

## ***Bibliographic Analysis of Mindfulness Concept in Marketing Literature***

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### **ABSTRACT**

In this study, the bibliographic analysis was used to examine the publications that relate marketing to the approach of mindfulness, which has been on the agenda in recent years in the literature, especially in the fields of psychology and health care. The study examined publications in the Web of Science Core Collection Database. 291 publications originating between 1990 and March 2023 were included in the study. The quality of the collected data was first assessed in the analyzes performed with the Biblioshiny software using the R Based Bibliometrix database. Then publication trends, country analyzes, keyword analyzes, and topic analyzes were performed. The results of the study show that the philosophy and practices of mindfulness are becoming increasingly important in the field of marketing. The results of the study are relevant to both marketing practitioners and marketing scholars.

***Keywords:*** *Mindfulness, Marketing, Bibliometric Analysis*

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## **Pazarlama Literatüründe Bilinçli Farkındalık Kavramının Bibliyografik Analizi**

### **ÖZ**

Bu çalışmada bibliyografik analiz aracılığıyla literatürde son yıllarda gündemde olan özellikle psikoloji ve sağlık alanında yayınlara konu olan bilinçli farkındalık yaklaşımıyla pazarlamayı ilişkilendiren yayınların analizi gerçekleştirilmiştir. Çalışma kapsamında Web of Science Core Collection Veri Tabanında bulunan yayınlar incelenmiştir. Çalışmaya 1990 ve Mart 2023 arasında yapılan 291 yayın dahil edilmiştir. R Tabanlı Bibliometrix veri tabanının kullanan Biblioshiny yazılımı aracılığıyla yapılan analizlerde ilk önce toplanan verinin kalitesi değerlendirilmiştir. Ardından yayın trendleri, ülke analizi, anahtar sözcük analizi, topic analizi yapılmıştır. Çalışma sonuçları özellikle bilinçli farkındalık felsefesi ve pratiklerinin pazarlama alanında artarak önem kazandığını gösterir niteliktedir. Araştırmanın bulgularının hem pazarlama uygulayıcıları hem de pazarlama akademisyenleri açısından önemli olduğu değerlendirilmektedir.

***Anahtar Sözcükler:** Bilinçli Farkındalık, Pazarlama, Bibliyometrik Analiz*

## **INTRODUCTION**

It is said that the origin of the mindfulness approach is based on ancient eastern and Buddhist philosophy. (Physiopedia, 2023). Recently, it has gained popularity in the Western world as a way to cope with the stress of modern life (Venkatraman, 2022). Mindfulness helps to lower stress levels and increase an individual's sense of happiness. As the benefits of mindfulness have become more widely recognized, companies have begun to explore how mindfulness can be used in marketing.

Marketing is an ever-evolving field where companies are constantly looking for new ways to connect with their customers and stand out in a crowded marketplace. Mindfulness can be identified as a potential tool for enhancing marketing efforts by fostering more authentic and meaningful relationships between firm and its' prospects. By incorporating mindfulness into marketing strategies, businesses may be able to create a more meaningful experience for their customers (Dutton, 2023), potentially leading to increased customer satisfaction and loyalty.

One way that mindfulness has been used in marketing is through mindfulness interventions for consumers. These interventions are designed to improve the well-being of customers and create a more positive experience with the brand. As an example, in their study Ben Haobin et al. (2021) investigated the effect of hotel servicescape on customer awareness and brand experience. It would not be wrong to mention the existence of many mindfulness practices that have not been reflected in academic studies on consumer experience in businesses.

Another way that mindfulness has been used in marketing is through mindfulness-based marketing strategies (Ndubisi, 2012). These strategies are designed to create more meaningful interactions with customers and build stronger relationships between the brand and the consumer. For example, Mindful advertising (Chab, 2009), with an alternative perspective, can minimize the interpretative variability between advertisers at the studios and audiences from different cultures.

