



Original Article

The influence of mindfulness and life satisfaction on mindful consumption: A study on Generation Z in Vietnam

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Abstract: Global warming and mental health have emerged to be prominent issues; while academia around the world has investigated mindful consumption and how they influence life quality and nature. This research applied survey method and collected data via questionnaire to measure the mindfulness level among Gen Z consumers and how it affects life satisfaction and mindful consumption. The result proves that mindfulness positively influences mindful consumption and life satisfaction among university students. From these points, seeking to contribute to the broader understanding of how cultivating mindfulness in young individuals can lead to more sustainable consumption patterns and improved mental health outcomes is the most prominent objective of this research. Furthermore, these findings suggest that policymakers should consider integrating mindfulness practices into student lives to yield numerous benefits.

Keywords: Mindfulness, mindful consumption, life satisfaction, experiment, Generation Z.

1. Introduction

Global warming stands as one of the most pressing challenges of our time, with consequences becoming increasingly dire. Recent studies reveal that extreme temperatures alone are responsible for over 5 million deaths annually, approximately 9.43 percent of global deaths each year (Zhao, Qi, et al, 2021). Natural disasters such as hurricanes, wildfires, and storms—amplified by global warming—cause destruction and displacement, worsening human suffering and environmental degradation (Emanuel, 2017). As the planet warms, risks to

human life, ecosystems, and economies intensify. Consumerism has emerged as a major contributor, driving production and consumption that increase greenhouse gas emissions and exploit natural resources (IPCC). These patterns deplete resources, raise emissions, and generate waste, linking unchecked consumerism directly to global warming and necessitating more sustainable practices.

One potential approach is promoting mindful consumption, which encourages conscious choices aligned with personal values and planetary well-being. Mindful consumption, defined as consuming with awareness of

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consequences, has been linked to reducing environmental impacts through sustainable practices. By focusing on needs rather than wants, it mitigates consumerism's harms, lowering carbon footprints and waste (Kabat-Zinn, 2003; Hunecke et al., 2019). This addresses both symptoms and root causes of global warming by curbing excessive consumption.

Following the fourth industrial revolution, technology and social media became indispensable. The American Psychological Association (2017) reported that 99 percent of adults own an electronic device, while social media use among young adults (18-29) surged from 2 percent in 2005 to 90 percent in 2015 (Perrin, 2015). Technology has improved life through accessibility and communication (Fung et al., 2023), yet overuse causes depression and fatigue (Korunovska & Spiekermann, 2019). Excessive device use during social interactions, or "phubbing," undermines communication, reduces satisfaction, and fosters loneliness (Przybylski & Weinstein, 2013; Roberts & David, 2016). In today's digital age, unmindful use of technology can lower life quality. Mindful consumption, therefore, improves life satisfaction while benefiting the planet.

Media coverage of global warming and mental health has raised awareness, yet awareness alone cannot close the gap between knowing and acting. Many scholars highlight the benefits of mindfulness (Schuman-Olivier, 2020; Ortiz & Sibinga, 2017). This gap shortens when individuals join mindfulness courses (Galante et al., 2018). Mindfulness relates to mindful consumption, enabling informed choices by engaging reviews and opinions (Bhattacharjee et al., 2019). It is also associated with less materialism and status anxiety, reducing conspicuous consumption, particularly in middle age (Tan et al., 2022). Practicing mindfulness thus enhances life satisfaction and consumption behaviors.

Vietnam is among the countries most affected by global warming, due to its long coastline and vulnerable deltas. The Mekong Delta, a key agricultural zone, faces severe risk from sea-level rise and extreme weather (Nguyen et al., 2020). The World Bank (2022) ranked Vietnam among the top five most climate-vulnerable countries, facing frequent disasters and economic losses. Alongside this, unhealthy consumption trends are prevalent, especially among Generation Z. Heavily influenced by social media (Le & Ngoc, 2024), this group tends toward fast fashion (Ngo et al., 2022),

disposable products, and individual vehicles (Ngoc & Nishiuchi, 2023). Such patterns worsen environmental degradation and increase stress, reducing life satisfaction (Dittmar, 2014). Promoting sustainable practices is essential.

