

DOES YOGA PRACTICE MAKE YOUR LIFE MORE SATISFYING AND HELP YOU CONSUME WISER? - A STUDY ON MINDFUL CONSUMPTION BEHAVIOUR OF VIETNAMESE GEN Z CONSUMERS

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Abstract: This research utilized a difference-in-differences experimental design to assess the impact of mindfulness practice on college students in terms of their mindfulness, mindful consumption, life satisfaction, and mindful logistics provider selection. The experiment consisted of a treatment group and a control group, to which participants were randomly assigned. The treatment group engaged in regular Yoga sessions led by experienced instructors, while the control group did not receive any specific mindfulness interventions. The results of the research demonstrated significant changes in mindfulness, mindful consumption, life satisfaction, and mindful logistics provider selection among the treatment group compared to the control group. Additionally, the research showed that practicing mindfulness through Yoga was highly effective in improving mindful consumption, life satisfaction, and mindful logistics provider selection among college students. These findings suggest implications for policymakers to incorporate mindfulness into students' lives to bring about numerous benefits. Moreover, the research contributed to theory by introducing a novel concept and measurement scale, "Mindful logistics provider selection," which underwent rigorous assessments of reliability, content validity, and construct validity.

Keywords: Mindfulness, Mindful consumption, Life satisfaction, Mindful logistics provider selection, Mindfulness practice, Gen Z

1. Introduction

In the post COVID pandemic era, mental health has become one of the major health concerns, with the depression and anxiety reported to climb by 25% just in the first year of the pandemic (WHO, 2022). WHO (2024) has explicitly announced that “No health without mental health”, citing the worrying the statistical data of approximately 800,000 ending their own life each year (1 death every 4 seconds), while there is not enough affordable and accessible mental health care for the population. Among the causes of mental illness agreed by psychologists, environmental and socioeconomic factors, which are related to stress and trauma, are considered to be critical (WebMD, 2023). The mentioned factors have become more severe after the pandemic, given the economic downfall and unstable political situations in many regions worldwide. Malla et al. (2015) explained that one’s definition of “self”, in other words, how one reacts to the mentioned environmental and socioeconomic factors, is the marker for the mental disorders.

Another prominent problem of humanity in this era is climate change, which is existential. UNEP (2024) has reported that the Earth's temperature has risen by 1.1 degree since the pre-industrial period, leading to the fact that 30% of the world population being exposed to deadly heat waves more than 20 days a year. The United Nations (2024) has listed the severe effects of climate change as: hotter temperatures, more severe storms, increased drought, warming and rising ocean, loss of species, not enough food, more health risks, and poverty and displacement. One of the key causes of climate change, in addition to the deforestation, use of transportation, and the power generating, is the over consumption of the population (The United Nations, 2024). In the context of globalisation and industrial revolution 5.0, e-commerce and last mile logistics have boomed. The consumption of the last mile logistics services also significantly contributes carbon emission and air pollution due to the overuse of transportation and varying parcel weights, and challenges the environment with the packaging waste (Lawton, 2021). Nevertheless, consumption is an inevitable part of the contemporary life. Therefore, it is utterly necessary for us to look for a way to consume wisely, so that we can limit our effects on the environment.

In such a circumstance, mindfulness and mindful consumption seem to be the solution. Generally speaking, mindful consumption can be understood as consuming in a way that one cares about one-self, the community, and the environment (Gupta & Verma, 2020; Sheth et al., 2011). It is suggested that mindfulness, by facilitating one to pay attention on the "self" and the present moment, brings various positive psychological effects improves one's well-being (Keng et al., 2011; NHS, 2022). In addition, a number of studies has been conducted to explore how mindful consumption can benefit the Earth (Milne et al., 2019; Geiger et al., 2018; Firscher et al., 2017). The literature has studied on how mindfulness could disrupt the consumption routines, closing attitude – behaviour gap, enhancing non-material values, and motivated pro-social behaviours, so that the consumers would consume mindfully in practice (Geiger et al., 2018; Firscher et al., 2017). Nevertheless, the actual impacts of mindful consumption on the environment, as well as the well-being of the consumers themselves, need further research (Milne et al., 2019; Geiger et al., 2018; Firscher et al., 2017). In Vietnam, the academia, however not much, has started to investigate on mindfulness and mindful consumption. Le & Kieu (2019) have studied about how cultural, personal, and attitudinal values can affect the ethically minded consumption behaviour. Meanwhile, Pham et al. (2023) explored the role of corporate social responsibility in mindful consumption. Thus, mindful consumption is an interesting rising topic that is worth studying, given the possible positive influence it might have on the life – and – death problem of climate change. Furthermore, little literature reviewed by the authors has specifically investigated on the consumption of last mile logistics services, while in the modern era, as a part of the boom of e-commerce, the consumption behaviours of such services should be attention paid by the academia.