The impact of mindfulness on consumer behavior is another area that has been explored in the literature (Brunel and Dong, 2006). Mindfulness can also lead to increased empathy and understanding of the consumer's needs, which can help businesses to create more personalized and relevant marketing campaigns. In their study Flavián et al. (2020) focused on mindfulness in implementing mobile payment systems in order to better

understand consumer behavior.

In this study, a bibliographic analysis was conducted on publications at the intersection of mindfulness and marketing. Publications found in the WOS Core Collection Database were compiled and analyzed using the Biblioshiny application, which utilizes R-based Biblimetrix infrastructure.

## **LITERATURE REVIEW**

Recently, academic attention to mindfulness has been increased in the marketing literature as a potential strategy to improve consumer behavior and marketing effectiveness.

More recently, several studies have explored the potential benefits of mindfulness for marketing professionals. As mentioned by Kumar et al (2023), in recent years, there has been growing scholarly interest in exploring the theoretical frameworks of mindful marketing and consumption. This is likely attributable to the heightened focus on environmentalism within both corporate and consumer spheres, prompting researchers to investigate how mindfulness can be incorporated into marketing practices as a means of promoting more sustainable and ethical consumption behaviors.

Malaysian researcher Ndubisi (2012) analyzed the effects of mindfulness-based marketing tactics on relationship quality in small healthcare companies. Author discovered that customer orientation, communication, and competence are significant aspects of customer satisfaction and relationship quality, and that customer satisfaction partially mediates the link between mindfulness-based marketing techniques and relationship quality. The study proposes that healthcare service providers and service sectors as a whole may improve relationship quality via the implementation of mindful marketing methods.

Gordon and Schaller (2014) investigated the notion of mindfulness in market analysis and its implications on an entrepreneurial mentality during opportunity appraisal in their study. The authors provide a comprehensive account of mindful market analysis and propose moderating effects on the links between personal and psychological characteristics and opportunity evaluation-related information processing results. The research focuses on the function of market analysis in opportunity appraisal and contributes to an understanding of entrepreneurs' intrapersonal cognitive processes. Bayraktar and Ndubisi (2014) developed a conceptual framework to characterize the influence of organizational awareness on the globalization

process and global market performance of businesses. The authors believe that organizational awareness has a substantial impact in the introduction of enterprises into international markets, their worldwide expansion, and their global market performance. The study emphasizes the need of establishing conscientious organizations in order to grow operations into global markets and attain ideal global market performance.

Uslay and Erdogan (2014) established and investigated the notion of Mindful Entrepreneurial Marketing (MEM) and its function as a mediator between production and consumption in their study. They hypothesized that the combination of mindfulness and entrepreneurial marketing may lead to more attentive production and consumption patterns and eventually increase the efficiency of markets, hence enhancing social welfare. The report provides a basic taxonomy for identifying mindful production and consumption habits and MEM project prospects. This is the first work to focus on the MEM construct, contributing to the literature on mindfulness, mindful marketing, entrepreneurial marketing, and marketing in general.

The paper by Lam et al. (2023) describes a field experiment that investigates the impacts of social marketing interaction utilizing service-dominant logic (S-D logic) and mindfulness practice. Using a pretest/posttest control group approach, the study assessed five dependent variables related to the effects of mindfulness practice using 72 participants. The results revealed substantial variations in the co-creation of value across groups, indicating that S-D logic and social marketing can facilitate positive behavioral change by promoting positive co-creation of value. The study emphasizes the significance of experimental transdisciplinary research for comprehending and enhancing human behavior.

## **RESEARCH METHODOLOGY**

### **Research Questions and Objectives**

Since the 1990s, the mindfulness approach has been the subject of various applications in the field of marketing. Parallel to this, it is seen that publications started in the marketing literature from the same years. The main purpose of this study is to make a bibliometric analysis of the literature on mindfulness and marketing and to examine the literature in this field in depth to identify current trends and areas that may be the subject of subsequent research.

This study will seek answers to the following research questions:

What are the research trends at the intersection of mindfulness and

marketing research fields?

What are the most frequently used keywords in mindfulness and marketing research?

What are the publications, authors and countries that shape mindfulness and marketing research?

