Marketing and Humanity

Marketing and Humanity:

Discourses in the Real World

Edited by

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To our parents

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FOREWORD

This book is like no other I have seen! Most books present chapters centered on a common theme. This book is a collection of seemingly unconnected essays. Most focus on contemporary issues in the mainstream. This book anticipates new directions for research very much out of the mainstream.

What unifies the book and makes it well worth reading is the originality of its subject matters and willingness of authors to explore under-researched areas. For Ph.D. students and established scholars wishing to step-out of incremental mind-sets and uncover opportunities for investigating truly new phenomena for study, this book is a wonderful resource. Each chapter introduces new areas of inquiry and lays the groundwork and gives an implicit roadmap for future exploration. In other words, readers are provided with opportunities to forge new directions and set the stage for new programs of research.

A latent theme threading its way throughout the book is "the individual in context". Much marketing research understandably takes a strongly scientific lens on consumers where they are treated as objects buffeted by various physical causes and leading to physical effects. In such research, consumers are addressed as third-person entities. This is not the point view of much of the book.

The book places more emphasis on consumers as agents:

> "[An agent is] one who acts. The central problem of agency is to understand the difference between events happening in me or to me, and my taking control of events, or doing things." (Blackburn, 1994, p.9)

From an agency perspective, persons as individuals, but especially in interaction with others, transcend object-centered inquiry to see the self and others as subjects. This means giving special emphasis to first-person and second-person orientations. People experience the physical world from the point of view of the "I" and "We", as well as seeing others, the "You", and self as both subjects and objects. To function in the commercial world, people interpret marketing stimuli and achieve meaning by attempting to understand their own desires, intentions, and actions on the basis of the reasons they have for believing and feeling the way they do, and this is done in a context where they interpret the reasons for the beliefs and feelings of

others with whom they interact and the desires, intentions, and actions they engage in, and often mutually construct reality as well.

Consumer agents reflect upon thoughts, emotions, decisions, and the social context to achieve self-understanding and self-fulfillment. Consumption is both a goal-directed activity and a context for self-expression, where people hold themselves and others accountable for their actions and failures to act. This is very much a moral endeavor where such moral emotions as awe, elevation, gratitude, righteous anger, social disgust and contempt, and such self-conscious emotions as pride, shame, guilt, embarrassment, envy, and jealousy, guide our everyday interpretations of how products and services fit into our lives and satisfy yearnings for personal meaning. At the same time, the subjective and objective aspects of life occur in a social milieu where group and communal elements add meaning.

The book touches upon specific aspects of consumers as subjects engaged in a world of objectification. The second chapter starts with the notion of mindfulness by consumers and relates it to subjective well-being. Chapter three distinguishes between hedonic and functional attributes and relates these to process and outcome sources of happiness. Chapter four introduces the concepts of physical and virtual social space and investigates the understudied but increasingly prevalent idea of consumer loneliness and its manifestation in Facebook.

Chapter five analyzes the roles of sex and gender in American advertising, and includes a case study of feminism and gender from a historical perspective. In chapter six, the authors present a framework to introduce notions of intersectionality, diversity, and inclusion in the knowledge creation process, with particular emphasis on the state of faculty representation in academia and outcomes for management and marketing research as well. Chapter seven scrutinizes motivations behind the exploding skin-whitening business, particularly in Asia.

Chapter eight examines the healthcare industry and considers the adoption of digital and emerging technologies. Then in chapter nine, the power responsibility equilibrium framework is extended to investigate gate-keeper effects in organizations where power imbalances between consumers, business, and government can occur. A new look into the classic information overload phenomenon is considered in chapter ten, where characteristics of consumers and quality and quantity of information in the market palace are related to key cognitive and affective consequences.

Social marketing and cause-related marketing are the focus for discussion in chapter eleven, where the notion of marketing for social change is deepened. Social marketing as a means for changing consumer

behavior for the good is explored in chapter twelve, which also includes a case study of the NFL's Play 60 social marketing campaign. Chapter thirteen elaborates on drivers of charitable behavior, including important psychological and marketing elements. Then chapter fourteen investigates how marketing promotion can counter violent extremism, pushing the exchange paradigm in new directions. Finally, chapter fifteen deals with consumer responses to benevolent and malevolent actions by corporations and how these can impact for-profit as well as non-profit organizations.

