

Trends and Frontiers in Consumer Minimalism-A Bibliometric Study

KIRAN MALIK, DIVYA MALHAN, KANISHKA, SIMRAN

Abstract: *Purpose: This paper examines how research on consumer minimalism has evolved. In this study, minimalism is treated as a set of core values, including mindful consumption and environmental awareness.*

Design and methodology: This study reviews the data from Scopus. It analyzes the 1297 documents between the time span of 2020-2025 (partial 2025). The bibliometric methods R Studio(R 4.5.1) and VOSviewer (1.16.18) are used to find out who the key authors are, which journals are most productive, which countries, most cited documents, and most relevant keywords.

Findings: This study finds that Minimalism and happiness are interrelated. People can go towards sustainability by fulfilling their personal motives, such as financial and emotional. The transformation from materialistic things to non-materialistic ones gave satisfaction to consumers.

Limitations: - This study takes the Scopus database. In the future, researchers can work on multiple databases.

Keywords: Consumer Minimalism, Sustainability, Mindful Consumption, Clutter Free, Sharing Economy, Materialistic

Introduction

The supremacy of consumer culture is grounded in materialism and overconsumption; use beyond basic needs has become normalized. Widespread Consumerism became prominent some years ago (Aishwariya, S., & Adhiya, 2024). This Culture does not appear beneficial for sustainability; it fosters overproduction, stress, and resource depletion (Altinigne, 2023). As we all know, our needs and wants are limited, and resources are scarce, so for this propaganda, the SDG goals were developed in 2015 by the United Nations as a call for universal action to save the planet and ensure peace for all. SDG 12 is related to responsible consumption and production (Arora et al., 2024). This paper considers this goal. The Covid-19 pandemic demonstrated the importance of minimal consumption- buying only what is necessary. Due to this, we obtain clean air, water, and a good environment, because overconsumption leads to overproduction, which creates pollution (Baghirov & Zhang, 2024). When there is a clean environment, people feel peace and happiness, which leads to a decrease in the stress level too (Bardey et al., 2022). This pandemic forces people to rethink their consumption habits, what really matters to them, a clutter of things or basic products, and things that are really important for living a life (W.-F. Chen & Liu, 2023). Consumption culture shifts from what they want to what they need. Minimalism needs to be accelerated by our nature, but it has great importance after COVID-19. This concept began to emerge in Asian countries like Japan (Dolnicar, 2023). A bestselling book, *Goodbye, Things*, describes the shift from maximum to minimalist. Many people have the thought that we cannot live with those things that we have (S. Gong et al., 2023). Minimalism is featured by removing clusters, having satisfaction with a small no of material things, and focusing on non-material things, carefully making purchase decisions (Duong et al., 2023). Many people on social media platforms claimed that after accepting the minimalist culture, they had been happier and had many benefits, from mental health to physical health. (T. Gong & Wang, 2023) had conducted an interview of 10 participants who follow the minimalist pattern behavior, they identified it as more peaceful, it helps them to know more about their values and coordinate their behavior according to them.

Global issues over environment, climate change, and resource scarcity have brought sustainable consumption as a solution to the attention of the management and academic experts (H. Chen et al., 2025). Yet many decades faced the issue of an imbalance between resources and wants. Prior studies show the impact of the theory of planned behavior and stimulus-organism-response on these environmental factors (S. Chen, Ponomarenko, et al., 2024). The theory of planned behavior mainly considers the three factors: attitudes towards the behavior, subjective norms, and perceived behavioral control (Goswami et al., 2024). These factors are responsible for an individual's behavior and for consumer purchase behavior. SOR theory, rooted in environmental sciences, explains how external factor affects the internal state, which eventually turns out as a behavioral response (Hook et al., 2023). The fashion industry's impact on the environment is extensive. It is one of the most polluting industries, from every stage of production to consumption (Jain et al., 2023). Cheap clothing increases the wastage of resources and contributes to an unbalanced ecological system. It also stressed the importance of green products, marketing, and environmentally friendly products (Kaur, 2023). Demand has increased for second-hand and reusable goods internationally; attention is being paid to environmentally friendly products (Hinojosa et al., 2017). However, the donation of clothing

and the reusing of clothes suggest that the consumer mindset to change for having a simple lifestyle leads to minimalism. It studied the concern of people towards the environment and shift towards hr minimalistic lifestyle (LePine et al., 2002).

How a minimalist lives

Clutter-free atmosphere: Decluttering means removing unnecessary items and choosing quality over quantity. A clutter-free atmosphere reduces distractions and leads to mental peace (Gupta & Mukherjee, 2024). It is the first essential step in the adoption of minimalistic ideology. It makes life easier and stress-free (S. Chen, Kou, et al., 2024).

Reprocess items: This approach strengthens the ideology of reusing the items, donating items rather than throwing them out (Malhotra & Fatehpuria, 2025). It's a minimalist mindset to repurpose the old and outdated goods. It reduces the burden on the environment by reducing overconsumption (Duvall, 2021).

Mindful Purchase decision: Minimalism supports the thoughtful decision, what to buy, and whether it is really needed to buy that product. Consumer thinks before buying rather than making impulsive buying decisions (Malik & Ishaq, 2023). It focused on quality rather than quantity.

Benefits:

Financial: Minimalist ideology focused on buying only necessary and multifunctional things. It saves their money by making thoughtful decisions (Mendini et al., 2022). Consumer can save their income by refraining from impulsive buying. This leads to long-term benefits and reduces the debts by lowering the consumption (Min et al., 2025).

Environmental: Reducing the overconsumption leads to reducing waste, overburden of resources, and conservation of resources (Nguyen & Tran, 2025). Research said that when consumption is reduced, it also diminishes greenhouse gas emissions and reduces waste generation (Sayin & Malik, 2025).

Improved social environment: People who follow the ideology of minimalism spend less time on material things; they want quality over quantity (Wang et al., 2020). They spend time on non-material things. They engage more with pursuing hobbies, passions, and their social culture (Uyanik, 2024). Minimalism promotes self-growth, working on oneself, and engagement with the world's material things (Wilson & Bellezza, 2022).

Happiness and Satisfaction: There is a negative relationship between Materialistic things and satisfaction (Zavestoski & DeLaure, 2022). Those who follow more materialistic values are less satisfied in comparison to those who follow non-materialistic values. Minimalism helps to achieve the objectives of life, like living a stress-free life, less cluttered, and more satisfied (Tosun & Sezgin, 2021).

Emotional balance: Emotional balance between the positive and negative feelings, which we experience in life (Thomas & Gupta, 2021). Our wants are unlimited, and when these wants are

not fulfilled, we experience stress and overburden ourselves. Minimalist ideology reduces this cluster-free life and gives a direction to life and less importance to materialistic things (Sreen, Mehrotra, Alghafes, & Gupta, 2025).

Sustainability: Minimalism ideology always refers to mindful consumption and not to zero consumption (Shafqat et al., 2023; Sreen, Mehrotra, Alghafes, & Agarwal, 2025; Ton et al., 2024). But it's the little things that make a big difference. This continuous mindful consumption leads to saving for our future generations (Pangarkar & Shukla, 2023). We use resources carefully so that the next generation can also use them. A minimalist person will go for a cluster-free life, which will reduce the stress of choosing things for living. This bibliometric analysis addresses key gaps in prior reviews on sustainable consumption behaviors. Unlike pre-2020 studies focused on voluntary simplicity or anti consumption without post -pandemic lenses, or resistance bibliometric ignoring digital shifts (from prior), it examines 1297 Scopus documents (2020-2025 partial), revealing 7.53% annual growth tied to covid-induced reevaluations of clutter versus necessity. Contributions include normalized productivity metrics, SOR-grounded cluster interpretations, and frontiers like minimalist tourism, advancing beyond descriptive trends to theoretical- practices bridges.

