

## Mindfulness and Water Conservation Behavior

**Filipe Coelho**

University of Coimbra, CeBER, Faculty of Economics

**Maria Pereira**

Faculdade de Economia da Universidade de Coimbra, Center for Business and Economics Research

**Luis Cruz**

Faculdade de Economia da Universidade de Coimbra, Center for Business and Economics Research

**Paula Simões**

CeBER, University of Coimbra

**Eduardo Barata**

Faculdade de Economia da Universidade de Coimbra, Center for Business and Economics Research

Cite as:

Coelho Filipe, Pereira Maria, Cruz Luis, Simões Paula, Barata Eduardo (2021), Mindfulness and Water Conservation Behavior. *Proceedings of the European Marketing Academy*, 50th, (93755)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



# Mindfulness and Water Conservation Behavior

## **Abstract**

A growing number of studies has been linking mindfulness with the adoption of environmentally-friendly behaviors. We aim to contribute to this emergent research by putting forward a model in which the relationship between mindfulness and a specific pro-environmental behavior, water conservation, is indirect. Specifically, we propose that such a relationship is mediated by water utilitarian beliefs and perceived consumer effectiveness. The structural model is tested with responses from 876 individuals. The results indicate that mindfulness is negatively related to water utilitarian beliefs, that these are negatively related to perceived consumer effectiveness which, in turn, is positively associated with water conservation behavior. In addition to these direct relationships, the results show that mindfulness is indirectly related with water conservation behavior and with perceived consumer effectiveness, and that water utilitarian beliefs is indirectly related with water conservation behavior.

**Keywords:** *Mindfulness; environment; behavior*

**Track:** Consumer Behaviour