

# The Impact of Consumer Mindfulness, Utilitarian Value, and Perceived Enjoyment on Post Purchase Cognitive Dissonance: Mediating Role of Impulse Buying Behavior

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Understanding post-purchase cognitive dissonance is important for organizations, as it helps them minimize customer regrets, encourage repeat purchases, strengthen loyalty and satisfaction, and maintain a competitive position in the market. Therefore, this study aims to explore the relationship between perceived enjoyment, consumer mindfulness, and utilitarian value and post-purchase cognitive dissonance through the mediation of consumer impulse buying behavior. Data were gathered from customers using simple random sampling through a questionnaire developed from past studies. The response rate of the study was 57.21%. The gathered data were analysed using the SEM technique and SmartPLS 4 software. Results revealed that perceived enjoyment, consumer mindfulness, and utilitarian value have significant effects on consumer impulse buying behavior. Moreover, consumer impulse buying behavior also has a significant impact on post-purchase cognitive dissonance. In the end, the results also support the mediating effect of consumer impulse buying behavior between perceived enjoyment, consumer mindfulness, utilitarian value, and post-purchase cognitive dissonance. The study contributes to the literature by integrating perceived enjoyment, consumer mindfulness, and utilitarian value to examine their impact on consumer impulse buying behavior and post-purchase cognitive dissonance.

**Keywords:** Consumer Mindfulness, Impulse Buying Behavior, Perceived Enjoyment, Utilitarian value, Perceived Enjoyment.

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## Introduction

In the present competitive marketplace, consumer impulse buying behavior provides significant opportunities for organizations to improve their sales, market competitiveness, impact purchase decisions, and strengthen performance (Li et al., 2025). Characterized by unplanned and spontaneous purchases, consumer impulse buying behavior shows how consumers respond to persuasive marketing stimuli, situational triggers, and emotional experiences rather than relying only on evaluation. It is very important for organizations to understand customers' impulses because it helps organizations transform personalized recommendations, social media content, limited-time discounts, attractive product displays, and promotional campaigns into immediate purchasing actions (Haque et al., 2026). Beyond the generation of short-term sales, impulse buying behavior can affect revenue growth, customer engagement, inventory turnover, and product demand across digital and physical retail environments. Whereas impulse-based purchases can lead to post-purchase cognitive dissonance, purchase regret, and dissatisfaction when customers question their decisions (Chandrasekhar et al., 2024). These outcomes highlight the need for organizations to understand the situational and psychological mechanisms impacting consumer impulse buying behavior. Likewise, it is important to study consumer impulse buying behavior to develop effective marketing strategies that capitalize on purchase opportunities immediately while supporting sustainable organizational performance and customer experiences (Hamka & Wusko, 2026).

Another important factor for organizations is to understand post-purchase cognitive dissonance, as it reflects the psychological discomfort experienced by customers when their purchasing decisions conflict with their evaluations of available alternatives, beliefs, and expectations. In the context of marketing, this factor affects electronic word of mouth, repurchase intentions, perceived product value, brand trust, and customer satisfaction (Nair, 2025). Consumers who experience dissonance may question whether their decision was correct, develop negative attitudes regarding the chosen brand, or seek information to justify their purchases. Therefore, organizations that understand post-purchase cognitive dissonance can develop long-term loyalty, encourage repurchase intentions, provide reliable customer support, and implement post-purchase communication strategies (Prasad & K., 2023). Furthermore, cognitive dissonance influences organizational performance, customer retention, and brand reputation. Therefore, it is important for firms to manage post-purchase cognitive dissonance to achieve a sustainable competitive advantage, reduce purchase regret, and improve customer experience (Saranya & Alex, 2026).

Additionally, customers evaluate shopping platforms, services, and products according to the emotional gratification and pleasure provided by the product rather than the functional value of the product. The factor of perceived enjoyment focuses on the intrinsic satisfaction that an individual derives from engaging with a certain technology or product (Nguyen Hong Quan, 2026).

Perceived enjoyment explains the reasons for customers' interaction with a certain brand, their responses to promotional experiences, and their exploration of digital shopping environments when product benefits are limited (Frita et al., 2024). Also, enjoyable consumption can differentiate organizations in highly competitive markets, encourage exploratory behavior, and strengthen emotional connections with brands. Furthermore, perceived enjoyment provides organizations with important information regarding the mechanisms related to technology acceptance and customer engagement. Organizations can develop environments that foster customer loyalty by incorporating personalized experiences, interactive interfaces, and entertaining content (Alshammari & Al-Mamary, 2026).

