

Understanding Minimalism and sustainability

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1. Abstract

The rising minimalism of individual lives and its influence on sustainability are mostly conjectured by journalists and bloggers; hence, neither a concrete-empirical definition nor scientific proof of its impacts has been firmly established in the academic literature. We advocate minimalism as an intentional change in consumer behaviour based on a sustainable lifestyle and strive to operationalize and demonstrate its impact on emotional well-being. In light of these considerations, the study presents a comprehensive and critical examination of consumer behaviour in the context of India, with a particular emphasis on the environmentally responsible purchasing practices of individuals. The issue of "whether the behaviour of Indian customers is sustainable" is the one that this study aims to address with an answer. Moreover, the findings of our study provide a transparent justification for why it is beneficial for consumers to adopt a minimalist lifestyle, which, in turn, can motivate manufacturers and producers to seek out more environmentally friendly methods of production that are compatible with the minimalist lifestyle.

2. Keywords:

Sustainable consumption, Sustainable lifestyle, Minimalism,

3. INTRODUCTION

In recent decades, the emphasis on environmental measures has shifted from pollution management and greener manufacturing to boosting industrial efficiency and making better use of resources. At the completion of the 1990s, the focus was expanded to cover the collection of post-consumer garbage as well as the management of end-of-life items by their respective manufacturers.

As a direct consequence of this, some demonstrable progress has been made in terms of lowering the number of fundamental resources that are used.

Nevertheless, final consumption has been expanding with the rising population and increasing prosperity, which means that efficiency gains on a product-by-product basis have been rendered null and void by the increased overall consumption. It has become clear that without resolving behaviours and rates of consumption, it may not be feasible to realise the goal of sustainable development. As a result, the discussion on the need to address sustainable consumption has gradually made its way into the political agenda (Oksana Mont, 2008).

Marketers have always been quite intrigued by consumer behaviour. Understanding consumer behaviour aids marketers in better understanding how customers choose among many options, including goods, brands, and the like, as well as how they are impacted by their surroundings, reference groups, families, salespeople, and other factors. Cultural, societal, personal, and psychological aspects all have an impact on how consumers behave while making purchases. The majority of these variables are beyond the marketers' control and unavoidable, yet they must be taken into account while attempting to comprehend nuanced customer behaviour. In order to better understand, predict, and perhaps even control consumer behaviour, researchers are increasingly looking to the

more refined concepts and methods of investigation provided by the behavioural sciences. Simple observation alone can only provide so much insight into the complex nature of consumer choice (Sudarshan A. Pawar).

With a population of more than 1.2 billion, India is the second most populous nation in the world. India's market opportunity is bigger than that of several Western European nations due to the country's growing middle class and rising local buying power. India underwent a stunning shift from a supply-controlled to a demand-driven economy once the liberalization bandwagon started to pick up steam in the early 1990s. The country is considered to have one of the greatest consumer marketplaces in the world and is considered to be on par with other Asian nations like China due to its sizable middle-class population and growing level of prosperity. India now has a huge market potential and is rapidly expanding across a broad variety of industries. By buying power, it has one of the biggest economies in the world. India's quicker economic development during the 1990s has increased per capita income (expenditure) and considerably affected its eating habits by changing the structure of eating habits previously seen during the pre-reform period. This highlights how important it is to consider the makeup of India's food consumption basket (M. S. Deshmukh, 2018).

The supremacy of a consumer culture that is focused on materialism and consumer culture has had a significant toll on the surrounding environment, and excessive consumption has not been shown to contribute to the well-being or happiness of individuals. The COVID-19 outbreak, which slowed down certain types of consumerism while completely halting others and as a result lowered typical commercial and manufacturing activities, has had the paradoxical advantage of cleaner air and water as well as a reprieve for species all across the planet. We propose minimalism as a purposeful paradigm shift in consumer behaviour that is founded on the notion of leading a sustainable lifestyle, and we strive to present its operationalization as well as proof of the impacts that it has on emotional well-being. It is clear that India places a strong emphasis on minimalist living. Consumption is only beginning to take hold in India. We are susceptible to the allure of high fashion brands and cutting-edge technology, and we have been led to believe that being without such items would leave us feeling worthless. We are more concerned with convincing other people that we are happy than we are with really pursuing our own contentment. Planned life is really necessary. The minimalist lifestyle allows for maximum adaptability and offers the most realistic way to live one's life (Aastha Rathore, 2018).

Everyone has a chance to consider what things truly mean to them and how much their consumption is worth as a result of the pandemic. A lot of people are scratching their heads and wondering, "Why can't we just make use of what we have?" This extraordinary circumstance has had a huge impact on consumer behaviour, shedding light on the distinction between necessary and non-essential items. As a result, many individuals are discovering new reasons to place more importance on important items. When it comes to their patterns of consumption, significant numbers of people have begun to place more emphasis on the things they need as opposed to those things they want. This way of living, which is known as minimalism, had already emerged before the COVID-19 outbreak. On the other hand, the pandemic might very well speed up the rise of minimalism as an important lifestyle choice.

