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Assessing the effect of mindful consumption towards residents' well-being with the mediation of brand loyalty and self-brand connection in tourism

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ABSTRACT

'Mindful consumption' in tourism services helps to create a positive experience for the consumer by enabling the latter to effectively utilise the resources available at the tourist destination. While numerous studies have explored the idea of mindful consumption, most of them have largely examined the overarching concepts. In contrast, this study focuses on evaluating the effect of mindful consumption in the tourism sector on the residents' well-being of the tourist destination using Stimulus-Organism-Response (SOR) Theory. A mixed method was used to evaluate the impact of the antecedents of mindful consumption on residents' well-being of the tourist destination. A qualitative and quantitative study was also conducted to test the proposed conceptual model. The study extends the SOR Theory with new and novel constructs in the context of tourism. It also lists managerial implications for travel agents and providers of tourism services to attract consumers endowed with a high environmentally sustainable attitude and self-consciousness.

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Private self-consciousness; sustainability attitude; mindful consumption; residents' well-being; mixed method; India

Introduction

The tourism industry plays a crucial role in bolstering the national economy through its substantial employability opportunities and constant demand for domestic tourism offerings across geographies and demographics. India's sustainable tourism market, which stood at USD 26.01 million in the year 2022, will reach 151.88 million USD by 2032, with a compound annual growth rate (CAGR) of 19.3 per cent, as per the Federation of Hotel and Restaurant Associations of India (FHRAI), KPMG and the PHD Chamber of Commerce and Industry (PHDCCI) (Businessworld, 2024). However, the unfettered growth of tourism poses the problem of increasing waste, over-consumption, and various pollutions (Falcone, 2019; Jones & Wynn, 2019). These factors also entail some crucial social costs for the residents of the tourist destination (Parvatiyar & Sheth, 2023). The tourism service consumption patterns currently prevalent have had an adverse impact on the environment, along with their adverse and virtually irreversible effect on the health and well-being of residents (Godovykh et al., 2023; Lindberg et al., 2022). One solution to this critical problem is to empower consumers to make mindful consumption choices. However, this may be true only for tourists with a mindset characterised by a sense of caring for themselves as well as for

the community and the environment while consuming tourism services (Sheth et al., 2011). Mindfulness and well-being are popular concepts among researchers studying the impact of tourism services and their consumption on society (Pope, 2018). Past literature has deliberated on the importance of mindful consumption in creating an unparalleled experience in the tourism business with a focus on combating major environmental issues like climate change and the well-being of residents (Leban et al., 2024; Mishra & Chowdhary, 2024; Pongsakornrungrungsilp & Pongsakornrungrungsilp, 2023). For example, various studies have explored the issue of mindful consumption of services aimed at enhancing the outdoor experiences of tourists without causing any damage to the environment or posing any risks or inconvenience to the residents in the tourism destination (Godovykh et al., 2023; Nagle & Vidon, 2021).

Mindful consumption in tourism has also been studied with respect to the spiritual context wherein the socio-cognitive theory is used to link the tourist experiences to environmental factors with regard to tour guides, interactions among tourists, their experiences in monasteries, the role of cultural artefacts and heritages in augmenting the tourism experience, and personal factors like the motivation and aspirations of tourists (Tan et al., 2020). Leban et al. (2024) explores

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the domain of luxury travel in the context of mindfulness through a case study of the Faroe Islands. Other studies have contributed to the literature through an explanation of the multi-level liminoid model, which reiterates the concept of meditative mindfulness as an important variable for demonstrating the contribution of tourism to human existence (Lengyel, 2022).

Further, new domains of e-mindfulness have also been studied to assess the present tourism trend. Mindfulness meditation has also been inculcated in the rapidly growing technology-related applications being currently used in the provision of tourism services. This e-mindfulness warrants implied changes in consumer perspectives on tourist experiences (Stankov et al., 2020). Previous literature has deliberated on the utilisation of circular economy to drive sustainability in the tourism sector through service-dominant logic and mindful consumption (Pongsakornrungsilp & Pongsakornrungsilp, 2023), the role of artificial intelligence (AI) in identifying AI-assisted mindfulness in tourism (Wang & Uysal, 2024), and the emergence of regenerative tourism to enhance awareness about the environmental and socio-cultural impacts of tourism on the host destinations (Manchanda et al., 2023). Literature has also studied the theory of mindful consumption to analyse the effect of mindfulness on the perception of environmental sustainability taking into account moderators like materialism and the demographic profiles of the tourists. However, factors like environmental sustainability and self-consciousness and their impact on mindful consumption have not been adequately studied in past literature with respect to tourism (Nagle & Vidon, 2021; Stankov et al., 2020).

Another crucial aspect connected to the issue of mindful consumption is the residents' well-being of the tourist destination. Studies like Mishra and Chowdhary (2024) have analysed how the COVID-19 pandemic shifted the consumption mindset towards mindful tourism, and how the same was responsible for promoting tourism growth and reducing the ill-effects of tourism. However, Pyke et al. (2016) have suggested that the idea of the well-being of residents has been sparingly delineated in relation to tourism. Thus, the potential linkage between well-being and mindful consumption has not only been under-researched but its link is unclear with the perspective of tourism (Lengyel, 2022). This current research attempts to fill this research gap.

It contributes to the extant literature in many ways. There is no study till date on the impact of environmentally sustainable attitudes and private self-consciousness on mindful consumption and the subsequent effects of mindful consumption on a residents' well-being through self-brand connection and destination loyalty.

In this context, this study will firstly contribute to the past literature. Secondly, the influence of mindful consumption on the residents' well-being has never been studied by deploying the SOR model and CCS framework, introduced by Sheth et al. (2011). This study will thus extend the SOR framework for filling the gap in the past literature by examining the relationship between mindful consumption and the well-being of residents of tourist destinations. Thirdly, this study is a rare mixed method study, which explores the domain of mindful consumption and the residents' well-being for the tourism destination through qualitative research, and subsequently validating it with quantitative research.

Thus, the objectives of the study are to:

- Assess the impact of the attitude of environment sustainability and private self-consciousness on the mindful consumption in the domain of tourism services; and
- Examine how self-brand connection and destination loyalty are impacted by mindful consumption, which further impacts well-being of residents in the tourist destination.

Literature review

Theoretical underpinning

The SOR paradigm, introduced by Mehrabian and Russell (1974), states that individuals respond to environments in either of the two general manners: the first signifies approach behaviours, that include all constructive actions, for e.g. desire to stay, explore, work, or affiliate, while the second signifies averting behaviours, such as the inclination to not act positively. The SOR framework has rarely been used in the past to understand the concept of mindful consumption in the tourism sector. One of the few past studies that has applied the SOR model on mindful consumption in tourism is by Phang et al. (2021), which extends the SOR Theory with constructs like panic buying and compulsive buying by consumers shopping for groceries. This study examines the relationship between the consumer behaviour and the antecedent, namely, the intolerance of uncertainty, thus building further upon the SOR Theory. Research has also reported the impact of eWOM and Consumer Engagement on Mindful Consumption Behaviour (MCB) with the application of the SOR model (Gabriella et al., 2021). In another study, Ben Haobin et al. (2021) argue that servicescape impacts the mindfulness of hospitality customers, which thereafter improves the brand experience.

Past studies have hardly contributed to the study of tourists as consumers. Also, none of these past studies on consumer behaviour has used SOR to study the antecedents of mindful consumption (the organism in the SOR mode), where the stimulus constructs namely environmentally sustainable attitude and private self-consciousness have been studied in the context of tourism services. Further, the impact of these constructs on the response component of the SOR theory namely Destination loyalty, Self-brand connection and well-being of the residents of the destination has also never been addressed in prior studies where SOR theory has been used for studying the tourism industry. Another USP of the conceptualised model is the amalgamation of the SOR theory, with novel constructs, with an application to the customer-centric sustainability (CCS) framework, in the context of tourism services. This makes the study very unique and contributes to the past literature. The study integrates the CCS framework, introduced by Sheth et al. (2011), which aims to conceptualise an innovative perspective within the realm of marketing by emphasising the redirection of consumption habits rather than suggesting their restriction or outright rejection. The authors elaborate that each facet within the realm of mindful consumption (here the organism component of the SOR) embodies a distinctive essence. The mindful mind-set component of the SOR model proposed in the study entails an awareness of concern for oneself, the community, and the environment, all of which should reflect one's values and outlook as also explained in the CCS framework of (2011). The concept of the CCS framework has been interwoven with the SOR Theory wherein the stimulus, signified by an environmentally sustainable attitude and private self-consciousness, activates the organism (represented by mindful consumption), which, in turn, leads to the response (manifested in the well-being of the residents of the tourist destination) for tourism services. This unique combination of the SOR Theory and CCS framework has never been achieved in past literature, which accounts for the novelty of this theoretical framework.

