



Sustainable Harmony: A Thorough Exploration of Minimalism and Consumerism through Literature

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ABSTRACT: This study explores the extant literature surrounding minimalism's sustainability, aiming to propose novel dimensions applicable to sustainability in the context of taking wedding clothes on rent. The article specifically examines the viability of minimalism in the context of renting wedding attire in India, uncovering a dearth of research in this area. With the concentration of a 5-year span (2018–2023) and drawing from the Scopus database, the findings emphasize “minimalism's multifaceted impact on consumer behavior, well-being, and sustainability.” The existing literature is not available in the context of renting wedding clothes within the Indian socio-cultural milieu. The study identifies various factors, including socio-economic intricacies, daily effects, and alignment with manufacturing, alongside the innovative "Minimalonomics" model, offering insights into conscious consumption and well-being transformation. While factors like utility, user-friendliness, perspective, and societal pressures affect the adoption of wedding attire rental platforms, consumers prioritizing sustainability exhibit positive correlations with slow fashion, supposed value, acquisition intent, readiness to pay a premium and recommending “slow-fashion products.” Conversely, considerations like hygiene, perception, societal norms, perceived efficacy, environmental awareness, and personal relevance may sway consumers away from clothing rental services.

KEYWORDS: Minimalism, Sustainability, Consumerism, Rental Consumption, Closet-Sharing, Capsule Wardrobe, Fast-Fashion and Environment



1. INTRODUCTION

Minimalism a lifestyle emphasizing on simplicity and reducing material possessions is an alternative to the high consumption western culture (Hook et al., 2023; Kan et al., 2009). Supported by research, “minimalist practices positively impact financial well-being, spirituality and happiness” (Hook et al., 2023; Malik and Ishaq, 2023). Financial well-being reciprocally contributes to the overall happiness (Rodriguez, 2018) with minimalism indirectly influencing happiness through financial well-being (Nepomuceno and Laroche, 2015). The nuanced relationship is moderated by factors like age and spirituality (Mulay-Shah et al., 2019).

In fashion challenges like “Project 333” promote sustainability through the reduction in clothing consumption, re-use and discouragement of shopping (Amber, 2022). These challenges offer personal benefits including cost and time savings, fostering creativity (Martin-Woodhead, 2023) and encouraging mindful consumption (Guo and Kim, 2023). Yet tensions arise over idealized minimalist spaces prioritizing quality over quantity and potentially excluding those unable to afford the lifestyle (Danny, 2014). While fashion challenges inspire sustainable practices (Michel, Stathopoulou, & Valette-Florence, 2022) questions about idealized identifies and inclusivity emerge (Minasian, 2022).

In the early days of forestry, “sustainable” meant only taking what the forest could naturally replenish (Wiersum, 1995). Consumers are recognizing scarcity of resources therefore embrace “Minimalism is Sustainable” to preserve natural resources. The “UN World Commission on Environment and Development defines sustainability as meeting present needs without comprising future generations” (WCED). (Kuhlman, T 2010). Sustainability ensure well-being over time, primarily focuses on the environmental aspect of the “Triple Bottom Line”. However, sustainability encompasses more than just the environment illustrating the broader commitment to endure practices and resource preservation.

The shifting preferences in fashion driven by consumer demands have adversely impacted the environment prompting a crucial need for sustainability in the fashion industry (Gupta, 2019). Sustainable consumption practices offer a remedy for the industry's overconsumption tendencies, especially among

European millennials who are influenced by influencers and endorsing sustainable, (un) planned behavior (Johnstone and Lindh, 2022; Johnstone, L., & L. C., 2018). Influencers rather than corporate social responsibility has essential role in determining Millennials buying determined for sustainable fashion. That means consumers can actively promote sustainability practices by adopting minimalist fashion practices considering the environmental toll of the textile industry. Understanding factors like: attitude, social value and perceived behavioral control enables consumers to advocate for sustainable practices including procurement usage and disposal (Martin-Woodhead, 2023; Lang, C., Armstrong, C., & Brannon, L., 2013). Applying simplicity and sustainability to weddings particularly in wedding attire choices can positively impact the environment and the sense of matrimonial celebrations, opting to rent (Piontek & Müller, 2023; Fridén, M., & Schroth, H., 2018). or use second hand (Hansen, K. T., 2000) wedding clothes champions eco-efficiency, conserves resources, reduces textile base and support sustainable enterprises (Sumo et al., 2023; Manieson and Ferrero-Regis, 2023). (Armstrong, C., & Hyejune, P., 2019) Renting wedding attire promote versatility mindful consumption and economic harmony aligned with the principles of minimalism (Chi, T., et al., 2023; Piontek & Müller, 2023).

