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Research Article *Open Access*

Less is More: Voluntary Simplicity, Minimalist Consumption, and Mental Well-Being Via Satisfaction[1]

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JEL Codes: M30, M31, D11.

Abstract: The growing tension between consumerist ideals and lived experiences has intensified interest in lifestyle orientations that resist material excess. Voluntary simplicity and minimalist consumption represent two such approaches, emphasizing intentional living, sufficiency, and intrinsic values. The aim of this study is to examine the effects of voluntary simplicity and minimalist consumption on mental well-being, with satisfaction conceptualized as a mediating mechanism. Data were collected from 460 adult participants in Türkiye and analyzed using regression-based mediation analysis via the PROCESS macro. The results indicate that both voluntary simplicity and minimalist consumption have significant positive effects on satisfaction, and that satisfaction, in turn, significantly predicts mental well-being. Mediation analyses further reveal that satisfaction partially mediates the relationships between both consumption orientations and mental well-being. By empirically positioning satisfaction as a psychological mechanism rather than a direct outcome, this study extends Self-Determination Theory and the Subjective Well-Being framework and contributes to the literature by offering a process-oriented explanation of how value-driven consumption practices support mental health in contemporary consumer societies.

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Araştırma Makalesi *Açık Erişim*

Az Çoktur: Gönüllü Sadelik, Minimalist Tüketim ve Memnuniyet Yoluyla Mental İyi Oluş

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Anahtar Kelimeler: Gönüllü sadelik, minimalist tüketim, mental iyi oluş

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Öz: Tüketimci idealler ile bireylerin gündelik deneyimleri arasındaki giderek artan gerilim, maddi aşırılığa karşı duran yaşam tarzı yönelimlerine olan ilgiyi yoğunlaştırmıştır. Gönüllü sadelik ve minimalist tüketim, niyetli yaşamı, yeterliliği ve içsel değerleri merkeze alan bu tür yaklaşımlar arasında yer almaktadır. Bu çalışmanın amacı, gönüllü sadelik ve minimalist tüketimin ruhsal iyi oluş üzerindeki etkilerini incelemek ve bu ilişkide tatmini aracılık eden bir mekanizma olarak kavramsallaştırmaktır. Veriler, Türkiye'de yaşayan 460 yetişkin katılımcıdan toplanmış ve PROCESS makro kullanılarak regresyona dayalı aracılık analiziyle incelenmiştir. Bulgular hem gönüllü sadeliğin hem de minimalist tüketimin tatmin üzerinde anlamlı ve olumlu etkilere sahip olduğunu; tatminin ise ruhsal iyi oluşu anlamlı biçimde yordadığını göstermektedir. Aracılık analizleri ayrıca, tatminin her iki tüketim yönelimi ile ruhsal iyi oluş arasındaki ilişkide kısmi aracı rol üstlendiğini ortaya koymaktadır. Tatmini doğrudan bir sonuç değişkeni olarak değil, psikolojik bir süreç mekanizması olarak ele alan bu çalışma, Öz-Belirleme Kuramı ve Öznel İyi Oluş çerçevesini genişletmekte; değer temelli tüketim pratiklerinin çağdaş tüketim toplumlarında ruh sağlığını nasıl desteklediğine ilişkin süreç odaklı bir açıklama sunarak literatüre katkı sağlamaktadır.

