

Voluntary Simplicity: Triggers of Adoption and Global Meaning

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Cite as:

Hattula Cansu, Tigre Moura Francisco (2026), Voluntary Simplicity: Triggers of Adoption and Global Meaning. *Proceedings of the European Marketing Academy*, 55th, (132873)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



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Abstract

This study explores how consumers adopt voluntary simplicity and how the lifestyle is embedded in their broader value systems. Through in-depth interviews with 24 voluntary simplifiers worldwide, we identify key triggers, including media exposure, early family socialization, life disruptions, mobility experiences, and influence from friends or partners. Voluntary simplicity is guided by moral, environmental, relational, and personal well-being considerations, providing individuals with freedom, emotional “lightness,” purpose, and alignment with deeply held values. Our findings highlight that voluntary simplicity is both a practical strategy for managing consumption and a socially and morally embedded lifestyle, with implications for consumers, marketers, and policy makers seeking to promote sustainable, value-driven, and meaningful consumption patterns.

Keywords: Voluntary Simplicity, Global Meaning, Consumer Values

Track: Social Responsibility & Ethics

1. Introduction and Research Objectives

Consumers are increasingly aware that the world is facing profound environmental and social challenges, from accelerating climate change to growing inequality and exploitative labor practices (White et al., 2019). As global consumption continues to drive ecological degradation and social injustice, consumers have begun to question the assumption that owning more products leads to a better life and a greater sense of happiness and achievement. In response, there has been a considerable growth of individuals embracing voluntary simplicity, a lifestyle defined by reduced consumption, mindful ownership, and a shift away from materialism (Elgin, 1993). Research consistently shows that individuals who adopt simpler lives often experience greater psychological well-being, reduced stress, and a deeper sense of life meaning (Iwata, 2006). Additionally, voluntary simplifiers tend to have lower ecological footprints and more sustainable consumption patterns (Alexander & Ussher, 2012).

Voluntary simplifiers have different motives: environmental responsibility, the desire for more time, freedom, or authenticity. Some are motivated by moral, social, or spiritual values. Current studies have largely examined the characteristics of voluntary simplifiers and their consumption behaviors, but far less is known about *how* consumers adopt voluntary simplicity and *why* they sustain it. Prior research has not sufficiently explored, for example, the specific life events, social influences, and meaning-making processes that trigger and reinforce this lifestyle transition (Etzioni, 1998; McGouran & Prothero, 2016). If voluntary simplicity can simultaneously reduce environmental impact and enhance well-being, then uncovering the motivations that lead consumers to adopt this lifestyle has significant implications for consumer behavior and social change. Thus, the paper aims to answer the following research questions:

- a) *How do intrinsic and extrinsic factors, such as personal life events and social influences, initiate and shape consumers' adoption of voluntary simplicity?*
- b) *How do value-based meanings enable voluntary simplifiers to enact and sustain their lifestyle practices?*

2. Literature Review

2.1 Voluntary simplicity

Voluntary simplicity is a self-chosen lifestyle in which individuals deliberately reduce material consumption to prioritize psychological well-being, relationships, and ecological responsibility (Liu et al., 2024; McDonald et al., 2006; Osikominu, 2020). Voluntary

simplifiers often resist mainstream consumer culture by redefining happiness and success in non-material terms, emphasizing authenticity, personal growth, and sufficiency (Shaw & Newholm, 2002). Huneke's (2005) influential study of "the un-consumer" demonstrates that voluntary simplifiers construct their identities in opposition to consumerist norms, finding meaning in reduced consumption and intentional living rather than in acquisition. Motivations for voluntary simplicity are multidimensional and include environmental concern, financial prudence, spiritual or psychological aims, and a desire to reduce stress and regain control over one's time (Alexander & Ussher, 2012; Oral & Thurner, 2019).

Furthermore, a recent systematic review further suggests that voluntary simplicity is positively associated with subjective well-being, partly because lower material desire and higher value alignment promote psychological-need satisfaction (Hook et al., 2021). As a result, voluntary simplicity is increasingly recognized as both a consumer resistance movement and a meaningful lifestyle orientation that challenges dominant cultural narratives about consumption and identity.

2.2 Situational and global meaning

Situational meaning refers to how individuals interpret and make sense of *specific events or moments*, whereas global meaning concerns a person's broader *framework of beliefs, values, and life goal* (Park & Folkman, 1997). Situational meaning arises from the appraisal of a particular circumstance, while global meaning reflects the overarching system through which individuals understand the world and their place in it. Global meaning tends to be stable and value-driven, shaping long-term behavior, whereas situational meaning is more fluid and responsive to immediate experiences (Steger, 2012).