There is a wealth of ideas in this book for deepening inquiry in heretofore unexplored areas of marketing. The authors show considerable ingenuity and wisdom in developing conceptual foundations for their ideas and with making links to current literature or classic literature, where available. At the same time, there is room for introducing basic research from psychology and elsewhere to carry the ideas further.

This book provides novel ideas for scholars seeking new paths to explore in the field. It is a real gem.

Richard P. Bagozzi

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From Anjala

All of this began with my two daughters, Axenya and Sheen, the two people who supported me for their entire lives, in every possible way. I don't know where I would be without them. Let's begin with Axenya, my entry to parenthood. From the minute she touched the air, she was loud, outspoken, and real; she has never changed. Some days, I look into her eyes and see myself. The sky is the limit for her, and her heart is full of gold. I'm eternally grateful for the beauty she has shown me, the realness we have created between us, and her consistent presence in my life. She is my solid rock and her belief in me is limitless. From the bottom of my heart, I thank my sweetheart Axenya. Now on to Sheen, my second miracle. I never thought I could have a second treasure in my life, but there she was. From the minute she entered the earth, she has shown grace and humility, combined with a certain confidence and savoir-faire that anyone who knows her can attest to. Sheen has always carried herself as an adult - she's not afraid to tell someone what to do, and when to do it. She's not bothered by convention or popularity. Sheen also supported this book from day one, offering to work with a laudable scholar (Maria) to write an insightful chapter, and becoming our copy editor. I want to acknowledge Sheen for her commitment, her love, and her honesty.

Next is my heart, my love, my sweetest, kindest, most generous lifelong partner, Eduardo. Anyone who knows Eduardo knows that his love has no bounds, barriers, or expectations. I want to acknowledge Eduardo (my coauthor on a chapter) for his love, commitment, and support throughout this project and every chapter in my life.

To my sisters, two of the most brilliant women in my life; Pear and Sis, I love them always and forever and believe in their strength, love, and support for me. To my mother Vijay, my inspiration, my supporter, and my inner voice. She is so much stronger than any woman I have ever known. I love her always and forever. To my father, no matter how he feels about my life choices, he taught me to be strong, to make my own decisions and follow through, and to believe in myself. Dad is one hard working and brilliant scholar and a gifted runner as well; I have endless love and respect

for him. To my nephews and nieces, Parmesh, Mahesh, Emma and Kavita, I love you always.

To my co-editor Orie, how can I even talk about our moments together? He was there for me in moments of despair, never judging, and always offering support and love. Thanks to Orie, for moving this idea forward with me, believing in the plan, and buying the idea that no matter what we do, as long as we are passionate, we're doing the right thing.

Paula Peter came into my life in 2003, when I began my Ph.D. Here I was at 35, she over a decade younger than me. We were officemates at Virginia Tech and appeared complete opposites from the outside. Paula taught me to take a breath, relax, and believe that things will be okay. Our bond is so deep, our love carries through the years, we are never afraid to be honest with each other. I want to acknowledge Paula (and her beautiful family) for her love, ever-present willingness to be a friend forever, and support of this project from the start, both as an author and artist.

To Myla Bui, a friend for life. We met many years ago when we were both struggling for publication and legitimacy as professors. Myla is an amazing and generous woman. Thanks for showing me that being strong is about what we DO, not just about what we SAY. To my best friends and colleagues, first Robyn, for traveling the dark and dreadful path to tenure-track professor with me; through thick and thin, and deciding that one-way or the other, we could do this. Thanks to Robyn for helping me in every way possible and for showing me that the zero-sum game only has losers. I can't thank Han-fen enough for being one of the nicest and most open-hearted people I've ever known. Together, we blur the lines between our departments and disciplines to create new knowledge. Han-fen is a true friend; I thank her for being such a wonderful professor as well.

