

Qualitative Data Collection and Thematic Analysis of Mindful Consumption, Trust, and Loyalty in the Wellness Product Market

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Abstract

Mindful consumption in the wellness product market involves intricate connections between individual values, awareness of health issues, concerns about sustainability, and brand trust. While previous scholarly work mainly relies on quantitative approaches, little research has focused on developing a comprehensive framework for qualitative data collection that reflects consumers' actual experiences. This paper develops a systematic strategy for qualitative data collection and analysis of how product quality perception, sustainability impact, health gains, behavioural control, subjective norms, and trust affect consumers' intentions to purchase and mindful loyalty towards wellness products. Data for the research was collected via semi-structured in-depth interviews with wellness product consumers and analysed utilising a qualitative data matrix created in Excel to facilitate transparency. Thematic analysis was used to find meaningful patterns embedded in the participants' stories. The results revealed that mindful consumption is fuelled by consumers' awareness of what ingredients go into their products, how those ingredients were sourced, and brand reliability, with trust playing a critical role as a mediating factor between intention and mindful loyalty. In addition, social and cultural factors such as family history influence decision-making about consumption of wellness products through digital information networks. The research proved that Excel-supported qualitative structuring offered an effective tool for conducting rigorous thesis-driven qualitative research in the field of wellness and sustainability studies.

Keywords: Qualitative data collection, Mindful consumption, Wellness product industry, Consumer trust, Buying intention, Mindful loyalty

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1. Introduction

Qualitative research spotlights health products and mindful consumption. The research creates narratives through interviews, notebooks, and reflection. These products quietly demonstrate the development of trust in sourcing through the use of ethical signs and experience. Thematic analysis demonstrates the gradual development of loyalty through meaning-making rituals and alignment. Voices, not numbers, are the focus of the research, bringing complexity and contradiction. This method of research captures the development of trust as a sense of movement in wellness markets. The habits of care narrative and the gradual development of confidence may develop loyalty. Researchers, companies, and professionals studying mindful consumption can benefit from qualitative research. People seek mental and physical harmony; thus, health and wellness awareness has increased worldwide. The new environment demands that wellness enterprises such as yoga centres create emotionally supportive spaces. International development strategies and common practice acknowledge the importance of mental well-being

for social sustainability. Yoga-inspired mindful marketing is ethical, transparent, and holistic. Mindfulness practices from the East are abandoned for the economy of the West. Yoga and meditation are coming back to Vietnam as living standards improve. This research explores mindful marketing, trust, consumption, and loyalty of Vietnamese yoga centres. Qualitative research and thematic analysis demonstrate value creation in relational terms from practitioner, teacher, and community perspectives. Results are intended to address context stakeholder inclusiveness, industry specificity, and impact gaps while providing sustainable wellness practice insight. [1&2].



Fig 1 Qualitative Analysis of Wellness Product Market Mindful Consumption, Trust, and Loyalty

The above fig 1 represents the key concepts and the conceptual structure of the study in the wellness product context. The qualitative data is gathered first to explore the consumers' narratives. The results indicate that mindful consumption is a value-based choice. Wellness products are personal because they encourage self-regulation and holistic approaches to wellness. Building trust with the consumer is essential. Consistency and authenticity help build trust and confidence. Finally, mindful loyalty is based on personal values, wellness, and commitment, not habit.

Motivation: The emerging wellness markets currently influence daily routines of emotional balance and identity construction rather than just product choice. However, the focus of academic research is still on outcomes, while the meanings remain partially concealed. People are increasingly talking about trust alignment and mindful restraint, but such experiences are not captured by survey methods. The study is motivated by the difference between the nature of wellness consumption in everyday life and the nature of wellness consumption in survey methods [3].

Scope and Significance: The study focuses on the wellness product market, which involves the consumption of products that satisfy mental, physical, and emotional needs. The importance lies in the fact that the study demonstrates that the process of mindful consumption is not static but dynamic. The study is important in the sense that it demonstrates the involvement and the importance of theory development.

