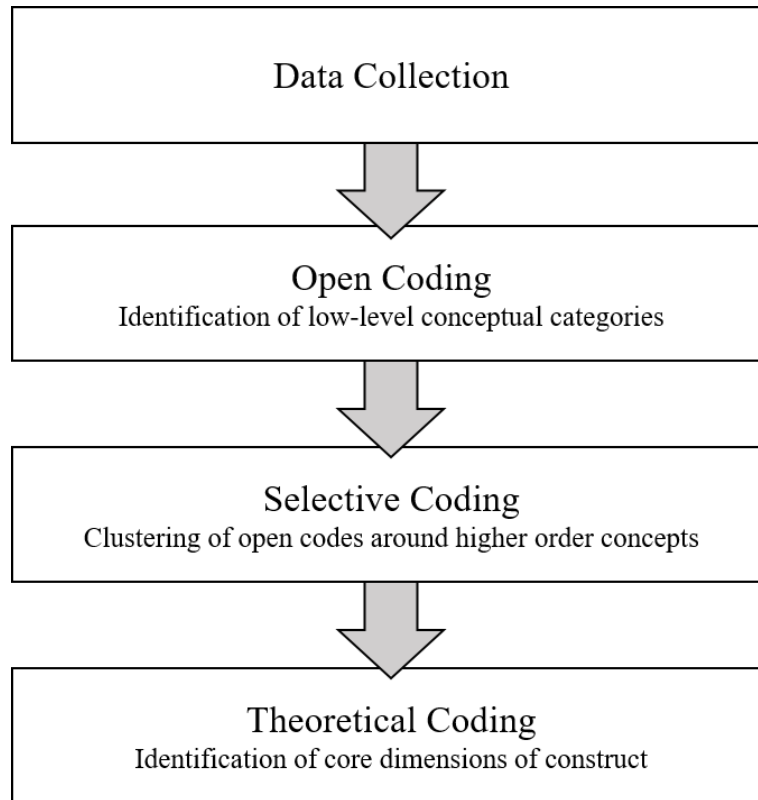


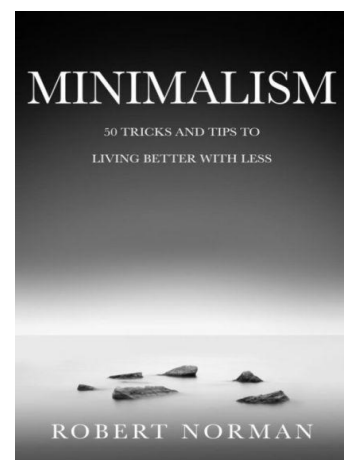
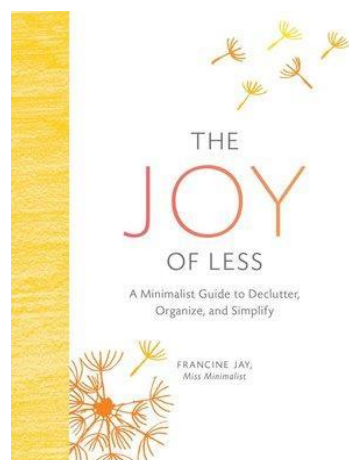
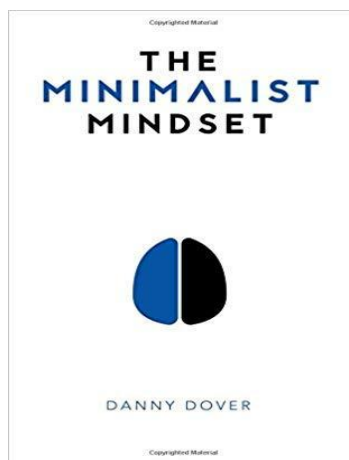
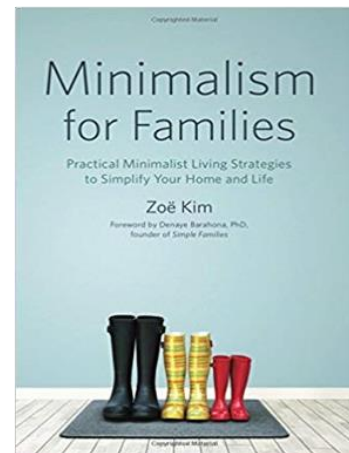
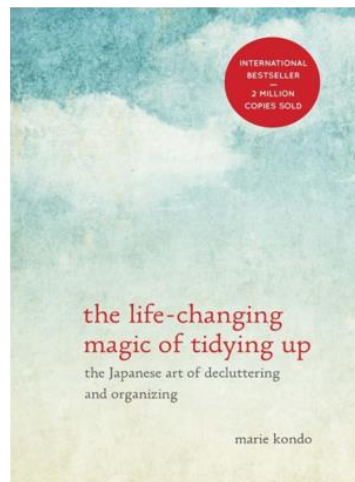
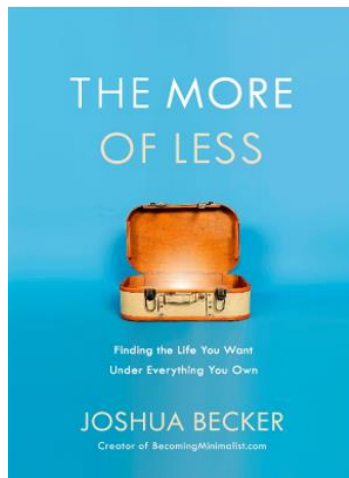
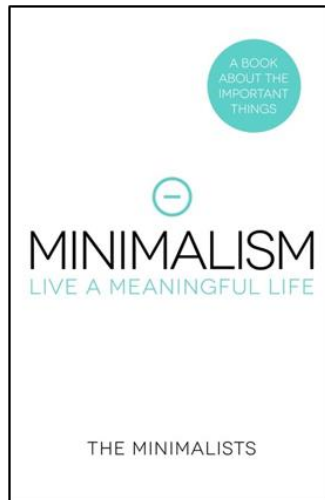
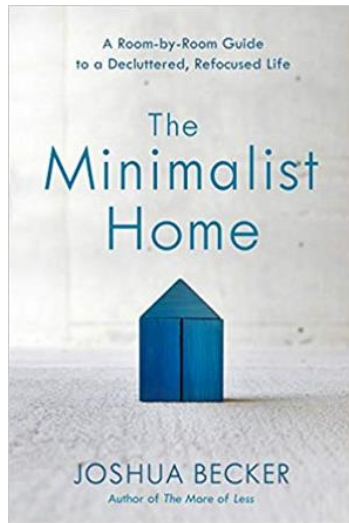
WEB APPENDIX

FIGURE 1: GROUNDED THEORY PROCESS

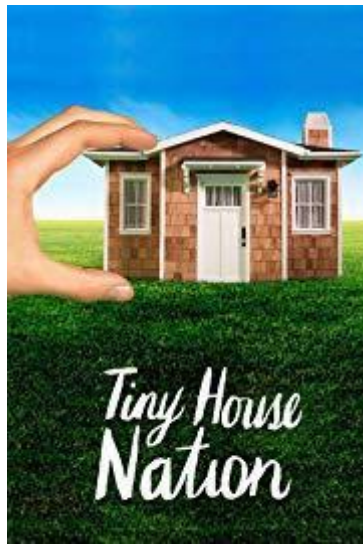


SELECTED IMAGES OF THE COLLECTED MATERIAL

- Examples of Books on Minimalism:



