

Article

Exploring the Effect of Minimalism on Ethical Consumer Behavior: A Value–Identity–Personal Norm Theory Approach

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Abstract

This study investigates the impact of minimalism on ethical consumption within the framework of the Value–Identity–Personal Norms (VIP) model. Data were collected from 340 Turkish consumers using a convenience sampling method and an online survey. Analyses were conducted with SmartPLS, employing the structural equation modeling (SEM) approach to examine the relationships among the constructs. The results reveal that minimalism, conceptualized as a value, significantly shapes environmentally responsible behavior by strengthening environmental identity and personal norms, which in turn drive ethical consumption choices. By extending the VIP model, the research positions minimalism not only as a lifestyle but also as a value-based orientation that aligns with biospheric values in encouraging pro-environmental actions. Furthermore, the study underscores the importance of sustainability communication as a crucial mechanism for reinforcing the connection between minimalist values and ethical consumer behavior. It also highlights the mediating role of environmental identity between values (both biospheric and minimalist) and personal norms, supporting the view that values influence behavior indirectly through psychological constructs. Overall, the findings demonstrate that minimalism positively affects environmental identity and personal norms, thereby fostering ethical consumption in line with the theoretical perspectives of the Value–Belief–Norm (VBN) and pro-environmental behavior models. This research provides valuable insights into how minimalism can be integrated into sustainability communication strategies to promote sustainable consumption, particularly in emerging economies.

Keywords: consumer minimalism; ethically minded consumption; environmental identity; pro-environmental behavior; sustainable consumer practices; sustainability communication; corporate social responsibility



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1. Introduction

In recent years, environmental problems and their impacts have been at the forefront of issues affecting virtually every domain. These challenges affect the communities in which they occur and have global implications, posing significant risks (Hamrol et al., 2025). In this context, the increase in the global human population has exacerbated resource constraints, elevating environmental concerns to a higher level of importance (Van der Werff & Steg, 2016; Erokhin et al., 2024). Contemporary consumption patterns, characterized by uncontrolled and excessive consumption habits, lead to the rapid depletion of natural resources, increased carbon emissions, and a surge in waste production. The widespread

use of single-use products, plastic pollution, and unplanned energy consumption are among the primary threats to ecosystems. Research indicates that consumer behaviors are a significant contributor to global issues such as climate change, resource depletion, and environmental degradation, accounting for approximately one-third of total environmental harm (Ahmed & Zhang, 2020). This not only affects the environment but also poses serious risks to the quality of life and the future of societies. Research further shows that ongoing unsustainable consumption will worsen environmental degradation (Sun et al., 2017). Therefore, transforming consumption habits into sustainable consumption practices is essential for a sustainable future.

Environmental sustainability underscores that it is the right of all people, regardless of time, to have their living conditions preserved as much as possible, ensuring that future generations can live under similar conditions (Hamrol et al., 2025). In this context, the concept of sustainability suggests that all countries, particularly those with developing economies, should take steps towards ethical consumption and production, given that their impact will be felt globally (Vu Lan Oanh et al., 2024). With a human-centered approach, the concept of a sustainable environment emphasizes the preservation of human living conditions alongside the continued existence of nature (Erokhin et al., 2024). These concepts are prominent in offering all stakeholders the right to live in a more sustainable world, and they also influence consumption patterns.

Environmental problems have consequences at both macro and micro levels, allowing for the development of recommendations for both. At the macro level, nations and organizations that transcend national boundaries develop policies to address these issues. At the micro level, individual behaviors and attitudes are emphasized. Promoting sustainable consumption at the individual level requires an understanding of the factors that drive individuals' intentions and encourage sustainable behaviors (Mouloudj et al., 2025; Schuster & Mossig, 2024). It is well established that individuals who hold specific environmental norms and values are more inclined toward sustainable consumption (Van der Werff et al., 2013; Ruepert et al., 2016). Minimalism is one of the newest concepts driving sustainable practices, as it emphasizes simplicity and reduced consumption, aligning with broader environmental goals as a value (Wilson & Bellezza, 2022). By promoting fewer purchases and encouraging the use of sustainable materials, minimalism plays a crucial role in reducing waste and conserving resources, thereby contributing to a more sustainable future (Kang et al., 2021). Therefore, understanding the role of minimalist values in fostering environmentally friendly behaviors is crucial.

The literature on sustainable consumption highlights the importance of values in shaping consumer behavior. The "value–identity–personal norm" (VIP) model is a promising framework to explain and promote pro-environmental actions. According to the VIP model, values serve as a foundational element that influences environmental attitudes and behaviors. This theoretical model is supported by empirical evidence (Van der Werff & Steg, 2016; Ruepert et al., 2016; Li et al., 2023) showing that individuals who hold strong environmental values are more likely to engage in environmentally friendly behaviors.

Minimalism is a relatively new concept that can be considered an environmental value in consumer literature. Recent studies have shown an increasing focus on the relationship between minimalism and well-being (Malik & Ishaq, 2023; Jain et al., 2024), as well as sustainable practices (Wilson & Bellezza, 2022; Shukla et al., 2024). Despite its potential to enhance sustainable practices (Jain et al., 2024; Mishra et al., 2024) by promoting value-aligned consumption reduction, understanding how minimalist values influence the formation of pro-environmental behaviors requires further attention. Sreen et al. (2025) called for the application of the "Value–Belief–Norm" (VBN) theory in the context of minimalist values. In response to this call, the present study integrates minimalist values

into the VIP theory, which is more parsimonious than VBN (Van der Werff & Steg, 2016), offering a promising framework to better understand how minimalist values translate into sustainable actions. Furthermore, Blackburn et al. (2024) emphasize that the primary motivations for minimalism are related to environmental implications, which require empirical investigation.

Our study seeks to bridge this gap by examining how minimalist values influence ethically minded consumption practices. Therefore, this study aims to examine the effect of minimalist values on ethically minded consumption behaviors among Turkish consumers within the framework of the VIP model. By doing so, it aims to provide a better understanding of how minimalist practices can encourage sustainability in developing contexts like Türkiye. Furthermore, this research seeks to enrich the VIP model literature by incorporating minimalism as a value, thereby offering insights into how such practices can be promoted to reduce individual consumption and foster sustainable behaviors.

The need for this study arises from the following gaps: Firstly, research on sustainable behaviors at the individual level in developing countries remains scarce, as highlighted by Nejad et al. (2024). Secondly, the integration of minimalism into the VIP model remains empirically untested, limiting its applicability to various pro-social and pro-environmental behaviors. Lastly, while existing studies have primarily focused on biospheric values, this research extends the theoretical framework by incorporating minimalism as a distinct value that complements and challenges traditional environmental motivations. By addressing these gaps, this study contributes to the literature on sustainable consumer behavior in four key ways, (1) enhancing the VIP model with minimalist values, (2) providing empirical insights into sustainable behaviors in a developing country, (3) advancing the discussion on micro-level sustainable transformation processes in Türkiye, and (4) enriching the theoretical understanding of minimalist consumer behavior, as suggested by Sreen et al. (2025), with findings that may provide information relevant to developing societies similar to Türkiye.

