

A Bibliometric Analysis: Minimalism Only Gateway to Achieve Sustainability and Happiness

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ABSTRACT

Purpose: The objective of the study is to portray the bibliometric analysis of the research conducted relationship among minimalism, sustainability and happiness in context of consumption of clothing on rent in Indian weddings. The goal of this study was to comprehend the nature, development, obstacles and future directions of research. The consumer behaviour towards sustainability and happiness through minimalism is required as resources are limited and to protect the environment.

Design/Methodology/Approach: Research articles published on minimalism and sustainability and happiness and consumers' perspective toward them were analysed by using the Bibliometric and Vos-viewer software. For the study, data have been compiled from the Scopus database published between 2016 and 2023.

Findings: According to the systematic literature, conducted through bibliometric analysis, minimalism has a direct impact on "sustainability", "financial wellbeing" and "spirituality". But minimalism may not directly contribute to happiness, it can indirectly influence happiness through experiential consumption and life satisfaction happiness.

Originality/Value: The present study contributes to the existing literature by providing innovative dimensions. This concept would attract the attention of researchers and policy makers as there is highly ignorance on the concept of minimalism as the only way to attain sustainability and happiness, especially in the context of wedding attires in India. Therefore, the present study proposed a conceptual model that will significantly contribute to the understanding of the concept of minimalism, sustainability and happiness with reference to using clothes on rent.

Paper Type: Review of Literature.

KEYWORDS: Bibliometric Analysis | Citation Analysis | Consumerism | Happiness | Minimalism | Sustainability

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Introduction

As India is celebrating 75 years of independence and making efforts towards achievement of “Viksit Bharat by 2047” but still there are many areas which must be focussed while planning to be in a step towards “Developed Nation”. In this lead all pillars for the growth of a country must be taken into consideration without any compromise with the environment. So, adoption of minimalism policy for sustainability and happiness can be made. Sustainable means consists of use of those resources, which forests can naturally replenish (Wiersum, 1995). The “UN World Commission on Environment and Development” defined “sustainability as meeting present needs without compromising future generations” (WCED). As there is scarcity of natural resources and pollution on the earth has become a threat to the environment. Sustainability is ensuring well-being over time primarily focuses on the environmental aspects of the “triple bottom line”. However, sustainability encompasses more than just the environment illustrating the broader commitment to enduring practices and reduce preservation. In this lead, minimalism is gaining so much popularity.

Happiness can be general satisfaction with a life as a whole and oneself. It can be described as an emotive state consisting of bliss, fulfilment, gratification and gladness. But it can vary person to person and can be measured by directly asking the individual or through observation of their everyday actions (Chaudhary, 2023). Minimalism has a positive influence on experiential consumption (Matte, Fachinelli, De Toni, Milan, & Olea, 2021). Though, it does not directly influence happiness (Im Shin, 2022). Whereas experiential consumption and life satisfaction have shown positive impact on happiness (Li & Huang, 2022). Sustainable consumption practices offer a remedy for the industry’s overconsumption tendencies, specifically among European millionaires who are influenced by those influencers endorsing sustainable (un) planned behaviour (Johnstone & Lindh, 2022). Instead of corporate social responsibility, influencers are shaping the millennials (Those born in between early 1980 and the late 1990s) (OxfordDictionaries.com) purchase intent for sustainable fishing garments. There are some factors that also help in advocating sustainable practices in clothing procurement, usage and disposal (Martin-Woodhead, 2023) like attitude, social value and perceived behavioural control. The shifting preferences in fashion has adversely impacted the environment, prompting a crucial need for sustainability in the fashion industry (Gupta, 2019). Indian marriages are considered as social status symbols and because of this there is a rat-race in extravagant spending on wedding attires. The influence of celebrity-inspired fashion coupled with emotional factors leading to high prices for wedding attire with limited reusability (Albers et al., 2021; Bishnoi, 2022). But due consideration of simplicity and sustainability to wedding attire can have a positive impact

on the environment. “Option of taking on rent” or “second hand wedding clothes” would also help an increase in the eco-efficiency, conserving resources, reduction in textile waste and supporting sustainable enterprises (Sumo et al., 2023; Manieson and Ferrero-Regis, 2023). Along with this, it would promote versatility, mindful consumption and economic harmony and ultimately leading to sustainability and happiness.

Minimalism is an emerging concept with the scope to achieve sustainability. Minimalism refers to a lifestyle or philosophy that emphasizes simplicity, reducing material possession and focusing on what is essential for one’s well-being (Hook et al., 2021; 2023; Shafqat et al., 2023; Lloyd and Pennington, 2020). It is a substitute for the high consumption routine prevalent in Western cultures (Hook et al., 2021; 2023; Kan et al., 2009). “Minimalist best practices have a direct positive impression on financial wellbeing, spirituality and happiness (Hook et al., 2021; 2023; Malik and Ishaq, 2023)”. The previous studies in this area are confined to capsule wardrobe, sharing economy, impact of minimalism and financial well-being, spirituality and happiness. Further, there are no studies available that may signify the relationship between minimalism and sustainability in terms of using wedding clothes on rent rather than spending a considerable amount on buying. In response, the present study objective is to offer an integrated view of the research, categorizing & recognizing the problem in the available literature and suggesting new avenues for further research. This study will serve as a significant force for upcoming researchers by suggesting a new set of dimensions in the area of sustainability.

