

From Consumption to Experience: A Bibliometric Study of Minimalism in Shaping Tourist Behaviour

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Abstract

The growing importance of sustainability and environmental awareness positioned the minimalism paradigm in the tourism industry. Nowadays, travelers seek a clutter-free, peaceful journey, away from materialistic, fast tourism and its façade. This makes it essential to understand the intellectual theory and structure of minimalism. This study examines how the ideology of minimalism influences tourist behaviour and shapes the itineraries of tourism research. A bibliometric analysis of scholarly publications on minimalism and tourism from the Scopus database (2006 to mid-2026) was conducted on 10 June (N=392 articles). This study identifies themes, the most influential authors, the most impactful journals, and the leading countries using performance analysis and science mapping techniques. The finding reveals the interrelated patterns among sustainable consumption, slow tourism, mindful travel, well-being, happiness, and tourist behaviour. This study further explores the emergence of new themes, such as ecotourism, voluntary simplicity, detox tourism, well-being, happiness, and responsible tourist behaviour. Existing study themes related to destination sustainability, tourist satisfaction, and values have evolved within the minimalist framework over time. This study also illustrates how minimalist values encourage tourists to experience nature rather than material possessions and to engage with local culture and destinations. By applying the ideology of minimalism to tourism, this research provided insight into how it shapes tourists' behaviour and guides their decisions. As people shift from a consumer-centric to an experience-centric approach, minimalism offers a valuable framework for promoting responsible, slow tourism.

Keywords: Minimalism, Experiential tourism, Mindful consumption, Voluntary simplicity, Slow and responsible tourism

1. Introduction

Consumer preferences have shifted from materialistic possessions to meaningful experiences. The main causes of this evolution were environmental concerns, sustainability, well-being, happiness, and quality of life (Chandran et al., 2021). They have encouraged individuals to recall traditional ways of life. In this context, the minimalist philosophy, which espouses a clutter-free life, mindful consumption, slow travel, simplicity, and experiential travel, received significant attention. Although minimalism has recently gained attention in tourism and consumerism, its intellectual roots lie in the earlier concept of voluntary simplicity (Wilson & Bellezza, 2022).

The core of voluntary simplicity is credited to Richard Gregg, who coined the term in 1936 to describe a Choice to live more simply rather than to show off in a vocation for both spiritual and mental well-being (Richard, G.1936). Gregg asserted that material excess distracts individuals from a purpose-driven life, while simplicity fosters a meaningful life and harmony in society. The concept remained underexplored by scholars until the late 20th century.

The pivotal moment was the publication in 1977 of Duane Elgin and Arnold Mitchell's work on voluntary simplicity (Elgin, D., & Mitchell, A., 1977). Elgin explained it as a lifestyle that entails mindful consumption, environmental responsibility, and self-development. His work drew researchers' attention to why individuals seek a simpler life rather than a prosperous one. In 1981, the Elgin book on voluntary simplicity was published (Elgin,

D., 1981). Researchers in the 1980s began exploring simplicity as a distinct segment concerning environmental, sustainability and a happy life.

In the 1990s, research explored voluntary simplicity in relation to mindful consumption, ethical values, and sustainability (Schor, J., 1999). Researchers challenged the traditional theories' assumption that consumer welfare is achieved through material acquisition. Juliet Schor emphasised the consequences of excessive consumption, frequent shopping, and excessive possessions, which lead to a stressful life and harm the environment. Synchronously, scholars found that real experiences bring happiness rather than materialistic goods.

In the early 2000s, voluntary simplicity integrated with sustainability. SDG goals and environmental awareness, including global warming and climate change, encourage researchers to explore the relationship between consumption and sustainability (Oates et al., 2008). A researcher advocates that a simpler lifestyle helps reduce ecological impact and improve the standard of living. During this century, green tourism, green marketing, and consumer behavioural patterns have emerged as areas of research.

There was a significant shift in the publication of Tim Jackson's works, which address mindful and sustainable consumption beyond materialistic prosperity and growth (Jackson, T., 2009). He advocates the view that long-term quality of life and happiness cannot be achieved through materialistic things; there is a need for peacefulness, clutter-free living, and sustainable values.

From 2010 to 2015, minimalism emerged as a distinct technological phenomenon. It has gained popularity through different lifestyles, social media platforms, influencer advertisements, and especially among Generation Z, (Deußing, L., 2022) which blindly follows social media and does things to keep up with trends. It is distinct from voluntary simplicity, which focuses solely on environmental and ethical values; it is broader, encompassing not only voluntary simplicity but also decluttering, digital detox, and intentional adherence to minimalist ideology. Minimalism has been viewed as a multidimensional construct in research.

From 2015 onwards, researchers explored how minimalist values affect consumer decision-making, purchase intention, and consumption behaviour. They found that individuals who adopt a minimalist lifestyle emphasise their personal relationships, experiences, a peaceful life, and the avoidance of possessions (Pangarkar et al., 2021). There is a shift in ideology from consumer-centric to experience-centric, which applies in different industries. The tourism sector also experienced this evolution: traditional models gave way to luxury hotels, fast tourism, and service-oriented offerings, which later gave rise to local experience and slow tourism (Dolnicar et al., 2023). Now, contemporary theories emphasise engagement with locals and destinations, and a shift from possession-based tourism to sharing experiences. This gave rise to a new economy, the sharing economy.

