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ORIGINAL ARTICLE

A Qualitative Study of Mindfulness, Sustainable Consumption and Consumer Well-Being and their Interrelationships

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Abstract

Consumers are becoming increasingly aware of the environmental degradation, negative economic consequences and social injustices caused by the unsustainable consumption of clothing products. Overall, therefore, sustainability requires more sustainable production of fashion apparel products as well as more responsible consumption behaviours by individual consumers. To gain a clearer picture of the concepts of mindfulness, sustainable consumption and consumer well-being and their interrelationships, in-depth interviews were conducted with individual consumers. The results of this study indicate a positive relationship between these three concepts as well as an overlap between the concepts of mindfulness and well-being.

Keywords: Sustainable consumption, Consumer well-being, Mindfulness, Fashion apparel consumption, Sustainability, Fast fashion

JEL classification: M31, Q53, Q56

Introduction

The ecological crisis demands new strategies to rapidly transform our society into a more sustainable one. Current consumption patterns are unsustainable and the consumption of goods and services, including textiles and clothing, has a significant environmental impact and must be addressed as an immediate environmental research priority. The product life cycle of apparel products (from the manufacturing of fibres to the disposal of garments) contributes towards the degradation of the environment, and as long as the unsustainable consumption of apparel products persists, the environmental degradation will continue as well. Overall, therefore, sustainability requires efforts by the textile industry to produce more sustainable products as well as more environmentally responsible clothing consumption behaviour among consumers (Connell & Kozar, 2014). Many researchers have identified a weak association between attitude

and behaviour in the context of sustainable consumption (Amel et al., 2009; Prothero et al., 2011; Thøgersen, 1994; Young et al., 2010). However, it seems that although consumers are aware of the negative consequences of consumption for themselves, society, businesses and the environment (Quelch, 2007), they tend not to behave according to their intentions (Kollmuss & Agyeman, 2002). One possible explanation for this is that consumers often make unconscious decisions, running on autopilot in their day-to-day consumption without much attention and awareness, which eventually results in unsustainable consumption practices (Armstrong & Jackson, 2015; Bargh & Chartrand, 1999; Jackson, 2005; Shove & Warde, 1997).

Lack of sufficient attention and awareness is sometimes attributed to consumers' mindlessness in their consumption decisions (Langer, 1992; Langer & Ngunoumen, 2002). Mindless consumption entails paying little attention to one's consumption options, lacking awareness of the consequences of one's decisions and possibly tending to rely on existing

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distinctions, such as social norms and convenience, to make consumption decisions (Subramaniam, 2016). Therefore, it is important to empower consumers to make conscious consumption choices that promote individual, social and ecological well-being (Mick, 2012). Research suggests that one way to achieve this is to enhance mindfulness in consumers – a capability that individuals already possess (Langer, 1989; Rosenberg, 2004). Mindfulness is both a trait and a psychological construct that refers to a specific quality of being in the moment (Pagnini & Langer, 2015). By being mindful, individuals may behave in a way that aligns more closely with their values and interests (Brown & Ryan, 2003; Ryan et al., 1997; Shapiro et al., 2006), consequently strengthening the weak association between attitude and behaviour. Thus, mindfulness may fill the gap between attitude and behaviour that has been identified as an obstacle in some unsustainable consumption contexts (Prothero et al., 2011; Thøgersen, 1994; Young et al., 2010).

The fashion industry in general, more than any other industry, embraces obsolescence (Abrahamson, 2011) – it forms the basis for profits – which is in opposition to the criteria of sustainability (Cimatti et al., 2017). The issue of sustainability is, therefore, crucial in the fashion business and has received considerable attention from consumers (Shen et al., 2014). Consequently, the fashion industry in general and the fast fashion industry in particular are key components of the debate about sustainable consumption. Environmental degradation, hazardous chemicals, low wages, violation of workers' rights and child labour are all issues that plague the fashion industry (Fletcher, 2008). Moreover, with the emergence of fast fashion – products that are trendy, inexpensive and disposable (Cachon & Swinney, 2011) – the rate of fashion obsolescence, presumably, has sped up. This raises ethical and environmental issues because it clearly embodies unsustainability (Bly et al., 2015; Cimatti et al., 2017). The ecological crisis demands new strategies to lead the society into a more sustainable one (Thiermann & Sheate, 2021). Thus, the present study addressed this problem by investigating the role of mindfulness in fashion apparel consumption.

With the help of science, we as a society are starting to tackle the misleading belief that consumption is at the core of well-being, realizing that happiness is not necessarily something one attains through more material wealth. Consumer well-being is defined as subjective well-being that arises from consumers' experiences (Lee et al., 2002). It specifically focuses on the well-being of individuals as consumers and the notion that it is important to

consider consumption-related aspects (Lee & Ahn, 2016). Today, it is no longer possible to imagine a future where the pursuit of happiness is not somehow connected to sustainability, and more emphasis must be placed on the interaction between sustainability and well-being (Landes et al., 2015). This study, thus, investigated the connection between sustainability and well-being.

The study about the role of mindfulness in shaping sustainable consumption and consumer well-being in the fashion apparel context contributes to the existing literature in several ways. First, the study offers a comprehensive understanding of the role of mindfulness in sustainable consumption. Although previous studies have investigated this role (Bahl et al., 2016; Brown & Kasser, 2005; Geiger et al., 2020; Rosenberg, 2004) and have examined how mindfulness affects sustainability and pro-environmental behaviour (Fischer et al., 2017; Siqueira & Pitassi, 2016; Wamsler, 2018; Wamsler et al., 2018), academic studies on mindfulness remain scarce in sustainability research (Wamsler, 2018). Second, most of the studies found a modest positive relationships between different aspects of mindfulness and different types of self-reported sustainable consumption behaviour (Geiger et al., 2020). This study further contributes to a better understanding of the relationship between mindfulness and sustainable consumption of fashion apparel products. Third, a review of the existing literature on consumer happiness and well-being indicates that there are several competing or alternative models that aim to explore the dynamics of consumer happiness (e.g. El Hedhli et al., 2013; Sheth et al., 2011; Swart & Rothmann, 2012; Yang & Stening, 2012; Yang Zhong & Mitchell, 2013). Namely, several studies and theoretical frameworks conceptualize and study the connections between sustainability and positive psychology theory as the main disciplines fundamental in the various concepts of well-being (Dettori & Floris, 2019). Nonetheless, these three constructs (mindfulness, sustainable behaviour, and consumer well-being) have rarely been combined in a single study. Given the need for a more overarching approach, the study proposes a framework of the relationship between mindfulness, sustainable consumption, and consumer well-being. The goals of this study were to shed light on how mindfulness can be used to limit overconsumption tendencies and enhance pro-environmental and pro-social behaviours at the individual consumer level, and to better understand how mindfulness and sustainable consumption promote individual consumer well-being in the context of fashion apparel consumption.