### **Data Collection**

To conduct bibliometric analysis data collected from the “Web of Science Core Collection Database”. The search was conducted using the keywords “mindfulness” and “marketing” as search terms, and the search was limited to articles published between 1990 and March 2023.

The following inclusion criteria were applied to determine the publications to be included in the study:

- Articles published in peer-reviewed journals and proceeding books, book chapters.
- Publications written in English language.
- Publications that focused on the application of mindfulness in the field of marketing.

The search resulted in a total of 291 publications that met the inclusion criteria for this study. The publications included journal articles, conference proceedings, and book chapters.

The data were downloaded from the Web of Science database as raw data, imported into the Biblioshiny application, downloaded as excel file and manually controlled to increase the quality of the data. After data cleaning process, final data uploaded to Biblioshiny as a Bibtex file.

Overall, the use of the Web of Science database and the rigorous inclusion criteria ensured that the data used in this study were of high quality and reliability. The analysis of these data using the Biblioshiny application allowed for a comprehensive and in-depth exploration of the literature on mindfulness and marketing, and provided insights into the main trends, patterns, and research areas in this field. In Figure 1, the quality of the data used for the research can be seen:

**Figure 1:** Data Quality

Metadata	Description	Missing Counts	Missing %	Status
AU	Author	0	0.00	Excellent
CR	Cited References	0	0.00	Excellent
DT	Document Type	0	0.00	Excellent
SO	Journal	0	0.00	Excellent
LA	Language	0	0.00	Excellent
NR	Number of Cited References	0	0.00	Excellent
WC	Science Categories	0	0.00	Excellent
TI	Title	0	0.00	Excellent
TC	Total Citation	0	0.00	Excellent
C1	Affiliation	3	1.03	Good
RP	Corresponding Author	5	1.72	Good
AB	Abstract	8	2.75	Good
DI	DOI	18	6.19	Good
PY	Publication Year	18	6.19	Good
DE	Keywords	30	10.31	Acceptable
ID	Keywords Plus	39	13.40	Acceptable

In the creation of the figure above, the software makes an evaluation over the missing value. Variables with no missing value are considered “excellent”, those with a low number of missing values are considered “good”, and those with a moderate missing value are considered “acceptable”. In this study, there is no data variable with a high level of missing value and evaluated as “poor”.

### Data Analysis

The bibliometric analysis of the literature on mindfulness and marketing was conducted using the Biblioshiny application within the Bibliometrix package in R. In this study, four main bibliometric analyses were conducted: publication trend analysis, country analysis, keyword analysis, and topic analysis.

Publication trend analysis:

When the publications in the field of mindfulness and marketing were analyzed within the scope of the study, it was seen that the most publications were made in the Journal of Business Research (7 Publications), Journal

of Marketing and Entrepreneurs (7 Publications) and Sustainability (7 publications). The results are in Figure-2.