Situational meaning involves the interpretation consumers give to *specific consumption-related events*, such as a purchasing decision, a moment of use, or a refusal to buy. These meanings emerge through immediate appraisals of a situation, how an action feels "right" or aligns with short-term goals (Park & Folkman, 1997). In consumer research, situational meaning often shows up in momentary feelings of authenticity, control, or emotional relief that accompany certain choices, like buying ethically or avoiding impulsive consumption.

Global meaning, in contrast, refers to a consumer's broader system of values, identity commitments, and life philosophies (Steger, 2012). It shapes long-term orientations toward consumption, such as beliefs about materialism, sustainability, or the moral responsibilities of consumers (Kasser, 2002). Global meaning thus provides the overarching framework through which situational experiences are evaluated and integrated into one's identity as a consumer.

2.3 Global and situational meaning in voluntary simplicity

For voluntary simplifiers, the lifestyle is anchored in *global meaning*. Many adopt it because of deeply held values, such as environmental concern, anti-materialist beliefs, or personal autonomy and well-being, which function as part of a global meaning system (Elgin, 1993). These global meanings guide their long-term orientation toward consuming less, choosing durable or ethical products, and prioritizing non-material experiences.

At the same time, situational meaning reinforces the lifestyle. Voluntary simplifiers often report momentary feelings of calm, satisfaction, and coherence when engaging in specific practices such as decluttering, repairing items, or refusing unnecessary purchases (Shaw & Newholm, 2002). These situational experiences create immediate positive feedback that strengthens the internalization of the global meaning system. The relationship between the two is *dynamic*: global meanings motivate consumers to adopt simplicity, while situational meanings help sustain it by providing rewarding experiences in everyday life (Iwata, 1997). For this paper and particularly for our data analysis, we focus on *global meaning* as we believe that global meaning is more sustainable and deeply anchored in consumers' values system. Table 1 shows different dimensions such as values and goals of general consumers' global meaning versus voluntary simplifiers' global meaning.

Dimensions	Consumer's Global Meaning	Voluntary Simplifier's Global Meaning	Sources
Core Beliefs	Happiness and success come from acquiring, upgrading, and displaying possessions.	Happiness and success come from living authentically, sustainably, and mindfully.	Belk (1985); Richins & Dawson (1992); Etzioni (1998); Alexander & Ussher (2012)
Values	Consumption, wealth, novelty, convenience, personal status.	Simplicity, balance, relationships, self-growth, ecological responsibility.	Baudrillard (1998); Elgin (1993); Shaw & Newholm (2002)
Goals	Earn more to buy more; upgrade lifestyle; prestige and comfort.	Reduce excess; free time for creativity and community; align living with ethical and environmental values.	McDonald et al. (2006); Zavestoski (2002)
Identity	Built around brands, possessions, and social comparisons.	Built around character, principles, and chosen commitments.	Belk (1988); Iwata (2006); Huneke (2005)
Relationship to Nature	Nature as a resource to consume or backdrop for leisure.	Nature as a partner and teacher; source of connection, not just utility.	Prothero & Fitchett (2000); Leonard-Barton (1981)
Source of Meaning	<i>Having</i> (possession, wealth).	<i>Being</i> (mindfulness, relationships, purpose, contribution).	Fromm (1976); Richins (2017); Kasser (2002)

Table 1: Global meaning for consumers versus voluntary simplifiers (source: own adaptation from literature)

3. Data Collection and Analysis

To address the research questions presented in the introduction, we conducted 44 in-depth semi-structured one-on-one interviews with voluntary simplifiers. For this working paper, we analyzed 24 interviews. The average interview lasted 60. Appendix 1 shows an overview of socio-demographics of all interviewees as well as information on the interview type.

The data analysis was conducted considering the research questions. We conducted open coding (Glaser & Strauss 2017) with in-vivo codes to stay close to interviewees' language (Corbin & Strauss, 2008). These codes captured how voluntary simplifiers made meaning of this lifestyle and how they adopted it. The coding structure was refined iteratively through discussions among the research team to ensure interpretive depth. Finally, we moved from first-order concepts to second-order themes and aggregate dimensions (Gioia, Corley, & Hamilton 2013; see Table 2). This data structure enabled us to link raw data to broader theoretical concepts through axial coding.