2. Literature Review and Hypothesis Development

This study employed the VIP theory to explain the ethically minded consumption behavior of Turkish consumers. The VIP model is more applicable for predicting general constructs rather than specific behaviors. Therefore, we examined ethically minded consumption behavior, which encapsulates a wider range of sustainable behaviors, within the framework of VIP (Van der Werff & Steg, 2016). Moreover, the VIP model demonstrates superiority over other theoretical frameworks in explaining environmentally responsible behavior by effectively integrating both emotional and moral dimensions (Ruepert et al., 2016). It offers a simpler, more flexible framework for understanding and promoting pro-environmental behaviors, making it a promising choice for researchers and practitioners in the fields of environmental psychology and sustainability (Van der Werff & Steg, 2016).

2.1. Ethically Minded Consumption

Ethically minded consumption refers to consumer behaviors guided by ethical considerations, particularly regarding social and environmental impacts. It encompasses actions such as buying environmentally friendly products (Abdul-Muhmin, 2007), supporting brands that adhere to corporate social responsibility principles (Auger et al., 2003), boycotting companies involved in unethical practices (Papaoikonomou et al., 2012), and being willing to pay a premium for ethically sourced goods (Sudbury-Riley & Kohlbacher, 2016). Ethically minded consumer behavior is influenced by factors such as minimalism, moral identity, and eco-anxiety, suggesting that consumers increasingly consider the broader implications of their purchasing decisions (Sreen et al., 2025). It involves making purchasing

choices that align with ethical considerations (Halicki et al., 2024), including environmental sustainability, corporate social responsibility, and social justice (Vu Lan Oanh et al., 2024; Zaborek & Nowakowska, 2024). In this study, we examine ethical consumption behavior in the context of the VIP theory, which highlights how moral considerations, through values and personal norms, play a significant role in shaping environmentally friendly behaviors.

2.2. Value–Identity–Personal Norms (VIP) Theory

The VIP theory, developed by Van der Werff and Steg (2016), posits that an individual's "environmentally responsible behavior" (ERB) intentions are significantly influenced by three core constructs: biospheric values, "environmental self-identity" (ESI), and personal norms. Biospheric values refer to beliefs and principles that prioritize the welfare of the biosphere or environment over other concerns (Schwartz, 1977). Individuals with high biospheric values perceive the intrinsic worth of nature and feel a moral obligation to protect it. In the model, biospheric values play a crucial role in promoting pro-environmental behaviors. Due to their abstract nature, biospheric values typically influence behavior indirectly through intermediate factors, such as ESI and personal norms for pro-environmental actions (Balundė & Perlaviciute, 2023).

ESI represents how individuals perceive themselves in relation to the environment. It involves viewing oneself as someone who acts in an environmentally friendly manner. In the model, ESI mediates the relationship between biospheric values and personal norms. Individuals with strong environmental identities are more likely to develop personal norms that support eco-friendly actions (Xu et al., 2019). Personal norms are the internalized standards that guide a person's behavior. They represent an individual's sense of moral obligation to act in an environmentally responsible way (Almokdad et al., 2023). In the model, personal norms for pro-environmental behavior stem from broader environmental motivations, particularly ESI and biospheric values. Personal norms serve as a bridge between identity and behavior by creating a sense of responsibility for acting in an environmentally friendly manner (Van der Werff et al., 2013).

The VIP model illustrates how biospheric values shape an individual's self-identity regarding the environment, which in turn influences their personal norms and ultimately their willingness to engage in ecological compensation behaviors. It demonstrates the causal process from values to ESI, personal norms, and, finally, specific behaviors, while also explaining the formation of personal norms as determined by individual cross-contextual factors (Schenk, 2019). Thus, this framework highlights how deeply ingrained beliefs and values can lead individuals toward environmentally responsible actions through the activation of specific identities and moral obligations.

In the literature, the VIP model has been employed to explain a variety of behaviors, including climate change coping behavior and ecological compensation behavioral willingness (Y. Zhang et al., 2024), ethical food consumption behavior (Mirabella et al., 2024), eco-tourism intentions (Luong, 2025), and environmentally responsible behavior (Ateş, 2020). However, only a few studies have elaborated on environmentally responsible behavior at the individual level.

Z. Zhang et al. (2024) examined the formation mechanism of tourists' "ecological compensation behavioral willingness" (ECBW) using the VIP model among tourists in China. The results showed that ESI, personal norms, and empathy with nature all significantly and positively influence ecological compensation behavioral willingness. The findings suggest an arousal mechanism operating between individual biospheric values and ECBW, enriching the understanding of ERB formation. They concluded that strong biospheric values stimulate specific emotional and cognitive responses in individuals, leading to ECBW. Ajibade and Boateng (2021) examined the factors that influence participation in

pro-sustainable behavior (PSB), including altruistic values, environmental self-identities, personal norms, and socio-demographic characteristics, using a modified VIP model. The study found that values, ESI, and personal norms significantly influence pro-sustainable behavior. They concluded that these three elements play a crucial role in shaping PSB. The findings further suggest that promoting altruistic values, along with biocentric, ecofeminist, and eco-spiritual identities, can encourage individuals to engage more effectively in pro-sustainable behavior.

In addition, [Luong \(2024\)](#) examined ecotourism intention among tourists in Vietnam in the context of the VIP model. The findings revealed several significant direct effects: biospheric values positively influence environmental belief/self-identity, while environmental belief/self-identity positively impacts personal norms. Moreover, personal norms positively influence ecotourism intention. The study also identified the mediating role of personal norms. Overall, the results showed that endorsing biospheric values, environmental beliefs/self-identity, and personal norms is significant in promoting ecologically responsible travel practices. This study highlights the importance of values, beliefs, self-identity, and personal norms in shaping tourists' intentions toward ecotourism, supporting both the VBN and VIP models. [Ateş \(2020\)](#) examined pro-environmental behaviors among science teachers in Türkiye and revealed the importance of biospheric values, ESI, and personal norms in shaping these behaviors.

2.3. Minimalism

From the perspective of consumer behavior, minimalism manifests as a set of consumption practices characterized by conscious acquisition, resistance to impulsive buying, and a focus on necessity rather than abundance. Minimalist consumers are likely to avoid excessive consumption, prefer long-lasting and ethically sourced products, and demonstrate greater deliberation in purchase decisions ([Wilson & Bellezza, 2022](#); [Jain et al., 2024](#)). This behavioral orientation aligns closely with the goals of sustainable consumption, as it reduces environmental burdens while satisfying psychological needs such as autonomy and purpose. In this context, minimalism operates not just as a lifestyle choice, but as a consumer value that directly influences attitudes and behaviors related to ethical consumption.

[Wilson and Bellezza \(2022, p. 802\)](#) define consumer minimalism as “a value that embraces the mindful acquisition and ownership of few, curated possessions, with a preference for a sparse aesthetic.” They emphasize that minimalism is not merely a disposition or chronic thought but an aspiration or goal that influences perceptions, judgments, and behaviors. Although minimalism remains in the conceptualization phase within consumer behavior research, it is grounded in ideas such as “fewer possessions, simple aesthetics, and carefully curated consumption.” Owning fewer possessions simplifies individuals' lives, contributing to greater meaning and satisfaction. This approach encourages eliminating unnecessary items, reducing clutter, and enabling individuals to focus on what truly matters ([Rasheed & Balakrishnan, 2024](#)). By having fewer possessions, individuals gain more space, time, and energy, which fosters greater meaning and happiness ([Pangarkar et al., 2021](#)).

Minimalism also acknowledges that each possession requires time, energy, and attention, prompting individuals to reflect on which items are truly valuable and to include only those in their lives. As a result, consumers can achieve a richer life experience with fewer possessions.