There are not a lot of reports on the mental healthcare situation in Vietnam. Cohen (2016) stated that the public of Vietnam has just begun to have awareness on mental healthcare, and the major of the population still relies on unprofessional community resources for mental healthcare; meanwhile, (FIS HANU, 2021). Regarding the climate change problem, Vietnam is considered to be one of the five most vulnerable to climate change in the world (USAID, 2024). It is suggested that when Vietnamese consumers are aware of the environment impacts of their consumption, they have the intention to adjust their behaviours (Dat, 2023; Connor,

Cuong, Demont, Sander, & Nelson, 2022). However, little literature has investigated on the gap between awareness and the actual behaviours of the consumers in Vietnam. Apart from that, Gen Z, the generation that feels more pressure because of the modern technologies (Phuong, 2024), the future of consumerism in Vietnam (Nguyet, 2022), has been the centre of the online shopping boom in Vietnam (Bich, 2022), followed by the increasing expansion of last mile logistics services. As a result, the authors have conducted this study to answer the following questions: (1) Does mindfulness practice helps with Vietnamese Gen Z's well being? (2) Does mindfulness practice helps Vietnamese Gen Z consume mindfully in general? (3) Does mindfulness practice helps Vietnamese Gen Z select last mile logistics services mindfully?

1. Literature Review

2.1 Mindfulness and yoga

A simplified academic definition of mindfulness, proposed by Kabat-Zinn (1994), suggests that mindfulness is intentional, non-judgmental attention. Previously, Hanh (1976) approached mindfulness as the regulation of one's consciousness towards the present reality. Subsequently, researchers have expanded upon these definitions, with Kabat-Zinn (2005) specifying three attributes of mindful attention: specific purpose, focus on the present moment, and non-judgment. From a socio-psychological perspective, mindfulness entails wholehearted attention to present experiences without judgment, utilising observation and description skills with a spirit of curiosity, openness, and acceptance, even if reality contradicts predetermined plans, past memories, fantasies, or worries (Baer, et al., 2004; Bishop, et al., 2004; Dimidjan & Linehan, 2008; Segal, et al., 2002). Practically, mindfulness is seen as a practice that helps individuals release their bodies and minds from unwholesome habits, enabling them to perceive the world with a clearer, non-evaluative focus on the present (Milne et al., 2019). This study adopts Milne et al. (2019)'s definition as it aligns with the closing attitude-behaviour gap approach that the authors would like to direct.

The yoga concept is referred to as a mind-body practice that includes breathing exercises, physical postures, and meditation (NIH, 2011; Cramer, et al., 2014). Nevertheless, in reality, many of the times not all three components are present in a yoga practice (Padwardhan, 2017). The term "yoga" itself in Sankrit means "union or integration of one's soul to the universal consciousness" (Kanojia, 2022), implying that when practicing yoga, one must be attentive to his/her self and conscious of the present without judgement, or in other words, be mindful. Collins (1998) and McCall (2007) suggested that regular yoga practice could facilitate better self-control, and nurture a sense of calmness and well-being. Ahuja (2015) found that yoga practice improved mindfulness and other aspects of awareness among participants. Further research, especially within the Generation Z context, is crucial as similar experiments have not been conducted in the Vietnamese context, ensuring the stable impact of yoga practice on mindfulness improvement. Therefore, the authors propose Hypothesis 1:

H1. Yoga practice increases mindfulness.

2.2 Mindful Consumption

In simple terms, mindful consumption refers to consumer decisions made with mindfulness (Milne et al., 2019). Assadourian (2008) views mindful consumption as consumer actions consciously aimed at protecting and nurturing the Earth within certain constraints. Individuals

practicing mindful consumption demonstrate attention and awareness to their cognition and emotions during consumption; in a way that they care about themselves, the surrounding community, and the environment. Mindful consumers focus on thoughts, emotions, and bodily sensations in a process that aligns with acceptance and the continuous learning to base their consumption decisions on experiences, needs, values, and insights (Bahl, et al., 2016). Gupta & Verma (2019b) also added three key elements of mindful consumption: awareness - self-understanding, social empathy, and comprehensive environmental knowledge, caring - being mindful of the impact of consumption actions on oneself, society, and the environment, and temperance – self-restraint practice by consumers. In this study, the authors adopt Gupta and Verma's (2019b) three key elements because of the clarity, explicitness, and emphasis on essential features of mindful consumption.

Some studies have suggested that individuals practicing mindful consumption make transformative choices that benefit themselves, society, and environment. Jordan et al. (2014) found that regular mindfulness practice reduces harmful eating habits, promoting healthier eating patterns with fewer calories. Additionally, Bahl et al. (2013) discovered an inverse relationship between mindfulness practice intensity and tendencies toward skipping meals or overeating. Meanwhile, Kim et al. (2018) revealed that frequent mindfulness practice reduces the risk of smartphone addiction. The literature review suggests that regular mindfulness practice helps individuals realise that unnecessary consumption does not bring them satisfaction but instead contributes to personal, community, and environmental destruction. Mindfulness prompts individuals to question whether a particular consumption is essential, thus simplify and even resist to ineffective consuming behaviours.