In the context of Indian marriages, their social reputation and status-making races drive extravagant spending on wedding attires, the industry facing challenges in promoting sustainability. The influence of celebrity inspired fashion coupled with emotional factors, often lead to the willingness to pay high prices for wedding attire with limited reusability (Bishnoi, 2022). However, (Piontek & Müller, 2023) the adoption of rental practices, educational initiatives and prioritizing quality over quantity can lead to a positive shift in the industry, fostering sustainability and responsible consumption.

Minimalism is an emerging concept with the scope to achieve sustainability. The previous studies in this area are confined to only “capsule wardrobe”, “sharing economy”, “impact of minimalism on financial well-being, spirituality and happiness.” Further, no study is 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 and possessing them. To answer this, the current study intentions to offer a unified interpretation of the research categorizing and detecting the difficulties in the available literature and recommending novel avenues for further research. This study would also aid as an appropriate force for the further researchers through suggestions of a new set of dimensions in the area of sustainability.

The following questions have been framed to attain the goals of the study as follows:

- i. What research has been done on minimalism and sustainability so far?
- ii. How are studies on sustainability and minimalism placed in time and what methodologies have been used to prove minimalism is sustainable in this domain?
- iii. What research gap exists in the research on minimalism and sustainability in terms of renting clothes at the weddings in the Indian context?

Although from the last few years this concept has attained a significant attention from the researchers but not at the needed pace. It may be because of a small foundation of this concept. Consequently, the study advises a theoretical model that will significantly contribute to the understanding of the concept of minimalism vis-a-vis sustainability in terms of using clothes on rent.

2. METHODOLOGY

In the area of academic research, bibliometric analysis is an engaging and sophisticated instrument for examining the vast world of bibliographic data. Using a variety of quantitative and statistical methodologies, this analytical approach reveals hidden patterns and important insights inside articles, journals, and their citations. We obtain a better knowledge of the genuine influence and success of literature by meticulously researching bibliometric factors like number of authors and publications, citations, and affiliations of organizations and nations. This engaging and professional method enables us to measure the impact of scholarly works, evaluate their value, and contribute to the larger landscape of academic knowledge (Donthuet et al., 2022; Suban et al., 2021).

An essential part of any research is the literature which establishes familiarity and foundation and current requirements, identifies research gaps and offers justification for the study. For the present study, only peer-review publications in journals have been used to uphold the superiority of the research. The data for the present study was obtained from “Scopus” from period 2018-2023 (5 years). The database search was limited to the keywords, titles and abstracts.

(Moher et al., 2009) The PRISMA model was used to exploration to boost the consistency and objectivity of the search procedure. These steps are discussed in detail below:

Fig: 2.1 Summary of the Systematic Review Process

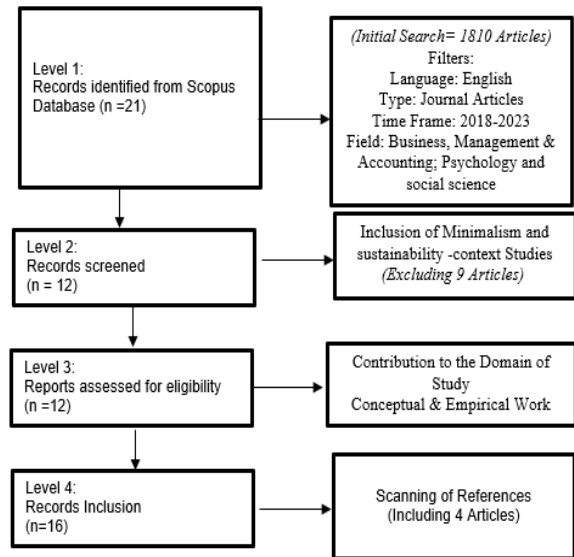


Source: Authors

- i. Identification: A keyword/phase search was used to find the literature for this review “Minimalism” OR “Minimalist”; “Sustainable” OR “Sustainable Consumption”; “Consumer” OR “Consumerism” OR “Consumption Behavior”. To focus on relevant literature, some filters were applied: only English language, available in full-text and published articles in the in the field of “Business”, “Management and Accounting”, and “Psychology” and “social sciences” were considered. This resulted in only 21 articles.
- ii. Screening: Abstracts were screened to include studies that discussed minimalism as sustainable in order to increase the study’s impact. As a result, only 12 articles were ultimately included for the final review.
- iii. Eligibility: After screening, the articles complete text was downloaded. These articles were assessed according to how well they advanced the submission or improvement of the field, the expansion of a scale to quantify the area and the creation of theories to enhance the conceptual understanding. Thus, only conceptual and empirical papers were taken into consideration. It was decided to exclude any review articles that directly addressed the domain but no such study was found.
- iv. Inclusion: Additionally, a thorough scan of all the chosen articles references was administered to confirm that the data set was complete and contained all pertinent articles. Ultimately 4 more articles were included to the ultimate sample, bringing total number of articles chosen to 16. The summary of the articles that were included was kept on a proper worksheet which was reviewed to records a number of parameters such as: “Year of Publications”, “Journals of publication”, “Prominent Authors in the area”, “Research strategies and Techniques”, “Geographic Regions”, “Citation Analysis” and “Content Analysis”. Selected articles are itemized as part of the fusion of the literature review which extracts pertinent obvious and implied facts from the body of existing

information. Fig:2.2 represents a thorough explanation of the article selection procedure.