Review of Literature

Consumerism is summarized as overconsumption and overexpenditure on materialistic things. It's a desire to get more and more, which is never going to end, phenomenon (Wilson & Bellezza, 2022; Malik & Ishaq, 2023). Consumer minimalism refers to mindful consumption, and it promotes sustainability by reducing impulsive purchasing behavior. It promotes awareness about the environment and sustainability (Mishra et al., 2025). Minimalism has become a global phenomenon due to rising concern about environmental issues and the pandemic (Shaw, D., & Riach, K., 2011). Minimalistic ideology affects the ethical purchase behavior of consumers, as it focuses on the internal moral values and satisfaction (Sreen et al., 2025). Theory of planned behavior (TPB) and the stimulus-organism-response (S-O-R) explained that minimalistic behavior affects the purchase decision of consumers. The theory of planned behavior depends on three factors: a person's attitude towards the behavior, subjective norms, and the perceived behavioral control (Nguyen & Tran, 2025). Minimalism promotes the rental behavior rather than owning things. Consumer who follows the minimalism ideology rent clothes, cars, and other things to reduce consumption (Malhotra & Fatehpuria, 2025). Minimalism had in Nomadic lifestyle, also in which people move from one place to another for food, climate conditions, and their livelihood. This lifestyle is featured by the Minimalism ideology (Chen et al., 2025). Advertising strategies to increase brand engagement to attract the consumer use these tactics of sustainability advertising, promote consumers for less consumption as per their need (Dinana et al., 2025). Consumers are attracted to those products that match their ideology. The concept of Consumer minimalism is an ideology of careful and mindful consumption and renting things rather than owning them. People feel a responsibility towards the environment, and they are towards the sharing economy (Mishra et al., 2025). Research on tourism shows the two interrelated phenomena, consumer minimalism and customer citizenship behavior, that work together for environmental protection during trips. Minimalism in tourism refers to choosing simplicity, waste reduction, and mindfully using the

resources (Rasheed & Balakrishnan, 2024). It fits best to the expectations of people where they want the best services, less expenses, good experiences, and Convenience. Still, there is a gap between what people intend to do and what they actually do (Antonetti, P., & Maklan, S., 2016). In tourism, tourists go for sharing services to cut out the expenses and for a better experience, here is that minimalism saying, using rather than owning, a better sharing economy (Rasheed & Balakrishnan, 2024). This ideology supports buying the best quality rather than more quantity; it is negatively related to materialism, a scale developed by Wilson & Bellezza (2022), which defined 12 items and three parts: owning less, aesthetic, and mindful consumption, explaining that it is more than just avoiding more consumption. It realizes the responsibility of people towards the environment, society, and the next generation. Even though there is a personal motive behind adopting this ideology, its results lead to environmental protection and sustainability. It helps in lowering carbon footprints and improving well-being (Kang, Joyner Martinez, & Johnson, 2021).

Psychological motives

Voluntary simplicity emerges as a psychologically driven restraint on excess, fulfilling higher-order needs amid materialism dissatisfaction. Etzioni (1998) characterizes it as non-coercive balance between private simplicity and public responsibility, prefiguring modern motives like emotional decluttering.

Environmental Motives

Ethical downshifting prioritizes planetary limits over endless acquisition, as Shaw & Newholm (2002) frame voluntary simplicity within consumption ethics. Black & Cherrier (2010) detail anti-consumption practices (e.g., boycotts, repurposing), mirroring sustainability cluster's 108 co-occurrences and sharing economy links.

Consumption Behaviours

SOR (Stimulus-Organism-response) theory explains transitions: environmental stimuli (SDG 12) trigger organism states (mindful Intent), yielding response like reduced responses like reduced impulse buys.

Objectives of the Study

1. To analyze the publication trends (year-wise growth).
2. To identify leading authors, institutions, and countries contributing to consumer minimalism literature.
3. To detect research clusters and thematic evolution of consumer minimalism.
4. To highlight research gaps and future direction in this study.