The structure of the paper is as follows. First, the existing literature on some of the theoretical frameworks applied in researching the link between mindfulness, well-being and sustainable consumption is briefly reviewed. Next, the theoretical grounding for the research questions is presented and the methodology used in this study. In the section before discussion, the results of this qualitative study are presented. Lastly, the paper is finished with a conclusion, limitations and suggestions for future research.

1 Theoretical background

1.1 Sustainable consumption in the fashion industry

Every decision about whether to consume (or not consume) a product contributes to a more or less sustainable pattern of consumption (Young et al., 2010). Researchers often refer to sustainable consumption as a type of consumption that encompasses several dimensions, including environmental, economic and social dimensions (Balderjahn et al., 2013; Geiger et al., 2018; Huang & Rust, 2011; Lim, 2017). The Oslo Symposium (Norwegian Ministry of the Environment, 1994) defined sustainable consumption as follows: “the use of services and related products, which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of further generations”.

In the context of apparel consumption, practically everything from the manufacturing to the disposal of apparel contributes towards the degradation of ecosystem health, and as long as the unsustainable consumption of apparel products persists, the environmental degradation will continue as well. Environmental integrity and overall sustainability not only require efforts by textile and clothing firms to produce more sustainable products but also necessitate changes in the clothing consumption behaviour of individuals towards more environmental responsibility (Connell & Kozar, 2014). Concern about green consumption has been rapidly spreading among various communities in recent decades, including the fashion community (Moon et al., 2015). The components of sustainable fashion extend along the product's entire life cycle from the production stage to utilization and disposal (Moon et al., 2013). Furthermore, environmentally conscious fashion consumers no longer focus exclusively on the appearance of a product (Moon

et al., 2015). They also pay attention to its green features, such as the use of green materials, green production processes, green logistics, reduced carbon emissions, recyclability and biodegradability (Fletcher, 2008). Notoriously, fashion is also associated with numerous social problems such as prohibiting workers from joining or initiating trade unions, being abused, child labour, forced labour, low pay, dangerous working conditions and more (Niebank, 2018; Walk Free Foundation, 2018).

1.2 Mindfulness

Langer (1989) described mindfulness as a cognitive state of alertness and proactive awareness. Langer (1992) further described mindfulness as “a state of conscious awareness in which the individual is implicitly aware of the context and content of information. It is a state of openness to novelty in which the individual actively constructs categories and distinctions” (p. 289). In addition, Langer (1992) presented the contrast to mindfulness, called mindlessness, as a state of mind where the individual relies heavily on categories and distinctions drawn in the past.

People who are mindful are aware of their thought processes, deliberate in the choices they make and have low susceptibility to the persuasive influence of others (Rosenberg, 2004). However, instead of mindful deliberation, consumers often make unconscious choices about what and how much they will consume (Rosenberg, 2004). In line with the mindfulness theory, the antidote to such unconscious behaviour and automaticity lies in consumers' mindfulness. Highly mindful consumers are thought to be highly involved, attentive and aware, whereas consumers with low mindfulness exhibit low levels of involvement and awareness of market developments (Ndubisi, 2014). Accordingly, with more mindfulness might come more attention to the negative effects of consumerism, and mindful consumers might choose not to buy certain products at all, to buy less in general or to recycle and reuse more in an effort to create a less disposable economy (Rosenberg, 2004).

1.3 Consumer well-being

Regarding the terms happiness and well-being, most authors (e.g. Diener, 2000; Ivens, 2007; Lyubomirsky et al., 2005) use happiness and subjective well-being as synonyms and, for the purpose of this study, the researcher followed their lead. Since one of the most important ways in which people pursue happiness in a consumerist society is through consumption (Yang Zhong & Mitchell, 2013), well-being

is an important concept that deserves attention in the marketing literature as well as in business practices.

In this study, the researcher followed Lee et al.'s (2002) conceptualization of consumer well-being, which is defined as subjective well-being that arises from consumers' experiences. These experiences involve acquisition (shopping for goods and services in the local area), possession (product ownership), consumption (use of goods and services), maintenance (repair and servicing of consumer durables) and disposal (selling, trading in or discarding consumer durables). The theoretical assumption behind this conceptualization is that consumers experience satisfaction and dissatisfaction in relation to the consumer experience and that overall satisfaction with marketplace experiences influences overall well-being (Sirgy et al., 2007).

Consumer well-being plays an important role in overall life satisfaction and quality of life, as several researchers have demonstrated (e.g. Lee et al., 2002; Leelanuithanit et al., 1991; Sirgy, 2001; Sirgy & Lee, 2006). Therefore, one possible outcome of consumer well-being could be general satisfaction with life and overall happiness.

1.4 Relationship between consumer mindfulness, sustainable consumption and consumer well-being

Since our culture often values busy individuals and people who can accomplish more in less time (Lewis & Cooper, 1999), promoting a natural tendency to operate on autopilot and use mental shortcuts, rather than paying attention to individuals' actions and choices, seems logical (Amel et al., 2009). Unfortunately, many automatic habits are not sustainable and are likely to remain unsustainable unless people change them (Holland et al., 2006). Research supports the notion that many of our daily decisions and actions are a function of automatic processing (Bargh & Chartrand, 1999). This is in line with the mindfulness theory, which presents automatic processing as mindlessness and describes it as a state of mind characterized by an overreliance on categories and distinctions drawn in the past and in which the individual is context-dependent and, as such, oblivious to novel (or simply alternative) aspects of a situation (Langer, 1992).

According to Langer (1989), first, when people are mindful, before deciding what to do, they consider the unique qualities of the situation at hand rather than relying on strict categories developed through previous experience. Second, they constantly build their knowledge base by incorporating new and diverse information. Third, since they can view situations from multiple perspectives, mindful people will understand their impact on others. Thus,

consumers with a high level of mindfulness pay close attention to the choices presented to them and actively seek new information about products and their effects on the environment and society. Furthermore, these consumers are aware of the consequences of their decisions for themselves, others and the environment.

As presented above, mindfulness theory supports the notion that by being mindful, an individual consumer is likely to behave more sustainably. Accordingly, this study explored the relationship between consumers' mindfulness and their sustainable consumption behaviours.