Mindfulness, rooted in Vietnam's Buddhist traditions, holds cultural relevance in shaping consumer behavior (Torelli et al., 2024) (Wamsler, 2018). Modern practices emphasize awareness and intentional living (Wamsler, 2018) making Vietnam an important setting to study the impact of mindfulness on life satisfaction and consumption.

In recent years, mindfulness and mindful consumption have grown in prominence, particularly among younger generations. They enhance personal well-being and environmental sustainability, offering counterbalance to stress and dissatisfaction tied to materialism and overconsumption. Research shows mindfulness fosters purposeful consumption, increasing satisfaction and reducing environmental impact (Kabat-Zinn, 2003; Hunecke et al., 2020). As sustainability gains global emphasis, adopting mindful consumption becomes increasingly important.

Despite many studies on mindfulness and mindful consumption (Langer & Moldoveanu, 2002; Yiğit, 2020), little is known about their interaction within Vietnam's cultural and demographic context. While research has explored general principles, the relationship between mindfulness, life satisfaction, and mindful consumption remains underexamined, especially among Vietnamese Generation Z. Mindfulness encourages deliberate decision-making, but its link with life satisfaction and combined influence on consumption is underexplored in Vietnam.

This research focuses on Vietnamese Generation Z, a demographic shaping future consumption. Conducted among university students in Da Nang, the study found mindfulness fosters mindful consumption. Generation Z emphasizes sustainability and ethics (Francis & Hoefel, 2018) but also exhibits high spending driven by convenience and gratification (Fromm & Read, 2018). This duality presents challenges and opportunities for businesses. However, Generation Z's adaptability and openness (Seemiller & Grace, 2016) make them receptive to mindfulness and sustainable habits.

Amid global warming and declining life quality, mindfulness and mindful consumption, particularly among Generation Z in Vietnam, offer solutions. The study aims to explore how mindfulness affects life satisfaction and mindful

consumption among Vietnamese youth, contributing both academically and practically.

As a means to achieve this purpose, the following research questions were formulated:

“How does mindfulness influence life satisfaction among Generation Z in Vietnam?”

“What is the impact of life satisfaction on mindful consumption behaviors in this demographic?”

“How do mindfulness and life satisfaction together affect mindful consumption among Generation Z in Vietnam?”

Targeting Vietnamese university students, this study examines the duality of high spending habits and potential for sustainable consumption. The findings aim to contribute to academic literature while offering practical solutions to promote healthier consumption among young Vietnamese.

2. Hypothesis development

2.1. Mindfulness

Mindfulness has gained wide attention across disciplines. Defined as “keeping one’s consciousness alive to the present reality” (Hanh, 1976), it is further described as intentional, non-judgmental awareness of the present moment (Kabat-Zinn, 2003). Bodhi (2011) notes its origin as *Sati* in Sanskrit, referring to clear awareness and memory. Mindfulness enhances cognitive abilities, alleviates suffering, and cultivates wisdom (Analayo, 2006). It also improves social connections and workplace outcomes (Reb et al., 2015), though risks such as panic attacks have been reported (Cebolla et al., 2017; Booth, 2014).

Its impact on cognitive and emotional well-being makes mindfulness crucial for research focused on life satisfaction. The growing interest across healthcare, education, and organizational contexts demonstrates its versatility and societal benefits, aligning with this study’s aim of linking mindfulness to enhanced well-being.

2.2. Life satisfaction

Life satisfaction, defined as an individual’s evaluation of life based on personal standards, is shaped by multiple factors, including mindfulness (Diener & Diener, 2009). Studies show mindfulness positively affects life satisfaction (Brown et al., 2009; Howell et al., 2008; Schutte & Malouff, 2011), and increased

mindfulness practice raises satisfaction levels (Henriksson et al., 2016).