1. Introduction

The paradox of modern consumer culture lies in its persistent promise that material accumulation will generate happiness while empirical evidence consistently points to the opposite outcome. Escalating consumption is frequently associated with financial stress, diminished satisfaction, and adverse psychological consequences (Hook et al., 2021; Ruvio et al., 2014). The mismatch between consumerist ideals and lived realities has intensified scholarly interest in lifestyle practices that resist material excess and emphasize intentionality, balance, and sufficiency. Among these practices, voluntary simplicity and minimalist consumption have become central to contemporary debates on sustainable living and psychological health (Duong, 2023; Shukla, 2024). Voluntary simplicity refers to the conscious reduction of material consumption in pursuit of intrinsic values such as personal growth, ecological responsibility, and community engagement. Unlike deprivation, this orientation is defined by sufficiency and the pursuit of meaning (Soares, 2025). Minimalist consumption, while conceptually related, emphasizes the behavioral dimension of limiting possessions, avoiding redundancy, and prioritizing experiences and authenticity over accumulation (Matte, et al., 2021). Both orientations represent deliberate rejections of external consumer pressures and reflect an effort to reorganize life around non-material values. Recent empirical studies stresses that these practices are increasingly adopted across generations and cultural contexts, particularly among younger cohorts who seek out psychological relief from consumer overload (Jain, et al., 2024; Watkins, et al., 2025). A growing body of research provides evidence that voluntary simplicity and minimalism positively influence psychological outcomes. Matte et al. (2021) demonstrate that minimalism fosters happiness and life satisfaction by encouraging experiential rather than acquisitive consumption. Chen et al., (2022) confirms that voluntary simplicity is associated with sustainable consumption behaviors while also enhancing subjective well-being. Malik and Ishaq (2023) add that minimalist practices reduce financial strain, which indirectly contributes to happiness. More recent studies broaden these findings: Jain et al. (2024) identify satisfaction and happiness as mediating mechanisms through which minimalist consumption improves well-being, while Watkins et al. (2025) show that voluntary simplicity supports both hedonic and eudaimonic well-being, moderated by value orientations. Duong (2023) further frames minimalism as a pathway to transcendent well-being, reinforcing the idea that “less is more” in empirical contexts. Although this literature is expanding, important gaps remain. Much of the research has focused on ecological or behavioral outcomes, whereas systematic examinations of psychological mechanisms are relatively scarce. In particular, while satisfaction is frequently cited as an outcome of simplicity-oriented lifestyles, its role as a mediating construct between consumption practices and mental well-being has not been consistently tested across diverse settings (Hook et al., 2021; Jain et al., 2024). Moreover, longitudinal and cross-cultural evidence remains limited, leaving unanswered questions about the durability and universality of these effects. The present study seeks to address these gaps by examining how voluntary simplicity and minimalist consumption influence mental well-being through the mediating role of satisfaction. Drawing on Self-Determination Theory (SDT), which indicates the importance of autonomy and value alignment for psychological health (Deci & Ryan, 2000), and the Subjective Well-Being (SWB) framework, which situates life satisfaction at the center of well-being evaluations (Diener, et al., 1999), this research integrates contemporary theoretical perspectives with recent empirical evidence. In doing so, it aims to contribute to the literature on consumer behavior and well-being by providing a more nuanced understanding of how value-driven consumption practices promote mental health in a time of heightened material pressures.

Despite the expanding body of research on voluntary simplicity and minimalist consumption, existing studies have predominantly emphasized ecological outcomes or treated psychological variables such as satisfaction and well-being as direct consequences of simplified lifestyles. As a result, the psychological processes through which simplicity-oriented consumption practices influence mental well-being remain insufficiently explained. In particular, satisfaction is frequently discussed as an outcome, yet its role as an explanatory mechanism linking consumption orientations to mental well-being has not been systematically tested. Addressing this gap, the present study aims to examine whether satisfaction mediates the relationships between voluntary simplicity, minimalist consumption, and mental well-being. By integrating Self-Determination Theory and the Subjective Well-Being framework within a single empirical model, the study adopts a process-oriented perspective that clarifies how value-driven consumption practices translate into psychological health. Furthermore, by focusing on a relatively under-researched regional context in Türkiye, the study is expected to contribute context-sensitive empirical evidence to the international literature on consumer behavior and well-being.

2. Theoretical Background and Hypotheses Development

2.1. Voluntary Simplicity and Satisfaction

Contemporary consumer culture often equates happiness with accumulation, yet decades of research associate materialistic orientations with lower well-being, greater strain, and reduced life satisfaction (Burroughs & Rindfleisch, 2002; Dittmar et al., 2014; Kasser, 2011). Against this backdrop, voluntary simplicity has emerged as a lifestyle orientation that privileges sufficiency, intentionality, and value congruence over excess (Alexander & Ussher, 2012; Elgin, 1981; Etzioni, 1998; Moffat, 2019; Soares et al., 2025). Voluntary simplicity denotes a self-chosen reduction in consumption for reasons tied to meaning, social connectedness, and ecological responsibility (Etzioni, 1998). Self-Determination Theory explains why such an orientation may be consequential for satisfaction. Choosing simplicity in the presence of consumerist alternatives is an expression of autonomy; it reflects acting in accordance with internal goals and standards (Deci & Ryan, 2000). In the Turkish context, empirical evidence further supports this relationship by stressing cultural specificities. Bayat & Sezer (2018) demonstrated that the "self-sufficiency" dimension of voluntary simplicity is a significant predictor of life satisfaction among Turkish consumers, reinforcing the importance of autonomy. Similarly, Uygun et al. (2018) clarified that shopping motivation and lifestyle choices in Türkiye contribute to psychological well-being by reducing the stress associated with modern consumption pressures. Prior studies show that value-congruent lifestyles those that reduce the gap between what people endorse and how they live are associated with higher satisfaction (Brown & Kasser, 2005; Rich et al., 2017). Early and contemporary studies alike report that aligning daily choices with intrinsic aims relates to higher life satisfaction, either directly or through reduced consumption desires (Alexander & Ussher, 2012; Boujbel & d'Astous, 2012; Chen et al., 2022; Iwata, 1997; Soares et al., 2025).

H1: Voluntary simplicity effects satisfaction positively.