1 st Order Concepts	2 nd Order Themes	Aggregate Dimensions
• I stumbled across the Minimalists documentary earlier this year and suddenly it spoke to me. (7) • I learnt about the "Minimalists" and then I read their books and I watched the documentary, and I really got into it. (16) • When I was seeing apartments to live alone 5 years ago, I saw some YouTube videos about tips of how to get things organized. There is a blogger called "Vida Organizada" and she said that having more material things can cause anxiety, so I started this lifestyle to organize myself. I also read a book written by Marie Kondo. She adopts many practices in a way to understand what really matters to you and discard what do not make sense anymore. (19) • Steve Jobs inspired me. He said that the energy he used to spend choosing clothes, he preferred to spend in things that really mattered. That was a good thing because it is simpler to combine less clothes in a "low profile" fashion style. (19) • There is a book called "Lessons from Madame Chic" talking how it was a French closet, so it inspired me a lot, documentary "The True cost" that I watched and it changed me the way I buy things. (21)	Influenced by public figure/ book/movie/ social media	Triggers of adoption of voluntary simplicity
• The lifestyle, well I remember my father talked about the luxury of having less and that anytime you bought something you had to get rid of something else. And, my grandfather was a Quaker, so I grew up aware of the gift of simplicity [...] the idea of being more in less is something I grew up with. (2) • I was raised by my mother and my grandmother. My grandparents have this minimalistic lifestyle. (14) • This lifestyle has been shown to me by my mother (who was born during World War II) since I was a small child. (15) • My parents were minimalists forever. Growing up, I was kind of trapped into it but it was no problem for me because I really liked it and it really was and still is life changing for me. (24)	Growing up with simplicity (family influence)	
• Then, we lost our 2 1/2 year old daughter. Suddenly I felt compelled to hold onto only those things that truly matter and honestly so much of what clutters our life really just doesn't. (7) • I think that because of all stress and rush at work my emotional condition was kind of close to depression. But I've found my cure by reconsidering my way of life. (6) • I had a major health crisis in [year], and thought I was going to die and that was when I realized that it was not enough to just pare down. It was a very scary feeling knowing that my family would have the logistics problem of trying to figure out how to "get rid of all my stuff". (8) • Coming off wrong medication. Needed to get life calmer/slower/less busy and make sensible decisions. I wouldn't say radical change but better decision making and developing healthier daily and weekly habits. (10)	Loss of family member or loss of own health	
• When I left home I hitchhiked all over the US and then lived on the beach in Mexico for over a year, and then hitchhiked back to Boston. This was really enlightening, learning how to live out of a backpack. • I went to New Zealand a couple of years ago, and I spend 15 months there just with a backpack. I only owned limited number of stuff and I realized also I had so much stuff back home that I probably not need for my daily life. That was the most minimalistic time of my life and out of this I developed some routines and habits. (14) • But I actively started minimalism when I was working on a cruise ship. I was living out of a suitcase for a few months and it made me wear the same things over and over again because they make me comfortable. (16) • When I moved to Europe I didn't really have a choice because I was living out of a backpack so I had a limited amount of space and items that I could keep with me. That pushed me to realize that items weren't necessarily important and it was more people and things like that that were more important than materialistic things. (18)	Having to live out of a backpack/ moving	
• My lifestyle as a consumer changed when I gave up my career to have a family. I worked for Bank of Boston and I was in their internal audit department. I travelled the world and I was constantly consuming expensive clothes and expensive food. I was getting so sick of this lifestyle, so when I met my husband, I made the conscious decision that this would be my turning point. (2) • My friend inspired me. She is a professor from Minas Gerais and she brought me this concept which I really liked. I already had the beliefs inside me, and she just make me evolve and think more about all this concept and the important in this change in attitude for my life. (20) • As I said before I was very unhappy with my life, and my friend [...] advised me a lot and I was jealous of seeing how happy he was and how miserable I was, so I decided to quit my job and got a new one where I work less and obviously, I get paid less. Since then, I'm much happier honestly. (23)	Influenced by friend or partner	
• I'm a vegetarian for environmental and animal rights reasons. Turned veggie at 17. (1) • My inspiration (to be a voluntary simplifier) comes from the feeling that I am doing a right thing. Because with such decision I help the nature, other people and myself. (5) • I think about the bad effects of my consumption. If I go to Primark, I am killing two kids from Bangladesh. (11) • If I can do something for the environment, economy, for my people I would like to do it. For this reason, I like this lifestyle and I believe even though on a small scale it is causing some goods. (12) • Yes, I'd like everybody to be a minimalist since 10% of the population owns 90% of all valuables and 50% of the population owns nothing and must struggle to survive. With minimalism you could create a fairer and equal division of all resources. In addition, you could also fight problems like poverty, hunger and diseases. (22) • I think we'd be living in a better place if the whole world were minimalists. Less hate, more love. (23)	Pursuing a more just world (moral)	Global meaning

