

Susan Wang

Professor Longorio

ENGL 1302-section#

Current Date

Annotated Bibliography with Images: Consumer Minimalism



Duong, Trang Thi-Thuy et al. “Less Is More! A Pathway to Consumer's Transcendence.” *Journal of Retailing and Consumer Services*, vol. 72, May 2023,103294, *Science Direct*, <https://doi.org/10.1016/j.jretconser.2023.103294>. Accessed 9 Oct. 2025.

ASSESSMENT OF CREDIBILITY: A. This source is a peer-reviewed academic journal article published within the last three years as of this evaluation, so the information is still current. **B.**

Duong and the Doung’s co-authors are academics in the field of Economics from reputable universities: University of Economics Ho Chi Minh City, Ho Chi Minh City, Viet Nam; UNSW Sydney, Australia; Griffith University, Gold Coast, Australia. **C.** The intended audience are scholars in Economics and decision-makers who would use this article in their research.

SUMMARY OF CONTENTS: A. Duong et al’s central claim is that some consumers chose minimalism on to fulfill the highest need of “self-actualization” on Maslow’s Hierarchy of

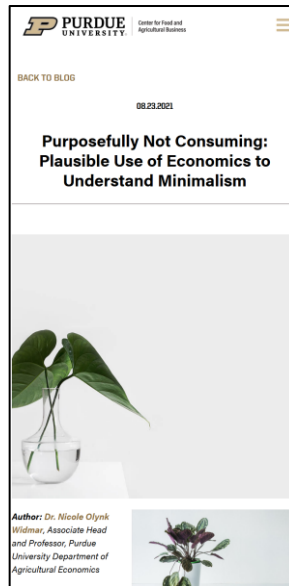
Needs, what the authors term “transcendence.” **B.** Their supporting reasons come from past studies of minimalistic behavior, in which consumers fulfill the lower levels of Maslow’s, which suggests the ultimate consumer goal is the highest need of self-actualization. **C.** They did a comparative analysis of the current research of minimalism and consumer motives and then conducted their own field research, surveying shoppers from ten urban malls in Vietnam’s capital city, resulting in 468 responses with multiple data points. Their assumption is that their data will capture the most current motives of modern-day consumers. **REFLECTION OF RESEARCH:** I might use this source later in my Researched Position (Argument) Paper to support to provide background information and support my Claim.



Meissner, Miriam. “Minimalist Lifestyles and the Path to Degrowth: Towards an Engaged Mindfulness.” *Engaged Humanities: Rethinking Art, Culture, and Public Life*, edited by Aagje Swinnen et al., Amsterdam University Press, 2022, pp. 189–218. *JSTOR*, <https://doi.org/10.2307/j.ctv2rcnqpt.11>. Accessed 9 Oct. 2025.

ASSESSMENT OF CREDIBILITY: A. This source is a chapter from an academic book published within three years as of this evaluation, so the information is still current. **B.** Meissner

is an academic in the field of Culture and Political Ecology at Maastricht University, Amsterdam, the Netherlands. **C.** The intended audience are similar scholars in her field and decision-makers who would use this chapter (as well as the rest of the book) in their research. **SUMMARY OF CONTENTS:** **A.** From the chapter: “minimalists and degrowthers [those who advocate reduction of global production and consumption to solve social and ecological problems] share concern about socio-environmental exploitation and the ideal of a good life under conditions of material sufficiency but that they diverge on their theories of change. To envision an alignment between minimalist lifestyles and degrowth ambitions, the chapter develops the concept of “engaged mindfulness.” This is to bridge the individual motives of minimalists and the global motives of degrowthers. **B.** Meissner’s supporting reasons come from analysis of past minimalistic studies and current practices, in which those who chose a minimalistic lifestyle were more individualistic and personal rather than communal and social in their goals. **C.** Meissner did a comparative analysis of the current research and trends of minimalist approaches and also conducted their own interviews and surveys of self-labeled “minimalists” from social media groups. Her assumption is that their data will capture the most current motives of modern-day minimalist practitioners. **REFLECTION OF RESEARCH:** I might use this source later in my Researched Position (Argument) Paper to provide background information and Opposition viewpoints.



Widmar, Nicole Olynk. “Purposefully Not Consuming: Plausible Use of Economics to Understand Minimalism.” *Center for Food and Agricultural Business*, Purdue University, 23 Aug. 2021, www.agribusiness.purdue.edu/consumer_corner/purposefully-not-consuming-plausible-use-of-economics-to-understand-minimalism/ Accessed 9 Oct 2025.

ASSESSMENT OF CREDIBILITY: A. This source is an “Opinion” article posted on a university blog, published within four years as of this evaluation, so the information is still current. **B.** Widmar is an academic in the field of Agricultural Economics at Purdue University, Indiana. **C.** The intended audience are members of the university community (staff and students) as well as the general public. **SUMMARY OF CONTENTS: A.** Widmar suggests using the concept of microeconomics to explain the rise and popularity of consumer minimalism. **B.** Widmar’s supporting reasons come from an analysis of online content advocating consumer minimalism, suggesting that an economic framework would help those to understand the pros and cons of minimalism before they decide. **C.** Meissner did a comparative analysis of the current trends of minimalist approaches from public-facing websites, especially immediately after the COVID-19 lockdown. Her assumption is that the general public would need an

economic framework in order to make an informed choice.. **REFLECTION OF RESEARCH:**

I might use this source later in my Researched Position (Argument) Paper to provide background information.