Researchers also claim that minimalism is a sustainable lifestyle that is deserving of a role in the landscape of sustainable production and consumption because of its ability to reduce waste. Although there is a paucity of research that examines the direct benefits of minimalism on environmentally responsible consumption, the connection between materialism and environmental practices that are harmful to the environment is widely documented. The philosophy of minimalism holds that individuals will not only have adopted sustainable consumption practices if they both drastically reduce their material belongings and work to resist the accumulation of more material goods, but they will also be able to augment the production system that is currently designed to fuel consumerism as a result of their more cautious acquisition behaviour. This is because they will have purchased fewer material goods (Kang et al., 2021).

India, which is at a crucial moment in its transformation from a developing country to a global leader, continues to encounter various intrinsic obstacles in the field of sustainable consumption and production despite the fact that it is in the process of transitioning from one to the other. The socio-economic environment of the nation is a significant contributor to the problems that the country faces. Even though it has one of the most rapidly expanding economies in the world, India is still home to a significant portion of the world's underprivileged population. This is despite the fact that India is now one of the countries with the most economic growth. Many times, the underprivileged people of a country are forced to bear the majority of the expenses associated with development. These costs may take the shape of a degraded environment, depleted natural resources, reduced economic prospects, and restrictions on their liberties. There has been an increase in the country's overall consumer spending due to the growing size of the country's middle class. It has been noted that the number of individuals who spend between \$2 and \$10 per person per day has increased from 300 million in 2004 to 600 million in 2012. This represents a growth of 100%. This accounts for half of the population of India, and it was discovered that a big rise has happened in the families that are classified as lower middle class. These households now consume at a considerably faster rate than they did in the past (Francis & Sarangi, 2022).

On an individual level, minimalism has become a lifestyle choice and a trend that is expanding, particularly among millennial consumers. Studies have shown that practicing minimalism on an individual level is associated with a number of beneficial effects, including autonomy, mental health, competence, and awareness. It is seen as its own way of life that does not completely ignore consumerism but does call for more conscientious purchasing habits that emphasise quality and reduction over quantity and excess and adds to a lifestyle that is more environmentally friendly. When minimalist practices are applied at the organisational level of companies, they can spread throughout the entire organisation, from the allocation of resources to the goal settings, employees, and finally the entire business culture. This results in increased efficiency, profitability, and productivity, as well as a clear focus on the vision and aim of the company. As a result, one may argue that there is a missing requirement for minimalism as a method of doing business, given that some of the procedures and goals described in lean management and production are identical to those expressed in minimalism. However, these two tenets are not the same since minimalism takes a more holistic approach to life. This means that it incorporates environmental consciousness into business practices in order to promote a more sustainable way of living. When it comes to the study of minimalism in an organisational setting, the fashion industry is an extremely ideal subject to look at for a number of reasons. In addition to having a high level of globalisation and complexity, the textile industry is also well-known for having a reputation as one of the most damaging sectors in the whole globe. It is ruled by current trends and accumulated collections. Because it results in the production of new articles of clothing and other consumption stimulants, it may be seen as an opposing force to the concept of minimalism. This is because fashion is a heavily consumed commodity in industrialised nations. Concurrently, there is an increasing proportion of ethical and environmentally responsible fashion available on the market, and an increasing number of firms are attempting to embrace less destructive business-making procedures. On an individual level, several of these firms have already begun advertising a minimalist approach to apparel and are fighting for 'quality over quantity' (Botzem & Schimmer, 2021).

4. RESEARCH OBJECTIVE

4.1 Statement of the Problem:

It is difficult to maintain our current global consumption levels. As efficiency and technological advancements are not enough to bring global consumption to a sustainable level, it is necessary to alter consumer habits, including how consumers choose and utilise items and services. To a large extent, the influence on the environment is due to consumer behavior. Therefore, environmentally informed customers may alter their purchasing habits to help keep the globe in a more sustainable state.

4.2 Purpose of the study:

The goal of this research is to investigate, from various points of view, the purchasing patterns of consumers throughout the age spectrum with regard to sustainable consumption. Through the use of an online questionnaire, the purpose of this research is to assess the perspectives and attitudes of consumers towards minimalism in consumption as well as the level of awareness that customers have regarding environmentally friendly items.

4.3 Limitations of the study:

This research has a particular area of consumer behaviour, consumer attitude, and opinion. Therefore, this study was performed from the consumer standpoint, which limits the applicability of the results. Moreover, time limits, limited resources, and relatively small sample groups suggest that the conclusions of this study cannot be completely generalised and that further and more extensive investigation is required to properly comprehend this subject topic

4.4 Objective:

- 1) To understand the perspective of the consumers on minimalism in consumption
- 2) To learn how consumers' purchasing habits relate to sustainability

5. RESEARCH DESIGN

5.1 Nature of the study:

The study considers two types of data namely, qualitative and quantitative. This study is conducted with the use of primary data and secondary data. However, several research papers have been consulted in order to understand the concepts and framework of conducting the research.

5.2 Research Methodology:

This research is exploratory as it first tries to explore the various aspects of minimalism, consumer behaviour, and sustainable consumption. The results obtained from the survey could further be used as inputs for descriptive research based on the primary and secondary data obtained to investigate the general purchasing patterns of consumers and to advocate for minimalist lifestyles and sustainable practices.