• I don't find pleasure in consumption, I find pleasure in recycling and finding a sturdy, vintage piece of furniture and being able to reuse it for years to come. (2) • I think I realized consumption does not make me happier and I tried to make myself happy with other things. I started buying things only when I really need them. (13) • I'd say, my daily motivator is my happiness. I feel like I've been wasting my time being sad, angry and stressed while now I'm happier than ever living my life the way I want it to be. Most importantly it made me notice that money doesn't make you happy, in the contrary it was the thing that almost killed me. (23)	Consuming does not give any pleasure	
• It [voluntary simplicity] gives you freedom. It frees up time and mind space. (3) • It [voluntary simplicity] felt freeing. (9) • To feel free, without accumulating unnecessary material things is what motivates me. I feel I have more time and money for things that really matter to me. (19)	Feeling free	
• And it's always been a practice in line with my morals, the power and beauty of nature is heightened when living in Vermont, and I will do my part to protect it. (3) • If the humanity goes into this direction which we experience today, this would bring the end of the world. Look at climate change. Even that shows us non-minimalism is the abnormal way of living which does not fit the environment. There is a direct correlation between climate change and this mess consumption. (13) • It is just a satisfaction for me to preserve the environment. (14) • I help the environment by recycling, composting, using bicycles or public transportation instead of using a car. (24)	Protecting nature	
• I have a feeling that there was not much sense in life. Not that I did not like to do anything or didn't have a hobby, but I did not feel that there was any standing point. Now I know a reason of my every action: what do I go to a store for, why do I bother myself to use a piece of lemon instead of cleaning spray to wipe my monitor. I love the fact that my every single action has a reason [...] Now I understand that the meaning and essence goes much deeper. And before each action or decision that I make, I feel that I do it consciously. I make a choice wholeheartedly. (4) • I believe in Jesus actually and that he encouraged people to give of their abundance to the poor, to live simply, and to follow him. My relationship with Him is the only way that I have been able to survive losing [our child] and I believe that we are each here for a very distinct purpose. It really bothers me to think that all of the clutter is preventing me from finding and fulfilling my purpose here, especially since [our child] had hers completed in only 2 1/2 years. (7) • When we look at our society and how people live, they are not happy. And for me, it's clear that living more simply allows me to approach life differently, to see it differently, and to position myself differently. And with that positioning, I am naturally happier—by being simpler and expecting less from external things, I feel more complete inside. (17)	Finding deep purpose in life	
• My motivation is easy—not to burden my life with unnecessary things and emotions, to be as “light” and quick off the mark as possible. To be not only physically, but emotionally and mentally healthy. In terms of material things, it is anyway impossible to take all the stuff with oneself after death, so why to waste your time and emotions for that? (6) • I tried selling my stuff and donating and it was too slow a process and I became impatient. I began then to figure out radical ways to get rid of 80% of my stuff very quickly. I aspire to have everything I own fit into one travel backpack but I don't know if I will get there. It will be close though. (8) • I just want to be able to go live somewhere else or to travel and to achieve my dreams. I want to not be stressed and think that have so many things in this place and that place. I just want to know that I can pack my suitcase and I'm gone and I don't need to worry about anything that I leave behind. (16) • It makes me feel happy when I'm able to travel. I can pretty much pack most of my things in a luggage and just go. (17)	Feeling “light”	
• I believe in love. And want time and energy to love others and actively help others. (10) • As a minimalist you can create something better, valuable, be more there for your friends for your family and beloved ones or develop yourself to become a better person. (14) • Since I was a child, my mother told me that I needed to donate everything that I didn't use. To us, always was a happy moment when we took clothes from our closets to give to somebody else. (20)	Loving others/ Giving to others	
• I have friends who are also close to the minimalism ideas and we help each other to find ways to solve our problems without consuming anything. (11) • I think to find a new cycle of friends which has the same attitude, but I think it happened automatically because we started to influence each other and get together with the people who share the same thoughts. (13)	Being part of community	