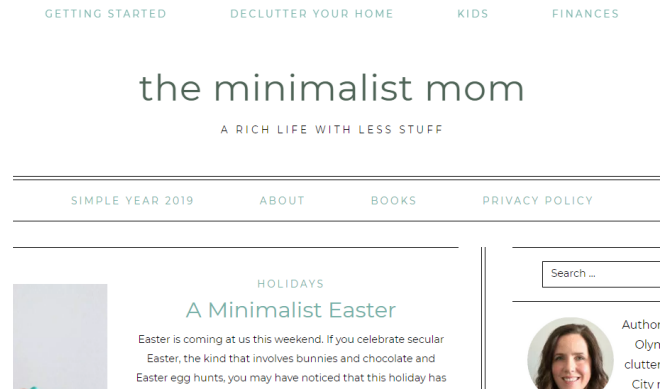
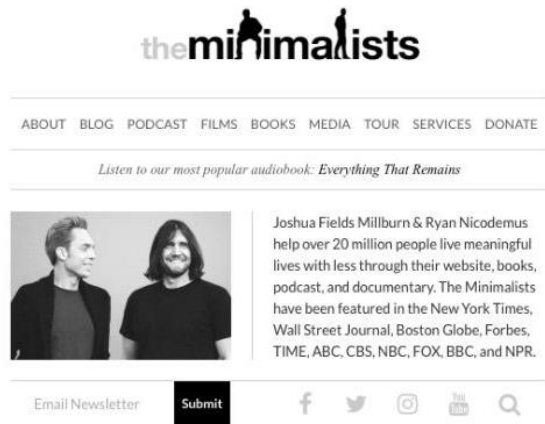
- Examples of Movies and Television Shows on Minimalism:



- Pictures from “Minimalism Maximalism” exhibition:



- Examples of Blogs on Minimalism:



becomingminimalist

Pursuing a Richer, Fuller Level of Happiness

WRITTEN by JOSHUA BECKER · 17 COMMENTS



LIST OF MINIMALIST GROUPS JOINED ON FACEBOOK

1. A Minimalist Life
2. Practical Minimalism
3. Efficient Minimalism Living
4. Minimalist Living
5. Minimalist Life
6. Minimalist.org: Boston
7. Minimalist.org: St. Louis
8. Minimalist.org: Chicago
9. Minimalist.org: San Francisco
10. Minimalist – Let's Share
11. The Minimalist Life
12. Minimalist UK
13. Minimalist Design
14. Minimalism without Rules
15. Conscious, Mindful Minimalism
16. Cozy Minimalist Living
17. Minimalist Zero-waste Living
18. Minimalist for the Sane
19. Minimalist/Frugal Living
20. Less is more life #minimalist
21. Practical Minimalism
22. Advanced Minimalism
23. Becoming Minimalist
24. Modern Minimalism
25. Abundant Life With Less

MINIMALISM FACEBOOK QUALITATIVE SURVEY ITEMS

Which of the following do you think are important elements of minimalism (check all that apply):

- The number of things someone owns
- Being intentional when acquiring new things
- Valuing empty space, sparse designs
- Uncluttered living spaces
- Being environmentally friendly
- Reducing waste
- Being thrifty
- Simplicity in design
- Not holding onto things
- Limiting how much stuff one acquires
- Being mindful of one's consumption
- Being conscious of all the items one possesses
- Focusing only on what is essential
- An open-ended 'other' item.

To what extent do you think minimalism is a reaction to someone realizing...

- They spend too much money?
- They have too much stuff?
- That we, as a society, consume too much?

Responses measured on seven-point Likert scales (1 = Not All, 7 = A Great Deal)

In as much detail as possible, how would you define "minimalism"? What are the important components of "minimalism"?

Open-ended response

Do you consider yourself a minimalist?

Binary response measure: Yes/No

Why or why not?

Open-ended response

If yes, what led you to become a minimalist, if anything?

Open-ended response

Compared to the average consumer, to what extent do you think minimalists are:

- High status
- Intentional
- Mindful
- Thrifty
- Wasteful
- Value of empty space
- Value owning things

- Wealthy

Responses measured on seven-point Likert scales (1 = Much Less so, 4 = About the Same, 7 = Much More So)

FIGURE 2: DESCRIPTIVE STATISTICS FOR MINIMALISTS
(FACEBOOK GROUPS SAMPLE)

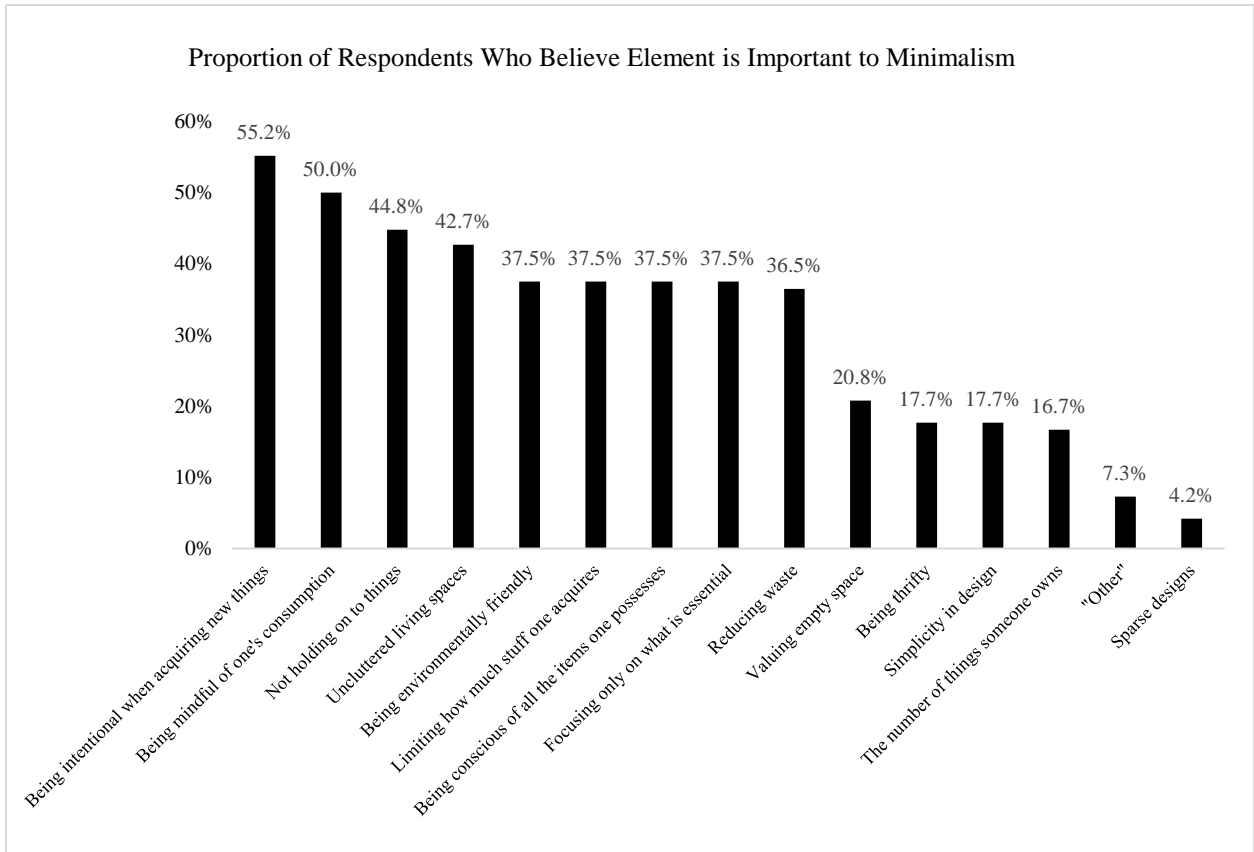


TABLE 1: SUMMARY OF DESCRIPTIVE STATISTICS FOR MINIMALISTS
(FACEBOOK GROUPS SAMPLE)

"Minimalism is..."	A reaction to someone realizing they have too much stuff	A reaction to realizing that we, as a society, consume too much	A reaction to someone realizing they spend too much money
Mean Responses to Items	6.15	5.88	4.22

QUALITATIVE SURVEY ITEMS (MTURK SAMPLE)

Please indicate how much you think the following things contribute to determining the extent to which someone can be considered a minimalist:

- The number of things that someone owns.
- The extent to which a person focuses on only owning what is essential to functioning.
- The extent to which a person focuses on getting rid of excess stuff.
- The extent to which a person values experiences over material things.
- The amount of waste a person produces.
- The extent to which a person is environmentally friendly.
- How much stuff a person has on display in their home.
- The extent to which a person's home is simply designed.
- The extent to which a person cares about spending less money.
- The extent to which a person has a specific taste for the appearance of certain objects.
- The extent to which a person is thrifty.
- The extent to which a person values quality over quantity.
- How a person's stuff appears visually (i.e. how it looks in terms of design and color).
- The extent to which a person enjoys getting rid of things.
- The extent to which a person has a taste for objects that look simple and clean.

