

Factors Influencing Intention to Adopt a Minimalist Lifestyle among Young Consumers in Bahau, Negeri Sembilan, Malaysia

Ahmad Hariza Hashim, Loi Sin Nee & Nur Aishah Mohd
Khairan

Department of Resource Management and consumer studies, Faculty of Human Ecology,
UPM, 43400, Serdang, Selangor, Malaysia.

Corresponding Author's Email: ahariza@upm.edu.my.

To Link this Article: <http://dx.doi.org/10.6007/IJARBS/v13-i16/18765> DOI:10.6007/IJARBS/v13-i16/18765

Published Date: 05-10-2023

Abstract

The practice of minimalism has the potential to enhance living standards, and work output, change consumer consumption behaviour, and ultimately lessen the problem of domestic waste to the environment and create a better world for all people. Minimalism encourages consumption reduction, which lessens its negative effects on the environment. Today's youth perceive themselves as being more environmentally friendly in their daily actions. Therefore, the goal of this study is to identify the variables that can affect young consumers' intentions to adopt a minimalist lifestyle. One hundred and twenty young consumers living in Bahau, Negeri Sembilan, Malaysia were chosen using the mall intercept approach. They were questioned about their environmental concern, intentions to live minimally, attitudes, subjective norms, and perceived behaviour control concerning minimalism. The respondents indicate a strong desire to live a minimalist lifestyle in the future, but a moderate level of environmental concern. Only perceived behaviour was determined by the study to be a reliable predictor of the intention to live a minimalist lifestyle. Interestingly the study shows that environmental concern did not show a significant relationship with minimalist lifestyles. Therefore, more need to be done on creating environmental awareness among younger consumer and relating it to a minimalist lifestyle.

Keywords: Minimalist Lifestyle, Environmental Concern, Attitudes, Subjective Norms, Perceived Behaviour Control

Introduction

Consumption is considered excessive when it depletes a consumer's financial or mental resources or when it has severe environmental effects that are detrimental to both the person and the societal well-being (Sheth et al., 2011). Being materialistic is related to excessive consumption which could bring disastrous to the world such as biodiversity loss, water stress,

and greenhouse gas emissions. This is because being materialistic mean individuals see material gain as an important part of their identity and there is a tendency to consume more than what is required of them (Almond et. al., 2020). They perceived material possessions as central to their status and happiness. In a meta-analysis, materialism, and personal well-being are shown to have a strong negative association (Dittmar et al., 2014). As quoted from Kang et. al (2019) stated that the dominance of a consumer culture based on materialism and mass consumerism has taken an enormous environmental toll and overconsumption has not proven to contribute to humans' well-being or happiness (Cole, 2010). If this is left unchecked then, the Sustainable Development Goals (SDG) are at stake and, therefore, is time to say goodbye to the materialistic way of life for the bigger cause of humanity (Jain et al., 2023). They then continue stating that saying goodbye does not mean abandoning consumption but that what is required is inculcating new habits that are compatible with the SDG and the overall sustainability agenda. A new way of living, the minimalist way of life, was created to counter maximalist lifestyles, reduce overconsumption and improve consumer well-being. Rathour and Mankame (2021) believe that less can be more and they advocate minimalism as a global philosophy of consumption having the potential to minimize adverse effects as against materialism.

The minimalist lifestyle's guiding principle is that one should limit their possessions to simply what they truly need (Edwards, 2017). Living a simple life has, in the opinion of Sasaki (2015), led to a more fundamental transformation in what it means to be happy, in addition to the obvious advantages of a tidy environment or the simplicity of cleaning. According to Crofts (2017), minimalism is a style of living where a person can learn to live contentedly with the least amount of money, clothing, housing, food, and technology. So, regulating the need for isolation or minimalism is essentially about doing just that.

According to Horowitz (2013), one of the key aspects of the minimalist lifestyle that individuals frequently focus on when learning about the fundamental principles of minimalism is living with fewer possessions. However, it is crucial to understand that different people may choose different minimalist lifestyles. Although truly embracing minimalist lifestyles will provide the greatest benefits, it is feasible to customize one's practice of minimalism to fit into daily life without feeling deprived. The fundamental principles of minimalism will improve one's life if properly applied. They decide to purge the unimportant things from their lives in favour of what matters most. They look for enjoyment in life rather than in stuff. Therefore, it is up to each individual to decide what is crucial because adopting a minimalist lifestyle could help people to simplify their complicated lives into something simpler, happier, and more accommodating (Millburn and Nicodemus, 2016). What can be concluded from all the above discussion is that the practice of minimalism has the potential to enhance living standards, and work output, change consumer consumption behaviour, and ultimately lessen the problem of domestic waste to the environment and create a better world for all people. Minimalism encourages consumption reduction, which lessens its negative effects on the environment. Utilizing what one already has effectively is another benefit of minimalism, which helps to limit the amount of trash that is produced and enters the environment. According to Kang et. al (2021), it is beneficial for consumers to adopt a minimalist lifestyle, which may inspire manufacturers and producers to look for more environmentally friendly ways to produce goods that fit the minimalist lifestyle.