The second dimension, simple aesthetics, reflects the visual aspect of minimalism. Minimalist aesthetics are commonly associated with cleanliness, simplicity, muted color schemes, and the prioritization of function over form. Designs focused on minimalist

aesthetics aim to create spaces that are calm, uncluttered, and conducive to focus (Chen & Wei, 2022).

Finally, carefully curated consumption involves thoughtful consideration with each purchase, ensuring that only items genuinely needed or that add value to life are acquired. Mindful consumers avoid impulsive purchases, take time to research products, and typically prefer durable, high-quality items (Wilson & Bellezza, 2022). This approach encourages individuals to develop a deeper appreciation for their values while promoting environmental sustainability by reducing waste and overconsumption (Kang et al., 2021). Jain et al. (2024) emphasize the importance of promoting minimalism as a sustainable lifestyle choice. Adopting a minimalist lifestyle is also associated with higher levels of happiness and mental health (Shafqat et al., 2023; Kang et al., 2021; Fu et al., 2024). Kang et al. (2021) suggests that minimalism, as a philosophical approach, aligns with sustainable consumption practices. Recent studies on minimalism (Shukla et al., 2024; Mishra et al., 2024) have linked it to sustainable consumption practices, such as rental services and the sharing economy. Mishra et al. (2024) explored the impact of consumer minimalism on the willingness to use rental services, highlighting the role of self-conscious emotions like guilt and pride. Their findings indicate that minimalism encourages responsible environmental behavior through access-based consumption models, where self-conscious emotions play a crucial role.

While both minimalism and biospheric values encourage environmentally responsible behavior, they originate from different psychological foundations. Biospheric values are rooted in a deep concern for the biosphere and prioritize the welfare of nature and non-human species (Schwartz, 1977). Minimalism, on the other hand, emerges from an internal drive for simplicity, mindfulness, and anti-materialism (Wilson & Bellezza, 2022). From a value orientation perspective, biospheric values are externally focused on environmental preservation, while minimalism reflects an inward lifestyle transformation that results in ecological benefits as a consequence. This distinction is crucial, as minimalism may promote sustainable behavior not out of direct concern for the environment, but through the desire for personal well-being, reduced clutter, and intentional consumption patterns.

Recent research has increasingly focused on the relationship between minimalism and sustainability. However, a gap remains in the literature regarding how minimalism, as a value, activates pro-environmental behaviors through moral values. Despite growing interest in the topic, there has been no exploration of the moral mechanisms that drive these behaviors. Ajibade and Boateng (2021) called for applying the VBN theory to minimalist values. In response, the present study integrates minimalist values into the VIP theory, which offers a more parsimonious framework than VBN, providing a promising approach to understanding how minimalist values transform into sustainable actions. In this context, a research model has been developed, outlining the study's hypotheses based on a literature review of sustainable consumer behavior.

2.4. Hypothesis Development

Biospheric values refer to the importance a person places on the well-being of the environment, nature, and non-human species. When individuals hold strong biospheric values, they are more likely to view themselves as environmentally conscious and responsible (Van der Werff & Steg, 2016). Empirical evidence confirms that biospheric values positively affect environmental identity (Van der Werff & Steg, 2016; Ateş, 2020; Luong, 2024; Z. Zhang et al., 2024). Luong (2024) examined the effect of biospheric values on environmental identity in the context of eco-tourism intentions, revealing that biospheric values positively influence both environmental beliefs and ESI. Similarly, Ateş (2020) indicated that biospheric values are positively related to ESI.

Biospheric values address the importance of the environment in people's lives. Minimalism is a value that encapsulates responsibility toward environmental protection and the preservation of natural resources. Fostering minimalist values shapes how people see themselves as environmentally conscious. Thus, we expect that minimalist values positively contribute to environmental identity. Therefore, we propose that minimalism positively affects environmental identity.

H1. *Biospheric values positively affect environmental identity.*

Minimalism, as a value, encourages a shift from resource wastefulness to conservation by promoting practices such as mindful consumption, purchasing only essentials, and engaging in eco-friendly activities (Haws et al., 2014; Rich et al., 2017; Wilson & Bellezza, 2022). This shift moves consumers away from materialism toward a focus on well-being, reducing life pressures and fostering a deeper connection with nature (Gao et al., 2023). Nguyen and Tran (2025) argue that minimalism significantly shapes environmental identity, particularly in collectivist cultures, by encouraging sustainable behaviors and a focus on simplicity. Adopting a minimalist lifestyle strengthens individuals' environmental identity, reinforcing their commitment to environmental goals and enhancing their social roles within their communities. This establishes a reciprocal relationship in which minimalism and environmental identity mutually reinforce one another. Therefore, minimalism can positively influence environmental identity by promoting sustainable consumption and a sense of ecological responsibility. Thus, the hypothesis of the study proposes as follows:

H2. *Minimalism positively affects environmental identity.*

Environmental identity is a facet of self-identity that describes an individual's identification with the physical and natural world, reflecting the belief that the environment is important and an integral part of who we are (Ariccio & Mosca, 2023). It represents a sense of connection to the non-human natural environment that influences how people perceive and act toward the world (Sierra-Barón et al., 2023). A personal identity with nature, measured by ESI, is positively associated with pro-environmental consumer behavior and willingness to pay (Wild & Schulze Heuling, 2024). Several studies (Balundé & Perlaviciute, 2023; Z. Zhang et al., 2024; Luong, 2024) demonstrate the influence of environmental identity on personal norms in the context of the VIP model. Balundé and Perlaviciute (2023) showed that biospheric values and ESI strengthen personal norms, which in turn stimulate pro-environmental behaviors. The relationship between biospheric values and pro-environmental behavior is mediated by ESI and personal norms. Similarly, Luong (2024) examined ecotourism intention among Vietnamese tourists in the context of the VIP model, showing that biospheric values and ESI strengthen personal norms, which in turn stimulate eco-tourism intentions. Given this evidence, we expect that the environmental identity of Turkish consumers will strengthen personal norms. So the hypothesis of the study proposes as follows:

H3. *Environmental identity positively affects the personal norms.*

Consumer minimalism, as a value system, shapes individuals' consumption behaviors and lifestyle choices by promoting intentionality and mindfulness in acquiring and retaining possessions (Wilson & Bellezza, 2022). Adopting minimalist values has been shown to reduce materialism and enhance well-being by shifting focus from material possessions to meaningful experiences and relationships (Jain et al., 2024; Kang et al., 2021). This shift fosters personal norms that prioritize emotional health, intentional living, and mental

clarity by reducing physical and mental clutter (Lloyd & Pennington, 2020; Kang et al., 2021; Mary & Ming-Ming, 2022). Furthermore, minimalism is linked to greater environmental consciousness, promoting sustainable behaviors such as resource conservation and waste reduction (Blackburn et al., 2024; Gao et al., 2023). The influence of minimalism extends beyond the individual, inspiring social circles to adopt similar values and reconsider consumption habits (Druică et al., 2023). Minimalism fosters the development of personal norms that emphasize well-being, sustainability, and intentional living, thereby contributing to a more fulfilling and environmentally responsible lifestyle. Accordingly, it can be hypothesized that minimalism positively influences personal norms by encouraging a shift toward intentional and sustainable behaviors.