Responses measured on seven-point Likert scales (1 = Not at All, 7 = A Great Deal)

To what extent do you think of minimalism as...

- A reaction to someone realizing they have too much stuff.
- A reaction to someone realizing they spend too much money.
- A way of living that is environmentally friendly.
- A way of being more conscious about how much money someone spends.
- An artistic way of living.
- A way of living that focuses only on what is essential to own.
- Only owning stuff that appears simple in design.
- A way of living that values quality over quantity.
- A way of living that emphasizes the importance of design.
- A way of living that minimizes how many decisions a person needs to make in a given day.
- A way of living that values experiences over things.
- A preference for objects that look simple and clean.

Responses measured on seven-point Likert scales (1 = Not at All, 7 = A Great Deal)

Compared to the average consumer, to what extent do you think minimalists are:

- Wealthy
- Tightwad (difficulty spending money)
- Spendthrift (difficulty controlling spending)
- Snobbish
- High status
- Warm

- Competent
- Artistic
- Thrifty
- Environmentally conscious
- Wasteful
- Concerned with how things look

Responses measured on seven-point Likert scales (1 = Much Less so, 4 = About the Same, 7 = Much More)

Consider the two homes pictured below. Which of these homes do you think more accurately reflects minimalist living?



Responses measured on seven-point Likert scales (1 = Definitely Home on the Left, 4 = About the Same, 7 = Definitely the Home on the Right)

How would you define “minimalism”?
Open-ended response

Do you consider yourself a minimalist?
Binary Response Measure: Yes/No

Why or why not?
Open-ended response

FIGURE 3: SUMMARY OF DESCRIPTIVE STATISTICS FOR LAY CONSUMERS
(MTURK SAMPLE)

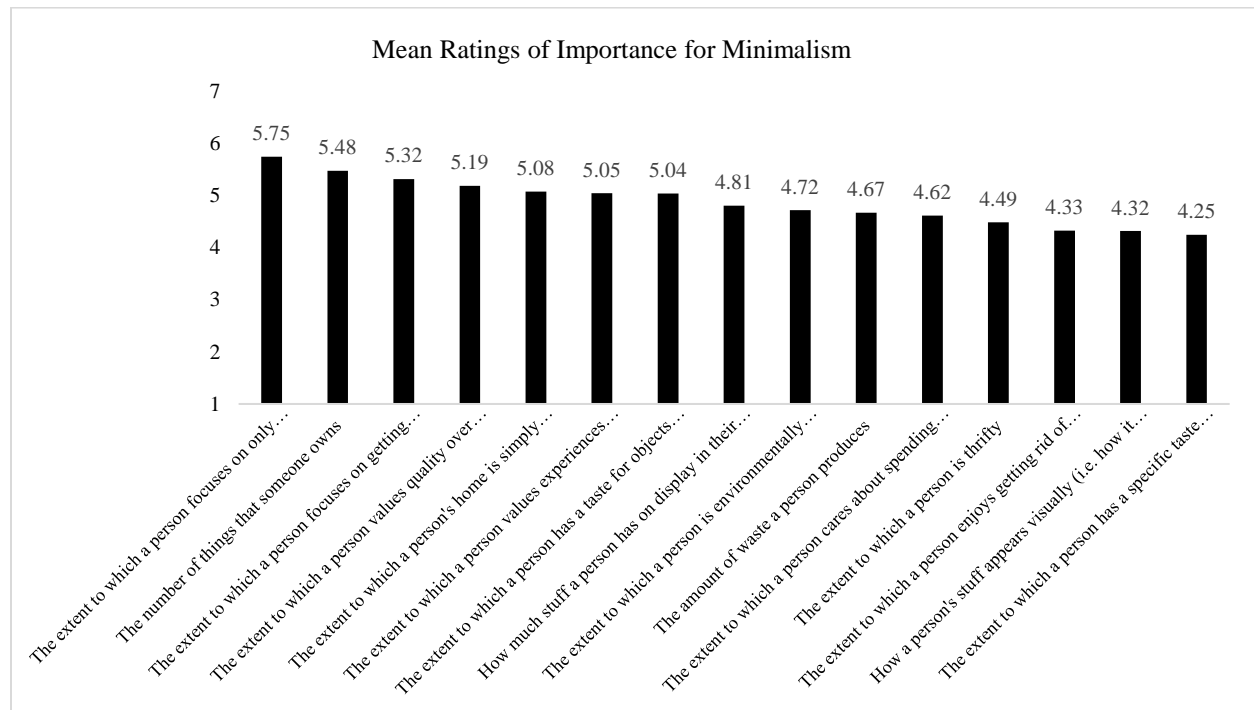


FIGURE 4: SUMMARY OF DESCRIPTIVE STATISTICS FOR LAY CONSUMERS
(MTURK SAMPLE)