Research on life satisfaction began with mental health measures in the 1960s, later expanding into social indicators and global surveys (Campbell et al., 1976; Andrews & Withey, 1976; Allardt, 1976; Glatzer & Zapf, 1984; Headey & Wearing, 1992). In education, mindfulness relates to stress, emotions, and academic behaviors (Bajaj & Pande, 2016; Hagenauer et al., 2018; Henning et al., 2015; Karaman et al., 2017). Karaman et al. (2017) highlight its role in improving students’ happiness despite cultural differences. This is particularly relevant for Generation Z in Viet Nam, who face unique pressures.

Exploring this relationship advances understanding of how mindfulness fosters well-being and informs evidence-based interventions for improving quality of life.

2.3. Mindful consumption

Mindful consumption, though recent in consumer research, refers to regulating behavior through awareness of impacts on health, society, and the environment (Rosenberg, 2004; Sheth et al., 2011). It encourages sustainable, ethical decisions (Bahl et al., 2016; Fischer et al., 2017). Examples include purchasing local organic food to support farmers and reduce environmental harm, or replacing single-use plastics with reusable items. Such practices reflect awareness, concern, and restraint, guided by attention and discernment (Bahl et al., 2016). Integrating mindfulness fosters harmony with society and nature (Assadourian, 2008).

Amid global environmental challenges, mindful consumption supports sustainable lifestyles (Gupta & Verma, 2019). It is particularly relevant for Generation Z, known for environmental consciousness and ethical values (Flurry & Swimberghe, 2016). Thus, investigating mindful consumption contributes academically and provides insights for encouraging sustainable choices among young Vietnamese consumers.

2.4. Hypothesis development

2.4.1. Mindfulness related to mindful consumption

Rooted in ancient traditions, mindfulness transforms consumer behavior by encouraging conscious decisions that consider personal well-being and environmental impact (Kabat-Zinn, 2003; Bahl et al., 2016). Mindful consumption involves deliberate choices based on ethical,

environmental, and personal values, countering overconsumption and its harms (Bahl et al., 2016). Research shows that mindful consumers engage more in sustainable practices, such as reducing waste and choosing eco-friendly products (Fung et al., 2024). Gupta and Verma (2019) confirmed that mindfulness significantly influences mindful consumption, enhancing life satisfaction by raising awareness of consumption patterns.

Mindful consumption extends beyond purchasing to product use and appreciation, fostering gratitude and deeper connections (Harvard T.H. Chan School of Public Health, 2024). Hunecke and Richter (2018) showed that dimensions of mindfulness, such as acting with awareness and observing, positively correlate with sustainable behaviors.

H1: Mindfulness has a direct positive relationship with mindful consumption.

2.4.2. Mindfulness related to life satisfaction

Mindfulness, defined as present-moment awareness and acceptance, plays a crucial role in life satisfaction, which reflects cognitive evaluation of well-being (Diener et al., 2009; Lyubomirsky et al., 2005). Research links mindfulness to improved emotional regulation, reduced stress, and greater well-being (Germer, 2005; Li et al., 2022). Brown and Ryan (2003) found higher life satisfaction among mindful individuals due to stronger emotional regulation and positive outlooks.

The Mindfulness-to-Meaning Theory proposes that mindfulness promotes positive affect, reduces negative affect, and enhances core self-evaluations, leading to greater life satisfaction (Li et al., 2022). Empirical evidence confirms that mindfulness practices such as meditation significantly improve psychological well-being and satisfaction (Schutte & Malouff, 2011). Similarly, Carmody and Baer (2008) found that mindfulness-based stress reduction boosts satisfaction by balancing emotions and reducing stress.

Mindfulness fosters appreciation of daily experiences, gratitude, and deeper social connections, all contributing to life satisfaction (Brown & Ryan, 2003; Carmody & Baer, 2008; Li et al., 2022).