Therefore, it is crucial to research how popular this minimalist lifestyle is, especially among the younger population. The younger population or the millennials are occupying a significant

portion of the world population (Dimock, 2019) and they have good buying power their spending is projected to grow in the future and they are seen as the future front runners in generational spending power (Jain et al., 2023). These young generations, the millennial generation and Generation Z are well known for having strong environmental concerns. According to a 2022 study by the Lewis Foundation and HeForShe, young people throughout the world are more concerned with the environment than they are with economic opportunity and gender equality (Lewis, 2022). While Paoletti (2022) claimed that Gen Z will become "the most disruptive generation ever" due to their interest in societal and environmental issues. In 2022, Credit Suisse Research Institute published a thorough report on the significance of sustainability for young consumers, where it is estimated that 25% of younger consumers who are concerned about the environment plan to persuade their family and friends to adopt sustainable lifestyles, while 75% of them intend to live sustainably in the future (Javaid, 2022). Because younger consumers have demonstrated a significant interest in sustainability, it is reasonable to presume that they also strongly support a minimalist lifestyle. The purpose of this paper is to investigate whether Malaysia's younger population especially those living in the area further away from the metropolitan cities are concerned with the environmental issue and accepts a minimalist lifestyle.

Problem Statement

People used to buy a lot of goods because they thought having more possessions would make them feel more valuable and lead to a happy existence. Today's society appears to base success on a single accumulation of possessions. According to Vincent & Othman (2012), materialism is a "positioning that views material goods and money as important elements for personal happiness and social progress". While Sasaki (2015) noted that some people judge others by the things and quantities they possess. This ubiquitous culture of materialism places human beings in a constant state of competition with one another, which overrides mindfulness of oneself and one's relationship (Par, 2021). The daily stress of cluttered possession, commitments, and mindsets are a never-ending cycle of chasing money to have more stuff for idealized 'success and happiness'. It forces humans to constantly feel the need to compare with others and become ingrained in their minds that to be happy is to have more than others. Therefore, this type of consumption pattern will make people continue to spend money and make purchases just to satisfy their desire to own things and to keep up with the Joneses (Smith, 2019). As a result, when they purchase more, more resources need to produce more consumer goods and more trash accumulates and the ecosystem will later suffer more harm.

The depletion of natural resources is one of the negative effects of many people's consuming habits. According to Smith (2016), the earth's resources are valuable and finite, and using a lot of natural resources regularly to produce consumer products will further decrease the planet's stock of resources. Degradation of the ecosystem will occur when natural habitats are destroyed and natural resources are used up. According to Houghton (2003), global warming is a weapon of mass whose most obvious impact will be the rise of sea level. The rise in sea level will force people living in the coastal area to abandon their houses and relocate to other places and low-lying regions could also submerge completely. Other factors that contribute to environmental deterioration include urbanization, population growth, increased energy and transportation use, climate change, and industrial pollutants (Gwangdi et al., 2016).

However, people who are aware and care about the consequences begin to reflect and consider options for how to do better. The minimalist lifestyle is one strategy that can be helpful. The advent of sustainable development goals has made living a minimalist lifestyle more appealing, particularly to younger people. According to Bedford (2004), a sustainable lifestyle is a way of living that people use to identify with the preservation of the environment and set themselves apart from ordinary people whose behaviour appears to be unsustainable. This is a sustainable lifestyle and it goes hand in hand with the minimalist lifestyle. They are very concerned about what the future is going to be if they do not change their behaviour now. For them, they are living in a crisis, therefore urgent action needs to be taken especially in terms of climate change. Because of this, it's crucial to be a conscientious consumer who uses less and puts the least amount of strain on the environment. Eventually, Sasaki (2015) claimed that having fewer possessions allowed individuals to notice distinctions from before and start to comprehend what true happiness is. Those who choose minimalist lifestyles are taking a stand against environmental deterioration.

Minimalist lifestyles are common among the younger generation in developed countries (Larsson, 2020 & Ofei, 2023) and many studies have been done on the younger consumer perspectives towards sustainability and the acceptance of sustainability goals (see Yamane, 2021). However, a study done among the Malaysian younger generation in 2015, found that they seem to prefer more modernistic and consumptive lifestyles (Fariza et al., 2015). They quoted Yuanita (2003) in explaining what is meant by consumptive lifestyle. A consumptive lifestyle is controlled by the desire to buy goods that are not necessities, it is extravagant and excessive in fulfilling individual wants. Consumptive behaviour loves to spend and purchase goods above need. It arises from an adolescent materialistic tendency and desire for luxurious life. While, a modern lifestyle is one with attitudes, behaviour, or conduct and actions which suit the demands of time and is also known as a digital lifestyle. It is closely related to the use of something new and sophisticated, such as gadgets and social media (Fariza et. al., 2015). Since the trend among the younger generations in the world now is on minimalist styles, the study is focussing on whether similar trends can also be seen among the current younger generation in Malaysia, changing from the consumptive and modernistic lifestyles to minimalist lifestyles.

Literature Review

Consumption actions that enhance the environment or do less damage to it are considered to be environmentally responsible behaviour (Ebreo et al., 1999). According to Robin and Robert (1998), the idea of sustainable consumption refers to the economic activity of selecting, utilizing, and discarding goods and services as well as modifications made to this activity to ensure that it is advantageous to society and the environment. They can do this by altering their behaviour patterns, particularly those related to buying, using, and discarding objects and goods (Sharifah et. al., 2005). The aforementioned goals can be fulfilled through minimalism.