Mindful consumption as per the CCS framework:

Mindful consumption can be described as a framework for studying the behaviour of consumers that has been adapted to judge the behaviour of tourists in the given study. In the proposed model, mindful consumption plays the role of the organism in the SOR theory. The idea of mindful consumption outlined by Sheth et al. (2011) entails finding suitable solutions for consumers who exhibit an over-consumption behaviour. Mindful consumption in the tourism sector is needed to add

value to society, the environment and the economy as a whole, by incorporating a customer-centric sustainability behaviour. Mindful consumption is related to a mindset, which could be an amalgamation of the attitudes, values and expectations of consumers (Mishra & Chowdhary, 2024). These parameters of the mind guide the tourist or consumer to inculcate a sense of caring while consuming and relating the same to their personality (Pongsakornrungrungsilp & Pongsakornrungrungsilp, 2023).

Recently, mindful consumption has been studied beyond its original psychological domain and has also been examined in behavioural studies as well as transformative consumer research studies. Further, some research has been done on mindful consumption in the domain of tourism. Nagle and Vidon (2021) analysed the role of tourism companies claiming mindful consumption of their product regarding the development of sustainable outdoor gears, which could improve the outdoor experiences of the travellers without harming the environment. Pongsakornrungrungsilp and Pongsakornrungrungsilp (2023) examined the impact of mindful consumption for formulating a circular economy to encourage sustainability in the tourism sector of Krabi, Thailand. The process of product self-creation helps in identity development and promoting a sense of more mindful consumption among consumers. Although the concept of mindful consumption among tourists has been explored by linking various existing studies, the extant literature on the linkage between the mindful consumption and residents' well-being to ensure sustainable tourism is still scanty (Lengyel, 2022; Lindberg et al., 2022). This is one of the unique research studies that examines the impact of mindful consumption on the well-being of the residents at the tourist destination using destination loyalty and the self-brand connection as the connecting constructs. This model has been developed by extensively studying the gaps in the past literature on mindful consumption (Al-okaily et al., 2023; Godovykh et al., 2023; Stankov et al., 2020; Zhao et al., 2022).

Development of hypothesis

The environmentally sustainable attitude and mindful consumption of tourists

Sheth et al. (2011) characterise mindful consumption as a reflection of the awareness of thoughts and actions of consumers with regard to the impacts and outcomes of their consumption choices. On the other hand, environmentally sustainable attitude, one of the stimuli as proposed in the SOR model, depicts the individual's or group's perception and belief concerning the importance of protecting the environment and encouraging the sustainable practices (Khan et al., 2020). This attitude

is viewed as the human responsibility to engage in actions, that conserve natural environment, protect biodiversity and safeguard global resources for balancing the ecosystem in present, as well as in future (Rutherford, 2023). In the realm of tourism, mindfulness consumption, here taken as the organism in the SOR model, stresses the aspect of caring and thinking about the future and the consequences of the purchase on the local residents of tourist destination (Godovykh et al., 2023; Zhao et al., 2022). It also explores how tourists purchase will impact the natural environment and the community they visit. Similarly, the environmentally sustainable attitude implies travellers' perceptions of the environment and encompasses their pro-environmental behaviours in the context of tourism. The environmentally sustainable attitude has been studied interchangeably with terms like 'green attitudes', 'ecological attitudes' and 'environmental attitude', all of which analyse the consumer's judgments about the tourist destination and its residents (Rodríguez et al., 2020). Recent literature suggests that the practice of mindfulness (organism) is positively linked to an environmentally sustainable attitude (stimulus) (Frank et al., 2021; Thiermann & Sheate, 2021; Yilmaz & Anasori, 2022). Some scholarly works have also studied the impact of consumer attitudes on their buying choices, particularly in the context of the environmentally sustainable attitude as a stimulus and sustainable consumption practices aligned with mindfulness as an organism in the SOR model, in the context of tourism (Rodríguez et al., 2020). This demonstrates the possibility of correlation between the environmentally sustainable attitude and the concept of mindful consumption in the context of tourism as well. They have been hypothesised as one of the stimuli of the consumers which impacts organism in the proposed SOR model for the study. However, Geiger et al. (2020) found no indication of direct association of sustainable consumption attitude and mindfulness. Therefore, authors propose to check the impact of environmentally sustainable attitude on mindful consumption by delineating the following hypothesis:

Hypothesis 1 (H1): The environmentally sustainable attitude impacts the mindful consumption of tourists.

Private self-consciousness and mindful consumption of tourists

Private self-consciousness denotes the inclination to be self-observant and to emphasise on introspecting one's inner feelings, emotions, motivations and somatic experiences (Zhai et al., 2024). It constitutes a facet of an individual's character that is pertinent for facilitating the mechanisms associated with personal

significance, formulation and transfer. This has been considered in the proposed model (SOR) as the second Stimulus. At the same time the Mindful consumption which fundamentally revolves around an individual's mindset, including their attitude, emotions and values, while also integrating these concepts with other people, communities and environment as a whole has been portrayed as the Organism component of the SOR model for the study (Pongsakornrungsilp & Pongsakornrungsilp, 2023). Given that private self-consciousness is an expression of internal self-awareness (Lee & Workman, 2020), this perspective may tie mindfulness to a tourist consumer's inclination to delve into the concealed and less apparent facets of their personal temperament (Brunner & Dholakia, 2018). Private self-consciousness may also be connected to mindful consumption of an individual in the form of restricted, repetitive and aspirational purchases (Garg et al., 2024). The study is based on the premise that individuals who possess a tendency for introspection are more likely to contemplate the personal significance of their actions and expressions during the process of consumption of tourism services (Ahadzadeh et al., 2021). For these individuals, the act of crafting their identity through the choice of tourist products and services significantly contributes to their journey of self-realisation. This then acts as a stimulus which impacts the enhanced propensity for consuming tourism products mindfully (mindful consumption). Wang & Uysal (2024) also demonstrated a positive interaction between the public image and public self-consciousness in influencing interest in tourist destination. Therefore, with the above stated arguments, authors propose the following hypothesis:

Hypothesis 2 (H2): Private self-consciousness impacts the mindful consumption of tourists.

Mindful consumption and destination loyalty of tourists

The idea of 'destination loyalty' in tourism refers to the inclination of tourists to return to a destination and share favourable recommendations about it with others through interactions (Oppermann, 2000). According to Quang and Thuy (2024), a tourist who exhibit mindful consumption behaviour, here the organism in the proposed SOR model, tend to indulge in experiences that enhance their learning, engagement and overall satisfaction with a tourist destination, here the response (destination loyalty) in the proposed SOR model. When local communities inhabiting the destination create a positive experience for tourists and facilitate meaningful interaction with the local population, they can significantly enhance visitors experience and cultivate

destination loyalty (Hung et al., 2021). Additionally, a study by Godovykh and Tasci (2021) also demonstrated that positive emotion is one of the important antecedents of destination loyalty. Sheth et al. (2011) also suggested that mindful consumption provides a base for offering additional value, which can elicit positive emotions and response in consumers. These evolving emotions can develop mutual business benefit by encouraging favourable outcomes for mindful consumers and also enhancing their loyalty towards the destination. When mindful tourists hold an optimistic stance on possibilities for mindful consumption at a destination, it may stimulate a sense of satisfaction and happiness in them. This positive emotional state may further augment the likelihood of them sharing positive word-of-mouth and expressing their revisit intentions (Chen et al., 2022.). Research studies like that by Rubin et al. (2016) also found a significant and effective relationship between the organism mindful consumption on destination loyalty response among a sample of tourists from Fiji. Therefore, the next hypothesis is stated as follows:

Hypothesis 3 (H3): Mindful consumption will have an impact on the destination loyalty of tourists.

Mindful consumption and self-brand connection of tourists

The conception of self-brand connection by Escalas and Bettman (2003) involves gauging the degree to which individuals can establish a relationship between themselves and a brand by assimilating it into their self-consciousness. Within the realm of tourism, the concept of a self-brand connection is related to travel agency brands. Tan et al. (2020) highlighted the concept of self and brand connection with regard to an online travel agency booking brand in terms of their past experiences and loyalty towards the particular travel agency brand. A mindful customer is likely to seek features of mindfulness in brands, and this alignment, in turn, is likely to strengthen consumer – brand interaction. Ben Haobin et al. (2021) highlighted that mindful customers are more likely to have an immersive brand experience. Laskin and Kresic (2021) also concluded that the CSR component in their study significantly impacted the self-brand connection among female millennials. Liu et al. (2022) examined the impact of ritualistic behaviours on improving the consumers' connections through mindfulness. Related studies have also shown that when consumers are shown advertisements on the mindful consumption theme like voluntary simplicity, the same leads to the formation of a stronger self-brand connection among the consumers. The existence of self-brand connections enables tourists to feel more

related to a particular travel agency brand (Li et al., 2020) and therefore, mindfulness could be another way to enhance consumers – brand connection. Hence, mindful consumption is positively related to the self-brand connection (Errmann, 2024). This leads to the following hypothesis:

Hypothesis 4 (H4): Mindful consumption will have an impact on self-brand connection of tourists.

