

Exploring the Mediating Role of Consumer Minimalism in the Relationship Between Spirituality, Religiosity, and Sustainable Consumption Intentions

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Abstract:

The paper explores how consumer minimalism mediates the relationship between spirituality, religiosity, and sustainable consumption intentions, guided by belief congruence theory.

Spirituality, emphasizing personal growth and interconnectedness, contrasts with religiosity's structured practices. Using a cross-sectional survey, the study examines direct and mediated effects within a conceptual model. Results show spirituality significantly influences consumer minimalism and sustainable consumption intentions, with minimalism as a mediator.

Religiosity has a weaker impact, showing limited direct or mediated effects. The study highlights how minimalism translates spiritual values into sustainable behaviours, addressing environmental challenges. It distinguishes spirituality and religiosity while offering practical insights for policymakers and marketers. Strategies promoting spiritual values and minimalist lifestyles can encourage sustainable consumption.

Keywords: Consumer Minimalism, Spirituality, Religiosity

Track: The paper is intended for the „Consumer Behaviour“ track.