Mindfulness is often associated with positive psychology and well-being (Brown & Ryan, 2003; Fredrickson, 2011; Ivztan et al., 2016; Kabat-Zinn, 2005; Langer, 2005; Lyubomirsky, 2008). Nevertheless, researchers (e.g. Bahl et al., 2016) continue to raise concerns about the under-researched area of the benefits of consumer mindfulness. Langer's mindfulness theory positions mindfulness as the essence of well-being, which involves noticing new things, active orientation to the present, openness to new information, continuous creation of new categories and distinctions, sensitivity to different contexts and awareness of multiple perspectives (Langer et al., 1978). Following the Western approach of defining the concept of mindfulness, this study explored the relationship between consumers' mindfulness and their happiness or well-being.

Many researchers have presented a clear connection between happiness and different types of consumer behaviours, such as general sustainable behaviours (Iwata, 2001; Jacob & Brinkerhoff, 1999; Thompson & Coskuner-Balli, 2007), ethical consumption (Szmigin & Carrigan, 2006), waste reduction (Jacob & Brinkerhoff, 1999; Xiao & Li, 2011), voluntary simplicity (Elgin, 1993), pro-social spending (Dunn et al., 2008) and experiential purchasing (Carter & Gilovich, 2010; Dunn et al., 2011; Nicolao et al., 2009). Increasingly, studies are establishing the link between sustainable behaviour and several psychologically positive consequences, such as happiness. However, studies considering this relationship in the context of mindfulness are lacking. Therefore, the present study sheds light on how sustainable consumption behaviour relates to consumer well-being.

1.5 Research questions

Since our culture often values busy individuals and those who can accomplish more in less time (Lewis & Cooper, 1999), it is likely to promote an individual's natural tendency to operate on autopilot and use mental shortcuts rather than pay more

attention to his or her actions and choices (Amel et al., 2009). Unfortunately, many automatic habits are not sustainable, and they are likely to stay unsustainable unless people change them (Holland et al., 2006). Research supports the notion that many of our daily decisions and actions are a function of automatic processing (Bargh & Chartrand, 1999). This is in line with the mindfulness theory, which presents automatic processing as mindlessness and describes it as a state of mind characterised by an overreliance on categories and distinctions drawn in the past and in which the individual is context-dependent and, as such, is oblivious to novel (or simply alternative) aspects of the situation (Langer, 1992). According to Langer (1989), when people are mindful, they first consider the unique qualities of a situation before deciding what to do rather than relying on strict categories developed through previous experience. Second, they constantly build their knowledge base by incorporating new and diverse information. Third, because they can view situations from multiple perspectives, mindful people will better understand their impact on others. Thus, consumers with a higher level of mindfulness pay more attention to the choices presented to them and actively seek new information about the product and its impact on the environment and society. Furthermore, consumers are more aware of the consequences of their decisions on themselves, others, and the environment. As presented above, mindfulness theory supports the notion that, by being more mindful, an individual consumer is likely to behave more sustainably. Following this notion, the study tried to answer how the concepts of mindfulness and sustainable consumption are connected.

RQ1. *How are the concepts of mindfulness and sustainable consumption connected?*

Mindfulness is often associated with positive psychology and well-being (Brown & Ryan, 2003; Fredrickson, 2011; Ivtzan et al., 2011; Kabat-Zinn, 2005; Langer, 2005; Lyubomirsky, 2012). Nevertheless, researchers (e.g. Bahl et al., 2016) still raise concerns about the under researched area of the benefits of consumer mindfulness. In this paper, researcher proposes a bridge between mindfulness theory and positive psychology theory in that there exists a connection between mindfulness and consumer well-being. Langer's mindfulness theory positions mindfulness as the essence of well-being which involves noticing new things, active orientation in the present, openness to new information, continuous creation of new categories and distinctions, sensitivity to different contexts, and awareness of multiple

perspectives (Langer et al., 1978). Following the Western approach in defining the concept of mindfulness, the study tackled the question of how consumers' mindfulness reflects individual well-being.

RQ2. *Does consumer mindfulness reflect consumer happiness or well-being?*

Many researchers have presented a clear connection between happiness and different types of consumer behaviours, such as general sustainable behaviours (Iwata, 2001; Jacob & Brinkerhoff, 1999; Thompson & Coskuner-Balli, 2007), ethical consumption (Szmigin & Carrigan, 2006), reducing waste (Jacob et al., 2009; Xiao & Li, 2011), voluntary simplicity (Elgin, 2010), pro-social spending (Dunn et al., 2008), and experiential purchasing (Carter & Gilovich, 2010; Dunn et al., 2011; Nicolao et al., 2009). There are a growing number of studies establishing the link between sustainable behaviour and several psychologically positive consequences, such as happiness, and the study tried to answer how is sustainable consumption related to consumer well-being.

RQ3. *Is sustainable consumption positively associated with consumer well-being?*

The aim of this study was to gain a deeper understanding of the main concepts and their interrelationships. Specifically, the study investigated (a) the mindfulness concept, consumers' familiarity with this concept and how they perceive it; (b) the sustainable consumption concept, consumers' familiarity with it, their perceptions of sustainable fashion apparel consumers and their attitudes towards sustainable consumption; and (c) the consumer well-being concept and consumers' familiarity with this concept. To this end, the qualitative study examined the potential for developing a link between consumer well-being, mindfulness and sustainable consumption by gaining insight into consumers' understanding of the relationship between consumer mindfulness and sustainable consumption, the relationship between consumer well-being and mindfulness and the relationship between sustainable consumption and consumer well-being in the context of fashion apparel.

2 Research methodology

2.1 Data collection

The study relied on in-depth interviews with individual consumers to reveal the mechanisms of consumer mindfulness and to explore the impact of

sustainable consumption on well-being in the context of fashion apparel consumption. Using such qualitative instruments often provides additional information which cannot be easily obtained by using a quantitative research design. Participants for the semi-structured, in-depth interviews were identified within the researcher's personal, family and professional networks using convenience sampling. The interviews were conducted in a period of several months, more precisely, between January and August 2019. The in-depth interviews were designed to enable participants to reflect on their experiences and express their opinions. This data collection technique was deemed appropriate, because it allows two-way communication and offers insight into participants' understandings and perspectives. A few examples of open-ended questions used in in-depth interviews are presented in the appendix ([Appendix A](#)).