Destination loyalty and well-being of the residents in the tourist destination

Well-being is a classical concept that has been in existence since Greek times (Su et al., 2020). It contemplates as one of the most significant non-financial consequence of travel (Gretzel & Stankov, 2021). Within the realm of tourism marketing, the significance of the well-being of the residents is paramount, given its established capacity to shape their intentions to revisit tourists (Leban et al., 2024; Singh et al., 2022; Tsai, 2021). This loyalty in terms of repeat visits is considered as a key component of a tourism destination's long-term success, and plays a crucial role in the generation of well-being among the residents of these destinations (Al-okaily et al., 2023; Liberato et al., 2021; López-Sanz et al., 2021). In another major study by Bagheri et al. (2024) and Leban et al. (2024) they confirmed positive relationships between well-being, tourist satisfaction and loyalty. A study by Wang et al. (2020) reports that destination loyalty improves subjective well-being and attachment to the destination among tourists. This leads to the following subsequent hypothesis:

Hypothesis 5 (H5): Destination loyalty will have an impact on well-being of the residents in the tourist destination.

Self-brand connection and well-being of residents in the tourist destination

Several studies have investigated customers' attachment to tourism brands, including those linked with destinations, hospitality enterprises, restaurants, and travel agencies (Xu et al., 2021). Tourism empowers the local community (Berbekova et al., 2022). Travel brands could form a self-brand connection with the consumers by supporting and patronising the branded tourist offerings for the city (Lu & Ahn, 2024; Yu & Kim, 2020). A strong self-brand connection is likely to augment tourists' engagement and loyalty to the destination brand (Chen et al., 2021). This, in turn, will help consumers to better connect with the travel agency brands serving the city. Since these brands have a positive implication for residents of the tourist destination, the close connections formed by the tourist consumers with the same brands

encourage sustainable initiatives for the residents at the destination (Zhao et al., 2022). The brand could imbibe a meaning (here the well-being of the consumer) which the consumer can use to construct a desired self-image for himself and thus relate to the travel agency brand (Arghashi & Arsun Yuksel, 2023). Past studies have proven that brands try to form an association between the self-brand connection and appropriate social needs, which in this case signify the tourists' self-actualisation needs. These needs underscore the importance of the well-being of residents of the tourist destination (Berbekova et al., 2022). Further, a study by Rahma and Junaedi (2022) has shown that tourists could form a strong attachment to brands, as they find them 'meaningful in the light of goals, personal concerns, or life projects'. This could further lead to the well-being of the residents of the destination as the consumers now trust the travel brand to be empathetic towards the residents of the destination while marketing their services (Lee, 2020). This leads to the next hypothesis as follows:

Hypothesis 6 (H6): Self-brand connection will have an impact on well-being of the residents at the tourist destination.

A review of the above-mentioned studies points to the linkage between variables, based on which the conceptual model of the study is presented in Figure 1.

The conceptual model has been developed as per the (SOR) framework suggested by Mehrabian and Russell (1974) and the CCS model created by Sheth et al. (2011). The authors take this model further to add new constructs as the consequences of mindful consumption, such as self-brand connection, destination loyalty and well-being of destination's residents.

Research methodology

Previous section on the literature review points to the relationship between mindful consumption and the following variables namely, destination loyalty, private self-consciousness, and self-brand connection. Further, it also establishes a relationship between destination loyalty and the well-being of residents of the travel destination.

This research study was divided into two phases, namely, Study 1, which was exploratory, and Study 2, which was descriptive in nature. Hence, this research paper uses the mixed-method approach for obtaining insights derived from the inductive and deductive techniques of research. As discussed in Venkatesh et al. (2013), the mixed method research design has been found to be effective and popular as it facilitates a comprehensive understanding of various phenomena, which, in this case, include the factors impacting the well-being of the residents in the tourist destinations (Maier et al., 2023).

We have tried to study the proposed model using a dual method of analysis. The first study was an exploratory qualitative study conducted through the deployment of semi-structured personal interviews of the tourists. An analysis of the interview responses using both the quantitative and qualitative approaches led to new insights on the proposed model with new constructs impacting the well-being of the residents, which are unique only to Indian tourists and their intention to enhance the well-being of the residents of the destinations they visit. The second study was drafted to quantitatively validate the proposed hypothesis of the conceptual model that was built using the extant literature in the field of tourism. The SEM analysis was

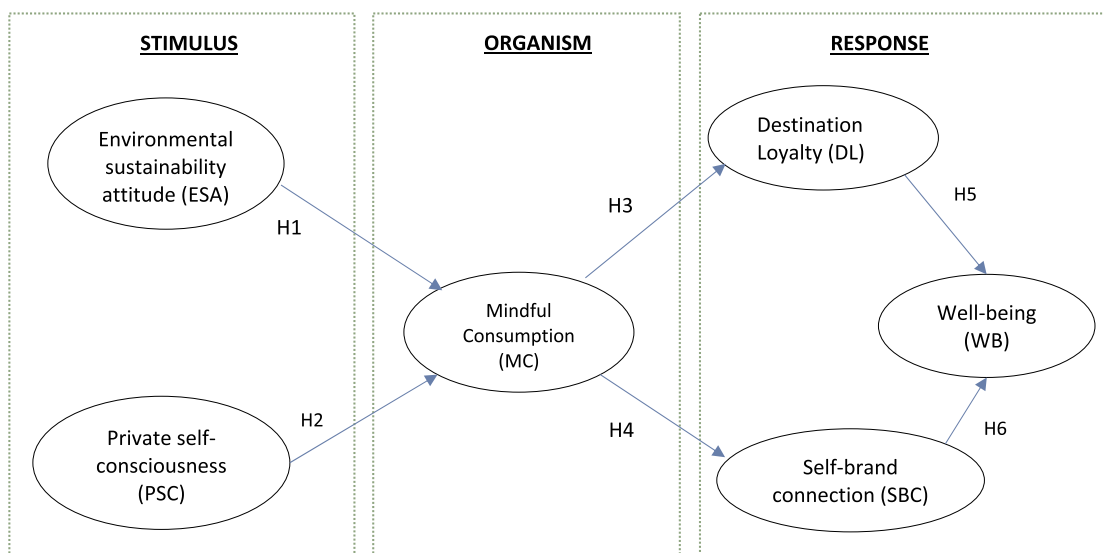


Figure 1. Conceptual Model. Source: Developed by the authors through literature review.

performed to evaluate if the model stands a good fit for the proposed hypothesis. This quantitative study tested the various combinations of the proposed causal conditions which could affect the well-being of the residents at the tourist destinations visited by the target consumers. The details of research methods of both the studies have been separately explained in the following sections.

Study 1 – the qualitative study

Description of the qualitative study

Study 1 is an exploratory study conducted by collecting qualitative data and analysing it through the personal interviews of Indian tourists. This helps unveil the under-explored phenomenon of sustainable tourism in India (Creswell & Clark, 2017). Qualitative research is perceived as a soft science and lacks generalizability as compared to quantitative research. But the same could be crucial when every individual is unique, and the population has individuals who may differ from others. India being a diverse land of consumers, the authors feel, this one quality of qualitative research makes it necessary to study the research problem from a quantitative as well as a qualitative perspective. The findings of the qualitative research are unique to only Indian consumers and help in understanding them as a unique set of consumers, a parameter which covers the limitation of a single research methods (quantitative) to generalise the results to all tourists of the world (Creswell & Clark, 2017).

Data collection

During the exploratory study, we interviewed the Indian tourists who had made some sustainable purchase in the past and are frequent travellers both within India and abroad. These tourists were identified through a search on the Instagram pages of the travel agents who operate and provide services from their Instagram handles and online commerce websites. The judgemental sampling method was adopted to target and contact the followers of these new-age travel agents operating on Instagram. They were sent messages for requests of data collection for the study. Primarily, prior to data collection, respondents were introduced with the purpose and idea behind the research. Secondly, the authors were judgemental in assessing the respondents' awareness of sustainable consumption by asking about their intentions to adopt sustainable practices while visiting tourist destinations in India. Two screening questions were included at the beginning of the personal interview survey. They were – (1) Do you make sustainable purchases while you are on vacation in India? (2) In the past six months, have you made sustainable purchases

from any tourist destination in India? Participants who responded 'Yes' to both the questions were included in the final data set. The team contacted about 78 such followers of the sustainable tourism Instagram pages, of which 34 finally agreed to give personal interviews to the authors. A formal consent was taken from the respondents and all ethical protocols were followed during data collection. The authors ensured anonymity of the participants in the interview process. Semi-structured interviews lasting about 30–45 min were conducted for each of the participants via video calls. The personal interview guide for Study 1 had only open-ended questions.