H4. *Minimalism positively affects the personal norms.*

Schwartz (1977) suggests that personal norms, such as feelings of personal obligation, are a driving force behind pro-social behavior. A growing body of evidence supports the idea that personal norms play a crucial role in fostering ethically minded consumption, driven by a sense of moral obligation and awareness of the consequences of consumer choices (Ajibade & Boateng, 2021; Balundė & Perlaviciute, 2023; Halicki et al., 2024; Thøgersen & Ölander, 2006; Van der Werff & Steg, 2016; Wang et al., 2021). Thøgersen and Ölander (2006) highlight the dynamic interaction between personal norms and environmentally friendly purchasing behavior, showing that as personal norms strengthen, consumers are more inclined to make ethical consumption decisions. Lin et al. (2023) establish a link between environmental awareness and personal norms in their study on sustainable apparel consumption, suggesting that individuals who are environmentally aware develop stronger personal norms, which in turn encourage ethical consumption. Similarly, Ajibade and Boateng (2021) examine the associations among biospheric values, environmental identity, and personal norms, finding that stronger personal norms promote pro-sustainable behaviors among consumers. Based on this evidence, the current study argues that the stronger the personal norms, the more likely consumers are to engage in ethically minded consumption.

H5. *Personal norms positively affect ethically minded consumption.*

Minimalism has emerged as a valuable approach in sustainable consumption research, representing a deliberate shift in consumer behavior (Kang et al., 2021). Minimalist consumers support sustainability by making conscious and intentional purchasing decisions (Martin-Woodhead, 2022). Studies show that individuals adopting minimalist lifestyles often engage in pro-environmental practices such as second-hand usage, rental behavior, and participation in the sharing economy—behaviors that align closely with ethical consumption principles (Mishra et al., 2024; Rasheed & Balakrishnan, 2024; Rich et al., 2017; Wilson & Bellezza, 2022). Sreen et al. (2025) further demonstrate that ethically minded consumption is shaped by minimalism, moral identity, and eco-anxiety, suggesting that consumers are increasingly aware of the social and environmental consequences of their choices. Building on this evidence, the current study proposes that minimalistic values encourage ethically minded consumption. Therefore, we posit the following hypothesis:

H6. *Minimalism positively affects ethically minded consumption.*

Ethical considerations influence consumer behavior through personal norms, which are informed by one's ethical beliefs and values (Halicki et al., 2024). Consumers with stronger ethical standards are less likely to engage in excessive consumption during promo-

tional periods due to their commitment to responsible consumption practices (Megat Husni & Dugleux, 2020; Zaborek & Nowakowska, 2024). As an ethical value, minimalism encourages individuals to critically evaluate their possessions and consumption patterns (Wilson & Bellezza, 2022). By fostering greater intentionality, minimalism can lead to the development of ethical personal norms that prioritize such considerations in purchasing decisions (see H4). As mentioned earlier (see H5), there is evidence collectively supporting the idea that personal norms play a crucial role in fostering ethically minded consumption behaviors, driven by a sense of moral obligation and awareness of the implications of consumer choices (Ajibade & Boateng, 2021; Balundé & Perlaviciute, 2023; Thøgersen & Ölander, 2006; Van der Werff & Steg, 2016). As also noted (see H6), research indicates that minimalists tend to engage in sustainable consumption practices such as rental consumption and participation in the sharing economy (Mishra et al., 2024; Rasheed & Balakrishnan, 2024).

Thus, the mediation hypotheses have been justified theoretically. Given this evidence, we expect that personal norms mediate the relationship between minimalism and ethically minded behavior. Therefore, we propose the following hypothesis:

H7. *Personal norms mediate the relationship between minimalism and ethically minded consumption.*

Carfora et al. (2024) emphasized that personal norms, shaped by ESI, play a crucial role in mediating the effects of various psychosocial predictors on sustainable consumption behaviors. The VIP model (Zeiske et al., 2021) reveals that biospheric values are significantly associated with energy-saving self-identity. This self-identity, in turn, is linked to stronger personal norms regarding energy conservation. Mediation analysis indicated a fully mediated indirect effect of biospheric values on personal norms via energy-saving self-identity, highlighting how personal norms are influenced by environmental identity. Thus, in this study, we expect that personal norms mediate the relationship between ESI and ethically minded consumption behaviors. Therefore, we propose the hypothesis as follows:

H8. *Personal norm has a mediation role between environmental identity and ethically minded consumption.*

Nguyen and Tran (2025) suggest that adopting a minimalist lifestyle can strengthen environmental identity by encouraging individuals to reflect on their consumption habits and their environmental impact. This connection shapes how individuals perceive their role in environmental stewardship, which is central to environmental identity. Personal norms, defined as an individual's sense of moral obligation to engage in pro-environmental behaviors, are influenced by their environmental values (Almokdad et al., 2023; De Groot et al., 2021; Nguyen & Tran, 2025). When individuals strongly identify with environmental values, they are more likely to develop personal norms aligned with those values. The VBN theory (Stern et al., 1999) posits that values shape beliefs, which in turn influence personal norms and behaviors. In the context of minimalism, the values of simplicity and sustainability can reinforce environmental beliefs and strengthen environmental identity, promoting ethical consumption and sustainable behaviors (Yeh et al., 2024). Thus, minimalism is expected to enhance environmental identity, which in turn strengthens personal norms related to sustainability and ethical consumption.

Empirical studies (Van der Werff & Steg, 2016; Ateş, 2020; Luong, 2024; Y. Zhang et al., 2024) have confirmed that environmental identity plays a mediating role in fostering pro-environmental behaviors. For example, Ajibade and Boateng (2021) show that individuals with a strong environmental identity are more likely to engage in pro-environmental actions. Therefore, we propose the following hypotheses:

H9. *Environmental identity mediates the relationship between biospheric value and personal norm.*

H10. *Environmental identity mediates the relationship between minimalism and personal norms.*

Research by [Nguyen and Tran \(2025\)](#) suggests that minimalism strengthens environmental identity by fostering a connection to environmental values. This identity, in turn, activates personal norms, which are moral obligations that drive pro-environmental behaviors ([Z. Zhang et al., 2024](#); [Luong, 2024](#)). Therefore, we expect that minimalism influences ethical consumption through the sequential mediating effects of environmental identity and personal norms, highlighting the importance of aligning lifestyle choices with sustainable practices. Similarly, studies have shown that biospheric values impact green purchasing behaviors and eco-tourism intentions ([Luong, 2024](#)), as well as energy-saving actions ([Van der Werff & Steg, 2016](#)), through environmental identity and personal norms. Based on this, we hypothesize that both biospheric and minimalist values positively influence ethically minded consumption through environmental identity and personal norms. Thus, we propose the following hypotheses:

H11. *Environmental identity and personal norm sequentially mediate the relationship between biospheric values and ethically minded consumption.*

H12. *Environmental identity and personal norm sequentially mediate the relationship between minimalism and ethically minded consumption.*

The research model outlining the study's hypotheses, developed based on a literature review on sustainable consumer behavior, is presented in Figure 1.