The COVID-19 pandemic acted as a major catalyst for this ideology. Restrictions on people teach them to survive with only what is needed, no need for cluttered, impulsive consumption behaviour. A. Sandlin, J., & Wallin, J. J. (2022). Many individuals become aware of the environment, and this awareness shifts thinking, values, and ideology, altering society's perspective. There is a sense of guilt among individuals over the overexploitation of resources, which connects them to the ideology of minimalism.

Despite the growing importance of the environment and minimalist ideology in tourism, existing studies focus on consumption, behaviour and sustainability. However, there are significant research gaps in the field of intellectual structure—namely, the absence of major contributors, major researchers, influential countries, and thematic evolution. Therefore, a bibliometric analysis is needed to map the field's growth.

The present study addresses this need by examining publication trends, influential authors' work, leading journals, collaborative work, and future research directions. It contributes to the growing literature on experience tourism and on how minimalist values shape tourists' behaviour, making them more conscious of environmental values.

How a minimalist life

Clutter-free atmosphere: Decluttering means removing unnecessary items and choosing quality over quantity. A clutter-free environment reduces distractions and promotes mental peace (Van Eck & Waltman, 2014). It is the first essential step in adopting a minimalist ideology. It makes life easier and stress-free (Chow et al., 1975)

Reprocess items: This approach reinforces the ideology of reusing and donating items rather than throwing them out (Rasheed & Balakrishnan, 2024). A minimalist mindset involves repurposing old, outdated goods. It reduces environmental burden by curbing overconsumption (Wilson & Bellezza, 2022).

Mindful Purchase decision: Minimalism supports thoughtful decision-making about what to buy and whether it is really needed. Consumers think before buying rather than making impulsive decisions (Parasuraman et al., 1985). It focused on quality rather than quantity.

Benefits:

Financial: Minimalist ideology focused on buying only necessary and multifunctional things. It saves their money by making thoughtful decisions (; Kang et al., 2021). Consumers can save money by refraining from impulse buying. This leads to long-term benefits and reduces debt by lowering consumption (Qiao & Yin, 2021).

Environmental: Reducing overconsumption reduces waste, alleviates resource overburdening, and conserves resources (Druică et al., 2023). Research indicates that reduced consumption also diminishes greenhouse gas emissions and reduces waste generation (Chen & Liu, 2023).

Improved social environment: People who follow the ideology of minimalism spend less time on material things; they want quality over quantity (Wang et al., 2020). They spend time on non-material things. They engage more with pursuing hobbies, passions, and their social culture (Uyanik, 2024). Minimalism promotes self-growth, self-improvement, and engagement with the world's material things (Wilson & Bellezza, 2022).

Happiness and Satisfaction: There is a negative relationship between Materialistic things and satisfaction (Zavestoski & DeLaure, 2022). Those who prioritise materialistic values are less satisfied than those who prioritise non-materialistic values. Minimalism helps achieve life objectives, such as living a stress-free, less cluttered, and more satisfying life (Tosun & Sezgin, 2021).

Emotional balance: Emotional balance between the positive and negative feelings, which we experience in life (Thomas & Gupta, 2021). Our wants are unlimited, and when they go unfulfilled, we experience stress and overburden ourselves. Minimalist ideology reduces this cluster-free life, provides direction, and places less emphasis on material possessions (Sreen, Mehrotra, Alghafes, & Gupta, 2025).

Sustainability: The minimalist ideology emphasises mindful consumption rather than zero consumption (Shafqat et al., 2023; Sreen, Mehrotra, Alghafes, & Agarwal, 2025; Ton et al., 2024). However, it is the little things that make a big difference. This continuous mindful consumption leads to saving for our future generations (Pangarkar & Shukla, 2023). We use resources carefully so that future generations can use them as well. A minimalist will go for a clutter-free life, reducing the stress of choosing what to live with. This bibliometric analysis addresses key gaps in prior reviews on sustainable consumption behaviours. Unlike pre-2020 studies focused on voluntary simplicity or anti-consumption without post-pandemic lenses, or resistance bibliometrics that ignore digital shifts (from prior), it examines 1297 Scopus documents (2020-2025 partial). It reveals 7.53% annual growth tied to COVID-induced revaluations of clutter versus necessity. Contributions include normalised productivity metrics, SOR-grounded cluster interpretations, and frontiers such as minimalist tourism, advancing beyond descriptive trends to theoretical-practice bridges.