Study 2 – quantitative analysis

Construct details

The constructs emerging from the exploration were further tested quantitatively for validation using the Structured Equation Modelling (SEM) method of analysis. For this, a structured questionnaire was created in accordance with the significant findings in the literature assessment. The questionnaire form was split into two sections: the primary section focused on gathering the demographic information of the participants, such as their education, gender, age and how often do they go on vacations. The secondary section covered the aspects pertaining to the different variables under study, including the environmentally sustainable attitude (Choi & Sirakaya, 2005, five items), private self-consciousness (Scheier & Carver, 1985, nine items), mindful consumption (Brunnereder & Dholakia, 2018, seven items), destination loyalty (Pritchard et al., 1999, six items), self-brand connection and the well-being of the residents in the tourist destination (Brunnereder & Dholakia, 2018; five items). These variables were measured using a Likert scale ranging from 1–5, where 1 represents 'strongly disagree' and 5 represents 'strongly agree'. The details of the constructs, their sources and items are presented in Table 1. The face validity of the questionnaire was established through consultation with three experts, during which a few statements were reframed for better clarity for the respondents. Thereafter, a pilot test was conducted with 138 respondents, resulting in Cronbach's alpha value exceeding 0.80 for each statement, indicating strong internal consistency (Cronbach, 1951).

Data collection

The structured questionnaire was administered to respondents utilising the purposive sampling technique. Authors followed multiple steps to ensure the suitability of participants to contribute to and address the

Table 1. Conceptual definitions.

Concept	Definition	Author & year	Items
Environment Sustainability Attitude (ESA)	It can be defined as the evaluation of the natural environment and how factors of consumption affect quality.	Choi and Sirakaya (2005)	5
Private Self-Consciousness (PSC)	It refers to the consumer's tendency to think about and attend to the more covert, hidden aspects of the self, aspects that are personal in nature and not readily available to the scrutiny of other persons	Scheier and Carver (1985)	9
Mindful consumption (MC)	It can be defined as a countermeasure to excessive consumption, centring their argument on the correlation between materialism, contentment, and financial prosperity.	Brunner and Dholakia (2018)	7
Destination brand loyalty/ Commitment (DL)	It refers to the inclination of tourists to return to a destination, share favourable recommendations through word-of-mouth, and suggest it to others	Pritchard et al. (1999)	6
Self-brand connection (SBC)	It refers to the brand associations as well as the meaning ascribed to these brands can help consumers construct, cultivate and express their identities	Escalas	7
Well-being (WB)	Well-being can be construed as a constellation of positive emotional and cognitive responses to one's current state.	Brunner and Dholakia (2018)	5

Source: Past Literature review.

objectives of this research. Primarily, prior to data collection, authors engaged in brief discussion with the respondent to clarify the purpose and idea behind the research. Secondly, the author assessed respondents' awareness of sustainable consumption by inquiring about their intentions to adopt sustainable practices while visiting tourist destinations in India. Two screening questions were included at the beginning of the questionnaire. They were – (1) Do you make sustainable purchases while you are on vacations in India? (2) In the past six months, have you made sustainable purchases from any tourist destination in India? Participants who responded 'Yes' to both the questions were included in the final data set. While the authors approached the total of 610 respondents from different Instagram handles and online commerce websites, but the final dataset was narrowed down to a sample size of 484 based on the responses to the filter questions, resulting in a response rate of 79.3 percent. The data was collected over the period of three months based on the availability of the respondents. A demographic analysis of the respondents is presented in Table 2.

Table 2. Demographic details.

S. No.	Demographic detail	Sub variable	Frequency	Percentage
1.	Gender	Male	229	47.32
		Female	255	52.68
2.	Age	20–30	148	30.57
		31–40	272	56.19
		41–50	52	10.75
		50 and above	12	2.49
3.	Level of Education	Non-Graduate	0	0
		Graduate	232	47.93
		Post Graduate	222	45.86
		Doctorate	25	5.16
		Others	5	1.04
4.	Frequency of vacations	Once a year	234	48.36
		Twice a year	166	34.29
		Thrice or more a year	84	17.35

Source: Developed by the authors.

Findings and analysis

Study 1 – the qualitative model outcome

The exploratory qualitative research design was initially adopted for obtaining new insights on the subject under study. The qualitative findings of the study are explained below. The interesting insight into this mixed method was that the respondents agreed to sustainable consumption with most of the hypothesis in the quantitative results supported but at the same time when the same concepts and their relationships were inquired in the qualitative study, the results were different and unique. Most respondents agreed that the two stimuli – environmentally sustainable attitudes and private self-consciousness – significantly impact the organism, mindful consumption, and subsequently, mindful consumption affects destination loyalty, self-brand connection, and the well-being of residents. However, the qualitative results revealed a diversity of findings. They showed that there exists a relationship between the two stimuli (Environmentally sustainable attitude and Private self-consciousness) and the organism (mindful consumption) only if the same is moderated by a lucrative price and lucrative destination choice by the tourism operators. Further the new qualitative insights further added to the model and enhanced it by showing that destination loyalty was impacting the well-being of residents only when moderated by the moral guilt of spending of the consumer and some unique souvenirs which the consumer could buy only from that particular destination they visited. These new insights have been explored through qualitative research will act as a guide for future researchers who would want to further deliberate upon this model empirically. Thus, this study of mixed methods is fruitful in giving insights from both the quantitative and qualitative viewpoints to better understand the intention of Indian tourists. The qualitative research outcomes are

specific to only Indian consumers and helps in understanding their distinct characteristics as a unique consumer group. This research approach also addresses the limitation of depending solely on quantitative research methods, which may not effectively generalise results to the global tourist population (Creswell & Clark, 2017).

Propositions of the qualitative model

Environmentally sustainable attitude, private self-consciousness and mindful consumption

The survey revealed that while the environmentally sustainable attitude and private self-consciousness are significantly present among Indian consumers, the impact of these factors on mindful consumption is limited. Most of the respondents had made a mindful purchase in the past. They asserted that the evaluation of the natural environment and how factors of consumption effect quality is a crucial part of their tours, in general, and any purchases of tourism services by them, in particular.

When questioned about self-private consciousness and an environmentally sustainable attitude, the participants responded positively to the consumers' concern about the well-being of the residents or mindful consumption with regard to tourism service. It was found that the aspects of self in the consumer also related to the zeal for mindful consumption among Indians. When probed further, they said that though they believe that they do have an environmentally sustainable attitude, they could not compromise on the price deals and destinations during a trip for practising mindful consumption. These participants were found to have a high degree of self-consciousness as they really felt that Indian tourists should inculcate sustainable practices for ensuring well-being of the residents in the tourist destination. They felt this ideology was inbuilt in their self. At the same time, when choosing travel agents, they said that if the deals and destinations were lucrative, they may discard the construct of mindful consumption. However, in case the lucrative deals and destinations of two travel agent brands are similar, then they may identify from these, who is working for the well-being of the residents of the tourist spot and who is not. These were found to be the personal choices of the respondents in terms of their environment-consciousness and the well-being of the residents when they mindfully availed of the tourism services in a given destination. Thereafter, they intended to purchase only from the travel agency brands ensuring the well-being of the residents of the destination from among

the available options. Thus, we can make the following propositions:

Proposition 1: The environmentally sustainable attitude impacts mindful consumption but is moderated by lucrative price deals.

Proposition 2: The environmentally sustainable attitude impacts mindful consumption but is moderated by lucrative destinations offers.

Proposition 3: Private self-consciousness impacts mindful consumption but is moderated by lucrative price deals.

Proposition 4: Private self-consciousness impacts mindful consumption but is moderated by lucrative destination offers.