In the present decade, customers have moved toward an information-intensive marketplace, which is characterized by rapidly changing consumption trends, abundant product choices, and persuasive advertising. It refers to the conscious attention of consumers to their experiences, needs, emotions, and thoughts while making purchasing decisions and evaluating products. Unlike habitual or automatic consumption, mindful consumption encourages customers to consider the consequences of their choices, recognize emotional triggers, and examine product attributes (Suttharattanagul et al., 2025). Consumer mindfulness help organization in responsible consumption practices, brand evaluations, susceptibility to promotional stimuli, and explain variations in decision quality (Kundu et al., 2026). Mindful consumers are more deliberate in assessing personal values and actual needs, less reactive to impulse buying cues, and more attentive to product information. For organizations, the factor of mindfulness highlights the importance of meaningful customer engagement, ethical marketplace practices, and transparent communication. Therefore, understanding consumer mindfulness can help organizations develop marketing approaches that promote sustainable customer relationships, strengthen customer trust, and foster informed decision-making (Oanh, 2025).

Utilitarian behavior shows a goal-oriented approach to consumption, where customers prioritize the functional benefits of services or products, convenience, efficiency, and practicality (Candradewi & Marsasi, 2023). Customers who show utilitarian behavior select offerings that can satisfy their needs, assess product performance, compare prices, and evaluate alternatives rationally. This perspective is vital to understand in terms of shopping, where reliable service delivery, product availability, transaction convenience, and search efficiency can shape purchasing preferences (Melinda Timea Fülöp, 2023). For organizations, utilitarian behavior provides information regarding factors that affect purchase conversion, perceived value, and customer choices (Hiep et al., 2026). Organizations can respond by ensuring consistent service quality, offering competitive prices, simplifying purchasing processes, and improving product functionality. Therefore, organizations that understand utilitarian behavior can align their offerings with customer expectations and strengthen their value propositions (Silalahi et al., 2025). Therefore, main

purpose of study is to examine relationship between perceived enjoyment, consumer mindfulness, utilitarian value and consumer impulse buying behavior on post purchase cognitive dissonance.

### **Review of Literature**

#### *Consumer Impulse Buying Behavior and Post-Purchase Cognitive Dissonance*

Studies in literature mentioned that consumers go through psychological distress when they hold behavior or beliefs that are linked but are considered as conflicting (Ibrahim Sani Mert, 2024). This concept is also known as cognitive dissonance theory which is applied across different aspects and used for the evaluation of consumer behavior. This concept is discussed in literature since last one decade (Lazim et al., 2020). The factor of cognitive dissonance develop psychological discomfort among customers and encourage them to escape inhibiting factors with purpose to regain cognitive balance (Asif & Ahmad, 2020). Post purchase cognitive dissonance shows that the discomfort or regret of customers after getting involved in purchase process is basically because of impulsive decision. It shows that the psychological anxiety that takes place when a purchase is not as per the expectations of the customers. Most of the time, post purchase cognitive dissonance takes place when a customer perceives concern regarding the limited usage of impulsive buying. In this case customer strive to validate their decision by the justification of prospective utility (Bukēviča, 2022).

In literature, impulsive buying is referred as unplanned purchase made by the customers spontaneously, most of the times influenced by immediate attraction and emotional urges rather than careful evaluation of the product (Utama et al., 2026). This behavior is encouraged in different industries like retailing industry through different factors such as appeal of fashion, promotion offers, and visual merchandise (Rodrigues et al., 2021). Scholars conceptualized impulsive buying as compelling and sudden urge developed through emotional response that highlights its affective and experiential nature. Studies identified different situational factors such as shopping enjoyment, financial resources, and time availability as key antecedents influencing impulsive purchases. All these factors collectively show that impulsive buying is developed by the combination of situational conditions, emotional responses, and environmental stimuli (Gerou, 2022).

Scholars discussed that impulse purchase creates sense of uncertainty about the decision made by the customer despite that impulse purchase provides immediate satisfaction. This psychological discomfort is known as post purchase dissonance, takes place when customers question that their purchase is appropriate (Bukēviča, 2022). It can be linked to concerns regarding changing preferences, price, quality, and fitness. It is very important for marketers to understand the linkage between post-purchase dissonance and buying behavior to analyse the process of consumer decision making. As impulse buying shows emotionally driven and quick decision, post purchase

dissonance is the antecedent of that decision (Zafran & Bajwa, 2025). There is close linkage between post purchase cognitive dissonance and consumer impulse buying behavior as on spot acquisition create internal conflict and subsequent regret (Lana Beikverdi, 2024).