For this study, primary data was collected through a questionnaire survey by asking the respondents for questionnaires. Secondary data was collected from research papers and journals relating to minimalism in consumption.

Sample Size: A total of 64 samples were taken from different parts of India. Sampling was chosen as the appropriate sampling method and the data is analysed using the appropriate statistical method.

This would generate primary data for the research. However, already published sources will also be examined to gather more information about the same, which would be considered secondary data.

6. LITERATURE REVIEW

Consumer behaviour can be described as the process of selecting, buying, using or disposing of products, services, ideas, and experiences by individuals, groups, or organisations to meet their needs and desires. Consumer's purchasing behaviour is affected by four factors, that is, cultural, social, personal, and psychological factors. Culture refers to a specific group of individual's attributes and understanding including language, cuisine, religion, social habits, music and arts. Cultural groups that individuals belong to often have an effect on their purchasing decisions as well. They seem to have similar interests, values, and behaviour. The purchasing behaviour of an individual is also influenced by social factors such as reference groups, family, and social roles and status. It is also noticed that when an individual makes a purchasing decision on a product or service, it is often under the influence of their reference groups. When purchasing a product or a commodity the most influential reference group for the individual is their family members as they influence the individual's personality, beliefs, and attitude. Age, lifecycle stage, occupation, and economic status, personality and self-concept, lifestyle, and values affect the individual's buying decisions and are considered personal factors. Taste and preferences on things such as food, clothing, and any recreational activity that an individual may indulge in are influenced by their age. Motivation, perception, memory, and learning are psychological factors that affect consumer's buying decisions (Kochina, 2019).

Although the concept of minimalism feels fresh, its roots and guiding principles have a long history. Seneca said in the first century BCE, "It is not the guy who has too little but the man who seeks more, that is poor," which gave rise to the concept of a simple life.

In Christianity, living simply and without greed is about fulfilling your own purposes, not those of other people. Islam discusses "Zuhd," which is asceticism. It encourages moderation and discourages excess or extremism in all facets of life. It urges individuals to meet their fundamental requirements efficiently and without squandering any resources. Sannyasa, a concept in Hinduism, refers to a modest existence with little or no material goods. Indian religions encompass a wide range of varied practices, from basic life and light self-discipline to monks' more extreme self-mortification rituals and severe austerities. According to Buddhism, a traditional Buddhist, such as a monk, leads a relatively simple existence since their adherence to these principles directs their actions on a daily basis. Additionally, they think that as nothing lasts forever, clinging to material things is what ultimately leads to sorrow (Aastha Rathore, 2018).

Minimalism can be referred to as a way of living that dismisses the habitual pattern of maximising consumption and recommends morals of simplicity. Minimalism promotes the depletion of everyday consumption and the tendency to buy more things. For some people, minimalism means shifting to a smaller house, and to some people it would mean regular decluttering of things. Minimalism is interrelated to sustainable living. Some ways to promote minimalism and sustainable living can be using energy efficient bulbs and appliances or living in a smaller house (Palafox, 2021). Sustainable development was formally defined in 1987 by the Brundtland Commission of the UN as "development that meets the needs of the present without compromising the ability of the future generations to meet their own needs". Another closely linked definition is "Sustainable consumption implies that the consumption of the current generations as well as future generations improves in quality. Such a concept of consumption requires the optimization of consumption subject to maintaining services and quality of resources and environment over time" (Stefano Pogutz, 2011). Sustainable consumer behaviour has different suggestions on varying elements given by scholars. These include different purchasing habits, recycling different materials, transportation, and minimalist ways of living. There is a direct or indirect impact on the environment by consumerism by people. The ecosystem, biosphere and energy resources are impacted and identified by environmentally significant consumer behaviour. As consumerism and the environmental implications are closely connected the government motivates the consumer to be more environmentally friendly. Changing consumer experience is not the only factor that will change the behaviour of the consumer, what is also important is the

financial aspect, education about it, technology, values, and attitudes are also important. Sustainable consumerism has different effects and various age groups. The younger consumers are more cautious about sustainable consumption than other age groups (Fransis, 2021). After earth day in 1990 there has been a change in consumer behaviour where people are opting for sustainable products and are willing to pay more for such products. There are different reasons for organisations to be more environmentally cautious. There is a sense of responsibility that the organisations feel. There is a sense of pressure from government bodies to be more sustainable. When the competitor of the organisation is producing sustainable products the organisation also believes that it should have sustainable products in order to compete in the market. Due to the cost associated with waste management and reduction in material usage organisations are forced to adopt green marketing. Consumers around various countries feel a sense of empowerment when they adopt minimalism in consumption and waste reduction. Consumers are more willing to be environmentally cautious (Ravindra Saxena, 2010). A major reason for unsustainable consumption is consumer lifestyle and consumer patterns in today's time. Consumption of sustainable goods or reduction in consumption can be ways to improve consumer lifestyle (Divesh Kumar, 2011). Young consumers have a sense of mindfulness regarding consumption in fashion and its environmental implications but fashion attracts them and to fit in their social groups they seem to indulge in unsustainable buying behaviour (Priti Gandhavi, 2020). For sustainability to be successful at the local level there needs to be mutual trust and participation at both levels. With education and research about sustainability, there can be a better analysis of consumer buying patterns and sustainable lifestyle (Anil Kothari, 2014). To interpret sustainable consumerism, one should look at consumption behaviour as a sequence of purchase decisions. These decisions can be correlated and depend on common values or can be unrelated and circumstantial. This outlook has called attention to the nature of settlement reached in real decision processes.