Table 2: 1st order concepts, 2nd order themes and aggregate dimensions based on Gioia

4. Results and Discussion

Triggers of adoption of voluntary simplicity: The data show that consumers often begin their voluntary simplicity journey through influences from sources such as public figures, books, movies, and social media. Many participants describe documentaries and books about minimalism, YouTube, blogs, and Facebook groups as key triggers that introduced them to the idea of owning less and living more intentionally. The media exposure appears to make the lifestyle both visible and accessible, offering practical tools and emotional narratives that resonate with consumers who feel overwhelmed by clutter, stress, or excessive consumption.

Another important pathway is growing up with simplicity, where early family experiences create a foundation for later adoption. Participants who had parents or grandparents living modestly, organizing their possessions carefully, or emphasizing the “luxury of having less” often return to these lessons in adulthood. This suggests that familial norms can subtly

precondition individuals to find voluntary simplicity appealing when they encounter it again later in life. Further, some participants adopt voluntary simplicity following loss of a family member or loss of their own health, describing these events as profound disruptions that force them to reconsider what truly matters. The desire to reduce physical and emotional burdens becomes intertwined with the decision to let go of excessive possessions.

The data also highlight practical triggers. Extended travel, relocations, or living in small temporary spaces reveal to participants how few items they need, and this lived experience encourages them to maintain simplified habits afterward. Finally, influence from a friend or partner plays a notable role when individuals are inspired by someone who already practices simplicity or encourages them during a period of dissatisfaction. In these cases, voluntary simplicity emerges through social support and comparison, reinforcing that the lifestyle is not only a personal choice but also a socially embedded one. Collectively, these second-order themes show that voluntary simplicity is adopted through a combination of media exposure, upbringing, life disruptions, mobility, and interpersonal influence.

Global meaning: The data also show that consumers embed voluntary simplicity as part of their value system (particularly global meaning). For instance, the pursuit of a more just world as participants describe ethical considerations, such as environmental protection, animal rights, and social equity, as central motivations for their lifestyle choices. For many, the desire to reduce harm to others and contribute to fairness and sustainability reinforces their commitment to voluntary simplicity.

Another theme is that consuming does not give any pleasure. Participants report that material possessions and consumerism fail to bring lasting happiness, whereas engaging in recycling, reuse, and mindful purchasing increases personal satisfaction. Relatedly, voluntary simplicity is experienced as feeling free; reducing possessions allows individuals to gain time, mental space, and the ability to focus on activities that truly matter, such as travel or self-development. This sense of freedom is closely tied to the theme of feeling “light”, where simplifying one’s environment enables mobility and reduces stress.

The data also highlight the significance of protecting nature, with participants emphasizing that voluntary simplicity aligns with environmental values, such as recycling, composting, or choosing sustainable transportation. Beyond personal well-being, participants describe finding deep purpose in life as a central benefit, where simplifying daily practices creates a sense of meaning, intentionality, and alignment with personal and spiritual values. Voluntary simplicity further supports loving others/giving to others, allowing individuals to focus time and energy on relationships, caring for family and friends, and contributing to the

community. Finally, being part of a community emerges as reinforcing the lifestyle, as sharing values with like-minded friends provides support, inspiration, and practical strategies for living simply. Collectively, these second-order themes show that voluntary simplicity is not only a strategy for managing consumption but also a value-driven, socially and morally embedded lifestyle.

5. Implications, Limitations and Future Research

Implications for consumers: The findings highlight that voluntary simplicity is highly rewarding, both practically and morally. Consumers can draw on multiple pathways to adopt this lifestyle: engaging with media such as documentaries and books, reflecting on family values, responding to life disruptions, or learning from friends and partners. Recognizing these triggers can help individuals intentionally experiment with simplification strategies, from reducing possessions to prioritizing meaningful experiences. Importantly, the benefits extend beyond material savings: voluntary simplicity promotes happiness, freedom, emotional “lightness,” and alignment with personal values. Consumers may consider not only the environmental and social impact of their choices but also the increase in personal well-being.