2. Review of Literature

Consumerism is characterised by overconsumption and overexpenditure on material goods. It is a desire to get more and more that never ends, a phenomenon (Wilson & Bellezza, 2022; Malik & Ishaq, 2023). Minimalism is a mindful approach to consumption that promotes sustainability by reducing impulsive purchasing behaviour. It promotes awareness about the environment and sustainability (Mishra et al., 2025). Minimalism has become a global phenomenon due to rising concern about environmental issues and the pandemic (Shaw, D., & Riach, K., 2011). Minimalistic ideology influences consumers' ethical purchase behaviour by emphasising internal moral values and satisfaction (Sreen et al., 2025). The theory of planned behaviour (TPB) and the stimulus-organism-response (S-O-R) model explain how minimalist behaviour affects consumers' purchase decisions. The theory of planned behaviour depends on three factors: a person's attitude towards the behaviour, subjective norms, and the perceived behavioural control (Nguyen & Tran, 2025). Minimalism promotes renting rather than owning. Consumers who follow the minimalism ideology rent clothes, cars, and other things to reduce consumption (Malhotra & Fatehpuria, 2025). Minimalism has been associated with a nomadic lifestyle, in which people move from one place to another in search of food, favourable climate conditions, and a livelihood. This lifestyle is characterised by minimalist ideology (Chen et al., 2025). To increase brand engagement and attract consumers, use these sustainability advertising tactics to encourage them to consume less in line with their needs (Dinana et al., 2025). Consumers are attracted to products that align with their ideology. The concept of Minimalism is an ideology of careful, mindful consumption and of renting rather than owning. People feel a responsibility towards the environment and towards the sharing economy (Mishra et al., 2025). Research on tourism shows that the two interrelated phenomena, Minimalism and customer citizenship behaviour, work together to protect the environment during trips. Minimalism in tourism refers to choosing simplicity, reducing waste, and using resources mindfully (Rasheed & Balakrishnan, 2024). It best fits the expectations of people who want the best services, lower expenses, good experiences, and Convenience. Still, there is a gap between what people intend to do and what they do (Antonetti, P., & Maklan, S., 2016). In tourism, tourists seek sharing services to cut costs and enhance their experience; this is the minimalist idea of using rather than owning, a better sharing economy (Rasheed & Balakrishnan, 2024). This ideology supports buying the best quality rather than more quantity; it is negatively related to materialism, a scale developed by Wilson & Bellezza (2022) comprising 12 items and three parts: owning less, aesthetics, and mindful consumption, which explains that it is more than just avoiding increased consumption. It recognises people's responsibility towards the environment, society, and the next generation. Even though there is a personal motive behind adopting this ideology, its results lead to environmental protection and sustainability. It helps reduce carbon footprints and improve well-being (Kang, Joyner Martinez, & Johnson, 2021).

Psychological motives

Voluntary simplicity emerges as a psychologically driven restraint on excess, fulfilling higher-order needs amid dissatisfaction with materialism. **Etzioni (1998)** characterises it as a non-coercive balance between private simplicity and public responsibility, prefiguring modern motives such as emotional decluttering.

Environmental Motives

Ethical downshifting prioritises planetary limits over endless acquisition, as Shaw & Newholm (2002) frame voluntary simplicity within consumption ethics. Black & Cherrier (2010) detail anti-consumption practices (e.g., boycotts, repurposing), mirroring the sustainability cluster's 108 co-occurrences and its links to the sharing economy.

Consumption Behaviours

The SOR (Stimulus-Organism-response) theory explains transitions: environmental stimuli (SDG 12) trigger organismic states (mindful Intent), yielding responses such as reduced impulse buying.

2.1 Research gap

Despite scholars' interest in minimalism, the existing literature remains fragmented across multiple disciplines, including consumer behaviour, consumption theories, sustainability, psychology, sociology, and tourism. Previous studies have explored minimalism from a consumption perspective, focusing on purchase intention, behaviour, well-being, and sustainability values. Limited attention to its role in the tourism industry and tourist behaviour. Moreover, existing studies on tourism have evaluated slow and mindful tourism without linking them to the broader concept of minimalism. Another limitation of existing studies is the absence of bibliometric and thematic analysis. Therefore, there is a need for a bibliometric analysis to explore the minimalistic work in the tourism context.

3. Research Methodology

The PRISMA model has been used to guide the literature search. PRISMA is a reporting protocol for systematic reviews and meta-analyses. It maps the data collection process, the filtering to summarise the data, and the analysis process (Chow et al., 1975). This method is structured and reliable for assimilation of information from various sources. It facilitates a comprehensive view of available information from sources.

The methods used in this study are Biblioshiny and VOSviewer, which combine notational (Performance) analysis and science mapping. Performance analysis is described as descriptive, analysing the productivity of authors, influential journals, and countries. In Contrast to performance analysis, Science mapping probes the intellectual structure by examining relationships among keywords, themes, and temporal evolution (Donthu et al., 2021).

3.1 Literature Selection Methodology

Initially, a relevant database is selected for data collection. The Scopus database is used for literature search and bibliometric analysis.

Scopus was selected for its broad coverage of the social sciences and its high-quality, reliable data. It provides rich metadata, author information, institution profiles, and citation counts. Scopus offered researchers free access to selected research communities through application programming (Baas et al., 2020). Many researchers have used it as the single main database (Glenn & Goldman, 1976; Andersen, 2026; Gulati et al., 2024). (Öztürk et al., 2024) explained why not to use multiple databases for analysis. They lead to overlapping information, making it difficult for researchers to understand. After selecting databases, the literature selection is formulated. Minimalist lifestyle, tourist behaviour, experience tourism and responsible tourism were taken into consideration. The search string used to get initial documents was (" Minimalism" OR " Minimalist lifestyle") AND ("Tourism "OR "Tourist Behaviour" OR "Tourist Behavior" OR "Travel Behaviour") OR (" Experiential Tourism" OR "Travel Experience") OR ("Sustainable Tourism" OR " Responsible Tourism") OR ("Conscious Consumption" OR " Consumer Behaviour"). Filters were applied to exclude documents, the final retrieval is ("Minimalism" OR " Minimalist lifestyle") AND ("Tourism " OR "Tourist Behaviour" OR "Tourist Behavior" OR "Travel Behaviour") OR (" Experiential Tourism" OR "Travel Experience") OR ("Sustainable Tourism" OR " Responsible Tourism") OR ("Conscious Consumption" OR " Consumer Behaviour") AND (LIMIT-TO (SUBJAREA , "BUSI") OR LIMIT-TO (SUBJAREA , "ENVI")) AND (LIMIT-TO (DOCTYPE , "ar") OR LIMIT-TO (DOCTYPE , "re")) AND (LIMIT-TO (LANGUAGE , "English")) AND PUBYEAR > 2006 AND PUBYEAR < 2025.