Fig: 2.2 Article Selection Process



Source: Authors

An Overview of the Literature

The current section gives an overview of the available literature in the field of minimalism and sustainability

Publication Activity

The research on minimalism and sustainability and consumer perception towards them has risen from 2 articles in 2019 to 6 articles in 2023 and no article in 2018. So, in this five-year span i.e., from 2018-2023 has shown a trending growth in the area of research on this concept (Fig 2.3).

Fig: 2.3 Year Wise Publication (2018-2023)



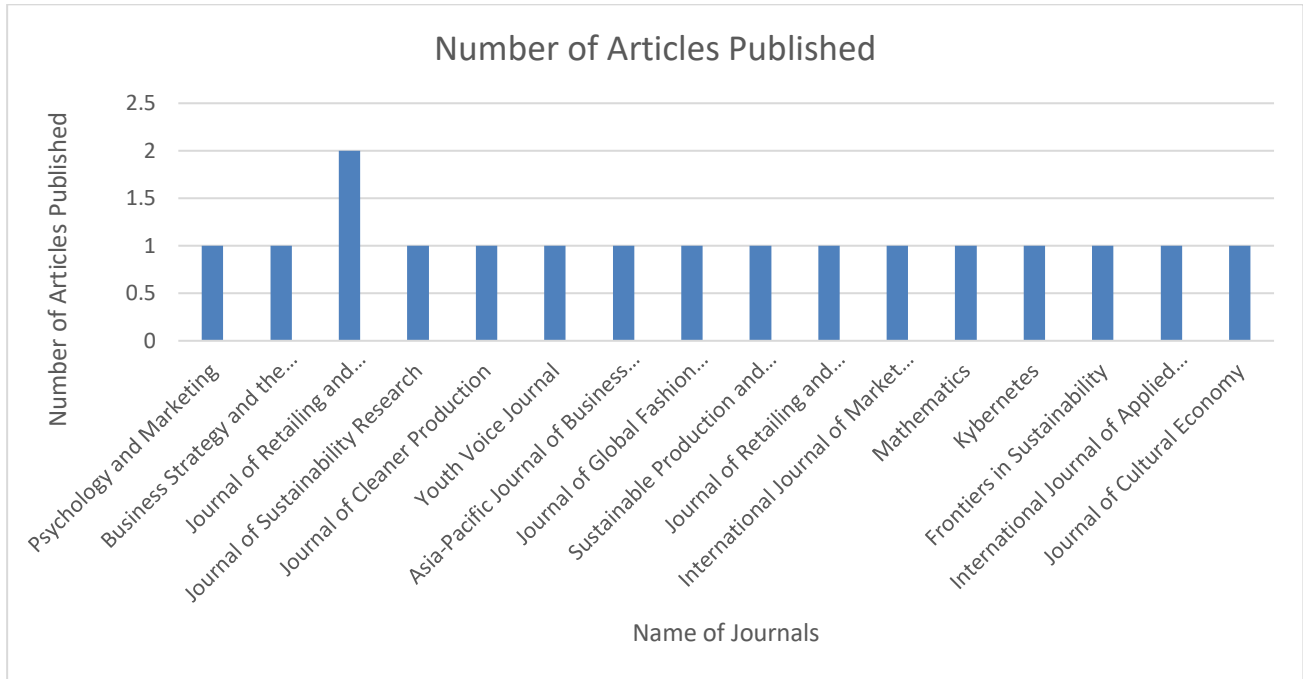
Source: Authors



The 16 articles were comprised in the final review printed in Scopus instituting fields such as “Business”, “Management and Accounting”, “Psychology” and “social sciences”. In the five years span between 2018-2023, only 1 journal published 2 papers on this