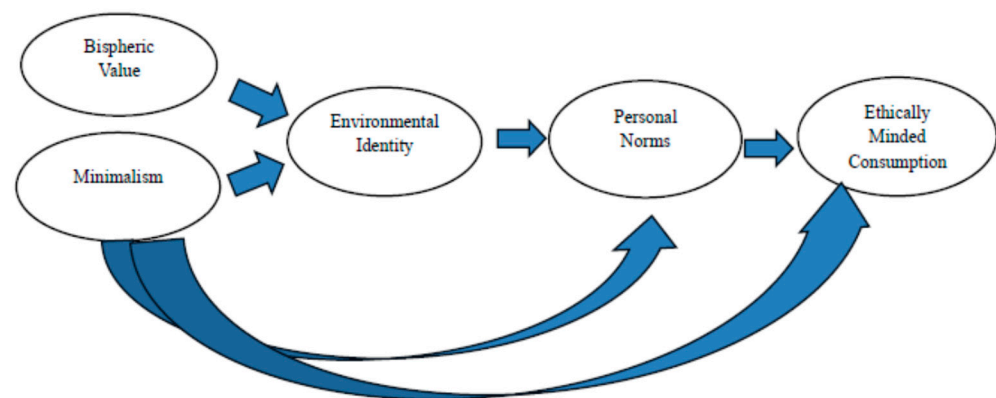


Figure 1. Research model.

3. Materials and Methods

3.1. Sampling

The population for this study comprised Turkish consumers. The sample consisted of 340 consumers aged 18 and above, residing in Turkey. The “ten times the number of items” rule, a widely recognized method in confirmatory factor analysis ([Bentler & Chou, 1987](#)), was applied to determine the appropriate sample size. A convenience sampling technique was employed to select participants, ensuring a representative sample of the target population ([Gelibolu & Mouloudj, 2025](#)). Data collection was carried out through an online survey, which is considered a highly effective and efficient method due to its time and cost advantages ([Lefever et al., 2007](#)).

The questionnaire, developed using Google Forms, was distributed to participants via online platforms, including WhatsApp and email, between 20 November 2024 and

20 January 2025. All participants were clearly informed about the purpose of the study and assured that their participation was entirely voluntary, with the freedom to withdraw at any time without obligation (Almokdad et al., 2025; Mouloudj et al., 2025). They were also guaranteed that their personal information and responses would be kept strictly confidential and used solely for academic research, in full compliance with ethical standards. Completing the survey required approximately 8 to 10 min. A total of 362 responses were obtained; however, 22 were excluded due to invalid entries. Consequently, the final dataset consisted of 340 valid responses, which were subsequently analyzed.

3.2. Measures

The questionnaire was divided into two sections, beginning with a brief introduction outlining the purpose of the research. The first section collected information on participants' demographic characteristics. The second section included various scales to measure biospheric values, personal norms, minimalism, ESI, and ethically minded consumption. A total of 21 items were used to assess all constructs.

The scales employed had been previously validated and demonstrated reliability in the existing literature. To strengthen the validity and reliability of the measurement model, all items were adapted from relevant studies. The biospheric value scale (4 items) (De Groot & Steg, 2007) was adapted to the context of the current study. Personal norms were measured using two items modified from the research of Van der Werff and Steg (2016). Minimalism items were adapted from Wilson and Bellezza (2022). The ESI scale (3 items) was adapted from Van der Werff et al. (2013), and the ethically minded consumption scale was adapted from Sudbury-Riley and Kohlbacher (2016).

A five-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree"), was used. To ensure linguistic accuracy and content validity, the measurement scales were first translated into Turkish through a careful translation and back-translation process conducted by three experts (Almokdad et al., 2025; Gelibolu & Mouloudj, 2025). A subsequent comparison between the back-translated and original versions revealed no significant differences in meaning, confirming that the original intent of each item was preserved. To enhance the clarity and effectiveness of the survey, a pilot test was conducted with 20 participants. Feedback from this preliminary study was carefully reviewed, and minor adjustments were made to items that could potentially cause confusion. After incorporating these improvements, the final version of the questionnaire was finalized and used for the main data collection phase.

4. Analyses and Findings

The demographic characteristics of the sample were first outlined. Subsequently, the hypotheses were tested using partial least squares structural equation modeling (PLS-SEM) with the SmartPLS 4 software.

4.1. Demographic Characteristics of the Sample

Table 1 presents the demographic characteristics of the sample. The results show that the majority of participants are female (64.41%), and most fall within the 18–26 age group. In terms of income, 42.94% of participants have a monthly income of 21,000 TL or less, while 38.24% earn between 21,000 TL and 40,000 TL.

Table 1. Demographic characteristics.

Variable	Categories	N	%
Gender	Female	219	64.41
	Male	121	35.59
	Total	340	100
Age	18–26	292	85.88
	27–42	37	10.88
	43–55	11	3.24
	Total	340	100
Income	21,000 and less	146	42.94
	21,000–40,000	130	38.24
	41,000–55,000	33	9.71
	55,000–70,000	13	3.82
	70,001 and more	18	5.29
	Total	340	100

4.2. Measurement Model Assessment

A “confirmatory factor analysis” (CFA) was first conducted to evaluate the measurement model of the research (Almokdad et al., 2025). This process involved assessing reliability, convergent validity, and discriminant validity.

The Heterotrait–Monotrait (HTMT) ratios, considered a more effective method than traditional approaches such as the Fornell–Larcker criterion and cross-loadings for variance-based SEM, were used to examine discriminant validity (Henseler et al., 2015). To establish discriminant validity, it is recommended that the HTMT ratio for each construct be below 0.90. As shown in Table 2, the HTMT ratios for all constructs were below 0.873, confirming the discriminant validity of the measurement model.

Table 2. HTMT ratios of measurement model.

Factors	1	2	3	4	5
1. Biospheric Value					
2. Personal Norms	0.521				
3. Minimalism	0.681	0.550			
4. Ethically Minded Consumption	0.697	0.873	0.641		
5. Environmental Identity	0.796	0.661	0.678	0.810	

The results of the measurement model are presented in Table 3. Reliability was assessed using “composite reliability” (CR), Cronbach’s alpha, and “average variance extracted” (AVE) scores. Cronbach’s alpha values ranged from 0.744 to 0.956, while CR values exceeded the recommended threshold of 0.70 and AVE scores were above 0.50, indicating that all scales demonstrated satisfactory reliability (Fornell & Larcker, 1981). As shown in Table 3, all factor loadings exceeded 0.70, and the AVE values surpassed the recommended threshold of 0.50, supporting the convergent validity of the constructs (Bagozzi & Yi, 1988).

Finally, the fit indices of the measurement model were evaluated. As presented in Table 4, the model demonstrated a good fit ($SRMR < 0.10$, $NFI \geq 0.80$) (Hooper et al., 2008). Accordingly, the validity and reliability analyses confirmed the construct validity of the measurement model.

Table 3. Summary of measurement model.

Constructs	Items	Factor Loading	Crombach's Alfa	CR	AVE
Biospheric Value	BV1. Respecting the earth is very important to me	0.909	0.943	0.945	0.855
	BV2. Unity with nature is very important to me	0.916			
	BV3. Protecting the environment is very important to me	0.955			
	BV4. Preventing pollution is very important to me	0.919			
Personal Norms	PN1. I feel morally obliged to use environment friendly products.	0.861	0.802	0.808	0.834
	PN2. I would feel guilty if I would not use sustainable products.	0.778			
Minimalism	MIN1. I actively avoid acquiring excess possessions.	0.804	0.903	0.904	0.673
	MIN2. The selection of things I own has been carefully curated	0.848			
	MIN3. I am mindful of what I own.	0.753			
	MIN4. “Less is more” when it comes to owning things.	0.850			
	MIN5. I restrict the number of things I own.	0.829			
	MIN6. I avoid accumulating lots of stuff.	0.836			
Sustainable Consumption Tendency	SCT1. When there is a choice, I always choose the product that contributes to the least amount of environmental damage.	0.583	0.828	0.838	0.540
	SCT2. I have switched products for environmental reasons.	0.778			
	SCT3. If, I understand the potential damage to the environment that some products can cause, I do not purchase those products.	0.783			
	SCT4. I do not buy household products that harm the environment.	0.721			
	SCT5. Whenever possible, I buy products packaged in reusable or recyclable containers.	0.785			
	SCT6. I make every effort to buy paper products (toilet paper, tissues, etc.) made from recycled paper.	0.740			
Environmental Self-Identitiy	ESI1. Being eco-friendly is an important part of who I am.	0.887	0.893	0.894	0.825
	ESI2. I am the type of person who is eco-friendly.	0.923			
	ESI3. I see myself as a person who behaves eco-friendly.				