In terms of university Generation Z students, many studies have demonstrated the positive impact of meditation, yoga, and mindful training on increasing mindful consumption. Van De Veer et al. (2016) noted that university students who participated in short-term meditation courses made food consumption decisions more mindfully. The students in question reported such changes as reduced impulsive shopping and being more mindful and thoughtful before making purchasing decisions. Because of various potentials seen in the literature reviewed, the authors in this study aims to explore the impact of yoga on mindful consumption. Hence, the authors propose Hypothesis 2:

H2. Yoga practice increases mindful consumption

2.3 Life Satisfaction

Life satisfaction is defined as an overall assessment of an individual's life (Diener, 2009), and is influenced by various factors such as genetics, living environment, life events, and their perceptions of them (Marum et al., 2014). When one is satisfied with life, his/her risk of depression is reduced, while physical activity is increased (Kim, et al., 2021). Life satisfaction is considered an effective indicator when analysing well-being among young people and adolescents (Suldo et al., 2006).

Numerous studies worldwide have demonstrated a strong correlation between mindfulness and life satisfaction. Various mediators have been examined, all converge on the positive influence that mindfulness has on life satisfaction: core self-evaluations (Kong et al., 2013), balanced time perspective (Stolarski et al., 2015), and resilience (Bajaj & Pande, 2016). It can

be said that treatment methods or mindfulness-based practices could directly or indirectly positively impact the improvement of practitioners' life satisfaction.

The application of yoga in business or for experimental purposes is becoming increasingly common, especially in measuring how yoga practice affects practitioners' life satisfaction. A study by Sis and Kılınç (2022) showed that practicing laughter yoga helped nurses reduce stress, thereby promoting health recovery and increasing life satisfaction. For older adults, Kertapati et al. (2022) demonstrated that regular chair yoga practice with mindfulness helped older adults reduce age-related illnesses and enhance both physical and mental health, as well as life satisfaction.

In the context of higher education, there are not many studies showing how yoga impacts the life satisfaction of young people or university students. Through an experiment, Gupta and Verma (2019b) demonstrated that meditation could increase the life satisfaction of graduate students participating in the experiment. Meanwhile, meditation and yoga have both been proven to have equivalent effects on university students (Breedvelt, et al., 2019).

It is suggested through the evidence presented that mindfulness-related exercises such as meditation and yoga could bring positive results for university students. Therefore, further research on the effects of yoga on life satisfaction is relevant. The authors propose Hypothesis 3:

H3. Yoga practice increases life satisfaction.

2.4 Mindful Logistics Provider Selection

Logistics provider is a party that assists or performs logistics functions including transportation management, warehouse management, and value-added services (Aghazadeh, 2003), and is usually the pre-existing cooperative partner of the business. In other cases, the business will provide a list of available options for individual customers to choose. Because logistics service is a part of the package of products or services itself, it is hard for one to avoid consuming a product/service without consuming logistics. Hence, a mindful consumer is often mindful about how the product/service is delivered to him/her. Selecting a sustainable logistics provider becomes the prioritization of individual customers, demanding that logistics service providers integrate options related to environmental protection and contribute to building sustainability for society (Raut, et al., 2017). Meanwhile, mindfulness has its fundamental origins in sustainability, allowing the authors to integrate the existing definitions of Sustainable Logistics Provider Selection (Gupta, et al., 2021) with the definitions of mindfulness and mindful consumption to establish the concept of Mindful Logistics Provider Selection. When a consumer selects logistics providers mindfully, he/she takes into account whether and how his/her action will affect him/herself, the society, and the environment. There are many criteria for evaluating the sustainability or mindfulness of customer choices: for example, whether the customer decides to use a sustainable logistics provider, whether the logistics provider provides sustainable solutions, etc. In this paper, the authors choose to adapt the sustainability criteria developed by Gupta et al. (2021) because it is comprehensive and decision-made-based.

In the relationship between mindfulness and sustainable behaviour, many studies have shown that increasing mindfulness can indirectly or directly influence the sustainable behaviour of participants in mindfulness training. Geiger et al. (2018) found five potential areas – namely

disruption of routines, congruence of attitude and behaviour, pro-sociality and connectedness to nature and others, values and meaning in life, and personal health and well-being - to explore the impact of mindfulness on sustainability if adult participants engage in mindfulness training intensively. Ericson et al. (2014) propose that mindfulness training should be considered an effective method in contributing to increasing sustainable behaviour and overall health of practitioners. Meanwhile, as the sustainable behaviour of consumers increases, the likelihood of consumers choosing sustainable logistics providers also increases (Asadabadi et al., 2023). Therefore, there is a good reason to hypothesise that if individuals practice mindfulness or yoga to a certain extent, they can enhance standards related to sustainability and the environment whenever they choose logistics providers. The authors recognise that this is an area with great potential that needs further studying, bringing more results to benefit the academia and those who concern about sustainability. Therefore, the authors propose the hypothesis:

H4. Yoga practice increases sustainable logistics provider selection.

