

“Consumer mindfulness and impulse buying behavior: testing moderator effects of hedonic shopping value and mood”

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CONSUMER MINDFULNESS AND IMPULSE BUYING BEHAVIOR: TESTING MODERATOR EFFECTS OF HEDONIC SHOPPING VALUE AND MOOD

Abstract

Given the limited quantity of studies within the literature, this study investigates the moderator role of hedonic shopping value and mood in the relationship between consumer mindfulness and impulse buying behavior. The study is quantitative and descriptive and using a convenient sampling method, 223 online questionnaires were obtained in Samsun, Trabzon, and İstanbul. The responses collected from a close-ended questionnaire using a 5-point Likert scale was tested at Structural Equation Modeling (SEM) through AMOS.

The findings of the study indicated that consumers with mindfulness exhibit negative impulse buying behavior. Although the study results reveal that hedonic shopping value has a moderator role in the relationship between consumers with low mindfulness and their impulse buying behavior, the moderator role of hedonic shopping value in the relationship between consumers with high mindfulness and impulse buying behavior is not proved. Besides, it is found that consumers' positive and negative moods have not a moderator role in the relationship between mindfulness and impulse buying behavior. From this viewpoint, the study's result will provide practitioners and academicians to understand the impulse buying behavior patterns of consumers with mindfulness.

Keywords

mindfulness, impulse buying behavior, hedonic shopping value, positive mood, negative mood, Turkey, Samsun, Trabzon, İstanbul

JEL Classification

M30, M31, M39

INTRODUCTION

Mindfulness, a concept that has attracted attention both in daily life and in the academic field in recent years, focuses on the awareness of the "moment" that one experiences by adopting the "here and now" approach. One of the fundamental components of mindfulness is to focus one's attention merely on the existence of the present, without being caught in past experiences or worrying about future experiences. It is the level of awareness developed without judging and questioning the present and being aware of the experience.

On the other hand, with the developing technological background, substructure, accessibility, and personalize applications, impulse buying behavior emerges as a buying behavior that frequently manifests itself in traditional and online shopping areas. Impulse buying behavior, which emerges from sudden and unplanned buying behavior in a person's exposure to impulse, is a unique type of buying behavior, which is unending consumer behavior.

The impulsivity concept, which shows up in many psychological and behavioral-based areas, reflects the emphasis (excessive emphasis) on living here now. On the other hand, mindfulness, which derives from Buddhist meditation techniques, refers to the direction of a person's attention to the present moment (Kumar, 2002). It also involves observing the experiential impulses that occur together and accepting these sensations, feelings, and thoughts without judgment (Baer, 2003).

While impulsivity and mindfulness both have a focus centered on the present, how the present is emphasized and why it is emphasized is distinctly different in each. The emphasis on the present moment in mindfulness arises from accepting the natural discontinuity of everything (Marlatt, 2002). Value is transformed into an awareness of actions experienced without judgment or reactivity. This stems from the assumption that everything is changing, that current impulses and desires will come and go. On the other hand, impulsivity reflects an emphasis on the present without thinking about the potential future consequences of the action performed. Both concepts measure how one objectively tends to experience an event resulting from impulsive behavior; however, the two concepts are opposite to each other in that impulsivity reflects more possibility of acting impulsively and mindfulness reduces performing this behavior (Murphy & MacKillop, 2012).

In this study, the relationship between mindfulness and consumers' impulse buying behavior is examined, and the moderator role of hedonic shopping value and mood between these relationships is investigated. The structure of this paper is as follows. First, in the literature review section, mindfulness and impulse buying behavior are mentioned, and the role of hedonic shopping value and mood on impulse buying behavior is addressed. Next, to examine the relationship between mindfulness and impulse buying behavior and the moderator role of hedonic shopping value and mood on this relationship, the hypotheses were stated. After that, the SEM analysis was performed to test the hypotheses, and the results of the analysis were given. The analysis results obtained by AMOS and provided discussion will allow practitioners and academicians to understand the impulse buying behavior patterns of consumers with mindfulness.

1. LITERATURE REVIEW

1.1. The concept of mindfulness and impulse buying behavior

The birth of mindfulness is rooted in the origins of many religions, including Hinduism, Christianity, and Buddhism (Bahl et al., 2016). Mindfulness is the English translation of the word *sati* (which means attention and remembering) in the Pali language of Buddhist psychology 2,500 years ago (Germer, 2004).

Two perspectives are dominant in mindfulness definitions. One of them was developed by Jon Kabat-Zinn, and another is by Ellen Langer. Langer sees mindfulness as a person's enhancing the state of belonging and wakefulness by being aware of external stimuli and being open to innovation. This perspective focuses on cognitive psychology based on a slightly more Western view and especially on creative cognition. The other

way around, Kabat-Zinn sees mindfulness as "being in the present" without judging and respecting both internal and external stimuli. Examining these two different mindfulness paradigms, Hart et al. (2003) argued that Kabat-Zinn's approach was broader and more detailed than Langer and stated that both approaches were about self-control (Bahl et al., 2016).