Table 4. Model Fit.

Model Fit	Saturated Model	Estimated Model
SRMR	0.045	0.058
d_UIS	0.423	0.706
d_G	0.360	0.388
Chi-square	607.916	652.148
NFI	0.885	0.877

Common method variance (CMV) was assessed using “variance inflation factor” (VIF) scores, with a recommended threshold of less than 3.3 (Kock, 2015). As shown in Table 5, the inner VIF values are below 3.3, indicating that the data were not affected by CMB errors (Kock & Lynn, 2012).

Table 5. Measurement model results.

Constructs	VIF	f ²	R ²	Q ²
MIN → PN	1.862	0.037	0.454	0.256
EI → PN	1.862	0.277		
MIN → EMC	1.443	0.176	0.794	0.365
PN → EMC	1.443	1.875		
BV → EI	1.854	0.631	0.669	0.567
MIN → EI	1.854	0.110		

Note: MIN = minimalism; EI = environmental identity; PN = personal norms; EMC = ethically minded consumption; BV = biospheric value.

The measurement model was evaluated using several statistical criteria, including VIF to assess multicollinearity, R² to determine explanatory power, f² to measure effect size, and Q² to evaluate predictive relevance (see Table 5). The inner VIF scores for all constructs were below the threshold of 5 (Hair et al., 2018), suggesting that multicollinearity is not a concern among the constructs. The R² values for the endogenous variables were calculated as 0.454 for personal norms, 0.794 for ethically minded consumption, and 0.669 for ESI. This indicates that the model explains 45% of the variance in personal norms, 80% of the variance in ethically minded consumption behavior, and 67% of the variance in ESI.

In terms of effect size, Cohen's (1992) guidelines suggest that f² values of 0.02 or higher indicate a small effect, 0.15 or higher indicate a medium effect, and 0.35 or higher represent a large effect. Within the model, the effect size of minimalism on personal norms (f² = 0.037, R² = 0.454) is considered small, whereas the effect size of environmental identity on personal norms is large (f² = 0.277, R² = 0.454). The effect size of minimalism on ethically minded consumption (f² = 0.176, R² = 0.794) is classified as medium. The effect size of personal norms on ethically minded consumption (f² = 1.875, R² = 0.794) is high, as is the effect size of biospheric value on environmental identity (f² = 0.631, R² = 0.669). The effect size of minimalism on environmental identity (f² = 0.110, R² = 0.669) is also high.

The Q² coefficient serves as an indicator of the predictive power of the dependent variables within the research model. According to Hair et al. (2018), a Q² value greater than zero signifies that the dependent variables possess predictive relevance. As shown in Table 5, the Q² coefficients for the dependent constructs in our model are all positive, confirming that these constructs exhibit predictive power. This finding underscores the model's ability to predict the dependent variables effectively, thereby supporting its robustness and applicability.

4.3. Structural Model Analysis

The hypotheses of the structural model were examined using Smart PLS version 4.1.0.6. The outcomes of the structural model analyses are presented in Figure 2, Tables 6 and 7.

Table 6. Results of structural model.

Hypothesis	β	B	St. D.	t Statistics	p	Results
H1. Biospheric Value → EI	0.621	0.620	0.067	9.276	0.000	Supported
H2. Minimalism → EI	0.259	0.259	0.072	3.592	0.000	Supported
H3. EI → Personal Norms	0.529	0.527	0.079	6.739	0.000	Supported
H4. Minimalism → Personal Norms	0.194	0.198	0.081	2.388	0.017	Supported
H5. Personal Norms → EMC	0.747	0.749	0.064	11.600	0.000	Supported
H6. Minimalism → EMC	0.226	0.224	0.073	3.111	0.002	Supported

Note: EI = environmental identity; EMC = ethically minded consumption.

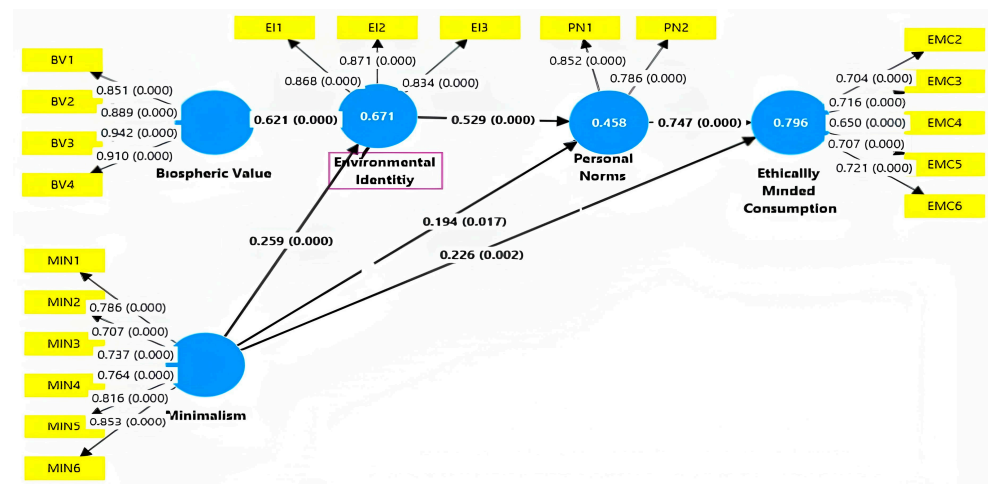


Figure 2. Results of structural model analyses.

Table 7. Specific indirect effects.

Hypothesis	β	BBCI [%2.5; %97.5]	Standard Deviation	t Statistics	p	Results
H7. MIN → PN → EMC	0.145	[0.026; 0.271]	0.062	2.328	0.020	Supported
H8. EI → PN → STE	0.395	[0.251; 0.546]	0.074	5.310	0.000	Supported
H9. BV → EI → PN	0.328	[0.212; 0.447]	0.059	5.610	0.000	Supported
H10. MIN → EI → PN	0.137	[0.060; 0.235]	0.044	3.107	0.002	Supported
H11. BV → EI → PN → STE	0.245	[0.147; 0.355]	0.053	4.642	0.000	Supported
H12. MIN → EI → PN → STE	0.102	[0.045; 0.178]	0.034	2.987	0.003	Supported

The results showed that the effect of biospheric value on environmental identity was positive ($\beta = 0.621$, $p < 0.001$), supporting H1. The effect of minimalism on environmental identity was also positive ($\beta = 0.259$, $p < 0.001$), supporting H2. The effect of environmental identity on personal norms was positive ($\beta = 0.529$, $p < 0.001$), supporting H3. The effect of minimalism on personal norms was positive ($\beta = 0.194$, $p = 0.017$), supporting H4. The effect of personal norms on ethically minded consumption was positive ($\beta = 0.747$, $p < 0.001$), supporting H5. Finally, the effect of minimalism on ethically minded consumption was positive ($\beta = 0.226$, $p = 0.002$), supporting H6.