The appraisal of a product or service after purchase of product either negative or positive results in cognitive discomfort or fulfillment. All purchases of the customers are not required to be cognitive dissonance (Wijaya et al., 2026). When the customer's personal goal and buying decision is not aligned, it is considered incongruent, that can lead to adverse emotions and post purchase dissonance. In this context, a number of different studies explored the relationship between consumer impulse buying behavior and post purchase cognitive dissonance. Study of Haque et al. (2026) discussed that consumer impulse buying behavior has positive effect on post purchase cognitive dissonance. Therefore, we hypothesize that

H1: Consumer impulse buying behavior has significant effect on post purchase cognitive dissonance

#### *Perceived Enjoyment and Consumer Impulse Buying Behavior*

Studies have referred perceived enjoyment as pleasure of consumer that is derived from different sources including streamer engaging introductions, diversified commodities, playful functions of the platform, marketing tactics, and interaction with other viewers (Zhu & Vijayan, 2025). Enjoyment is literature is referred to as emotional state of the individual wherever it plays a key role in purchasing a product. Positive emotions of the customers shows inspiration, relaxation, enjoyment, and excitement (Karim et al., 2021). There is close linkage between intrinsic motivation and perceived enjoyment because customers may get engage with a service or platform as the activity itself is enjoyable, entertaining, and interesting rather than practical usefulness of the service (Moliner-Tena et al., 2026). Furthermore, consumer enjoyment can encourage stronger relationships with brands, positive word of mouth, and repeated engagement. Thus perceived enjoyment is one of the key factor regarding experience of customers and provide a key explanation regarding the reason why customers recommend, continue using, and adopt a service or product even when their benefits are similar to competitors (Rafi Irsyad Iskandar, 2024).

In online networks, customers get engage with live streams by sending bullet likers and screens, offering virtual gifts to gain more enjoyment, and streaming room links (Zheng et al., 2023). Perceived enjoyment shows intrinsic motivation because of which customers are encouraged to engage in activities of consumption as they find pleasure in the experience. When high level of enjoyment is perceived by the consumers while they are shopping, they may get emotionally involved and less probability to rely on cognitive evaluation extensively before buying the product (Zhu & Vijayan, 2025). The resistance of consumer regarding unplanned purchase is reduced because of emotional

response and enhance their ability to perform action immediately regarding impulse purchase (Supriatno & Pratminingsih, 2025). As a result, perceived enjoyment may function as vital psychological mechanism that link engagement of customer experience with impulse buying behavior (Ngo et al., 2025).

Scholars reported that positive factors such as arousal and pleasure have significant effect on chances to purchase impulsively (Setiawan & Ardani, 2022). Past studies showed that perceived enjoyment has positive effect on impulse buying intentions of the customers that later promote consumers to produce impulse buying behavior. Scholars mentioned that there is positive effect of emotional experience on impulse buying decision (Sohn & Lee, 2017). Scholars also explored impulse buying behavior in their study and reported that impulse purchase have significant effect on consumer impulse buying behavior. Thus, this study hypothesizes that:

H2: Perceived enjoyment has significant effect on consumer impulse buying behavior

### *Consumer Mindfulness and Consumer Impulse Buying Behavior*

Scholars demonstrated that mindfulness is statement of mind of the customer that does not judge awareness regarding present and chance to resists a person's emotions, sensations, and thoughts (Park & Dhandra, 2017). Mindfulness is literature is described as the state of being aware of and attentive to what is taking place in the present (Chems-Maarif et al., 2025). By mindfulness, the focus of customer attention is on the task being performed and not keeping attention on the future or past. Such customers do not reject or accept what is currently happening in life. Customer accepts that he exists now, he or she develops joy and energy with attention. Mindfulness develop heightened acceptance, clarity, and awareness of the present moment (Yiğit, 2020). Mindfulness is the process by which a customer is involved in conscious consumption rather than unconscious consumption. One of the vital benefits of mindfulness is that it separates a person from automatic unhealthy behavior patterns, habits, and thoughts. Thus, most of the topics in everyday psychology of a person such as behavior, decisions, feelings, thoughts, and interests are choices that are made by the customers themselves (Zev Schuman-Olivier, 2020). Once it is realized by the consumers that he has selected through mindfulness, the customer is free to select the products differently. Therefore, function of mindfulness allows for more deliberate decisions regarding choices of a person. On the basis of this rationale, mechanism of mindfulness is discussed in literature as basic agent behind reduced responsiveness, reducing impulsivity, emotional stability and enhanced self-esteem to market propagated consumerist messages.

Scholars discussed that mindfulness have negative significant effect on the impulsive buying behavior of the customers (Aulia et al., 2025). From the perspective of self-regulation, mindfulness can help customers to regulate and

pause their immediate impulse purchasing, thus minimizing impulsive consumption. Customers who are engaged regularly in the process of mindfulness are in better position to manage difficult emotions such as frustrations, sadness, and anger (Aulia et al., 2025). By observing emotions without factor of judgement, mindfulness develops a sense of detachment from intense feelings allowing customers to respond in a thoughtful way rather than giving reaction in impulsive way (Hui Ning Chiang, 2024). Mindful attention is based on simply attending and observing moment-to-moment experiences. Mindful customers perceive the uniqueness of a certain moment, which is independent of its relationship with the future or earlier moment. Customer who is mindfully aware is also linked with a deliberative and balanced mind that can examine the relevance of the cues and information present in the environment, that provides a thoughtful process of decision making (Natalie & Ferdian, 2025). Scholars empirically reported that greater mindfulness of consumer is linked with lower impulse buying behavior (Maheshwari, 2020). Likewise, scholars reported that mindfulness and impulse buying have inverse significant relationship (Vihari et al., 2022). Study by Doan et al. (2025) also revealed significant effect of mindfulness on impulse buying.