Over the past year, a lot of people have increasingly adopted minimalist lifestyles. According to Sasaki (2015), Japan's society has become obsessed with consumerism but still did not manage to find happiness through owning, and as a result, they have chosen to abandon materialistic lifestyles in favour of minimalist ones that they believe will provide them a great deal of freedom. Kang et al (2021) reiterate this when the results from their finding indicate that minimalism enhances flourishing while alleviating depression. As a result, people will

experience information overload, which will make them physically and mentally exhausted. People frequently choose and adopt minimalist lifestyles to relieve all of these overloads and mental fatigue. One excellent illustration is the use of the KonMari method to reduce clutter in the home. This method introduced by Marie Kondo in her book published in 2014, 'The life-changing magic of Tidying Up: The Japanese Art of Decluttering and Organizing', encourages tidying by category and keeping only those things that speak to the heart, and discarding items that no longer spark joy. People are attracted to it not only due to its effectiveness in tidying but also because it places great importance on being mindful, introspective, and forward-looking. One can help reduce their goods and determine which possessions are significant in their lives and which are not. Then, they can let go of the latter and be content with what is still in their possession (Kondo, 2014).

The other important aspect is that there is plenty of support group for those who wanted to adopt this lifestyle as it is now a common lifestyle being practiced by many, especially among the younger generation. The urge to change to this minimalist lifestyle is so strong, especially among the younger generation, many believe that it can be easily done without many obstacles if they were to change to this lifestyle. These are important criteria in a minimalist lifestyle.

As a way of life, minimalism can be used to live a fulfilling existence in today's technologically advanced and quick-paced environment. According to Millburn and Nicodemus (2015), minimalism is the practice of eliminating unneeded items from one's life to concentrate on what is truly important. They thought that by making this decision, they may find happiness in life. The link between minimalism and psychological well-being may be that minimalists are better able to control their desire to consume. Minimalism may encourage people to focus on needs such as autonomy, competence, and relatedness that promote psychological growth (Travers, 2021). There are definite psychological advantages to adhering to a philosophy of minimalism and voluntary simplicity.

"Research has accumulated over the years to support the adage that money can't buy happiness," stated (Hook et. al., 2021). "As an alternative to the high-consumption lifestyle often found in Western cultures, voluntary simplicity (also referred to as minimalism) involves a lifestyle that is focused on reducing consumption and excess in one's life so that individuals can focus on prioritizing their values." To better understand the connection between minimalism and happiness, Hook et. al (2021) scoured the research literature for all studies published on the topic. They found that, among the studies that included a quantitative (i.e., numerical) component, more than 80 percent reported a connection between voluntary simplicity and well-being. For example, a 2005 study led by Kirk Brown of the University of Rochester found that voluntary simplifiers exhibited more positive emotion and well-being than control participants. And, among the studies that included a qualitative (i.e., interview) component, more than 85 percent found a link between voluntary simplicity and well-being (Hook, et. al., 2021). They then speculate that the link between minimalism and psychological well-being has to do with the fact that minimalists are better able to control their desires to consume. Minimalism may also encourage people to focus on psychological needs — such as autonomy, competence, and relatedness — that have been shown to promote psychological growth (Hook, et. al., 2021).

There are three reasons why individuals opt to live a simpler life, according to Klintman et al (2013): 1. As an alternative to a hedonistic society, where people are growing weary of the shallowness of mass spending. 2. Material incentive, where individuals believe that it is too expensive to "keep up with the Joneses," and 3. Ecological motivation is when people begin to recognize the seriousness of the environmental catastrophe and the personal health concerns associated with mass consumption. Ecological motivation is related to environmental concern, where those who have environmentally friendly behaviours are those that aim to reduce overall consumption or have a lower environmental impact. Those who have good environmental concerns tend to consume less and also reduce waste (Jain et al., 2023). This is in line with the philosophy of minimalist, living more with less (Arya, 2020).

The root for these various explanations may still be found in the belief held by certain people—whether consciously or unconsciously—that the excessive consumerism of today is a successful means of appreciating and realizing oneself. Some respondents believed that alternative values, such as emphasizing quality and spending more time in nature, were more important. These other values may also work well for achieving a higher quality of life, but they still care about the environment, particularly for those who have visited the outdoors and discovered that mass consumption, which is deemed unhealthy, has polluted the area around them (Klintman et. al., 2013).

Minimalism can be studied as an aesthetically pleasing trend for example fashion bloggers dedicated to minimalist style revealed a strong emphasis on simplicity, elegance, sophistication, and cleanliness, which can be achieved through choice of coloring and scarce use of patterns (Karg, 2015).

Methodology

This is a cross-sectional study adopting the quantitative approach with the objectives of identifying the factors that could influence intention among the younger consumer in Bahau, Negeri Sembilan, Malaysia in adopting minimalist lifestyles. Younger consumer here is defined as those aged between 15 to 24 years old living in Bahau.