Mindfulness is characterized by a state of mind that does not judge the awareness of the present and the ability to resist one's thoughts, sensations, and emotions (Kabat-Zinn, 1994; Park & Dhandra, 2017). With mindfulness, the person focuses his attention on the task at hand; not keep his attention on the past or the future, not judge or reject what is happening now. By accepting he exists now, he creates energy and joy with attention (Germer, 2004).

Mindfulness fosters heightened awareness, clarity, and acceptance of the present moment. Reduced

awareness of the present moment inevitably creates problems with the unconscious, automatic actions and behaviors, often stemming from fear and insecurity. If these problems are not taken care of, they grow in time and can make the person feel stuck and ignorant. Over time, the person may lose confidence in directing their own energy (Kabat-Zinn, 2011). Besides, mindfulness offers the potential to replace unconscious consumption with conscious consumption. The most important benefit of mindfulness is that it separates an individual from automatic thoughts, habits, and unhealthy behavior patterns (Brown & Ryan, 2003). Therefore, many topics in everyday human psychology (such as interests, thoughts, feelings, decisions, and behaviors) are choices that people make for themselves. Once the consumer realizes that he has chosen these, the person is free to choose differently (Bahl et al., 2016).

On the other hand, the conceptualization of impulsivity developed by Baratt as an important place in the literature (Stanford et al., 2009), and the author defines it as a tendency to show rapid and unplanned reactions to internal and external stimuli, regardless of their negative consequences (Stanford et al., 2009). Although a certain amount of impulse buying behavior is satisfying and pleasant, it is considered a chronic problem. It is important to find the forerunners of impulse buying behavior as it is a common buying behavior (Claes et al., 2010). Impulse buying behavior is accepted as an indicator of self-control disorder (Thompson & Predergast, 2015) and argued that low attention, low emotional and mental self-control allow this behavior (Vohl & Faber, 2003; Park & Dhandra, 2017).

Mindfulness emerges in the present moment by paying attention to a purpose and not judging the spread of instant experience (Kabat-Zinn, 2003). The nature of both concepts (mindfulness and impulsivity) emphasizes focusing on the present moment. However, mindfulness and impulsivity processes differ significantly in decision-making and results (Murphy & MacKillop, 2012; Vinci et al., 2016). Recent findings in mindfulness studies show that this concept can also help understand impulse behavior (Park & Dhandra, 2017). It has been suggested that mindfulness can facilitate adaptive functionality by invalidating the usual

or automatic responses characteristic of impulsive control disorder (Bishop et al., 2004; Williams & Grisham, 2012). Studies have revealed that mindfulness has a positive relationship with self-ego and emotional stability and increases self-control by reducing emotional impulses such as impulse buying and compulsive buying (Armstrong, 2011; Brown & Ryan, 2003; Giluk, 2009; Masicampo & Baumeister, 2007; Papiés et al., 2017; Rasmussen & Pidgeon, 2011; Park & Dhandra, 2017).

Only a few studies in the literature have empirically investigated the effect of mindfulness on impulse buying behavior and must have found that mindfulness and impulsivity are inversely related, with increased mindfulness resulting in decreased impulsivity (Murphy & MacKillop, 2012; Peters et al., 2011; Vinci et al., 2011; Vinci et al., 2016).

Wingrove and Bond (1997) stated in their study that being aware of the person's impulse buying behavior would allow them to control this situation more. They indicated that mindfulness supports the acceptance of unpleasant inner experiences without judgment and reaction, thus reducing the impulse buying behavior tendency to avoid or prevent these feelings (Peters et al., 2011). Brown and Ryan (2003) also revealed that mindfulness and impulse buying behavior are in a negative relationship, and it has been revealed that mindfulness has a healing intervention on this behavior (Brown et al., 2007). Similarly, Wiperman et al. (2008) determined that people's sense of impulsivity in social problem-solving situations is negatively related to mindfulness.

In addition to these studies, Peters et al. (2011) examined the relationship between mindfulness and impulsivity in university studies and found that mindfulness negatively affected impulse buying behavior. Park and Dhandra (2016) discussed the latest study on mindfulness and impulsivity. The authors examined the relationship between mindfulness and impulse buying behavior and looked at the role of emotional intelligence in this relationship. As a result of the research, a negative relationship between two constructs was revealed, and emotional intelligence mediates the relationship between mindfulness and impulse buying behavior.

1.2. Hedonic shopping value and mood

Hedonic shopping value refers to consumers' acquisition of pleasure with shopping. The term hedonic shopping value in terms of consumer behavior is more complicated because every consumer gains different pleasure; they seek love, excitement, hate, fear, sadness, anger, and disgust. In the decision-making process, consumers can make their purchases based on fulfilling these hedonic values (Diah et al., 2018). Hedonic shopping values encourage consumers to make their decisions with sudden and unplanned.