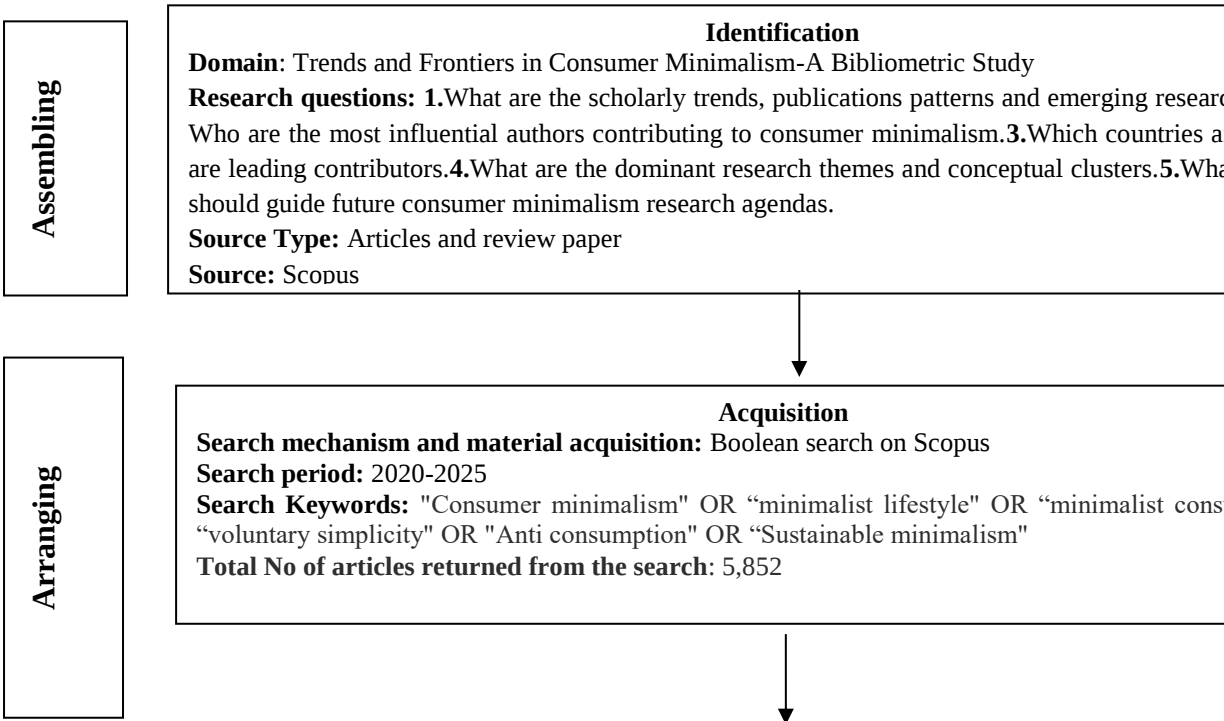
Research Questions

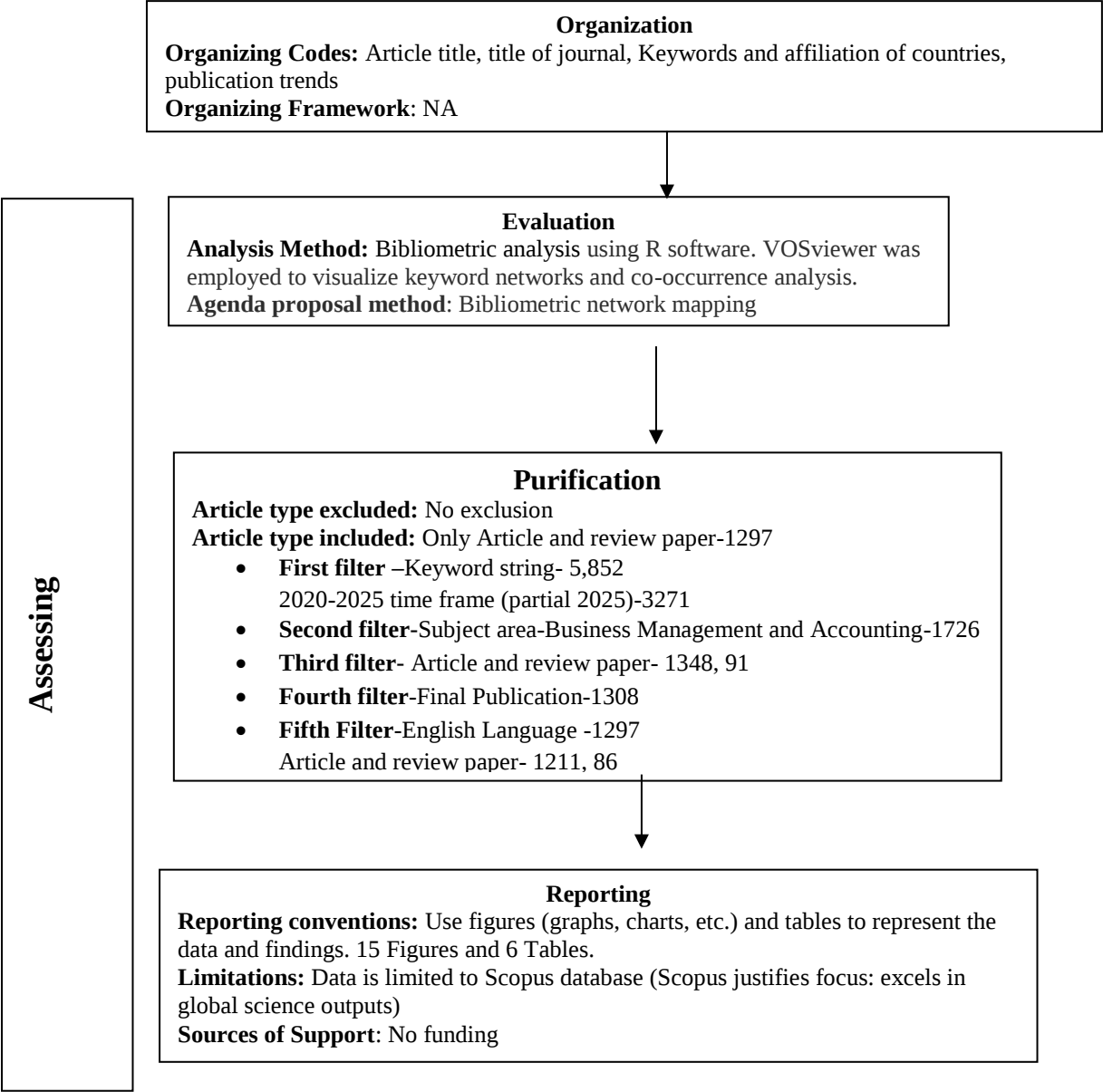
1. What are the scholarly trends, publication patterns, and emerging research frontiers?
2. Who are the most influential authors contributing to consumer minimalism?
3. Which countries and institutions are leading contributors?
4. What are the dominant research themes and conceptual clusters?
5. What implications should guide future consumer minimalism research agendas?

Research Methodology

The Present research employs bibliometric techniques to systematically investigate scholarly output, publication trends and emerging themes related to consumer minimalism. Data were retrieved from the Scopus database on 15November 2025, selective for its comprehensive coverage and relevance to social sciences. The search strategy utilized a combination of keywords-Such as ""Consumer minimalism" OR "minimalist lifestyle" OR "minimalist consumption" OR "voluntary simplicity" OR "Anti consumption" OR "Sustainable minimalism"-to identify pertinent literature within the 2020 to 2025 timeframe. An initial screening of the search results yielded 5,852 documents. The first filter applied (2020-2025) and content eligibility, resulting in a narrowed subset of 3,271 documents. The second stage of refinement targeted relevant subject areas, especially "Business Management and Accounting", thereby further reducing the count to 1726 records. Only primary research article and review papers written in English and demonstrating high quality data were included in final analysis, leaving a total of 1297 document for assessment, which included 1211 articles and 86 review paper.

SPAR-4-SLR





Results and Discussion

The dataset of 1297 documents was subjected to advanced bibliometric analysis using R software. This analytical approach facilitated the identification of co-occurrence patterns, frequently cited documents and cluster formation within the selected literature. Additionally, VOSviewer was employed to visualize keyword networks and Co-occurrence relationships, resulting in the presentation of 13 figures and 7 tables to systematically report findings.

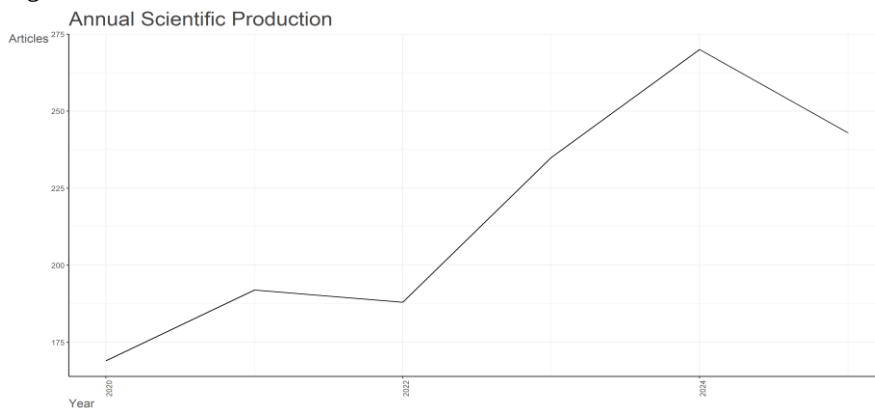
Table.1

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	2020:2025
Sources (Journals, Books, etc)	333
Documents	1297
Annual Growth Rate %	7.53
Document Average Age	2.25
Average citations per doc	19.7
References	0
DOCUMENT CONTENTS	
Keywords Plus (ID)	1116
Author's Keywords (DE)	4361
AUTHORS	
Authors	2945
Authors of single-authored docs	0
AUTHORS COLLABORATION	
Single-authored docs	0
Co-Authors per Doc	5.8
International co-authorships %	34.77
DOCUMENT TYPES	
Article	1211
Review	86

Source: Authors own work

Table 1 describe the documents information from 2020-2025 with a increase output growth rate and potential team work internationally. A positive growth rate suggests increasing interest and expanding research in this field. A relatively young average document year 2.25 indicates the field rapid development and ensures that analysis is based on up to date literature, which is crucial for understanding current knowledge frontiers.

Fig. 1



Source: Authors own work

Table.2

Year	Articles
2020	169
2021	192
2022	188
2023	235
2024	270
2025	243

Source: Authors own work

This table and graph (Fig.1 and Table.2) track how many research articles were published each year from 2020-2025.In 2020and 2021 not many papers came out because new research field often start slowly. Things picked up in 2023-2024 showing more interest and work in this area. For 2025 number seems lower because analysis was done on 15 November, new articles often take time to get added in the data base.