2.2. Minimalist Consumption and Satisfaction

Minimalist consumption has likewise emerged as a related but distinct lifestyle orientation emphasizing owning less, avoiding redundancy, and prioritizing experiences and purpose over acquisition (Matte et al., 2021; Sheth et al., 2011). Although conceptually separable from voluntary simplicity, minimalist consumption similarly re-centers everyday decisions on intrinsic values rather than external pressures. Recent research confirms that such lifestyle choices are gaining importance in younger cohorts, with

findings indicating positive associations with well-being across different cultural contexts (Aitken, & Li, 2025; Jain, Joy, & Sharma, 2024; Watkins). From a Subjective Well-Being perspective, limiting possessions and revisiting standards of "enough" allows individuals to reallocate attention and time toward activities that carry personal meaning, a process associated with higher satisfaction (Brown & Kasser, 2005; Matte et al., 2021). Empirical evidence suggests that minimalism operates as a strategic mechanism to mitigate the negative psychological consequences of overconsumption. Notably, Pangarkar et al. (2021) argue that minimalism fosters psychological freedom by decoupling identity from material possessions, which significantly enhances emotional well-being. This relationship is further validated within the Turkish socio-cultural framework; specifically, Gelibolu and Mouloudj (2025) demonstrated that minimalist tendencies among Turkish consumers lead to simplify one's environment through fewer belongings leads to a more satisfied and intentional lifestyle. Furthermore, Beyaz (2022) emphasizes that in Türkiye, adopting a minimalist lifestyle fosters a deeper sense of fulfillment and joy because it shifts the focus from accumulating possessions to valuing meaningful life experiences. These findings are corroborated by Özcan and Lokmanoğlu (2024)'s study, which indicate that minimalist orientations toward consumption promote psychological clarity and experiential sufficiency, indirectly supporting enhanced satisfaction among Turkish consumers. Empirical evidence connects minimalist tendencies with greater life satisfaction, often through reduced material preoccupation and a stronger experiential focus (Dulek et al., 2026; Malik & Ishaq, 2023; Matte et al., 2021; Sheth et al., 2011). Thus, by bring into line the consumption habits with essentialist goals, individuals achieve a heightened state of cognitive and emotional fulfillment.

H2: Minimalist consumption effects satisfaction positively.

2.3. Satisfaction and Mental Well-Being

Subjective well-being views well-being as a combination of emotional experiences and cognitive evaluations, most notably life satisfaction (Diener et al., 1999; Diener & Ryan, 2009; Veenhoven, 2011). Within this approach, satisfaction reflects how individuals judge the overall quality of their lives. Rather than referring to short-lived emotional states, it captures a more enduring evaluation shaped by daily experiences, personal circumstances, and a sense of order and meaning in life. Research consistently shows that satisfaction is closely associated with mental health indicators (Diener et al., 1999; Howell et al., 2013). Individuals who report higher satisfaction levels tend to experience less psychological strain, greater emotional ease, and healthier patterns of psychological functioning. Evidence from the Turkish context supports this general pattern. Studies focusing on simple and restrained lifestyle orientations indicate that individuals who adopt such lifestyles report higher levels of happiness and well-being. In this regard, Kurnaz (2023) finds that voluntary simplicity is positively related to happiness, while Tanrıverdi and Karakaş (2023) show that simpler lifestyle preferences are associated with more favorable well-being outcomes across different age groups. Comprehensively, satisfaction appears to show a fundamental attractiveness in subjective well-being by shaping how individuals experience and evaluate their mental health. Across empirical studies, higher satisfaction levels are regularly associated with more positive mental well-being outcomes.

H3: Satisfaction effects mental well-being positively.

2.4. Satisfaction as a Mediator between Voluntary Simplicity and Mental Well-Being

Together, Self-Determination Theory and the Subjective Well-Being framework point to a process-oriented explanation rather than a simple direct relationship. From the perspective of Self-Determination Theory,

voluntary simplicity reflects an autonomous and value-consistent way of living, grounded in personal choice rather than external pressure (Deci & Ryan, 2000; Kasser, 2017). Individuals who adopt voluntary simplicity are more likely to regulate their consumption behaviors in line with intrinsic values, such as personal growth, balance, and meaningful engagement with daily life. This orientation gradually reshapes everyday experiences. Fewer unnecessary purchases, reduced focus on acquisition, and a lower exposure to consumption-driven demands can ease daily pressures and abridge decision-making (Chabot, 2020). As a result, individuals may begin to evaluate their lives more favorably, not because circumstances dramatically change, but because daily living feels more manageable and coherent. In line with the Subjective Well-Being tradition, these shifts in everyday experience are reflected in improved cognitive evaluations of life quality, particularly life satisfaction (Brown & Kasser, 2005; Diener et al., 1999). Empirical research on voluntary simplicity supports this pathway by showing that such lifestyle orientations are associated with better mental well-being outcomes, while also indicating that satisfaction plays a central role in this relationship. In the Turkish context, voluntary simplicity is also discussed as a value-centered and intentional lifestyle choice, emphasizing conscious restraint and a search for meaning beyond acquisition (Akgül & Aksoy, 2023), while minimalist living is similarly framed as an orientation toward simplicity and reduced material preoccupation within broader life values (Kayıklık & Yıldırım, 2022). Prior studies also suggest that voluntary simplicity does not influence mental well-being directly in isolation; instead, it shapes how individuals assess their lives, and these more positive evaluations are then reflected in psychological outcomes (Boujbel & d'Astous, 2012; Hoffman et al., 2013; Jain et al., 2024; Rich et al., 2017). In this sense, satisfaction functions as a psychological channel through which the effects of voluntary simplicity are carried forward into mental well-being.