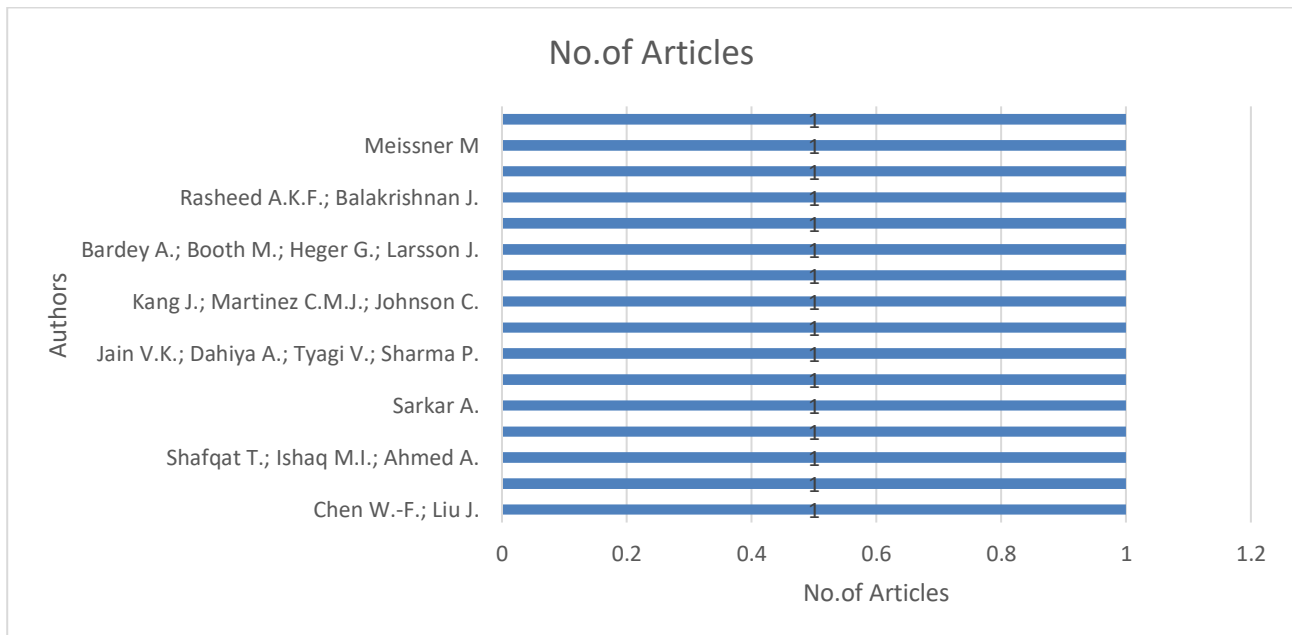
concept while the other journals only published 1 article. The year-wise publication in this field by the journal has been shown in fig: 2.4. the authors who have made contributions in this area has been shown in fig: 2.5.

Fig: 2.4 Journal wise Publications



Source: Authors

ig: 2.5 Author wise Publication



Source: Authors

Methods and Approaches for Research

Only 4 of the reviewed articles chose to conduct a conceptual study whereas the other 12 articles were all empirical studies. The various approaches used by the studies taken into consideration for the review have been shown in table: 2.2. It was reported that the majority of the studies that used the conceptual method did so through surveys. There were no literature reviews found in any of the reviewed articles.

Table 2.2: Methods and Approaches for Research

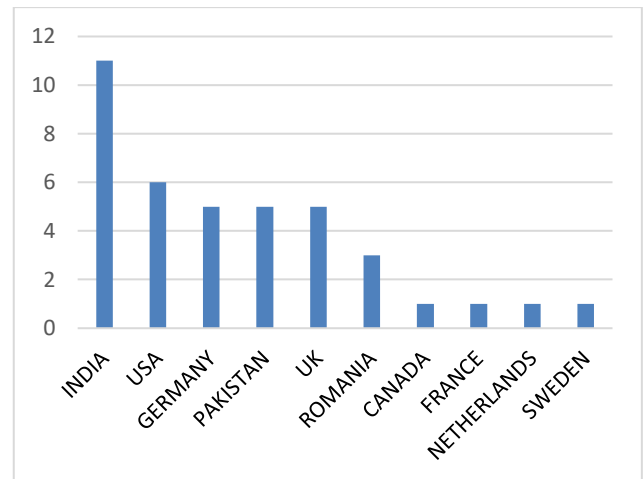
Approaches for Research	Methods of Research	No. of Articles
	Quantitative	11
Empirical Research Articles	1. Survey	9
	2. Experiment	1
	Mixed Approach	1
Concept Papers		4
	Total	16

Source: Authors

Character and Regional Dispersion of the Research

The sample type and geographic distribution used in the reviewed empirical articles are shown in fig: 2.6. The sample from India comprised the majority of the articles (11 studies) with the USA (6 studies), Germany, Pakistan and the UK (5 studies each) and Romania (3 studies) following closely behind. As per the analysis, the majority of the studies were conducted in cross-country collaboration. While the majority of studies focus on the impact of minimalism on ecological change, 3 studies examined the relationship between minimalism and happiness, self-sufficiency and financial well-being. Upon reviewing all of the chosen articles, no research or study was found on the minimalism sustainability of renting wedding attire in Indian context.