**Figure 2:** Most Relevant Sources

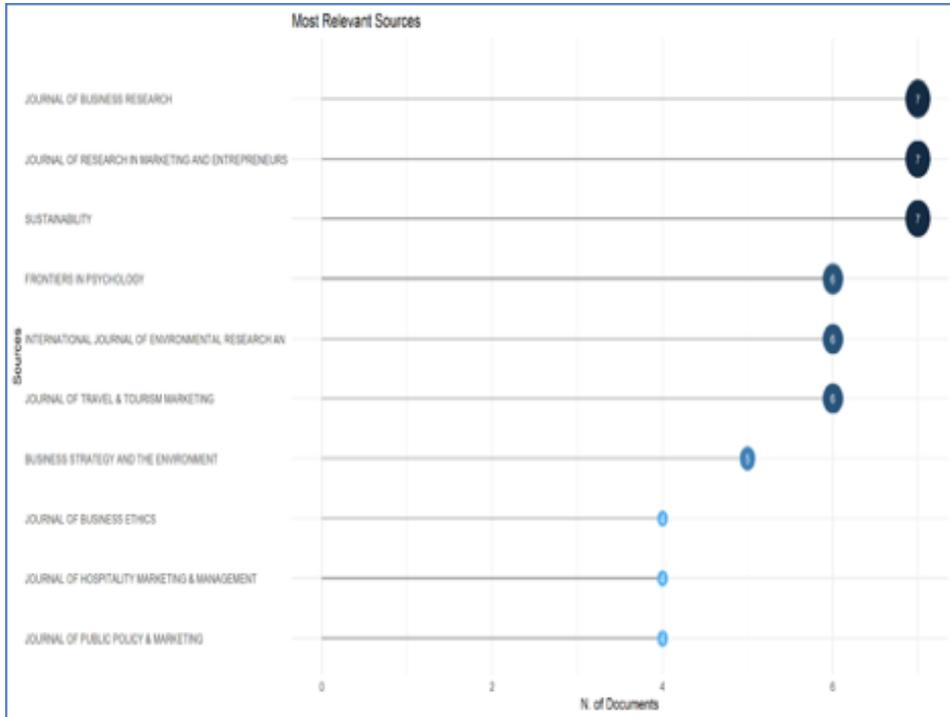
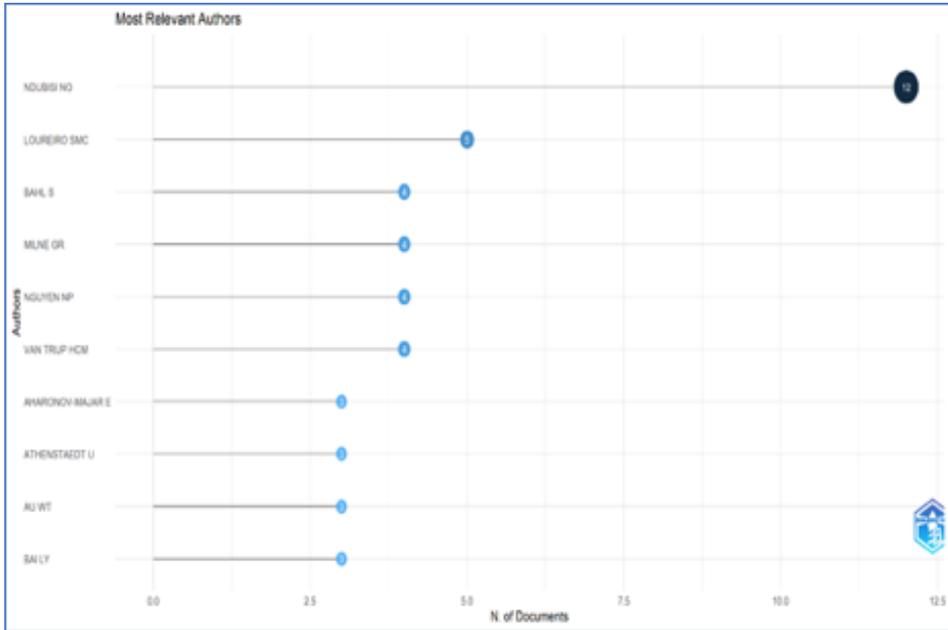


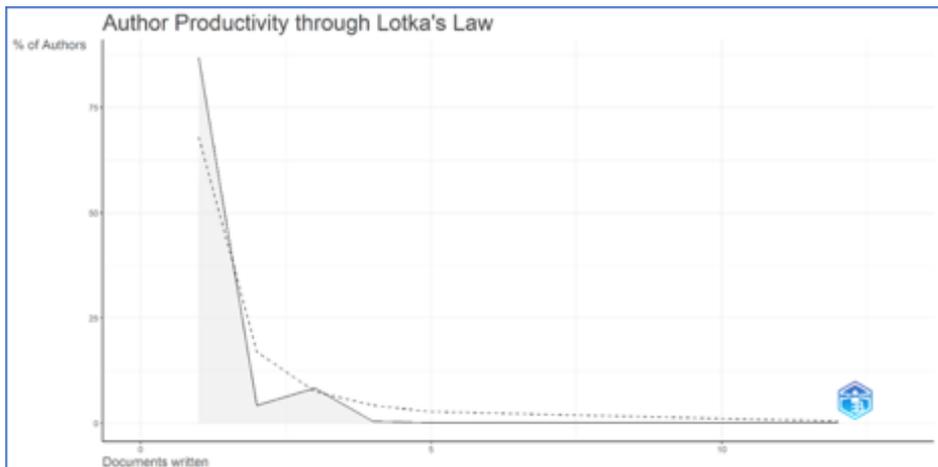
Figure-3 shows the authors most interested in mindfulness and marketing. Ndubisi N.O. is the author with the most publications in this field with 12 publications. In second place is Loureiro S.M.C. with five publications.