4.4. Mediation Analysis

Mediation effects were tested by examining the confidence intervals (i.e., the lower and upper bounds) of the specific indirect effects. As shown in Tables 6 and 7, the values were significantly different from zero and within the acceptable range. The results showed that personal norms mediate the relationship between minimalism and ethically minded consumption ($\beta = 0.145$, $p < 0.05$), supporting H7. Personal norms also mediate the relationship between environmental identity and ethically minded consumption ($\beta = 0.395$, $p < 0.001$), supporting H8. Environmental identity mediates the relationship between biospheric values and personal norms ($\beta = 0.328$, $p < 0.001$), supporting H9. Furthermore, environmental identity mediates the relationship between minimalistic values and personal norms ($\beta = 0.137$, $p = 0.002$), supporting H10. Moreover, environmental identity and personal norms sequentially mediate the relationships between biospheric values ($\beta = 0.245$, $p < 0.001$) and minimalistic values ($\beta = 0.102$, $p = 0.003$) and ethically minded consumption, supporting H11 and H12.

The results of this study provide strong support for the proposed theoretical model. Biospheric values and minimalism significantly influence environmental identity, which,

in turn, affects personal norms. Both personal norms and minimalism positively predict ethically minded consumption behaviors. Mediation analyses further confirm that environmental identity and personal norms sequentially mediate the relationships between both value constructs (biospheric and minimalistic) and ethical consumption. Overall, these findings validate the extended VIP model and highlight the psychological pathways through which values shape sustainable consumer behavior in the Turkish context.

5. Discussion

This study investigates the impact of minimalist values on ethically minded consumption within the framework of the VIP theory model. The results presented in Table 6 indicate that minimalist values, biospheric values, environmental identity, and personal norms are significant factors influencing ethically minded consumption behaviors among Turkish consumers. Both biospheric values and minimalist values play a key role in fostering environmentally conscious behaviors by strengthening environmental self-identity and personal norms, which, in turn, promote ethical consumerism and sustainable practices. The statistical results reveal robust relationships among the variables. For instance, biospheric values significantly predicted environmental identity ($\beta = 0.621, p < 0.001$), while minimalism also showed a strong effect ($\beta = 0.259, p < 0.001$). Environmental identity, in turn, had a substantial impact on personal norms ($\beta = 0.529$), and these norms strongly predicted ethically minded consumption ($\beta = 0.747$). These findings reinforce the structural integrity of the model and indicate the strength of each path. Furthermore, the results suggest that minimalist values, although distinct, have a meaningful effect on environmentally responsible behavior, operating through both direct and mediated paths.

The results show that both biospheric values and minimalist values positively affect environmental identity (H1 and H2), explaining 67% of its variance. The stronger the consumer's minimalist and biospheric values, the stronger their ESI. These findings align with existing literature (Ateş, 2020; Luong, 2024; Van der Werff & Steg, 2016; Z. Zhang et al., 2024) and suggest that minimalist consumers are likely to possess a stronger sense of ESI. This highlights the potential for minimalist lifestyles to foster environmental responsibility and promote sustainable consumer behaviors, thereby contributing theoretically to the literature on minimalist consumer behavior.

The findings also indicate that minimalist values and ESI together explain 45% of the variance in personal norms (H3 and H4). The stronger the minimalist values and ESI, the stronger the sense of moral obligation to engage in ethically minded behaviors. This supports existing literature (Balundė & Perlaviciute, 2023; Van der Werff & Steg, 2016) suggesting that minimalism is a value-driven lifestyle that motivates individuals to engage in behaviors they perceive as morally and ethically right.

To further ground minimalism theoretically, it can be linked to the broader tradition of voluntary simplicity and anti-consumption. Foundational works such as Etzioni (1999) and Iyer and Muncy (2009) describe voluntary simplicity as a conscious decision to minimize consumption for ethical, environmental, or personal reasons. Minimalism aligns with these ideals by encouraging mindful, deliberate consumption choices. Moreover, anti-consumption literature suggests that rejecting excessive materialism is not only a lifestyle decision but also a moral and identity-based stance (Cherrier, 2009). The findings of this study reinforce these perspectives by demonstrating how minimalist values, when integrated into the VIP model, influence both identity and normative frameworks underpinning ethical consumption.

Additionally, minimalist values and personal norms explain 79% of the variance in ethically minded consumption behaviors among Turkish consumers (H5 and H6). This emphasizes that minimalism, when combined with strong personal norms, can foster a

sense of obligation toward ethical consumption, leading to more sustainable and responsible consumer behaviors. Personal norms are recognized as one of the most effective drivers of sustainable consumption behaviors, such as recycling, eco-friendly travel, and purchasing sustainably produced goods (Balundė et al., 2020). In line with Jain et al. (2024), minimalism is strongly associated with sustainable practices. Nonetheless, Zaborek and Nowakowska (2024) note that price remains a critical driver among low-income groups, highlighting an “ethical consumption gap” where prices diminish the role of ethical values. This suggests that ethical values may not always be the primary driver of sustainable behavior in certain segments. The current study adds to this discussion by highlighting minimalist values as a key factor influencing ethical consumption behaviors.

The VIP model explained 25% of the variance in ethically minded consumption behavior (H9), showing that stronger biospheric values, ESI, and personal norms increase the likelihood of engaging in ethically minded behavior. This finding supports existing literature (Balundė & Perlaviciute, 2023; Van der Werff & Steg, 2016; Luong, 2024). Similarly, the VIP model with minimalist values explained 10% of the variance in ethically minded behavior among consumers (H10). The stronger the minimalist values, the stronger the consumers’ ESI and personal norms, and the more likely they are to adopt ethically minded behavior. This suggests that minimalism goes beyond reducing material possessions; it fosters moral accountability and ecological consciousness, motivating consumers to make choices that reflect ethical integrity and environmental concern.

Our findings further indicate that consumers’ biospheric values and minimalist values facilitate ethically minded consumption behaviors through ESI and personal norms (H11 and H12). This is consistent with Balundė et al. (2020), which found similar patterns in the context of pro-environmental behaviors such as recycling, eco-friendly travel, and purchasing environmentally friendly products. This study provides unique evidence that minimalism fosters moral accountability and eco-consciousness by encouraging consumption choices aligned with ethical and environmental values.

While previous research has extensively examined the role of biospheric values in promoting sustainable consumption behaviors (e.g., Van der Werff & Steg, 2016; Z. Zhang et al., 2024), few studies have integrated minimalism as a value in theoretical frameworks. This study addresses that gap by incorporating minimalism into the VIP model and comparing its role to that of biospheric values. Unlike prior works that emphasize traditional environmental motivations, our findings suggest that minimalist values—through their emphasis on simplicity, reduced materialism, and intentional living—offer a complementary pathway to fostering ethically minded consumption. This contrasts with the VBN framework, where minimalism is often overlooked. In line with Jain et al. (2024) and Kang et al. (2021), we argue that minimalism contributes uniquely to ethical consumption by shaping environmental identity and personal norms, even beyond the influence of biospheric values.