To Nancy W. and Rick B., two people who came into my life at different times but who were cut from the same cloth. Rick is an incredible scholar who has shown me true support and friendship from the start; I am so lucky to have met him in Cairo. To Nancy W. (who I met through my friend and dearly departed mentor, Mike LaTour), I'm so glad to have met such a strong, intelligent, and creative friend and scholar to work with for years to come. Mike LaTour would have been happy to know that Kathy coauthored a chapter with my daughter, and continues to support my work, so a big thanks to Kathy. To Raj and Ash, who have both been in my life since we met years ago during my Ph.D. program, in Memphis (with Paula and Angeline). Thanks to both of them, as they showed me genuine friendship, and I can't thank them enough for putting their knowledge into this book – they are friends for life! To a woman I've never even met in person but who has rocked my world with her hard work and friendship, I thank Maria so

much and I can't wait to meet her! To someone I met along the way to tenure, George M., who has been a quiet and honest supporter. Huge thanks to my mindful friends George, Shalini, Kunal, and Spencer, for sharing their wisdom in the book. To Nancy L. and Jenny, thanks for being great neighbors, supportive friends and colleagues, and for bringing a different and unique perspective into the book.

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To all of the strong women and people in my life, past and present, who have shown me that even though we are often overlooked, mobbed, microaggressed, and made to feel small, we are as strong as our beliefs. I want to make a special mention of the authors of the book, *Disrupting the Culture of Silence: Confronting Gender Inequality and Making Change in Higher Education*, to say that I believe in these scholars and their passion.

To my students, past, present and future, who inspire me every day to be the most influential, intersectional, diverse, and inclusive mentor, leader, and professor I can be. I feel lucky to have such a special presence in their lives and this book is my way of sharing some creative and meaningful scholarship with them. *Marketing & Humanity: Discourses in the Real World* is the beginning of something new for me; a belief in myself and in the marketing academy. I want to end this statement by speaking to my intersectionality. My parents were born in Kashmir, India. Through hard work and dedication, they came to the U.S. and made a life for themselves and their three daughters. I am now the youngest of four "Dr. Krishen's" – we are strong, well-educated, and we define humanity. With love and respect always, enjoy the book!

From Orie

I want to start by thanking my incredible husband, Anuj, who is always there to listen and encourage me. He nourishes our relationship through love, travel, food, a healthy perspective, and just plain fun. His passion for humanity stems from his loving family, driving the way he lives his life and inspiring me on every level. Anuj's dear mother, Manju, and his Naniji are examples of using social media in a way that enhances the life experience, by further connecting with family and friends. They are part of the motivation for our chapter on social media and loneliness.

To my Mom and Dad, and siblings Frank, Perry, and Wendy, I want to thank them for always encouraging me in my personal and professional pursuits, both emotionally and financially. My family taught me love, empathy, and respect by example, stirring my desire to explore and share the perspectives of others throughout my research.

To Dr. Anjala Krishen, co-editor and brainchild of this book. I thank her for always making a difference. She has inspired and supported me since I was her marketing student, and now as a co-author and dear friend. Anjala just keeps on giving with her love, her knowledge, and her time . . . to her friends and family, to her students, and to the academic community overall.

To Dr. Carola Raab, Dr. Curtis Love, Dr. Natasa Christodoulidou, and Dr. Kathy Nelson; at all times considering their students as individuals. Thanks to them for inspiring me with kindness as a student, colleague, and friend.

To our fellow contributing authors, experts in the field whose scholarly work contributes to much more than citation counts. Thanks to them for their incredibly generous support of this work and their unwavering commitment to making a difference. It is truly an honor to be working alongside each of them.

To California State University, Dominguez Hills (CSUDH) and The College of Business Administration and Public Policy (CBAPP); we celebrate one of the most diverse student bodies in the nation and a truly student and community-centered mindset. I thank them for being supportive of my scholarly activities through valuable programs such as the RSCA grant. I am proud to be a part of this community where students represent, and faculty encourage and support.