Publication trends

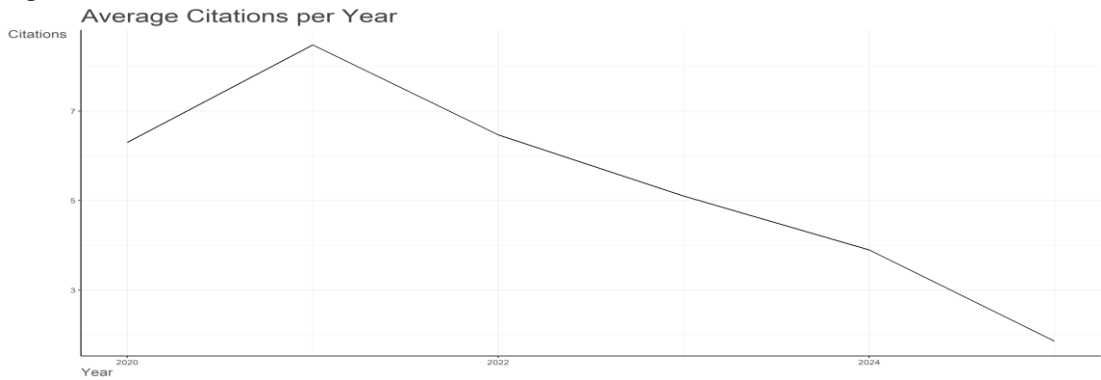
The surge from 169(2020) to 270 (2024 docs) outpaces general sustainability lit, propelled by pandemic lockdowns exposing overconsumption’s toll (e.g., pollution drops yielding mental piece). Early lag reflects nascent field maturation; 2025 partial (243) projects continued rise, driven by SDG 12 policies.

Table.3 Average Citations per Year

Year	MeanTCperArt	N	MeanTCperYear	CitableYears
2020	37.82	169	6.30	6
2021	42.40	192	8.48	5
2022	25.87	188	6.47	4
2023	15.29	235	5.10	3
2024	7.81	270	3.90	2
2025	1.86	243	1.86	1

Source: Authors own work

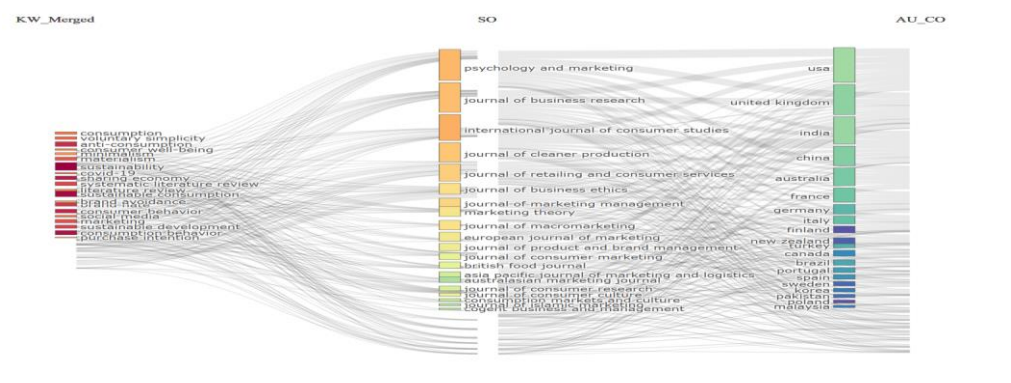
Fig.2



Source: Authors own work

This table and graph (Fig.2 and Table.3) shows how often on, average a article get cited in each year from 2020-2025. In the early years like 2020 and 2021, papers have high average citations because of time algorithm. It takes time for new research to be noticed.

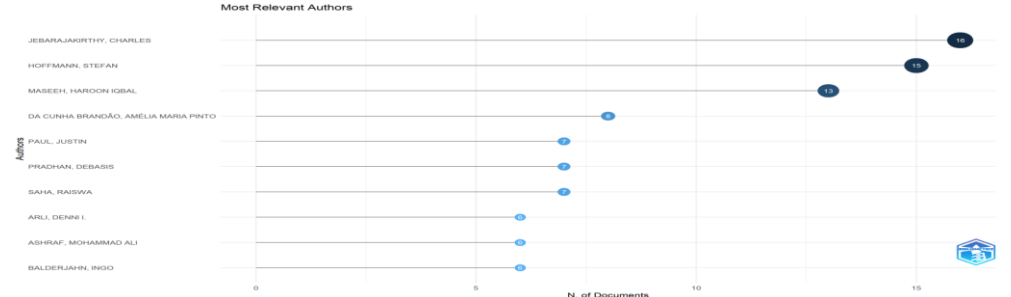
Fig.3



Source: Authors own work

This visualization Map (fig.3) shows how consumer minimalism connects three important elements; the key topics researchers' study, the journals where they publish their findings and which countries contribute most of this research. The wider connecting lines, the more research fallen into that combination. Major journals like those focused on retail and consumer behavior are the main publishing hubs, with researchers from English speaking countries China, India, and other nation all participating.

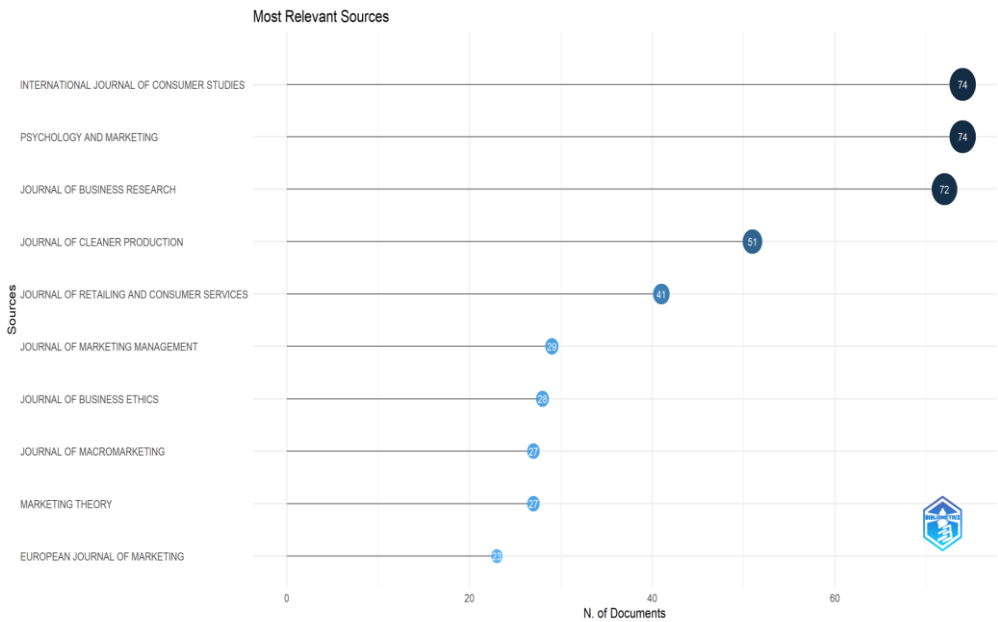
Fig.4



Source: Authors own work

Fig.4 this fig identifies the most productive authors within the specific research domain. The data demonstrated that JEBARAJAKIRTHY, CHARLES leads in productivity, having contributed 16 published documents and closely followed by HOFFEN, STEFAN with 15 documents. This ranking quantitatively highlights the central contributors, whose scholarly outputs have substantially shaped the field, serving as key reference for subsequent research developments.

Fig.5



Source: Authors own work

This fig (Fig.5) presents an analysis of the most influential sources within the relevant research area. The data indicates that the International Journal of Consumer Studies and Psychology and Marketing are the leading publications venues, each contributing 74 documents to the field. The Journal of Business Research closely follows with 72 documents. These sources represents the primary platform for disseminating significant research findings and are central to scholarly communication in this domain.