This study makes a significant contribution to the literature by integrating minimalist values into the VIP model to explain ethically minded consumption behavior. The findings demonstrate that minimalist values play a critical role in fostering environmentally driven identities and strengthening personal norms, ultimately promoting ethical consumption practices.

6. Implications, Limitations and Future Research

6.1. Theoretical Implications

This study contributes significantly to the existing body of literature on sustainable consumer behavior by exploring the role of minimalism within the framework of the VIP model. The findings show that minimalism is not merely a lifestyle but also a value that influences

ethical consumption behaviors, such as environmentally conscious decision-making. By incorporating minimalism as a value influencing both environmental identity and personal norms, this study extends the VIP model, highlighting minimalism as a critical driver of ethical consumption alongside biospheric values. This provides a more comprehensive understanding of the complex factors that shape sustainable consumer behavior.

While previous studies (e.g., [Ateş, 2020](#); [Luong, 2024](#); [Van der Werff & Steg, 2016](#); [Z. Zhang et al., 2024](#)) have established strong links between biospheric values and pro-environmental behavior, this research adds a new dimension by framing minimalism as a value-oriented construct that shapes consumer behavior. This reconceptualization of minimalism not only as a lifestyle choice but as a fundamental value offers a novel perspective in environmental psychology and consumer behavior research, marking a significant theoretical contribution.

The sequential mediation of environmental identity and personal norms in the relationship between biospheric and minimalistic values and ethically minded consumption further supports the notion that values influence behavior indirectly through psychological constructs. This strengthens the multi-step process argument in pro-environmental behavior models, as proposed by [Van der Werff and Steg \(2016\)](#) and [Stern et al. \(1999\)](#). Moreover, the study demonstrates how environmental identity serves as a critical mediator, linking values to moral obligations that drive sustainable behavior, thereby aligning with the VBN theory.

This research also contributes to a broader understanding of individual sustainable living practices, such as minimalism, and ethically minded consumption behaviors, particularly in the context of Turkey. As highlighted by [Nejad et al. \(2024\)](#), this study provides valuable insights into sustainable consumption behaviors in countries with cultural similarities to Turkey by examining consumers in an emerging economy. Furthermore, the research bridges a gap by examining sustainable consumption within a multicultural framework, integrating influences from Asian, Middle Eastern, and European cultures. This comparative approach enhances the understanding of diverse motivations and factors that drive sustainable consumer behavior, expanding the theoretical discourse on cross-cultural sustainability.

6.2. Practical Implications

This study offers significant practical insights into how minimalism, alongside biospheric values, can drive ethical consumption behaviors. The findings underscore that sustainable consumption is not solely motivated by environmental concern but is also driven by a conscious rejection of material excess. These insights have various practical applications across industries, policymakers, and environmental organizations.

First, businesses can leverage these findings by aligning their marketing strategies with minimalist values. By emphasizing durability, longevity, and simplicity in their products, companies can appeal to consumers' desire for intentional, less materialistic lifestyles. Marketing campaigns that emphasize how minimalism aligns with personal values—such as choosing products that reflect one's environmental identity—can strengthen consumer engagement and encourage responsible purchasing behaviors. For example, businesses might highlight how their products contribute to a more sustainable and meaningful life, resonating with consumers who value minimalism as both a personal and ethical stance against overconsumption.

Second, in addition to marketing, policymakers can foster sustainable consumption by creating initiatives that promote minimalist lifestyles. Programs such as repair services, zero-waste stores, and community sharing platforms can support the reduction in unnecessary consumption while emphasizing environmental responsibility. Furthermore,

governmental incentives could be directed toward businesses that embrace minimalist principles, such as those that reduce packaging waste or prioritize long-lasting, sustainable products. Policies that encourage the reduction in material excess, while promoting product longevity and reuse, can play a key role in shaping a culture of sustainability.

Third, environmental organizations can also play a pivotal role in raising public awareness. Campaigns that highlight minimalism not just as a personal preference but as an ethical stance against overconsumption can strengthen consumers' internal motivations to adopt sustainable behaviors. By emphasizing the moral aspect of minimalist living, environmental organizations can reinforce the connection between personal values, environmental identity, and ethical consumption. Moreover, brands can integrate minimalist principles into their corporate social responsibility strategies. By adopting transparent supply chains, minimizing unnecessary packaging, and focusing on mindful consumption rather than promoting excessive purchasing, companies can enhance their sustainability efforts. These practices not only meet growing consumer demand for ethical consumption but also position brands as leaders in the transition toward a more responsible and eco-conscious marketplace.

Fourth, in the context of the Turkish market, the findings offer practical implications for businesses, policymakers, and non-governmental organizations. Companies in sectors such as fashion, electronics, and home goods can tailor their offerings to appeal to minimalist consumers by emphasizing durability, simplicity, and environmental responsibility. Marketing strategies that frame products as aligned with minimalist lifestyles can attract consumers seeking ethical and sustainable choices. Policymakers in Türkiye can support this shift through public awareness campaigns, educational programs, and incentives for companies adopting minimalist production principles. Additionally, environmental NGOs can promote minimalism as a culturally resonant value that supports both environmental sustainability and personal well-being, thereby enhancing its appeal among Turkish consumers.

Ultimately, the practical implications of this study suggest that fostering sustainable consumer behavior requires addressing both environmental concerns and the broader value system that supports minimalism. The findings highlight the potential for engaging consumers by appealing to their ethical beliefs and environmental identities, offering new pathways to inspire pro-environmental actions. By recognizing minimalism as a key driver of sustainable behavior, businesses, policymakers, and organizations can create more effective interventions that encourage ethical, mindful consumption practices in alignment with the values of modern consumers.

6.3. Limitations and Future Research

This study was conducted with a sample of 340 Turkish consumers using a convenience sampling method, which may limit the generalizability of the findings. The demographic and cultural characteristics of the sample could influence the relationships between minimalism, environmental identity, personal norms, and ethically minded consumption. Therefore, cross-cultural studies are needed to enhance the external validity of the results. Additionally, the reliance on self-reported data may introduce social desirability bias, which could affect the accuracy of responses related to sustainable behaviors.

Future research could adopt longitudinal designs to explore the causal relationships within the VIP framework over time, providing a deeper understanding of how values, identity, and norms evolve and influence consumption patterns. To further clarify the role of minimalism in sustainable consumer behavior, future studies should examine minimalist values independently from biospheric values within the VIP model. This would help determine whether minimalism operates as a distinct value orientation. Moreover,

integrating minimalistic values into the VBN theory could offer a comparative perspective, shedding light on how minimalism influences personal norms and pro-environmental behaviors through different psychological pathways. Comparative studies between the VIP and VBN models would provide valuable insights into their relative explanatory power in predicting sustainable consumption. Additionally, experimental studies could assess the effectiveness of interventions designed to promote minimalist values, evaluating their impact on real-world purchasing decisions. These proposed directions for future research would not only strengthen the theoretical contributions of this study but also enhance its practical implications.

While the model demonstrates strong explanatory power (e.g., $R^2 = 0.794$ for ethically minded consumption), this study did not explore the influence of moderating factors such as age, income, and cultural background. Given that Turkish society embodies a unique blend of collectivist and emerging market characteristics, consumer interpretations of minimalism and ethical consumption may differ from those in Western contexts. Future studies should incorporate these cultural moderators to deepen the understanding of how minimalist values function across different socio-cultural environments.

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