Participants were selected to ensure diversity with respect to age, gender, income, education, employment status and occupation. Thus, a brief personal profile of each individual was collected. Qualitative research requires that decisions about selecting appropriate participants be based on the research questions, theoretical perspectives, and evidence that informs the study. Those sampled must be able to inform important perspectives related to the concepts being studied ([Sargeant, 2012](#)). Therefore, the requirement for an individual to be considered as a participant for this study was that they were predominantly buying their own fashion apparel products. Additionally, the participants for this study were selected to be as diverse as possible in terms of their general consumption habits and their consumption habits in relation to fashion clothing, as well as their personal views regarding sustainability and their level of mindfulness, in order to best inform the research questions and provide insight into the studied concepts. All interviews were conducted by the researcher, and all participants were informed of the nature of the research and that their participation was voluntary. In line with the guidelines and requirements of the researcher's university, all participants signed informed consent documents permitting the recording and transcription of their data solely for the purpose of the research. Interviews were conducted in the Slovenian language, since the study aimed to examine the Slovenian market of fashion apparel consumption and all participants and the researcher are native speakers. The interviews were recorded and the researcher transcribed the scripts.

2.2 Sample profile

At a sample size of 20 participants, data saturation was reached, as there was no new information extracted from participants. The sample included 8 men and 12 women aged 17–69 years and provided a variety of demographic and lifestyle variables. Participants varied in their level of education from primary school to PhD, where only one participant had primary school as their highest level of completed education, and one participant had PhD studies as their highest level of completed education. Most participants were employed full time, three were unemployed, one was employed part time and two were students. The sample included 14 participants from the capital city of Slovenia, Ljubljana, and 6 from other cities across Slovenia. Monthly household income was spread out from less than 1000 euros to 4000 euros, except for two participants who indicated a household income greater than 4001 euros per month. Regarding occupation, most participants indicated that they were professionals in the fields of science, engineering, education, information technology or law, whereas four participants were unemployed, one was working in administration and one as a salesperson. This diverse set of participants was chosen to observe whether these demographic factors may or may not be associated with participants' opinions, behaviours and attitudes towards sustainable consumption of fashion apparel.

2.3 Data analysis

Owing to the complex and multifaceted nature of the issues under investigation, the researcher used a qualitative method for this study. During the first stage of the research, interviews were conducted using open-ended questions. The objective of these interviews was to gain an in-depth view of the themes that had arisen from the comprehensive literature review regarding the three main concepts of sustainable consumption, consumer mindfulness and consumer well-being. All recordings of the interviews were transcribed by the researcher and analysed using qualitative content analysis, since it offers a focused and systematic approach to coding text-based data in response to the research questions and requires the researcher to focus on pre-identified concepts.

The methodology for this study required several steps as presented by [Elo and Kyngäs \(2008\)](#). First, during the preparation phase, the researcher

transcribed the interviews, gained a sense of the whole through reading the transcripts several times and finally developed themes with inductive content analysis. Next, during the organizing phase, the researcher started coding and creating subthemes, grouping coded text under higher-order headings. During the final stage of analysis, the researcher presented a story line about the data in relation to the research questions.

3 Results

3.1 Emerging themes

The research questions drove the study and yielded themes capturing something important about the data in relation to the research questions. The identified themes represented some level of patterned response or meaning within the data set (Braun & Clarke, 2006). The researcher identified several themes across the data set, and the researcher's judgement was necessary to determine the themes (Braun & Clarke, 2006).

The emergent themes from the content analysis of the in-depth interview data revealed various key findings. Six main themes, with sub-themes, were identified in relation to the research questions: (a) mindfulness (mindful consumer behaviour); (b) sustainable consumption (first thoughts about sustainable consumption, characteristics of a sustainable fashion apparel consumer, positive and negative consequences of sustainable consumption of fashion apparel, participant's attitude towards sustainable consumption and consequences of the fast fashion industry); (c) consumer well-being (first thoughts regarding consumer well-being); (d) relationship between mindfulness and sustainable consumption; (e) relationship between consumer well-being and mindfulness; and (f) relationship between sustainable consumption and well-being.

3.2 Mindfulness

Mindful consumption can effectually be cultivated via mindfulness (Armstrong, 2012). The idea of mindful consumption is to shift the consumer's mind-set towards sustainability by recognizing the implications and consequences of their consumption, resulting in mindful behaviours (Sermboonsang et al., 2020). Thus, the researcher was interested in participants' familiarity with the mindfulness concept and how they viewed mindful consumption.

Some participants had never heard of mindfulness, a few had heard of it but were unsure of its

meaning and some were familiar with mindfulness and had some idea of its meaning. Those who had never heard of mindfulness were presented with the definition to continue the discussion, and all participants continued to reflect on how they see mindfulness. Frequently, participants described mindfulness as being aware and attentive to the things around you. One participant believed that mindfulness is about relationships among people, another simply described mindfulness as “here and now” and a few indicated that mindfulness is about being aware of your own thoughts (Table 1).

Participant S, male, age 69: “[Mindful] is someone who is aware of the world around him. He is not in a bubble; he is attentive.”

Participants described a mindful consumer as someone who is attentive and precise and as someone who is kind to nature, animals and people. Some participants also indicated that a mindful consumer is frugal and contemplates and does research before making a purchase.

Participant H, female, age 34: “[Mindful apparel consumer] buys only products with a proven origin, proven materials, made fair-trade and doesn't buy large quantities, owns small quantities of things and uses them for a long time. He/she takes good care of his/her clothes so they last longer.”

Overall, participants viewed mindful consumption as something positive for the individual consumer, nature and society. Regarding the consequences of mindfulness to an individual consumer, participants expressed mostly positive consequences, such as being happier, living a good life, being free (because there are fewer clothes and other stuff in one's living space), doing good for yourself and others and having more money to spend on other things (because you are not spending it on clothes). One participant expressed doubt about the positive consequences of mindfulness, because if a person is unaware and less mindful, the person will be blissfully ignorant of the world around him or her and, consequently, more content with his or her purchases.

Table 1. Participants' perceptions of the concept of mindfulness.

Participants' perceptions of the concept of mindfulness	Frequency
Being aware and attentive to the things around you	10
Being aware of your own thoughts	2
Relationship among people	1
Being “here and now”	1
Total (N = 20)	14

Note: The frequencies presented in the table do not necessarily add to 20, as multiple themes surfaced in participants' responses to this question.

Participant H, female, age 34: *“If someone is less mindful, he does not deal with any of these questions, because he most likely does not care, and thus, he can be a happier consumer. He or she is satisfied with the products he or she uses and is not interested where these products came from and where they are going. If you are more mindful, then you have to – to some degree – deal with these questions and sooner or later you come to the point where you have internal battles with yourself (the way I do): Will I buy this or not? I know this is bad; someone did not get paid to sew this, but still, it is so inexpensive ... The more mindful you are, the more you get moved by all of the things considering sustainable consumption and at least you are trying not to buy.”*

3.3 Sustainable consumption

One of the three main themes that emerged from the interview data is sustainable consumption with four sub-themes: first thoughts about the concept of sustainable consumption, characteristics of a sustainable consumer, consequences of sustainable consumption and attitude towards sustainable consumption.