Statement of the Problem: Experience is quantified in most conscious consumption, trust, and loyalty research. These models ignore trust, loyalty loss, and decision-making attentiveness. Wellness goods go unexplored despite their value.

Objectives & Contributions This study analyses how wellness consumers interpret mindful consumption and how this affects trust. The research seeks themes that explain brand promises and consumer expectations.

The other objective is to explore the emotional and experiential processes underlying the development of loyalty. The contributions of this research are to offer thematic qualitative insights into trust and loyalty in mindful consumption. The contributions of this research are to shift the focus from outcomes to processes and from transactional logic to relational understanding. The contributions of this research are to advance stakeholder and mindfulness theory in the wellness industry [4].

The qualitative research methods give a close-up look at the mindful consumption process as it happens in the wellness product industry context in which the choice as a reflection of care intention and self-regulation happens. By using the conversational narratives, the consumers show trust as a sense of growth that happens as opposed to promise. The

buying intention happens in the background as a result of the influence of awareness routines and sincerity as opposed to impulse and price. The mindful loyalty happens as the products help in achieving balance and the reinforcement of personal values as opposed to the survey logic. The thematic listening makes the findings easily accessible [5].

2. Related work

2.1. Mindful Consumption and Consumer Meaning

Existing literature defines mindful consumption as a deliberate form of engagement with awareness intention and ethical sensitivity, where consumers deliberate and choose meaning over excess. The body of literature on tourism, fashion, and luxury suggests that consumer behaviour is driven by identity work through self-regulation and personal values. However, much of this body of knowledge is based on surveys that focus on outcome rather than experience and thus leaves much of mindful consumer behaviour wanting in terms of interpretive depth.

2.2. Trust Building in Value-Driven Markets: The traditional view of trust in marketing and sustainability is as a function of confidence, such as reliability and backing. However, recent conceptualisations of trust have highlighted its dynamic and relational nature as a function of transparency, storytelling, and sincerity. Trust in wellness contexts is perceived as embodied and experiential, and it is built through repeated affirmation rather than a single transaction. The role of consumer narratives in trust building over time has been inadequately explored.

2.3. Loyalty Beyond Repetition The literature on loyalty is gradually moving away from the idea of repetition and towards the idea of emotional association and value congruence. Researchers highlight the importance of feelings of understanding, respect, and support as the basis for long-term association. Although mindfulness is related to loyalty through satisfaction, experience, and self-brand association, loyalty remains largely a numerical result, veiling the emotional undertones.

2.4. Stakeholder and Sustainability Perspectives

The stakeholder theory can be seen to extend the discussion by considering the creation of value as a shared outcome based on care responsibility and well-being. Theoretical work has indicated that mindful marketing is very much in line with this logic, although there is a lack of empirical work in the wellness product market, especially from a qualitative perspective that is consumer-focused

2.5. Research Gaps Collectively, existing research verifies the importance of mindfulness trust and loyalty, while at the same time pointing out research gaps. The Western and tourism-oriented settings are too narrow for transferability, and the survey research approach is too limited for understanding the process of meaning-making and relationship-building, which is addressed by this research. The

lack of focus on wellness product markets further constrains understanding, which is addressed by this research.

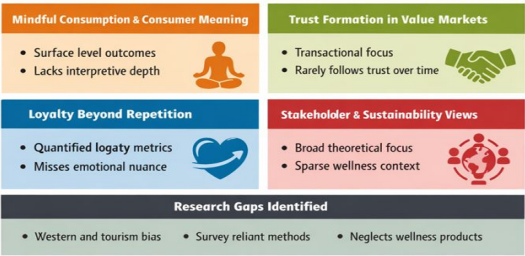


Fig 2 Existing Research Landscape on Mindful Consumption, Trust, and Loyalty

This matrix graphical representation identifies the prominent themes and gaps in the existing literature on mindful consumption, trust and loyalty. The top parts of the matrix describe how mindful consumption research is represented by surface-level outcomes while ignoring the meaning; trust research is biased towards transactional approaches instead of formation over time, and loyalty is mostly reduced to numerical repetition metrics that ignore emotional complexity. The stakeholder and sustainability approaches are general theories but very thin on wellness topics. The bottom part of the matrix points out the cumulative gaps in the literature that are heavily biased towards Western and tourism surveys and pay very little attention to wellness products.