H2: Mindfulness has a direct positive relationship with life satisfaction.

2.4.3. Life satisfaction related to mindful consumption

Mindful consumption enhances life satisfaction by reducing stress and promoting control over buying decisions (Gupta & Verma, 2020). Mindful consumers avoid impulsive purchases, decreasing financial strain and regret (O'Leary et al., 2024). Xiao and Li (2011) confirmed that individuals with higher satisfaction are less prone to impulsive buying.

Life satisfaction also shifts priorities from material possessions to experiential and relational values, which bring more joy and enhance quality of life (Matte et al., 2018; Sustainable Hands, 2024). Brown and Kasser (2005) found that prioritizing non-material values strengthens social connections and increases life satisfaction.

Moreover, satisfied individuals tend to engage in socially responsible and environmentally conscious consumption (Daig et al., 2009; Xiao & Li, 2011; Nassani et al., 2013). Nassani et al. (2013) reported that higher satisfaction predicts thoughtful purchasing decisions with social and environmental considerations.

H3: Life satisfaction has a direct relationship on mindful consumption.

2.4.4. Life satisfaction mediates the relationship between mindfulness and mindful consumption

Life satisfaction mediates the link between mindfulness and mindful consumption. Mindfulness enhances life satisfaction by reducing stress and increasing fulfillment (Keng et al., 2011). In turn, life satisfaction encourages deliberate and sustainable consumption (Brown & Kasser, 2005). Mindful individuals with higher LS prioritize experiences over possessions, reduce impulsive buying, and make responsible consumer choices (Matte et al., 2018; Sustainable Hands, 2024; O'Leary et al., 2024; Gupta & Verma, 2020).

Xiao and Li (2011) found that satisfied individuals are less likely to buy impulsively, avoiding financial stress. Similarly, Nassani et al. (2013) showed that LS drives thoughtful and socially responsible purchasing. Empirical studies support this mediation role; for example, Hunecke and Richter (2018) found that LS mediates between mindfulness and sustainability-oriented consumption.

This evidence underscores life satisfaction as a crucial pathway linking mindfulness with mindful consumption.

H4: Life satisfaction mediates the relationship between mindfulness and mindful consumption.

From the above discussion, a conceptual model was established with three constructs among research concepts.

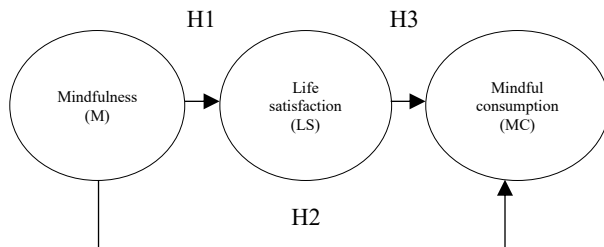


Figure 1: Conceptual framework

3. Methodology

3.1. Questionnaire design

The questionnaire employed a 7-point Likert scale (1 = Strongly disagree; 7 = Strongly agree) with 24 items. Mindfulness was measured using 8 items adapted from the Mindful Attention Awareness Scale (MAAS) by Brown and Ryan (2003), which captures individual differences in mindful states.

Mindful consumption was assessed with 8 items from the Mindful Consumption Behavior Scale (MCBS) developed by Gupta and Verma (2019), grounded in Sheth et al. (2011). This scale has shown strong reliability, internal consistency, and validity (Gupta, 2019; Milne, 2020).

Life satisfaction was measured with 5 items from the Satisfaction with Life Scale (SWLS) by Diener et al. (2009). Its psychometric soundness has been confirmed in multiple studies (Pavot et al., 1991; Diener & Diener, 2009) and applied in higher education research (Karaman & Watson, 2017).

