

Paper Title: An Exploration of the Realm of Consumer Mindfulness in Food Consumption

Submitted by: Sofia Daskou* (Nottingham Trent University) & Ifigeneia Giannopoulou (University of Brighton)

Paper submitted to: 35th Business & Economics Society, International (B&ESI) Conference

Abstract

Mindfulness, a concept originating from Buddhist meditation practices, is seen by scientists as a mental state that may interpose automatic behavioural reactions to (food) stimuli. The paper problematizes the applicability of the values of mindfulness in consumer food consumption. It examines ways of how awareness and acceptance of internal experiences affect various stages of consumer decision making of food consumption and proposes that the effects of mindfulness transcend the stage of mindful eating and permeate all levels of input-process-output stages of consumer decision making. The paper reviews the mechanisms of mindful eating, mindful mindset (seen as a balance in consumption and consumption that considers consequences), and consumers' drive to self-care. It discusses how consumer values of mindfulness reduce automatic reactivity of mental events, to safeguard consumers' health and proceeds to present the effects of consumer mindfulness in perceived well-being. The marketing implications of the propositions of the paper are discussed which give directions to future research endeavours.

Note*: Corresponding Author