Implications for marketing: The findings indicate that marketers targeting voluntary simplifiers should focus on value-driven, purpose-oriented messaging rather than promoting material accumulation. Voluntary simplifiers are motivated by ethical, environmental, and social considerations, as well as personal well-being and freedom. Marketing strategies can leverage media and social influence, such as documentaries, blogs, social media, and influencer content, to showcase practical ways to live simply and provide actionable guidance. Fostering community engagement and sharing experiences with like-minded individuals can strengthen brand loyalty. Brands can position themselves as partners in enabling meaningful, intentional lifestyles, offering products and services that align with consumers’ moral and personal values instead of encouraging excess consumption.

Implications for policy makers: The data suggest that voluntary simplicity has broader societal and environmental relevance, providing opportunities for policy makers to encourage sustainable consumer behavior. Policies could support educational campaigns, media programming, and community initiatives that highlight the moral and environmental benefits of reduced consumption. Incentives for practices such as recycling, sharing, and mindful purchasing could reinforce these behaviors. Additionally, policies promoting mobility-friendly infrastructure (e.g., public transport, compact housing, or flexible work) could

facilitate lifestyle choices aligned with voluntary simplicity. By fostering social norms and networks that value ethical consumption, policy makers can help create a culture in which simplified, intentional lifestyles are more accessible and socially supported.

Finally, the findings from this study should be interpreted considering a few limitations. First, the reliance on self-reported interviews may introduce recall bias or social desirability bias, as participants might emphasize positive motivations or outcomes. Second, the sample may not be representative of all voluntary simplifiers, limiting the generalizability of the findings. Third, the cross-sectional design captures participants' experiences at a single point in time, which may not reflect the evolving nature of lifestyle changes. Building on these limitations, future studies should focus on developing longitudinal investigations on how motivations, behaviors, and meaning-making processes evolve over time, especially in response to life transitions or societal changes. Also, mixed-method designs would also provide a comprehensive understanding of both individual and societal impacts.

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Appendix 1: Socio-demographics of interviewees

#	M/ F	Age	Type	Education/ Profession	Country of origin	Place of residence	Low, middle, upper class	# of family members/fla t mates	VS 1=very low- 10=very high	How long practicing VS?
1	M	57	Video Call	Middle school principal	USA	New Hampshire (rural)	Middle	1	8	40 years
2	F	59	In person	Freelance teacher	USA	Berlin (urban)	Middle	1	7	30 years
3	M	57	Video Call	self-employed, carpenter	USA	rural – Vermont	middle	0	7	many years
4	F	23	In person	Instagram blogger	Russia	Berlin (rural)	Middle	2	6	4 years
5	F	28	Video call	Marketing specialist	Ukraine	Israel (urban)	Middle	2	5	5 years
6	F	34	Video call	Marketing manager	Ukraine	Latvia (urban)	Middle	3	6	5 years
7	F	43	Facebook chat	Own business	USA	Castle Rock, Colorado	middle	2	3	a couple of months
8	M	41	Facebook chat	Developer/archite ct/entrepreneur	USA	Suburban	Middle to upper	0	7	3 months
9	M	37	Facebook chat	Computer Science	USA	USA suburban	Middle	1	5	2 years
10	F	41	Facebook chat	Image Consultant	British	rural	Middle	2	9	2 years
11	F	n/a	In person	n/a	n/a	n/a	n/a	n/a	7	n/a
12	M	n/a	Video call	n/a	n/a	n/a	n/a	n/a	6	n/a
13	M	n/a	In person	n/a	n/a	n/a	n/a	n/a	7	5 years
14	M	n/a	In person	n/a	n/a	n/a	n/a	n/a	7	n/a
15	F	49	In person	Linguist / Diplomat	Germany	urban – capital city	Upper middle class	0	6	n/a
16	F	24	In person	Hospitality professional	Namibia	London, urban	middle	1	6	n/a
17	F	28	In person	Dental Hygienist	Canada	Urban – Montreal	Middle	1	5	4 years
18	M	28	Video call	Personal Trainer	France	Urban – Lausanne	middle	1	5	n/a
19	F	34	Video call	Administrator	Brasil	Urban	middle	0	7	5 years
20	F	35	Video call	IT company but graduated in vet	Brasil	Urban	middle	1	8	6 years
21	F	27	Video call	Content creator	Brasil	urban	middle	1	7	3 years
22	M	27	In person	Sales	Germany	Urban Berlin	middle	1	4	many years
23	F	31	Video call	Prefers not to say	Lebanon	Urban London	Middle	0	6	4 years
24	M	25	Video call	Part time, farm.	Austria	Rural	low	3	10	Since birth