



*University of Northampton
Faculty of Business & Law*

PARTICIPANT INFORMATION SHEET

STUDY TITLE

Mindless Consumption - From Mindless Consumer to Mindful Citizen by Jenn Armour

INVITATION PARAGRAPH

You have been selected to participate in the “From mindless consumer to mindful citizen” research study based on your lived experiences with two things: successful reduction of behaviours that are detrimental to you, your family, your community and the planet at large and the cultivation of mindfulness.

Prior to agreeing to partake in this research it is important for you to understand why the study is being done and what it will involve. Please read the following information carefully.

WHAT IS THE PURPOSE OF THE STUDY?

The purpose of this study is to search for evidence on how consumer consumption behaviour and materialistic attitudes can be more effectively influenced towards greater sustainability through the cultivation of mindfulness. Mindless consumption in this study can be defined as repetitive, acquisitive and aspirational consumption that is unaffordable or unacceptable because of its environmental or economic consequences and affects personal and collective well-being negatively. Mindful consumption, on the other hand, is about consuming in a way that is optimal, non-compulsive and suggests a caring for self, community and planet.

The primary objective is to explore the potential role of mindfulness in its capacity to reduce materialistic values and mindless consumption, increase internal congruence, decrease the attitude-behaviour gap, promote wellbeing, disrupt habitual routines and promote social connection, for which a number of studies report evidence.

This research suggests that mindfulness could play a pivotal transformational role in supporting citizens in their pursuit of genuine happiness and well-being, with a larger objective of caring for the environment with greater agency in the consumption

decision-making process. Consumption-dominated lifestyles or "overconsumption" practices and materialistic beliefs are shown to be detrimental to personal happiness, quality mental health, financial security, and lasting well-being. Generally speaking, cultural materialism is using possessions as a yardstick for success and seeking value and happiness through the acquisition of things.

WHY HAVE I BEEN INVITED TO PARTICIPATE?

You have been selected to participate in the "From mindless consumer to mindful citizen" research study based on your lived experiences with two things: successful reduction of behaviours that are detrimental to you, your family, your community and the planet at large and the cultivation of mindfulness.

DO I HAVE TO TAKE PART?

Participation in this study is 100% voluntary. If you decide to participate you will be given this information sheet to keep and be asked to sign a consent form. It is important to understand that you are still free to withdraw from the research study at any time without giving reasons.

WHAT WILL HAPPEN TO ME IF I TAKE PART?

Participation in this study means you be asked to go through a 30 minute semi-structured, but flexible interview with the researcher. The interview will be recorded for analysis purposes and notes will be taken throughout the interview.

WILL MY INFORMATION IN THIS STUDY BE KEPT CONFIDENTIAL?

The highest standards of confidentiality, privacy and anonymity will be adhered to in this study. All Information collected will be anonymous (no names will be published) and kept strictly confidential (subject to legal limitations). You will receive a gift for your participation in this study.

WHAT SHOULD I DO IF I WANT TO TAKE PART?

If you would like to participate in this study please fill out the attached consent form and email it back to the researcher.

WHAT WILL HAPPEN TO THE RESULTS OF THE RESEARCH STUDY?

The results curated from this research will be used in my dissertation as partial completion of my degree - Masters of Science (Msc) in International Strategic Marketing. You will be able to obtain a copy of the finished research study by emailing me directly.

WHO IS ORGANISING AND FUNDING THE RESEARCH?

This research is being conducted as a partial fulfilment for a Masters of Science (Msc) in International Strategic Marketing at the University of Northampton and the Faculty of Business and Law in the UK.

WHO HAS APPROVED THIS STUDY?

This research has been approved by the FBL Research Ethics Committee.

CONTACT FOR FURTHER INFORMATION

Please don't hesitate to contact me regarding questions related to this study or your participation in it.

Jenn Armour

jenn@mindful-consumption.org

If you have any concerns about the way in which this study has been conducted please feel free to contact my academic supervisor:

Katie Pascoe

katie.pascoe@northampton.ac.uk

THANK YOU

Thank you for your consideration in taking part in this research study.

DATE

April 1st, 2019