2. Research Design and Methodology

3.1.Participants

Participants in this study are Gen Z, most of them study at universities in Da Nang such as Da Nang University of Economics and Duy Tan University. The participants were randomly selected from various academic years and divided into two groups. To mitigate selection bias, one section was randomly assigned as the treatment group, while the other section served as the control group. Both groups adhered to the same observation schedule and studied the same subjects on identical days throughout the study period to control effectively for any potential effects of history and maturation rates. The percentage of missing values in the data was less than 5 percent and was determined to be missing completely at random. To handle these missing values, the authors substituted them with item means, as suggested by (Hair et al., 2015). The initial sample size consisted of 100 participants before the treatment, with females accounting for 64% of the sample. Following the treatment, the post-treatment sample size was constant. All participants fell within the age range of 18-22 years. Additional demographic details can be found in Table 1.

Table 1. Description of the gender ratio among participants in the experiment.

Gender	Pre-treatment (n=100)	Post-treatment (n=100)
Female	64%	64%
Male	36%	36%

3.2.Procedure

All participants volunteered for the study, with no undue inducement to participate and no risk of negative consequences for non-participation. Participants were free to respond to the questionnaire based on their own perspectives and thoughts. Likewise, there was no imposition on participants regarding mindfulness practice. Participants had the option to leave the session if they felt uncomfortable and were encouraged to complete the survey thoughtfully. They were informed that there were no right or wrong answers and that their responses might differ from others. The authors ensured the confidentiality of participants' information and answers, and we were available to provide support and address any queries participants had. The conceptual model of the experiment is as shown in Figure 1.

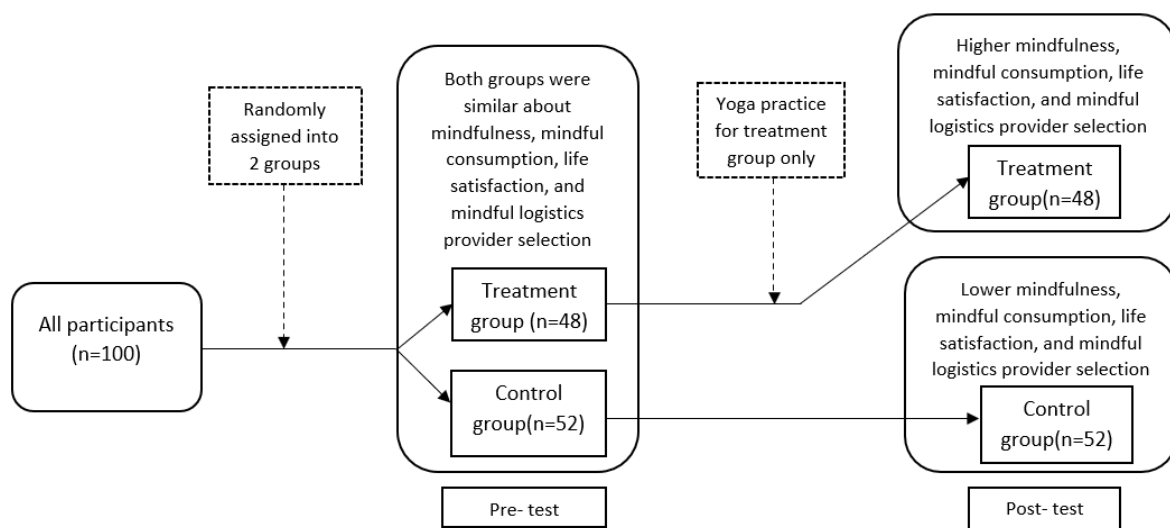


Figure 1. Conceptual model of the research detailing experiment procedure.

The study employed a difference-in-differences experimental design (Antonakis et al., 2010), which involves comparing a treatment group and a closely matched control group before and after the treatment. The participants were divided into two groups, with one group randomly assigned to receive the treatment while the other group served as the control group. Both the treatment and control groups completed identical surveys simultaneously, which included questionnaires assessing mindfulness, mindful consumption, life satisfaction, and mindful logistics provider selection. Additionally, the study recorded the frequency of participants' mindfulness practice, if applicable. Following the treatment, participants from both the treatment and control groups completed the same questionnaire as administered before the treatment.

The treatment method involved provided guided Yoga sessions with a qualified instructor who has diplomas in yoga training. These Yoga sessions were designed to promote self-awareness and focused on three aspects: breath awareness, body awareness, and

meditation, as designed in the study of Kolk (2014). Participants were encouraged to pay attention to changes in the speed and depth of their breathing, as well as the utilization of the mouth, nostrils, and throat during the practice. Specific techniques were employed to exert a powerful influence on energy levels. The instructor gradually introduced a limited number of classic postures, emphasizing participants' awareness of the muscles activated during different poses. Additionally, participants engaged in meditation by closing their eyes, placing their hands on their thighs, assuming a comfortable position, and directing their attention to their breath while being mindful of bodily sensations. This practice facilitated mindfulness by allowing participants to observe changes occurring in different parts of the body throughout various postures) (Kolk, 2014). The sessions lasted for a minimum of one hour and spanned nearly two months, resembling the duration of eight-week and ten-week programs implemented in other studies (Kabat-Zinn, 1982, Galante et al., 2018). Participants were strongly encouraged to continue practicing at home, following the approach adopted in other mindfulness experiments (Kabat-Zinn 1982, Henning et al., 2018). Several participants expressed their satisfaction with learning Yoga and reported practicing it at home as well. Importantly, participants were unaware that these sessions were selectively provided. Instead, they were set to assume that the selection process was purely random, aiming to minimize the mere measurement effect (Chapman, 2001; Morwitz and Fitzsimons, 2004).