H4: Satisfaction mediates the effect of voluntary simplicity on mental well-being.

2.5. Satisfaction as a Mediator between Minimalist Consumption and Mental Well-Being

Minimalist consumption reshapes everyday life by reducing the material complexity that often accompanies acquisition and ownership. By limiting unnecessary purchases and lowering ongoing concerns related to maintenance and replacement, individuals face fewer cognitive and financial demands in their daily routines. When attention and discretionary energy are no longer dominated by material considerations, everyday life tends to feel more manageable, which is reflected in more positive psychological states (Alexander & Ussher, 2012; Jain et al., 2024; Nelson et al., 2007). Rather than influencing mental well-being through a direct pathway, minimalist consumption appears to shape how individuals evaluate their lives. As daily routines become less cluttered and less centered on acquisition, individuals are more seemingly to feel that what they have is sufficient (Scott, 2009). This sense of adequacy is reflected in higher satisfaction levels, which are closely tied to psychological outcomes. The relevance of minimalist and restrained consumption patterns has also been discussed in the Turkish literature in connection with intentional living and life evaluation processes (Akgül, 2021; Beyaz, 2023). Studies also indicates that adopting minimalist and low-consumption habits correlates with increased life satisfaction and happiness, which in turn serves as a key driver for overall psychological well-being (Boujbel & d'Astous, 2012 ; Jain et al., 2024; Rich et al., 2017). In this framework, minimalist consumption relates to mental well-being through satisfaction rather than through an immediate psychological effect. Changes in consumption patterns alter how individuals experience their daily lives, and these changes are reflected in more positive life evaluations. Satisfaction, in turn, accounts for how these evaluations are associated with mental well-being.

H5: Satisfaction mediates the effect of minimalist consumption on mental well-being.

In line with the following literature the research model of the study is as follows:

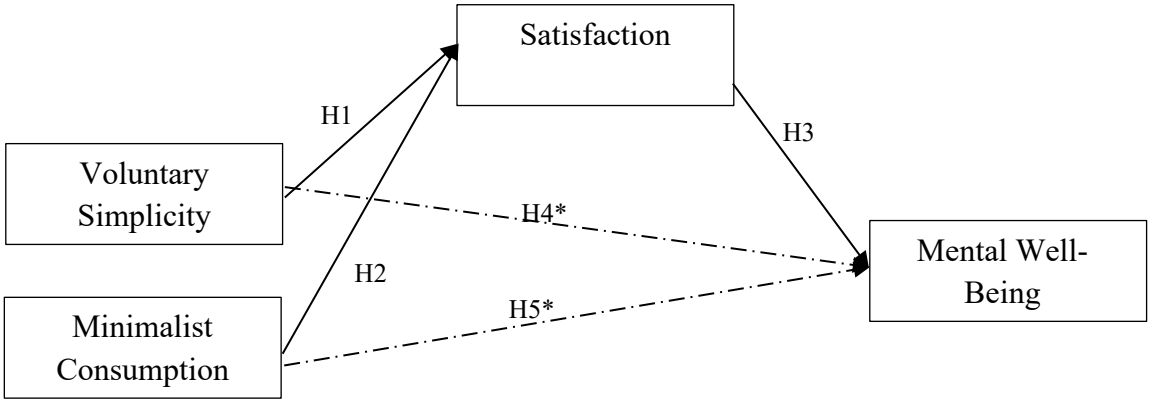


Figure 1. Research Model
Source: The dashed paths indicate the hypothesized direct effects of voluntary simplicity and minimalist consumption on mental well-being (H4 and H5), specified in addition to the indirect effects through satisfaction. These paths are included to test whether satisfaction operates as a full or partial mediator. Dashed lines are used to visually distinguish these direct effects from the primary mediated pathways in the model (Baron & Kenny, 1986; Hayes, 2018).