H3: Consumer Mindfulness has significant effect on Consumer Impulse Buying Behavior

#### *Utilitarian Value and Consumer Impulse Buying Behavior*

Utilitarian value is the assessment of customers regarding the functional attributes of the product (Siti Wardah Pratidina Nasution, 2023). Utilitarian shopping value is the behavior of shopping that is more non-emotional and rational which is naturally developed when a customer want to allow his or her resources in efficient way (Muhammad Arsyad Abidil Faruq, 2023). Decision making of the customers will be more rational when a certain product has more value than other products, whether the packaging of the product is easy and easy to look for the products. Utilitarian value is important factor of customer shopping, and it is classified as impulsive shopping value, shopping value and social comparison value. Utilitarian shopping value is the index of necessity and utility of a service or product with purpose to be purchased by the customers and is helpful to measure the role of a certain product in the mind of the customers during purchasing (Adha et al., 2025). As the attitude of the customers linked to rational decision making, utilitarian value puts the practical and functional benefits gained by consumption of the product (Iftikhar Ahmad, 2026). In the process of consumer decision making, utilitarian factors encourage customers to evaluate different alternatives in a careful manner before purchasing the product. Customers may want to compare usefulness, features, durability, product quality and prices, with purpose of determining whether products meet their need or not. Thus, utilitarian behavior can be linked with online shopping, when customers can compare product specification, alternatives, reviews, and prices (Dam, 2025).

The association between utilitarian value and impulse buying behavior of the customer is important because impulse purchases are not always derived mainly by hedonic or emotional motives. Customers may want to make sudden and unplanned purchase to satisfy their needs when they recognize a certain product is useful (Adha et al., 2025). Utilitarian values can provide support to the impact of social comparison on the impulse buying behavior (Akram, 2022). From the same perspective, scholars revealed that there are enhanced chances regarding impulse purchasing decisions where customers consider high utilitarian of services and products and mostly ignore the need, utility, and price (Aiping Shao, 2021). Scholars also reported that high level of utilitarian motivates the customers towards impulse purchase behavior. In other words, utilitarian consumption has positive effect on impulse buying behavior (Sayan, 2023).

H4: Utilitarian value has significant effect on consumer impulse buying behavior

#### *Consumer Impulse Buying Behavior as mediator*

Perceived enjoyment is discussed in literature as positive feelings, excitement, pleasure experience by the consumers during the process of shopping (Wen-Yau Liang, 2025). When customers are involved in shopping and they enjoy it, they may get emotionally involved in this process and less focused on the evaluation of the products rationally. It enhanced the ability to make unplanned and spontaneous purchases. Therefore, impulse buying can play the role of important mechanisms that link perceived enjoyment with cognitive dissonance (Chen et al., 2023). After getting involved in impulse purchase, customers can question whether there was need for the product, whether the price paid was appropriate or whether alternatives must be considered by them. These doubts can create psychological regret and discomfort, specifically when purchase does not meet the expectations. Therefore, perceived enjoyment can enhance post purchase cognitive dissonance indirectly through impulse buying behavior. In such relationship, impulse buying plays the role of mediator, explaining the way enjoyment during shopping can contribute to discomfort or uncertainty after purchase. In past, Scholars (Thanh et al., 2016) determined the mediating role of impulse buying.

H5: Impulse Buying Behavior acts as mediator between Perceived Enjoyment and Post-Purchase Cognitive Dissonance.

Mindful customers are mostly more attentive towards their actual needs. Moreover, these customers are in better position to regulate impulse buying. As a result, higher mindfulness of customers can minimize the chances of buying impulse behavior. In turn, impulse buying can enhance post purchase cognitive dissonance because customers may experience psychological discomfort, regret, and doubt after getting involved in unplanned purchases. Thus, Impulse buying behavior can provide important mechanisms by which

customer mindfulness impacts post purchase cognitive dissonance. When mindfulness minimizes impulse buying, it is less likely that customers will experience post purchase regret or uncertainty. So, impulse buying may mediate the relationship between mindfulness and cognitive dissonance as discussed empirically by Thanh et al. (2016) and Faraz and Anjum (2025) in their studies.

H6: Impulse Buying Behavior acts as mediator between Consumer Mindfulness and Post-Purchase Cognitive Dissonance.

Utilitarian values show the functional and practical benefits that are perceived by the customers from a certain shopping experience or products. It also includes value for money, efficiency, convenience, and usefulness (Muhammad Arsyad Abidil Faruq, 2023). Although rational purchasing decisions are made by the utilitarian-oriented customers, a product that offers strong functional benefits have chances to trigger impulse buying behavior, specifically when it is perceived by the customers immediate need or attractive opportunity is perceived by the customers (Irdiana, 2026). These planned purchases can develop post purchase cognitive dissonance if question is raised by the customer regarding the financial justification, appropriateness, and necessity of the purchase. Thus, impulse buying behavior can play the role of mechanism that links utilitarian value with post purchase cognitive dissonance. Mediating role of impulse buying behavior was discussed by Faraz and Anjum (2025) in past.