Bahau is the principal town of Jempol District, Negeri Sembilan, Malaysia located 123 km from Kuala Lumpur. As of 2020, the population of Bahau stands at 32,018. The surrounding of Bahau is mainly agricultural and forest and it is continuously undergoing a rapid process of urbanization with the increasing number of supermarkets and shopping malls in its vicinity. Therefore, it is safe to assume that people are closer to nature and easily accept the concept of sustainability to be specific to minimalist lifestyles.

Data was collected through the survey method using a questionnaire. The questionnaire was developed based on previous studies. This is the most common tool used to collect primary data and it is a self-administered questionnaire that involves 120 respondents among the young consumer with the age range between 15 to 24 years old living in Bahau town. The study adopted probability sampling which involves two stages; the first stage is to identify all the available shopping malls in Bahau. There are five shopping malls which are LOTUS, Billion, Ecosave, ZeeMart, and Upwell. From these five malls, three were selected at random using the lottery method. The three malls selected are LOTUS, Billion, and Zee Mart. For the second stage, convenience sampling methods were adopted by using the mall intercept method. The process involves asking the younger consumer, who comes in or out of the Malls for consent

to fill the questionnaire on the spot. Only those ages 25 and below are selected as respondents. They were asked about their demographic backgrounds, environmental concerns, attitudes, subjective norms, and perceived behaviour toward participating in a minimalist lifestyle. They were also asked about their intention to participate in the minimalist lifestyle. For environmental concerns, the NEP scale by Dunlap, Van Liere, Mertig, and Jones (2000) was adopted, for intention to participate, attitude, subjective norms, and perceived behavioural control in a minimalist lifestyle, questions were adopted and adapted from (Kumar, 2012; Maichum et al., 2016).

The data collected were later analysed descriptively and inferentially using SPSS. A pilot test was conducted to test the reliability of the questionnaire and the table below shows the results of the reliability test. Based on the results, the reliability showed a satisfactory internal consistency score with Cronbach Alpha Coefficient above 0.7 (Table 1).

Table 1
Reliability Test

Variables	Cronbach's Alpha value
Intention to participate in a minimalist lifestyle	0.925
Environmental concern	0.712
Attitude towards participating a minimalist lifestyle	0.931
Subjective norms	0.823
Perceived behaviour control	0.868

Findings and Discussion

The general background of the respondents shows that 65.8% of the respondents are female and single and 35% of them are between the age of 23 to 24 years old. In terms of ethnic group, 42.5% are Malay, 41.7% are Chinese and 15.8% are Indians and a majority of them are students (52.5%), the rest are working (36.7%) and unemployed (10.8%). The majority of the respondents stated that they do not know the minimalist concept. Those who know tend to get it from the internet (Table 2).

Table 2

Respondents' Background

Characteristics	Frequency (N)	Percent (%)
Gender		
Female	79	65.8
Male	41	34.2
Age groups		
15-16	13	10.8
17-18	29	24.2
19-20	12	10.0
21-22	24	20.0
23-24	42	35.0
Race		
Malay	51	42.5
Chinese	50	41.7
Indian	19	15.8
Marital Status		
Single	115	95.8
Married	5	4.2
Occupation		
Student	63	52.5
Working	44	36.7
Unemployed	13	10.8
Understanding of the Minimalist concept		
Yes		
No	20	16.7
	100	83.3
If, yes, state the source/s		
Article	3	2.5
Book	2	1.7
Friend	5	4.2
Internet	10	8.3

According to Dunlap et.al (2000), agreement with the eight odd-numbered items and disagreement with the seven even-numbered items listed in the New Environmental Paradigm (NEP) scale indicates a pro-ecological view (See Table 3). The respondents show a moderate level of environmental concern (59.2%), followed by a high level at 40% the rest show a low level concerned about the environment. The environmental concern is still moderate and this is expected to be shown in their intention to adopt minimalist lifestyles. Many are still sceptical about the minimalist lifestyle as many still show a high anthropocentric tendency even though the eco-centric tendency is also high. This can be seen where both the odd and the even items show a high percentage of agreement (Table 4).

Table 3

Level of Environmental Concern

Level	N	%
Low (<35)	1	(0.8%)
Moderate (25-55)	71	(59.2%)
High (>55)	48	(40%)

Table 4

Environmental Concern

No.	Statements	SD %	D %	N %	A %	SA %
1.	We are approaching the limit of the number of people that Earth can support	3.3	18.3	15.0	41.7	21.7
2.	Humans have the right to modify the natural environment to suit their needs	5.8	6.7	5.0	61.7	20.8
3.	When humans interfere with nature it often produces disastrous consequences	0.8	2.5	6.7	55.0	35.0
4.	Human ingenuity will insure that we do not make the earth unlivable	13.3	18.3	35.8	21.7	35.0
5.	Humans are severely abusing the environment	-	1.7	5.8	59.2	33.3
6.	The Earth has plenty of natural resources if we just learn how to develop them.	-	3.3	3.3	59.2	34.2
7.	Plants and animals have as much rights as humans to exist.	28.3	39.2	13.3	18.3	17.5
8.	The balance of nature is strong enough to cope with the impacts of modern industrial nations	36.7	39.2	9.2	9.2	5.8
9.	Despite our special abilities' humans are still subject to the law of nature	-	0.8	7.5	69.2	22.5
10.	The so called 'ecological crisis' facing mankind has been greatly exaggerate	15.0	18.3	40.8	17.5	8.3
11.	The Earth is like a space ship with very limited room and resources	5.8	8.3	7.5	56.7	21.7