3. Research Method

3.1. Measurement Scales

To ensure linguistic and conceptual equivalence in the scale adaptation process, the standard translation–back translation procedure was employed, following established methodological guidelines (Brislin, 1980). First, the original scale items were translated into the target language by bilingual experts with subject-matter expertise. Subsequently, an independent bilingual translator, who was not involved in the initial translation and was blind to the original scale, conducted a back-translation into the source language. The original and back-translated versions were then systematically compared to identify potential discrepancies in meaning. Any inconsistencies were discussed and resolved through revisions to achieve semantic and conceptual consistency across versions.

3.1.1. Minimalist Consumption

Minimalist consumption was measured using the Minimalist Consumer Scale developed by Wilson (2020). The scale consists of 15 items assessing preferences for simplicity, intentional consumption, and minimal ownership. Factor loadings ranged from 0.53 to 0.78**,** indicating acceptable construct validity. The scale demonstrated high internal consistency (Cronbach's α = .91).

3.1.2. Voluntary Simplicity

Voluntary simplicity was assessed using an 8-item scale adapted from Özgül (2011). The items capture attitudes toward necessity-based purchasing, self-sufficiency, and prioritization of personal development over material wealth. Factor loadings ranged between 0.81 and 0.87**,** and the scale showed strong reliability (Cronbach's α = **.92**).

3.1.3. Satisfaction

Satisfaction was measured using a 3-item Sense of Fulfilment scale developed based on the literature by Jain et al. (2023). The scale reflects feelings of contentment derived from meaningful and responsible behavior. Factor loadings ranged from 0.93 to 0.95, indicating excellent convergent validity. The reliability coefficient was high (Cronbach's $\alpha = .92$).

3.1.4. Mental Well-Being

Mental well-being was measured using an 11-item scale adapted from Şahin et al. (2019). The scale assesses positive affect, psychological functioning, and social connectedness. Factor loadings ranged from 0.37 to 0.80, and the Cronbach's alpha coefficient for the student sample was .89, indicating satisfactory reliability.

3.2. Participants and Data Collection

The target population comprised individuals aged 18 and above residing in Bingöl, Türkiye. Bingöl was selected as the sampling location due to its socio-demographic characteristics, which provide an appropriate context for examining sustainable and minimalist consumption behaviors in a relatively under-researched regional setting. Data were collected using a non-probability convenience sampling method. Participants were informed in writing about the purpose of the research, the voluntary nature of participation, and the confidentiality principles governing data use. The survey instrument was administered online via Google Forms and distributed through social media platforms to ensure accessibility and voluntary participation. Only individuals aged 18 and above who voluntarily agreed to participate and completed the questionnaire in full were included in the analysis; incomplete or inconsistent responses were excluded. Regarding sample adequacy, Comrey and Lee (1992) classify a sample size of 300 as "good" and 500 as "very good." In the present study, data were collected from 460 respondents, which exceeds the recommended minimum threshold and is therefore considered adequate for conducting robust statistical analyses.

3.3. Ethical Approval

Ethical approval for the study was obtained from the Social and Human Sciences Research Ethics Committee of Bingöl University on 02/06/2025 (Decision No: 213631).

3.4. Data Analysis

To examine the proposed hypotheses, a series of regression analyses and the PROCESS macro (v3.5) were employed. Direct effects were tested using linear regression, whereas mediation effects were analyzed using PROCESS, which functions as a regression-based path modeling tool suitable for mediation, moderation, and conditional process analysis (Hayes, 2013). Mediation was assessed through bootstrapping procedures, whereby confidence intervals were estimated for the indirect effects. An indirect path was considered statistically significant if the BootLLCI (lower bound of the confidence interval) and BootULCI (upper bound of the confidence interval) did not include zero (Hayes, 2018).

4. Results

4.1. Demographic Findings

The study included a total of 460 participants, of whom 49.1% were female and 50.9% were male, indicating a balanced gender distribution within the sample. With respect to age, the largest group comprised

individuals aged 18–24 years (47.0%), followed by those aged 25–34 (26.7%), 35–44 (17.8%), 45–54 (6.5%), and 55 and above (2.0%). In terms of educational background, 3.0% had completed primary school, 16.1% held a high school diploma, 30.2% had an associate degree, 30.4% held a bachelor's degree, and 20.2% possessed postgraduate qualifications. Regarding occupational status, students represented the largest proportion of the sample (43.0%), followed by private sector employees (24.8%) and public sector personnel (21.5%). This distribution reflects a sample that is both diverse and representative of different age, education, and professional categories.

4.2. Descriptive Statistics, Reliability, and Correlation Analyses

Table 1 presents the descriptive statistics, reliability coefficients, and correlation results for the constructs included in the study. To evaluate internal consistency, Cronbach's alpha values were calculated. In line with the commonly accepted threshold ($\alpha > 0.70$; Yaşlıoğlu, 2017), all constructs demonstrated excellent reliability, with coefficients ranging from .91 to .95. These results confirm that the scales employed are psychometrically sound and appropriate for further analysis. The correlation matrix further demonstrates that minimalist consumption, voluntary simplicity, satisfaction, and mental well-being are all significantly and positively associated. The strength of these relationships suggests meaningful interconnections among the constructs and supports the conceptual framework of the study.