H7: Impulse Buying Behavior acts as mediator between Utilitarian Value and Post-Purchase Cognitive Dissonance

On the basis of above literature, framework is developed as given in figure 1. This framework illustrates that impulse buying behavior, utilitarian value, mindfulness, and perceived enjoyment may impact post purchase cognitive dissonance.

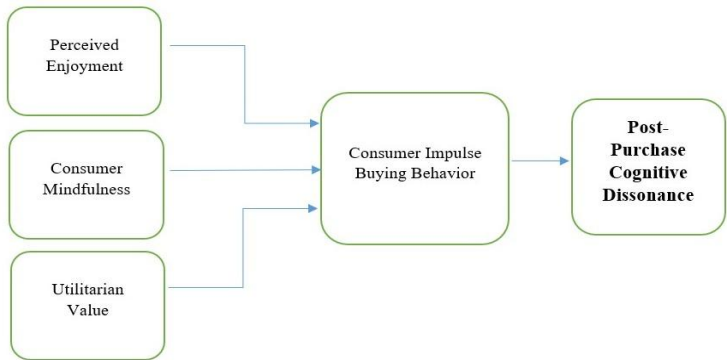


Figure 1: Theoretical Framework

Methodology

Present research used quantitative research approaches and gathered data primarily by using survey methodology. The data of the study was gathered

from customers. Questionnaire was developed in Likert scale format to collect data and responses of the respondents. Developed questionnaire was distributed using simple random sampling. Usable response rate was 57.21%. The questionnaire was developed using questionnaire published in past studies. The items of Post-Purchase Cognitive Dissonance were adapted from Prasad and K. (2023), measurement scale of Consumer Impulse Buying Behavior were adopted from the scale published by Badgaiyan et al. (2016), questionnaire of Utilitarian Value were adapted from Ryu et al. (2010), scale of Consumer Mindfulness were adapted by Pham (2023), and the items of Perceived Enjoyment were taken from the study of Holdack et al. (2022). The collected data was analysed using Smart PLS 4 software and PLS-SEM technique. SEM is one of the statistical techniques used to test complex data. SEM uses combination of two techniques namely path analyses and factor analyses.

Results

As per the demographic analysis, 84.21% respondents were male, and remaining were females. 52.11% customers had the age between 20 to 30 years, 31.29% respondents fell between the age group of 31 to 40 years, and remaining had the age of more than 40 years. In terms of marital status, 65.21% respondents mentioned that they are single, and remaining mentioned that they were married.

Smart PLS was used for the processing of collected data. There are two stages of analysis through Smart PLS 4. First stage is outer model, and second stage is inner model. The outer model explains the way every variable is linked to the other variables. The outer model is assessed by using reliability and validity tests. To fulfil the requirement of convergent validity, study examined the value of factor loading. Acceptable range of factors loading starts with 0.60. Table 1 shows that all items have a load of more than 0.60.

Table 1  
Loading

|       | Consumer<br>Impulse Buying<br>Behavior | Consumer<br>Mindfulness | Perceived<br>Enjoyment | Post Purchase<br>Cognitive<br>Dissonance | Utilitarian<br>Value |
|-------|----------------------------------------|-------------------------|------------------------|------------------------------------------|----------------------|
| CIBB1 | 0.898                                  |                         |                        |                                          |                      |
| CIBB2 | 0.879                                  |                         |                        |                                          |                      |
| CIBB3 | 0.892                                  |                         |                        |                                          |                      |
| CM1   |                                        | 0.821                   |                        |                                          |                      |
| CM2   |                                        | 0.859                   |                        |                                          |                      |
| CM3   |                                        | 0.836                   |                        |                                          |                      |
| CM4   |                                        | 0.862                   |                        |                                          |                      |
| PE1   |                                        |                         | 0.798                  |                                          |                      |
| PE2   |                                        |                         | 0.883                  |                                          |                      |
| PE3   |                                        |                         | 0.878                  |                                          |                      |
| PE4   |                                        |                         | 0.874                  |                                          |                      |
| PPCD1 |                                        |                         |                        | 0.848                                    |                      |
| PPCD2 |                                        |                         |                        | 0.839                                    |                      |
| PPCD4 |                                        |                         |                        | 0.873                                    |                      |

|       |       |       |
|-------|-------|-------|
| PPCD5 | 0.867 |       |
| PPCD6 | 0.676 |       |
| UV1   |       | 0.828 |
| UV2   |       | 0.780 |
| UV3   |       | 0.757 |

Study also examined the figures of AVE that show the variance exists between variables of the study. Standard acceptable range of AVE is more than 0.50. Table 3 of the study reflects that AVE of all the variables is more than 0.50. Study also explored the results of discriminant validity that shows difference to measure the variables. There are two different methods for the AVE examination namely HTMT, and Fornell and Larcker technique. As per Fornell and Larcker (1981) technique, root value of AVE is compared with other variables. If the numbers at the diagonal are larger than remaining value, then discriminant validity is established. Table 2 shows that values at the diagonal are larger than remaining values, establishing discriminant validity.