**Figure 3: Most Relevant Authors**



Developed by Lotka (1926), Lotka’s Law examines author productivity through the relationship between the number of authors and the number of documents they write. The dashed line in Figure 4 shows Lotka’s Law. When the figure is examined, it is seen that the publications examined in this study are also in compliance with the Lotka Law.

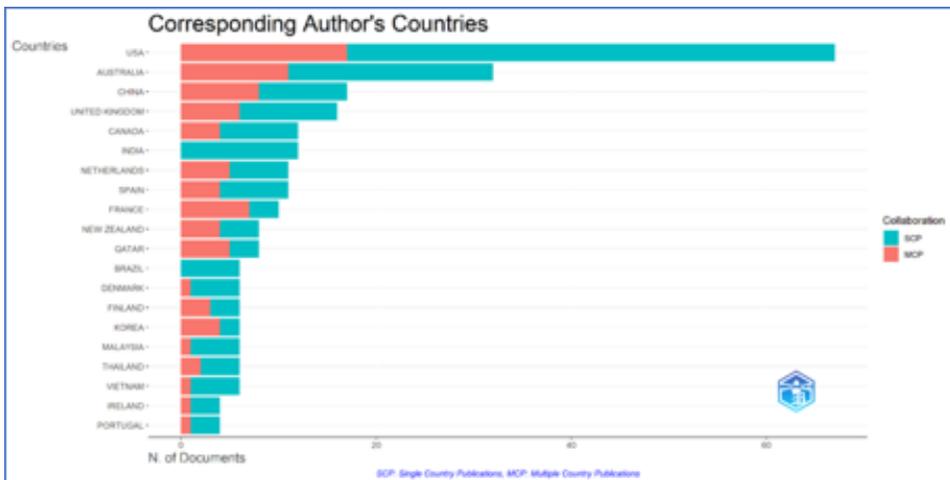
**Figure 4: Author Productivity through Lotka Law**



## Country Analysis

To identify the countries that have contributed the most to the literature on mindfulness and marketing, a country analysis was conducted. The analysis showed that the United States has produced the most publications on this topic, followed by Australia, the United Kingdom and Canada. This suggests that English-speaking countries have been at the forefront of research on mindfulness and marketing, and that there may be opportunities for international collaboration and knowledge sharing in this area.

**Figure 5:** Corresponding Author's Countries



## Keyword Analysis

To identify the most frequently used keywords in the literature on mindfulness and marketing, a keyword analysis was conducted. The analysis showed that the most commonly used keywords were “mindfulness”, “marketing”, “performance”, “mediation”, and “behavior”. This suggests that these concepts are central to the literature on mindfulness and marketing, and that they may be important areas for further investigation.





different terminology or keywords. Also, language can be accepted as a limitation. The analysis only included publications in the English language, which may have excluded important studies published in other languages. The other limitations of the study be listed as quality assessment, data interpretation and narrow focus.

It is assessed that, despite the listed limitations above this study's theoretical and practical implications may provide useful insights and guidance for researchers, practitioners both in mindfulness and marketing field.

### **Recommendations for Further Studies**

In subsequent studies, researchers can search on different data sets to be obtained from different databases such as Google Scholar and Scopus. In addition, different keywords to be selected from both fields can be included in the study to expand the scope of the study. In addition, it is considered that the researchers' analyzes on the relationships of different variables belonging to both concepts in subsequent studies will contribute to the literature.

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