Mindful consumption, destination loyalty and residents' well-being

The concept of destination loyalty among the participants of the study was analysed by asking them if they visit the same destination multiple times even after having widely covered all the tourist spots and itineraries of the given destination once. Most of the respondents said that they would want to visit the same destination again. Among the most famous destinations that the Indians interviewed wanted to visit, were Srinagar, Goa, and Ladakh in India, and Dubai and Paris internationally. They felt that while they would visit these destinations again, their choice of travel agents based on the issue of sustainability would be a concern. Thus, the tourists said that the choice of mindful consumption in a particular destination does not deter them but encourages them to visit the destination again. They also noted that since they are self-conscious about the sustainable initiative for such destinations, going back to the same destination and taking the preventive measures of sustainability again does not tax them in any way. They also admitted to nurturing destination loyalty while mindfully consuming the services of these destinations. Further, they felt that a repetitive visit to any place makes them even more concerned and mindful about the residents of that place. For example, one of the participants narrated that Srinagar does not have too much of trade and the artisans might not have any mode of earning other than from tourism. Thus, the participants made sure not to purchase from malls or mass products in such destinations but bought hand-made products from artisans. The study also shows that in this mindful consumption by the tourists from residents of small cities, which do not offer too many opportunities for trade, the participants did not think about price of the product being

purchased. It was also seen that for ensuring that this consumption should protect the well-being of small sector industries and local residents, the uniqueness or niche of the product was very important. The Indian tourists were ready to spend some more money, but the artefact or souvenir they bought should be unique and available only in this destination. This helped them take back this artefact (although expensive) to their residing cities as a memento of having visited this destination, and in the process enhancing the well-being of a local trader. Similarly, rather than visiting the prominent tourist spots, the idea of visiting the outskirts or small villages and purchasing from them was listed as an initiative for safeguarding the well-being of the local population. However, the respondents said that they would pay for such a visit to the travel agent only if the experience was unique and different from that offered to other tourists in the travel packages. These visits will help promote the well-being of the residents in the outskirts and small villages, which do not get exposure to a large number of tourists visiting these destinations. Thus, even well-being of the residents comes with the cost of paying back the tourist with some unique experience.

Further, one of the major findings which came out of the study was that consumers while purchasing from the local residents at a higher cost of purchase of goods and services, went through a moral guilt of spending money lavishly on a tourist spot, while the local residents are not economically at par with the tourist. This feeling and ideology of caring and sharing was found to be inbuilt among Indian consumers. Due to this feeling of being over-privileged and entitled enough to be able to spend heavily on such destinations, they felt that it was their moral responsibility to help the small-scale industry residents of the destination who are not so well-off economically. Thus, we propose the following statements:

Proposition 5: Mindful consumption impacts the destination loyalty of tourists.

Proposition 6: Destination loyalty impacts the well-being of the residents of the tourist destination when it gives them some unique value in services and souvenirs while visiting the destination.

Proposition 7: Destination loyalty impacts the well-being of the residents of the tourist destination when the consumer has a moral guilt of spending on their leisure in the tourist destination visit.

Mindful consumption, self-brand connection and residents' well-being

When inquiring about the self-brand connection, it was seen that none of the participants felt that with the

mindful consumption, they connect to the travel agent brand in any way. They felt the brand just has to provide them the tourism services at a price. They also felt that in case the travel agent does provide some unique services, which promote the well-being of the residents of the destination, the same is being done for the profit of the travel agent brand. Thus, it was seen that the Indian tourist shows no self-brand connection with the travel agent brands which took them through sustainable tourism services by visiting a place, keeping in mind the well-being of the residents. The same had no further impact on the well-being of the residents through this brand. The consumers felt that any well-being that would happen in this process will be at the behest of the individual initiative of the consumer and the travel agent brand has no contribution in the same.

Thus, we propose that:

Proposition 7: Mindful consumption does not impact the self-brand connection of tourists.

Proposition 8: Self brand connection does not impact the well-being of the residents of the tourist destination

The relationships and qualitative model are presented in [Figure 2](#).

Key highlights

The major methods of enhancing well-being by the consumers were varied as found among Indian tourist consumers. Many ways of enhancing well-being of the residents and destination itself were listed by the Indian tourists.

Environmental concerns. The respondents said that the environment of the tourist spot will be of utmost concern to them. These included the imperative not to make noise and enjoy the vicinity of the tourist spot silently and peacefully. It also included not throwing garbage around to keep the city clean as this hygiene could lead the localities to attract future tourists. The Indian tourists were most bothered about hygiene and cleanliness of the place be it the litter primarily, or the use of amenities in a civil manner.

Concern about the underprivileged. The Indians did show concern about the underprivileged people at the tourist spots. They felt that they buy eatables from local small-time hawkers and small-scale traders as they are underprivileged and should be helped. This emotion was stronger because they had spent an exorbitant amount of money to come to a destination for leisure and fun. Thus, while having fun, they also had a

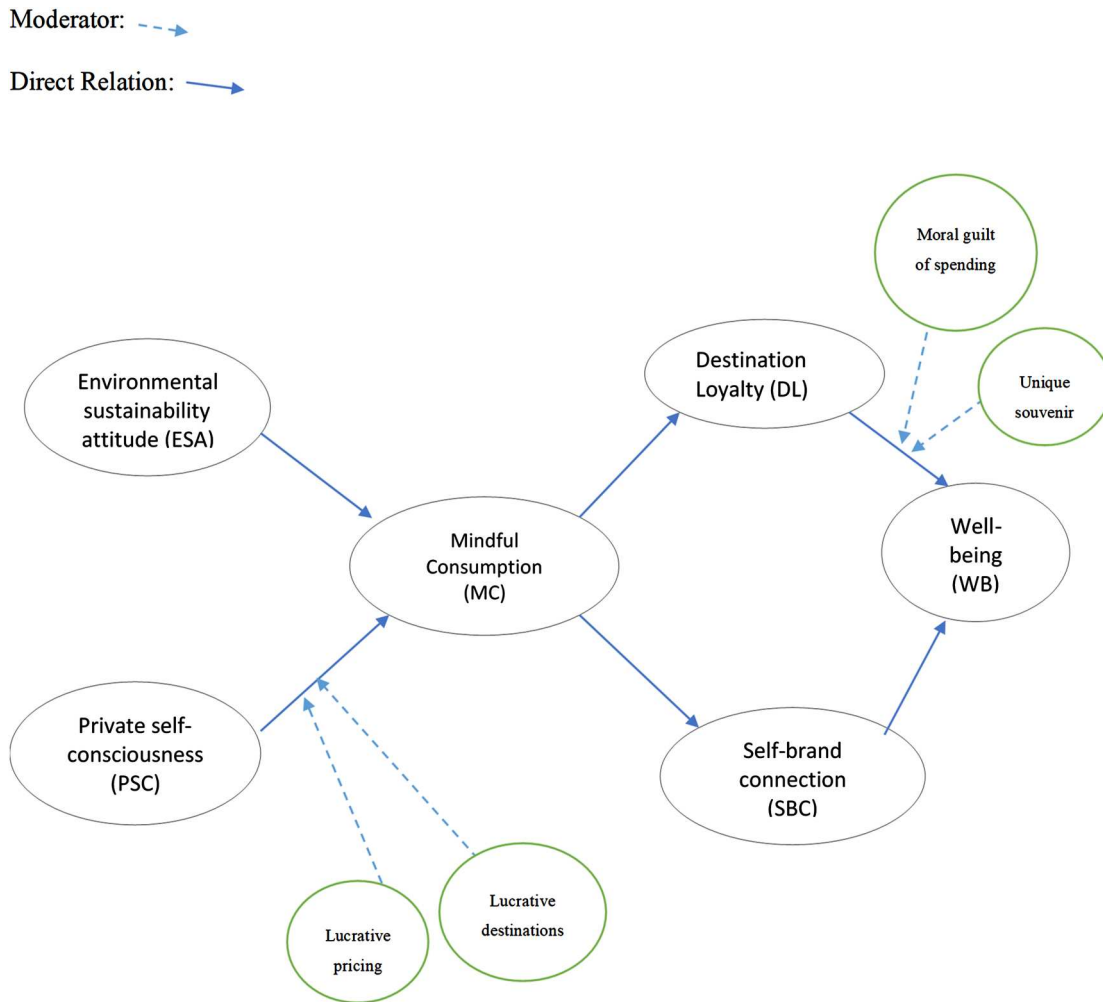


Figure 2. Proposed Qualitative Model. Source: Developed by the authors through literature review.

feeling of sharing it with the underprivileged by such human acts.

Concerns about local artisans and small unit businesses. The Indian tourists did show concern about the small-time business and local artisans. They felt that purchasing from them would lead to their development. They listed places like Srinagar and Surat where trade and industry is not that well formulated and the only way of earning is from tourists. They felt that buying local product and services would be a good idea for the well-being of the local residents. They also felt that local products could be seen as souvenirs and could be niche asset to retain from the tourist destination. This was a part of Mindful consumption for the tourists where they felt they would like to experiment with the hand-made local products of the artisans rather than the mass-produced branded products.