Table 2

Discriminant validity

|                                          | Consumer<br>Impulse Buying<br>Behavior | Consumer<br>Mindfulness | Perceived<br>Enjoyment | Post<br>Purchase<br>Cognitive<br>Dissonance | Utilitarian<br>Value |
|------------------------------------------|----------------------------------------|-------------------------|------------------------|---------------------------------------------|----------------------|
| Consumer Impulse<br>Buying Behavior      | 0.890                                  |                         |                        |                                             |                      |
| Consumer<br>Mindfulness                  | 0.597                                  | 0.845                   |                        |                                             |                      |
| Perceived<br>Enjoyment                   | 0.723                                  | 0.611                   | 0.859                  |                                             |                      |
| Post Purchase<br>Cognitive<br>Dissonance | 0.675                                  | 0.716                   | 0.687                  | 0.824                                       |                      |
| Utilitarian Value                        | 0.580                                  | 0.592                   | 0.595                  | 0.628                                       | 0.789                |

Table 3 also shows the results of composite reliability and Cronbach Alpha to show the stability and reliability of the variables. Acceptable range begins with 0.70. All values of table 3 are higher than 0.70, in acceptable range. At the end of outer model analysis, R square value is examined that shows the strength of proposed model The results of R square are given in Table 4.

Table 3

Reliability and Validity

|                                       | Cronbach's alpha | CR    | AVE   |
|---------------------------------------|------------------|-------|-------|
| Consumer Impulse Buying<br>Behavior   | 0.868            | 0.919 | 0.791 |
| Consumer Mindfulness                  | 0.867            | 0.909 | 0.714 |
| Perceived Enjoyment                   | 0.881            | 0.918 | 0.738 |
| Post Purchase Cognitive<br>Dissonance | 0.880            | 0.913 | 0.679 |
| Utilitarian Value                     | 0.700            | 0.831 | 0.622 |

Table 4

| R square                           |          |
|------------------------------------|----------|
|                                    | R-square |
| Consumer Impulse Buying Behavior   | 0.577    |
| Post Purchase Cognitive Dissonance | 0.455    |

After assessment of measurement model, study performed structural model analysis also known as inner model. At this stage, significance of proposed relationships is examined by using t values and p values. Table 5 shows the results of direct relationships.

Table 5

| Direct relationships                                                   |       |       |        |          |
|------------------------------------------------------------------------|-------|-------|--------|----------|
|                                                                        | Beta  | SD    | T vale | P values |
| Consumer Impulse Buying Behavior -> Post Purchase Cognitive Dissonance | 0.675 | 0.044 | 15.234 | 0.000    |
| Consumer Mindfulness -> Consumer Impulse Buying Behavior               | 0.188 | 0.071 | 2.642  | 0.008    |
| Perceived Enjoyment -> Consumer Impulse Buying Behavior                | 0.510 | 0.058 | 8.778  | 0.000    |
| Utilitarian Value -> Consumer Impulse Buying Behavior                  | 0.165 | 0.069 | 2.404  | 0.016    |

Findings given in Table 5 and figure 2 show that Consumer Impulse Buying Behavior have significant effect on Post Purchase Cognitive Dissonance with  $t=15.234$ . Likewise, consumer mindfulness has significant effect on consumer impulse buying behavior having  $t=2.642$ . Results also show that perceived enjoyment significantly affects consumer impulse buying behaviour with  $t=8.778$ . Moreover, utilitarian value effect consumer impulse buying behaviour significantly as well having  $t=2.404$ . In other words, all proposed direct hypothesis is supported.

Table 6 shows the findings of mediating hypothesis. Findings show that consumer impulse buying behavior mediates between consumer mindfulness and post purchase cognitive dissonance with  $t=2.569$ , perceived enjoyment and post purchase cognitive dissonance having t value of 7.284, and utilitarian value and post purchase cognitive dissonance with  $t=2.366$

Table 6

| Mediating results                                                                              |      |      |         |          |
|------------------------------------------------------------------------------------------------|------|------|---------|----------|
|                                                                                                | Beta | SD   | T value | P values |
| Consumer Mindfulness -> Consumer Impulse Buying Behavior -> Post Purchase Cognitive Dissonance | 0.12 | 0.04 | 2.569   | 0.010    |
| Perceived Enjoyment -> Consumer Impulse Buying Behavior -> Post Purchase Cognitive Dissonance  | 0.34 | 0.04 | 7.284   | 0.000    |
| Utilitarian Value -> Consumer Impulse Buying Behavior -> Post Purchase Cognitive Dissonance    | 0.11 | 0.04 | 2.366   | 0.018    |