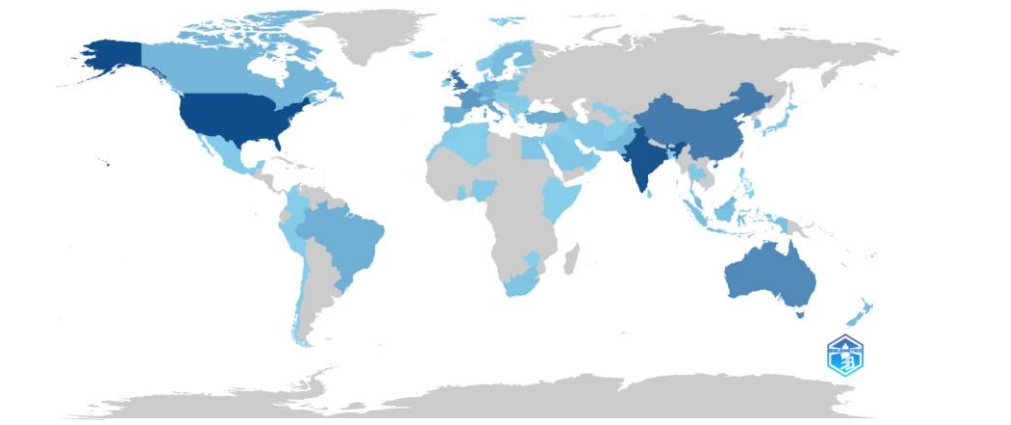
Table .4

Country	Freq
USA	441
INDIA	420
UK	307
CHINA	275
AUSTRALIA	223
FRANCE	178
ITALY	125
GERMANY	115
TURKEY	102
BRAZIL	98

Table.4 this illustration provides a comparative overview of scientific research output by country within the domain of interest. The United States ranks with highest with 441 publications, followed by closely India with 420 contributions. The quantitative distributions

displayed here reflect global scholarly engagement and highlights the leading nations driving research advancement in this area.

Fig.6
Country Scientific Production



Source: Authors own work

Country Productivity

USA dominates (441 docs; normalized~1.3/million pop using 330M est.) via mature green marketing research; India (420; ~0.3/million, 1.4B pop) surges on resource scarcity and middle-class shifts. UK (307; ~4.5/million) leads per capita due to ethics hubs. Lags in Africa signal infrastructure gaps.

Table.5 Sources’ Local Impact

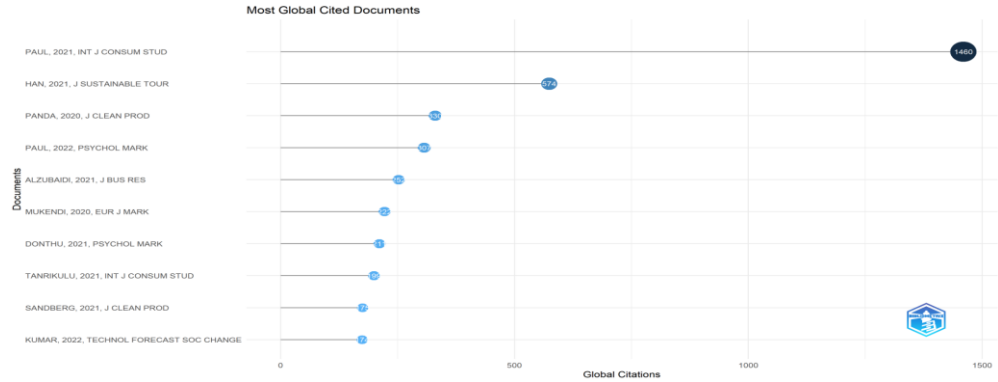
Source	h_inde x	g_inde x	m_inde x	TC	N P	PY_sta rt
JOURNAL OF BUSINESS RESEARCH	29	48	4.833	237 2	72	2020
PSYCHOLOGY AND MARKETING	28	45	4.667	216 8	74	2020
INTERNATIONAL JOURNAL OF CONSUMER STUDIES	24	57	4	328 7	74	2020
JOURNAL OF CLEANER PRODUCTION	22	45	3.667	205 1	51	2020
JOURNAL OF RETAILING AND CONSUMER SERVICES	20	33	3.333	113 6	41	2020
JOURNAL OF BUSINESS ETHICS	16	26	2.667	712	28	2020
EUROPEAN JOURNAL OF MARKETING	13	23	2.167	789	23	2020

JOURNAL OF MACROMARKETING	12	17	2	307	27	2020
JOURNAL OF PRODUCT AND BRAND MANAGEMENT	12	21	2	598	21	2020
JOURNAL OF MARKETING MANAGEMENT	11	17	1.833	320	29	2020

Source: Authors own work

Table.5 this table provides a comprehensive evaluation of the local impact of various scholarly sources by presenting key bibliometric indicators. The metric include h index (represents the numbers of papers h a researchers has published that Have each been cited at least h times),m index (m index is h index divided by numbers of years since a first publication), g index (a 10 g index means 10 papers have accumulated at least 100 citations). According to the data Journal of business research, Psychology and Marketing, International Journal of Consumer Studies exhibits the highest values for citations and indices. These sources have consistently produced high impact research underscoring their importance in academic discourse and knowledge dissemination since 2020.

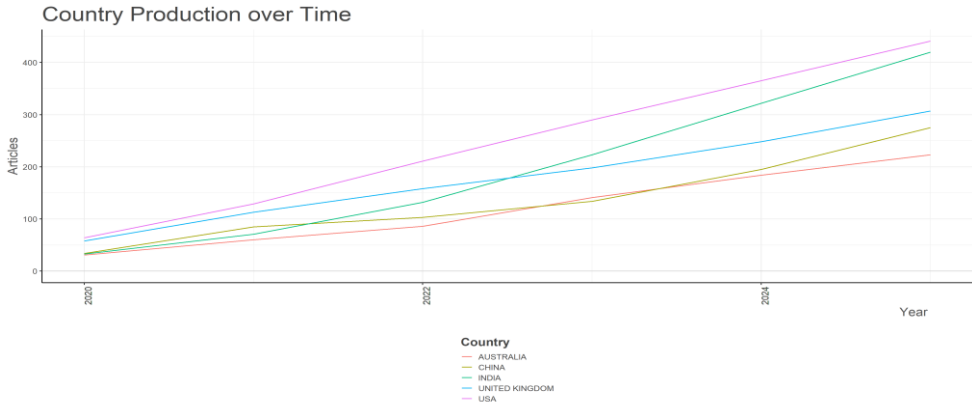
Fig.7



Source: Authors own work

The chart (fig.7) illustrates the most influential global cited documents. The document authored by Paul, 2021, published in international journal of consumer studies achieved the highest recognition with 1480 citations. This is followed by Han, 2021, in the journal of Sustainable tourism, which received 574 citations worldwide. This data not only assist scholars in recognizing seminal literature but also aids in justify the inclusion of these works in scholarly reviews, bibliometric analysis and research syntheses.

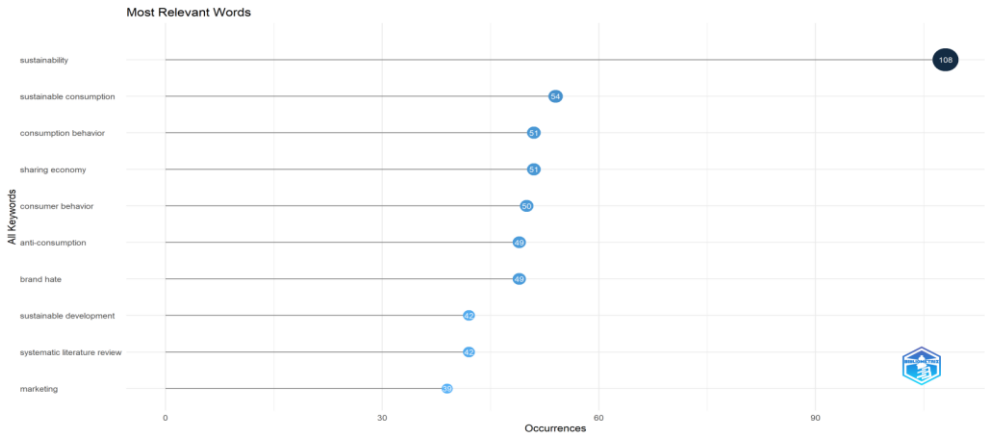
Fig.8



Source: Authors own work

Figure.8 presents a time series analysis of research article production by country, highlighting trends in academic output across different nations. The chart track no of articles published from 2020-2025. Notably, certain countries demonstrate a steeper increase suggested an accelerated focus and investment in research activities.USA is the leader in research performance followed by India and UK (United Kingdom).