When the discussion on sustainable consumption began, many participants were already familiar with this term, and many of them defined it as consumption of things that will last a long time. A few participants viewed sustainability more comprehensively as including consumers, producers, workers and nature. Some described sustainable consumption primarily as recycled and upcycled products and some stated that sustainable consumption is primarily about taking care of the environment (Table 2).

Participant G, male, age 35: *“The whole cycle, from the manufacturing to consumption ... you are not looking only to buy apparel but also think about where the apparel came from, where it was made, how it was made, with what materials, what the impact on the environment was. This to me is a concept of sustainability.”*

Table 2. Participants' understanding of the concept of sustainability in general.

Participants' understanding of the concept of sustainability in general	Frequency
Consumption of things that will last a long time	7
Recycling and upcycling products	3
Including consumers, producers, workers and nature	3
Taking care of the environment	2
Total (N = 20)	15

Note: The frequencies presented in the table do not necessarily add to 20, as multiple themes surfaced in participants' responses to this question.

On the topic of a sustainable fashion apparel consumer, six characteristics emerged: this consumer is concerned about the natural environment, frugal, thoughtful, not interested in fashion trends, is concerned about other people and, lastly, has a sense of style and fashion, as evinced, for instance, by a high level of interest in fashion trends, which contrasts the preceding characteristic of lacking interest in fashion trends. Participants most commonly described a sustainable consumer as someone who is concerned about the natural environment and is frugal.

Participant C, female, age 24: *“This kind of consumer is probably aware that for one piece of clothing half of the Brazilian forest was cut down. He avoids harmful things and tries to find an alternative solution ...”*

In the discussion about a sustainable consumer being attentive to the natural environment, a sub-theme emerged. Some participants pointed out that a sustainable consumer recycles or upcycles and tries to produce as little waste as possible.

Participant Q, female, age 38: *“... not using too much plastic. When going shopping, he brings his own bag, and produces less waste.”*

Further, participants discussed what the outcomes of sustainable consumption at the individual level are. Most participants stated that sustainable consumption has a positive effect on consumers, but some participants were also concerned about the negative consequences. As stated previously, most participants believed that sustainable consumption has a positive effect on consumers, such as a personal sense of achievement, where the consumer is content about helping the environment and society by consuming sustainably. According to the participants, a positive consequence of sustainable consumption is spending less money on clothes and other fashion apparel. In addition, participants mentioned having more time for other things in life, since sustainable consumers buy high-quality clothes that last for a long time and, thus, do not need to constantly buy new clothes (i.e. spend time shopping for new fashion apparel).

Participant J, male, age 69: *“[The effect is] positive. He [a sustainable consumer] believes that he is doing a good thing. He is polluting less and is happier, because he knows he is helping. And if this does not affect his bank account (at least not too much), that is great. Instead of donating the money, he is doing something different and he is satisfied.”*

Some participants pointed out negative consequences of sustainable consumption on a consumer, such as spending more money on fashion apparel, because sustainable fashion apparel is costlier than

traditional and fast fashion apparel. In addition, respondents raised concern about a sustainable consumer being judged by other people, because he or she frequently wears the same clothes and does not dress according to the latest fashion trends.

Participant K, male, age 27: *“I don't think it is good for the financial situation of the individual. I guess sustainable consumption is more expensive.”*

3.3.1 Fast fashion and fashion industry consequences

Since the issue of sustainability is crucial in the fast fashion industry and is one of the key components of the debate about sustainable consumption, the researcher encouraged participants to think about and give their opinions on the concept of fast fashion and how fast fashion impacts the natural environment and the workers employed by fast fashion companies.

Participants frequently mentioned the poor quality of the apparel items that fast fashion companies make. Some participants also expressed somewhat negative opinions but stated that they still sometimes buy clothes from fast fashion companies. These negative opinions included concern that fast fashion devaluates clothes, the clothes are far too cheap, the trends change far too often, the clothes are poorly designed (e.g. without considering different body types) and that they feel guilty when buying items from fast fashion stores, because of the rumours of worker exploitation. Some participants had nothing against fast fashion, some stated that they never buy from fast fashion stores and one participant expressed strong opposition to the fast fashion industry and what it stands for but admitted that he still makes an occasional purchase from the H&M store (especially for underwear). One participant expressed a somewhat positive opinion about fast fashion, stating that sometimes he likes going to H&M, because it is simple, the clothes are already styled together and the clothes are cheap, as he does not want to spend a lot of money on clothes.

Participant G, male, age 35: *“Everything is so cheap, but it still works out for them [fast fashion companies], because of the quantity they sell. I believe this is totally faulty logic. The concept of frequently buying something new and throwing away the old one – the reason being poor quality (and not being able to give to charity, because the quality is so low) – I am very against this concept. ... The fast fashion manufacturer is doing the wrong thing, encouraging the wrong thing, and I believe this is not the right way, not even for the manufacturer in the long run.”*

Participants were also invited to contemplate how the fast fashion industry impacts the natural environment and the workers employed by fast fashion

companies. Participants mostly agreed that fast fashion has a negative effect on the natural environment in general. Further, participants frequently mentioned that the biggest problem is large amounts of waste (mainly because a lot of the clothes get thrown away). Some participants also mentioned the negative effects that manufacturing has on the environment, such as chemicals, water consumption and other waste that is produced during the manufacturing of fast fashion apparel products. Further, participants were asked to consider the influence fast fashion has on the people working in manufacturing. Participants generally agreed that there is some sort of exploitation of workers or that the workers are not working in the best conditions.

3.4 Consumer well-being

Participants also talked about the concept of consumer well-being and their first thoughts regarding consumer well-being and happiness.

When asked about their first thoughts on the concept of consumer well-being, most participants mentioned that consumer well-being is happiness when buying an apparel item, and several stated that consumer well-being is happiness when wearing apparel. Some participants considered consumer well-being to be happiness throughout the whole customer experience (Table 3). One participant interpreted consumer happiness as feeling happy before or after making a purchase. The terms participants used to describe consumer happiness or well-being were happiness, satisfaction and feeling good.

3.5 Relationship between concepts of well-being, mindfulness and sustainable consumption

Most participants believed that mindfulness has an effect on sustainable consumption, that a mindful

Table 3. First thoughts on the concept of consumer well-being or happiness.

