

Decoding Minimalists' Preference for Eco-Hotels

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Abstract

This research investigates why individuals with high minimalism tendencies maintain sustainable tourism choices (i.e., eco-hotels), focusing on the underlying cognitive mechanism of subtractive decision habits. Minimalist values drive a thought process towards simplicity goals, developing a habit of prioritizing reduction over addition, which challenges the typical additive bias in human cognition. Study 1 confirmed that a higher minimalism tendency positively correlates with a favorable attitude toward and preference for eco-hotels. Study 2 demonstrated that this preference is moderated by communication style: individuals with high minimalism tendencies trust and prefer eco-hotel claims significantly more when presented subtractive messages (e.g., “reduces waste”) versus additive messages. By understanding these decision-making processes, our study sheds light on how minimalists' cognitive habits influence their engagement with eco-friendly accommodations, highlighting the importance of how sustainability is communicated.

Track: Tourism Marketing