Fig 2.6: Character and Regional Dispersion of the Research



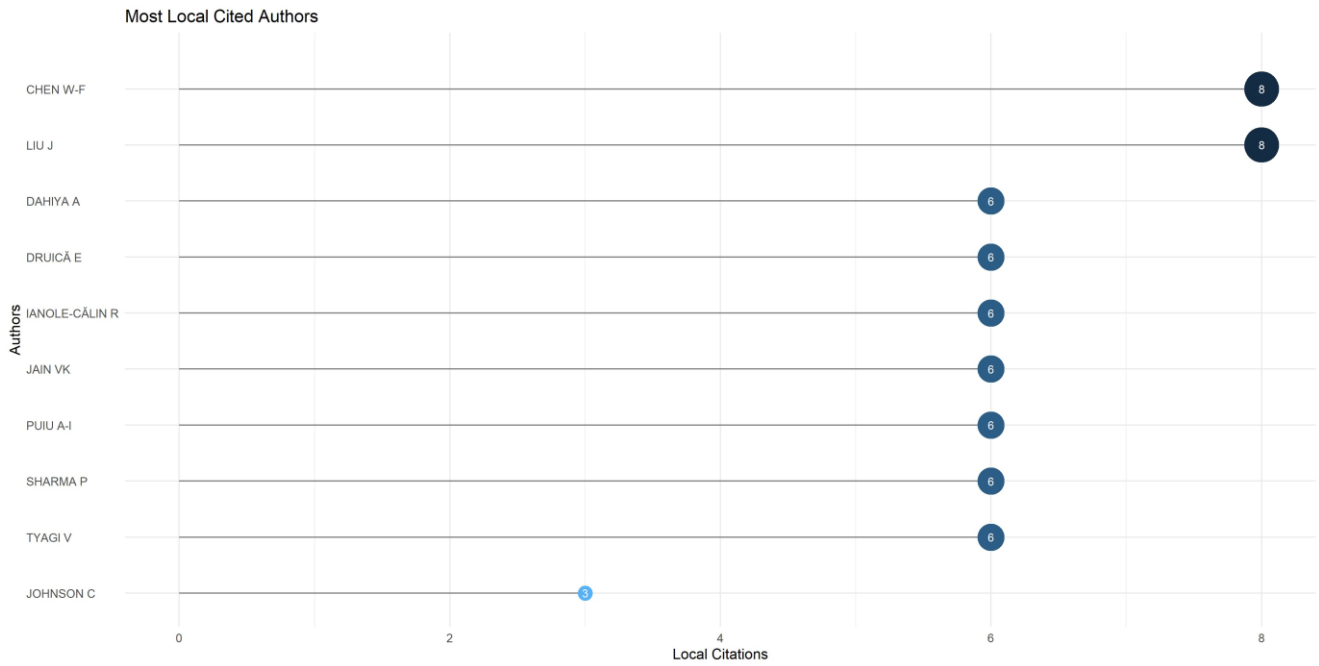
Source: Authors

3. FINDINGS

3.1 Citation Analysis

Citation analysis is the process of determining which studies have cited a given article the most in order to determine which works have had the greatest impact on the field. This will also assist in determining which articles have the greatest influence on expanding the existing literature in this area. The citation data from 2018-2023 that Scopus provided was used for this purpose. Using bibliometric analysis, the following fig: 3.1 was formed (Aria & Cuccurullo, 2017). The average number of citations per article was found to be 11.06, with 61 citations across the 16 articles. It was found that (Chen & Liu, 2023) are the most citable authors. This might be due to it being authors who have contributed in understanding the consumer responses to minimalist brands that can promote sustainable consumption. Other cited articles were (Jain, Dahiya, Tyagi, & Sharma, 2022), (Druică, Ianole-Călin, & Puiu, 2023) had only 6 citations whereas (Kang, Martinez, & Johnson, 2021) has only 3 citations. And the most relevant author is Ishaq, M. I., (2023).

Fig: 3.1 Most Local Cited Authors (2018-2023)



Source: Authors

3.2 Analysis of the Content

The content of the articles was examined. To determine the methodology, themes and conclusions under investigation in the field, the researchers examined the articles independently. The researchers

were able to determine the different theoretical stances that the articles in the field considered by conducting a comprehensive content analysis. Table:3 highlights the synopsis of the same.