12.	Humans were meant to rule over the rest of nature	4.2	10.0	40.8	37.5	7.5
13.	The balance of nature is very delicate and easily upset	0.8	5.0	19.2	59.2	15.8
14.	Humans will eventually learn through about how nature works to be able to control it	2.5	3.3	7.5	44.0	20.8
15.	If things continue to their present course, we will soon experience a major catastrophe	-	0.8	4.2	47.5	57.5
SD: strongly disagree, D; Disagree, N; Neutral, A; Agree, SA; Strongly Agree						

Intention to adopt a minimalist lifestyle

The theory of planned behaviour (TPB) was adopted to explain their intention to adopt a minimalist lifestyle. The three main important factors of TPB, attitude, social norms, and perceived behaviour control might influence their intention. Environmental concern was added to the analysis as one of the independent variables. Durson et. al. (2016) stated that environmental concern has had a significant impact on consumer decisions and activities and has been a critical factor impacting consumption choices and actions in the market.

The findings show that a high percentage of respondents indicate that they have the intention to practice a minimalist lifestyle (69.2%), 22.5% show a moderate level of intention and 8.3% indicates a low intention level (Table 5). The majority of them show a high percentage of using less in life, which is the simplest activity for minimalism activities (85.8%). For more effort in minimalist lifestyles like actively seeking really important things in store to prevent owning more stuff, 77.5% are willing to do it, and 73.3% are because of its positive environmental contribution (Table 6).

Table 5

Level of Intention to Adopt a Minimalist Lifestyle

Level of Intention	n	%
High; <18.4	83	69.2
Medium; 11.7-18.4	27	22.5
Low, <11.7	10	8.3

Table 6

Intention to Adopt in a Minimalist lifestyle

No.	Statements	SD %	D %	N %	A %	SA %
1.	I would like to use less in life.	1.7	11.7	10.8	50.0	25.8
2.	I would actively seek out the really important things in a store in order to prevent owning more stuff	1.7	6.7	14.2	45.8	31.7
3.	I intend to participate in a minimalist lifestyle next time because of its positive environmental contribution	4.2	5.8	16.7	40.8	32.5
4.	I plan to participate in a minimalist lifestyle rather the maximalist lifestyle	4.2	5.0	18.3	44.2	28.3
5.	The desire to embrace a minimalist lifestyle is not strong	33.3	27.5	21.7	10.0	7.5
SD: strongly disagree, D; Disagree, N; Neutral, A; Agree, SA; Strongly Agree						

The majority of the respondents show a highly positive attitude toward a minimalist lifestyle (81.7%) (Table 7). More than 90% show a positive attitude towards using less because it will help reduce pollution and protect the environment and also, they will feel happy, good, and safe, and believe that they are conserving the environment if they were to adopt a minimalist lifestyle (Table 8). This kind of attitude indicates that they are not going for a materialistic culture which is normally marked by the throwaway consumer culture and it is one of the causes of waste and pollution (Hariza et. al, 2018). United Nations (2015) stated that with the increase in the population of the world which is expected to be 9.6 billion by the year 2050 and if the practice of consumption did not change by both the consumer and industries, then three planets are needed to provide the natural resources required and also more worlds needed to provide space for the waste produced. More population means more consumers, which could also mean an increase in consumer spending, and this could cause major environmental damage if it is not controlled. Therefore, the positive attitude shown is a good sign which could later be turned into adopting the minimalist lifestyle which means a control in spending and consumption.

Table 7

Level of Attitude Towards a Minimalist Lifestyle

Level of attitude	n	%
High >33	98	81.7
Medium 21-33	18	15.0
Low <21	4	3.3

Table 8

Attitudes Towards a Minimalist Lifestyle

No.	Statements	SD %	D %	N %	A %	SA %
1.	I believe that using less will help in reducing pollution	0.8	1.7	4.2	48.3	45.0
2.	I believe that using less will help protect the environment.	-	1.7	5.0	50.8	42.5
3.	I believe that using less will help in reducing wasteful use of natural resources.	-	2.5	3.3	46.7	47.5
4.	I believe that embracing the minimalist lifestyle will help in conserving natural resources.	1.7	1.7	18.3	47.5	30.8
5.	I feel good about myself when I live a minimalist lifestyle.	3.3	8.3	10.0	50	28.3
6.	I think that participating in a minimalist lifestyle is favorable.	2.5	5.8	12.5	45.8	33.3
7.	I think it is safe to participate in a minimalist lifestyle.	3.3	4.2	13.3	48.3	30.8
8.	Adopting a minimalist lifestyle brings more benefits than living maximalist.	2.5	4.2	12.5	47.5	33.3
9.	Participating in a minimalist lifestyle will make me happy.	2.5	7.5	16 (13.3)	48.3	28.3
SD: strongly disagree, D; Disagree, N; Neutral, A; Agree, SA; Strongly Agree						

For subjective norms, the majority of the respondents believed that they will get good support from their family, friends, relatives, and community (51.7%) (Table 9). Family, kinship and a strong sense of community are deeply held values in Malaysia and especially among those who live quite far away from the major cities. Finding from Hardin-Fanning and Ricks (2017) stated that family members play an important role in supporting those who have the

willingness to try new lifestyles. The majority of the respondents (77.5%) believe that it is a current trend to adopt this lifestyle and if they do not adopt it then they might be considered not trendy enough (Table 10).