Recent scholarship deepens understanding of mindful consumption, trust formation and loyalty through varied conceptual and contextual frames. Leban and colleagues [7], in their study on mindful luxury in Faroe Islands tourism, proved that reflective consumption leads to emotional trust and long-term attachment, though the scope remains small in terms of geography. Mishra and Chowdhary [8], in their study on the behaviour of travellers after the pandemic, depicted mindfulness as an adaptive lens that influences ethical awareness, restraint, and meaningful actions in the context of uncertainty. Zahid et al. [9] observed that ego involvement and social norms motivate attentive second-hand clothing purchases, although self-reported attitudes constrained behavioural findings. Adenmosun [10] reiterated stakeholder theory and value creation among interrelated stakeholders, providing excellent theoretical foundations but few industry examples. Blome et al. [11] examined buyer-supplier sustainability challenges and saw trust as a dynamic, fragile, and paradoxical construct that affects loyalty debates outside of industry. Garg et al. [12] identified convergence in mindful consumption literature, but qualitative intensity, context variation, and experiential pathways remain unexplored. These studies show that mindfulness and qualitative thematic analysis are essential in wellness product markets because trust and loyalty are relational.

Table 1: The table shows customer awareness, trust, loyalty, and well-being studies. We employ theory

and data for conceptual, quantitative, and economic analysis. We focus on tourist technology or macro sustainability, not wellness product markets, yet some study shows outstanding analytical precision and measuring methods. Drawbacks include qualitative insights, cross-sectional research, and industry focus. Due these drawbacks, qualitative study on mindful consumption trust and loyalty in wellness-oriented firms is essential.

Table 1 Empirical and Conceptual Studies on Mindful Consumption, Trust, and Loyalty

Author	Study Focus	Methodology	Key Findings	Accuracy	Limitations
Pham et al. [13]	Sustainability and economic determinants in Vietnam	Quantitative econometric analysis	Renewable energy influenced macro stability	High analytical precision	Not consumer or marketing focused
Kaure et al. [14]	Mindful consumption and well-being	Survey with mediation analysis	Loyalty mediated mindful consumption and well-being	Reliable measurement scales	Cross-sectional design limits causality
Kumar et al. [15]	Mindfulness within marketing and consumption	Narrative literature review	Mindfulness links ethics, consumption, trust and loyalty while theory remains fragmented	High conceptual rigour	Lacks empirical validation and developing economy focus
Bagheri et al.	Wellbeing, satisfaction	Quantitative survey	Sense of wellbeing	High internal	Experience depth

[16]	and loyalty	modeling	enhanced loyalty and satisfaction	consistency	remained limited
Wang & Uysal [17]	AI-assisted mindfulness	Conceptual and exploratory review	Technology amplified mindful engagement	Theoretical novelty	Early-stage evidence
Quang & Thu [18]	Mindfulness and loyalty in Vietnam tourism	SEM quantitative study	Customer experience mediated loyalty formation	Strong model reliability	Yoga and wellness excluded

3. Methodology

The current study uses an exploratory qualitative research design under an interpretivist paradigm in order to explore the factors that influence the practice of mindful consumption of health and wellness products. Qualitative research was selected because consumer perception, trust building, sustainability knowledge, and motivations behind purchasing decisions are socially constructed phenomena and can be best investigated through lived experiences of respondents. For data gathering purposes, semi-structured interviews were selected as the main tool because they provided enough flexibility to investigate emerging themes and allowed respondents to give detailed responses to research questions. Data obtained through interviews were subsequently analysed using thematic analysis through a series of familiarization, coding, theme generation, theme revision, and interpretation steps.