Table:3 Findings from the Selected Articles

Method used in the study	Constructs	Findings	Sources
Quantitative study	Socio-economic Status	“Consumers having lower socioeconomic status have not as much of favorable evaluations of minimalist brands. - Preference for quantity over quality is incongruent with minimalism for lower socioeconomic status consumers. - The effect is qualified by product-usage frequency and salience of benefits. Understanding consumer responses to minimalist brands can promote sustainable consumption”.	(Chen & Liu, 2023)
Quantitative study-	“Green Innovation” “Taxonomies” “Environmental Measures”, “Costs”, and “Financial Performance”	“Study resulted that customer “green innovation” “taxonomies” impact differently on “environmental measures”, “costs”, and “financial performance”. The study proposes three clusters: “Process active”, “green minimalist”, and “Green proactive”.	(Nguyen et al., 2020).
Quantitative, correlational research and experimental methods	“Autonomy”, “Competence”, “Mental Space”, “Awareness”, and “Positive Emotions”	The study explores “the practices of people existing a minimalist lifestyle and identifies five key themes related to wellbeing: “autonomy”, “competence”, “mental space”, “awareness”, and “positive emotions”.	(Lloyd & Pennington, 2020)



Qualitative Study	“Clutter Removal”, “Cautious Shopping”, “Longevity”, and “self-sufficiency”	“Minimalism boosts well-being and reduces depression. Study 1 formulates measures; Study 2 tests structural models illustrating minimalism's effect on emotional well-being”.	(Kang, Martinez, & Johnson, 2021)
Qualitative Study	“Capsule Wardrobe”	“3-week capsule wardrobe positively influenced participants: reduced stress, detachment from trends, joy in style, and heightened awareness of conscious consumption”	(Bardey <i>et al.</i> , 2022)
Mixed Method	“Economic Accumulation” And “Eco-political Change”	“The paper discusses the potential of combining lifestyle minimalism and de-growth theory to challenge principles of economic accumulation and promote eco-political change”.	(Meissner, 2019)
Qualitative Study and Conceptual	“Motivations” “Decluttering”	“Participants declutter due to dissatisfaction with excess possessions, seeking fewer belongings in the future. Decluttering serves as a window to reflect and shift towards sustainable consumption, influencing long-term behavior change”.	(Muster, Iran, & Münsch, 2022)
Qualitative study- Grounded Theory	“Personal Appearance” and “willingness” and/or “ability to pay”	“Study defined key factors classifying sustainable apparel consumers: (1) personal appearance importance, (2) willingness/ability to pay. Typology created from public discourse, forming four groups: classy affluents, chic thirsters, etc.”.	(Karpova, Reddy-Best, & Bayat, 2023)
Quantitative and cross-sectional design	“Sharing economy-based services”	“Study confirms “religiosity”, “resource sharing”, and “environmental attitudes” promote “minimalist behavior” in “sharing economy”. “Minimalism positively influences customer citizenship behavior, moderated by age and gender, impacting tolerance, feedback, advocacy, and assistance”	(Rasheed & Balakrishnan, 2023)
Quantitative study	“Planned Behavior Intention”, “Attitudes”, “Subjective Norms”, and “Perceived Behavioral Control”	“Study employs path modelling, revealing value orientations (altruistic, biospheric, egoistic) impact attitudes, influencing intention. Positive effects found, emphasizing prioritization of attitudes and altruistic values in promoting sustainable behavior.”	(Druică, Ianole-Călin, & Puiu, 2023)
Quantitative study- SPSS and M Plus software	“Financial well-being” and “happiness”, and “financial well-being”	“Minimalism has a direct positive impact on financial well-being and happiness, and financial well-being also directly affects happiness. Age and spirituality weaken the relationship between minimalism and happiness.”	(Malik, F., & Ishaq, M. I., 2023)
Quantitative survey- SEM	“Rationality”, “Sustainable Consumption”, “Local Consumption”, “Ethical Consumption” and “Minimalism”	“The findings also revealed a strong relationship between the satisfaction and responsible consumption dimensions (rationality, sustainability, local consumption, ethical consumption, and minimalism).”	(Jain <i>et al.</i> , 2022)

Qualitatively Study and Quantitative study (Mixed Approach)	“Sustainable consumption practices” “Stockpiling”, “conscious buying” and “simple living”	“Study revealed that priority was given to buying essential items during times of crisis. “Stockpiling”, “conscious buying” and “simple living” were the cornerstones of the consumption patterns.”	(Chukkali et al., 2022)
Qualitative Study	“Behavioral Economics” “Pro-environmental” “Decision Making” “Circular Economy”	“Minimalonomics proposes an economic model balancing wellbeing, prosperity, equity, and justice while promoting a minimalist lifestyle. It integrates ecological and behavioral economics, emphasizing pro-environmental attitudes, circular economy, and local cultural norms for inclusive sustainability”.	(Sarkar, 2022)
Quantitative Study	“sorting”, “using” and “gaining”	“Study finds minimalist learning involves ongoing reduction of material objects, intensifying connection to remaining items. Three phases—sorting, using, gaining—show diverse knowledge appropriation, experimentation, and new behavior establishment. Minimalists play a crucial role in promoting sustainable change through personal, bottom-up dissemination of necessary changes in everyday practices”.	(Derwanz & Strebing, 2021)
Quantitative Study-macros analysis techniques.	“Consumer well-being” and “life satisfaction”	“Study asserts minimalism fosters sustainable living, enhancing consumer well-being and life satisfaction. Prioritizing essentials leads to positive emotional well-being, encouraging manufacturers to align production with minimalistic lifestyles for broader benefits”.	(Shafqat et al., 2023)