Table 1. Descriptive Statistics, Reliability, and Correlation Analysis Results

Variables	M.	SD.	α	1	2	3	4	Tolerance	VIF
Minimalist Consumption	3.25	.96	.912	1				.325	3.075
Voluntary Simplicity	3.56	1.03	.922	0.82**	1			.213	4.704
Satisfaction	3.62	1.10	.921	0.74**	0.84**	1		.291	3.437
Mental Well-Being	3.46	.92	.951	0.62**	0.69**	0.67**	1		

α = Cronbach Alpha;

** The correlation was found to be significant at the 0.1% level ($p < 0.001$).

Source: Created by the authors.

Table 1 presents the descriptive statistics, reliability coefficients, correlations, and multicollinearity diagnostics for the study variables. All constructs demonstrate high internal consistency, with Cronbach's alpha values exceeding the recommended threshold of .70. As shown in the correlation matrix, minimalist consumption and voluntary simplicity are very strongly correlated ($r = .82$, $p < .01$), which is theoretically expected given their conceptual proximity. Satisfaction is also strongly correlated with both minimalist consumption ($r = .74$, $p < .01$) and voluntary simplicity ($r = .84$, $p < .01$). To assess potential multicollinearity, tolerance and variance inflation factor (VIF) values were examined for the independent variables. Mental well-being was specified as the dependent variable and therefore excluded from these diagnostics. The tolerance values ranged from .213 to .325, all exceeding the commonly recommended minimum threshold of .20. Correspondingly, VIF values ranged from 3.075 to 4.704, remaining below the critical value of 5 (Hair et al., 2019). Although the bivariate correlations among some predictors are relatively high, the tolerance and VIF statistics indicate that multicollinearity is not severe and does not bias the estimated regression coefficients. These findings support the robustness and validity of the regression model.

4.3. Common Method Bias

To assess potential common method bias, Harman's single-factor test and correlation analysis were conducted (Podsakoff et al., 2003). As shown in Table 2, the first factor explains 49.45% of the total variance, which is below the commonly accepted threshold of 50% (Fuller et al., 2016). In addition, the correlation coefficients among the study variables are all below .90 (Bagozzi et al., 1991).

Table 2. Harman's Single-Factor Test Results (Total Variance Explained)

Extraction Sums of Squared Loadings		
Total	%of Variance	Cumulative %
12.50	49.450	49.450

Source: Created by the authors.

Taken together, the results presented in Table 2 suggest that common method variance is unlikely to constitute a serious concern in the present study.

4.4. Confirmatory Factor Analysis

Before testing the hypotheses, a confirmatory factor analysis of the measurement model was conducted using AMOS v24 to validate the measurement variables. The extracted average variance values (AVE) were all above 0.50, and the corresponding composite reliability (CR) was higher than the AVE (Fornell & Larcker, 1981). Table 2 presents the factor loadings and the validity of the constructs. The model fit indices were found to be acceptable: CMIN/DF = 2.54, SRMR = 0.036, GFI = 0.90, CFI = 0.96, TLI = 0.96, and RMSEA = 0.058. All values fall within acceptable thresholds (Schermelleh-Engel et al., 2003). These results demonstrate that the model is influential in terms of both construct validity and goodness of fit. In addition to Cronbach's alpha and composite reliability, McDonald's omega (ω) coefficients were calculated to account for the unequal factor loadings across items. The results indicated that all ω values exceeded the recommended threshold of 0.70, confirming the internal consistency and reliability of the measurement model.

Table 2. Results of Confirmatory Factor Analysis

Variables	Items	Loads	AVE	CR	ω
Minimalist Consumption	MC1	.668	.67	.91	.92
	MC2	.841			
	MC3	.799			
	MC4	.895			
	MC5	.866			
Voluntary Simplicity	VS1	.826	.65	.92	.91
	VS2	.754			
	VS3	.841			
	VS4	.870			
	VS5	.786			
	VS6	.779			
Satisfaction	SF1	.829	.80	.92	.93
	SF2	.924			
	SF3	.929			
Mental Well-Being	MB1	.835			
	MB2	.698			
	MB 3	.806			
	MB4	.798			

	MB5	.859	.63	.95	.95
	MB6	.709			
	MB7	.893			
	MB8	.853			
	MB9	.775			
	MB10	.794			
	MB11	.705			
Model Fit Indices: $\chi 2$=669.318 P=.000 $\chi 2$/df=2.54 GFI=.90 AGFI=.87 NFI=.94 TLI=.96 CFI=.96 RMSEA=.058 SRMR=.036					

Source: Created by the authors.

4.5. Hypothesis Testing

The results of the simple linear regression analysis conducted to test the research hypotheses are presented in Table 3.