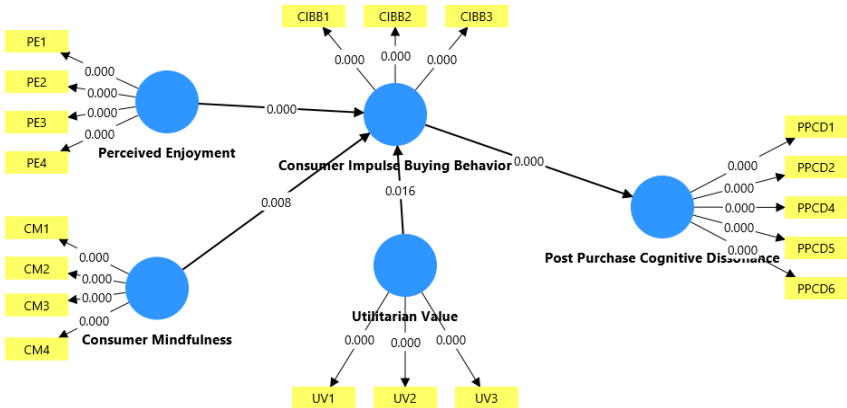


Figure 2: Structural Model

Discussion

Study explored relationship between post purchase cognitive dissonance, consumer impulse buying behavior, perceived enjoyment, consumer mindfulness and utilitarian value. Results revealed that Consumer Impulse Buying Behavior have significant effect on Post-Purchase Cognitive Dissonance (Haque et al., 2026). The results show that consumers who make unplanned and spontaneous purchasing decisions are likely to experience regret after completion of purchase. Impulse buying is mostly driven from social media stimuli, product displays, discounts, attractive promotional offers, and emotional excitement, that can encourage consumers to purchase products without evaluating financial implications, alternatives, and needs. As a result, after completing purchase, consumer often ask whether their decision was appropriate, whether they could select a better alternative, and whether product provide sufficient value. As a results of these doubts, post purchase cognitive dissonance is developed among customers as they attempt to rethink regarding their purchase decisions with their beliefs and expectations. Additionally, if the customer is not involved in thorough processing of information before purchasing, it can enhance post purchase cognitive dissonance when product is not able to meet the customers expectations. Therefore, consumer impulse buying behavior can enhance chances of post purchase cognitive dissonance. The results focuses the importance of understanding cognitive and emotional responses throughout the process of purchasing.

Results also revealed that perceived enjoyment have significant effect on customer impulse buying behavior. In other words, results shed light on the importance of pleasurable shopping experience to shape consumer purchase decisions. When consumers perceive shopping as emotionally rewarding, exciting, and entertaining, they may become interested to make on spot purchasing. Enjoyable shopping environment can create positive emotions, encourage consumer to explore products outside their purchasing intentions,

and enhance engagement with products. Appealing promotional activities, engaging sales interactions, attractive product displays, and pleasurable shopping environment can stimulate unplanned buying decisions and enhance perceived enjoyment. Likewise, appealing presentation of product and entertaining shopping experience can create enjoyable atmosphere that later shift attention of customers from needs towards satisfaction. In these circumstances, consumers often give priority to pleasure that is linked with acquisition of product over careful consideration of its affordability or necessity. The significant linkage shows that perceived enjoyment is vital psychological drive of customer impulse buying behavior. Thus, organizations can improve shopping experience to encourage purchasing activity and consumer engagement. Whereas, excessive focus on enjoyment can promote impulsive decision that a customer may not choose under normal purchasing conditions.

Study findings also demonstrate that consumer mindfulness have significant effect on Consumer Impulse Buying Behavior (Doan et al., 2025). There can be several possible reasoning of this finding. The significant effect of customer mindfulness on consumer impulse buying behavior shows that awareness of consumer of their purchasing circumstances, emotions, and thoughts plays key role in shaping on spot buying decisions. Consumer mindfulness can effect the way an individual respond to external stimuli by encouraging them to understand their desires and evaluate their feelings linked with product acquired. Mindful customers may get more conscious regarding their situational influence, emotional reactions, and preferences that can effect their willingness to make purchases that are unplanned. Moreover, customer mindfulness can enhance sensitivity regarding personal satisfaction that is derived from shopping. It allows users to make activities of purchasing more consciously. In some situations, enhanced awareness regarding present experiences can provide strength to appreciation regarding attractiveness of products and enhance their responsiveness about immediate purchasing opportunity. On the other hand, consumer mindfulness can encourage reflection on purchasing motives and personal needs, that can influence impulse buying decisions in different forms. Results also suggests that consumer mindfulness is one of the important factors of consumer impulse buying behavior.