PART I:
MINDFUL, HAPPY, & SOCIAL

CHAPTER ONE

MARKETING AND HUMANITY:
AN INTRODUCTION

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Humanity: "*compassionate, sympathetic, or generous behavior or disposition: the quality or state of being humane.*"
—Merriam-Webster (2018)

What does *humanity* mean to you? If individuals take the time, energy, and effort to organize their worldview within the framework of "humanity," they generate knowledge and wisdom that helps consumers and society grow. *Consumer behavior* is the study of how consumers interact in the marketplace; more specifically, all of the value-seeking activities individuals experience as they attempt to address their realized needs (Solomon 2015). This book is about expanding the field of consumer behavior to discuss and understand the real world, i.e., underserved and underexplored populations, modern-day social issues, and power and agency as they relate to everything from skin tone, to academic knowledge creation, to privacy. Relating to and connecting with others is a fundamental human requirement to survive and thrive psychologically, spiritually, and physically, both as individuals and as a society. The world of marketing is vastly more complex than what students are traditionally presented with in the classroom. Rather than focusing on normative marketing topics and concepts and traditional methodologies, this book encourages readers to explore new and diverse substantive domains, and analyze them from a holistic, intersectional, and interdisciplinary perspective.

The book presents under-represented topics with the intention of enriching the field of consumer behavior by bridging marketing and humanity in the following ways, among others:

1. We invited interdisciplinary researchers to share their knowledge to expand and fortify these fields. For example, Raschke and Mann are accounting professors and researchers who incorporated a marketing model to discuss privacy; Hu and Krishen offer an information systems perspective on information overload; and Pharr and Lough, professors of public health and educational psychology, respectively, explore social marketing as it pertains to health.
2. The book brings in: (1) authors from multiple levels of education, including students, practitioners, assistant professors, associate professors, full professors, and chaired professors, and (2) authors of multiple intersections of identity including ethnicity, sexual orientation, immigrant status, country of origin, and skin tone.
3. We dive deeply into topics previously covered more widely than intensively. For example, our coverage of social change agents incorporates both the marketer and consumer perspectives: Mendini and Peter on marketing for social change; Pharr and Lough on social marketing; Mukherjee on charitable behavior; and Bagozzi and Xie regarding corporate social responsibility (CSR) and its effects on the consumer and public.
4. We take the perspective of investigation and interrogation rather than declaration and dissemination; we seek to question our notions of reality rather than providing one-size-fit-all answers. For example, Kachen and LaTour on sex, gender and advertising, and Berezan, Krishen and Jenveja on loneliness and social media.
5. We explore critical real-world topics relevant to consumers and society: Wong and Krishen on skin whitening; and Petrescu and Kachen on mitigating extremism.
6. We offer a critical reflection on knowledge creation. Krishen, Robleto, Meza and Santana conceptualize intersectionality, diversity and inclusion as part of the pedagogical process.
7. We consider the whole human being as an amalgamation of mental, spiritual, and physical health. For example, Bahl, Milne, Ross, and Swani on mindfulness; Raghunathan on happiness; and Bui and Namin on digital technology and health.
8. We seek to promote a movement away from digesting knowledge solely from traditional textbooks, and towards critically reflecting on academic discourse.
9. We view learning as an enactment of multiple, parallel, and intersecting frames rather than sequential and singular ideas.

As depicted in figure 1, our book is organized into four sections, namely "marketing to consumers as…" (1) mindful, happy and social, (2) intersectional, diverse, and inclusive, (3) information seekers, and (4) social change agents.