Although in the previous years, this concept has attracted the attention of researchers and policy makers, there is high ignorance on the concept of minimalism as the only way to attain sustainability and happiness, especially in the context of wedding attires in India. Therefore, the present study proposed a conceptual model that will significantly contribute to the understanding of the concept of minimalism, sustainability and happiness with reference to using clothes on rent. The main goal of the study is to conduct systematic literature review and bibliometric analysis using “Biblioshiny” and “Vos-viewer software” for investigation, assessment and investigation of the prevailing literature. The present study has been divided into mainly four sections: First sections is designated to the concept of relationship among minimalism, sustainability and happiness with reference to Indian wedding attire. The second section focuses on the materials and specific techniques for conducting a systematic literature review. It includes sources and criteria for sifting the study’s inclusions. A thorough analysis of the chosen articles for the study is given in the third section. The study’s summary, restrictions and areas for further research are covered in the final section.



Research Methodology

• Data Acquisition and Extraction Strategy

For the present study, systematic literature review methodology has been used to explore the level of studies that have been conducted on minimalism, sustainability and happiness. The effective SLR is considered for previous five-year studies. For the present study, last seven years (2016-2023) studies from SCOPUS-largest peer-reviewed database have been considered. SLR creates a roadmap to understand the multifaceted territory of study in the mentioned field. In this study, researchers have made an attempt to review the pool of studies precisely (Cooper, 2015; Rousseau, Manning, & Denyer, 2008) in terms of their significance, contributions, scrutinization and then plaiting all information together (Tranfield, Denyer, & Smart, 2003) and to build a narrative that is supported by existing literature that would lead to well-founded conclusion (Denyer & Tranfield, 2009). This supports the researches to identify potential areas of study effectively and efficiently. This was conducted in 5 steps as shown in Fig:1.

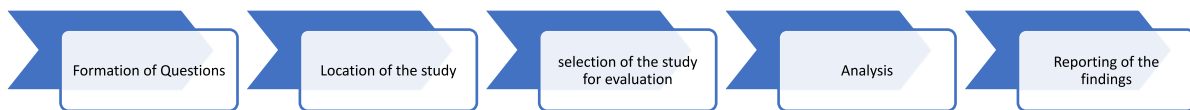


Figure 1: SLR flow chart

Formation of Questions

The research question description is important as it would provide the direction to the researchers and also clarify the norms for inclusion of selected studies for current study. The purpose of the present study is to respond to the following inquires:

RQ1: What are the influential aspects of Minimalism, sustainability and Happiness in respect of articles, authors and sources?

RQ2: How can Minimalism, sustainability and Happiness be assessed and measured?

RQ3: What key topics are popular in the present literature review and what is the future research scope?

RQ4: What are different factors affecting consumers perspective towards minimalism, sustainability and happiness?

Location of the Study

An inclusive list of the primary helps pertaining to aforementioned research questions can be found in the larger Scopus peer-reviewed article database along with a list of pertinent journals (Denyer & Tranfield, 2009). According to (Zyoud, Sweileh, Awang, & Al-Jabi, 2018; Kaya & Erbaş, 2023), this database is extensively utilised for the analysis of

peer-reviewed publications and multidisciplinary fields. The examination of publications within the Scopus database is essential in order to drive a “Bibliometric analysis profile that provides insight into the global changing aspects of research endeavours”. In systematic reviews, the use of keywords as search criteria has been consistent. In order to find the articles for our study, we searched the Scopus database focusing on articles that contained the terms “Minimalism” or “minimalist”, “sustainability” or “sustainable” and “happiness” under the “all fields” category.

Selection of the Study for Evaluation

Some filters were implemented to filter the studies for the assessment like: “time horizon”, “source type” and “publication language”. Then only those studies were considered published from 2016-2023 as 2016 was the period when SDGs officially came into existence (United Nations, 2021). The fig:2, the screening included those studies which are considered as only “published” and “English” language and only “articles”. There was total 33 studies those had been

published till December, 2023 in “all fields”. The “abstracts”, “methodology” and “conclusion” of all articles were systematically studied which led to the elimination of 28 studies that are distinct to minimalism, sustainability and happiness. A total of only 5 publications, published between 2016-2023, were certain and assessed for the successive stages of the SLR.

