

“Less is More” for Health: How Minimalism Reshapes Food Consumption Patterns and Preferences

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Abstract

Minimalism has become an increasingly prevalent lifestyle, yet its influence on consumers' food consumption patterns and preferences has not been examined previously. Our research identifies a robust minimalism = healthy association that consumers explicitly recognize and apply in their dietary decisions. We demonstrate that minimalism influences food consumption patterns, through a dual self-control process of increasing the internal conflict and reducing the strength of desire for consuming unhealthy foods. We find replicating evidence for the effects using diverse methodologies and food options. Our research shows that the effect of minimalism on food consumption extends beyond reducing overall intake (as suggested by the “less is more” philosophy)—it also shifts consumption patterns toward healthier options. These findings advance the literature on consumer minimalism, food-related intuitions, and self-control, offering valuable insights for public health policymakers and marketers aiming to promote healthy eating.

Track: Consumer Behaviour