First, the time span 2006-2026 was applied; then, subject areas were chosen as Business, Management and Accountancy and Environmental Science; then, document types were chosen as articles and review papers; and finally, an English-language filter was applied for language acceptability. The number of final articles considered for analysis is 392 (see Figure 1).

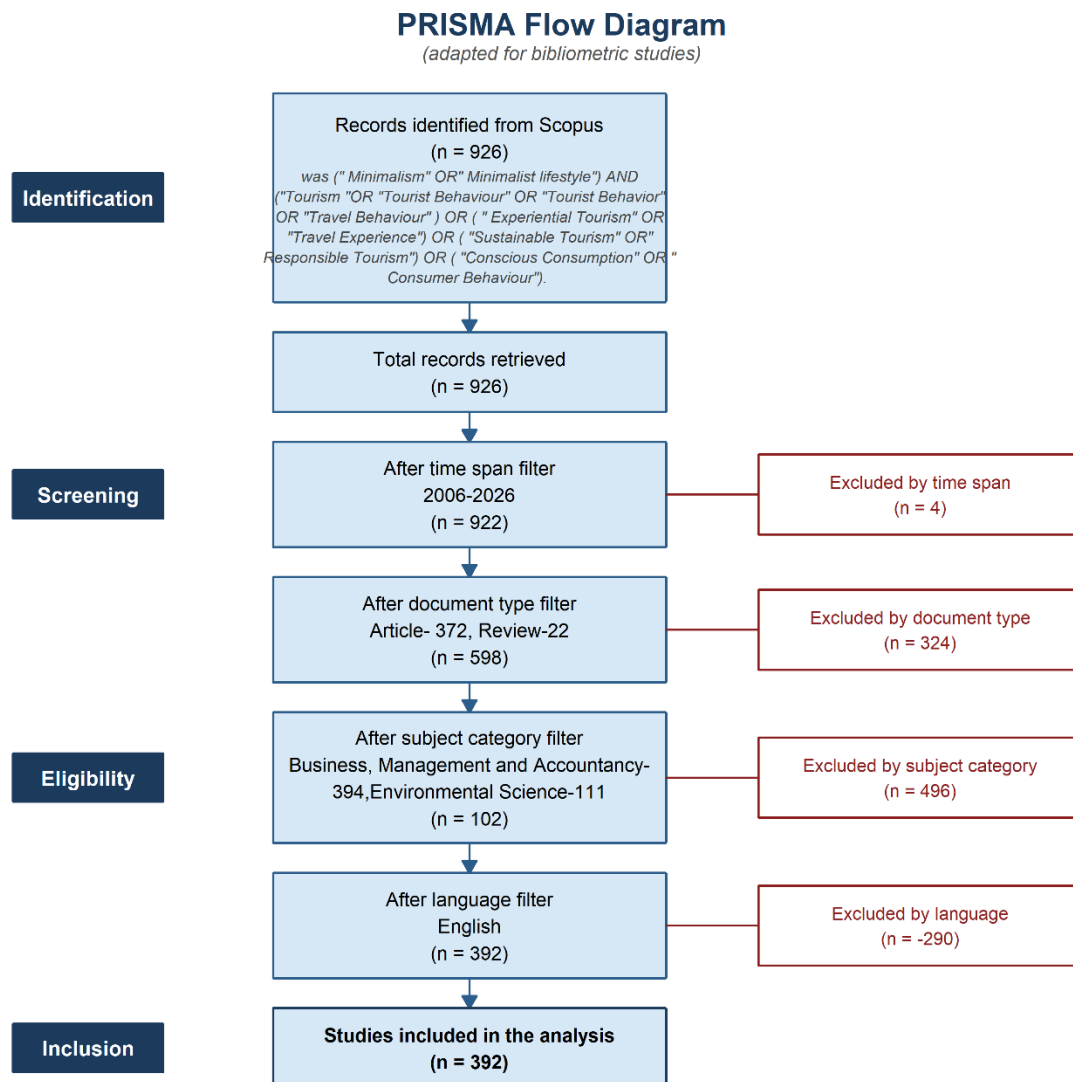


Figure 1: PRISMA diagram for Bibliometric information

3.2 Bibliometric Analysis

Analysis was done in VOSviewer (1).6.20) and Biblioshiny (R 4.6.0). VOSviewer is a popular Java-based interface visualisation software for network visualisation. It analyses the network of co-authorship, bibliographic coupling, clusters, and keyword occurrence patterns. It is effective for visualising large-scale bibliometric data through interconnected network mapping (Van Eck & Waltman, 2014). Biblioshiny provides various options for data representation through a web interface (Aria & Cuccurullo, 2017). The analysis began with citations and the number of documents published to interpret productivity over time and identify trends in minimalism. The top 10 journals were identified that have published a high number of articles on Minimalism. Science mapping was conducted to analyse performance and further explore thematic structures.