3.3. Measures

3.3.1. Available measurement

For such factors as “mindfulness”, “mindful consumption”, and “life satisfaction”, the authors adopted the available measurement adopted by Brown and Ryan (2003), Gupta and Verma (2019a), and Diener et al. (1985), respectively. These scales were utilised in previous studies with aims and targets that are similar to this one (Gupta and Verma, 2019b; Karama and Watson, 2017). The scale was administered as a seven-point Likert-type scale, with respondents selecting options ranging from "7-Almost Always" to "1-Almost Never." A higher score indicates a higher level of mindfulness in an individual.

3.3.2. New measures: Mindful Logistics Provider Selection

Given no theoretical construct of Mindful logistics provider selection has been reported in detail in previous studies, the authors adapted and modified the Sustainable Service Quality Attributes by Gupta et al. (2021), and integrated them with the mindful consumption scales by Gupta and Verma (2019a). The points of each item were ranged from 1 to 7 based on the answers: strongly agree (7 points), agree (6 points), somewhat agree (5 points), neutral (4 points), somewhat disagree (3 points), disagree (2 points) and strongly disagree (1 point).

After identifying the items for the new scale, the authors conducted a preliminary study by distributing the questionnaire to a few individuals, including experts and students, to gather feedback for revisions.

Table 3. Observed items for measuring Mindful Logistics Provider Selection

Mindful Logistics Provider Selection	
MLS 1	I choose not to use logistics service when I find it unnecessary.
MLS 2	I tend to purchase from local vendors to reduce the carbon footprint from delivery service.
MLS 3	I care about whether the package materials used by the logistics provider are healthy.
MLS 4	I tend to choose the logistics providers that commit to green services, practices, and operations.
MLS 5	I tend to choose the logistics providers that show themselves to be competent to implement green logistics.
MLS 6	I tend to choose the logistics providers that are transparent about their green practices.
MLS 7	I tend to choose the logistics providers that are innovative and able to meet my green requirements.
MLS 8	I tend to choose logistics providers that have green practicing partners.

3.3.3. Reliability and Validity of the Measures

To test the reliability and validity of the available as well as the new measures, the authors conducted a test. The participants in this test included college students. The convenience sampling technique was employed, and the participants were provided with the option to either complete the questionnaire in the presence of the researchers or receive an online version via social networks. The sample consisted of both male and female participants

across various academic levels, with ages spanning from 18 to 23. After the data collection process, 252 responses were valid for testing the scale.

For the reliability test, Cronbach's alpha coefficient was utilized to assess internal consistency. Additionally, split-half reliability was assessed using the Spearman-Brown formula.

To assess content validity, the authors sought the opinions of experts regarding the content of the scale based on criteria such as the appropriateness of the language used for the observed variables and the suitability of the observed variables for the measurement concept. After the experts evaluated the items, the authors retained the items that had valid content validity ratios (CVR).

To evaluate construct validity, the authors evaluated through both convergent validation and discriminant validation. Both of these values were assessed using both exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). EFA was conducted using principal component analysis (PCA) with varimax rotation. Bartlett's test and the KMO statistics were employed to determine the suitability of factor analysis. Factors with eigenvalues greater than 1 were extracted, and factor loadings exceeding 0.50 were considered satisfactory. CFA was performed to evaluate the goodness-of-fit of the extracted factor model. The root mean square error of approximation (RMSEA) and the comparative fit index (CFI) were utilised to assess the fit of the model to the covariance matrix in CFA. CFI values greater than 0.90 and an RMSEA less than 0.08 were indicative of a satisfactory and acceptable model fit. The test provided the results as following:

Cronbach's Alpha

The Cronbach's Alpha indices for each variable were all valid, which is higher than 0.7. The Corrected Item – Total Correlation values were all above 0.3. The Cronbach's Alpha if Item Deleted indices were all lower than the Cronbach's Alpha for each corresponding factor.

Spearman-Brown

The Spearman-Brown method with split-half reliability was used to assess the reliability of the data. The results indicate that all indices exceeded 0.7.

Table 4. Results of Spearman-Brown.

	Spearman-Brown Coefficient	
	Equal Length	Unequal Length
Mindfulness	0,830	0,830

Mindful Consumption	0,846	0,846
Life Satisfaction	0,804	0,809
Mindful Logistics Provider Selection	0,879	0,879

Exploratory Factor Analysis - EFA

The authors conducted an Exploratory Factor Analysis (EFA) using the varimax rotation method. The results are presented in a table. Due to the moderate sample size ($n = 252$), small number of observed variables (29), and a small number of factors extracted in EFA (4), the authors chose a factor loading cutoff of 0.5. The results yielded a satisfactory KMO measure of 0.891 - very good, and Bartlett's test with a significance of 0.000 indicated that the observed variables were correlated, thus confirming the suitability of the EFA. The Total Variance Explained exceeded the acceptable threshold of 50%, reaching 51.454%. According to the Eigenvalue criterion, 4 factors with eigenvalues greater than 1 were extracted. This is consistent with the initial model.