Table 9
Level of Subjective Norms for a Minimalist Lifestyle

Level of subjective norms	n	%
High >22	62	51.7
Medium 14-22	50	41.7
Low <14	8	6.7

Table 10
Subjective Norms for a Minimalist Lifestyle

No.	Statements	SD %	D %	N (%)	A %	SA %
1.	My family think that I should live with less possession.	1.7	6.7	15.0	40.8	35.8
2.	My close friends think I should live with less possession.	3.3	19.2	28.3	37.5	11.7
3.	Most people who are important to me think that I should live with less possession.	4.2	15.0	26.7	40.0	14.2
4.	My community think that I should own less	2.5	7.5	22.5	45.0	22.5
5.	I think a minimalist lifestyle are more in line with the wishes of my relatives and friends.	2.5	10.0	23.3	49.2	15.0
6.	I think a minimalist lifestyles are consistent with the lifestyle trend of my community	1.7	6.7	14.2	45.0	32.5
SD: strongly disagree, D; Disagree, N; Neutral, A; Agree, SA; Strongly Agree						

The study shows that quite a high percentage believed that they can adopt the minimalist lifestyle easily because they want it and also the are support and resources are easily available if they want in adopting this lifestyle (Table 11). This can be seen in Table 12, where, many

stated that they are confident that they can get the facilities and support and also, they have the capabilities if they were to adopt this lifestyle, especially in controlling their buying behaviour (80.8%) (Table 13).

Table 11

Level of Perceived Behaviour Control for a Minimalist Lifestyle

Level of perceived behaviour	n	%
High >25.6	67	55.8
Medium 16.3-25.6	44	36.7
Low <16.3	9	7.5

Table 12

Perceived Behaviour Control for a Minimalist Lifestyle

No.	Statements	SD %	D %	N %	A %	SA %
1.	I am confident that I can live with less material possession.	1.7	18.3	26.7	48.3	5.0
2.	I see myself as capable of embracing minimalism.	2.5	13.3	9.2	57.5	7.5
3.	I have the resources, time and the will to own less.	1.7	10.0	20.8	58.3	9.2
4.	There are likely to be plenty of opportunities for me to participate in a minimalist lifestyle.	1.7	14.2	22.5	53.3	8.3
5.	It is easy to participate in a minimalist lifestyle.	1.7	20.8	31.7	40.0	5.8
6.	It is very likely I will choose to live a minimalist lifestyle in the future.	2.5	10.8	15.8	53.3	17.5
7.	I can control my buying behavior if I were to choose to be a minimalist.	1.7	5.8	11.7	57.5	23.3
SD: strongly disagree, D; Disagree, N; Neutral, A; Agree, SA; Strongly Agree						

To test the research question with regards the what are the predictors for intention to adopt minimalist lifestyles, a multiple regression was conducted, with attitude, social norms, perceived behaviour control, and environmental concern as the predictors, of an intention to adopt minimalist lifestyles as the dependent variable. Overall, the results showed the utility

of the predictive model was significant, $F = 77.863$, $R^2 = 0.730$, adjusted $R^2 = 0.721$, and $p < .001$. All of the predictors explain a large amount of variance between the variables (72%). The results showed that perceived behavioural control was a significant positive predictor of intention to adopt minimalist lifestyles ($\beta = .773$, $t = 12.028$, $p < .001$). The results showed that environmental concern, attitude, and social norms were not significant predictors of intention to adopt minimalist lifestyles (Table 13). According to Ajzen (2012), behavioural control is a degree of control of one's behaviour and how it is capable of doing something. The degree of control and ability of a person is based on the resources and opportunities that exist from within and outside the person. Even though they might be staying in a location further away from the major cities, many of the respondents believed that they have the strong will and the facilities to support them if they were to adopt this lifestyle.

Table 13

Predictors for Intention to Adopt a Minimalist Lifestyle Among Young Consumer in Bahau, Negeri Sembilan.

Model	Unstandardized coefficient		Standardized coefficient		
	B	SE	B	T	Sig.
(Constant)	1.253	2.400		0.522	0.603
Environmental concern	-0.053	0.037	-0.070	-1.432	0.155
Attitude	0.033	0.054	0.042	0.603	0.548
Subjective norm	0.018	0.062	0.018	0.291	0.772
Perceived behavior control	0.773	0.064	0.813	12.028	0.000