The objective of science mapping is to identify future research trends, key themes, and keyword clusters (Serenko & Dumay, 2015).

4. Results and Analysis

4.1 Performance Analysis

4.1.1 Number of Publications and Citations Each Year

Figure 2 shows the number of publications over the year, along with the citations. There has been a growth in publications since 2020 as individuals become more aware of the environment and sustainability. Citation difference due to the time-lag principle: the article that has been around longer has more citations, and the one published in 2025 has fewer. People are more concerned about their future generations nowadays due to the overuse of resources, and they feel guilty about it. There are several reasons why there is a growth in publications after 2020: -

- The 17 SDG principles that support sustainability and nature have gained scholarly attention.
- The pandemic of COVID-19 shows the responsible behaviour of resources towards nature; only the things that are needed are consumed, and changes in the pattern of consumption.
- The shift of ideology from consumption to experience-centric, people want more local experiences, rather than luxurious hotels and services.
- India and China are the leading contributors with 156 and 141 publications, respectively. Since 2023, growth has been faster in both countries. The reason for this is the pandemic, which has changed lifestyles and attracted scholarly attention. The US and UK followed the list, ranking 3rd and 4th with 105 and 76 publications, respectively.
- There is a large amount of funding for research in universities and institutions, which has increased the growth of publications with minimal impact on tourism.
- China is spending more on R & d with international collaborations. The pandemic is the main driver of these growth factors.
- There is an increase in journals that are focused on the environment and sustainability, which shows the global awareness about sustainable development (Farrukh et al., 2020).
- The dataset has received 5950 citations from 2006 to 2026, according to Biblioshiny. The dataset also reveals an average of 15.18 citations per document.

The h-index 36 indicates that at least 36 documents have been cited 36 times. This shows that the field of merging minimalism with tourism is growing continuously, is mature, well-cited, and theoretically grounded, and makes significant contributions.

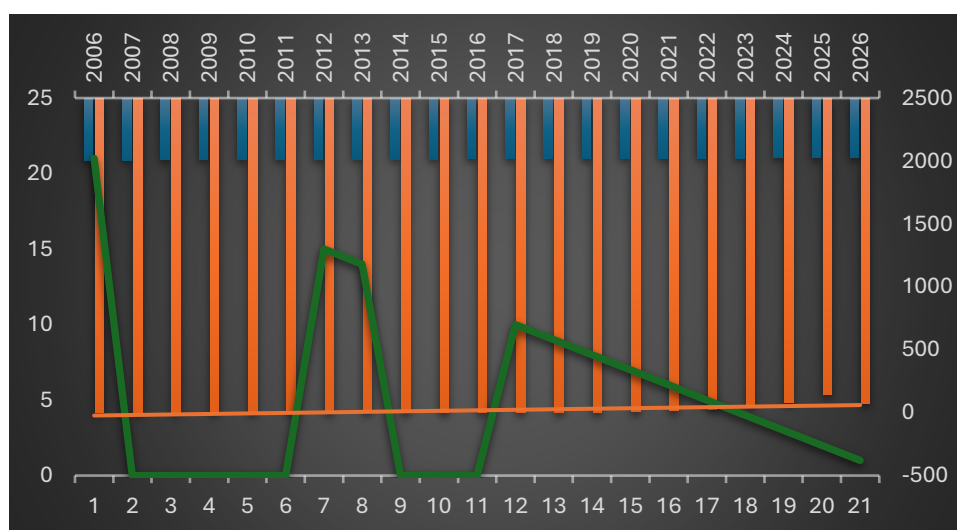


Figure 2 shows year-wise publications along with citations.

Table 1 shows year-wise publications and citations.

Year	Publications	Citations
2006	1	21
2007	0	0
2008	0	0
2009	0	0
2010	0	0
2011	0	0
2012	1	15
2013	1	14
2014	0	0
2015	0	0
2016	0	0
2017	1	10
2018	1	9
2019	2	8
2020	6	7
2021	15	6
2022	27	5
2023	44	4
2024	80	3
2025	144	2
2026	69	1

4.1.2 Publication with journals

Figure 3 shows the top 10 journals that published papers on the role of minimalism ideology in shaping tourist behaviour. The graph shows that the Journal of Retailing and Consumer Services accounts for 23 documents, or around 50% of the contribution, followed by the Sustainability Journal with 20. These are the leading journals and strongly focus on Sustainability and Minimalism. Others in the list are Journal of Business Research, Psychology and Marketing, and International Journal of Consumer Studies, Journal of Consumer Research, Sustainable Production and Consumption, and Business Strategy and the Environment. Journals such as Consumer Research and Sustainable Production and Consumption suggest that this research is not just theoretical but also studies the practical aspects and impacts of changes in Consumer behaviour and consumption patterns.

The top 10 journals are divided into two sections. One section explains the Consumer and behavioural journals, which include retailing and consumer studies, psychology and marketing, and how minimalism shapes tourist purchase intentions and behaviour. Another section explains Sustainability-oriented journals that demonstrate the broader impact of minimalism on sustainability and ecological footprints.