Figure 1: Parts of the Book
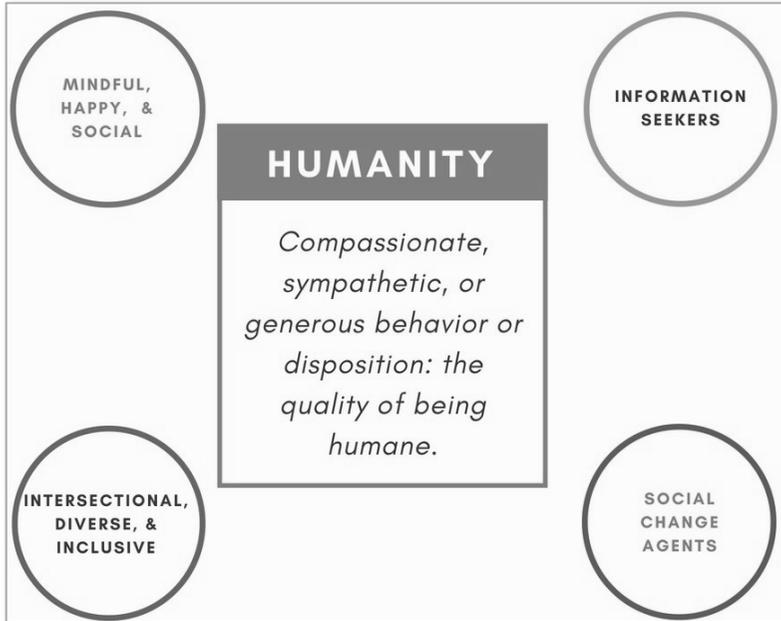
Mindful, Happy, & Social

To make a positive change in the world, we must begin with ourselves. For this reason, the first part of the book discusses three significant and interwoven ideas – mindfulness, happiness, and belongingness. In chapter 2 on mindfulness, Bahl, Milne, Ross, and Swani situate their research on college campuses. With a quantitative survey of 329 undergraduate business students, their findings indicate that by increasing mindfulness, students can reduce stress levels, overeating, and meal-skipping; at the same time, mindfulness increases subjective well-being or college life satisfaction. But what is mindfulness? Previous research from Bahl, Milne, Ross and Chan (2013) identifies the main components as acting with awareness, non-

reactivity to inner experience, non-judging of experience, and describing with words. Subjective well-being, with particular emphasis on college campuses, is measured by satisfaction with college life from multiple levels (e.g., academic, social, and friend's social). Chapter 3 introduces the interplay between functional (from a practical and utilitarian need) and hedonic (from seeking enjoyment or pleasure) goals and their relationship to happiness maximization. Raghunathan identifies three key ways that these two types of goals differ, namely (1) sensory versus verbal mode of depiction, (2) time required to gain the benefit, and (3) tendency to trigger impulsivity. In chapter 4, Berezan, Krishen, and Jenveja explore the connection between our social needs and technology in both the actual world and the virtual world, focusing on the social killer, i.e. loneliness (Waldinger 2015), and one of the world's most powerful marketing platforms, Facebook. They find that degree of loneliness and experiencing Facebook as either positive or negative, determines whether consumption of virtual social space results in the compensation, augmentation, invasion, or disconnection of physical social space. The dynamic nature of this relationship arouses consumers to shift between these dispositions, either passively or consciously. Bahl et al. discuss the connection between mindfulness and subjective well-being. Raghunathan addresses the weighting of emotional versus practical benefits in relation to happiness maximization and Berezan et al. explore the relationship between loneliness and isolation in social media. This part of the book presents the importance of mindfulness, happiness maximization, and social well-being for consumers, and in turn for marketers.

Intersectional, Diverse & Inclusive

We begin this section with chapter 5 on sex, gender, and advertising. In it, Kachen and LaTour provide definitions and developments in sex, gender and feminism through a historical lens. Overlaying these ideas with the ever-changing advertising industry, these authors discuss molding versus mirroring and cultural movements in the context of critical feminist thought. In conclusion, they provide ten sample campaigns collected within the three waves of feminist thought and argue that advertisers are beginning to offer more representation and less objectification of women. In chapter 6 on knowledge creation, Krishen, Robleto, Meza and Santana first discuss the problems associated with the knowledge creation process, citing: (1) homophily (or similarity) of thinking, (2) gender equity and inclusion, (3) ethnic underrepresentation, (4) pipeline for progression to editorship, and (5) methodological myopia with a narrow theoretical vision. The

fundamental concept behind their proposed model is that by infusing diversity into the world of knowledge creation (academia as an example in this chapter), existing knowledge will be augmented with new and creative ideas, then taught to students, who will eventually become educators, and a positive transformational cycle will propagate. Lastly, in chapter 7, Wong and Krishen discuss skin whitening through the lens of cultural agency. The authors provide a history of skin lightening, identifying pigmentocracy and colorism as key concepts, and describing the discrimination that ethnically diverse individuals face as a result of them. To explain their concepts, they provide a netnographic study of skin lightening product review websites and consumer forums. This section of the book highlights consumers as multi-dimensional and fundamentally different; each of the chapters brings the reader though a historical framework, suggesting how and why certain social problems persist while others, over time, shift marketing closer and closer to humanity.