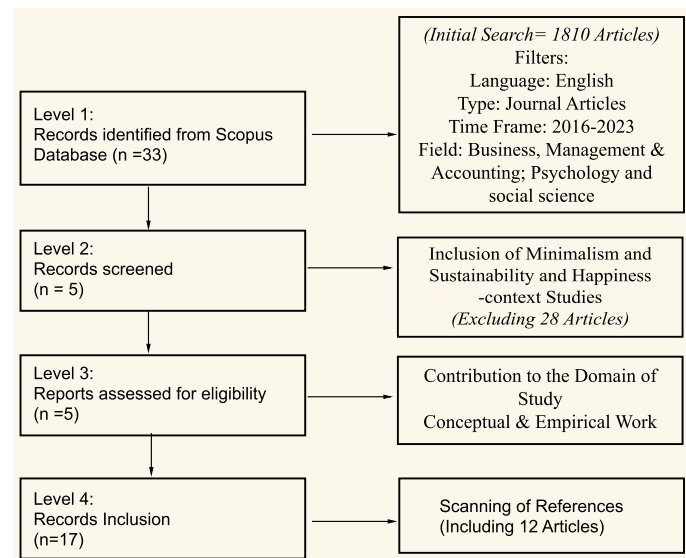


Figure 2: PRISMA Chart

Tools of Analysis

In this section, the researchers investigated the relationship between articles and categorized each one separately also aims to quantify the correlation between the gathered data (Denyer & Tranfield, 2009). Narrative review is a straightforward and widely used technique for combining data that aids in finding publishes descriptions of a topic (Tranfield, Denyer, & Smart, 2003). All of the following details are summed up in this section: authors, years of publication, topic or type of study relationships and conclusions. The researchers used content analysis and bibliometric analysis as two different data analysis methodologies for the same purpose. Using “Biblioshiny” and “Vos-viewer software”, the bibliometric mapping was completed. Citation, Co-citation and Bibliographic coupling were then examined through analysis, “MS Excel” was also used to manually analyse the content.

Findings and Discussion

To provide details about the publications on minimalism, sustainability and happiness including the journals that

publish them, the year they were published, the total number of references made during the year and the countries where the studies were conducted. The sources, authors and articles that made a substantial contribution were examined in citation analyses. This lead includes a “World Cloud” with keywords in it. Total 17 articles in total were examined in terms of their content, main goals, methodology and final conclusions.

Period, Citation and Publishers

The total number of citations received each year along with the progressive delivery of articles in the field of minimalism, sustainability and happiness in fig: 3. It has been considered delayed that research on this idea began 7 years after the “Sustainable Development Goals (SDGs)” were announced. Although the number of publications about minimalism, sustainability and happiness has increased annually, and this increase is not noticeable. One possible explanation is that minimalism is relatively new idea that needs to be explored by scholars.

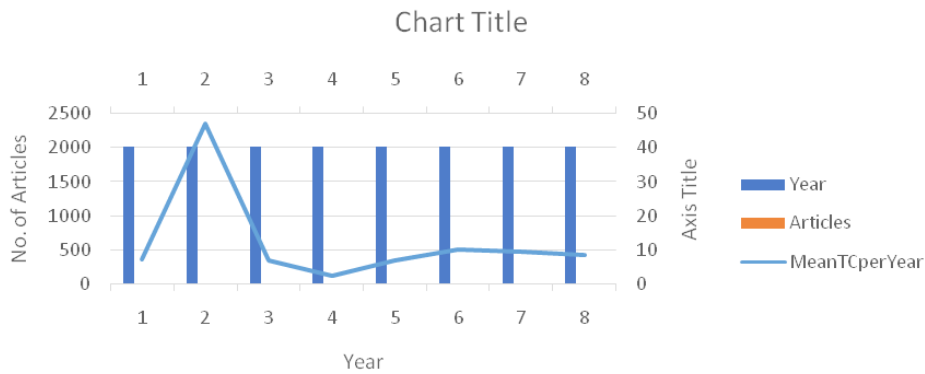


Figure 3: Represents the top journals with highest number of publications from 2016-2023

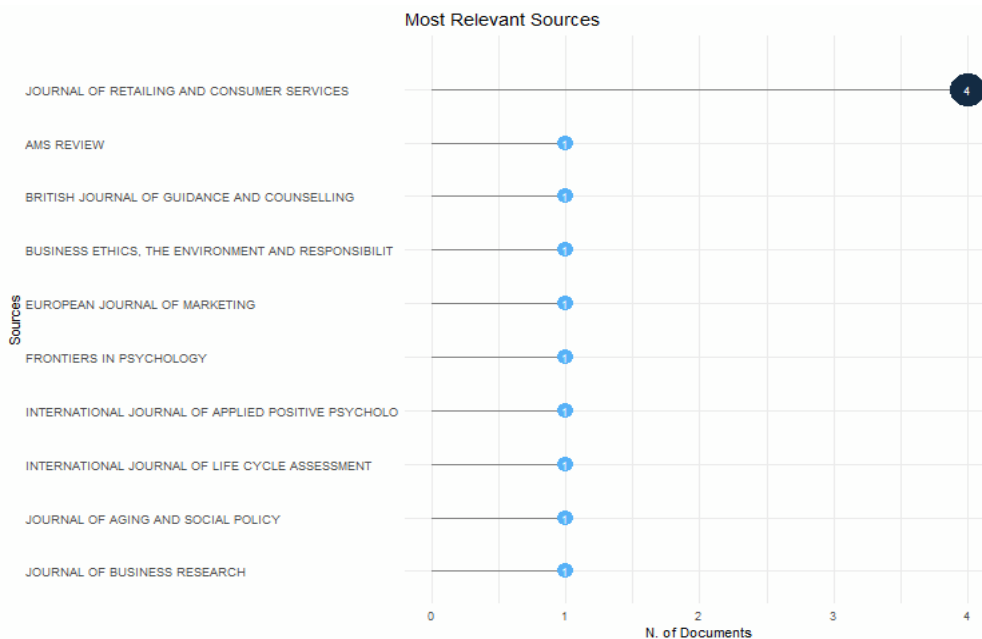


Figure 4: Publishers of Articles

As per Fig: 5 it showed that there are only 6 amin authors who have got citations on minimalism, sustainability and happiness. As it has been shown that (Azemi, Ozuem, Wiid, & Hobson, 2022) got only 2 citations whereas rest of the authors got less than 2 citations within span period of 2016-2023.