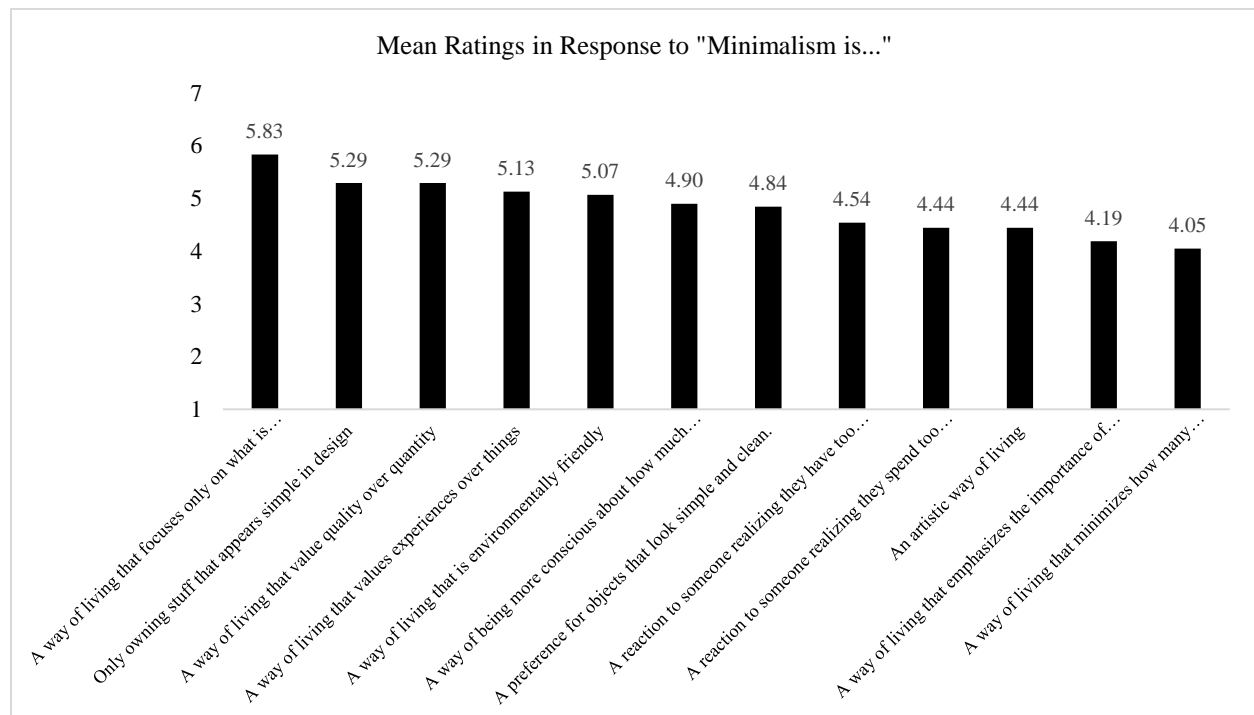


FIGURE 5: SNIPPET OF OPEN CODING

Initial Open Code	Example Excerpt from Data	Source (type, e.g., book, blog, academic article, newspaper)	Source (Author / Year)	Source (Title)
Decluttering	Minimalism: Discover the power of less. Free yourself from stress and clutter w	Book	Andrews 2014	Minimalism: Discover the power of less. F
Space	As a minimalist, I find empty space to be one of my greatest luxuries	Tweet	Buchanan 2019	Twitter
Excess	[minimalism is] a tool to rid yourself of life's excess	Documentary	D'Avella 2015	Minimalism: A Documentary About the In
Reducing Possessions	Minimalism is a lifestyle in which you reduce your possessions to the least poss	News Article	Sasaki 2017	Minimalism: Discover the power of less. F
Limiting Acquisition	The basic idea of a minimal lifestyle is to avoid buying things that you don't rea	Blog	Minimalism Life	Less Stuff, More Value
Discarding Items	To truly cherish the things that are important to you, you must first discard th	Book	Kondo 2011	The Life-Changing Magic of Tidying Up: Th
Curating Possessions	According to minimalists today, paring down unnecessary physical excess creal	Magazine article	Regenscheid 2018	Minimalism: Paring Down to Live More Fu
Mindful Consumption	What I do appreciate, however, is to buy less, but better. As mentioned severa	Blog	Lazure 2019	12 Quotes on the Meaning of Minimalism
Awareness of Possessions	When you're aware of all the things that you own, you're not only certain of w	News Article	Sasaki 2017	Minimalism: Discover the power of less. F
Thoughtful Acquisition	Every buying decision feels all the more important as a minimalist.	Blog	Ferreira 2018	What it's Really Like to be a Minimalist
Reducing Impulsive Consumption	Minimalism is about being more considered and mindful about what you buy, t	News Article	Thornhill 2019	'I gave away our stuff': the minimalists do
Environmental Concern	The minimalist lifestyle seems like a conscientious way of appraising the world	Book	Chayka 2020	The Longing for Less: Living with Minim
Capsule Wardrobe	The coveted minimalist closet clearly started gaining traction before Kondo's s	News Article	Rao 2019	Clothes are Cancelled
Zero Waste	In this book, you'll learn of the first few steps towards a minimalistic lifestyle, e	Book	Johnson 2014	Minimalism: Zero Waste Minimalism Guid
Freedom from Consumerism	If you are someone who feels a constant pressure to keep up with things, bigge	News Article	Thornhill 2019	'I gave away our stuff': the minimalists do
Freedom from Consumerism	Sometimes they address the importance of freeing oneself from the dictates of	News Article	Tolentino 2020	The Pitfalls and the Potential of the New
Financial Freedom	It's not as much about financial gain, as it is financial freedom."	Documentary	D'Avella 2015	Minimalism: A Documentary About the In
Intentional Choices	Minimalism is a way of life centered on making intentional choices, especially v	Blog	Vieker 2017	The Problem with Minimalism
Counting Possessions	Many minimalists restrict how many clothes they own, such as keeping 50 item	Website	Standen 2020	The Environmental Benefits of Minimalis
Limiting Possessions	I live a minimalist life because I like owning fewer things.	Blog	Becoming Minimalist	12 Reasons I like Owning Less
Keeping only essential items	We define minimalism as the process of identifying what is essential in your life	Blog	Ofei 2018	WHAT IS MINIMALISM? AN INTRODUCTIO
Removing distractions	Minimalism isn't about removing the things you love. It's about removing the t	Book	Becker 2012	Living with Less: An Unexpected Key to H
Freedom	Minimalism is a tool that can assist you in finding freedom. Freedom from fear.	Blog	The Minimalists	What is Minimalism?
Keeping only things that 'Spark Joy'	"Does this spark joy?" If it does, keep it. If not, dispose of it.	Book	Kondo 2011	The Life-Changing Magic of Tidying Up: Th
Environmental Benefits	This new push towards minimalism, whereby people live with less, can have su	News Article	Thornhill 2019	'I gave away our stuff': the minimalists do
Environmental Benefits	Minimalist living is essential to developing a sustainable lifestyle and will hel	Website	Premo 2019	Minimize Waste with a Minimalist Lifestyl
Reducing Excessive Spending	By taking a step back and evaluating what we really need to live a fulfilling li	News Article	Da Costa 2017	How Minimalism Can Make You Wealthier
Fewer Purchases	I want to be a simple person so I buy less	Book	Barbar 2016	The More of Less: Finding the Life You Ws

FIGURE 6: SNIPPET OF SELECTIVE CODING

Sparse Aesthetic	Few Things	Mindful & Curated Consumption	General Emphasis on Avoiding 'Excess'	Environmentalism & Voluntary Simplicity	Freedom, Identity, Transcendence	Frugality & Saving
Monochromatic Design	Reducing Possessions	Curating Possessions	Excess	Environmental Concern	Freedom from Consumerism	Financial Freedom
Limited Decoration	Limiting Acquisition	Mindful Consumption	Avoiding excess	Zero Waste	Freedom from Consumerism	Reducing Excessive
Smooth Surfaces	Discarding Items	Awareness of Possessions	Focusing on what is essential	Environmental Benefits	Freedom	Coping with Recess
Simple materials	Capsule Wardrobe	Thoughtful Acquisition		Voluntary simplicity	Detaching from Possessions	Saving Money
Clean Spaces	Counting Possessions	Reducing Impulsive Consumption		Nonmaterialism / Environment	Mobility	Budgeting
Clean Lines, Reductive	Limiting Possessions	Intentional Choices		Manifestations of Voluntary sir	Reducing Worry	Financial Motives
Reductive Design	Keeping only essential items	Emphasize what is Important		Voluntary simplicity is for weal	Easier Decision-Making	Thrifty
Neutral color palette	Keeping only things that 'Spark	All things should add value			Transcendence	Getting out of Debt
Orderly	Fewer Purchases	Quality over Quantity			Identity curation process	
Austere Environments	Downsizing	Focusing on beautiful objects			Identify the best self	
Simplify Home Environment	Purging Stuff	Needs vs. Wants			Dispossession	
Reduce visual noise	Few things	Reducing "mindless consumption"			Quest for authenticity	
Organize possessions	The #VanLife Business Is Boomi	Deliberate Consumption			More Time	
White space	simplification	Intentional Life			Slowing Down	
Expensive simplicity		Emphasizing key items/attributes			Minimalism as Escape	
Freedom in simple aesthetic		Only possess things that add value			Taking Control	
Space as luxury		Mindful Possession			Minimalism as choice	
Uncolored choices		Curation			Wanting Control	
Aesthetic satisfaction		Discretion				