Source: Authors

By concentrating on “what matters most in life?” and “where to focus one’s energies?”, “minimalism is a sustainable lifestyle choice that helps people achieve consumer well-being and life satisfaction”. Therefore, there is a greater likelihood of more optimistic sentiments and scarcer adverse feelings in those with advanced levels of “life satisfaction” and “consumer well-being” which eventually contributes to a state of overall positive “emotional well-being”. Stockpiling, thoughtful shopping and a simple lifestyle can help in achievement of minimalist lifestyle without compromising equity, justice, prosperity or happiness. (Gwozdz, Steensen Nielsen, & Müller, 2017) The environmental impact of chemical use in fashion production, emphasizes the need for sustainable alternatives like organically-grown fabrics and less toxic process. The wastage of water and pollution emphasizing the fashion industry’s role as the second-largest water consumer. It delves into textile waste as a consequence of fast fashion linear economy

(Auerbach, G., et al., 2023). Sustainable brands championed circular economies, encouraging recycling and resale to minimize landfill impact. This confronts the fashion industry’s significant contribution to climate change and carbon offsetting in sustainable fashion (Seely, 2023).

3.3 Gaps in Existing Research

In order to determine the research gaps and challenges in methodology, conceptual framework, settings of the study and sample sizes, reviewed articles were analyzed and it was reported in the following way:

- There is no clear set of definition of minimalism as participants self -identified as minimalists. This could be a limitation as different individuals may have varying motivations. Extents and lengths of time engaged in the lifestyle which could have impact their reported well-being (Lloyd, K., & Pennington, W., 2020).
- No study mentioned strategies to overcome from overconsumption of clothing’s and no study has

been conducted related to closet sharing can lead to the minimalism so far. (B, S., 2014). Even through closet sharing women can have chances to access a variation of luxury fashion stuffs consumption which may be not affordable for them to buy. This challenges traditional notions of ownership and allows women to explore and redefine their self-identify through fashion (Lang, C., Seo, S., & Liu, C., 2019).

- No study found to talk about the adoption of rental wedding attires can lead to the minimalism. As weddings are a symbol of conspicuous consumption as well as a social status indicator (Bloch et al., 2004; Bloch et al., 1999).
- No quantitative and qualitative study was found which has been conducted to study the willingness of the consumers to use renting clothes at weddings in the Indian context.

4. DISCUSSION

Our exploration delves into the intriguing questions of why certain consumers engage in closet sharing while others abstain (Wu, Z., 2015; B, S., 2014). In the present segment, we elucidated the implications of various motives for sharing luxury fashion brands. This study uniquely contributes by addressing the limitations of prior research, unveiling the motivation of users exclusively to luxury brands like fashion innovativeness and heroic experience and moment of luxury. Purposeful, economical and sensitive values within our theme network have suggested elevated attitudes towards fashion rental services (Chukkali, S., et al., 2022) which has resulted in adoption intentions (Hasbullah, et al., 2022; Baek and Oh, 2021; Vincent and Gaur, 2021). But it turned out that their concerns about contamination tempered the relationships between attitudes and values as well as beliefs and plans (Baek and Oh, 2021). “The role of materialism and brand consciousness in young Indian consumers luxury consumption found to beneficial connection between these factors and luxury consumption” (Sharda & Bhat, 2018). The impact of worth perception on luxury buying purposes (Hasbullah, Sulaiman, Mas od, & Ahmed, 2022; Jeevananda, S., & Nandini, R., 2014) and found conspicuous value to be the most important predictor of desire to purchase among Indian luxury consumers (Ganesh et al., 2018).

4.1 Theoretical Implications

The sharing closets and luxury consumption through rental services unveils potential avenues for minimal sustainability (Christodoulide, S., Athwal, N., Boukis, A., & Sem., 2021). It challenges the traditional ownership-driven model by suggesting a shift towards a more sustainable and circular economy (Patwary, Haque, Kharraz, & Khanzad, 2022; Lang, C., Seo, S., & Liu, C., 2019). It prompts reevaluation of consumer behaviour and motivations potentially fostering a mindset emphasizing experiences over possession. It also raises questions about the environmental impact of production and consumption urging a critical examination of luxury brands sustainability practices (Gwozdz, Steensen Nielsen, & Müller, 2017; Kastiya, S., 2016). It also contributes to the development of theoretical frameworks that integrate social, economic and environmental dimensions fostering a complete understanding of sustainability in the context of luxury consumption and shared closets (Christodoulide, S., Athwal, N., Boukis, A., & Sem., 2021; Ganesh, Jain, Belk, & Roy, 2018).