In today's literature, there has been an interest in issues related to behavioral motivations that affect impulse buying behavior (Yu & Bastin, 2010), and they aimed to reveal the psychological factors underlying impulse buying behavior (Verplanken & Herabadi, 2001; Lua, 2005; Dowson & Kim, 2009; Shatma et al., 2010). The previous researches state a positive relationship between impulse buying behavior and hedonic shopping value (Rook & Hoch, 1985; Tifferet & Herstein, 2012). As hedonic values direct consumers to purchase for pleasure or enjoyment (Gültekin & Özer, 2012; Dey & Srivastava, 2017), consumers make their decisions to fulfill their emotional impulses. In other words, this role of impulse buying behavior proves a conceptual relationship between the two concepts. When consumers are motivated by hedonic pleasures such as entertainment, fantasy, and emotional enjoyment, their impulse buying tendency increases (Park et al., 2005).

On the other hand, according to Hawkins and Best (2001), the mood is a strong, mental or instinctive feeling that affects a consumer's behavior and is virtually uncontrollable (Ahmad et al., 2018). In the literature, the mood is considered a positive mood, which resists the emotions like happiness, excitement, joy, and negative emotions like anger, disappointment, and grudge. The studies (Weinberg & Gootwald; 1982; Young & Faber, 2000; Rook & Gardner, 1983; Beatty & Ferrel, 1998; Verpanken et al., 2005; Silvera et al., 2008; Pepe et al., 2018; Pornpitakpan et al., 2017)) examining the relationship between mood and impulse buying behavior have revealed that mood has a significant effect on consumers' impulse buying

behavior. These studies revealed that impulse buying behavior could be partially motivated by the desire to manage or change the mood. In general, positive mood has a greater effect on consumers' impulse buying behavior levels than negative moods. However, people in a negative mood tend to make impulse purchases to get rid of their depressions (Rook, 1987; Hausman, 2000).

The marketing literature lacks research investigating the role of hedonic shopping value and mood on the relationship between mindfulness and impulse buying behavior. Based on the mentioned literature review about these relationships, it is believed that consumers' hedonic shopping value and moods have a moderator effect on their mindfulness and impulse buying behavior relations.

2. RESEARCH OBJECTIVES AND HYPOTHESES DEVELOPMENT

According to the literature review, this research is envisaged to examine the effects of hedonic shopping value, mood, and consumers' mindfulness on impulse buying behavior. The research aims to present the moderator role of hedonic shopping value and mood in the relationship between consumers' mindfulness and impulse buying behavior. The importance of the research is that the findings guide both marketing literature and marketing professionals in revealing the reasons for consumers to make impulse purchases. The study's importance is that it is the first theoretical article in literature aiming to reveal the moderator role of hedonic shopping values and mood in the relationship between mindfulness and impulse buying behavior. The conceptual model of the study is given in Figure 1.

Based on the objective and literature review groups, the hypotheses are as follows:

- H_1 : *Mindfulness has a significantly negative effect on consumers' impulse buying behavior.*
- H_2 : *Hedonic shopping value has a statistically significant moderator role in the relationship between mindfulness and impulse buying behavior.*

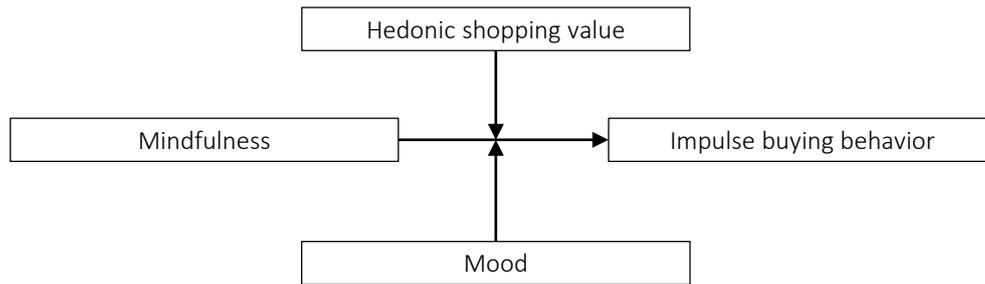


Figure 1. Conceptual model of the study

H_3 : *Positive mood has a statistically significant moderator role in the relationship between mindfulness and impulse buying behavior.*

H_4 : *Negative mood has a statistically significant moderator role in the relationship between mindfulness and impulse buying behavior.*

3. DATA AND METHODS

In the research, which is considered a quantitative descriptive study, the convenience sampling method was used due to time and cost constraints. The data were collected from 232 online questionnaires in three cities, Samsun, Trabzon, and İstanbul, and 210 of them were used after screening. While calculating the sample size of the research, the calculation ($N > 50+8m$) suggested by Tabachnick and Fidell (2001) was used, and Holter's Index (minimum 200 questionnaires in Structural Equation Modeling) was considered (Byrne, 2010).