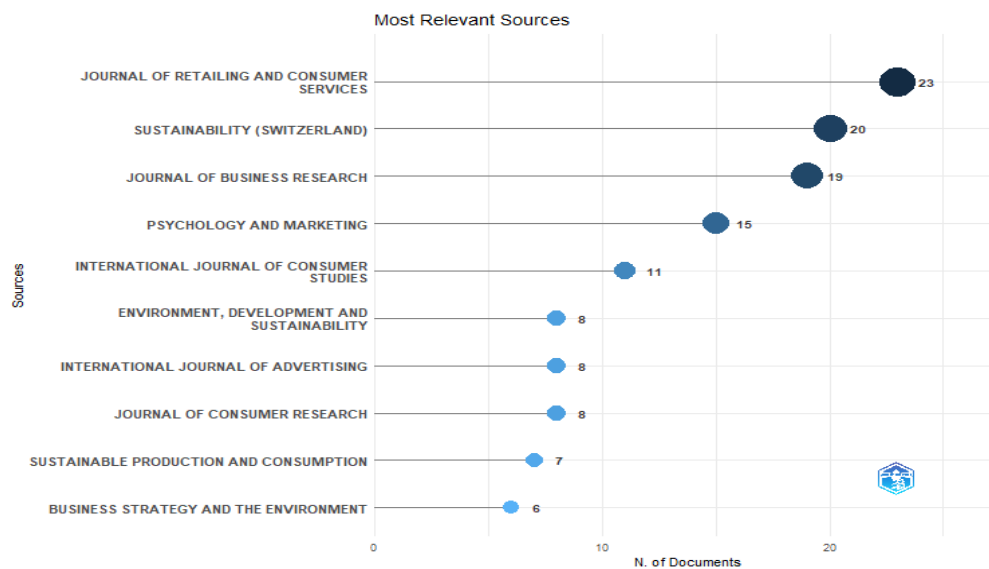


Figure 3: Number of publications by the most relevant journals

4.1.3 Figure 4 shows the most relevant authors who have been highly influential. Jain VK is from Dehradun Institute of Technology University. He has published 12 articles on this topic. Overall, he has published 27 papers with 150 citations, an H-index of 7, and a mean of 1.9 citations per paper. Main research topics are Digital marketing and social media, consumer behaviour in brand consumption and identification, Environmental Sustainability in Business, and Sustainability supply chain management. The second most-cited author in this area is Chen S from Jinan University, China, with 10 publications. His main research themes are Digital marketing and social media, Behavioural health and interventions, consumer behaviour, and death anxiety. Rasheed Anwar has 7 publications, mostly focusing on environmental sustainability in business, Digital marketing, and sharing economy. All of these focus on consumer behaviour in the sharing economy and its environmental impact and are labelled as minimalism.

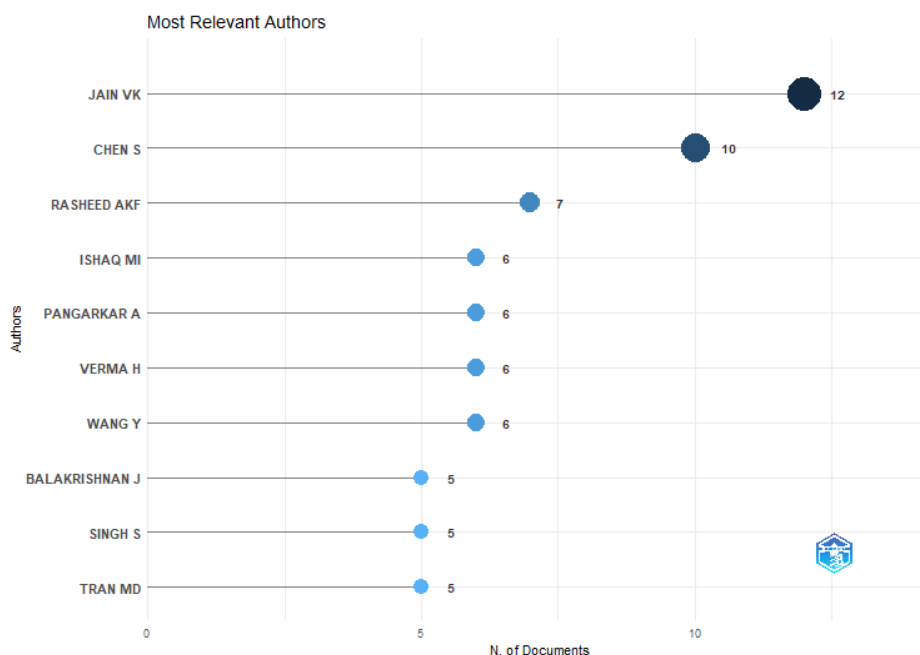


Figure 4: Most Influential Authors

4.2 Science Mapping

4.2.1 Keyword analysis

Figure 5 shows the VOSviewer analysis of 65 Items and 9 Clusters. The largest red cluster contains 14 items, including decision-making, environmental Sustainability, the hotel industry, tourism development, social behaviour, and tourist destinations. These keywords highlight the central hub of the literature, indicating that research is multidirectional and has a strong impact on experience tourism, consumption, hotels, and marketing. The central keywords around which the network is formed are Sustainability, Sustainable consumption, minimalism, consumption behaviour and consumer behaviour. This shows the scholarly attention towards the link between consumption and sustainability. The green cluster contains 13 items that primarily focus on Consumer minimalism, well-being, Happiness, and voluntary simplicity. This shows the interplay between Minimalism and individual happiness. The other clusters, such as yellow and blue, exhibit pro-environmental behaviour, purchase intention, environmental values, and environmental awareness, thereby providing the theoretical foundation for minimalism. Among the future directions and research topics that emerge are digital minimalism and the integration of technology with minimalism. Keywords emerge, such as social media, Sustainability, consumption behaviour, and marketing strategy for tourists, for interdisciplinary research by scholars. This analysis reflects the shift from individual consumption to societal transformation of responsible consumption behaviour and sustainability.

