

IMPACT OF MINDFULNESS ON SOCIAL MEDIA PROMOTIONS FOR FMCG CONSUMERS

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ABSTRACT

In a world full of buzz and surface interactions, consumers seek more depth and meaning. This intensity can also come from a very different angle, in the form of mindfulness. Consumers think about and take responsibility for the ethical status of brands they buy and support. The shopping that they do is now more mindful and not just throwing items into basket without thinking twice. Companies always desire to follow consumerism orientation that portrays consumers as consuming anything and everything. This trend is changing now. More and more consumers have started to consume and spend just apt to their needs. Even in this age of internet, they feel paying through cash rather than card is a better option. It is something tangible and they do not want to hand more of it than is strictly necessary. In case of FMCG products, they now prefer to go to nearby markets where they get better value for money rather than big names. This is an exploratory study to determine influence of Mindfulness on social media promotions for FMCG products. Main purpose is to determine whether the promotion on social media platform helps mindful consumers in decision-making. Study also gauges whether social media promotion persuades them to buy a product that does not have much use to them by making them less mindful. This study assists companies to decide what type of promotion should be done to attract mindful consumers and to check whether the money spent on social media promotion generates revenue from mindful consumers. Study also guides marketing managers to make changes in its promotional methods to attract customers with different preferences. Above all, the study supports that market can be segmented based on mindfulness and give companies more ammunition to target customers.

KEYWORDS: Mindfulness, Mindful Consumers, Social Media, Promotion, FMCG Products.

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APPENDIX

1. I am active on following social media platforms

Social media	Yes	No
Facebook		
E-mail		
Twitter		
Blogs and forums		
Others		

2. I consider promotions on following social media platforms for buying daily care products

Social media	Always	Very Often	Often	Sometimes	Never
Facebook					
E-mail					

Twitter					
Blogs and forums					
Others					

3. Following shows how much following social media promotions impact my buying decision of daily care products

Social media	Strongly influences my decision	Influences my decision	Does not influence my decision
Facebook			
E-mail			
Twitter			
Blogs and forums			
Others			

4. What is the education of highest income earner in your family?

Illiterate	
Literate but no schooling / School up to 4 years	
School up to 5-9 years	
SSC / HSC / 10 TH / 12 TH	
Some college (not graduate)	
Graduate (12+3) / Post graduate (12+3+2) or higher	
Professional graduate (12+4) / Professional post graduate (12+4+2) or higher	

5. Which of the following items do you or your family members use at your home?

Electricity connection	
Computer / Laptop	
Ceiling fan	
Two wheeler	
Color TV	
LPG stove	
Air conditioner	
Refrigerator	
Washing machine	
Car / Jeep / Van	
Agriculture land ownership (only if used for cultivation)	

6. Below is collection of statements about your everyday experience. Using the scale below, please indicate how frequently or infrequently you currently have each experience. Please

answer according to what really reflects your experience rather than what you think your experience should be. Please treat each item separately from every other item.

1	2	3	4	5	6
Almost always	Very frequently	Somewhat frequently	Somewhat infrequently	Very infrequently	Almost never

	1	2	3	4	5	6
I could be experiencing some emotion and not conscious of it until sometime later						
I break or spill things because of carelessness, not paying attention, or thinking of something else						
I find it difficult to stay focused on what's happening in the present						
I tend to walk quickly to get where I am going without paying attention to what I experience along the way						
I tend not to notice feelings of physical tension or discomfort until they really grab my attention						
I forget a person's name as soon as I have been told it for the first time						
It seems as "I am running on automatic", without much awareness of what I am doing						
I rush through activities without being really attentive to them						
I get so focused on the goal I want to achieve that I lose touch with what I am doing right now to get there						
I do jobs or tasks automatically without being aware of what I am doing						
I find myself listening to someone with one ear, doing something else at the same time						
I drive places on "automatic pilot" and then wondering why I went there						
I find myself preoccupied with the future or the past						
I find myself doing things without paying attention						
I snack without being aware that I am eating						