Table 5. Summerized Results of Cronbach's Alpha, EFA.

Kaiser-Meyer-Olkin Measure: 0.891		Factor loading				Cronbach's alpha
Factors	Items	1	2	3	4	
Mindful Logistics Provider Selection	MLS 7	,746				0,879
	MLS 4	,729				
	MLS 5	,724				
	MLS 3	,711				
	MLS 1	,708				
	MLS 6	,706				

	MLS 8	,70 2				
	MLS 2	,64 6				
Mindful Consumption	MC3		,74 7			0,864
	MC4		,72 7			
	MC5		,69 2			
	MC8		,66 9			
	MC1		,63 5			
	MC2		,63 1			
	MC6		,63 0			
	MC7		,54 8			
Mindfulness	M6			,69 3		0,831
	M8			,68 8		
	M5			,67 2		
	M3			,65 6		
	M2			,62 8		
	M4			,62 4		

	M1			,60 2		
	M7			,57 1		
Life Satisfaction	LS1				,77 3	0,766
	LS3				,70 7	
	LS2				,67 6	
	LS4				,66 6	
	LS5				,59 4	
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.						

Confirmatory Factor Analysis - CFA

Next, the Confirmatory Factor Analysis (CFA) method was employed to investigate whether the observed variables contributed to the latent variables as observed or not. Observed variables with low factor loadings (below 0.6) were eliminated, including MC7 and M7. After removing these variables and adjusting some error correlations, the data underwent another round of CFA. In this iteration, the basic indices of the CFA method all exceeded the acceptable threshold according to the study by Hu & Bentler (1999).

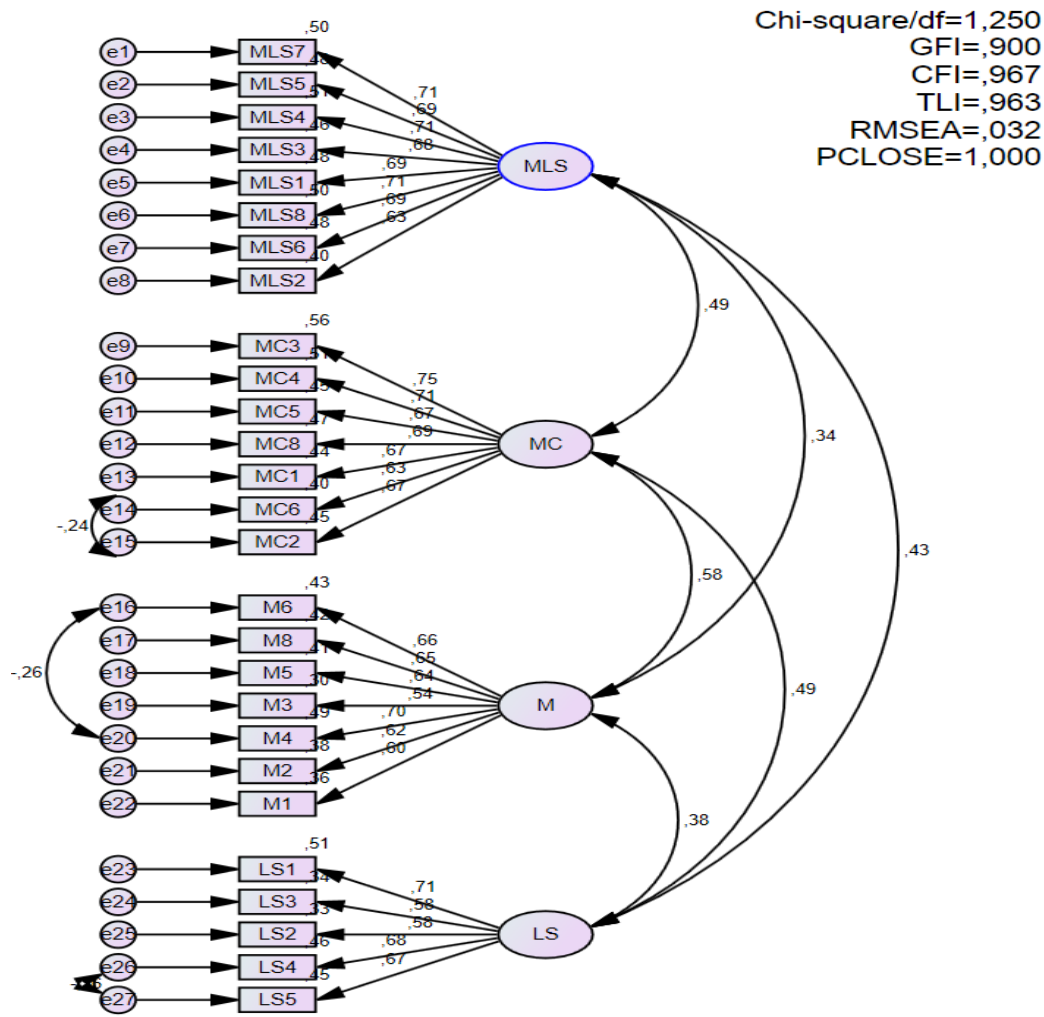


Figure 2. Final CFA model.