First thoughts on the concept of consumer well-being or happiness	Frequency
Feeling happy when buying an apparel item	10
Feeling happy when wearing an apparel item	4
Feeling happy throughout the whole customer experience	3
Feeling happy before a purchase	1
Feeling happy after a purchase	1
Total (N = 20)	19

Note: The frequencies presented in the table do not necessarily add to 20, as multiple themes surfaced in participants' responses to this question.

consumer is likely to be a sustainable consumer and that a sustainable consumer needs to be mindful. A few participants could not think of how the concepts of mindfulness and sustainable consumption are connected and whether one has an effect on the other. One participant stated that mindfulness does not necessarily lead to sustainable consumption (Table 4). Following the respondents' answers, the researcher establishes the first research proposition that states that consumer mindfulness is reflected in sustainable consumption behaviour. **P1: The concepts of mindfulness and sustainable consumption are related.**

Participant I, male, age 36: *“There is a much greater chance that someone who is mindful will decide to consume sustainably, because he is aware of the surroundings; he is aware that he can make a minimal difference.”*

When discussing the concepts of mindfulness and well-being (or happiness), the majority of participants stated that mindful consumers are happy, happier than regular consumers or that mindfulness is good for the consumer on a personal level. Most commonly, they stated that this is because mindful consumers are aware of the moment, nature and themselves, and because they are positively influencing the world. Some participants also pointed out that mindfulness can have a negative effect on well-being (that a mindful consumer is generally unhappy or less happy/more unhappy than a regular consumer) and contemplated that this may be due to awareness of how the apparel industry works and of how one's actions affect others. One participant did not see any connection between these two concepts and one participant mentioned that well-being has an effect on mindfulness, such as the likelihood that a happy consumer will be more mindful (Table 5). Considering the above mentioned answers, the researcher proposes that consumer's mindfulness is reflected in their well-being. **P2: The concepts of mindfulness and consumer happiness or well-being are related.**

Table 4. Connection between mindfulness and sustainable consumption.

Connection between mindfulness and sustainable consumption	Frequency
A mindful consumer is likely to be a sustainable consumer	12
A sustainable consumer needs to be mindful	5
A mindful consumer will not necessarily be a sustainable consumer	1
Don't know	3
Total (N = 20)	22

Note: The frequencies presented in the table do not necessarily add to 20, as multiple themes surfaced in participants' responses to this question.

Table 5. Connection between the concepts of mindfulness and well-being.

Connection between mindfulness and well-being	Frequency	
Positive connection	Mindful consumers are happy	6
	Mindful consumers are happier than regular consumers	4
	Mindfulness is good for the consumer	1
Negative connection	Mindful consumers are unhappy	2
	Mindful consumers are more unhappy than regular consumers	2
Other	No connection between mindfulness and well-being	1
	Happy consumers will be more mindful	1
Total (N = 20)	17	

Note: The frequencies presented in the table do not necessarily add to 20, as multiple themes surfaced in participants' responses to this question.

Participant P, female, age 56: *“Someone who is mindful will have higher levels of well-being.”*

Most participants contemplated the positive effect of sustainable consumption on well-being, such that consumers are happier because they are consuming sustainably. Two participants saw no connection between these two concepts. When asked if happiness has an effect on sustainable consumption, some participants were certain that there is no effect and some participants commented that well-being has an effect on sustainable consumption, stating that a happier consumer will likely act as a sustainable consumer. The connection between sustainable consumption and well-being is summarized in Table 6. In line with the participants'

Table 6. Connection between sustainable consumption and well-being.

Connection between sustainable consumption and well-being	Frequency
Consumers are happier because they are sustainable consumers	16
Happier consumers will likely act as sustainable consumers	4
No connection between sustainable consumption and well-being	2
Sustainable consumers are often less happy with purchases	1
Total (N = 20)	23

Note: The frequencies presented in the table do not necessarily add to 20, as multiple themes surfaced in participants' responses to this question.

answers, the researcher proposes that sustainable consumption is related to consumer well-being. P3: The concepts of mindfulness and sustainable consumption are related.

Participant H, female, age 34: *“I believe this person [sustainable consumer] is truly pleased. This person is content with herself, because she does not pollute the environment as much, produces less trash, less workers in Asia need to work hard because of her. I personally am very pleased when I hold back and don't buy, when I want to buy something and I say to myself ‘no, I do not need this’. I feel very good after that.”*

Considering participants' answers regarding relationship between concepts of well-being, mindfulness and sustainable consumption, the study proposes a comprehensive yet relatively parsimonious framework of the relationship between mindfulness, sustainable consumption, and consumer well-being. The results of this study indicate mostly positive relationships among these three concepts with the exception of the possibility that sustainable consumption and mindfulness may have a negative influence on consumer well-being. The relationships are depicted in Fig. 1.

4 Discussion

This qualitative study helped the researcher understand the concepts of mindful consumption, consumer well-being and sustainable consumption and their interaction, as well as gain more knowledge of these concepts in the context of fashion apparel consumption. Findings of this study are in line with previous research regarding the association between concepts of mindfulness, well-being

and sustainable consumption (Fredrickson, 2011; Holland et al., 2006; Ivztan et al., 2011; Iwata, 2001; Langer, 2005; Layous et al., 2014; Thompson & Coskuner-Balli, 2007). The findings about the relationships among the three constructs add to the current body of knowledge by illustrating the bridge between mindfulness theory and positive psychology theory in that they demonstrate a clear positive as well as some negative relationship between consumer's mindfulness and their well-being. Further, the conceptual model illustrates a connection between sustainable consumption and consumer well-being.

In line with Langer's (1992) description of mindfulness, participants described mindfulness as being aware and attentive to the things around them. They further described a mindful consumer as someone who is kind to nature, animals and people, which supports Rosenberg's (2004) indication that with more mindfulness might come more attention to the negative effects of consumerism. Moreover, some participants envisaged a mindful consumer as someone who is being mindful of the price and being frugal, which is in line with the Oslo Symposium (Norwegian Ministry of the Environment, 1994) definition of a sustainable consumer, with the findings of recent study by Milne et al. (2020) and other definitions emphasizing an absolute reduction in consumption (Mont & Plepys, 2008) and supporting the notion of consuming less as the main issue in sustainable consumption (Balderjahn et al., 2013; Jackson & Michaelis, 2003). In turn, this indicates the connection and overlap between the concepts of mindfulness and sustainable consumption. Practicing the above mentioned behaviours