Information Seekers

Technological innovation continually shapes the way that individuals connect with each other and seek information. In chapter 8, Bui and Namin discuss digital innovations that enable consumer interaction with healthcare systems, from WebMD to Fitbit. With the help of social media and smart devices, communication between consumers (patients), healthcare providers, and health firms is increasingly pervasive. In chapter 9, Mann and Raschke explore the concept of privacy in the context of power structures between consumers, businesses, and the government. They suggest that power accompanies responsibility; in their framework, perceptual power holders create privacy concerns leading to individual responses. Hu and Krishen, in chapter 10, explore the concept of stress-inducing information overload (too much information to meaningfully process) in the marketplace from a dyadic (consumer and firm) perspective. In their framework, information overload is caused by a combination of: (1) limited individual cognitive capacity, and (2) high quantity and low quality of information in the marketplace. This section views consumers as they interact in digital environments with information, and introduces both the benefits and potential costs associated with such contexts.

Social Change Agents

In chapter 11, Mendini and Peter begin the section with a discussion of marketing for social change. Focusing on the fields of social marketing and

cause-related marketing, they discuss marketing strategies that inspire and pave the way for positive social change. In chapter 12, Pharr and Lough explore the application of social marketing principles to influence consumer behavior in a way that is beneficial to their health, their lives, and society. They compare commercial marketing and social marketing, and discuss current social marketing campaigns for health behaviors, environmental health, and education. Next, in chapter 13, Mukherjee discusses the psychological drivers of charitable behavior and how charities can shape their marketing strategies to better compete and solicit funds from donors. From humanitarian aid to animal rights, there is a seemingly infinite amount of charities in the world, but a limited amount of funds available to divide amongst them. Unfortunately, as discussed by Petrescu and Kachen in chapter 14, social marketing is not always used for positive social change, evidenced by its use in ideological propaganda campaigns. In their chapter on mitigating extremism with marketing, they discuss the use of marketing promotion as a way of protecting society from the devastation resultant from extremism, radicalization, and terrorism. Marketing efforts that are considered beneficial to society are often intended to benefit stakeholders in organizations; intertwining profitability and responsibility. In chapter 15, Bagozzi and Xie review multiple approaches to studying corporate social responsibility (CSR) in the field of marketing, and provide suggestions for future research in this area.

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Chapter Two

The Role of Mindfulness and Subjective Well-being on College Campuses

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Abstract

Subjective well-being is an important topic discussed on U.S. campuses. This research examines the relationship between mindfulness and students' college life satisfaction and the mediating effects of stress and maladaptive eating. This research also explores differences between males and females.

Introduction

Subjective well-being is of great interest on U.S. campuses as stress levels continue to increase with rising expectations for material gain, competition for grades, uncertain job markets, and rapidly increasing student loan debt. A 2016 survey of more than 137,000 students found 11.9% of students frequently felt depressed, an increase of 2.4% from 2 years earlier and 8.5% from 7 years earlier. The percent who felt

overwhelmed by school work and other activities steadily rose from 27.1% in 2009 to 34.6% in 2014 to 40.8% in 2016 (Eagan et al. 2014, 2016).

Many parents and faculty recall relatively little worry and responsibility during their college experience, in contrast to the stressful lives of today's college students (http://www.counseling.ufl.edu/cwc/stress-and-college-students.aspx). Stress is associated with many physical, emotional and cognitive symptoms, and can lead to maladaptive behaviors such as overeating and meal skipping.