6.1 Consumer Behaviour:

Consumer behaviour refers to the process through which individuals, groups, or organisations select, acquire, utilise, or dispose of goods, services, concepts, or experiences in order to satisfy their needs and desires. The purchasing decisions of customers are influenced by four categories of considerations: cultural, social, personal, and psychological. The features and ways of thinking of a certain group of people are referred to as their culture. These qualities and ways of thinking can include things like the group's language, food, religion, social norms, music, and arts. The fact that an individual is a member of a certain cultural group will frequently have an effect on the kinds of products that an individual chooses to purchase. They appear to have values, interests, and behaviours that are comparable to one another. A person's purchasing behaviour can also be influenced by social factors such as their family, friends, and the social positions and status that they have in their community. In addition, it has been discovered that individuals commonly allow the members of their reference groups to have an impact on the choice that they make regarding the purchase of a product or service. When it comes to making decisions about what products or services to buy, a person's family members are the most essential reference group for them because of the influence they have on that person's personality, values, and attitude. An individual's purchase decisions can be impacted by a variety of personal characteristics, including age, lifecycle stage, occupation, economic situation, self-concept, personality, and lifestyle. The tastes and preferences that a person has for items such as food, clothing, and other recreational activities that they may participate in change as they get older. Consumers' motivation, perception, memory, and learning are examples of some of the psychological aspects that play a role in their purchasing decisions (Kochina, 2019). The term "consumer behaviour" is used to describe the range of human reactions and actions prompted by the act of purchasing and consuming a commodity or service. The study of consumer behaviour involves everything from the decision to buy to the use and evaluation of the product after it has been purchased.

Marketers can learn more about their target demographic and their purchasing habits. It's useful for attracting new users and keeping old ones. Knowing what drives consumers to make purchases is useful as well. Understanding customer buying patterns allows stores to better adapt their marketing to the needs of their customers. The standard method of purchasing goods involves getting in one's car, walking, or taking a trip to a shopping centre or store. Product availability information, on-time shipping, and other advantages of conventional purchasing methods (Aanchal Gupta, 2019).

6.2 Sustainable Consumption:

The underlying idea behind sustainable consumption is that everyone—from individuals to multinational organisations to whole nations—should do their part to lessen the strain on the planet's natural resources. Sustainable consumption was first developed as a critique of neoclassical economics' obsession on output as the source of economic development and the foundation of wealth. (Anantharaman, 2018) Several researchers have pointed out that the idea of sustainable consumption is difficult to pin down since it encompasses so many different things to different people. Fairtrade practices, CSR initiatives, sustainable consumption communication by businesses, organic cotton, environmental impacts of production, clothing usage, and other related issues have recently gained scholarly attention as "green" and "ethical" product alternatives make their way onto high street retail clothing chains and corporate responsibility initiatives take on a more central role in the sector's business practices (Markkula & Moisander, 2011).

Consumption-based inventories of carbon emissions and ecological footprints have helped quantify what has been shown in sociological and anthropological studies to be a causal relationship between mass consumer society and worsening environmental degradation. Sustainability, activists, and politicians increasingly agree, must consider the impact of culture, institutions, and individual behaviours in addition to concerns about greening production and lowering population growth (Anantharaman, 2018).

Sustainable consumption focuses on themes such as reducing waste and optimising resource and energy use. Increases of more than 50% in both material consumption and energy usage are attributable to the recent fast expansion of the global economy (250% in the previous 25 years). Resource depletion, climate change, local pollution, health concerns, biodiversity loss, and so on are all directly attributable to increased demand. The price of metals has increased by a factor of four due to their increasing scarcity during the last decade. Like other commodity prices, food and energy costs have skyrocketed and become more volatile as the planet's resources continue to dwindle. As a result, there has been an increased emphasis on a worldwide discourse about sustainable consumption as a means of achieving lasting, stable, and fair economic growth. After China in 2030, India might overtake the United States as the second-biggest economy in the world by the year 2020 (Ghate, 2014).

Among the many elements that determine the government's economic and social policies, politics play a crucial role. These policies, in turn, affect the country's consumption and production habits. It is important to get people to consume in a way that is good for the environment. This can be done through environmental education and public awareness campaigns that are funded by the federal government, the states, and advocacy groups. In a number of areas, desirable limits and standards for consumption need to be set and enforced through education, incentives, and the law, among other things. Technology and infrastructure decisions made during development have a big impact on how people spend their money (Kumar et al., 2011).

6.3 Minimalism:

The term "minimalism" is often used to describe a way of life that disregards material excess in favor of a principled approach to less. The minimalist approach may be summed up in two principles: focus on what is most important, and discard everything else. A central principle of minimalism is cutting down on unnecessary things and activities. Minimalism is diametrically opposed to consumer culture. Minimalism, like any other approach, may have certain drawbacks. There are certain initial costs associated with adopting a minimalist lifestyle that may deter some people. While these improvements will pay off in the long term, they may seem like a lot of money upfront. They are still worthwhile, however, not only because they benefit the person, but also because of the good they may do for the planet.