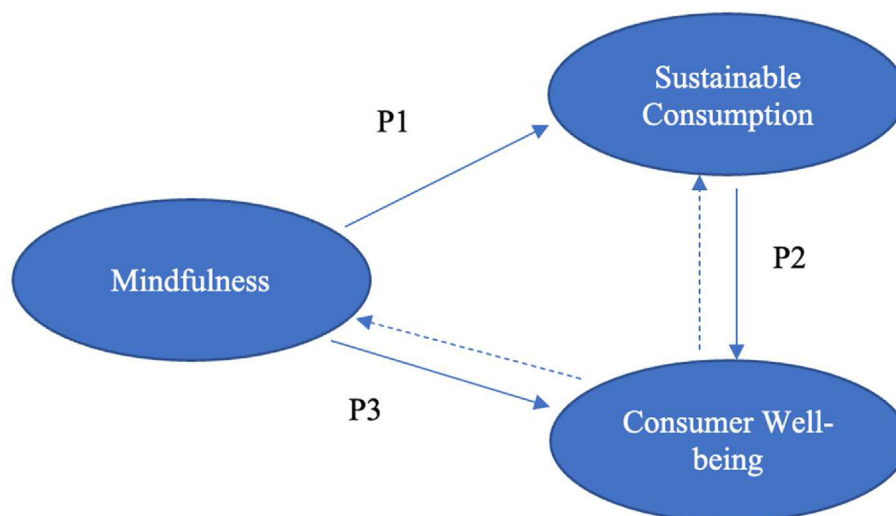


Fig. 1. Model representing connection between sustainable consumption, consumer well-being and mindfulness.

could fill the gap between attitude and behaviour that has been identified as an obstacle in some unsustainable consumption contexts. The gap may be narrowed by enforcing behaviours, such as awareness, frugality, kindness, reduction in consumption with extensive awareness raising campaigns. Overall, participants viewed mindful consumption as something positive, and regarding the consequences of mindfulness for individual consumers, they mostly highlighted positive consequences, such as being happier and living a good life. This is in line with the notion that mindfulness is positively associated with consumer happiness or well-being (Bahl et al., 2016; Brown & Kasser, 2005; Friese & Hofmann, 2016).

This qualitative research suggests that consumers view sustainable consumption as the consumption of things that will last for a long time, recycled and upcycled products and taking care of the environment, which is in line with the Oslo Symposium (Norwegian Ministry of the Environment, 1994) definition of sustainable consumption and bolsters other research that describes recycling, waste and resource minimization as actions that nurture sustainable consumption (Bentley, 2008). Further, participants described a sustainable fashion apparel consumer as someone who is concerned about the natural environment, is frugal, thoughtful, not interested in fashion trends and is concerned about other people, which also aligns with the aforementioned definition of sustainable consumption and other research referring to sustainable consumption as a type of consumption that frequently includes environmental, economic and social dimensions (Balderjahn et al., 2013; Huang & Rust, 2011; Lim, 2017).

From this study, it is evident that consumers associate the global fast fashion industry with environmental pollution and social problems, such as abused workers and low pay. The researcher observes that consumers believe fast fashion has a negative effect on the natural environment, such as large amounts of waste (mainly because a lot of the clothes are thrown away), and are aware of the negative effects that manufacturing has on the environment, such as chemicals and water consumption. Finally, this study shows that consumers believe there is some sort of exploitation of workers or that the workers are not working in the best conditions. These findings support the notion that fashion is among the world's most polluting industries (Brewer, 2019) and is associated with numerous social problems, such as prohibition of workers joining or forming trade unions, abuse, child labour, forced labour, low pay and dangerous

working conditions, among others (Niebank, 2018; Walk Free Foundation, 2018).

This research shows that consumers view consumer well-being as happiness when buying or wearing an apparel item, and some consider consumer well-being to be happiness throughout the whole customer experience. In describing consumer happiness or well-being, participants used the words happiness, satisfaction and feeling good. These findings support that the terms “happiness” and “well-being” are synonymous.

From this study, it is also apparent that consumers believe mindfulness has an effect on sustainable consumption. For instance, a mindful consumer is likely to be a sustainable consumer, and a sustainable consumer must be mindful. This supports the underlying premise of this research – namely, that an increased level of mindfulness is positively associated with an individual's sustainable consumption behaviours. This premise is supported by Helm and Subramaniam's (2016) findings regarding the positive effect of mindfulness on sustainable consumption. Participants in the present study also indicated that mindful consumers are happy, happier than regular consumers or that mindfulness is good for the consumer on a personal level, thus supporting previous research demonstrating the positive effect of mindfulness on individual well-being (Bahl et al., 2016; Brown & Kasser, 2005; Brown & Ryan, 2003; Carmody & Baer, 2008; Friese & Hofmann, 2016; Wilber, 2000). Further, participants expressed the belief that sustainable consumption has a positive effect on well-being in that consumers are happier because they are consuming sustainably, which supports the assumption that sustainable consumption behaviours are positively associated with consumer well-being. Contrary to the views of most participants, some did not see any connection between the three concepts under study and some even stated that mindfulness can have a negative effect on well-being, which could be an avenue for future investigations into the topic of a negative relationship between mindfulness and well-being.

This study has also yielded some unexpected findings. One of these is that two opposite characteristics of a sustainable fashion apparel consumer emerged – namely, that sustainable fashion apparel consumers have no interest in fashion trends and that these consumers have a sense of style, are fashion forward and are highly interested in fashion trends. Based on the conversations with participants, the most likely explanation for the noted contrasting characteristics of sustainable fashion apparel consumers is that participants understand fashion trends differently. Some understand green

and sustainable fashion as a fashion trend that has been adopted by many fashion apparel brands, from fast-fashion brands to luxury brands, that a fashion-conscious consumer is likely to buy. Others understand fashion trends more broadly to include all fashion trends in a season, such as the summer/spring 2021 fashion trends that include black and white, maxi dress, bralette, stripes and oversized trousers (Holzman, 2021; Pitcher, 2021; Sutton, 2021), which a sustainable consumer is unlikely to follow. Further, in discussing the connection between the concepts of mindfulness and well-being, some participants underlined that mindfulness could have a negative effect on well-being. This was unexpected, because the researcher had not found this concept when reviewing the literature. Lastly, most participants contemplated the positive effect of sustainable consumption on well-being, in line with the literature review, but surprisingly, the results show that consumer happiness may also have an effect on sustainable consumption. That is, a happier consumer will likely behave as a sustainable consumer.

4.1 Managerial implications

Increasing awareness can help reduce an individual's susceptibility to the manipulations present in consumer culture. Therefore, it would be of great interest to marketing practitioners to understand how more mindful consumers would perceive and respond to a more sustainable fashion apparel industry. The issue of sustainability is crucial in the fashion business and has received considerable attention from consumers (Shen et al., 2014). Thus, a policy promoting mindful consumption would, as indicated by this study, have a positive effect on consumer happiness and well-being, which could, in turn, increase consumer loyalty and satisfaction. Such marketing activities might be a worthwhile endeavour for businesses; they are welcome and sometimes even necessary, because consumers, governments and environmental groups are increasing pressure on modern businesses to adopt measures for reducing the damage they inflict on the environment (Pervez, 2020).