Mindfulness

Mindfulness—defined by Zen Buddhist monk Thich Nhat Hanh (2007) as being "truly alive, present and at one with those around you and with what you are doing"— offers a solution to break the habitual patterns of reliance on maladaptive coping mechanisms to deal with college stress and peer pressure that promotes mindless consumption. Mindfulness can also support individuals in breaking the cycle of mindless eating habits reinforced by much of marketing practice (Seiders and Petty 2004). The concept of mindfulness is addressed in psychology, (Thompson and Waltz 2008; Walsh and Shapiro 2006; Baer 2003) neuroscience, (Brewer et. al. 2011; Farb et al. 2007) and medicine (Kabat-Zinn 2003; 1994; 1990). With the exception of the study by Bahl, Milne, Ross, and Chan (2013), the potential of mindfulness as a low-cost intervention to change mindless behaviors is under-researched in marketing and public policy.

Based on previous research in psychology and neuroscience, some of the benefits relevant to our study are:

- Improved focus and concentration
- Increased self-awareness
- Reduced impact and influence of stressful thoughts and feelings
- Better relationships
- Awareness of self-defeating behaviors, and substituting them for more effective ones
- Awareness of self-defeating thought processes, and 'letting them go'
- More empathy and happiness

These benefits are summarized into three major categories: improved performance, reduced stress, and greater subjective well-being.

Impact of Mindfulness on Subjective Well Being

Subjective well-being (SWB), which describes people's emotional and cognitive evaluations of their lives, encompasses what lay people call happiness, peace, fulfillment, and life satisfaction (Diener, OIshi, and Lucas 2003). The idea that subjective well-being is not related to the stress-inducing striving associated with accomplishment is of interest to this research. Research by Brown, Kasser, Ryan, and Ozech (2009) found that as mindfulness increases, there is less financial desire and more subjective well-being. Part of this is that there is less stress from striving, and individuals are more content with the way things are. Indeed, mindfulness and its correlates can reduce stress. Research by Howell, Digdon, Buro, and Sheptycki (2008) shows that mindfulness is a direct predictor of well-being and quality of sleep mediates this relationship. Other research by Schutte and Malouff (2011) finds that emotional intelligence can mediate the positive relationship between mindfulness and subjective well-being.

College Life Satisfaction and Hypotheses

College Administrators, who are competing for students and their tuition dollars, are interested in increasing college life satisfaction. As such, there is attention being given to help improve students' subjective well-being and reduce stress. Mindfulness programs in some schools like Brown University are now being offered as an approach to achieving these objectives (http://www.brown.edu/Student_Services/Health_Services/Health _Education/common_college_health_issues/mindfulness.php).

The purpose of our research is to test a model of how trait mindfulness affects stress, maladaptive habits, and students' ultimate college life satisfaction. Our empirical model directly tests the impact of mindfulness on college life satisfaction and the mediating effects of stress, and over and under eating. To further investigate the nomological network of aforementioned constructs that link mindfulness, eating, and subjective well-being to each other, we test the following hypotheses:

H1: Mindfulness is negatively related to stress
H2: Mindfulness is negatively related to overeating
H3: Mindfulness is negatively related to skipping meals
H4: Mindfulness is positively related to Subjective Well-being (college life satisfaction).
H5: Stress is negatively related to Subjective Well-being (college life satisfaction)

H6: Overeating is negatively related to Subjective Well-being (college life satisfaction)

H7: Skipping meals is negatively related to Subjective Well-being (college life satisfaction)

Specific to the college campus context, we also test the following research question.

RQ: Do the relationships stated in H1-H7 differ across males vs. females?

Method

To test the relationships between mindfulness, stress, unhealthy eating behaviors, and college life satisfaction we adapted the mindfulness scale from Bahl, Milne, Ross, and Chan (2013). Our survey included measures for stress (Cohen, Kamarck, and Mermelstein 1983) and college life satisfaction (Sirgy, Grzeskowiak, and Rahtz 2007). To measure unhealthy eating behaviors, overeating and skipping meals, we asked participants the following: How many days during the last week (0-7) did you skip meals (overeat)?