FIGURE 7: CONCEPTUAL SUMMARIES OF SELECTED CODES

Selective Code	Conceptual Summary of Selective Code
Sparse Aesthetic	An aesthetic that is not cluttered, comprised of simple designs, limited ornamentation, monochromatic colors (often white or black), smooth surfaces.
Few Things	Acquiring and keeping fewer possessions and consistently purging one's possessions - desire to limit the number of possessions one owns.
Mindful & Curated Consumption	Engaging in thoughtful and intentional acquisition and display of goods - curating one's goods so as only to possess most valued, essential, needed, and unique items.
General Emphasis on Avoiding 'Excess'	A focus on the notion that one should avoid 'excess' in all domains and pursuits, and focus on essential elements.
Environmentalism & Voluntary Simplicity	A desire to reduce waste and adopt a more voluntarily simple lifestyle.
Freedom, Identity, Transcendence	The notion that minimalism can be a path to freedom from consumption constraints, as well as a way to transcend the material world and seek one's true authentic self.
Frugality & Saving Money	The desire to save money and reduce costs/excessive spending.
Overconsumption and Consumption Malaise	The idea that on a micro and macro level, we have become aware of our gross overconsumption and over-emphasis on material goods. Consumers are tired of overconsumption and its deleterious impact on individual life and society.
Focus on Non-Tangible Pursuits	The desire to turn away from material goods and focus more on non-material pursuits.
Heightened Appreciation for Objects & Material Goods	People who adopt minimalism seem to develop a heightened appreciation for material objects or goods; or the appreciation for individual goods leads to a desire to embrace and highlight individual/beautiful objects.
Moral or Virtue Signaling	Minimalism seems more moral than other forms of consumption.
Many forms of minimalism	Minimalism involves many different forms and manifestations - no one way to be 'minimalist' or to express minimalism.
Wealth & Luxury	Wealthy people drawn to minimalism and minimalism can be luxurious.
Minimalist Icons	There are certain people who have served as iconic or aspirational minimalists (e.g., influencers).
Obscured Costs & Complexities	While minimalism often appears simple or as a way to save money, it can often have added complexities and costs.
Minimalist as Trend	Some speculation about minimalism as a fundamental shift or just a trend.

“MINIMALISM MAXIMALISM” 2019 EXHIBITION, FASHION INSTITUTE OF
TECHNOLOGY, NEW YORK CITY

The museum of the Fashion Institute of Technology held the “Minimalism Maximalism” exhibition in New York City in 2019 (<https://tinyurl.com/vf3krht>; see leaflet below). To test the dimension of sparse aesthetic, we photographed the 60 dresses of the exhibition (30 minimalist and 30 maximalist models). The exhibition also included a dozen dresses from the 1700s and 1800’s, but we focused on the modern models. We subsequently coded these dresses on the following dimensions: number of colors (continuous measure), patterns (1 = plain color, 2 = simple pattern, 3 = extremely ornate pattern), and volume (1 = lean and light, 2 = medium; 3 = voluminous and heavy). On average, minimalist models had a limited number of colors ($M_{\min} = 1.7$, $SD = .98$), they exhibited very simple patterns ($M_{\min} = 1.33$, $SD = .55$), with the majority of the models being monochromatic (70%), and these dresses also had a lean and light structure ($M_{\min} = 1.6$, $SD = .72$). Moreover, the minimalist dresses had significantly fewer colors than the maximalist dresses ($M_{\max} = 4.13$, $SD = 2.53$; $t(58) = 4.91$, $p < .001$), fewer patterns than the maximalist dresses ($M_{\max} = 2.63$, $SD = .67$; $t(58) = 8.24$, $p < .001$), and less volume than the maximalist dresses ($M_{\max} = 2.8$, $SD = .48$; $t(58) = 7.55$, $p < .001$).

FIGURE 8: LEAFLET, “MINIMALISM MAXIMALISM” EXHIBITION



TABLE 2: MEANS AND STANDARD DEVIATIONS PER ITEM ACROSS STUDIES

		Number of Possessions				Sparse Aesthetics				Mindfully Curated Consumption			
		"Less is more" when it comes to owning things	I actively avoid acquiring excess possessions	I avoid accumulating lots of stuff	I restrict the number of things I own	I am drawn to visually sparse environments	I prefer leaving spaces visually empty over filling them	I keep the aesthetic in my home very sparse	I prefer simplicity in design	It is important to me to be thoughtful about what I choose to own	I am mindful of what I own	My belongings are mindfully selected	The selection of things I own has been carefully curated
Study 3	Mean	4.7	4.5	4.5	4.2	4.3	4.3	4.0	5.2	5.4	5.4	5.1	4.6
	SD	1.6	1.7	1.7	1.7	1.6	1.7	1.6	1.4	1.3	1.2	1.4	1.6
Study 4	Mean	4.8	4.9	5.0	4.6	4.5	4.6	4.4	5.2	5.5	5.6	5.4	4.9
	SD	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.4	1.3	1.2	1.3	1.5
Web. App.	Mean	4.6	4.6	4.5	4.2	4.2	4.3	4.1	5.1	5.3	5.4	5.2	4.7
	SD	1.5	1.6	1.7	1.6	1.6	1.6	1.6	1.3	1.3	1.3	1.3	1.4
Web. App.	Mean	4.7	4.6	4.6	4.1	4.4	4.4	4.0	5.2	5.4	5.3	5.1	4.4
	SD	1.6	1.6	1.6	1.7	1.6	1.7	1.6	1.4	1.2	1.3	1.3	1.5
Study 5	Mean	4.4	4.4	4.5	3.9	4.4	4.6	4.1	5.4	5.4	5.2	5.1	4.8
	SD	1.7	1.7	1.8	1.6	1.5	1.4	1.5	1.3	1.3	1.3	1.4	1.4
Study 6	Mean	5.2	5.0	5.0	4.1	4.7	4.8	3.9	5.3	5.7	5.6	5.5	4.9
	SD	1.6	1.7	1.7	1.8	1.6	1.7	1.5	1.5	1.3	1.2	1.3	1.5
Study 7a	Mean	4.5	4.6	4.5	4.3	4.1	4.2	3.8	4.8	5.4	5.2	5.1	4.5
	SD	1.7	1.7	1.8	1.7	1.6	1.7	1.8	1.5	1.3	1.5	1.4	1.4
Study 7b	Mean	4.9	5.0	5.1	4.7	4.4	4.5	4.4	5.4	5.7	5.7	5.4	5.0
	SD	1.5	1.5	1.6	1.6	1.6	1.6	1.6	1.3	1.1	1.0	1.1	1.4
Study 7c	Mean	4.9	4.8	5.0	4.6	4.6	4.7	4.6	5.3	5.6	5.7	5.5	5.1
	SD	1.5	1.6	1.6	1.7	1.4	1.5	1.5	1.4	1.2	1.1	1.3	1.5
Study 7d	Mean	4.6	4.4	4.5	4.1	4.2	4.4	4.0	5.0	5.3	5.4	5.2	4.6
	SD	1.5	1.7	1.7	1.6	1.5	1.6	1.5	1.4	1.2	1.1	1.1	1.4
Study 7e	Mean	4.6	4.7	4.7	4.4	4.3	4.4	4.2	5.1	5.4	5.5	5.3	4.9
	SD	1.6	1.8	1.8	1.8	1.6	1.7	1.7	1.4	1.3	1.4	1.3	1.4

TABLE 3: MEASUREMENT OF DISCRIMINANT VALIDITY, STUDY 2

Construct (Number of items)	Number of Possessions	Sparse Aesthetic	Mindfully Curated Consumption
Number of Possessions (4)	0.69	0.28	0.20
Sparse Aesthetic (4)	(0.44 / 0.61)	0.71	0.09
Mindfully Curated Consumption (4)	(0.36 / 0.53)	(0.14 / 0.33)	0.72

Note: Matrix shows AVE (diagonal, bold), squared correlation (above the diagonal), and confidence interval at plus or minus two standard errors around the correlations (below diagonal)