The complexity of conscious health product use is investigated in this qualitative study. Values, health, sustainability, and brand trust must be interpreted to understand Mindful consumption. We interviewed wellness product buyers and reflectors in semi-structured format. Product quality, health, sustainability, behaviour control, subjective norms, and trust growth were freely discussed. A qualitative data matrix was designed in Excel to track the data from the interviews for transparency, traceability, and comparison of stories. Thematic analysis was used to identify patterns and interpretations of the participants' statements through repeated readings, coding, and refinement. The results showed that mindful consumption starts with reflective evaluations of ingredient transparency, ethical

conduct, and brand authenticity, and trust fuels the purchase intention to mindful loyalty. Family practices, peer talk, and the internet shaped purchasing behaviour. This study shows how qualitative structuring and thematic interpretation can offer hard and replicable knowledge to supplement the wellness and sustainability literature's quantitative methods of consumer behaviour.

Equations

Mindful Consumption Formation: Mindful Consumption reflects conscious evaluation shaped by quality, sustainability and health awareness

$$\text{Mindful Consumption} = f(\text{Perceived Product Quality} + \text{Health Benefits} + \text{Sustainability Impact} + \text{Subjective Norms} + \text{Behavioural Control})$$

Consumer Trust Development: Trust emerges through consistency, transparency and perceived authenticity

$$\text{Consumer Trust} = f(\text{Mindful Consumption} + \text{Ingredient Transparency} + \text{Ethical Sourcing} + \text{Brand Authenticity})$$

Buying Intention Formation: Buying Intention develops when trust interacts with mindful evaluation

$$\text{Buying Intention} = f(\text{Mindful Consumption} + \text{Consumer Trust} + \text{Subjective Norms})$$

Mindful Loyalty Formation Mindful Loyalty evolves gradually through trust reinforced intention and value alignment

$$\text{Mindful Loyalty} = f(\text{Consumer Trust} + \text{Buying Intention} + \text{Value Congruence})$$

Mediating Relationships

- **Trust as a Mediator**

Consumer Trust mediates between Mindful Consumption and Buying Intention

$$\text{Mindful Consumption} \rightarrow \text{Consumer Trust} \rightarrow \text{Buying Intention}$$

- **Buying Intention as a Mediator**

Buying Intention mediates between Consumer Trust and Mindful Loyalty

$$\text{Consumer Trust} \rightarrow \text{Buying Intention} \rightarrow \text{Mindful Loyalty}$$

- **Integrated Model Equation**

$$\text{Mindful Loyalty} = f[f(\text{Mindful Consumption} \rightarrow \text{Consumer Trust}) + \text{Buying Intention}]$$

- **Qualitative Analytical Equation (Thematic Logic)**

$$\text{Observed Themes} = \sum (\text{Narratives} \times \text{Context} \times \text{Meaning} \times \text{Repetition})$$

Iterative qualitative coding, not statistical estimation, generates themes.

Data Analysis Procedure:

Semi-structured interviews were the chosen qualitative method for obtaining the respondents' views, experiences, and decision processes regarding their purchase of health products. Purposive sampling was conducted in selecting participants who had prior experiences with

purchasing the product. Data was collected through interviews and then inputted into Microsoft Excel, which was used as the data management software for qualitative data management. Thematic analysis was performed as the major method of analysing data. This involves open coding, category formation, theme identification, and subsequent refinement. Coding tables in Excel were used to document the codes, themes, respondents' responses, and notes on the analysis. These coding tables allowed the interviewer to have a systematic process when analysing the data by coding the interviews to familiarize himself with the content of the respondents' statements. The identified themes were continually evaluated to be sure that they were in accordance with the participant accounts. The total number of participants for this study was 30, who were purposively selected based on their previous experience of buying or assessing health and wellness products. The semi-structured interviews that were carried out lasted for a period of about 5-10 minutes. It is believed that the sample size used in this research was adequate enough to attain thematic saturation. Thematic saturation refers to the stage at which no new themes emerge after conducting more interviews.