Citation Analysis

The citation analysis has been used in the study to find citation network and make observations about how the pertinent literature in the aforementioned field was developed. The citation analysis categorises publications (Brahim,

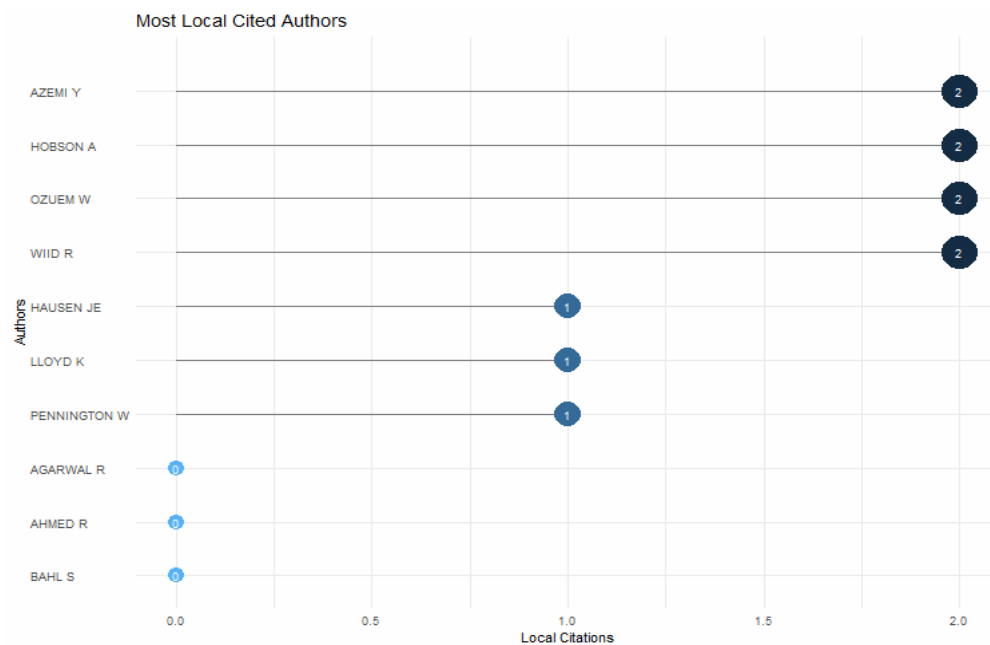


Figure 5: Most Cited Authors

Nation with the Maximum Number of Publications

The nation with the maximum number of publications about this concept was USA (26), Australia (7), Germany (7) and UK (5) whereas the rest of the countries had less than 5 publications within the span period of 2016-2023.

Le Grand, & Latapy, 2012), described the information distribution in the network (Marx & Bornmann, 2016), quantifies the significance of publications and delineates research communities. In the current study, the following sources, documents and authors were subjected to citation analysis are as follows:

Country Scientific Production

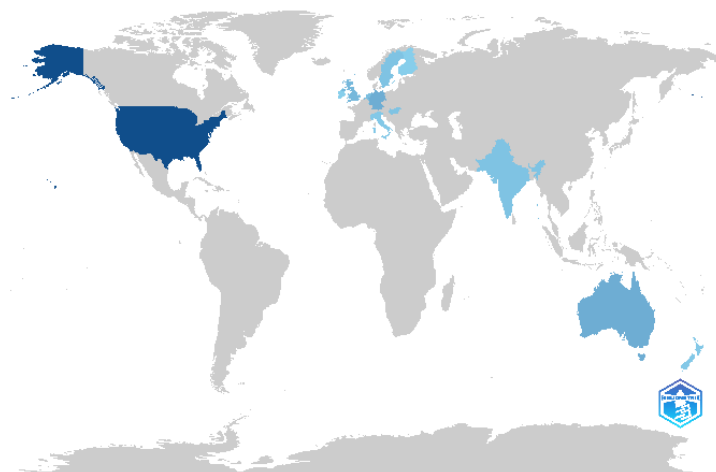


Figure 6: Country Scientific Production

• **Sources Citation Analysis**

The sources citation analysis has been presented in map format (fig:7) depicted those 11 sources organised into 4 clusters with 15 connections totalling a strength of 30. The first cluster focusses on “Consumer” and “Retailing services”, “Sustainable Production” and “Consumption” and “Psychology and Marketing”. The second cluster encompasses “Guidance & Counselling”, “Marketing” and “Consumer Behaviour”. In the third cluster, resources cover “Applied Psychology”, “Public Policy”, “Marketing” and “Sustainable Production” and “Consumption”. The final cluster delves into “Business Ethics” and “Environmental Responsibility”. Notably, the “Journal of Retailing and Consumer Services” boasts the highest citation network link strength at 9. Through citation analysis, it was revealed that the “Journal of Business Research” has significantly contributed to the development of topics like minimalism, sustainability and happiness with 330 citations while the “Journal of Consumer Retailing Services” has the maximum number of publications at 4 in the current area of the study.