$R^2 = 0.73$, Adjusted $R^2 = 0.721$, $F = 77.863$, $p = 0.000$

Conclusion

The goal of this study is to discover variables that may affect young consumers in Bahau, Negeri Sembilan's inclination to adopt a minimalist lifestyle. The study shows that, the young consumers' knowledge on minimalist lifestyle is limited, only a small percentage of the young respondents in Bahau indicated that they were familiar with the term minimalist. However, quite a high percentage stated that they are willing to adopt a minimalist lifestyle. They may not be familiar with the phrase, but in many aspects of the minimalist lifestyle, they have seen it because their ancestors, particularly those who lived in the village, led simple lives with few material possessions. Four factors were identified as factors that could influence future intentions to adopt minimalist lifestyles, including environmental concern, attitude toward living simple life, subjective norms, and perceived behaviour control. Multiple regression revealed that only perceived behaviour control was the only significant predictor of a person's intention to adopt a minimalist lifestyle. This could be because the respondents have already familiar the minimalist practices and they have the will and capabilities to adopt this lifestyle. Therefore, for them this lifestyle is not difficult to be practiced especially when they believed that the support system, the resources, and the facilities are already available if they were to practice this lifestyle. However, interestingly the study shows that environmental concern did not show a significant relationship with minimalist lifestyles. The reason could be that the feeling of anthropocentric is still strong inside them as shown in the findings from the analysis. Van Lange et al (2013) in explaining this, stated that people are experiencing a social dilemma where they have to choose between short-term gains and long-term gains. It is a conflict between immediate self-interest and longer-term collective interests. These are challenging situations because acting in one's immediate self-interest is tempting to everyone involved,

even though everybody benefits from acting in the longer-term collective interest. As for this case, anthropocentric gains still have the advantage over eco-centric gains for the young consumer in Bahau, Negeri Sembilan. Therefore, more need to be done on creating environmental awareness among younger consumer, especially in relating the minimalist lifestyle as one form of a sustainable lifestyle that could also help improve the environment.

References

- Hashim, A. H., Xi, H. C., and Sein, C. W. (2018). Young Malaysian consumers' perception towards zero waste. *Malaysian Journal of Consumer and Family Economics*. Vol. 21, 65-77.
- Ajzen, I. (2012). Martin Fishbein legacy: The reasoned action approach. *Annals of the American Academy of Political and Social Sciences*, 640 (1), 11-24.
- Arya, R. (2020) The philosophy of minimalism: All you need to know. <https://www.minimalray.com/philosophy/>
- Bedford, T., Jones, P., & Walker, H. (2004). "Every little bit helps". Overcoming the challenges of researching, promoting, and implementing sustainable lifestyles. Centre for Sustainable Development. University Westminster.
- Bradshaw, E. (2019). Intrinsic and extrinsic aspirations and psychological well-being: a meta-analysis and latent profile analyses of life goals (Unpublished Thesis), Australian Catholic University.
- Crofts, C. (2017). Minimalist living: An Introduction to minimalism. <https://www.goodreads.com/book/shows/35270228-minimalist-living>
- Cole, C. (2010). Overconsumption is costing us the Earth and human happiness. The Guardian. <https://www.theguardian.com/environment/2010/jun/21/overconsumption-environment-relationships-annie-leonard>
- Cross, G. R., Flores-Pineda, C., & Hindin, E. (1990). Expert system for hazardous waste remedial action decisions. *Hazardous Waste and Hazardous Materials*. Jan 1990. <http://doi.org/10.1089/hwm.1990.7.185>
- Dimock, M. (2019). Defining generations: Where millennials end and generation Z begins. *Pew Research Center*. 17 (1), 1-7.
- Dittmar, H., Bond, R., Hurst, M., & Kasser, T. (2014). The relationship between materialism and personal well-being: A meta-analysis. *Journal of Personality and Social Psychology*, 107 (5), 897-924. doi:10.1037/a0037409.
- Dursun, I., Kabadayi, E. T., Koksak, Cg., and Tuger, A. T. (2016). Pro-environmental consumption: Is it really all about the environment? *Journal of Management Marketing and Logistics*. 3 (2), 114-134.
- Dunlap, R. E., Van Liere, K. D., Merting, A. G., & Jones, R. E. (2000). New trends in measuring environmental attitudes: Measuring endorsement of The New Ecological paradigm: A revised NEP scale. *Journal of Social Issue*, 56 (3), 425-442.
- Ebreo, A., Hershey, J., & Vining, J. (1999). Reducing solid waste: linking recycling to environmentally responsible consumerism. *Environment and Behaviour*, 31, 107-134.
- Eccleston, P. (2007). Public concerned on the environment, survey says. <https://www.tel.co.uk/news/earth/earthnews/3312688/Public-concerned-on-environmental-survey-says.html>
- Edwards, A. (2017) An introduction to minimalist living. <http://www.upcyclist.co.uk/2017/01/introduction-minimalist-living/>
- Gwangdi, M. I., Muhammad, Y. A., & Tagi, S. M. (2016). The impact of environmental degradation on human health and its relevance to the right to health under international law. *European Scientific Journal*, ESJ, 12 (10).
- Hardin-Fanning, F., & Ricks, J. M. (2017). Attitudes, social norms, and perceived behavioral control factors influencing cooking skills programs in rural central Appalachia. *Global Health Promotion*, 24(4), 43-52.