Scale Validation

After conducting scale validation through the methods outlined above, the authors decided to exclude the observed variables M7 and MC7 before finalizing the questionnaire used for participants in the experiment (including both the experimental and control groups). The Cronbach's Alpha, Spearman-Brown, and EFA analyses were all rerun after removing the observed variables M7 and MC7, and the results achieved were consistent with the acceptable threshold.

The remaining variables were retained as they met the criteria after conducting the analysis methods and data processing.

3.4. Data analysis

The analysis of the difference-in-differences model was conducted using SPSS 20 software to examine post-treatment differences between the treatment and control groups compared to

their pre-treatment conditions. The primary objective of the study was to investigate whether the treatment group exhibited changes in mindfulness, mindful consumption, life satisfaction, and mindful logistics provider selection after engaging in Yoga practice for approximately two months. Descriptive statistics and ANOVA tests were employed for data analysis, utilizing the average values of all scales included in the analyses. The skewness and kurtosis statistics for all variables fell within the acceptable range of -2.58 to +2.58 (at a significance level of 0.01), indicating that the data distribution did not demonstrate significant deviations from normal skewness or peakedness (Hair et al., 2015). The mean (and standard deviation) values for mindfulness, mindful consumption, life satisfaction, and mindful logistics provider selection were 3.9 (SD=1.08), 3.98 (SD=1.05), 3.89 (SD=1.05), and 4.02 (SD=1.01), respectively. The descriptive statistics are presented in Table 7.

Table 7. Descriptive Statistics.

	Mean	SE	SD	Variance
Mindfulness	3,9057	0,10844	1,08440	1,176
Mindful Consumption	3,9836	0,10541	1,05414	1,111
Life Satisfaction	3,8920	0,10566	1,05655	1,116
Mindful Logistics Provider Selection	4,0225	0,10167	1,01665	1,034

4. Results

For the experiment, data were collected from two different groups: the control group and the treatment group. Therefore, there might be a concern about non-normal distribution in each group's collected data. To ensure that this issue did not occur, the authors employed methods to test the normality of the data. Common methods in this type of testing include examining Skewness and Kurtosis indices, Shapiro-Wilk's W test, and Q-Q plots. It is worth noting that the mean values of the factors for each group were used for the analyses.

Regarding the Skewness and Kurtosis indices, the results indicated that the data distribution showed no signs of abnormality. The indices fell within the range of -2.58 to +2.58, which is acceptable (Hair et al., 2015). The results of the Shapiro-Wilk's W test showed that the data distribution was normal as all p-values were less than 0.05. Q-Q plot method produced graphs

that displayed no abnormality in the data distribution, with points running around a straight line. Histograms of the Frequency also showed bell-shaped curves, indicating a normal data distribution. Further details can be found in the table 8 and in the appendix.

Table 8. Results of Skewness, Kurtosis and ShapiroWilk's W test.

	Control Group				Treatment Group			
	M	MC	LS	MLS	M	MC	LS	MLS
Skewness	0,262	-0,062	0,144	0,206	0,259	-0,26	-0,180	0,045
Kurtosis	-0,419	0,036	-0,190	-0,388	-0,366	-0,799	-0,152	-0,458
Shapiro-Wilk's W (sig)	0,150	0,338	0,598	0,142	0,267	0,142	0,265	0,759

To assess the equality of variances across the entire sample, the authors utilized the Test of Homogeneity of Variances. The results indicate no significant imbalance in variances across each factor. The Test of Homogeneity of Variances based on mean indices with $p > 0.05$ implies no statistical significance. Therefore, variances are balanced across the entire sample.

Table 9. Results of Test of Homogeneity of Variances

	Based on	Sig.
Mindfulness	Mean	0,925
Mindful Consumption	Mean	0,934
Life Satisfaction	Mean	0,590
Mindful Logistics Provider Selection	Mean	0,716

One-way ANOVA (Pre-Treatment Test)

The results indicated that before conducting the experiment, both groups did not show clear or significant differences in mindfulness, mindful consumption, life satisfaction, or mindful logistics provider selection because all p-values were greater than 0.05.

Table 10. Pre-treatment ANOVA results between treatment and control groups.