TABLE 4: MEASUREMENT OF DISCRIMINANT VALIDITY, STUDY 4

Construct (Number of items)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
(a) Minimalist Consumer (12)	0.54	0.07	0.21	0.10	0.04	0.05	0.09	0.00	0.00
(b) Voluntary Simplicity (18)	(0.18 / 0.33)	0.34	0.01	0.23	0.03	0.02	0.01	0.13	0.18
(c) Frugality (8)	(0.39 / 0.52)	(0.02 / 0.18)	0.56	0.09	0.01	0.00	0.07	0.03	0.01
(d) Green Consumption Values (6)	(0.23 / 0.41)	(0.43 / 0.53)	(0.22 / 0.38)	0.81	0.04	0.00	0.00	0.02	0.06
(e) Experiential Buying (4)	(0.12 / 0.30)	(0.11 / 0.25)	(0.01 / 0.16)	(0.10 / 0.28)	0.60	0.00	0.01	0.02	0.01
(f) Product Retention (4)	(-0.3 / -0.12)	(0.07 / 0.21)	(-0.06 / 0.09)	(-0.07 / 0.11)	(-0.14 / 0.03)	0.79	0.07	0.02	0.02
(g) Materialism (9)	(-0.39 / -0.23)	(0.02 / 0.19)	(-0.34 / -0.19)	(-0.15 / 0.02)	(-0.20 / -0.02)	(0.19 / 0.36)	0.55	0.29	0.13
(h) Fashion Orientation (3)	(-0.07 / 0.1)	(0.28 / 0.44)	(-0.27 / -0.11)	(0.06 / 0.23)	(0.04 / 0.21)	(0.04 / 0.21)	(0.47 / 0.60)	0.85	0.40
(i) Distinction (2)	(-0.06 / 0.13)	(0.35 / 0.49)	(-0.19 / -0.04)	(0.17 / 0.32)	(0.03 / 0.20)	(0.06 / 0.23)	(0.27 / 0.44)	(0.57 / 0.69)	0.91

Note: Matrix shows AVE (diagonal, bold), squared correlation (above the diagonal), and confidence interval at plus or minus two standard errors around the correlations (below diagonal)

TESTING THE NOMOLOGICAL NETWORK IN TWO ADDITIONAL SAMPLES

Qualtrics Sample. We recruited a representative sample based on age, gender, ethnicity, and income of 502 American respondents for a paid online study on Qualtrics ($M_{\text{age}} = 45.6$; 50.6% Female; Non-Hispanic White = 67.7%, Non-Hispanic Black = 11%, Hispanic = 11.4%, Other = 10%; M_{income} = “from \$60,000 to \$69,999”). After completing a series of demographic questions (i.e., gender, ethnicity, age, household income), respondents completed the following scales in random order: the 12-item Minimalist Consumer Scale ($M = 4.67$, $SD = .99$; 12 items $\alpha = .89$), the 18-item Voluntary Simplicity Scale (Cowles and Crosby 1986; Leonard-Barton

1981), the 8-item Frugality Scale (Lastovicka et al. 1999), the 4-item Experiential Buying Tendency Scale (Howell et al. 2012), the 9-item Materialism Scale (Richins and Dawson 1992), 3 items selected from the Fashion and Shopping Orientation Scale (Gutman and Mills 1982), and 2 items measuring distinction (Berger and Ward 2010). The order of appearance of the items within scales was randomized. To make sure respondents were reading the statements and paying attention, we interspersed one check within the scales' items ("Please select "strongly agree" if you are reading this statement"), and we asked them to write a short sentence at the end of the survey ("Please briefly describe an object in your room or tell us what you see from your window, write at least 5 words"). We excluded 15 respondents who failed the attention check and 96 respondents who wrote less than five words, thus leading to 396 valid responses ($M_{\text{age}} = 47.4$; 50.8% Female). Finally, as in Study 4, we collected the ladder of subjective social status ($M = 5.73$) and childhood socioeconomic status ($\alpha = .85$, $M = 3.73$).

Results (Qualtrics Sample). A correlation analysis (table 5) revealed that the Minimalist Consumer Scale correlated only moderately with all the other scales. As expected, the Minimalist Consumer Scale was positively and significantly related to voluntary simplicity ($r = .32$, $p < .001$), frugality ($r = .36$, $p < .001$), and experiential buying tendency ($r = .27$, $p < .001$). However, the strength of the relationships between minimalism and these three constructs was moderate. The relationship between the Minimalist Consumer Scale and Materialism in this sample was non-significant, whereas the relationships with fashion orientation ($r = .28$, $p < .001$) and distinction ($r = .26$, $p < .001$) were both positive and significant. The scales most strongly correlated to each other were fashion orientation and distinction ($r = .69$, $p < .001$).

TABLE 5: SCALES' RELIABILITIES AND CORRELATIONS

Construct (Number of items)	Cronbach's Alpha	Correlation					
		(b)	(c)	(d)	(e)	(f)	(g)
(a) Minimalist Consumer (12)	0.89	.32***	.36***	.27***	0.1	.28***	.26***
(b) Voluntary Simplicity (18)	0.87		0.09	.15**	.29***	.43***	.46***
(c) Frugality (8)	0.85			0.04	−0.08	−0.10*	−0.03
(d) Experiential Buying (4)	0.22				.15**	.17**	.23***
(e) Materialism (9)	0.84					.61***	.49***
(f) Fashion Orientation (3)	0.9						.69***
(g) Distinction (2)	0.82						

Note: *** $p < .001$; ** $p < .01$; * $p < .05$

Prolific Academic Sample. We recruited a representative sample based on age, gender, and ethnicity of 501 American respondents for a paid online study on Prolific Academic (49.5% Female; $M_{\text{age}} = 46.0$). Respondents completed the following scales in random order: the 12-item Minimalist Consumer Scale ($M = 4.69$, $SD = 1.09$; 12 items $\alpha = .91$), the 18-item Voluntary Simplicity Scale (Cowles and Crosby 1986; Leonard-Barton 1981), the 8-item Frugality Scale (Lastovicka et al. 1999), the 6-items GREEN Consumer Values (Haws et al. 2014), the 4-item Experiential Buying Tendency Scale (Howell et al. 2012), the 4-item Product Retention Tendency Scale (Haws et al. 2012), and the 9-item Materialism Scale (Richins and Dawson 1992). The order of appearance of the items within scales was randomized. To make sure respondents were reading the statements and paying attention, we interspersed one check within the scales' items ("Select five for this statement"). We excluded 11 respondents who failed the attention check, thus leading to 490 valid responses ($M_{\text{age}} = 46.1$; 50% Female). Finally, as in Study 4, we collected income ($M = \text{"from \$50,000 to \$59,999"}$), the ladder of subjective social status ($M = 5.36$), and childhood socioeconomic status ($\alpha = .8$, $M = 3.74$).

Results (Prolific Sample). Minimalism correlated only moderately with all the other scales (table 6). As expected, the Minimalist Consumer Scale was positively related to voluntary simplicity ($r = .21, p < .001$), frugality ($r = .32, p < .001$), and GREEN consumer values ($r = .29, p < .001$). However, the strength of the relationships between minimalism and these three constructs was medium. The relationships between minimalism and product retention ($r = -.21, p < .001$) and materialism ($r = -.18, p < .001$) were both negative and significant. The scales most strongly correlated to each other were voluntary simplicity and GREEN ($r = .50, p < .001$).

Conclusions. The relationships between the Minimalist Consumer Scale and the related constructs in the broad nomological network observed in Study 4 were also detected in these two representative samples of American respondents. Frugality is the scale most closely and positively related to the Minimalist Consumer Scale. Of note, the magnitude of this relationship in these two additional samples was smaller than in Study 4. The other differences worth noting were that (1) the negative relationships with materialism were smaller (and in one case even close to zero) than the results in the paper and that (2) the relationships with fashion orientation and distinction were positive and significant, rather than close to zero as in the paper.