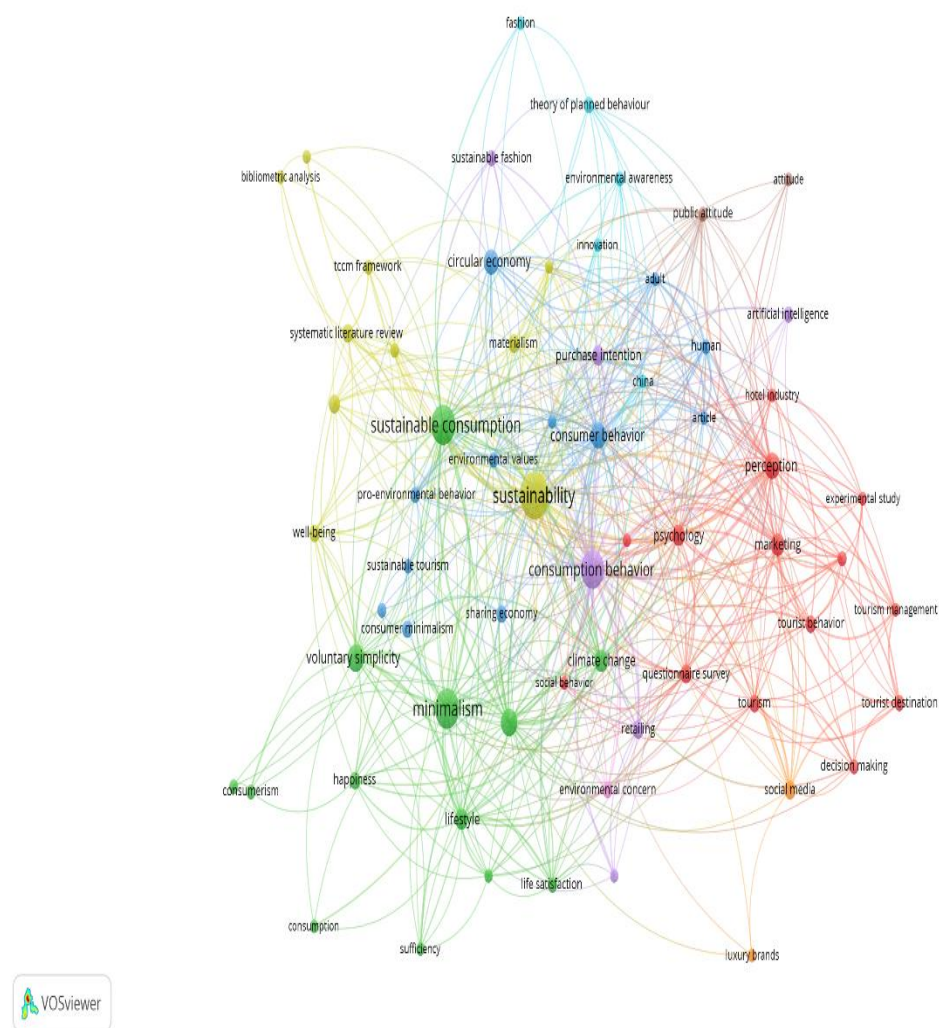


Figure 5: Keyword analysis cluster

4.2.2 Co-Citation Network with Author Analysis

The author's Co-Citation network visualises the structure of research by representing Authors who cited together in the same publications. A stronger close node shows a strong relationship between two authors who share the same research field. These several interconnected nodes show the network of authors contributing to the same fields: reduced consumption, voluntary simplicity, and sustainability. Figure 4 shows the main 4 clusters. The red cluster includes authors such as Hoffman, Cherrier H, and Kasser T. This cluster focuses on topics such as Materialism, Well-being, and the effects of overconsumption. The major theme of Kasser reflects the growing importance of the positive relationship between mindful consumption and sustainability, which improves quality of life. The green cluster authors focus on Ethical consumption, anti-consumption behaviour, and consumer behaviour. This cluster relation shows the ideology of minimalism directing consumer behaviour. The yellow cluster presents empirical research and analytical data on minimalism, including which factors of minimalism affect consumer behaviour.