- Hook, J. N., Hodge, A. S., Zhang, H., Van Tongeren, D. R., & Davis, D. E. (2021). Minimalism, voluntary simplicity, and well-being: A systematic review of the empirical literature. *The Journal of Positive Psychology*, 1-12.
- Horowitz, A. (2013). Adopting the minimalist lifestyle. https://books.google.com.my/books?id=9Wm_AAAAQBAJ&printsec
- Houghton, J. (2003). Global warming is now a weapon of mass destruction. *The Guardian*, 28. 14.
- Jain, V. K., Gupta, A., and Verma, H. (2003). Goodbye materialism: exploring antecedents of minimalism and its impact on millennials well-being. *Environmental Development Sustainability*. Jun 8, 1-27. doi:10.1007/s10668-023-03437-0
- Javid, M. (2022). Press Release. The Younger Consumer and Path to Sustainability. *Credit Suisse Research Institute*. <https://www.credit-suisse.com/about-us-news/en/articles/media-releases/the-2022-path-to-sustainability-report--75--of-young-consumers-w-202107.html>
- Kang, J., Matrtinez, C. M. J., and Johnson, C. (2021). Minimalism as a sustainable lifestyle: Its behavioral representations and contributions to emotional well-being. *Sustainable Production and Consumption*, vol. 27, 802-813.
- Karg, C. (2015). New fashion minimalism in an affluent society: A paradigm shift? Thesis. The Swedish School of Textiles, University of Boras.
- Kumar, B. (2012). Theory of planned behavior approach to understanding the purchasing behavior for environmentally sustainable products. Indian Institute of Management Ahmedabad-380015. Research and publications.
- Kondo, M. (2014). The life-changing magic of tidying up: The Japanese art of decluttering and organizing. Ten Speed Press.
- Larson, J. (2020). How Gen Z is embracing minimalism and reinventing prosperity. <https://sustainablelivingassociation.org/how-gen-z-is-embracing-minimalism-and-reinventing-prosperity/>
- Maichum, K., Parichatnon, S., & Peng, Ke-Chung. (2016). Application of the extended theory of planned behavior model to investigate purchase intention of green products among Thai consumers. *Sustainability*, MDPI, Oct. vol. 8(10), 1-20.
- Millburn, J., & Nicodemus, R. (2016). Minimalism. Live a meaningful life. Asymmetrical press.
- Ofei, M. (2023). Why is minimalism so popular? 10 reasons why it's here to stay. <https://theminimalistvegan.com/minimalism-popularity/>
- Paoletti, A. (2022). Gen Z and Environmental Issues: How to earn young consumer trust. <https://www.forbes.com/sites/forbescommunicationscouncil/2022/06/01/gen-z-and-environmental-issues-how-to-earn-young-consumers-trust/?sh=1d53fc1533ab>
- Par, T. (2021). Materialism to minimalism. *BU Well*, 6 (1).
- Rathour, A., and Makame, G. (2021). Decluttering the future: An analysis of Indian minimalism. *International Journal*, 1(3), 1744-1765.
- Robin, N., & Roberts, S. (1998). Consumption in a sustainable world. (WWW document). URL <http://www.iied.org/smg/pubs/work-bk2.html>.
- Sharifah, A. H., Laily, P., & Nurizan, Y. (2005). Towards sustainable consumption: An examination of environmental knowledge among Malaysians. *International Journal of Consumer Studies*, 29 (5), 426-436.
- Sasaki, F. (2015). Goodbye things, hello minimalism: Can living with less make you happier? <https://www.theguardian.com/books/2017/apr/12/goodbye-things-hello-minimalism-can-living-with-less-make-you-happier>

- Sheth, J. N., Newman, B. I., & Gross, B. I. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, vol.22, no.2, pp. 159-170.
- Smith, P. (2019). Four earth-friendly reasons to embrace minimalism. <https://www.sparefoot.com/self-storage/blog/14439-4-earth-friendly-reasons-to-embrace-minimalism/>
- Team Lewis. (2022). The world is changing. How will you help? TEAM LEWIS Foundation X HeForShe – IWD 2022, March 8. <https://www.flipsnack.com/teamlewis/team-lewis-foundation-x-heforshe-iwd-2022-report.html>
- Travers, M. (2021). Can Minimalism Make You Happier? New research praises the psychology of the minimalist movement. <https://www.psychologytoday.com/us/blog/social-instincts/202111/can-minimalism-really-make-you-happier>
- United Nations. (2015). Sustainable development goals. 17 goals to transform our world. <http://www.un.org/sustainabledevelopment/sustainable-consumption-production/>
- Van Lange, P. A. M., Joireman, J., Parks, C. D., Van Dijk, E. (2013). The Psychology of social dilemma: A review. *Organisational Behaviour and Human Decision Process*. Vol 12 (2), 125-141.
- Vincent, B. E., & Othman, M. N. (2012). The role of religiosity in family communication and the development of materialistic value. *African Journal of Business Management*, 6 (7), 2412.
- Yuanita, L. (2003). Overview of consumptive behaviour occurrence in purchasing of cellular phone. Jakarta: Fakultas Psikologi, Universitas Atma Jaya.
- Yamane, T., and Kaneko, S. (2021). Is the younger generation a driving force toward achieving sustainable goals? Survey experiments. *Journal of Cleaner Production* 10 April, vol. 292.