3.2. Sampling and sampling technique

This study examines the influence of mindfulness on mindful consumption practices among individual Vietnamese Generation Z consumers. Due to the logistics nature of the research, most correspondents in the sample reside in Danang-Quang Nam, Vietnam. Data for this study was gathered through a systematic sampling approach, ensuring a representative sample of individuals. The questionnaires were handed to the participants face-to-face and through popular platforms such as Facebook, Zalo, and Whatsapp.

3.3. Determination of sample size

The data collection process was conducted for ten weeks from March 13th, 2024 to April 22nd, 2024. After finishing the process of data collection, 221 valid questionnaires were used for analysis.

3.4. Analysis techniques

This study uses SPSS and Smart PLS tools to analyze the collected data.

4. Data analysis and results

4.1. Evaluation of the measurement model

4.1.1. Assess the quality of observed variables (Indicator)

Hair et al. (2017) recommend outer loadings ≥ 0.7 as significant, while values < 0.4 should be removed. Indicators between 0.4 and 0.7 may be retained depending on research objectives. In this study, all observed variables were retained because of strong correlations and mutual influence; none were low enough to justify elimination.

4.1.2. Assess construct reliability

Reliability was tested using Cronbach's alpha and Composite Reliability, as advised by Hair et al. (2017). Considering both ensures greater robustness due to the limitations of each measure. Nunally and Bernstein (1994) recommend values above 0.7. All constructs in this study exceeded this threshold, confirming internal consistency.

4.1.3. Assess convergent validity

Convergent validity was assessed with Average Variance Extracted (AVE). According to Hock and Ringle (2010), AVE values ≥ 0.5 confirm validity, meaning constructs explain at least half the variance in their indicators. Results showed all AVE values > 0.5 , thus convergent validity was achieved.

4.1.4. Assess discriminant validity

According to Henseler et al. (2015), a HetDiscriminant validity was examined using the Heterotrait-Monotrait Ratio (HTMT). Henseler et al. (2015) suggest $HTMT < 0.85$ as strong, < 0.9 as acceptable, and > 0.9 as problematic. All values in this study were below 0.9, demonstrating sufficient discriminant validity among constructs.

4.2. Structural model evaluation and hypothesis testing

4.2.1. Collinearity evaluation

When multicollinearity exists within a model, regression coefficients, p-values, and the significance of effects can be distorted, leading to inaccurate conclusions about the relationships being studied. Hair et al. (2019) propose the following thresholds for Variance Inflation Factor (VIF) values: < 3 indicating no multicollinearity, $3 \leq \text{VIF} < 5$ suggesting a possibility of multicollinearity, and ≥ 5 signifying a high likelihood of multicollinearity. Based on the analysis conducted, this model demonstrates no evidence of multicollinearity in any of the relationships examined, as all VIF values fall below the critical threshold.

4.2.2. Path coefficients

Bootstrapping analysis results indicate that all relationships are statistically significant with a P-value of 0.000, which is less than the significance level of 0.05. Furthermore, based on the Original Sample (O) column, all relationships demonstrate a positive direction. Notably, the variable M exhibits the strongest influence on MC, as evidenced by a path coefficient of 0.454.

4.2.3. R-squared and R-squared adjusted

The R-squared value, ranging from 0 to 1, reflects the proportion of variance in the dependent variable that is explained by the independent variable(s). A value closer to 1 signifies a high level of explanatory power, while a value closer to 0 indicates a low level. There is no universally defined threshold for determining an "acceptable" R-squared value, as it depends on the specific research context and the field of study (Hair et al., 2017). In this case, the independent variable M accounts for 7.5% of the variance in LS and 37.5% of the variance in mindful consumption.

4.2.4. The f-squared values

Chin (1998) proposed the calculation of the f-squared value as a means to assess the magnitude of an independent variable's effect on a dependent variable. The following guidelines are provided for interpreting f-squared values:

- f-squared < 0.02 : The effect is very small or negligible.
- $0.02 \leq \text{f-squared} < 0.15$: The effect is small.
- $0.15 \leq \text{f-squared} < 0.35$: The effect is medium.
- f-squared ≥ 0.35 : The effect is large.