Images using the hashtags "minimalist" or "minimalism" have become commonplace on social media platforms like Instagram and Twitter.

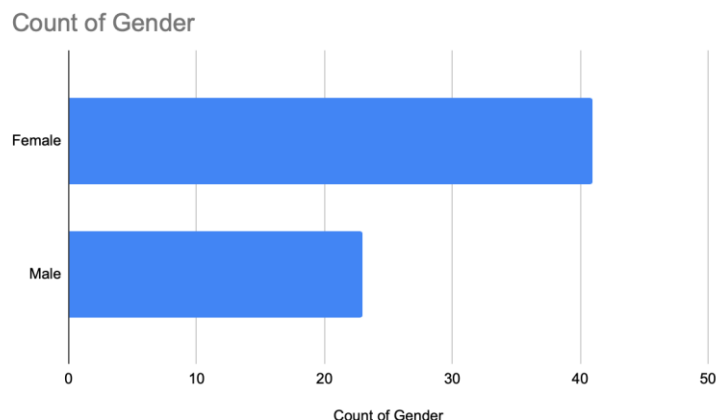
One such idea linked to minimalism is the minimising of environmental impact (Palafox, 2020).

Increased consumption is contributing to the rise of minimalism in India. Many in India's more wealthy communities are abandoning the constant need to replace and enhance their possessions because of the stress and clutter it causes. Needs, quality, experiences, and simplification are emphasised. Due to the moral implications of the current global warming issue and the ever-increasing rubbish mountains, the minimalist lifestyle is gaining popularity (Goyal, 2018).

Increased consumption is contributing to the rise of minimalism in India. In the words of the Oxford Dictionary, "Consumerism is a social movement that seeks to increase the rights and power of purchasers over sellers," and it is only beginning to emerge in India. As of October in the year 2020, total consumer expenditure in India exceeded 17 trillion rupees. Demand that had dropped because of the COVID-19 epidemic returned quickly. Now more than ever, minimalists in India are choosing to live a waste-free existence. Reducing screen time and making a personalised to-do list are just two examples of how minimalism may be used in the service of highlighting what really matters to us. To do their part for the environment, consumers are increasingly opting for eco-friendly products like second-hand threads and organic produce. Modern minimalist Indian buildings often make use of rustic wood tones and textures (Rathore & Mankame, 2021).

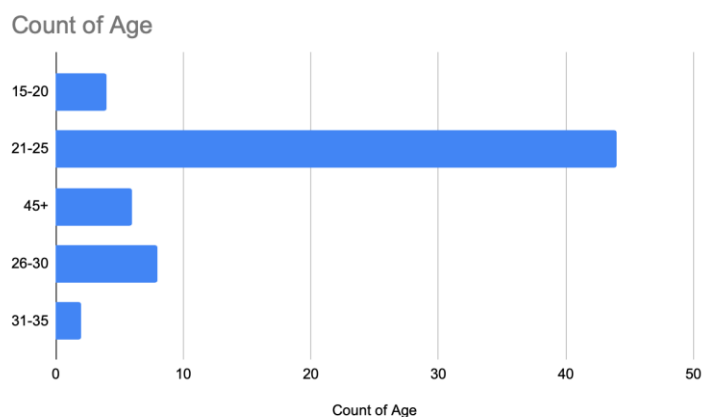
7. ANALYSIS AND FINDINGS

- **Gender**



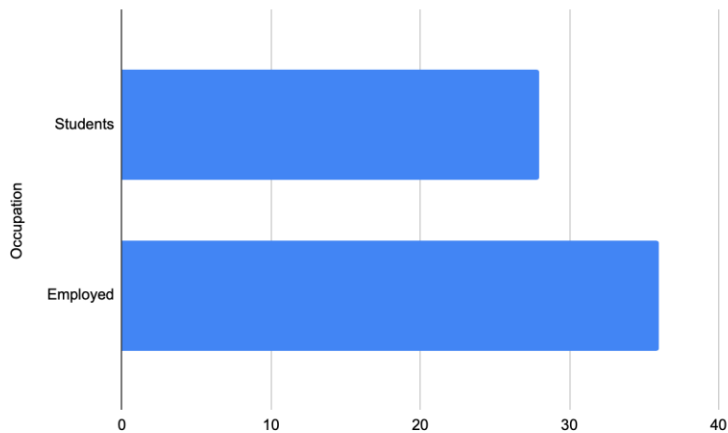
The purpose of the questionnaire was to define the demographic profile of the population under study. The questionnaire began with background questions depending on the gender of the responder. The purpose was to determine the gender distribution discrepancies between female and male respondents. There is a notable gender difference, with 65 percent of responders being female and 35 percent being male.