Explore new products. The mindful consumers also showcased an urge to explore new products. It was found that the tendency of buying the niche local products or products in a given destination was found among the tourists who had an exploratory buying behaviour tendency. Consumers were seen to have a higher tendency of this exploratory buying behaviour when on tour, which led to an increase in the revenue earned by the local traders.

Rules and regulations. The tourists said that they follow extra care in abiding by the rules and regulations of the destination they travel to. This was meant for ensuring the smooth functioning and well-being of the communities residing in the tourist destinations. For example, they felt that abiding by the road laws could lead to the convenience of the pedestrians and prevent any accidents or injuries to the residents of the destination.

Promote through social media reels of that place. The tourists also intended to promote the local products and residents with the help of social media. They said that even when they would be enjoying the tourist destinations products and services, they would be continuously promoting the same on social media so that the residents get an exposure to the outer world. The tourist consumers aimed to do this with an intention to promote trade in these local destinations through increased tourism.

Be sensitive to their traditions. The tourists also felt that they could be sensitive towards the traditions of the local residents. The tourists feel that the places they visit will have people of different cultures and beliefs. Taking care of their traditions and beliefs while visiting the place, for example, the religious rituals and destinations could also be a method of enhancing well-being of the local residents.

Community participation empowerment and exchange (wedding, local dance, local dress photo). Some tourist consumers also suggested that participating in the cultural and regional events at the destination could lead to the well-being of the residents in the destination. The local community participation in empowerment and exchange, like dressing up in their local attire and letting them earn from such services from tourists, would be a good idea for enhancing the well-being of the residents while practising mindful consumption.

Study 2 – quantitative proposed model outcome

Data analysis for quantitatively testing the proposed model was conducted in four phases as – Firstly, the data was cleaned and checked for common method biasness. Secondly, technique of Exploratory Factor Analysis (EFA) was applied to extract underlying factors in the present context. Thirdly, confirmatory factor analysis was applied to assess the instrument consistency along with convergent and divergent validity. Lastly, structured equation modelling was utilised to test the proposed model and stated hypothesis.

Common method bias is one of the major concerns that may impact the reliability of any research (Podsakoff et al., 2003). In the present context, the authors used Harman's single-factor assessment (Harman, 1976) to analyse the common method biasness. All the factors were loaded onto one common factor and the total variance explained was found to be 33.66 per cent, which was much lower than the threshold of 50 per cent. Therefore, it can be concluded

that the data and subsequent findings of this research are not influenced by common method bias, as supported by Harman (1976).

Exploratory factor analysis

To extract the factors, EFA was applied on the complete data using SPSS 22.0. Factor extraction led to the emergence of six aspects, namely, private self-consciousness, environmentally sustainable attitude, mindful consumption, self-brand connection, destination loyalty, and residents' well-being. One statements (PSC9) under PSC was dropped due to poor factor loading. Reverse statements were recoded and all the statements were found to have a factor loading greater than 0.5 (Johnson & Wichern, 2007). On applying EFA, all the constructs cumulatively elucidated the variance of 77.18% with eigenvalue greater than 1 for each factor. *P*-value (.000) in Bartlett's test was found to be substantial and the measure of sampling adequacy was above 0.8 (Kaiser & Rice, 1974). This ensured that the responses were adequate enough to explain the specified problem/objective under this research. The reliability of all the factors was also checked and found to be significant. The output of the same is presented in Table 3.

Confirmatory factor analysis

After the extraction of factors through EFA, CFA was applied to assess the validity and reliability of the factors on AMOS 22.0. The results of CFA confirmed the extraction of all the six factors, namely, private self-consciousness, environmentally sustainable attitude, mindful consumption, self-brand connection, destination loyalty, and residents' well-being. Furthermore, their convergent and divergent validity were assessed using Professor Gakington's Microsoft Excel-based Validity Concerns Toolkit. Firstly, Average Shared Variances (ASV) and Average Variance Explained (AVE) were found to be more than the maximum shared variance (MSV) which ensured that there are no divergent validity concerns (Fornell & Larcker, 1981). Secondly, Construct Reliability (CR) and Average Variance Explained (AVE) were also found to be greater than 0.7 and 0.5, respectively, which therefore confirmed that the results do not reflect any convergent validity issues (Fornell & Larcker, 1981). The results of the validity assessment are presented in Table 4. Hence, it can be concluded that the data is free from any validity concerns. Furthermore, during the evaluation of the model fit indices, it was determined that all the indices ($Cmin/df = 2.391$, $GFI = .860$, $AGFI = .838$, $RMSEA = .054$, $NFI = .916$ and $CFI = .949$) met the necessary threshold levels ($Cmin/df < 3$) (Kline, 2012), $GFI > .80$ (Hair et al., 2010), $AGFI > .80$ (Hair et al., 2010), $RMSEA = 0.05-0.08$ (Kline, 2012), NFI

Table 3. Exploratory factor analysis.

Factors	Items	Factor loadings	Cronbach's alpha
Private Self-Consciousness (PSC)	PSC6	.872	0.954
	PSC7	.846	
	PSC3	.838	
	PSC5	.816	
	PSC2	.802	
	PSC1	.798	
	PSC8	.797	
	PSC4	.770	
Self-Brand Connection (SBC)	SBC5	.882	0.943
	SBC1	.866	
	SBC3	.853	
	SBC7	.843	
	SBC2	.842	
	SBC4	.837	
Mindful Consumption (MC)	SBC6	.834	0.961
	MC1	.784	
	MC3	.780	
	MC6	.771	
	MC5	.770	
	MC2	.764	
	MC4	.758	
Destination Loyalty (DL)	MC7	.751	0.909
	DL5	.856	
	DL3	.813	
	DL6	.802	
	DL4	.798	
	DL1	.792	
	DL2	.759	
Environmentally Sustainable Attitude (ESA)	ESA4	.865	0.942
	ESA2	.863	
	ESA3	.858	
	ESA5	.811	
	ESA1	.780	
Resident's Well-being (WB)	WB1	.872	0.927
	WB5	.856	
	WB4	.841	
	WB3	.825	
	WB2	.818	

Source: SPSS output.

> .90 (Hu & Bentler, 1999), and CFI > .90 (Hair et al., 2010). Thus, the tested model results in a good model fit.

Hypothesis testing

Structured equation modelling was applied to analyse all the hypothesised causal relationships. All the indices (Cmin/df = 2.604, GFI = .855, AGFI = .829, RMSEA = .058, NFI = .908, and CFI = .941) met the necessary threshold levels (Hair et al., 2010; Hu & Bentler, 1999; Kline, 2012) and therefore resulted in a good model fit. The analysis revealed that with a *p*-value of less than 0.05, private self-consciousness and the environmentally

Table 5. Hypothesis testing results.

Hypothesis	Path	Beta	<i>p</i> -value	Supported (yes/no)
H1	Environmentally sustainable attitude → Mindful Consumption	.464	***	Yes
H2	Private self-consciousness → Mindful Consumption	.567	***	Yes
H3	Mindful Consumption → Destination Loyalty	.403	***	Yes
H4	Mindful Consumption → Self-brand connection	.031	.519	No
H5	Destination Loyalty → Well-being	.068	.139	No
H6	Self-brand connection → Well-being	.397	***	Yes

Source: Developed by the authors.

sustainable attitude positively influence mindful consumption. Also, the relationship between mindful consumption and destination loyalty, as well as between the self-brand connection and residents' well-being were found to be significant with *p*-value less than 0.05. This led to the acceptance of H1, H2, H3 and H6. Contrarily, *p*-value exceeded the threshold of 0.05 in the case of relationship between mindful consumption and self-brand connection, as well as between destination loyalty and residents' well-being, which led to the rejection of H4 and H5 (refer Table 5). The results are presented in Figure 3.

Discussion

In the results of Study 1, when tested using the exploration technique, an environmentally sustainable attitude and private self-consciousness were found to impact mindful consumption but only when prices and destinations offered by the travel agents were lucrative enough for the consumers. Similar findings are reported in study 2, wherein hypotheses H1 and H2 are accepted as mindful consumption is significantly influenced by environmentally sustainable attitude and private self-consciousness. This is in synchronisation with past literature findings (Brunnereder & Dholakia, 2018). The positive magnitude of the linkage between environmentally sustainable attitude and mindful consumption may imply that tourists with a positive sustainable attitude are

Table 4. Validity assessment.

	CR	AVE	MSV	MaxR(H)	SBC	ESA	WB	PSC	DL	MC
SBC	0.939	0.687	0.163	0.945	0.829					
ESA	0.943	0.770	0.407	0.949	0.008	0.877				
WB	0.927	0.718	0.163	0.929	0.404	0.242	0.847			
PSC	0.953	0.719	0.475	0.957	0.051	0.436	0.207	0.848		
DL	0.905	0.614	0.184	0.910	−0.050	0.320	0.033	0.341	0.783	
MC	0.961	0.778	0.475	0.961	0.040	0.638	0.299	0.689	0.429	0.882

Source: Gaskin validity output.