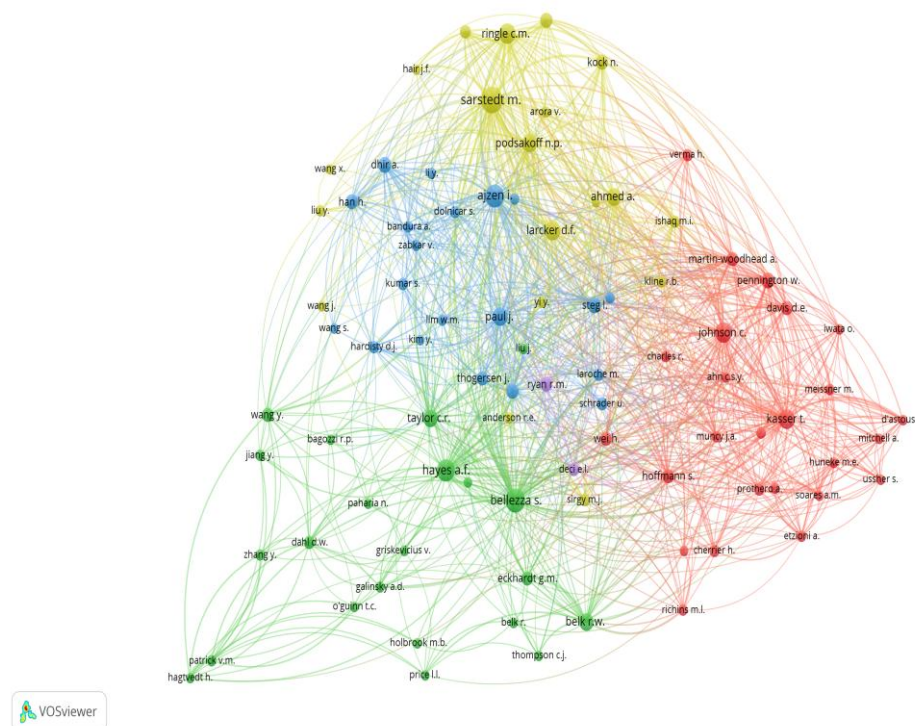


Figure 6: Co-Citation Network with Author Analysis

4.2.3 Trend topics

Table 2 presents the key research themes in the literature on minimalism and tourist behaviour. The earliest themes of global strategy (2006), Business development (2012), and Property (2013) reflect that initial research was based on economic perspectives and on organisational consumption patterns. In 2015-2021, the research area shifted to technology: - Key themes prediction, advertisement and technology emerged during this period. These reflect the market through digital promotions, the early stages of social media, and consumer buying behaviour via online purchases. After COVID-19, there has been a shift in individuals' behaviour: they are more mindful of consumption, more concerned about nature, and more focused on sustainability. Minimalism and sustainability are studied as interlinked by scholars. Nowadays, the term "AI" is trending in the market and in research fields as well. Still, its frequency is lower than that of sustainability and minimalism, but it can be seen as a future integration technology fusion with minimalism and sustainability.

Table 2: Trends of Research Topics

Term	Frequency	Year (Q1)	Year (Median)	Year (Q3)
global strategy	1	2006	2006	2006
business development	1	2012	2012	2012
Property	1	2013	2013	2013
Prediction	2	2015	2018	2022
Fifa	1	2019	2019	2019
Advertising	2	2018	2020	2021
Technology	3	2020	2021	2022
covid-19	4	2022	2022	2022
Lifestyle	13	2023	2023	2024
Minimalism	42	2023	2024	2025
Sustainability	61	2024	2025	2025
artificial intelligence	7	2025	2026	2026

4.2.4 Future Research Directions Based on themes and clusters

- **Emotional wellness and Anti-consumption:** - The first theme was emotional well-being, happiness, and materialistic behaviour. These were analysed, but in the context of consumer consumption. They can be analysed in the tourism industry to examine how tourist behaviour changed after adopting minimalist ideology.
- **Ethical consumption behaviour:** - The scholars had studied sustainable consumption, sustainability, and conserving resources for future generations. In the future context, they can be linked as Slow tourism, reducing ecological footprints, Local experience and responsible tourism.
- **Purchase Intention and Consumer behaviour:** - The initial emphasis on Attitude, consumption patterns, factors affecting purchase intention. They can be further studied as Behavioural models of tourists in Minimalism.
- **Artificial Intelligence:** - AI integration with sustainability and mindful travel decision-making can be studied further for the future. It has emerged as a technological fusion with sustainability.

Key Findings

Key Themes	Emerg ed from Clusters	Most Influential Authors	Leading Countries	Major Publication Sources	Dominating Keywords
Minimalism and Sustainable Lifestyles	Emotional Well-being and Standard of Living	Kasser, Hoffman, Johnson	China, India, USA, UK	Journal of Retailing and Consumer Services	Minimalism Lifestyle, Voluntary Simplicity

Anti-Consumption and Ethical Consumption	Voluntary Simplicity and Ethical Consumption	Bellezza, Eckhardt, Holbrook	USA, UK, Spain, Canada	International Journal of Consumer Studies, Journal of Consumer Research	Voluntary Simplicity, Consumer Behaviour, Perception
Sustainable Consumption Behaviour	Behavioural intention and Sustainable consumption cluster	Ajzen, Paul, Kumar, Liu	China, India, USA	Journal of Business Research, Journal of Psychology & Marketing	Sustainability, Consumer behaviour
Circular Economy and Responsible Consumption	Sustainability and Environmental Integration cluster	Eckhardt, Hayes, Bellezza	China, Spain, France	Sustainable Production and Consumption	Circular Economy, Sustainable Consumption
Technology and AI for Sustainable Choices	Technology Fusion	Emerging Stream	China, USA, India	Sustainability Environment	Climate change, Sustainable development

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