		Sum of Squares	df	Mean Square	F	Sig.
Mindfulness	<i>Between Groups</i>	,000	1	,000	,000	,986
	<i>Within Groups</i>	116,417	98	1,188		
	<i>Total</i>	116,417	99			
Mindful Consumption	<i>Between Groups</i>	,005	1	,005	,004	,949
	<i>Within Groups</i>	110,006	98	1,123		
	<i>Total</i>	110,010	99			
Life Satisfaction	<i>Between Groups</i>	,041	1	,041	,037	,848
	<i>Within Groups</i>	110,472	98	1,127		
	<i>Total</i>	110,514	99			
Mindful Logistics Provider Selection	<i>Between Groups</i>	,002	1	,002	,002	,968
	<i>Within Groups</i>	102,323	98	1,044		
	<i>Total</i>	102,324	99			

One-way ANOVA (Post-treatment Test)

After practicing yoga, members of both groups, including the control group and the treatment group, were asked to complete the survey again. Therefore, data collected from both groups were subjected to formal one-way ANOVA to assess the impact of practicing yoga on mindfulness, mindful consumption, life satisfaction, and mindful logistics provider selection. These two groups belonged to two different conditions: the control group did not practice

yoga, while the treatment group did. The results of the one-way ANOVA showed a significant impact of practicing yoga on mindfulness ($p = 0.000$), mindful consumption ($p = 0.000$), life satisfaction ($p = 0.000$), and mindful logistics provider selection ($p = 0.000$) at an acceptable level of < 0.05 . The effect sizes (η^2) for mindfulness, mindful consumption, life satisfaction, and mindful logistics provider selection were 0.227, 0.330, 0.305, and 0.268, respectively – the numbers are considered to indicate large effect sizes (Cohen, 1988). Based on these results, practicing yoga indeed has effects in the following order from strongest to weakest: mindful consumption, life satisfaction, mindful logistics provider selection, and mindfulness, with relatively consistent magnitudes. In other words, all hypotheses were accepted, meaning that when practicing yoga, practitioners become more mindful (H1), engage in more mindful consumption (H2), experience higher life satisfaction (H3), and choose logistics providers more mindfully (H4).

Table 11. Post-treatment ANOVA results between treatment and control groups.

		Sum of Squares	df	Mean Square	F	Sig.	Effect Sizes
Mindfulness	<i>Between Groups</i>	30,406	1	30,406	28,773	,000	0,227
	<i>Within Groups</i>	103,561	98	1,057			
	<i>Total</i>	133,967	99				
Mindful Consumption	<i>Between Groups</i>	34,603	1	34,603	48,160	,000	0,330
	<i>Within Groups</i>	70,413	98	,719			
	<i>Total</i>	105,016	99				
Life Satisfaction	<i>Between Groups</i>	45,923	1	45,923	43,079	,000	0,305
	<i>Within Groups</i>	104,469	98	1,066			
	<i>Total</i>	150,392	99				
Mindful Logistics	<i>Between Groups</i>	29,391	1	29,391	35,791	,000	0,268

Provider Selection	<i>Within Groups</i>	80,475	98	,821			
	<i>Total</i>	109,866	99				

5. Discussion

The results of the data analysis facilitate the authors to answer the research questions of this study. The life satisfaction, mindful consumption, and mindful logistics provider selection were indeed improved amongst the mindfulness practitioners. During the two months of the experiment, participants were closely monitored, so that the authors could see whether there were possible psychology disturbances that led to behaviour changes. According to the sharing of the participants, there was little psychology disturbance, and the practitioners hardly reported any side effects of the yoga practice. This helps provide more evidence for the positive influences that mindfulness practice has on life quality and consumption behaviour of those who practise.

Given that there has been little investigation on the mindful consumption behaviour of Vietnamese young people, especially the Gen Z university student ones, this study has contributed to both the literature by adding a closer look at the behaviour of this segment of consumers. This group of consumers shows to have potentials in positively changing behaviours when they practise mindfulness. The implication of the mentioned findings could help those who care about the future generation and the future Earth make decision, or could suggest some solutions for the concerning issues of mental health in Gen Z and climate change.

Another contribution of this study is that it introduced the concept on mindful logistics provider selection. Nowadays, with the booming of ecommerce, followed by the rise of last mile logistics services, it is crucial to learn about the behaviours of those who use the services, so that we can have the understanding on how to limit the negative effects of that trending. Even though more studies about this concept are in need, introducing the concept is the first essential step for the academia to study it. The results of the reliability and validity tests for mindful logistics provider selection measurement show that this is a promising field to look for more in the future.

6. Limitations and Future Work

Despite its contributions to the academic world and the society, this study does not come without limitations. The authors would like to list them out and suggest some solutions for them in future work as following:

First of all, the sample size of the experiment and the reliability/validity test should be larger to ensure the credibility of the findings. Because of the limited resources that the authors had, the sample size was not as large as we wanted it to be and therefore we need to enlarge the sample size if we need to further study this topic.

Second of all, to enhance the concept of mindful logistics provider selection, a more careful qualitative research needs to be conducted. The qualitative research could include deeper investigation into the relevant literature, focus group survey, expert interview, and so on. A deeper qualitative studying in this concept, followed by an adequate reliability and validity test of the measurement, could improve how we understand the mindful logistics provider selection behaviour.

Last but not least, how we integrate yoga into the concept of mindfulness practice needs further study, so that further research on yoga and mindfulness could be more solid. In this study, based on the overlaps in the definition of “yoga” and “mindfulness”, the authors assumed that practicing yoga led to mindfulness practice in general. However, the specific correlations of the two concepts need more evidence to be sure.

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