The questionnaire form consists of five sections. The first section consists of demographic questions, and the second part consists of a mindfulness scale with fifteen items adapted from Brown and Ryan (2012). The third part of the questionnaire includes the question of measuring impulse buying behavior adapted from Rook and Fischer (1995). In the fourth and the fifth parts of the questionnaire, the six-item hedonic shopping value scale and six-item mood scale adapted from Hausmann (2002) and Izard (1972) were used. All items were measured using a 5-point Likert scale, which ranged from 1 (strongly disagree) to 5 (strongly agree).

The data were analyzed with path analysis and slope test using the Structural Equation Modeling.

4. RESULTS

4.1. The demographic characteristic of the sample

When demographic data of the study were examined, it was seen that 51 percent of the participants were female and 49 percent were male, while 63 percent of these participants were between 26 and 34 years and 61 percent were aged between 35 and 44 years. Of 220 respondents, 66 percent were single, 33 percent were married, 77 percent were undergraduate, and 91 percent were high school. While 97 percent of participants were private-sector employees, 67 percent of household income was between 3,501 TL and 5,000 TL. Table 1 shows the demographic characteristics of the respondents.

4.2. Assumption tests

In the research, skewness and kurtosis values were examined to test the normality assumption. To examine whether the data has a normal distribution, skewness and kurtosis values were first examined. As a result of the analysis, it was determined that the skewness value was between -0.932 and 1.046 and the kurtosis value was between -1.032 and 0.915 , which showed a normal distribution. Besides, curve estimation was examined for all the model relationships and determined that all relationships sufficiently linear to test covariance-based Structural Equation Modeling. Then, the tolerance and VIF values of all independent variables were examined to test whether there are multiple correlation problems in the data, and the analysis showed that the tolerance value is below 0.1 and the VIF value below 10 , which was determined that there is no multiple correlation problem in research (see Table 2).

Table 1. Demographic characteristics of the sample

Demographic variables	Frequency	%	Demographic variables	Frequency	%
Gender			Income level		
Male	103	49.0	Below 2,020 TL	52	24.8
Female	107	51.0	2,021-3,500 TL	67	31.9
Age (years)			3,501-5,000 TL	67	31.9
Younger than 18	18	8.6	5,001-7,000 TL	17	8.1
19-25	40	19.0	Above 7,001 TL	5	2.5
26-34	63	30.0	Occupation		
35-44	61	29.0	Student	23	11.0
Older than 45	28	13.3	Private sector	97	46.2
Marital status			Public sector	22	10.5
Single	71	33.8	Self-employed	34	16.2
Married	139	66.2	Retired	5	2.4
Education level			Unemployed	29	13.8
Primary school	9	4.3			
High school	91	43.3			
Associate degree	27	12.9			
Bachelor's degree	67	31.9			
Graduate education	16	7.6			

Table 2. Multicollinearity results of variables

Variables	Tolerance	VIF
Mindfulness	0.841	1.189
Positive mood	0.675	1.481
Negative mood	0.757	1.320
Hedonic shopping value	0.714	1.400

Note: Dependent variable: impulse buying behavior.

4.3. Exploratory factor analysis

As a result of the exploratory factor analysis, the KMO value was 0.733, and the Bartlett's test value

was 0.000, but the analysis was repeated because of the factor loads of nine items of mindfulness and two items of hedonic shopping value variable below 0.50. As a result of the repeated analysis, the KMO value was 0.768, and the Bartlett's test value was 0.000, and the scales were collected under a total of five factors by their original status. Cronbach's alpha (α) coefficient was used to calculate each factor's reliability in the questionnaire, and scales were found to be over 0.7 of Cronbach's alpha coefficients, and they were accepted as reliable. The factor and reliability analysis results of the scales are given in Table 3.

Table 3. Result of exploratory factor analysis and reliability analysis

Construct/factor	Item	Total variance explained	Factor loading	Cronbach's alpha	KMO
Mindfulness	Mind8	26.407	.865	0.837	.818
	Mind4		.810		
	Mind12		.696		
	Mind15		.677		
	Mind10		.651		
	Mind14		.587		
Impulse buying behavior	Imp2	47.187	.878	0.772	
	Imp4		.873		
	Imp3		.723		
	Imp1		.703		
	Imp8		.669		
Hedonic shop value	Hed3	6.876	.886	0.852	
	Hed4		.830		
	Hed1		.719		
Positive mood	M3	9.005	.902	0.899	
	M5		.831		
	M4		.830		
Negative mood	M6	6.016	.895	0.779	
	M2		.830		

4.4. Confirmatory factor analysis

Confirmatory factor analysis was applied to determine the validity of the scales. Convergent validity was examined by calculating the average variance extracted (AVE) and the construct validity (CV) which AVE value needs to be over 0.50 and the CR value needs to be 0.70 (Fornell & Larcker, 1981, p. 46). As shown in Table 2, the scale's CR value was found to be 0.70, and AVE was found to be above 0.50, which means all variables' convergent validity was proved. On the other hand, in the discrimination validity analysis, made by the approach of Fornell and Larcker (1981, p. 46), the AVE square root of a factor should be greater than the correlation value of this factor to the value factors and the MSV value less than the AVE value. As a result of the analysis, the given circumstances were proved, and the relevant values are presented in Table 4.