Research design

This is a qualitative and interpretive research study that delves deeper into people's engagement with wellness product markets based on mindful consumption, with a focus on trust and loyalty. The research is more interested in meaning rather than numbers, with a focus on the idea of people bringing meaning and value based on ethics and health considerations. Through interviews and other research methods, it explores people's engagement with products, brand evaluation, and developing trust. For instance, it uses a sampling approach for wellness products and consumption. To increase rigor, transparency, and comparability of themes, it uses an Excel-based approach for qualitative matrices. Thematic analysis is also employed, where repeated coding and developing concepts are key ideas for understanding and interpreting research. Overall, it is more interested in mindful consumption and its relationship with purchasing intentions, trust, and loyalty.

Proposed Method

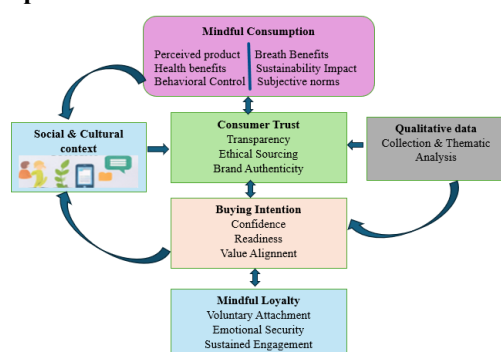


Fig 4 Conceptual Framework of Mindful Consumption, Trust, and Loyalty in the Wellness Product Market

Fig 4 the framework revolves around mindful and thoughtful decisions when people are purchasing wellness products. It also proposes that people consider the quality, health benefits, sustainability, and the level of feeling in control while making these purchases. When people are making thoughtful decisions, trust emerges. It is based on openness, ethical practices, consistency, and honesty. When trust emerges, careful judgment and purchasing decisions are formed. These purchasing decisions, in turn, create new feelings of confidence, readiness, and values. Eventually, trust and well-being expectations create smart loyalty, which revolves around thoughtful engagement, emotional safety, and participation, rather than relying on automatic responses. All these processes are based on digital information, family discussions, and input from friends. Qualitative data gathering and analysis are used as lenses through which the relationships between variables can be understood, rather than relying on statistical data, which validates the framework.

4. Results and Discussion

Conscientious allegiance is dynamic emotional stability, according to thematic analysis. Ethical sourcing, ingredient transparency, and physiological feedback delayed wellness product purchases. Product quality was more influenced by health and discipline than branding. Truthfulness, honesty, and several verifications supported statements. Value and conviction beat impulse buy. Family history, online wellness conversations, and social pressure shaped interpretation and decision-making. Not duty, but compassion motivated deliberate dedication to items that supported emotional equilibrium, everyday routines, and personal identity. The literature on mindfulness emphasizes process meaning and relationship richness. Experience and reflection, not polls, determine consumer trust and loyalty, according to this study. Relationship and stakeholder marketing fosters trust, judgment, and loyalty. This qualitative study examines how customers earn trust, unlike previous authenticity and ethical studies. The social interpretation encourages confidence, not pressure. This study collects voices and conflicts to shift conscious allegiance from dynamic emotional stability to process.

4. Results of Qualitative Data Collection and Analysis Qualitative investigation examined mindful wellness goods market consumption. Semi-structured interview data was organized in an Excel qualitative matrix. Several factors explain how customers form buying intents and meaningful commitments to health companies.

4.1 Emergence of Core Themes

Analysis of interview transcripts resulted in the identification of six dominant themes:

- (1) Mindful consumption awareness,
- (2) Perceived product quality and health benefits,
- (3) Sustainability and ethical responsibility,
- (4) Trust formation mechanisms,
- (5) Social and cultural influence, and
- (6) Barriers to Adoption and Future Orientation

These topics relate to the theoretical framework and provide contextual relevance to the constructs used.

4.2. Valuable consumption: We discouraged over-shopping: Over-consumption was not encouraged. Well-being and self-care became primary concerns. In relation to social, environmental, and personal benefits, mindful consumption played an important role in fostering a consumption ethos. Mindful consumption could serve as a self-regulatory process that can affect the evaluation of wellness products.

4.3. Product quality, health advantages: The quality of a product affects how people approach wellness consumption. The key determinants of quality are ingredient transparency, how well it works, and its reliability. The health benefits are prevention and maintaining mental-emotional balance. The participant did not like products without scientific and traditional backing from the market. The results suggest that health benefits drive initial purchase behavior, and quality sustains behaviour and liking.