Figure 7: Sources Citation Analysis

• **Document Citation Analyses**

As per (Fig:8), There are 4 clusters, 15 links and 11 items. The document with the most citation strength published in “AMS Review” in 2013 is (Balderjahn, et al., 2013) with 151 citations. However, it only has one link. The two most frequently cited publications were then (Ballantine & Creery, 2010) published in the “Journal of Consumer Behaviour” with 91 citations and link strength of 4 and (Bahl, Milne, Ross, & Mick, 2016) published in the “Journal of Public Policy and Marketing” with 139 citations and link strength of 2. The papers listed above are drawing the attention because of their substantial influence on sustainable consumption and consumer behaviour.

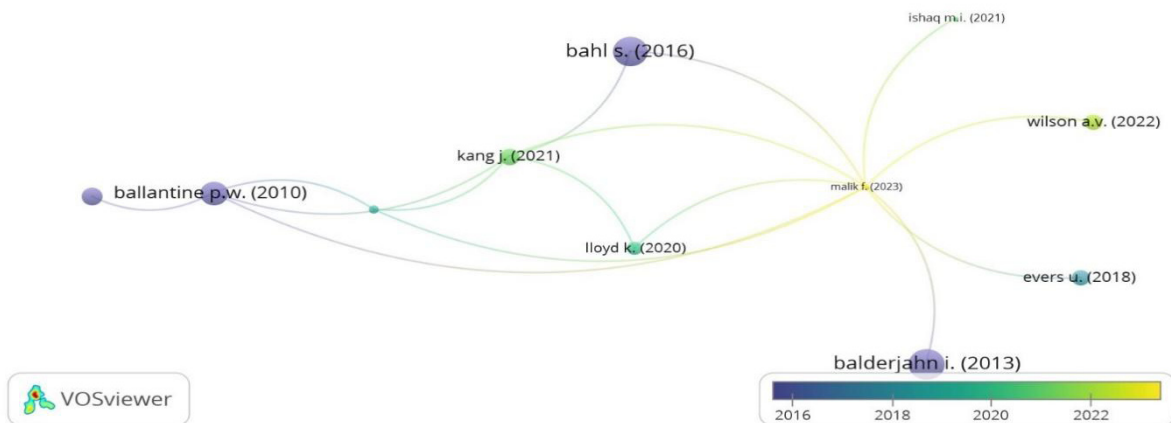


Figure 8: Document Citation Analyses

Author Citation Analysis

As per (fig:9), 39 items, 21 clusters, 131 links and 204 link strength are present. (Ishaq, Sarwar, & Ahmed, 2021) has the highest link strength with 3 citations totalling 36 links. The next most cited authors are (Johnstone & Lindh, 2022) with 42 citations totalling a link strength of 20 and (Ballantine & Creery, 2010) with 91 citations totalling link strength of 8.

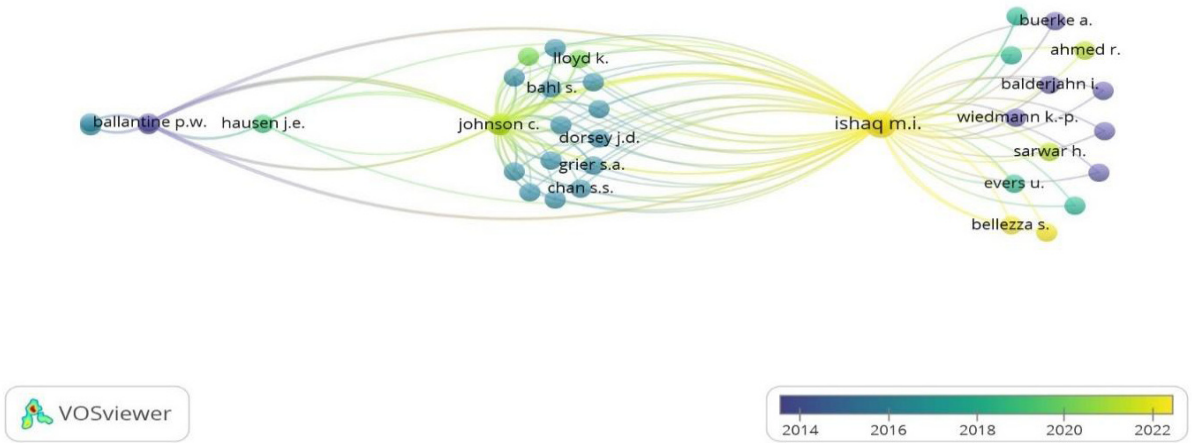


Figure 9: Author Citation Analysis

Analysis of Co-citation

To find the top contributing authors, references and sources in the field of minimalism, sustainability and happiness is the goal of the co-citation analysis. The frequency of publications cited collectively is measured with the aid of this analysis (van Eck & Waltman, 2010).

Co-Citation Evaluations of Sources

This section represents the “co-citation analyses of sources” (fig: 10), 3 items, 2 clusters, 1 link, and 26, totalling 448 link strength. The sources in the first cluster have been represented in red colour and mostly consisted “Journal of Business Research” had 30 citations with 224 links strength and journal of retailing consumer services has 44 citations with link strength 224. The sources in the second cluster have been represented in green colour is “Journal of Consumer Research” has 40 citations with no link.