During the confirmatory factor analysis conducted to see if the factor structure's validity was verified, the goodness of fit indices was examined. As shown in Table 5, when the factor structure of the research variables and the model fit values are analyzed, it was seen that the scale items were loaded with an acceptable fit in the relevant dimensions

as a result of the findings obtained (CMIN/DF = 3.196; CFI = 0.855; RMSEA = 0.100).

4.5. Hypothesis tests

Research hypotheses were tested using IBM AMOS 24 program. According to the result of path analysis, it is seen that the model is statistically significant and the and the values of model fit indices are above the accepted threshold values. The fit index values results are shared in Table 6 (X^2/sd (CMIN/sd) = 4.045; CFI = 0.866; RMR = 0.09; RMSEA = 0.09). As shown in Table 6, each statistic meets the minimum requirement of acceptable values (Joreskok & Sorbom, 1993; Kline, 1998). Thus, these results indicate a good fit for the conceptual model on the empirical data in this study.

After the measurement model was verified, the rest of the research hypotheses were tested through the structural model with latent variables. Analysis values for the measurement model and structural model are shown in Figure 2 and Table 7.

According to results, it is indicated that mindfulness ($\beta = -.635$; $p < .05$) has a statistically nega-

Table 4. Result of validity analysis

Variables	CR	AVE	MSV	MaxR(H)	Hed	Mindful	ImpulseBB	PosM	NegM
Hed	0.859	0.672	0.336	0.886	0.820				
Mindful	0.823	0.524	0.347	0.830	0.100	0.663			
ImpulseBB	0.857	0.546	0.347	0.861	0.251	0.589	0.739		
PosM	0.903	0.758	0.336	0.920	0.580	-0.017	0.051	0.870	
NegM	0.800	0.578	0.167	0.839	-0.236	0.409	0.253	-0.377	0.760

Table 5. Confirmatory factor analysis goodness of fit statistics

GOF index	Acceptable value	Obtained value
X^2/df (CMIN/df)	< 3 good; < 5 acceptable	3.196
Probability (p -value)	> 0.05	0.000
CFI	> 0.95 good; > 0.90 medium; > 0.80 acceptable	0.855
RMSEA	< 0.05 good; 0.05-0.10 medium; > 0.10 bad	0.100

Table 6. Model fit the results of the SEM model

Estimate	Acceptable value	Obtained value
X^2/df (CMIN/df)	< 3 good; < 5 acceptable	4.045
Probability (p -value)	> 0.05	0.000
CFI	> 0.95 good; > 0.90 medium; > 0.80 acceptable	0.866
RMSEA	< 0.05 good; 0.05-0.10 medium; > 0.10 bad	0.090
RMR	< 0.09	0.090
PCLOSE	> 0.05	0.000

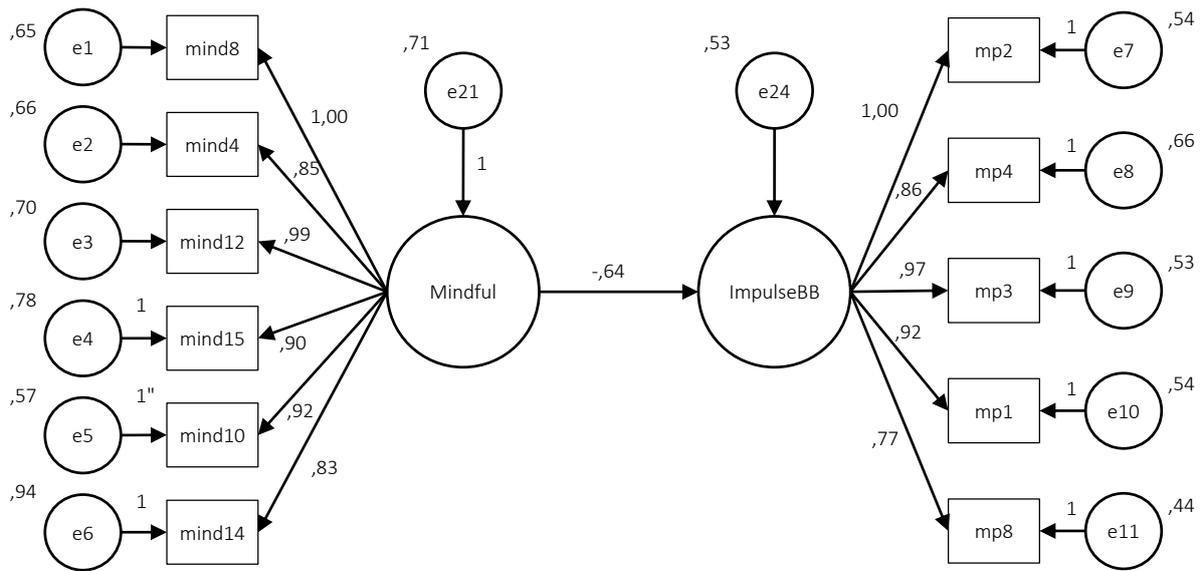


Figure 2. The standardized path diagram of the research model

tive effect on impulse buying behavior. Thus, H_1 is supported.