4.4. Sustainability and ethics boost morality: The participant perceived sustainability as a moral choice and not a business approach. Engaging in sustainable and healthy behaviour improves morality and self-esteem. Being sustainable increases consumers' ethical self-image.

4.5 Key Mediator: Trust: Trust is a key mediator between intention and loyalty. Being open, having credible third-party backing, integrity, and transparency build trust, as perceived by the participant. The issues of invisibility, green washing, and exaggerating are some of the barriers to building trust. Positive experiences build trust as well. Trust is a key mediator between intention and loyalty because it reduces perceived risk and increases brand loyalty.

4.6 Social, information culture and wellbeing: The social and information culture impacted wellbeing as well. The family culture of Ayurveda and herbal medicine impacted product choice. Online media and information impacted customers as well. The results support subjective norms as opposed to coercion.

Limitations: The participants talked about issues like price sensitivity, availability, and information overload despite having positive intentions. The wellness brands want easy and evidence-based customized therapy.

4.8 Summary of Qualitative Insights Quality, health, sustainability, trust, and personal values drive wellness industry mindful loyalty, according to qualitative data. For thorough thesis-level thematic analysis, the Excel-based qualitative data collecting tool accurately collected and structured rich narrative material.

5. Results: Qualitative Data Collection and Visual Analysis

Below are visual respondent attributes and qualitative data gathering results. Excel-based qualitative matrix contextualized in-depth interview themes in this study.

5.1 Profile of Qualitative Respondents Respondent demographics enhance qualitative theme interpretation. The dataset's age and gender variety makes qualitative insights more reliable and transportable.

Age Distribution of Respondents Age distribution charts reflect mature consumers. Over 50 is largest, then under 20 and 36–50. Wellness and mindfulness span generations, says this distribution.

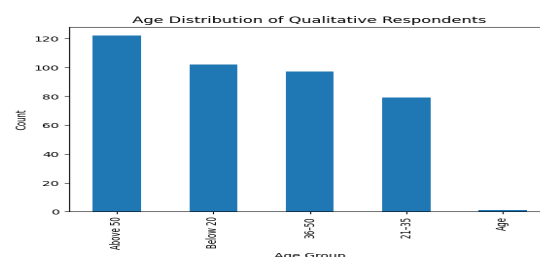


Fig 5 Age Distribution of Qualitative Respondents

Figure 5 shows the age distribution of participants in the qualitative research. Participants above 50 years have the highest representation, while participants below 20 and those between the ages 36 and 50 have relatively lower representations. There was a very low representation of participants above 41 years old.

Analytical Insight: The young participants associated mindfulness with experimenting, the digital influence, and the formation of well-being identities. In contrast, the older participants were focused on preventive health and sustainability. The

incorporation of different generations allows us to explore important issues in more depth.

Gender Distribution of Respondents: The gender distribution map clearly shows an imbalance toward female respondents, with many being anonymous. Studies of well-being indicate that females often have better awareness of their health decisions.

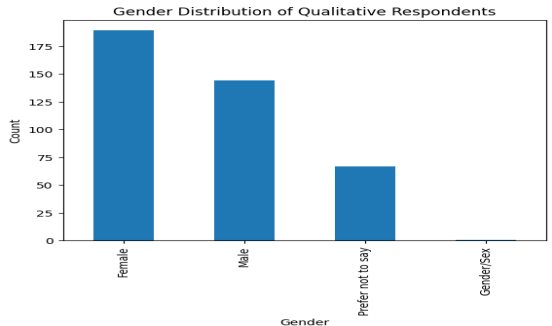


Fig 6 Gender Distribution of Qualitative Respondents

Figure 6. Gender distribution in qualitative research. Women outnumber men. Women and men learn. A few qualitative study participants hid their gender, showing gender sensitivity. Studying gender diversity.

Analytical Insight: While men valued utility, efficacy, and value-for-money, women valued emotional, ethical, and holistic conscious consumption. These changes boosted trust and loyalty.