TABLE 6: SCALES' RELIABILITIES AND CORRELATIONS

Construct (Number of items)	Cronbach's Alpha	Correlation				
		(b)	(c)	(d)	(e)	(f)
(a) Minimalist Consumer (12)	0.91	.21***	.32***	.29***	-.21***	-.18***
(b) Voluntary Simplicity (18)	0.83		.13**	.5***	.11*	0.03
(c) Frugality (8)	0.82			.36***	.15**	-.27***
(d) Green Consumer Values (6)	0.93				0.09	-.16***
(e) Product Retention (4)	0.91					.20***
(f) Materialism (9)	0.86					

Note: *** $p < .001$; ** $p < .01$; * $p < .05$

EXAMPLES OF UPLOADED IMAGES: STUDY 7A

- Living Room Images:

Examples of Images with Low Average Rating on all Dimensions of Minimalism:



Examples of Images with High Average Rating on all Dimensions of Minimalism:



- Bedroom Images:

Examples of Images with Low Average Rating on all Dimensions of Minimalism:



Examples of Images with High Average Rating on all Dimensions of Minimalism:



- Wardrobe Images:

Examples of Images with Low Average Rating on all Dimensions of Minimalism:



Examples of Images with High Average Rating on all Dimensions of Minimalism:



STUDY 7A: ADDITIONAL ANALYSIS

As pre-registered, we also conducted independent t-tests to evaluate whether those who scored above the median score on the Minimalist Consumer Scale (4.54; i.e. minimalists) had higher average ratings of the three dimensions of the scale compared to those who scored below the median (i.e., non-minimalists). Results indicated that the images uploaded by participants who scored above the median were significantly higher for number of possessions ($M_{\min} = 3.96$, $SD = 1.12$, $M_{\text{non-min}} = 3.36$, $SD = .98$; $t(110) = 3.06$, $p = .003$, $d = .57$), sparse aesthetic ($M_{\min} = 4.16$, $SD = 1.09$, $M_{\text{non-min}} = 3.58$, $SD = .84$; $t(110) = 3.17$, $p = .002$, $d = .60$), mindfully curated consumption ($M_{\min} = 4.35$, $SD = 1.17$, $M_{\text{non-min}} = 3.76$, $SD = .87$; $t(110) = 3.02$, $p = .003$, $d = .57$), and the average of all three dimensions for the rooms in their homes ($M_{\min} = 4.16$, $SD = .98$, $M_{\text{non-min}} = 3.57$, $SD = .77$; $t(110) = 3.55$, $p = .001$, $d = .67$).

We also regressed participants' average score on the Minimalist Consumer Scale onto image ratings for each of the types of rooms separately. Higher scores on the Minimalist Consumer Scale were associated with higher ratings of minimalism for the images of living rooms ($\beta = .19$, $t(111) = 2.08$, $p = .040$), bedrooms ($\beta = .27$, $t(111) = 2.98$, $p = .004$), and wardrobes ($\beta = .15$, $t(111) = 1.61$, $p = .111$).

Finally, we also regressed participants' average score on the Minimalist Consumer Scale onto image ratings while controlling for participants' income. While higher scores on the scale alone significantly predicted higher ratings of minimalism overall for the photos of participants' homes ($\beta = .19$, $t(111) = 1.99$, $p = .049$), income alone also significantly predicted higher ratings of minimalism overall for the photos of participants homes ($\beta = .27$, $t(111) = 2.97$, $p = .004$). Nevertheless, the relationship between scores on the scale and ratings of minimalism overall for

the photos of participants' homes continued to be positive and significant even when controlling for income ($\beta = .26$, $t(111) = 2.87$, $p = .005$).

STUDY 7B: STIMULI

The stimuli for this study (preregistered [here](#)) were directly inspired from the durability condition of Study 4 in the paper by Sun, Bellezza, and Paharia (2021). In random order, participants completed the Minimalist Consumer Scale and made the following incentive-compatible choice. Specifically, respondents considered two product pages—one for one high-end sweater priced at \$80 and another for four mid-range sweaters priced at \$20 each—by two fictitious brands, “Luyana” and “Cooper.” As in the original paper, to rule out potentially confounding effects of different models, styles, and brand names used in the stimuli, we created two versions—A and B. In one version, a particular model, style, and brand name, “Cooper,” was used as the high-end option. In another version, another model, style, and brand name, “Luyana,” was used in the high-end option. This design serves as a between-subjects replicate, and we expect to observe the predicted results for both versions of the stimuli. We also priced the items so that one could opt for several ordinary products with the same budget as one high-end item. Finally, we matched respondents' gender to the gender of the model featured to increase relevance. For ease of exposition, we report stimuli and results consistent with version A, in which Luyana was the mid-range retailer and Cooper was the high-end retailer.

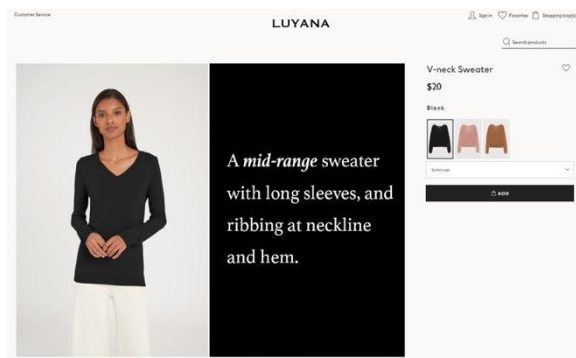
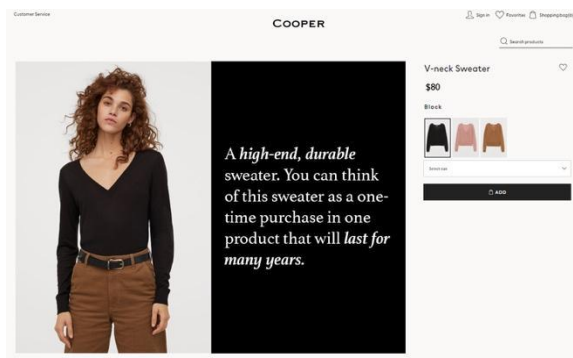
All respondents read the following information about the two retailers: “Luyana is a retailer that offers mid-range clothing. Luyana typically sells sweaters priced around \$10–\$20.

Cooper is a retailer that offers high-end clothing. Cooper typically sells sweaters priced around \$70–\$80.” Then, they saw two product pages (in randomized order), each with an ad copy promoting the products. The high-end option read, “A high-end sweater with long sleeves, and ribbing at neckline and hem.” The mid-range option read, “A mid-range sweater with long sleeves, and ribbing at neckline and hem.” Images of the ads are below.

As in the original paper, to ensure that respondents were actually paying attention, we asked, “In the box below, please type about 2–3 keywords from the webpage above.” On the next page, all respondents read, “As a thank you for your input, we are holding a raffle wherein one randomly drawn participant will receive \$80 to spend on sweaters from one of the two brands. If you win the raffle, which would you prefer?” Then, respondents chose one of the following two options, “\$80 for ONE high-end sweater at Cooper” or “80\$ for FOUR mid-range sweaters for \$20 each at Luyana.” Finally, we collected some demographic variables (e.g., age, gender) as in previous studies. Given that the two brands were imaginary, we debriefed the respondents at the end of the study and explained to them that the winner of the lottery would receive the \$80 as a bonus on MTurk.