To measure the moderator effect in the research model, a regulatory impact analysis was conducted in SEM. Before analyzing, all variables were standardized first (Z-score) to not experience multiple correlation problems. Interaction variables were created multiplying the standardized independent variables with the moderator, and the

analysis was performed to test whether the interactive variable had a significant effect on the dependent variable (Gürbüz, 2019).

As seen in Table 8, all variables included in the path analysis were found to explain a 10% ($R^2 = .104$; $p < .000$) change in impulse buying behavior. It is found that the mindfulness ($\beta = -.104$; $p = 0.000$) and hedonic shopping value ($\beta = -.205$; $p = 0.000$) has a negative effect on impulse buy-

Table 7. The regression analysis results of the research model

Model	Estimate	S.E.	C.R.	p
ImpulseBB ← Mindful	-.635	.094	6.729	***
Mind8 ← Mindful	1.000			
Mind4 ← Mindful	.849	.106	8.011	***
Mind12 ← Mindful	.994	.108	9.191	***
Mind15 ← Mindful	.900	.106	8.521	***
Mind10 ← Mindful	.921	.099	9.308	***
Mind14 ← Mindful	.832	.108	7.719	***
Imp2 ← ImpulseBB	1.000			
Imp4 ← ImpulseBB	.798	.085	9.429	***
Imp3 ← ImpulseBB	.974	.088	11.065	***
Imp1 ← ImpulseBB	.919	.086	10.746	***
Imp8 ← ImpulseBB	.774	.075	10.372	***

Table 8. The regression weight results of the moderator role of hedonic shopping value

Model	R ²	Estimate	S.E.	C.R.	p
ImpulseBuyBeh ← ZMindfulness	.104	-.171	.083	-2.045	***
ImpulseBuyBeh ← ZHedoShopVal		-.205	.086	-2.381	***
ImpulseBuyBeh ← ZWX		.322	.088	3.71	***

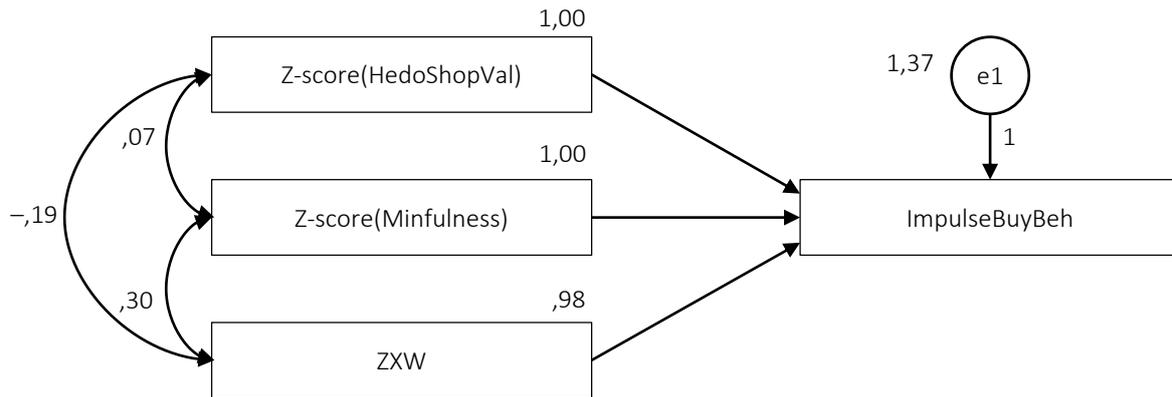


Figure 3. The standardized path diagram of the moderator effect of hedonic shopping value on the relationship between mindfulness and impulse buying behavior

ing behavior. It is proved that the interactive effect of hedonic shopping value and mindfulness is statistically significant ($\beta = 0.322$; $p = 0.000$).

As a result of slope analysis, the moderator effect of hedonic shopping value is presented in Table 9 and Figure 4. When the details of the moderator effect were examined, when the mindfulness is high, there is not a significant moderator effect of hedonic shopping value on impulse buying behavior ($\beta = 0.062$; $p = 0.271$). Despite that, it is seen that when the mindfulness is low, there is a significant moderator effect of hedonic shopping value on impulse buying behavior ($\beta = -0.472$; $p = 0.00$). According to these results, H_2 was supported.

Table 9. Hedonic shopping motivation slope test results and graphical representation

β	Variables	S.E.	t	p
-0.472	Low mindfulness (W)	0.08	5.86	0.000
0.062	High mindfulness (W)	0.06	1.10	0.271

The same analysis was then done again to test the moderator role of positive mood on the relationship between mindfulness and impulse buying behavior. As seen in Figure 5 and Table 10, all variables included in the path analysis were found to explain a 2% ($R^2 = .019$, $p < .000$) change in impulse buying behavior. It is found that the interactive effect of positive mood and mindfulness is statistically not significant ($\beta = 0.113$; $p = 0.157$). Thus, H_3 is not supported.