Figure 10: Co-Citation Evaluations of Sources

• **Co-Citation Analyses of References**

The most co-cited reference is (Choi, Ko, & Kim, 2016) with two citations and link strength of 225 followed by (Azemi, Ozuem, Wiid, & Hobson, 2022; Fischer D. , et al., 2021) with 130 links and only one citation and (Akter, et al., 2020) with 95 links and one citation only (fig: 11), showed 226 items, 2 clusters, 532 links and 13075 link strength.

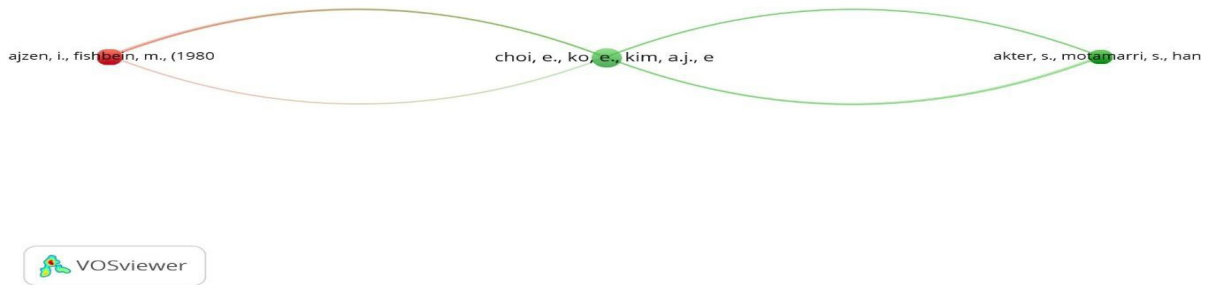


Figure 11: Co-Citation Analyses of References

• **Co-citation analyses of Authors**

The autor with the highest link strength is (Azemi, Ozuem, Wiid, & Hobson, 2022) Ozuem, W with total link strength of 2340 followed by (Kasser, 2017) with total link strength of 2013 and (Lee, Ko, & Lee, 2023) Ko,E with total link strength of 1600. The (fig:12) showed 645 items, 3 clusters, 72158 links and yielding 99663 total link strength.

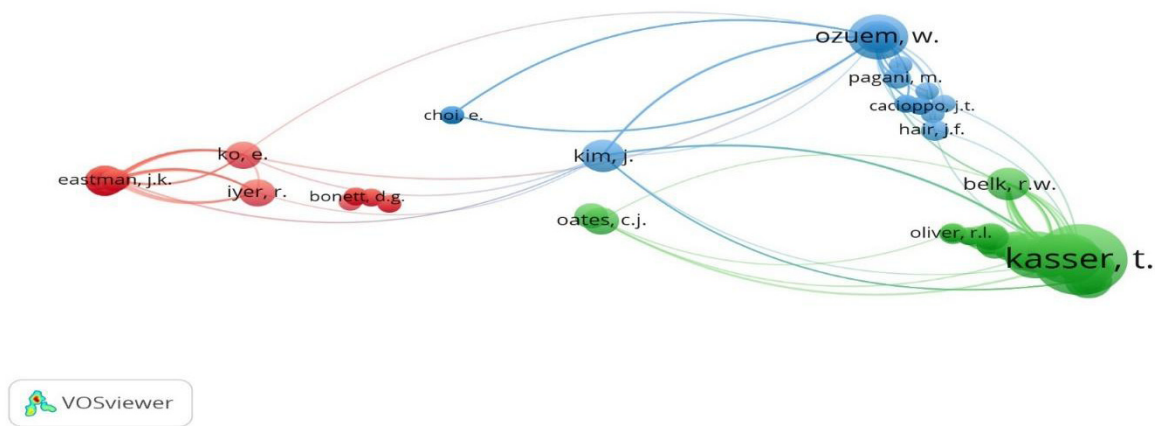


Figure 12: Co-citation analyses of Authors

Analysis of Co-authorship

This analysis helps in identification of the foremost co-authors, organisations and nations (van Eck & Waltman, 2010) in minimalism, sustainability and happiness.

• **Co-Authorship Analysis of Authors**

The (Fig: 13) represents 13 items, 1 cluster, 78 links. As per analysis, there is no author among the co-authors who has published more than 1 publication.