Research regarding consumer mindfulness can enhance individuals' interest in the planet, which may, in turn, contribute to increasing sustainability without much need for expensive policy interventions (Bahl et al., 2016). This study has also shown a strong link between mindfulness and sustainable consumption. Therefore, researcher suggests that policy makers create a campaign to educate consumers about the consequences that

every apparel purchase and consumption has on the environment and people. Knowledgeable consumers may in turn be more mindful of their actions, which can lead to a more sustainable way of consuming fashion apparel products. Specific mindfulness skills can be practiced and developed through targeted meditation techniques (MacDonald, 2021), mindfulness training and exercises that can be accessed via website or a mobile app (Bonney, 2020), short mindfulness interventions in corporate settings and in the classroom to enforce ethical behaviours and help individuals to turn inward to increase sustainable awareness (Orazi et al., 2021; Wamsler, 2018) and nature interaction to bring the attention to present moment experiences to enhance mindfulness (Sahni & Kumar, 2021). Furthermore, the harmful consequences stemming from fashion products have evoked concern among some people in the fashion world. As such, businesses must consider how to design and develop fashion apparel products that will have minimal potential adverse effects on people, other living creatures and the planet during their entire life cycle (Moon et al., 2015). One such example is sports apparel company Patagonia, which is actively participating in activism and is even said to be “shifting away from pure advertising towards activism promotion” (Jerry, 2021), receiving awards and a lot of exposure and publicity by doing so (UN Environment Programme, 2019). This sports clothing brand is not using ecological or natural fibres to create their products, but is giving back to the planet by enabling and encouraging customers to buy second-hand Patagonia products instead of new, by giving back in form of self-imposed Earth tax that donates the company's 1% annual sales to support the “environmental non-profits working to defend our air, land and water around the globe” (Environmental Activism—Patagonia, 2021) and by hosting a website to connect individuals to environmental groups.

4.2 Limitations

This study offers several novel insights, yet all studies have limitations that serve as opportunities for future enquiry. One of the main limitations of qualitative approaches, according to Ochieng (2009), is that the findings cannot be generalized to wider populations, because they are not tested to determine whether they are statistically significant or due to chance, which is also a realistic concern for the present study, since the researcher's own unique observations could have altered the information in subtle ways. Two additional limitations of this study

are related to the sample. First, the sample was collected by the researcher and framed according to the study. Consequently, the participants were friends, family, colleagues, acquaintances or individuals who are otherwise connected somehow to the researcher. Second, the limited number of participants are not representative of all Slovenian consumers of fashion apparel; rather, the researcher conducted an in-depth analysis of the stories told by a relatively small number of consumers who discussed their habits regarding the consumption of fashion apparel and provided their opinions about the sustainable consumption of fashion apparel and their reflections on the relationship between mindfulness, sustainable consumption and consumer well-being in relation to the consumption of fashion apparel.

This qualitative research clearly shows that further research efforts are needed to establish clearer relationships between the main constructs of mindfulness, consumer well-being and sustainable consumption. The researcher proposes a need for comprehensive quantitative research to further establish the relationship between mindfulness and sustainable consumption and the relationship between sustainable consumption and consumer well-being. Results of this study also indicate the connection and overlap between the concepts of mindfulness and well-being, and this could be further studied in comprehensive qualitative and quantitative research.

5 Conclusion

As the concept of mindfulness has gained momentum in consumer behaviour research, it has been reported that mindfulness positively affects sustainable consumption behaviours (e.g. Amel et al., 2009; Barber & Deale, 2014; Brown & Kasser, 2005; Ross, 2015). However, there has been no research illuminating this relationship in the context of fashion apparel and its impact on consumer well-being. To this end, the present study adds to the body of research on mindfulness and sustainable consumption behaviours by showing a positive relationship between mindfulness and sustainable fashion apparel consumption. This research offers promising insight into the convergence between three disciplines: positive psychology, ecology and consumer research. Additionally, findings about the strong relationships among the three constructs add to the current body of knowledge, further illuminating the relationship between mindfulness and consumer well-being by illustrating the bridge between mindfulness theory and positive psychology.

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Appendix A

A few examples of open-ended questions regarding participant's apparel buying habits:

Which factors are the most important when it comes to buying every day apparel items? What do you value the most? *(If participant is having trouble answering the question, use some examples such as: fashion, materials, price, brand, style, likability, recycled material, ECO production, ...)*

What do you do with an apparel item that is worn out? *(If participant is having trouble answering the question, use some examples such as: donate it to the charity, throw it in the bin, ...)*

A few examples of open-ended questions regarding sustainable consumption of apparel items:

How would you describe a sustainable consumer? *(Encourage discussion if necessary: What does he/she do? What does he/she buy?)*

In your opinion, what are the consequences of sustainable consumption for the individual consumer? How does sustainable consumption affect an individual *(Try to find out if sustainable consumption has a positive or negative effect (or non) on the individual's happiness.)*

A few examples of open-ended questions regarding consumer well-being and well-being of participants in general:

What do you understand under the concept of consumer well-being or consumer happiness?

What connection do you see between sustainable consumption and consumer well-being?

If the consumer is sustainable, does this mean he/she is happier? Is a happy consumer more

sustainable *(Participant should also give me an example. Try to learn if sustainable consumption affects consumer's happiness (or not at all) or if it is the other way around?)*

If you think about consumption of your apparel items, can you give me an example where you are satisfied or happy with your apparel items? *(If necessary, use examples: looks, comfort, quality, the way it makes you feel ...)* What about an example where you are annoyed or not feeling well about your apparel items?

A few examples of open-ended questions regarding mindfulness in general, consumer mindfulness and mindfulness of participants:

What does it mean that someone is mindful when it comes to his/her consumption of apparel items? What does he/she do exactly? What would you say differentiates mindful consumption of clothes from “normal or typical” clothes consumption?

What are in your opinion consequences of mindfulness for an individual consumer?

How would you describe the connection between sustainable consumption and mindful consumer? How does one affect another?

How would you describe the connection between consumer well-being and mindful consumer? How does one affect another?

How do you see yourself – are you a mindful consumer? A mindful apparel consumer? How does this show in everyday life and how does this show when it comes to apparel consumption?

Do you often buy clothes or shoes spontaneously? Without previously thinking about it? Or do you plan your shopping in detail ahead of time?