- **Age**



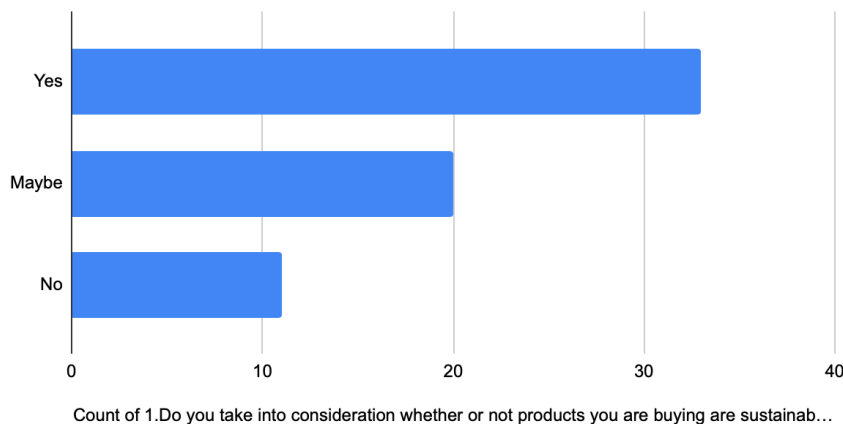
The purpose of the second question in background information was to determine the disparities in the age distribution of respondents, with age groups categorised into five divisions. The majority of responses were between the ages of 21 and 25, followed by those aged 26 to 30. This was followed by the group of adults aged 45 and older. The next age group was 15 to 20, followed by 31 to 35 years of age.

- **Occupation**



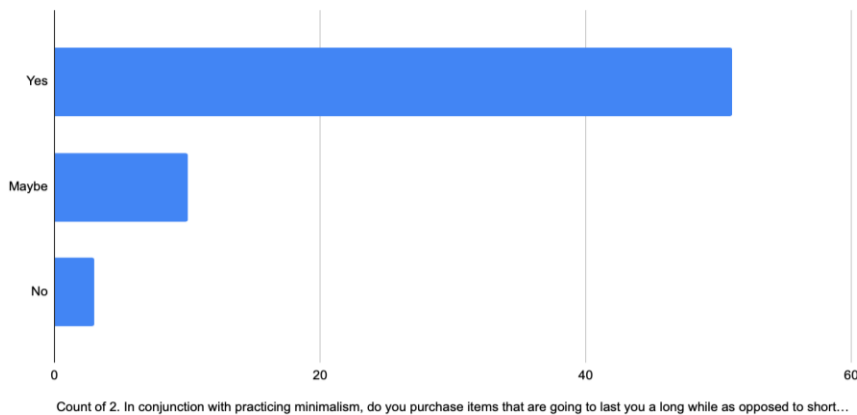
Lastly, we asked about jobs as a last piece of background material. Considering that the data for this survey was collected directly from people, about 56.2% of those polled are now currently employed. About 43.7% of those who responded were students, according to the findings.

- **Do you take into consideration whether or not products you are buying are sustainable?**



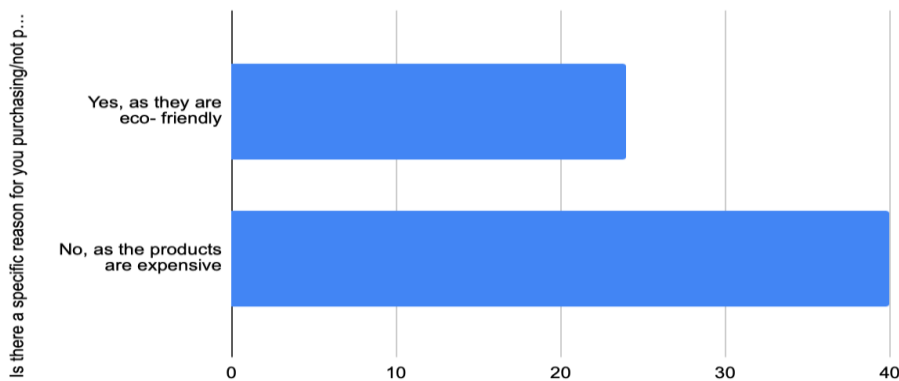
The responses that were provided by the respondents are shown in the above figure together with their distribution. The questions asked about the respondents' consideration about using sustainable products. According to the findings, an impressive proportion of respondents (51.5%) do consider products they are purchasing are sustainable, while another (31.25%) were not sure whether they consider sustainability as a factor before purchasing a product. The remaining (17.25%) of respondents do not consider sustainability as a factor before purchasing a product. This data shows that the majority of the sample population do take sustainability as a major factor.

- **In conjunction with practising minimalism, do you purchase items that are going to last you a long time as opposed to short term? For example, a nice pair of boots that will last you a few years instead of continually replacing canvas sneakers.**



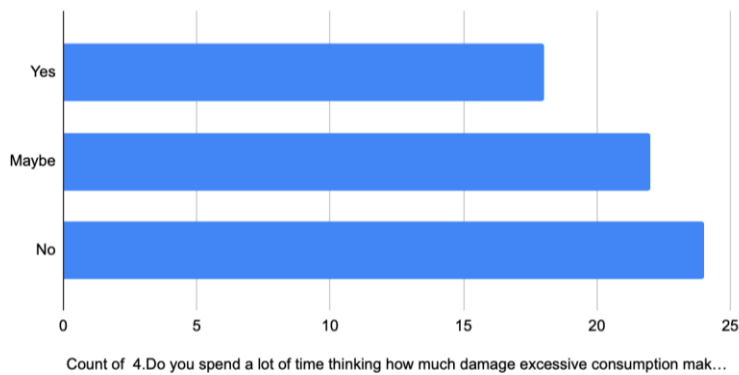
The responses that were provided by the respondents are shown in the above figure together with their distribution. The questions asked about the respondents' consideration on keeping minimalism as a sustainable practice. According to the statistics, an impressive proportion of (79.6%) of respondents actually buy products with a longer lifespan, while another (15.6%) were not sure whether they purchase products that last them a longer time. The remaining (4.8%) of respondents do prefer products that have a shorter lifespan. This data shows that the majority of the sample population are conscious about sustainability before purchasing a product.