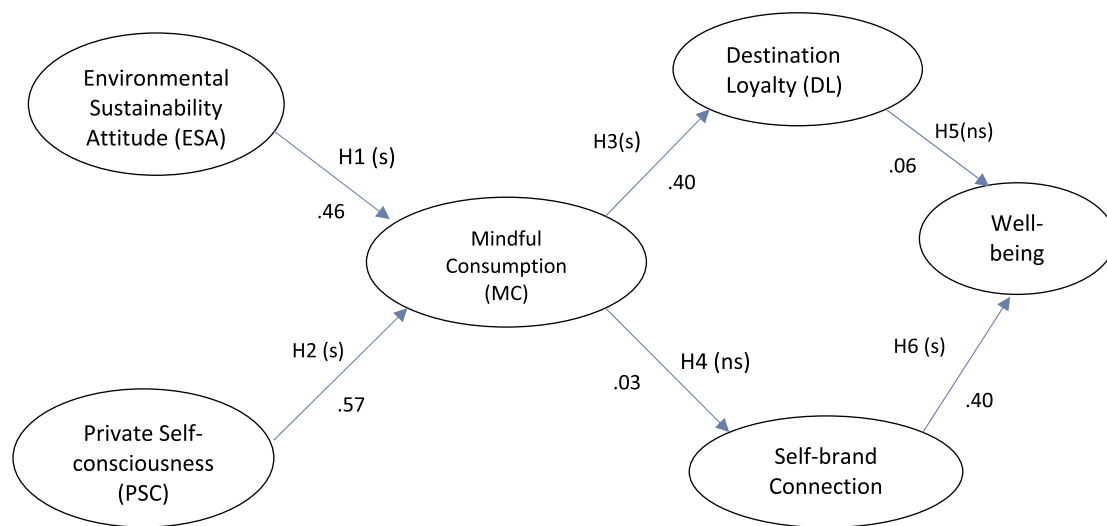


Figure 3. Results of structured equation modelling. Source: Developed by the authors.

self-regulated and more inclined to choose sustainable tourism services (Yilmaz & Anasori 2022). They tend to opt for products and travel choices that are eco-friendly and beneficial for the destination's environment. Similar findings were reported by Mohammad et al. (2021), wherein consumers' positive attitude towards second-hand clothes positively contributed to their mindful consumption behaviour while they were buying new clothes.

Also, in the case of hypothesis H2, the significant impact of private self-consciousness on mindful consumption could be explained in terms of the evolution of thoughts of 'me' to 'we' among the mindful consumers, leading them to develop an empathetic attitude towards the environment in the tourist destination (Dredge, 2022). When tourists are self-conscious, they tend to nurture cooperative feelings and thus inculcate stronger intentions to exhibit mindful consumption behaviour during their travel and their choice of travel agents. They are also more likely to engage in practices such as reconsidering their consumption choices and avoiding impulsive buying when purchasing tourism services. A previous study by Brunneder and Dholakia (2018) reported similar findings wherein private self-consciousness was found to influence the mindful consumption of consumers in the case of self-created products.

An analysis of the impact of mindful consumption on destination loyalty and self-brand connection in Study 1 through an exploratory study showed that mindful consumption led to destination loyalty whereas the same had no contribution to self-brand connection. Also, in Study 2, mindful consumption significantly contributed to destination loyalty, which resulted in the acceptance of hypothesis H3. However, mindful consumption had no significant impact on self-brand connection which

led to the rejection of hypothesis H4. Thus, the findings of Study 1 and Study 2 were synchronous in establishing an association between mindful consumption and destination loyalty but not so in the case of an association between mindful consumption and self-brand connection. The reason stated by the participants for this finding was that since brands are profit houses, they cannot be trusted for creating sustainable initiatives. They were but concerned about the residents and environment of the destinations they visited. Elaborating on study 2, the findings of hypothesis H3 is in synch with the past literature (Toyama & Yamada, 2016), the findings of hypothesis H4 do not match the results of past studies (Laskin & Kresic, 2021). The reason for such findings may be that when individual consume mindfully on a destination, they are more likely to support the local business, culture and make decisions that benefit the community. Their thoughtful and responsible choices may result in a stronger emotional connect between them and the destination which ultimately upsurge their likelihood of revisiting the tourist destination in future. Recent research by Karagöz et al. (n. d.) also found a positive relationship between mindful consumption and place attachment. Elaborating on hypothesis H4, self-brand connection is the extent to which individual identifies self with a brand and incorporate it into his self-concept. It may result from numerous factors, such as destination image, its perceived quality, perceived fit or emotional connect between self and tourism services brand. On the other hand, mindful consumption is a behavioural aspect which may contribute to the consumer's choices but may not alter their self-concept, develop positive feelings towards the brand, or build positive relationship with the brand.

While testing the association of destination loyalty with residents' well-being in study 1, the results showed that the destination loyalty did impact the well-being of the residents' but with some moderators' namely moral guilt of spending and the uniqueness experience or souvenir. So, the consumers who came back to a destination and were loyal in visiting the destination more than one time, also felt that in doing so they will enhance the well-being of the residents primarily by purchasing from local artisans and small-scale industry traders etc. They also felt that this 'well-being concern' would get triggered by the moral guilt of being more privileged than the local products and service providers. They also felt that carrying home souvenirs (expensive domestic artifacts of the destination) or destination experiences (like a small village visit to benefit the local residents) would be more meaningful, as these items and experiences are unique to the destination. Contrarily, study 2 showed the rejection of H5, that means destination loyalty has no significant contribution to residents' well-being. This finding is also contrary to the results of past studies (Pyke et al., 2016; Reitsamer & Brunner-Sperdin, 2017). This may be because destination loyalty is driven by positive experiences, emotional connect and sense of familiarity and comfort with the place. It may not always align with the needs and interest of the residents and may not contribute to their economic growth and overall well-being.

Lastly, while testing self-brand connection with residents' well-being in study 1 qualitatively, they showed no relationship with each other. The tourists were found to engage in meaningful interactions with the place in the form of learning about their local culture, visiting heritage sites, purchasing local products, and contributing to their community development initiatives, ultimately contributing to the well-being and prosperity of the residents. For these activities although, the participants felt no connection with the brand or travel agent or travel service providers who sold them the tourism services. They felt that once they reach and visit the tourist destinations, they themselves can contribute to the well-being of the residents and the brand has no role to play in the same, thus indicating a lesser self-brand connection of consumers with the travel agents. Whereas in study 2, H6 was accepted, which means self-brand connection is found to significantly influence residents' well-being. Similar results were reported in the past studies as well (Inoue et al., 2017). Self-brand connection forms a deep and emotional connect between the brand (here the travel agents and tourism service providers) and the consumer, wherein the later identifies with the place's values, culture and identity through the experiences facilitated by these agents.

Implications of the research

This research study leads to certain critical academic and theoretical implications that are explained in the following sections.

Academic implications

The SOR framework has been scarcely used in the past to understand the concept of mindful consumption in tourism sector. The extension of this model for analysing the various constructs of sustainable tourism while combining the concepts of SOR and the CCS framework was thus crucial. The CCS concept in the context of tourism services stresses on identifying the holistic viewpoints of the tourists who prioritise sustainable consumption. The managers of travel agency brands can effectively reach this demographic segment of tourists by implementing the targeted marketing and promotion strategies for tourist destinations. Past studies have attempted to extend the SOR model using constructs like panic buying (PB) and compulsive buying (CB) by consumers, and the intolerance of uncertainty (IU) (Phang et al., 2021). Subsequent research on SOR has focused on the interplay between the servicescape, mindfulness, and customer brand experiences within the tourism sector (Ben Haobin et al., 2021). Another study has explored the impact of electronic word-of-mouth (eWOM) and consumer engagement on mindful consumption behaviour (MCB) (Gabriella et al., 2021). Elaborating on the unique outcomes of the current study-

Firstly, none of the past literature studies work on SOR with the stimuli – environmentally sustainable attitude and private self-consciousness and their impact on the organism – mindful consumption. This study, however, introduces these antecedents and studies their impact on the mindful consumption of tourism services thus adding unique stimuli constructs to the SOR framework. Secondly, the impact of mindful consumption as an organism has been studied on three unique responses namely destination loyalty, self-brand connection and residents' well-being in the tourist destination thus extending the SOR model further.