The survey was conducted with undergraduate business students in a northeastern university for an exchange of class credits. The students were given the opportunity to opt out of the survey anytime if they felt uncomfortable while answering. After removing the missing cases, 329 useable responses remained for final analysis (males=56.2%).

We did a two-step process to test our hypotheses. First, we ran a confirmatory factor analysis to test the convergent and discriminant validity of our measures. After confirming the factors and their loading, we ran a structural path model (multi-group analysis) by summing the scales.

Results

Validity of Measures

We ran a confirmatory factor analysis on the second order mindfulness construct, the stress and satisfaction constructs, and single items for overeating and skipping meals. We correlated the mindfulness, stress and satisfaction constructs as well as the single items for overeating and skipping meals to test the validity of our measures. The overall model fit was good ($\chi^2_{(365)} = 657.95$, CFI = 0.912, RMSEA = 0.049).

Table 1 reports the loading of the items for the mindfulness scale. As found by Bahl et al. (2013), the mindfulness construct contains four dimensions, *Awareness* (5 items), *Non-reactivity* (4 items), *Non-judgment* (4 items), and *Describing* (3 items). Table 2 reports the loading of the final items for the stress and satisfaction scale. The highest shared variance (54.3%) was observed across constructs of mindfulness and stress. All other remaining shared variance values were below 21%. We calculated the square root of AVE to test the discriminant validity (Fornell and Larcker 1981). The square root of AVE for all three constructs was higher than the correlations across all the measures (refer to table 3). Furthermore, the reliabilities for the measures exceeded 0.70. These results evidence the validity and reliability of the constructs under our examination.

Table 1: Item and Factor Loading for Mindfulness Construct

Mindfulness	Loadings
Acting with awareness (.742)*	
I find it difficult to say focused on what's happening in the present. (r)	0.752
It seems I am "running on auto-pilot" without much awareness of what I am doing. (r)	0.628
I rush through activities without being really attentive to them. (r)	0.670
When I'm working on something, part of my mind is occupied with other things, such as what I'll be doing later, or I'd rather be doing. (r)	0.551
It is easy for me to concentrate on what I'm doing.	0.643
Non-reactivity to inner experience (.306)*	
Usually, when I have distressing thoughts or images, I feel calm soon after.	0.447
Usually, when I have distressing thoughts or images, I 'step back' and am aware of the thought or image without getting taken over by it.	0.498
Usually, when I have distressing thoughts or images, I just notice them and let them go.	0.696
Usually, when I have distressing thoughts or images, I am able just to notice them without reacting.	0.687
Non-judging of experience (.453)*	

I tend to judge about how worthwhile or worthless my experiences are. (r)	0.447
I disapprove of myself when I have irrational ideas. (r)	0.728
I criticize myself for having irrational or inappropriate emotions. (r)	0.836
I think some of my emotions are bad or inappropriate and I shouldn't feel them. (r)	0.634
Describing with words (.503)*	
It's hard for me to find the words to describe what I'm feeling. (r)	0.907
I have trouble thinking of the right words to express how I feel about things. (r)	0.902
Even when I'm feeling terribly upset, I can find a way to put it into words.	0.596

*subfactor loading on overall mindfulness construct

(r) - Item was reverse-scored

Table 2: Item Loadings for Stress and College Life Satisfaction Constructs

Stress	Load-ings
In the last month, how often have you been upset because of something that happened unexpectedly?	0.591
In the last month, how often have you felt that you were unable to control the important things in your life?	0.745
In the last month, how often have you felt nervous and "stressed"?	0.726
In the last month, how often have you found that you could not cope with all the things that you had to do?	0.706
In the last month, how often have you been angered because of things that were outside of your control?	0.627
In the last month, how often have you felt difficulties were piling up so high that you could not overcome them?	0.788

College Life Satisfaction	Load-ings
In general, how satisfied are you with the overall quality of college life at [college name]?	0.801
How satisfied are you with your academic life at [college name]?	0.595
How satisfied are you with your social life at [college name]?	0.714

How satisfied are you with the overall quality of life for you personally at [college name]?	0.902
How satisfied would you say most of your friends and other classmates are with the overall quality of life at [college name]?	0.572