- **Is there a specific reason for you purchasing/not purchasing sustainable products?**



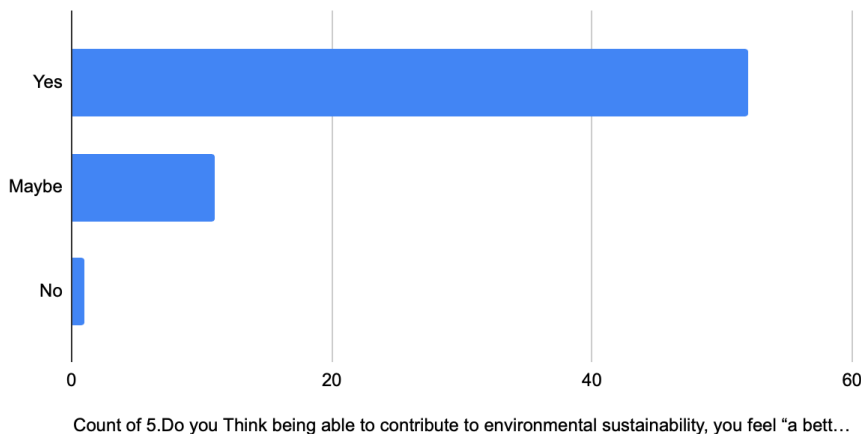
The responses provided by respondents, together with their distribution, are shown in the figure above. Investigating whether the respondents have a specific reason for purchasing sustainable products. Unfortunately, the results showed that the vast majority of respondents (62.5%) do not purchase sustainable products because of their price. The remaining (43.7%) of respondents purchase sustainable products as they are good for the environment. This information demonstrates that most people in the sample do not give due importance to sustainability.

- **Do you spend a lot of time thinking about how much damage excessive consumption makes to the environment that surrounds us?**



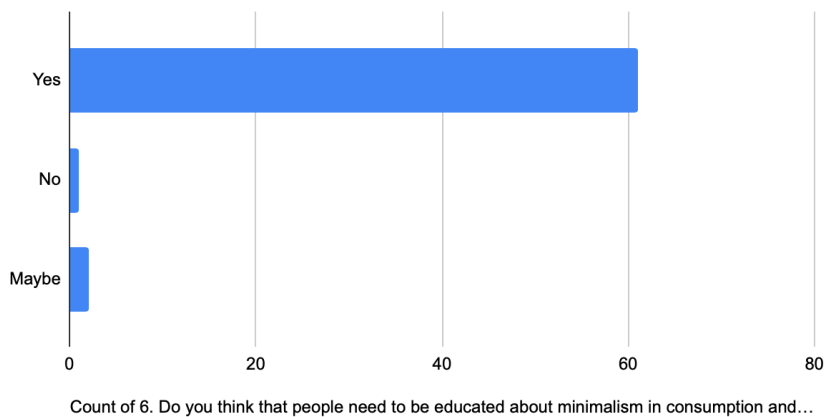
The responses provided by respondents, together with their distribution, are shown in the figure above. Investigating whether or if consumers have given any thought to the damage that might result from over consuming. Unfortunately, the results showed that the vast majority of respondents (28.2%) either do not consider over consumption and its impacts on the environment or are unsure (34.3%) whether they do. The remaining 37.5 percent of respondents agree that excessive consumption is harmful to the planet. This information demonstrates that most people in the sample do not give any consideration to the consequences of their excessive consumption.

- **Do you think being able to contribute to environmental sustainability, you feel a “better person”?**



The responses that were provided by the respondents are shown in the above figure together with their distribution. The questions asked about the respondents' consideration of whether practising sustainability makes them feel like a better person. According to the findings, an impressive proportion of respondents (81.25%) do consider themselves as a better person when they indulge in sustainable practices, while another (17.2%) were not sure whether they consider themselves as a better person when indulging in sustainable practices. The remaining (1.56%) of respondents do not consider themselves as a better person when they practise sustainability. This result shows that most of the population in the study believes they are better people when they engage in sustainable behaviours.