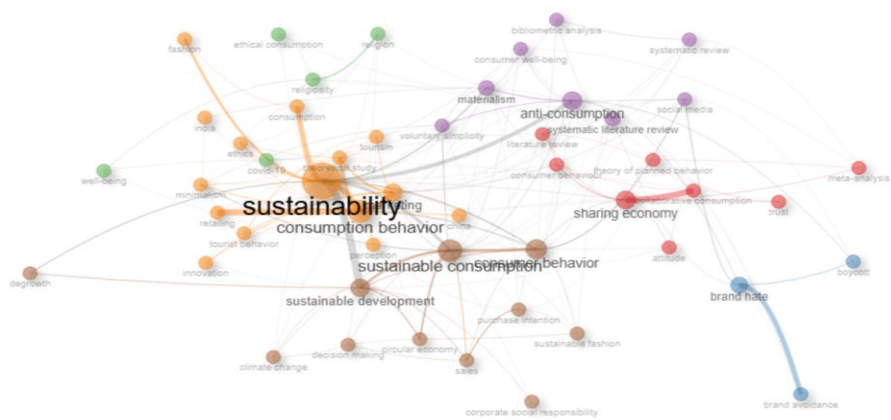
Fig.9



Source: Authors own work

Fig.9 shows the keyword analysis summary. Sustainability dominates consumer minimalism research with 108 mentions. Keywords cluster into three patterns: Sustainability-consumption-sharing economy, anti consumption- brand hate and sustainable development marketing. Notably absent are psychological wellbeing and social media themes, indicating research gaps in understanding personal motivations and digital influence on minimalism adoption.

Fig.10



Source: Authors own work

Fig.10 Sustainability hub (108 Links) integrates themes per SOR (Stimulus-Organism-response): Climate stimuli → Mindful organism → Anti consumption response. Blue digital cluster implies influencer role in adoption; red ethics echoes Etzioni’s moral tensions. Declining: pure materialism; emerging: nomadic minimalism.

Fig.11



Source: Authors own work

Fig. 11 describes the Keywords co-occurrence analysis. Analysis revealed five distinct research clusters within consumer minimalism literature. The central sustainability cluster connects all other themes, conforming sustainability as the integrative concept. The digital behavior cluster (blue) emphasizes psychological drivers and media role- an emerging theme warranting future investigation. The ethics value cluster (red) captures motivational research, while the sustainability outcomes cluster (yellow) focus on environmental impact. The resistance cluster (purple) highlights consumer rejection as minimalism expression. Network density indicates mature research development with clear thematic articulation.

Fig.12

Source: Authors own work

Fig.12 Institutional collaboration analysis revealed that marketing and management departments across European business school initiated systematic consumer minimalism research beginning in 2022. Institutions including Universidade do porto, Grenoble Ecole de management and Henly business school established the foundational research trajectory. The network subsequently expanded geographically with Indian and Australian institutions intensifying research contributions during 2023-2024, indicating field maturation and globalizing research interests. European schools (e.g., Grenoble) pioneer (2022 ethics focus); Asian influx (2023-24) adds practice oriented views. Fragmentation (Isolated nodes) suggests cross- regional network for tourism- minimalism.

Fig.13

Source: Authors own work

This fig.13 explains the co- authorship network that shows Ashraf, M.A. is the most prolific minimalism researchers leading an active international collaborative team (Chowdhury, Arli, Balakrishnan, Lee). Secondary collective include European ethical consumption researchers and tourism scholars. Many scholars appear isolated without collaboration partnership. Limited inter-cluster connections indicate fragmented research community with opportunities for new collaborative networks bridging existing research groups.

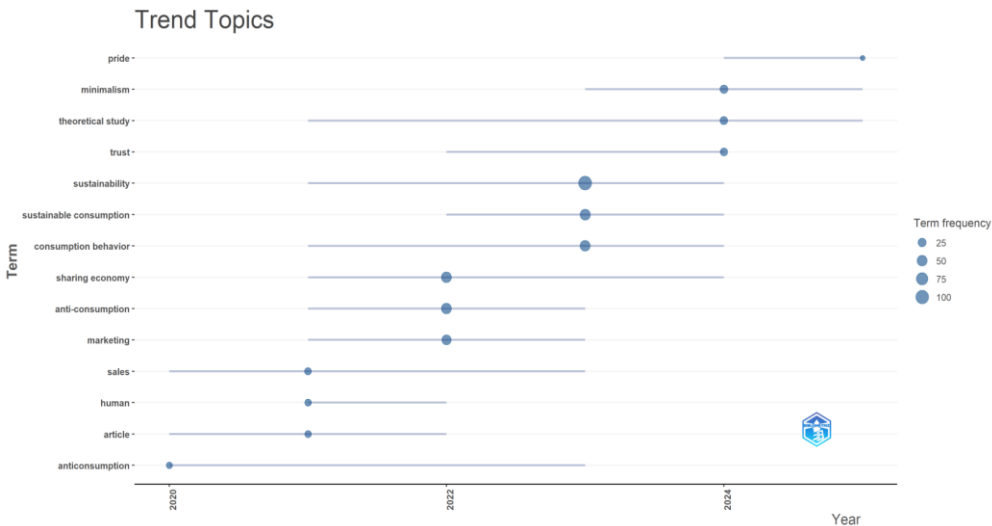
Fig.14



Source: Authors own work

Fig.14 describes international collaboration network shows the United States as the dominant minimalism research hub, connecting to every major region. Nordic and Western European nations form a strong secondary cluster focused on sustainability ethics. Asian countries increasingly collaborate regionally and with the US. South Asia contributes development focused perspectives. Africa remains minimally engaged, representing an underexplored research frontier. Geographic distribution reflects research infrastructure disparities and development priorities across regions.

Fig.15



Source: Authors own work

Table.6: Future research direction

Research Direction	Priority Level	Primary Gap Addressed	Expected Contribution	Suggested Research Question
Psychological Dimension	High	Motivation beyond sustainability	Understanding why people choose minimalism	What psychological needs drive minimalism?
Social Media and Digital Influence	High	Digital behavior change mechanism	How minimalism spread through platforms	How does influencer shape adoption?
Cultural and Geographic Contexts	Medium	Non-western perspectives	Global applicability and cultural variation	How does cultural value affect adoption?
Longitudinal behavior sustainability	High	Long term behavior maintenance	Whether minimalism is sustainable over time.	How do long practices persist?
Trust And Authenticity	Emerging	Consumer skepticism and green washing	Credibility in minimalist marketing claims	How does consumer identify authenticity?
Theoretical Framework Development	Medium	Conceptual framework and rigor	Scientific advancement and predictive capability	What integrates Psychological, social, environmental factors?
Sharing Economy Implementation	Medium	Implementation barriers and challenges	Practical application of sharing models	What barriers prevent sharing adoption?
Minimalist Tourism	Emerging	Tourism-minimalism intersection	Sustainable travel practices	What factors influence minimalist travel?
Policy and Governance	Frontier	Systematic change mechanisms	Scaling beyond individual behavior change	What policies enable minimalism?

