness to improve self-restraint and reduce overspending in normal customers.

Method

Participants and design. In Study 5, the group of students, from Texas Tech University, red to the black program will be recruited. There were 120 students recruited for the study. The students will be administered mindfulness scale as in studies above as well self-control measurement scale Brief Self-Control Scales (BSCS) (Tangey et al., 2004). (Other details like age, gender, etc., of participants will be mentioned later when study is implemented.)

Procedure and measures. The participants will be additionally administered Financial Management Behavior Scale (Dew & Xiao, 2011). The participant will be asked to indicate their weekly expense.

The participant will be administered mindfulness intervention for two weeks. The intervention is a 32 minutes' audio recording, guiding the user through mindful meditation. The recording can be downloaded to any device. The link of the recording is given here: http://palousemindfulness.com/disks/sittingmeditation.html.

At the end of each week, participants will be asked to indicate the week's expense the incurred. At the end of two weeks, the participants will also be administered Financial Management Behavior Scale (Dew & Xiao, 2011).

Analysis. The scores of financial management behavior scale will be compared with scores received at the start of the two weeks. The scores of mindfulness scale will be compared with scores obtained at the beginning of the two weeks. ANOVA will be used to compare the difference in the group score on mindfulness scale, financial management behavior scale within the three-week period: at the start of the study, at the end of Week 1, and at the end of Week 2. Regression analysis of mindfulness as independent variable and financial management behavior across the start of the study, at the end of Week 1, and end of Week 2 will be conducted as well.

General Discussion

Impulsive buying is the action of buying a product/service without having the previous intention of buying the product/service. It is speculated that impulse buying accounts for as much as eighty percent of overall purchases in the United States (Smith, 1996). There are several theories explaining it. One theory suggests that

people do impulse buying because the reward can be obtained more immediately, even when there is more reward to be had in future in not engaging in the behavior. Consumer falls for immediate gratification (Mischel, Ebbesen, & Raskoff Zeiss, 1972). Another theory asserts that impulsive buying is a function of self-restraint. This self-control is a limited resource. Consumers use self-restraint to guard against several enticements offered to them. This self-restraint resource gets depleted, and consumer falls for other enticements after restraining for a while (Vohs & Faber, 2007). As suggested in our research, mindfulness can be a tool, to increase the limited resource of self-restraint available with the consumer against an overwhelming marketing cues targeted at the consumer. Research suggests yoga-based intervention have improved self-regulation in school students (Razza et al., 2014). Mindfulness has increased awareness in people of previous food intake (Bahl et al., 2013). It has been suggested as a long-term solution to overeating by these researchers. Mindfulness is also indicated to be effective in improving self-control, and help guard against automaticity. In the same research, it helped in regulating dangerous texting behavior (Panek et al., 2005). Mindfulness has been mostly shown effective in clinical psychological conditions (Brown et al., 2007). My research is applicable not only to a special or clinically suffering population but healthy people and their everyday lives. In all the previous research mentioned above, mindfulness has been working when other things were static. The consumer is not faced with new exposures to stimuli and study is conducted at one point in time. In our Study 5, we track the changes to consumer behavior longitudinally and track incremental changes while consumers are exposed to mindfulness practice over time. Such studies have been conducted in the clinical psychology field. But we have not come across any study tracking effects of mindfulness over time in marketing. Secondly, in our study, we exhibit mindfulness effectiveness even when enticements or cues are progressively increased from Study 1 to Study 3. We add to the literature by adhering to call that marketing research has got too lopsided and is always conducted from marketer's point of view. Our research provides a powerful tool in the hands of the consumer. It may improve general happiness in people as past research suggests mindlessness makes people unhappy (Mathew et al., 2010).

Limitations and Future Directions

Our study uses student shoppers in the university town of Lubbock, Texas. These shoppers may have typical characteristics; the results may vary in older populations and participants ranging in age, occupation, and other demographics and socio-psychological characteristics. The research can also suffer from some personal biases that we may not be aware of as the author. The research takes an ancient concept of mindfulness from Buddhist traditions, which has been well adapted in last more than 40 years by researcher like Kabat-Zinn, who pioneered the field and introduced its clinical psychology. The mindfulness is being used in companies like Google and Facebook and featured on CBS 60 minutes' program as well. The positive results of such applications of mindfulness on employee productivity and creativity are yet to be documented and can be studied in future research. There can be a tendency of readers to confuse mindfulness with self-awareness. The self-awareness is only being aware of the internal environment and external surroundings. It is not the awareness without being non-judgmental, i.e., awareness with openness to stimuli presented without being biased about them. This fact is brought out in more detail by Erin Van et al. (2015) in her article on mindfulness and eating behavior. There are many applications of mindfulness in improving happiness in people's life. As mindlessness makes people unhappy as per research indicated above (Killingsworth & Gilbert, 2010), mindfulness has application in wide ranging areas of dealing with stress, improving self-control,

improving general happiness and employee productivity, student self-control, attention regulation. There are many areas in which the mindfulness application may be explored. There is also need to develop mindfulness implicit scales, rather than self-reported scales. Longitudinal studies investigating effects of mindfulness in areas mentioned above are sorely needed.

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