Findings also show that Utilitarian Value significantly influence Consumer Impulse Buying Behavior (Sayan, 2023). Results indicate that utilitarian value influence consumer impulse buying behavior significantly, showing that consumer perception of functional usefulness and practical benefits can encourage purchasing decisions that are spontaneous. Utilitarian value impacts the level to which customers believe that a product offers solutions, quality, efficiency, and convenience to their daily needs. When customers identify a product or service as beneficial or useful, they can perceive an opportunity to improve their lives on daily lives, motivating them to make purchase the product or use service without proper planning. Moreover, utilitarian value can

enhance confidence is customers to make purchase decisions by focusing the practical advantages and tangible benefits that are linked with a product. Multifunctional products and features, discounts of products, and coupons can make routine tasks simple that later encourages customers to make unplanned purchases as the perceived benefits looks worthwhile. In these circumstances, a rational justification is provided by utilitarian value for immediate purchase decisions, even when customers did not want to make purchase decisions at the initial stage. Findings suggests that higher utilitarian value can provide strength to consumer intention to purchase by making purchases that are unexpected as they appear relevant, worthwhile, and beneficial with immediate needs.

Results also supported significant mediating role of Consumer Impulse Buying Behaviour between perceived enjoyment and post purchase cognitive dissonance. The plausible reason for these findings can be that positive emotions can develop spontaneous purchasing decision when customers experience enjoyment without careful evaluation of product alternatives or necessity. As a result, as a result of these impulsive purchases doubts, regrets, and uncertainty may be generated after transactions, specifically when customers reconsider their decisions. Therefore, impulse buying behavior of customers can serve as mechanism by which perceived enjoyment can lead to post purchase cognitive dissonance, creating link between pleasurable shopping experience with psychological discomfort.

Findings also show that consumer impulse buying behavior mediates significantly between consumer mindfulness and post purchase cognitive dissonance. Mediating effect of consumer impulse buying behavior shows that customer mindfulness can shape post-purchase cognitive dissonance via actual purchasing decision of customer. Mindfulness can enhance awareness of immediate circumstances, product attributes, and personal preferences, that can potentially effect the way customers interpret opportunities to purchase. When this customer awareness leads to impulsive purchases after interacting with situational triggers, customers can reconsider whether their decision was correct or wrong. These discrepancies can develop post purchase cognitive dissonance, showing that impulse buying behavior of customer connects mindful awareness with later evaluation of consumers regarding purchasing decisions.

In the end, findings also revealed the significant mediating impact of consumer impulse buying behavior between Utilitarian Value and post purchase cognitive dissonance. Findings show indicate that utilitarian value can effect post purchase cognitive dissonance by shaping decisions of consumers to acquire perceived products as beneficial. When customers find out problem solving, cost savings, and functional capabilities, these benefits can justify purchases that takes place immediately and encourages buying outside the initial plans. Whereas, if the performance of product falls short of expected utility, customers can raise question the value regarding their decisions. Therefore, impulse buying behavior of customers converts perceived practical benefits into actions of purchasing that later generate post purchase cognitive

dissonance. These mediating results are aligned with results of Faraz and Anjum (2025) in literature.

### **Limitations and Future directions**

This research has few limitations that also provide opportunities for upcoming studies. firstly, present study used cross- sectional research design that limits causal interpretations. Therefore, future studies should use experimental or longitudinal research design with purpose to examine changes in post purchase cognitive dissonance and consumer impulse buying behavior over time. Secondly, this research used self-reported questionnaire for collection of data that may be social desirability bias and involve recall errors. Studies in future can combine surveys with purchasing diaries or interviews. Thirdly, study used simple random sampling. Future studies can use stratified random sampling across geographic regions and demographic groups that can improve representativeness of sample.

In this research, there are three independent variables, and one mediator leading to a single dependent variable. It is proposed that future studies can introduce self-control as moderator to assess whether it has tendency to weaken the relationship between enjoyment and impulse buying behavior. In the end, present study used quantitative survey that limit the generalizability of the results. It is proposed that studies in future can adopt mixed methodology to overcome this issue.

### **Theoretical and Managerial contribution**

This section discusses both managerial and theoretical contributions. In terms of theoretical contribution, present research advances literature of consumer behavior by integrating utilitarian value, consumer mindfulness, and perceived enjoyment to explain post purchase cognitive dissonance and consumer impulse buying behavior. Also, results established consumer impulse buying behavior as mediating factor that link different antecedents with post purchase cognitive dissonance. Framework proposed in this study improves understanding of how functional, cognitive, and emotional factors effect purchasing decisions and later psychological responses.

The results of the study guide marketers to understand post purchase cognitive dissonance and consumer impulse buying behavior. Managers of organizations should provide transparent information of product, emphasize functional benefits, and enjoyable shopping experiences. Results of study can be used by scholars for their future studies. Realistic Promotional claims can develop alignment among expectations of customers with performance of products, that can later minimize cognitive dissonance, fostering long term relationships.

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