Thirdly, the combination of the CCS framework with the SOR theory, along with the establishment of associations among these novel and unique constructs related to mindful consumption of tourism services, has never been addressed in any of the previous studies. Thus, this study is the pioneer attempt in research wherein the CCS framework has been interwoven with the SOR theory wherein the stimuli (that is, an environmentally sustainable attitude and private self-consciousness

among consumers) activates the organism (that is, mindful consumption), leading to the response (destination loyalty, self-brand connection and well-being of the residents) for tourism services in India.

This extension of the theoretical model was motivated by past studies of Reitsamer and Brunner-Sperdin (2017), who reported the need for further information on determining how to measure well-being along with an adequate method for creating a linkage between attribute and well-being. Thus, this study makes critical recommendations for future research.

Managerial implications

Along with its academic contributions, the study also has several managerial or practical implications in tourism marketing. At a time when the environmental and well-being concerns in tourism services are on the rise and sustainable practices have become increasingly important, it is imperative to understand the factors that drive individuals to engage in mindful consumption. Understanding these mechanisms can have a thoughtful influence on residents' well-being and augment brand loyalty. This research adopts a multi-dimensional approach by incorporating unique elements that extend the Stimulus-Organism-Response (SOR) model. This aids in the development of tourism marketing strategies by taking into account the entire profile of the consumers, including their consciousness, attitude, brand connection, and loyalty. Further their impact on the well-being of the residents or the positive economic developments like higher incomes, more employment, and better infrastructures have also been highlighted. This enhances the importance of the results of this study.

Marketers can use the concept of mindful consumption in the product innovation, differentiation, and diversification. It is clear that integrating mindfulness in marketing strategies could enhance the marketing resource utilisation. The consumers can be targeted by using communication strategies of innovative tourism products and services showing reuse, reduce, and recycle, reselling, repairing, and donating products. The same could be done by promoting the company's tourism services by stressing upon acts like refilling water bottle to carry during the trip or choosing to stay in eco-friendly accommodations at a given destination. Further companies could tie up with hotels run by refugees or varied underprivileged set of individuals, and offer the tourists the same for supporting the local hotels' goal of solving social problems. This could give the consumer a feeling of consuming a tourism service but at the same time donating for a cause to the

society at the visited destination. This could help tourism service providers to position and improve their marketing effectiveness as well. Thus, in case the brand positions itself as a sustainable brand, it could lead to a higher level of self-brand connection with the tourist. The positioning although, in promotions of the brand, should stress on the well-being of the local residents where the tourist brand is operating. Further, this positioning should become a part of the identity of the brand as a whole rather than being restricted to only one destination for the target tourists.

Another strategy that tourism operators could implement is the differentiated offering of products and services. For example, they could design trips that include a mandatory rural stay of a day or two, allowing travellers to immerse themselves in the local culture and simultaneously promote the sale of small-scale products.

The operators could enhance the idea of buying a tourism product or service and embrace products that benefit consumers, the community, and nature. Further components like edible cutlery and soapnut-based natural shampoos and detergents, washing of linen in hotels only when needed to save water etc. could be used to attract mindful consumers. Such diversification can help in protecting the interests of individual consumers, community, and nature. Consumers with a mindful mind-set could be offered customised differentiated packages and complementary facilities, which would offer them a morally enriching experience, provided the monetary deal is lucrative enough. Such customisation for the target customers (be it a local destination or a domestic artefact of destinations), will not only lead to greater tourist satisfaction but will also create an opportunity for spreading positive word-of-mouth and foster more intention to re-use the services among the tourists, ultimately strengthening their destination loyalty.

Differentiation for online tourism portals could be another managerial suggestion. For example, if a tourist visits a city in India through Makemytrip.com, and discovers that the platform helps tourists to follow sustainable practises, such as water saving to support the well-being of the local population, this positive experience could foster consumer brand loyalty towards Makemytrip.com. As a result, the consumer may be inclined to return to Makemytrip.com for future travel plans.

Furthermore, differentiation could be done by targeting the food services component of tourism services. The consumer could be given a choice of connecting with the low-income locals for home dining experiences. Here the mindful consumers could enjoy the traditional meal in return for a fair price, something which will become a differentiator as compared to the standard

hotel food menus in the trip. Tourism companies could collaborate with non-governmental organisations (NGOs) and engage local residents to identify the families who could facilitate transactions. This approach would ensure general safety and quality standard of food for tourists and in turn will uplift the welfare of local community.

In addition to fostering a strong connection between consumers and the tourist brand, it is essential to differentiate short-term service touchpoints, such as spas and restaurants. These establishments should differentiate and propagate the values of well-being, ensuring that both the local population and consumers can fully engage with and experience these principles.

The strategy could be as simple as not throwing away leftover food or also giving bonus points on meals fully consumed in a restaurant, which could lead the tourism consumers to mindful consumption. However, the promotion of sustainable initiatives of travel agent brands needs to be much more subtle as compared to that of brands not promoting sustainable services for tourists.

Limitations and directions for future research

The analysis in this study focuses on exploring the perceptions and behaviour of the consumers of tourism. However, the role of demographics in such as study was not analysed in detail, and only few questions on demographics were included in the survey. Since the behaviour and attitude of individuals are dependent on their demographic characteristics, future research should aim to incorporate the experimental findings on demographics to achieve a more exhaustive analysis of the mindfulness experience, and its role on residents' well-being.

Additionally, the respondents in the study were predominantly those who had majorly opted for an annual vacation. The tourism industry, on the other hand, focuses more on tourists who visit destinations more frequently as regular tourist visits throughout the year leading to greater revenue generation for the industry. Thus, the dominance of only annual tourists among the respondents could unfavourably affect the impact of mindful consumption on the well-being component. Future research could, therefore, also cover tourists who travel more frequently in order to acquire more information on the motivating factors for the selection of a destination by the tourists and for understanding the impact of this mindful consumption on the well-being of residents in the tourist destination. Further the authors encourage future researchers to work on and validate qualitatively, the new moderating constructs which were found in the extended SOR model of the study, through exploration, in the context of Indians consumers.

Disclosure statement

No potential conflict of interest was reported by the author(s).

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Appendix

Questionnaire items of all constructs

(1) Environmentally sustainable attitude: Choi and Sirakaya (2005)

1. We protect and value our community's diversity of nature.
2. Growth in our community, should prioritise to protect natural habitats and wildlife.
3. Our community is committed to preserving its natural environment for present and future generations.

4. Our community's tourism development upholds optimistic ethics relating to our environment.
5. Our community is thoughtfully planned to coexist harmoniously with the natural environment.

(2) Private Self-Consciousness: Scheier and Carver (1985)

1. I mostly try to figure out myself.
2. I daydream frequently about self.
3. I have never had a rigid look at self.
4. I usually concentrate on my internal state or feeling.
5. I am very thoughtful of myself.
6. Occasionally, I take a mental step back to observe self from a different perspective.
7. I am regularly searching about details behind my actions.
8. I rapidly notice variations in my mood.
9. I am conscious of the way in which my mind acts when I deliberate upon a problem.

(3) Mindful Consumption: Brunneder and Dholakia (2018)

1. I am conscious of what I purchase through the day.
2. Focusing on my experience of purchase of tourism services is important for me.
3. When consuming tourism service, I like to take my time.
4. I pay attention to all the details while I am purchasing a tourism services.
5. It is very important for me to be mindful while purchasing tourism services.
6. When purchasing a tourism service, I am aware of when to stop.
7. I think it is imperative to assist myself to purchase tourism services which I actually need.

(4) Destination Loyalty: Pritchard et al. (1999)

1. This tourist place means a lot to me.
2. I enjoy recreating at this place more than any other tourist place.

3. I am very attached to this tourist place.
4. It would be difficult to change my beliefs about this tourist place.
5. Even if close friends recommended another place, I would not change my preference for this tourist place.
6. I would not easily change my selection of this tourist place as a recreation site.

(5) Self-brand connection: Escalas

1. I believe as though I can relate to the tourism services provider brand.
2. Can recognise with the given tourism services provider brand.
3. I sense fondness towards the given tourism services provider brand.
4. I would wear a tourism services provider brand merchandise to reflect my real self to other individuals.
5. I believe the tourism services provider brand supports me become the type of person I desire to be.
6. I have robust positive spirits about the tourism services provider brand.
7. I have curiosity in developing an association with the tourism services provider brand.

(6) Well-being: Brunneder and Dholakia (2018)

1. Residents' life at the tourist destination is close to their ideal in most of the ways.
2. Situations for residents' of a tourist destination are excellent.
3. Residents of the tourist destination are found to be satisfied with their life.
4. Up to now, residents of the tourist destination have got required things in their life.
5. Residents of the tourist destinations don't desire to change anything in their life.