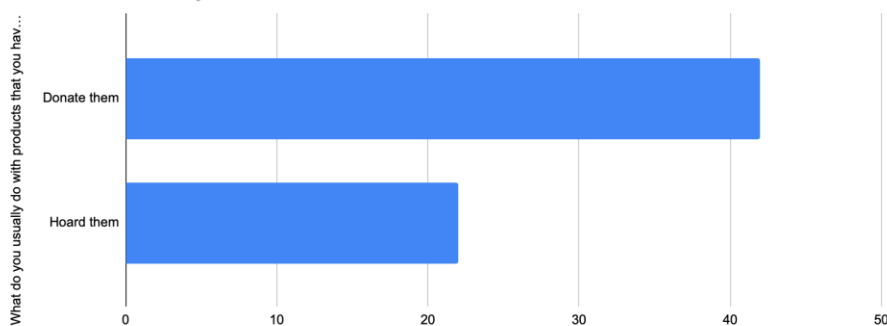
- **Do you think that people need to be educated about minimalism in consumption and sustainable lifestyle?**



The responses that were provided by the respondents are shown in the above figure together with their distribution. The respondents were asked whether there is a need to educate people about sustainable living and consumption minimization. According to the findings, an impressive proportion of respondents (95.3%) do think there is a need to educate people on sustainable lifestyle and minimalism in consumption, while another (3.1%) were not sure whether there is a need to educate individuals on this subject. The remaining (1.6%) of respondents do not think that there is a need for education on sustainability and its practices. This result shows that most of the population in the study believes that there is a need for education on sustainability and sustainable behaviours.

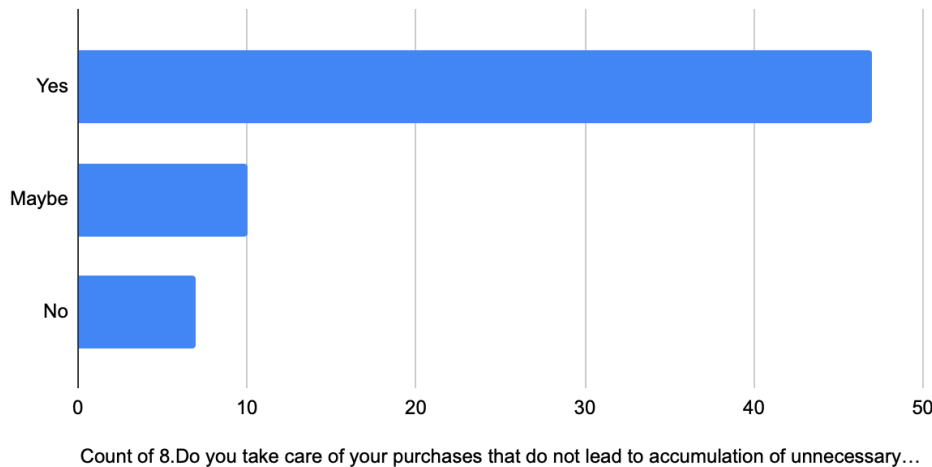
- **What do you usually do with products you have purchased that are in good condition but you've never used?**

What do you usually do with products that you have purchased that are in good conditions but that you have never used?



The responses that were provided by the respondents are shown in the above figure together with their distribution. Participants were asked what they typically do with unused, although still functional, things they had bought. According to the findings, an impressive proportion of respondents (65.6%) donate the unused products. The remaining (34.3%) of respondents simply hoard the products and do particularly do anything about it. This result shows that most of the population in the study believes in sustainable lifestyle and sustainable behaviour.

● **Do you take care of your purchases that do not lead to accumulation of unnecessary things?**



The responses that were provided by the respondents are shown in the above figure together with their distribution. The respondents were asked whether they took care of purchases so that it did not result in the accumulation of goods that are not essential. According to the findings, an impressive proportion of respondents (73.4%) do think that there is a need to monitor your spending so that we don't end up with all sorts of trash, while another (15.6%) were not sure whether careful spending is of much need or not. The remaining (10.9%) of respondents do not take care of purchases that lead to accumulation of unnecessary things. This result shows that most of the population in the study believes that there is a need to take care of purchases.

8. FINDINGS

This study used an online survey to examine customer buying behaviour and attitudes toward sustainable products and lifestyles to promote sustainable consumption. The questions were subdivided into categories for better data analysis, including: respondent demographics; sustainability knowledge and experience; sustainability attitudes and behaviours; and reasons for adopting a more sustainable and minimalist lifestyle.

According to the findings of the research, consumers have motivation and attitude toward adjusting to more sustainable consumption habits, and they are eager to contribute to the growth of sustainability on an individual level. Respondents exhibit both a desire and an interest in acquiring things that are environmentally friendly. More than half of customers choose to purchase green items over normal equivalents, while thirty-one percent have a neutral stance on the topic. The vast majority of respondents had some level of awareness of the environmental effect that is associated with the manufacturing, use, and disposal of home items after they have been purchased. The vast majority of respondents do not buy environmentally friendly items because of their high cost. According to the findings of the survey, the vast majority of respondents had the opinion that there is a need for more awareness and education on sustainable lifestyles and minimalism in consumption.

9. CONCLUSION

The primary objectives of this study were (1) to understand the perspective of the consumers on minimalism in consumption and (2) to learn how consumers' purchasing habits relate to sustainability. We believe that the research purpose has been accomplished and that the study itself was carried out in a satisfactory manner. Nevertheless, students and working adults were asked to participate in this study, and their responses were gathered from the standpoint of consumers. Because of this, we are unable to completely generalise the results of the research and assume that they are representative of the whole population in India. In order to get a complete understanding of this research field of sustainable production and consumption, a more in-depth study is required.

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