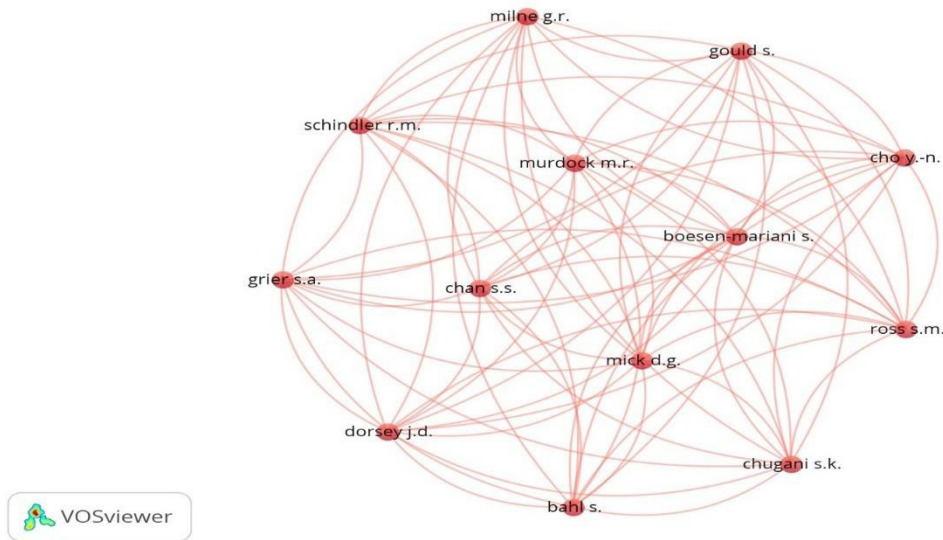


Figure 13: Co-Authorship Analysis of Authors

• **Co-authorship Analysis of Organisations**

The (Fig: 14) represents 12 items, 1 cluster, 66 links. As per analysis, there is all organizations of co-authors don't have more than 1 publication.

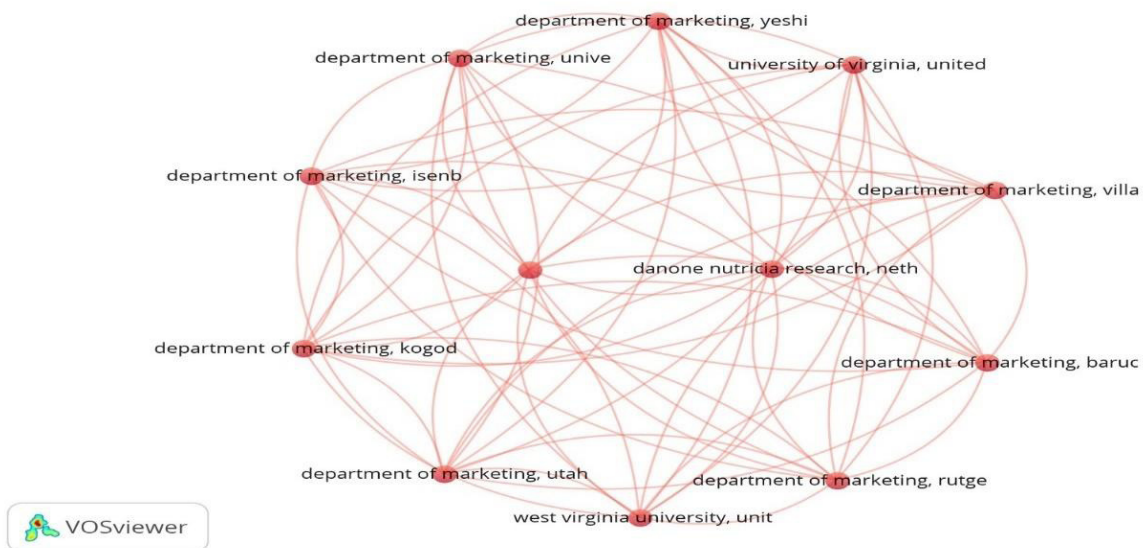


Figure 14: Co-Authorship Analyses of Organizations

Co-Authorship Analyses of Nations

The countries on the map that have collaborated the most on co-authored studies (Fig:15). By choosing at least one document from each country resulted in the creation of a country collaboration network. There were 2 clusters, 12 links, 7 items and 19 link strengths. With 6 publications the “United States” has the most followed by the “Netherlands” with 4 whereas the “United Kingdom” and “Germany” with only 3. The remaining countries having publications >3.

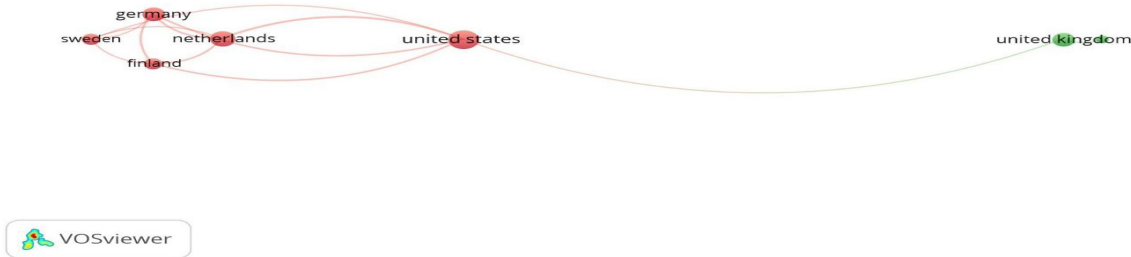


Figure 15: Co-Authorship Analyses of Nations

A broad range of commonly used keywords that were present in the publications under examination were shown in Table:1. In the examined articles, “Consumption Behaviour”, “Academic Literature”, “Consumer Behaviour” and “Perception” are the most often occurring keywords.