5.2 Qualitative Theme Contextualization through Visual Data Qualitative research emphasises depth over numerical dominance, while visual research evaluates response patterns for interpretative rigour. Demographic graphs show trust, compassion, and sustainability.

5.3 Integration with Thematic Findings

The visual results complement the thematic analysis by demonstrating that:

- Mindful consumption is practised across age groups, indicating its role as a lifestyle orientation rather than a trend.
- Gender diversity enhances interpretive richness, particularly in understanding emotional versus functional trust mechanisms.
- The heterogeneity of respondents validates the robustness of themes identified in interviews, such as transparency, ethical alignment, and conscious loyalty.

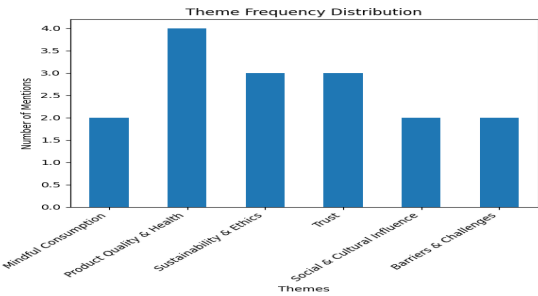


Fig 7 Qualitative Findings Theme Frequency Distribution

Product quality and health benefits dominate the qualitative dataset (Fig 7). Focus on prevention and function in wellness. We valued ingredient transparency, efficacy, and long-term health. Trust, Sustainability, and Ethics affirmed entry, not pushing it. Trust was established on openness, qualifications, and consistency, while sustainability confirmed moral consumption. Mindful consumption awareness, social and cultural influence, and obstacles were moderate. Pricing and accessibility influence behaviour despite cognitive mindfulness.

5.4 Theme–Respondent Heatmap Analysis

Table 2. Theme–Respondent Heatmap (Qualitative Coding Overview)

Theme	R1	R2	R3	R4	R5
Mindful Consum ption	✓✓	✓✓	✓✓	✓✓	✓✓
Product Quality & Health	✓✓ ✓✓	✓✓ ✓✓	✓✓ ✓✓	✓✓ ✓✓	✓✓ ✓✓
Sustaina bility & Ethics	✓✓ ✓	✓✓ ✓	✓✓ ✓	✓✓ ✓	✓✓ ✓
Trust	✓✓ ✓	✓✓ ✓	✓✓ ✓	✓✓ ✓	✓✓ ✓
Social & Cultural Influence	✓✓	✓✓	✓✓	✓✓	✓✓
Barriers & Challeng es	✓✓	✓✓	✓✓	✓✓	✓✓

- As can be seen from Table 2, there is high topic saturation and coherence of participants’ answers. Product quality, trustworthiness, and sustainability are essential aspects of conscious wellness consumption. The obtained results confirm theoretical saturation, meaning that the psychological and emotional characteristics discovered within the

selected sample are similar to the psychological and emotional characteristics typical of the target population. Despite the ubiquitous nature of family customs and digital media influences, their role should be interpreted as contextual.

- Attitudes, perceived behavioural control, trust, and mindful loyalty are linked by visual analysis.
- Product quality and health benefits function as entry drivers, shaping initial buying intention.
- **Trust** acts as a **mediating mechanism**, transforming intention into repeat behaviour and loyalty.
- **Sustainability** strengthens emotional and moral alignment, reinforcing long-term commitment.
- **Mindful consumption** operates as a cognitive filter through which all evaluations occur.
- **Barriers** such as price and availability explain the intention-behaviour gap observed in prior wellness literature.
- These findings explain why and how associations exist, not just their statistical significance, to supplement quantitative SEM results.

Linkage of Qualitative Themes to SEM Hypotheses This is where the results from the qualitative analysis provide an explanatory framework for the SEM hypotheses.