Table 3. Lineer Regression Analysis Results

Independent Variables	Dependent Variables	R2	F	β	t	p	Result
Minimalist Consumption	Satisfaction	.542	541.719	.736	23.275	.000	Supported
Voluntary Simplicity	Satisfaction	.701	1071.390	.837	32.732	.000	Supported
Satisfaction	Mental Well-Being	.459	388.593	.678	19.713	.000	Supported

Source: Created by the authors.

Minimalist consumption has a direct, positive, and significant effect on satisfaction (β = .736; p = .000). Voluntary simplicity also has a direct, positive, and significant effect on satisfaction (β = .837; p = .000). In addition, satisfaction has a direct, positive, and significant effect on mental well-being (β = .678; p = .000).

4.6. Mediation Analysis

In line with the research objective, the PROCESS macro was employed to test whether satisfaction and voluntary simplicity act as mediating variables. The results indicate that satisfaction plays a mediating role in the effect of minimalist consumption on mental well-being (Effect = .3439; BootLLCI = .2532, BootULCI = .4339) as well as in the effect of voluntary simplicity on mental well-being (Effect = .2445; BootLLCI = .1396, BootULCI = .3576).

Table 4. Results of Mediation Role Analyses (PROCESS Macro)

Model Summary R^2= .3780 F=278.374 P= .0000	Effect	se	t	p	LLCI	ULCI
Total effect of minimalist consumption on mental well-being	.5851	.0351	16.684	0000	.5162	.6540
Direct effect of minimalist consumption on mental well-being	.2412	.0470	.5.1278	.0000	.1488	.3336
Indirect effect of minimalist consumption on mental well-being	Effect	BootSE	BootLLCI	BootULCI	Result	
	.3439	.0469	.2532	.4339	Supported	
Dependent Variable: Mental well-being Independent Variable: Minimalist consumption Mediator: Satisfaction						
Model Summary R^2= .4798 F=422.425 P= .0000	Effect	se	t	p	LLCI	ULCI
Total effect of voluntary simplicity on mental well-being	.6198	.0302	20.553	.0000	.5606	.6791

Direct effect of voluntary simplicity on mental well-being	.3754	.0535	7.022	.0000	.2703	.4804
Indirect effect of voluntary simplicity on mental well-being	Effect	BootSE	BootLLCI	BootULCI	Result	
	.2445	.0554	.1396	.3576	Supported	
Dependent Variable: Mental well-being Independent Variable: Voluntary simplicity Mediator: Satisfaction						

Source: Created by the authors.

5. Discussion

This research demonstrates that voluntary simplicity and minimalist consumption are not merely lifestyle preferences but important predictors of mental well-being. By lowering financial pressures, strengthening autonomy, and supporting intrinsic value orientations, these practices increase satisfaction, which in turn enhances psychological health. The study thus contributes to the literature by empirically confirming the mediating role of satisfaction, stressing that "living with less" can generate meaningful gains for well-being in addition to ecological and economic benefits.

These results are consistent with earlier work emphasizing the psychological costs of materialism (Burroughs & Rindfleisch, 2002; Dittmar et al., 2014) and the benefits of orienting life around intrinsic rather than extrinsic goals (Kasser & Ryan, 1996; Kasser, 2017). Rather than reflecting deprivation, voluntary simplicity and minimalism represent autonomous choices that align with intrinsic values, which Self-Determination Theory identifies as central to well-being (Deci & Ryan, 2000).

A notable contribution of this study lies in the identification of satisfaction as a mediating mechanism. While past research has often treated satisfaction as a direct outcome of simplicity-oriented lifestyles (Boujbel & d'Astous, 2012; Chen et al., 2022), the present findings emphasize its intermediary role. Satisfaction appears to transform lifestyle orientations into improved psychological functioning, illustrating that well-being is not only a result of consuming less but also of experiencing a deeper sense of congruence between values and everyday practices. This perspective aligns with findings by Jain et al. (2024), who demonstrated that satisfaction and happiness mediate the relationship between minimalist practices and well-being among younger consumers.

The strong positive association between voluntary simplicity and minimalist consumption further suggests that these orientations, while conceptually distinct, frequently overlap in practice. Voluntary simplicity reflects a value-based commitment to sufficiency and ecological responsibility (Alexander & Ussher, 2012; Etzioni, 1998), whereas minimalist consumption focuses on behavioral patterns such as reducing possessions and avoiding redundancy (Malik & Ishaq, 2023; Matte et al., 2021). Together, they form a complementary lifestyle ethos that reduces financial pressures, facilitates more deliberate choices, and enhances life satisfaction.