4.2 Practical Implications

The practical implications of adopting shared closets (Wu, Z., 2015) and rental clothing in luxury consumption for minimal sustainability are multifaceted (Christodoulide, S., Athwal, N., Boukis, A., & Sem., 2021; Mu, X., & Li, C., 2021; Mukendi, A., & Henninger, C., 2020; Ganesh, Jain, Belk, & Roy, 2018). It facilitates a reduction in overall consumption and mitigate the environmental effect of excessive manufacture and waste (Gwozdz, Steensen Nielsen, & Müller, 2017). It encourages the sense of reuse of high-end fashion stuffs encompassing their lifecycle and dropping the demand for novel materials. The shared closets help in promoting a collaborative economy fostering a sense of community and reducing the need for individual ownership. In addition to this, luxury brands embrace the rental services (Mu, X., & Li, C., 2021; Mukendi, A., & Henninger, C., 2020) may innovate new avenues streams while aligning with eco-conscious consumer preferences (Kastiya, S., 2016).

4.3 Social implications

In social implications, it can motivate manufacturers to adopt more sustainable production modes that align with the minimalist lifestyle (Yugendar, 2014). The previous studies indicated that the individual who practice minimalism report higher levels of subjective happiness and inner value pursuit (Im Shin, 2022) and more likely to engage in social activities (Fiss, 2008) and provide a way to regain control over one's life and escape the trap of consumerism (Bakarić, 2022). It offers independence, capability, mental peace, awareness and positive emotions which contribute to the overall well-being (Simon & Gutsell, 2020). "The lifestyle has the potential to impact various fields including positive psychology, education, business, marketing, economics, conservation and sustainability" (Lloyd & Pennington, 2020; Michael & Peacock, 2011). Additionally, social sustainability has recognized as an important constituent of sustainable development encompassing human rights, labor rights and corporate governance. Therefore, minimalism can contribute to social sustainability by promoting a more balanced and equitable society.

4.4 Consumerism for Rental Wedding Attire in Indian Context

In the grand tapestry of Indian weddings, the expenses incurred on wedding attire play a pivotal role weaving together tradition, style and cultural significance. Attire is not merely clothing, it's a reflection of heritage and social standing. Contemporary Indian fashion designers are creating global styles while incorporating traditional elements (Patel, 2016) and having unique traditional costumes and accessories (Shende, 2017). The impact of Bollywood has played a role in shaping fashion trends in the country (Jeevananda, S., & Nandini, R., 2014; Mayer, 2018). This has resulted in innovative forms of "luxury consumption" (Ganesh, Jain, Belk, & Roy, 2018) such as "on-demand", "product-service", "economies", "second-hand consumption" and "co-ownership" which challenge traditional notions of luxury and emphasize the attraction of laity in novel (Ganesh, Jain, Belk, & Roy, 2018). There are many factors due to which luxury consumption are driven by "value hedonism", "hedonistic egoism" and "hedonic escalation" (Michel et al., 2022; Ruan and Xu, 2018; Christodoulide, S., Athwal, N., Boukis, A., & Sem., 2021). (Acosta, L., Tello-Castrillón, C., & Londoño-

Cardozo., 2022) The sharing economy is spreading primarily in high-income countries all factors such as "internet access", "property rights" and "presence of an over-regulated environment" all contribute to its growth (Giovannini, 2021). Access to luxury fashion challenges (Lang, C., Seo, S., & Liu, C., 2019) self-identify by allowing females to show their unique fashion intelligence and enhance their self-image (Vincent and Gaur, 2021).

The study evaluates consumer clothing consumption across major markets by suggesting tailored strategies for each consumer segment. It identifies five segments based on consumption patterns and price points, recommending different approaches for low-cost and high-volume consumers, adapting interventions to each segment is crucial, emphasizing the need for further research on consumer motivations.

5. CONCLUSION

The study examines minimalism and sustainability in the context of apparel behaviors focusing on wedding attires on rent in Indian context. It emphasizes the optimistic impact of minimalism on financial well-being and the environment advocating for the adoption of rental clothing schemes as an alternative to fast fashion (Auerbach, G., et al., 2023; Mu, X., & Li, C., 2021; Mukendi, A., & Henninger, C., 2020). Consumer behavior and engagement are crucial with collaborative consumption models showing potential for reducing environmental impact (Gwozdz, Steensen Nielsen, & Müller, 2017). While the study highlights the benefits of minimalism, it acknowledges limitations in the scope of literature review and suggests future research to validate findings and explore intergenerational differences in perceptions. Overall, it underscores the multifaceted nature of sustainable fashion and the need for holistic approaches to address environmental challenges.

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