Table 3. Mapping of Qualitative Themes to SEM Hypotheses

SEM Construct	SEM Hypothesis	Supporting Qualitative Theme	Qualitative Interpretation
Perceived Product Quality (PPQ)	H1: PPQ → Buying Intention	Product Quality & Health Benefits	Respondents consistently emphasized ingredient transparency, efficacy, and consistency as primary reasons for initiating purchase
Perceived Health Benefits (PHB)	H2: PHB → Buying	Product Quality & Health Benefits	Health was framed as preventive and

	Intention		holistic, validating its role as a core motivational driver
Perceived Sustainability Impact (PSI)	H3: PSI → Buying Intention	Sustainability & Ethical Responsibility	Sustainability enhanced moral satisfaction and self-congruence, reinforcing intention rather than triggering impulse
Perceived Behavioural Control (PBC)	H4: PBC → Buying Intention	Barriers & Challenges	Price, access, and information availability influenced consumers' perceived ability to act on mindful intentions
Normative Beliefs (NB)	H5: NB → Buying Intention	Social & Cultural Influence	Family traditions, Ayurveda, and peer validation legitimized choices rather than forcing them
Perceived Social Pressure (PSP)	H6: PSP → Buying Intention	Social & Cultural Influence	Digital reviews and social discourse acted as reference cues, not coercive pressure

Psychological and experiential mechanisms that imbue meaning into SEM pathways are provided in Table 3 below. Trust acts as an intermediary for intention fidelity.

NVivo-Style Code Tree (Hierarchical Coding Framework)

The figure below shows the integration of qualitative aspects within the SEM model employed in the research study. Product quality, health benefits, sustainability, ethics, and social/cultural

impact determine purchase intentions. Findings from qualitative study prove the validity of SEM hypothesis on the role of trust in purchase intentions and mindful loyalty.

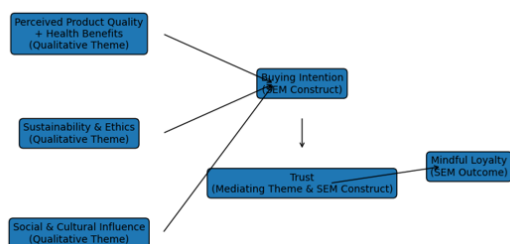


Fig 8 Integration of qualitative themes with SEM constructs

Figure 8 merges qualitative themes with SEM constructs to highlight the impact of the consumer's narratives on quality, sustainability, and social influences in shaping purchase intention. Figure 8 represents trust as a mediating construct that allows intention to influence mindful loyalty, thus adding to the conceptual integrity of the mixed-method design of this study.

Interpretive Value of the Figure

- **Left side (Qualitative Themes):** Inductively developed themes from interviews
- **Center (Buying Intention):** Main SEM endogenous construct
- **Trust (Mediator):** Construct supported by qualitative evidence (transparency, consistency, credibility)
- **Right side (Mindful Loyalty):** Behavioural outcomes validated by qualitative and quantitative data

This diagram is the illustration of joint display, a best practice in conducting mixed-method research, and adds to the strength of triangulation and construct validation.

6. Conclusion

Customer feedback helped the wellness products' manufacturers realize that mindful consumption was an important topic for investigation in this study. According to qualitative findings, mindful consumption could be seen as a continuous process of evaluating health, ethical values, and integrity. The study showed that transparency, consistency, and sincerity led to greater trust and conscientious loyalty since such devotion stemmed from a stable psychological state and common values, rather than repetition. This study is concerned with ways to improve the quantitative research paradigm, raise consciousness in the wellness industry and influence stakeholders' perceptions. Development of an Excel-based qualitative matrix makes the research more

rigorous, reproducible, and transparent without losing the richness of its narrative component and can serve as a model for qualitative thesis research. The findings show that mindful consumption can be investigated in different cultural contexts. A qualitative longitudinal study can help analyse market forces and inconsistencies between brand identity and the actual behaviour of companies as far as trust and loyalty are concerned. Mixed-method research helps validate and expand theoretical knowledge through integration of qualitative data with sophisticated quantitative models. The results obtained may help wellness companies and professionals communicate in an ethical, sincere and consumer-friendly way. Policymakers and proponents of wellness sustainability may utilise the findings to achieve social and environmental health. Humanistic inquiries into wellness, economic consumption, and mindful loyalty are facilitated by this study.

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