Demographic Variations	Medium	Population heterogeneity	Inclusive understanding across groups	How does minimalism vary by demographics?
------------------------	--------	--------------------------	---------------------------------------	---

Source: Authors own work

Implications of the study

Stakeholder Group	Findings	Recommendation
Researchers and Scholars	Digital psychological gap	Test SOR (Stimulus-Organism-Response) in longitudinal influencer studies on adoption persistence.
Policy makers	Country imbalances	Fund India/Africa sharing platforms, targeting SDG 12 via subsidies.
Brands	Mindful Cluster	Develop durable ‘minimalist essential’ lines, cutting waste 25% via repurposing campaigns.
Society	Well-being outcomes	Promotes decluttering education in schools for youth mental health

Source: Authors own work

Limitations of the study

Although this analysis employed Scopus as the primary academic database, significant research likely exists in alternative sources that remain outside the investigation scope. Furthermore, the deliberate exclusion of conference proceedings and non-peer- reviewed publications potentially relevant insights from emerging research communities. This analysis capture only formally published academic work.

References

Aishwariya, S., & Adhiya, R. (2024). Forest to Fashion: Harnessing Bamboo’s Sustainability in Eco-printing and Textile Design. *Journal of the Textile Association*, 84(5), 301–310. Scopus. <https://doi.org/10.5281/zenodo.10634483>

Altinigne, N. (2023). *Exploring consumer behavior in the context of voluntary simplicity* (pp. 144–164). Scopus. <https://doi.org/10.4018/978-1-6684-9277-2.ch007>

Antonetti, P., & Maklan, S. (2016). An Extended Model of Moral Outrage at Corporate Social Irresponsibility. *Journal of Business Ethics*, 135(3), 429–444. <https://doi.org/10.1007/s10551-014-2487-y>

Arora, N., Gandotra, R., & Dhiman, N. (2024). Consumer happiness and sustainable consumption. *Global Business and Organizational Excellence*, 43(6), 59–73. Scopus. <https://doi.org/10.1002/joe.22258>

Baghiro, F., & Zhang, Y. (2024). Assessment of the association between aesthetic products and perceived product quality: An analysis of customer attitudes. *Journal of Consumer Marketing*, 41(7), 789–803. Scopus. <https://doi.org/10.1108/JCM-01-2024-6521>

Bardey, A., Booth, M., Heger, G., & Larsson, J. (2022). Finding yourself in your wardrobe: An exploratory study of lived experiences with a capsule wardrobe. *International Journal of Market Research*, 64(1), 113–131. Scopus. <https://doi.org/10.1177/1470785321993743>

Beuria, R. K., Kondasani, R. K. R., & Mahato, J. (2024). Unraveling the impact of minimalism on green purchase intention: Insights from theory of planned behavior. *Research Journal of Textile and Apparel*. Scopus. <https://doi.org/10.1108/RJTA-05-2024-0073>

Black, I. R., & Cherrier, H. (2010). Anti-consumption as part of living a sustainable lifestyle: Daily practices, contextual motivations and subjective values. *Journal of Consumer Behaviour*, 9(6), 437–453. <https://doi.org/10.1002/cb.337>

Borgström, B., Hertz, S., & Jensen, L.-M. (2021). Strategic development of third-party logistics providers (TPLs): “Going under the floor” or “raising the roof”? *Industrial Marketing Management*, 97, 183–192. Scopus. <https://doi.org/10.1016/j.indmarman.2021.07.008>

Boutroy, E. (2021). Minimalism and lightweight backpacking in France: A material culture of detachment. *Consumption Markets and Culture*, 24(4), 357–372. Scopus. <https://doi.org/10.1080/10253866.2020.1806065>

Chauhan, T. (2025). *Substantial Changes in Consumer Buying Behaviour in the Post-COVID-19 World* (pp. 73–77). Scopus. https://doi.org/10.1142/9789811292101_0006

Chen, H., Su, X., Wang, L., & Zhang, X. (2025). Beyond Possessions: Nomadic Living Sparks Minimalism Tendency and Preference for Experiential Purchases. *Psychology and Marketing*. Scopus. <https://doi.org/10.1002/mar.70025>

Chen, S., Kou, S., & Lv, L. (2024). Stand out or fit in: Understanding consumer minimalism from a social comparison perspective. *Journal of Business Research*, 170. Scopus. <https://doi.org/10.1016/j.jbusres.2023.114307>

Chen, S., Ponomarenko, V., Xiao, T., Lv, L., & Liu, G. (2024). Stop and smell the roses: How and when busyness impacts consumers’ preference for minimalist advertisements. *Psychology and Marketing*, 41(4), 899–915. Scopus. <https://doi.org/10.1002/mar.21958>

Chen, W.-F., & Liu, J. (2023). When less is more: Understanding consumers’ responses to minimalist appeals. *Psychology and Marketing*, 40(10), 2151–2162. Scopus. <https://doi.org/10.1002/mar.21869>

Czerwiński, B., & Domański, J. (2023). Contemporary Consumer Trends. *Foundations of Management*, 15(1), 51–62. Scopus. <https://doi.org/10.2478/fman-2023-0004>

De Geus, C. J. C., Ingrams, A., Tummers, L., & Pandey, S. K. (2020). Organizational Citizenship Behavior in the Public Sector: A Systematic Literature Review and Future Research Agenda. *Public Administration Review*, 80(2), 259–270. <https://doi.org/10.1111/puar.13141>

Dinana, H., Fakhreddin, F., Marvi, R., & Massi, D. (2025). Sustainable advertising and brand engagement: The role of consumer minimalism and scepticism. *International Journal of Advertising*. Scopus. <https://doi.org/10.1080/02650487.2025.2530914>

Discussion. (1998). *Journal of Economic Psychology*, 19(5), 645–650. [https://doi.org/10.1016/S0167-4870\(98\)00038-5](https://doi.org/10.1016/S0167-4870(98)00038-5)

Dolnicar, S. (2023). Tourist behaviour change for sustainable consumption (SDG Goal12): Tourism Agenda 2030 perspective article. *Tourism Review*, 78(2), 326–331. <https://doi.org/10.1108/TR-11-2022-0563>

Duong, T. T.-T., Ngo, L. V., Surachartkumtonkun, J., Tran, M. D., & Northey, G. (2023). Less is more! A pathway to consumer's transcendence. *Journal of Retailing and Consumer Services*, 72. Scopus. <https://doi.org/10.1016/j.jretconser.2023.103294>

Duvall, S.-S. (2021). *Playing with minimalism: How parents are sold on high-end toys and childhood simplicity* (pp. 65–84). Scopus. https://doi.org/10.1007/978-3-030-62881-9_4

Gong, S., Suo, D., & Peverelli, P. (2023). Maintaining the order: How social crowding promotes minimalistic consumption practice. *Journal of Business Research*, 160. Scopus. <https://doi.org/10.1016/j.jbusres.2023.113768>

Gong, T., & Wang, C.-Y. (2023). Unpacking the relationship between customer citizenship behavior and dysfunctional customer behavior: The role of customer moral credits and entitlement. *Journal of Service Theory and Practice*, 33(1), 110–137. <https://doi.org/10.1108/JSTP-12-2021-0256>

Goswami, R., Chatterjee, S., & Sakashita, M. (2024). Role of Religiosity and Spirituality in Forming Intention to Participate in Peer-to-Peer Sharing Economy. In *Developments in Marketing Science: Proceedings of the Academy of Marketing Science: Vol. Part F2435* (pp. 88–99). Scopus. https://doi.org/10.1007/978-3-031-53286-3_9

Gupta, A. S., & Mukherjee, J. (2024). Reviving unorganized retail stores post-COVID-19. *Journal of Strategic Marketing*, 32(2), 230–250. Scopus. <https://doi.org/10.1080/0965254X.2024.2323954>

Hinojosa, A. S., Gardner, W. L., Walker, H. J., Cogliser, C., & Gullifor, D. (2017). A Review of Cognitive Dissonance Theory in Management Research: Opportunities for Further Development. *Journal of Management*, 43(1), 170–199. <https://doi.org/10.1177/0149206316668236>

Hook, J. N., Hodge, A. S., Zhang, H., Van Tongeren, D. R., & Davis, D. E. (2023). Minimalism, voluntary simplicity, and well-being: A systematic review of the empirical literature. *The Journal of Positive Psychology*, 18(1), 130–141. <https://doi.org/10.1080/17439760.2021.1991450>