Table 10. The regression weight results of the moderator role of positive mood

Model	R^2	Estimate	S.E.	C.R.	p
ImpulseBuyBeh \leftarrow ZPosMood	.019	-.009	.086	-1.00	.920
ImpulseBuyBeh \leftarrow ZXW		.113	.080	1.416	.157
ImpulseBuyBeh \leftarrow ZMindfulness		-.140	.086	-1.630	.103

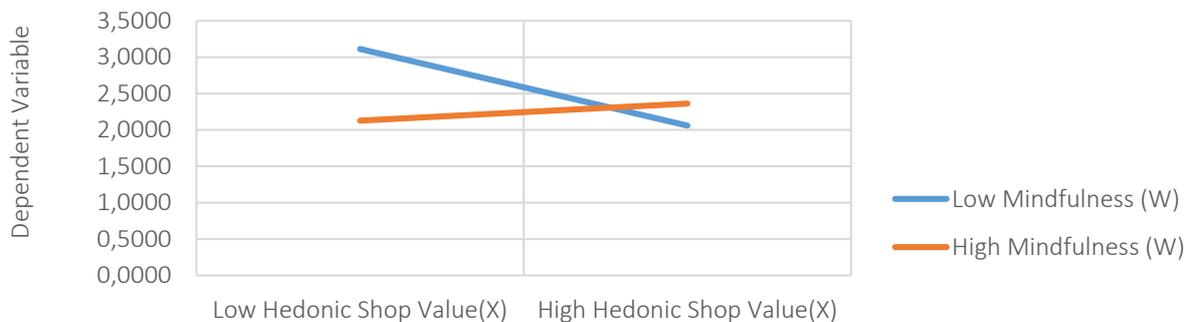


Figure 4. Interaction graph of hedonic shopping value with mindfulness

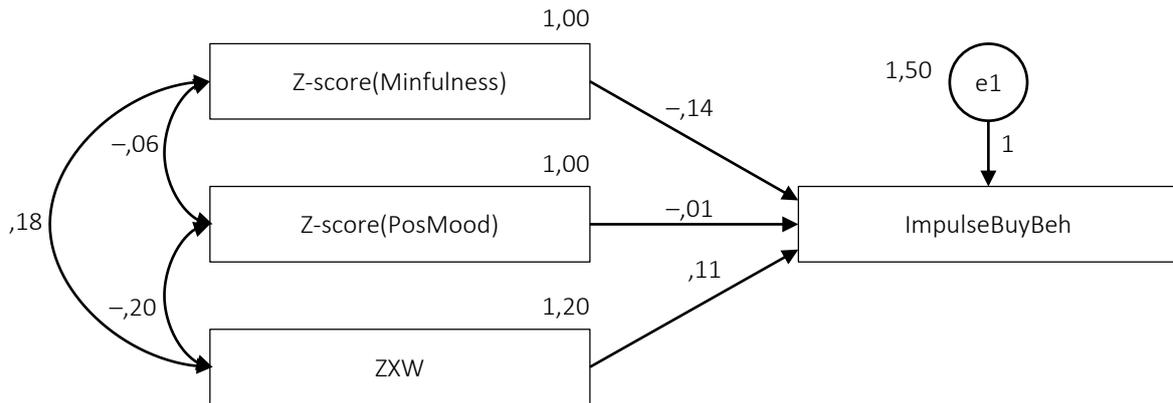


Figure 5. The standardized path diagram of the moderator effect of positive mood on the relationship between mindfulness and impulse buying behavior

The analysis was done again to test the moderator role of negative mood on the relationship between mindfulness and impulse buying behavior. As seen in Figure 6 and Table 11, all variables included in the path analysis were found to explain a 1% ($R^2 = .014, p < .000$) change in impulse buying behavior. It is found that the interactive effect of negative mood and mindfulness is statistically not significant ($\beta = -.046; p = 0.051$). Thus, H_4 is not supported.

5. DISCUSSION

Although the marketing literature has focused on mindfulness and impulse buying behavior sepa-

rately, a limited number of studies examine the relationship between two concepts. The current study examines the relationship between consumer mindfulness and impulse buying behavior and aims to reveal the moderator role of hedonic shopping value and moon in this relationship.