5.1. Implications

5.1.1. Theoretical Implications

In a theoretical sense, the contribution that the present research makes to the study of consumer behavior lies in the fact that it moves the ideas of voluntary simplicity and minimalist consumption into a discussion with the existing literature on the topic of well-being. Instead of looking at these forms of consumer behavior as niche or simply as a lifestyle choice, the results demonstrate that they relate to the way that individuals

judge their lives. In positioning satisfaction as the object in this relation, the research provides a more explanatory framework regarding the manner in which the relationship between consumption with an orientation to autonomy and mental well-being is made. In keeping with the framework within the Self-Determination Theory, it is determined that the influence of consumption patterns grounded in individual values does not have a direct effect on mental well-being. Instead, this effect is made apparent through the manner in which there is an adjustment in the evaluation regarding the sufficiency as well as quality within the life span. The results also further enrich the Subjective Well-Being body of research by indicating the mediating role of satisfaction in consumption as an evaluative process between consumption experiences and mental well-being. In relation to the Subjective Well-Being body of research, it can explain the reasons behind the limited or scattered results of individual studies investigating the minimalist consumption, voluntary simplicity, or well-being constructs on their own.

5.1.2. Practical Implications

In terms of implications, the results appear to indicate a number of important considerations for those with the goal of promoting a healthy and sustainable lifestyle. Specifically, the correlations noted between simplicity-based consumption and mental health would seem to indicate a potential for the promotion of a balanced and mindful consumption pattern to strike a chord with individuals trying to navigate the complexities of the world around them. Instead of promoting a consumption pattern that limits, the goal of the strategy might be what makes consumption simpler. The findings also have implications for organizations and institutions faced with financial troubles and mental health issues. Initiatives that support employee and community well-being may find value in recognizing the impact of consumption behaviors on daily stress and appraisal of life. Incorporating simplicity principles into initiatives for overall well-being, such as practicing mindful expenditure, resisting pressures for frugal consumption, and perceiving success from a perspective distinct from material gain, may help with psychological equilibrium and improve personal resilience.

5.2. Limitations and Future Research Directions

There are several limitations in this study which should be noted. Firstly, this study was based on data from one geographic location, which is Bingöl, Turkish Republic. Of course, this would impact the generalizability of this study to other places. The local conditions can impact consumption patterns, value orientations, and perception of wellness in several ways different from bigger urban areas and more diverse cultures. Second, this study is based on self-report data, and it can be affected by tendencies such as social desirable answering and self-selected presentation. Although this method is very widespread within studies concerning consumerism and satisfaction with life, it is still doubtful to what degree it reflects real-life behavioral trends and psychological processes. Third, it is difficult to determine causality based on cross-sectional data. Although these associations are theoretically based on valid theories and explanations, it is difficult to determine to what degree minimalist consumerism and satisfaction with life may affect mental wellbeing. The above results have a number of implications that may be the subject of future research studies. Longitudinal studies would enable the researcher to determine if the results above have remained consistent in the long term and if changes in lifestyle continue to be a predictor for changes in mental well-being and satisfaction. An experimental study would enable the researcher to determine the effect that a lifestyle that supports simpler consumption has on the variables above. The research study would provide important insights if conducted among different national and socioeconomic groups. It would enable the researcher to gain a better understanding if the role that satisfaction plays as a mediator has the same results

among the aforementioned groups. The role that personality traits or national and social expectations may have in regard to the relationship above would provide additional important information.

6. Conclusion

The evidences suggest a psychological benefit to the simplified lifestyle, especially where the presence of economic duress and a highly competitive consumerist dynamic is a factor. There has been a clear indication, as suggested by earlier work, that economic duress is highly detrimental to subjective well-being and contributes to psychological distress (Ruvio et al., 2014). Simpler approaches, reflecting instead a focus upon simplicity and non-acquisitiveness, suggest a reduction of economic duress and stress, as well as a stronger subjective awareness of calm and tranquility (Watkins et al., 2025). Where the demands of acquisition and consumption are alleviated, consumers seem to have additional amounts of time, attention, and psychological resources, liberated from the demands of consumption and leading instead to a redirection of those same resources toward experience, relationship, and activity, in turn facilitating hedonic and eudaimonic satisfaction (Brown & Kasser, 2005; Howell et al., 2013). In addition to these individual findings, the results have implications for a range of debates surrounding sustainability and the quality of life. "Living with less" has become an increasing consideration not only as a sustainable practice but also as a means of alleviating the daily challenges of overconsume (Duong, 2023).

Furthermore, emerging research proposes the potential of simplicity-led lifestyles to facilitate psychological flourishing through the expression of personal beliefs in relation to daily and long-term values (Blackburn et al., 2024). In context, the current study contributes to expanding the debate on the topic by highlighting the significance of voluntary simplicity and minimalist consumption in relation to mental well-being through the perspective of satisfaction. In other words, the findings of the current research imply the capacity of simplicity-led lifestyles to offer a pragmatic means of alleviating the increasing challenges of the contemporary era in terms of both the physical and psychological realms.

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