Consumer Minimalism

Abstract

Minimalism in consumption can be expressed in various forms, such as monochromatic home design, wardrobe capsules, tiny home living, and decluttering. This research offers a unified understanding of the variegated displays of minimalism by establishing a conceptual definition of consumer minimalism and developing the twelve-item Minimalist Consumer Scale to measure the construct. Three distinct dimensions of consumer minimalism are identified: number of possessions (reflecting the ownership of few possessions), sparse aesthetic (reflecting the preference for simple and uncomplicated designs), and mindfully curated consumption (reflecting the thoughtful selection of possessions). A series of studies, using samples from a variety of populations (N = 3,735) demonstrates the validity and reliability of the tridimensional Minimalist Consumer Scale, situates the measure conceptually and empirically within a broader nomological network of related constructs (e.g., voluntary simplicity, frugality, green values, materialism), and documents the scale's ability to predict relevant consumer preferences and behaviors.

[Web appendix](#)

Authors
Silvia Bellezza and Anne Wilson (equal authorship)

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Journal Article

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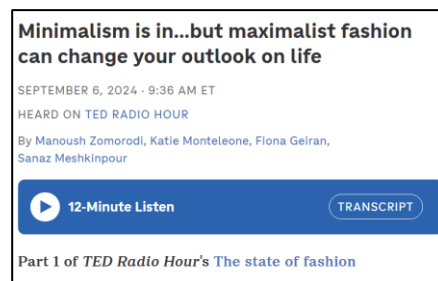
Bellezza, Silvia and Anne Wilson (equal authorship). "Consumer Minimalism." *Journal of Consumer Research* vol. 48, no. 5 (February 01, 2022): 796-816.

Wilson, Anne V. and Silvia Bellezza. "Consumer Minimalism." *Journal of Consumer Research*, vol. 48, no. 5, 1 Feb. 2022, pp. 796-816. *Columbia Business School*, business.columbia.edu/faculty/research/consumer-minimalism. Accessed 9 Oct. 2025.

ASSESSMENT OF CREDIBILITY: A. This source is a peer-reviewed academic journal article published within the last four years as of this evaluation, so the information is still current. **B.**

Wilson is an academic in the field of Marketing from the Wharton School of the University of Pennsylvania; Bellezza is an academic in the field of Business from Columbia Business School, New York. **C.** The intended audience are scholars in Marketing, Business, and Economics, and decision-makers who would use this article in their research. **SUMMARY OF CONTENTS: A.**

Wilson and Bellezza’s central claim is that consumer minimalism is like earlier concepts of “voluntary simplicity” and “frugality” but is different enough from these earlier frameworks to develop a new framework called the “twelve item Minimalist Consumer Scale.” **B.** Their supporting reasons come from analysis of past studies of minimalism, in which consumers developed over time a rationale for minimalist decision-making different enough from the past that the difference bore further research in minimalist consumer behavior. **C.** They did a comparative analysis of the past and current research of minimalism and consumer motives and then conducted their own field research. Their assumption is that their data has captured the most current motives of minimalist consumers. **REFLECTION OF RESEARCH:** I might use this source later in my Researched Position (Argument) Paper to support to provide background information and support my Claim.



Zomorodi, Manoush et al. “Minimalism Is In...But Maximalist Fashion Can Change Your Outlook on Life.” *TED Radio Hour*, NPR, 6 Sept. 2024, www.npr.org/2024/09/06/g-s1-20989/minimalism-is-in-but-maximalist-fashion-can-change-your-outlook-on-life.

Accessed 9 Oct. 2025

ASSESSMENT OF CREDIBILITY: A. This source is an article published on NPR’s *TED Radio Hour* webpage. It was published about a year ago as of this evaluation, so the information is very current. **B.** Zomorodi et al are journalists and media producers with NPR, a reputable

non-profit organization with the mission to report and share stories to a wider audience. **C.** The intended audience are members of the general public who are open to diverse stories about culture and society. **SUMMARY OF CONTENTS:** **A.** Zomorodi et al writes about costume designer and performance artists Machine Dazzle, who advocates for “maximalism” – that is “more is more” – which deserves to be celebrated in fashion and culture as an approach to self-expression. **B.** Dazzle’s supporting reasons come from his own lived experience as marginalized person and work as a public figure, that minimalism can’t solve a chaotic world. **C.** Dazzle’s assumption is that minimalism when it comes to personal expression may reduce visibility of that person. This is harmful when that person is a member of a marginalized community, like **LBGT+.** **REFLECTION OF RESEARCH:** I might use this source later in my Researched Position (Argument) Paper to provide support for the Opposition.