Table 1: Commonly Used keywords

Terms	Frequency
Consumption Behaviour	3
Academic Literature	2
Consumer Behaviour	2
Perception	2
Behavioural Representation	1
Communication Research	1
Confirmatory Factor Analysis	1
Consumer Communication	1
Corporate Social Responsibility	1
Marketing	1
Narrative Synthesis	1
Potential Indicators	1
Psychology	1
Regression Analysis	1
Retailing	1
Scientific Evidence	1
SDG12	1
Second-Order Models	1
Structural Equation Modelling	1
Sustainable Consumption	1
Sustainable Development	1
Systematic Literature Review	1
Systematic Review	1
Theoretical Study	1

Conclusion

The present study aims to delve into the intersection of minimalism and sustainability and happiness in the Indian context, specifically in the scope of renting clothes. The potential benefits of embracing minimalism are highlighted, with direct positive effects on financial well-being, spirituality. Whereas there is no direct impact of minimalism on happiness. The consumer perspective on fashion rental underscores a focus on functional benefits, emphasizing the necessity of a significant mindset shift for rental clothing to be considered

a viable alternative to purchasing new items. Overall, the synthesis of literature underscores the multifaceted nature of sustainable fashion, encompassing knowledge, consumer behaviour, business models, and the importance of a holistic approach to address the environmental challenges posed by fast fashion.

However, this study is limited to the revisiting of existing literature concerning minimalism and sustainability and sustainability only from Scopus database. There are many other databases which can provide more insight in the context of novel dimensions applicable to the sustainability in marriages and the potential of minimalism in the context of clothing rental in India. The future studies need to confirm the findings through quantitative research using a larger sample size and involving customers from different geographic areas. The future research could explore intergenerational differences in perceptions of minimalism and sustainability and happiness in terms of renting clothes.

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Annexure 16.1.7

Submission Date	Submission Id	Word Count	Character Count
21-Jan-2024	1543250 (DrillBit)	4332	29826

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5.1 RoL1_Kalpana_GJEIS Jan to Mar 2024.docx	kataria.kalpana@gmail.com	Kalpana Kataria	03%

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- A-Satisfactory (0-10%)
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3	link.springer.com	1	Internet Data
4	link.springer.com	<1	Internet Data

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6	Thesis Submitted to Shodhganga Repository	1	Publication
8	www.traumamon.com	<1	Publication
10	The effect of panel selection and training on external preference mapp by Gou-1998	<1	Publication

Reviewers Memorandum



Reviewer’s Comment 1: Authors came up with the original concept that Minimalism is the Only Gateway To Achieve Sustainability and Happiness. The study is done by analyzing research articles published on minimalism and sustainability and happiness and consumers’ perspective using the Bibliometric and Vos-viewer software. The findings suggest that minimalism has a direct impact on “sustainability”, “financial wellbeing” and “spirituality” but not on “happiness”.

Reviewer’s Comment 2: To investigate the extent of research on minimalism, sustainability, and happiness, the current study employed a systematic literature review methodology. SLR develops a road map for comprehending the complex area of research in the specified discipline. Researchers attempted to review the pool of studies in this study precisely in terms of their contributions, significance, and scrutiny. They then pieced all the information together to create a narrative that is backed up by the body of existing literature and would result in a well-founded conclusion. However, to make study more robust the authors could have provided background information for this study, and there is further scope for future studies on papers published before 2016. The authors could have also conducted co-occurrence analysis through diagrams.

Reviewer’s Comment 3: Although the paper is organized very effectively, the author may have strengthened the review of the literature portion. Additionally, a visit to other databases that can offer additional context on new factors relevant to marriage sustainability and the possibilities of minimalism in the context of apparel could enhance the discussion of the study’s limitations. The authors could have also conducted co-occurrence analysis through diagrams.



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Conflict of Interest: Author of a Paper had no conflict neither financially nor academically.

Editorial Excerpt



The article has 03% of plagiarism which is the accepted percentage as per the norms and standards of the journal for publication. As per the editorial board's observations and blind reviewers' remarks the paper had some minor revisions which were communicated on a timely basis to the authors (Kalpana, Harikishni & Anil), and accordingly, all the corrections had been incorporated as and when directed and required to do so. The comments related to this manuscript are noticeably related to the theme "**A Bibliometric Analysis: Minimalism Only Gateway to Achieve Sustainability and Happiness**" both subject-wise and research-wise. With particular reference to clothing rentals, the current study seeks to explore the relationship between minimalism, sustainability, and happiness in the Indian setting. Positive impacts on spirituality and financial well-being are only two of the potential advantages of adopting a minimalist lifestyle. On the other hand, minimalism has no effect on happiness directly. The literature review highlights the complexity of sustainable fashion, including consumer behavior, business models, and knowledge. It also emphasizes the need for a comprehensive approach to tackle the environmental issues raised by rapid fashion. Nonetheless, there exist several more databases that offer further comprehension about innovative aspects related to marriage sustainability and the possibilities of minimalism in the context of Indian apparel rental. After comprehensive reviews and the editorial board's remarks, the manuscript has been categorized and decided to publish under the "**Review of Literature**" category.

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The acknowledgement section is an essential component of academic research papers, as it provides due recognition to all those who contributed their hard work and effort towards the writing of the paper. The author/s (Kalpana, Harikishni & Anil) express their sincere gratitude to all those who assisted in the research process and made this paper a possibility. Lastly, the reviewers and editors of GJEIS deserve recognition for their pivotal role in publishing this issue, without whom the dissemination of this valuable research would not have been possible.

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