- Jain, V. K., Dahiya, A., Tyagi, V., & Sharma, P. (2023). Development and validation of scale to measure responsible consumption. *Asia-Pacific Journal of Business Administration*, 15(5), 795–814. Scopus. <https://doi.org/10.1108/APJBA-12-2020-0460>
- Jalili, M., Pangburn, M. S., & Yazdani, A. (2024). Trend-Chasing Versus Minimalism: Selling Fewer, Better Products to Fashion-Sensitive Customers. *Production and Operations Management*, 33(4), 922–942. Scopus. <https://doi.org/10.1177/10591478241234996>
- Kang, J., Joyner Martinez, C. M., & Johnson, C. (2021). Minimalism as a sustainable lifestyle: Its behavioral representations and contributions to emotional well-being. *Sustainable Production and Consumption*, 27, 802–813. <https://doi.org/10.1016/j.spc.2021.02.001>
- Kaur, A. (2023). *Minimalism: A game changer for industries* (pp. 125–143). Scopus. <https://doi.org/10.4018/978-1-6684-9277-2.ch006>
- LePine, J. A., Erez, A., & Johnson, D. E. (2002). The nature and dimensionality of organizational citizenship behavior: A critical review and meta-analysis. *Journal of Applied Psychology*, 87(1), 52–65. <https://doi.org/10.1037/0021-9010.87.1.52>
- Lu, F.-C., & Sinha, J. (2024). How social media usage and the fear of missing out impact minimalistic consumption. *European Journal of Marketing*, 58(4), 1083–1114. Scopus. <https://doi.org/10.1108/EJM-08-2022-0641>
- Malhotra, G., & Fatehpuria, N. (2025). Consumers’ intention to purchase renting products: Role of consumer minimalism, environmental consciousness and consumer scepticism. *Benchmarking*, 32(2), 709–728. Scopus. <https://doi.org/10.1108/BIJ-09-2023-0599>
- Malik, F., & Ishaq, M. I. (2023). Impact of minimalist practices on consumer happiness and financial well-being. *Journal of Retailing and Consumer Services*, 73. Scopus. <https://doi.org/10.1016/j.jretconser.2023.103333>
- Mendini, M., Peter, P. C., Honea, H., & Grasso, M. (2022). *The new ethical consumer: The coming consumer mandate for inclusive and innovative luxury fashion practices that support social well-being* (pp. 22–38). Scopus. <https://doi.org/10.4324/9781003163732-3>
- Min, L., Liu, P. J., & Anderson, C. L. (2025). The Visual Complexity 5 Higher Production Cost Lay Belief. *Journal of Consumer Research*, 51(6), 1167–1185. Scopus. <https://doi.org/10.1093/jcr/ucae044>
- Mishra, S., Deb, M., Arora, V., & Singh, H. (2025). Role of Consumer Minimalism and Psychological Ownership in Consumption Behavior. *International Journal of Consumer Studies*, 49(3). Scopus. <https://doi.org/10.1111/ijcs.70049>
- Mishra, S., Moharana, T. R., & Chatterjee, R. (2024). Exploring the role of self-conscious emotions between consumer minimalism and rental behavior. *Marketing Intelligence and Planning*, 42(2), 262–283. Scopus. <https://doi.org/10.1108/MIP-07-2023-0322>
- Nguyen, K. H., & Tran, M. D. (2025). Fostering Sustainable Consumer Behaviors: Integrating Minimalism, Lifestyle of Health and Sustainability, and Collectivist Culture Through the Theory of Planned Behavior. *Business Strategy and Development*, 8(2). Scopus. <https://doi.org/10.1002/bsd2.70127>

Ong, Z. Q., & Koay, K. Y. (2025). Understanding the role of minimalism in affecting individuals' intentions to donate second-hand clothing. *Journal of Social Marketing*, 15(2–3), 195–218. Scopus. <https://doi.org/10.1108/JSOCM-05-2024-0123>

Pangarkar, A., & Shukla, P. (2023). Conspicuous and inconspicuous consumption of luxury goods in a digital world: Insights, implications, and future research directions. *International Journal of Advertising*, 42(7), 1226–1238. Scopus. <https://doi.org/10.1080/02650487.2023.2246260>

Rasheed, A. K. F., & Balakrishnan, J. (2024). Shaping sustainable tourism: How minimalism and citizenship behavior influence tourists' proenvironmental behavior. *Consumer Behavior in Tourism and Hospitality*, 19(4), 590–603. <https://doi.org/10.1108/CBTH-08-2023-0134>

Sayin, E., & Malik, S. (2025). “Less Is More” for Health: How Minimalism Reshapes Food Consumption Patterns and Preferences. *Psychology and Marketing*, 42(9), 2287–2301. Scopus. <https://doi.org/10.1002/mar.22230>

Shafqat, T., Ishaq, M. I., & Ahmed, A. (2023). Fashion consumption using minimalism: Exploring the relationship of consumer well-being and social connectedness. *Journal of Retailing and Consumer Services*, 71. Scopus. <https://doi.org/10.1016/j.jretconser.2022.103215>

Shaw, D., & Newholm, T. (2002). Voluntary simplicity and the ethics of consumption. *Psychology & Marketing*, 19(2), 167–185. <https://doi.org/10.1002/mar.10008>

Shaw, D., & Riach, K. (2011). Embracing ethical fields: Constructing consumption in the margins. *European Journal of Marketing*, 45(7/8), 1051–1067. <https://doi.org/10.1108/03090561111137606>

Sreen, N., Mehrotra, A., Alghafes, R., & Agarwal, V. (2025). Interplay between minimalism, moral identity, and ethically minded consumer behavior in retail context: Cross-cultural investigation of Indian and American consumers. *Journal of Retailing and Consumer Services*, 84. Scopus. <https://doi.org/10.1016/j.jretconser.2024.104191>

Thomas, A., & Gupta, V. (2021). Social Capital Theory, Social Exchange Theory, Social Cognitive Theory, Financial Literacy, and the Role of Knowledge Sharing as a Moderator in Enhancing Financial Well-Being: From Bibliometric Analysis to a Conceptual Framework Model. *Frontiers in Psychology*, 12, 664638. <https://doi.org/10.3389/fpsyg.2021.664638>

Ton, L. A. N., Smith, R. K., & Sevilla, J. (2024). Symbolically Simple: How Simple Packaging Design Influences Willingness to Pay for Consumable Products. *Journal of Marketing*, 88(2), 121–140. Scopus. <https://doi.org/10.1177/00222429231192049>

Tosun, P., & Sezgin, S. (2021). Voluntary simplicity: A content analysis of consumer comments. *Journal of Consumer Marketing*, 38(5), 484–494. Scopus. <https://doi.org/10.1108/JCM-04-2020-3749>

Uyanik, M. (2024). *Polarization in consumer behavior: The rise of minimalism in a materialist world* (pp. 23–50). Scopus. <https://doi.org/10.4018/979-8-3693-1594-1.ch002>

Wang, S., Wang, J., Li, J., & Zhou, K. (2020). How and when does religiosity contribute to tourists' intention to behave pro-environmentally in hotels? *Journal of Sustainable Tourism*, 28(8), 1120–1137. <https://doi.org/10.1080/09669582.2020.1724122>

Wilson, A. V., & Bellezza, S. (2022). Consumer minimalism. *Journal of Consumer Research*, 48(5), 796–816. <https://doi.org/10.1093/jcr/ucab038>

Zavestoski, S., & DeLaure, M. (2022). *The Evolution of Voluntary Simplicity From Soulful Search for Meaning to Extreme Lifestyle Experiment* (pp. 28–44). Scopus. <https://doi.org/10.4324/9780367821586-4>