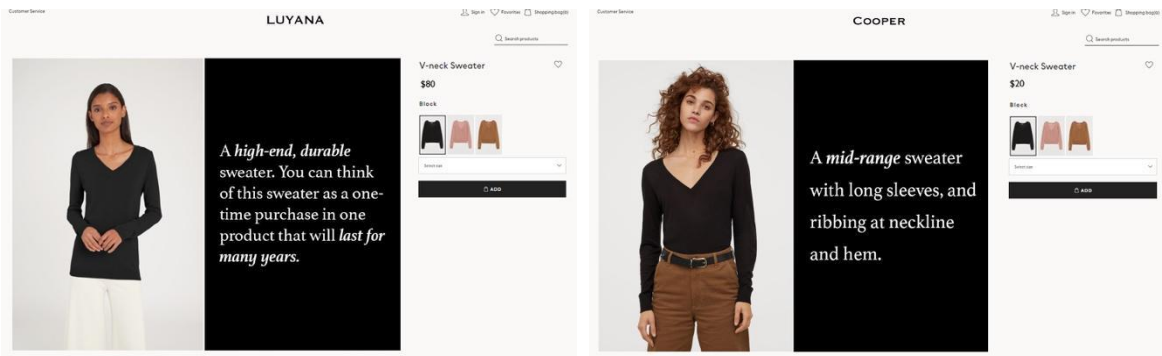
Female, Version A

High-end Option vs. Mid-range Option (order randomized)



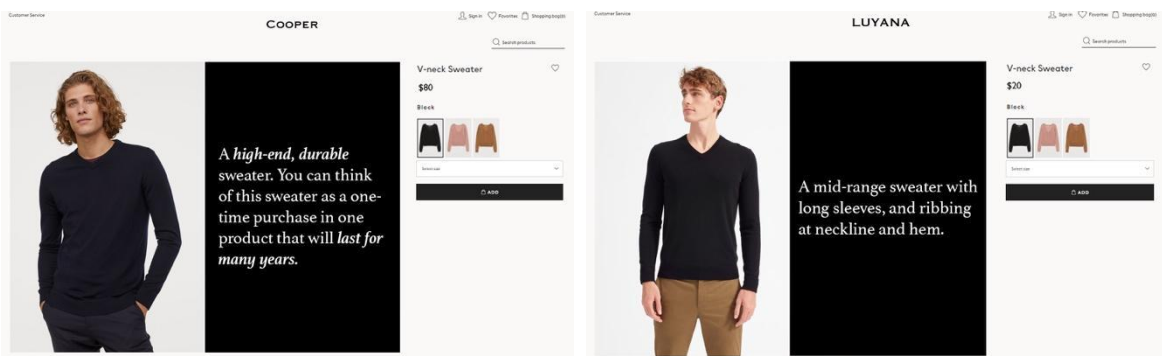
Female, Version B

High-end Option vs. Mid-range Option (order randomized)



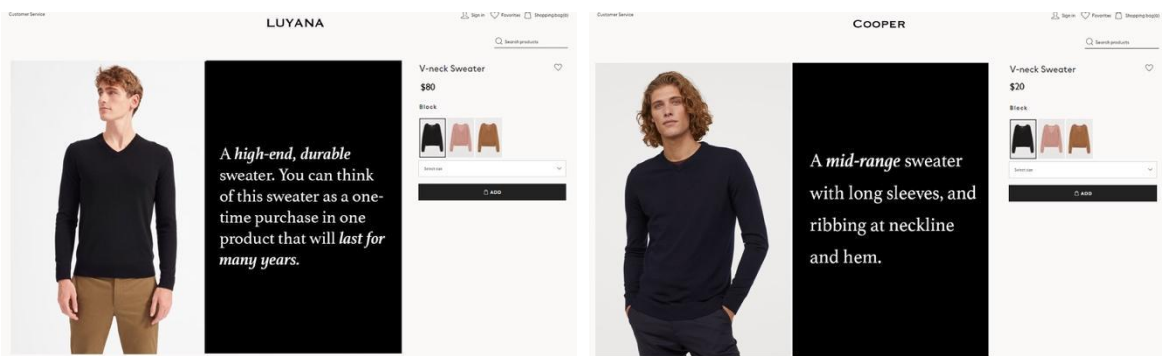
Male, Version A

High-end Option vs. Mid-range Option (order randomized)



Male, Version B

High-end Option vs. Mid-range Option (order randomized)



POST-TEST FOR STUDY 7C

We conducted a post-test to validate further perceptions of the sets of minimalist and non-minimalist brands. Specifically, we asked participants ($N = 49$ graduate students) to respond to the question, “To what extent do you think the following brands are minimalist?” (1 = Not at All, 7 = Very Much So) for all six brands used in the study. We then took the average ratings for the set of minimalist brands and the set of non-minimalist brands. A within-subjects t-test confirmed that the minimalist brands were seen as significantly more minimalist, on average ($M = 4.37$, $SD = 1.18$), compared to the non-minimalist brands ($M = 3.29$, $SD = 1.21$, $p < .001$, $d = .87$).

FIGURE 9: STIMULI FOR STUDY 7D

Thank you for choosing us as your internet provider! Every person who signs up this month is eligible to receive the following products for free!



PRETEST FOR STUDY 7E

We recruited 101 people from MTurk (41.7% Female, $M_{\text{age}} = 39.9$) to indicate the extent to which images of interiors appeared minimalist to them. First, we defined minimalism, “Minimalism in consumer behavior is defined as a value that embraces the mindful acquisition and ownership of few, curated possessions, with a preference for a sparse aesthetic.” Next, participants rated eight images (figure 9), one at a time, in random order, and indicated their agreement with the following statement, “Considering the image shown here, please indicate the extent to which you agree with this statement: this apartment [wardrobe/bedroom/office] seems minimalist to me” (1 = Strongly Disagree, 4 = Neither Disagree nor Agree, 7 = Strongly Agree). Paired t-tests indicated that participants viewed the minimalist images as significantly more minimalist than the non-minimalist images for the set of apartments ($M_{\text{min}} = 5.72$, $SD = 1.10$, $M_{\text{non-min}} = 1.45$, $SD = 1.16$; $t(100) = 25.41$, $p < .001$, $d = 3.34$), wardrobes ($M_{\text{min}} = 5.53$, $SD = 1.31$, $M_{\text{non-min}} = 1.31$, $SD = .94$; $t(100) = 24.87$, $p < .001$, $d = 3.70$), bedrooms ($M_{\text{min}} = 6.39$, $SD = .95$, $M_{\text{non-min}} = 1.83$, $SD = 1.29$; $t(100) = 25.47$, $p < .001$, $d = 4.03$), and offices ($M_{\text{min}} = 6.36$, $SD = .92$, $M_{\text{non-min}} = 1.28$, $SD = 1.07$; $t(100) = 24.87$, $p < .001$, $d = 5.09$).

POST-TEST FOR STUDY 7E

We recruited 242 people from MTurk (50.8% Female, $M_{\text{age}} = 39.81$) to indicate the extent to which the rooms displayed in the images used for study 7e appear expensive. More specifically, participants were asked to evaluate one of the eight images used as stimuli for study 7e, and then asked to answer the question, “To what extent does this [insert room name] seem expensive?” (1

= Not at All Expensive, 7 = Extremely Expensive). Independent t-tests indicated that participants viewed the minimalist and non-minimalist images as equally expensive for the set of apartments ($M_{\min} = 3.37$, $SD = 1.25$, $M_{\text{non-min}} = 3.80$, $SD = 1.56$; $t(58) = 1.19$, $p = .24$, $d = .30$), wardrobes ($M_{\min} = 4.93$, $SD = 1.44$, $M_{\text{non-min}} = 4.97$, $SD = 1.08$; $t(58) = .11$, $p = .91$, $d = .03$), bedrooms ($M_{\min} = 4.23$, $SD = 1.54$, $M_{\text{non-min}} = 3.97$, $SD = 1.48$; $t(58) = .67$, $p = .51$, $d = .17$), and offices ($M_{\min} = 4.57$, $SD = 1.41$, $M_{\text{non-min}} = 4.47$, $SD = 1.14$; $t(60) = .30$, $p = .76$, $d = .08$).