As a result of the research, as shown in Table 7, it was proved that mindfulness has a significant negative effect on impulse buying behavior, which is similar to the previous research results ((Murphy & MacKillop 2012; Peters et al., 2011; Vinci et al., 2011; Vinci et al., 2016; Windrove & Bond; 1997; Brown & Ryan; 2003; Brown et al., 2007; Wippenmen et al., 2008; Park & Drahandra;

Table 11. The regression weight results of the moderator role of negative mood

Model	R ²	Estimate	S.E.	C.R.	p
ImpulseBuyBeh ← ZMindfulness	.014	-.086	.092	-.934	.350
ImpulseBuyBeh ← ZNegMood		-.049	.094	-.516	.606
ImpulseBuyBeh ← ZWX		-.046	.062	-.738	.461

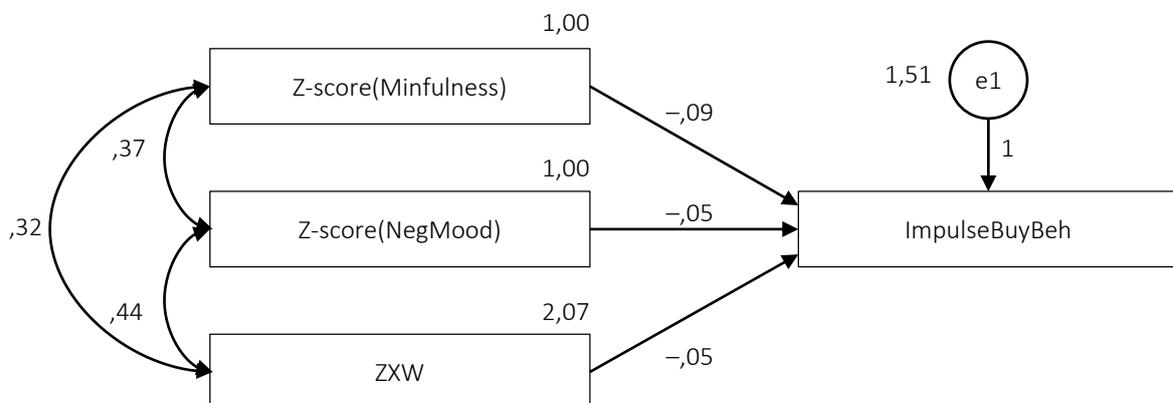


Figure 6. The standardized path diagram of the moderator effect of negative mood on the relationship between mindfulness and impulse buying behavior

2016) obtained in the literature. This shows that consumer with mindfulness has less tendency to behave impulsively at the shopping area.

On the other hand, the moderator role of hedonic shopping value on the relationship between mindfulness and impulse buying behavior has been proved in this research. This result adds originality to the study as it has not been studied in the literature before. As a result of the research, as seen in Table 9, it was determined that the hedonic shopping value of people with low mindfulness

has a significant effect on their impulse buying behavior, but high mindfulness has not.

This study also examined the moderator role of people's moods (positive mood and negative mood) on the relationship between their mindfulness and impulse buying behavior, but no significant effect was detected (see Tables 10 and 11). This means that consumers' positive mood or negative mood have not a moderator effect between their mindfulness and impulse buying behavior.

CONCLUSION

This study aims to analyze consumer mindfulness effect on their impulse buying behavior. Additionally, it aims to analyze the moderator role of hedonic shopping value and mood (positive and negative) on the relationship between consumer mindfulness and impulse buying behavior. Although there are articles in the literature that previously examined the direct relationship between mindfulness and impulse buying behavior, the fact that this study is the first article to examine the moderator effect of consumers' hedonic shopping value and mood on the relationship between their mindfulness and impulse buying behavior is the most important factor that adds originality to the study.

The results obtained from 220 questionnaires indicated that people with mindfulness tend to be less directed toward impulse buying behavior that may arise as a result of any impulse since they can keep their current thoughts and experience under more control. Mindfulness people are aware of the impulses and actions they experience without judging them. For this reason, it can be said that mindful people can suppress stimuli that marketing and brand professionals create to direct them to impulse purchases. Being aware of what is happening at all moments enables people to develop an awareness of impulses and reduces impulses' effect on their consumptions. Secondly, it was determined that the hedonic shopping value of people with low mindfulness has a significant moderator effect on their impulse buying behavior. It can be said that the degree of mindfulness of people and how much they can apply this awareness in their daily lives is also vital in this relationship. By mindfulness, consumers learn to control their pleasure centers, and shopping behavior did not become a taking pleasure element for them. Thirdly, it is obtained that people with mindfulness are more aware of their positive and negative emotions and accept these emotions without judgment; so that their moods do not have a moderator effect between both behaviors. People with mindfulness learn how to realize their positive mood and enjoy the moment and do not need to promote their positive mood with impulse purchasing. Similarly, people with mindfulness can overcome their negative moods with mindfulness meditating techniques and do not need to change their negative moods by impulse purchases.

This study was limited in time and budget constraints. In future studies, a detailed examination of the relationship between mindfulness and impulse buying behavior within the framework of both in traditional shopping environment and the online shopping environment will make an important contribution to the marketing literature. Besides, investigating the moderator and mediator effect of factors such as personality, brand loyalty, brand awareness, time constraint, and materialism on this relationship should be important for both marketing and brand professionals. Lastly, researching the dimensions of changes between people's levels of impulse buying behavior before and after mindfulness meditation practices and factors that lead to this change may also make an important contribution to marketing literature.

AUTHOR CONTRIBUTIONS

Conceptualization: Melis Kaytaz Yiğit.
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