Based on these criteria, the influence of mindfulness on mindful consumption is categorized as a medium effect, while its

influence on the remaining variables is relatively weak.

4.2.5. Total indirect effects and specific indirect effects

Hayes (2009) defines specific indirect effects as the effect of an independent variable on a dependent variable through a single, specific mediator. Total indirect effects, on the other hand, represent the effect of the independent variable on the dependent variable through all possible mediators. In cases where there is only one mediator, as in this study, the specific indirect effect is equivalent to the total indirect effect. Therefore, we will only consider the specific indirect effect. An indirect effect is considered statistically significant if the p-value is less than 0.05 and not significant if the p-value is greater than 0.05 (at a 95 per cent confidence level). The results showed that the indirect effect was statistically significant, but its magnitude was relatively small compared to the direct effect. Therefore, we can conclude that life satisfaction is a significant partial mediator, meaning it mediates the relationship between the independent and dependent variables, but its effect is weak.

4.2.6. Summary of hypotheses tests

Following the measurement model refinement and validation process, the hypotheses developed in Section 2 were subsequently examined. Figure 2 visually presents the structural model findings, while Table 8 provides a detailed summary of the standardized regression weights and associated model fit indices.

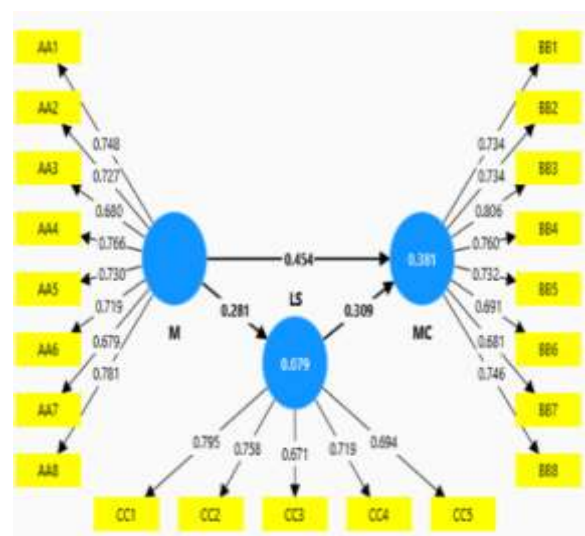


Figure 2: Structural model tested

Table 8: Structural model statistics

Hypothesized relationship			Estimates	Result
Mindfulness (M)	(+)	Mindful Consumption (MC)	0.454	Supported
Mindfulness (M)	(+)	Life satisfaction (LS)	0.281	Supported
Life satisfaction (LS)	(+)	Mindful Consumption (MC)	0.309	Supported
Life satisfaction (LS)	(+)	Mindfulness (M)	0.087	Supported
		Mindful Consumption (MC)		

5. Conclusion

This study examined the relationships among mindfulness, life satisfaction, and mindful consumption. Results confirmed that all hypotheses were supported: mindfulness positively influences both life satisfaction and mindful consumption, with life satisfaction acting as a partial mediator. These findings suggest that mindfulness practice enhances life satisfaction and promotes mindful consumption behavior. For academia, the study offers a model for future research on mindful consumption. For society, particularly Generation Z, it provides insights into fostering meaningful living and wiser consumption through mindfulness, non-materialistic values, and self-awareness.

Despite these contributions, several limitations exist. First, the hypotheses were not based on a specific theoretical model, limiting generalizability. Second, the study focused only on Generation Z in Central Vietnam, reducing sample representativeness. Third, due to time constraints, the literature review was limited, restricting the critical depth of the study.

Future research should therefore conduct broader literature reviews and integrate qualitative approaches to strengthen theoretical foundations. A more diverse and representative sample should also be employed. Furthermore, replication and testing of the proposed hypotheses would help refine theoretical models and expand understanding of mindfulness, life satisfaction, and mindful consumption.

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