

Systematics literature review of non-consumption: Forms and dimensions of consumer behavior

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The study uses a systematic literature review methodology to analyze the research on non-consumption, systematize it, and define the consumption behaviors associated with this phenomenon. The advantage of this method over the traditional narrative literature review is that it is designed to follow a predefined set of criteria in such a way that it can be reproduced at any time. As it precisely includes the protocol to identify the literature used, it avoids possible researcher errors. The study finds that the drivers of non-consumption include sustainability, food consumption, and voluntary simplicity but are not reduced to these groups. The findings of the review allows to situate non-consumption within the dimensions of sustainable consumption and voluntary simplification.

Keywords: non-consumption, consumer behavior, systematic literature review (SLR), voluntary simplifiers, sustainable consumption

1. Introduction

In the early 2000s, the subject of non-consumption was not frequently examined in the international marketing and consumer behavior literature. Recently, however, there has been an increasing research interest in non-consumption. I use the term non-consumers to refer to people who could buy and consume specific products but, for some reason, choose not to. While there has been an increase in interest in research on non-consumption, there are many challenges to fully understanding the phenomenon, as confirmed by the literature review conducted by Makri et al. (2020). The phenomenon of non-consumption remains to be explored in the international literature, as it is also interpreted as a habit, attitude, lifestyle, motivation, or set of practices. International researchers, however, tend to focus on the causes of non-consumption (Kozinets et al., 2010).

At this stage, the current study does not define non-consumption but identifies the consumption groups associated with non-consumption.

When a consumer does not consume, it is not only the result of a lack of motivation to consume but also of more complex motivations that lead to non-consumption. Non-consumption motives are present at both individual and collective levels. Several studies mention pro-social concerns at the collective level (Chatzidakis–Lee, 2013; Galvagno, 2011; Lee et al., 2009) and environmental concerns as triggers for non-consumption. The systematic literature review (SLR) method analyses studies according to criteria predefined by the researcher. This method ensures that empirical studies in a given area are organized according to a transparent framework. Once the literature review is completed, the research findings on the topic analyzed are reviewed. A systematic literature review has the advantage of being a reliable source, methodologically transparent, and reproducible (Tranfield

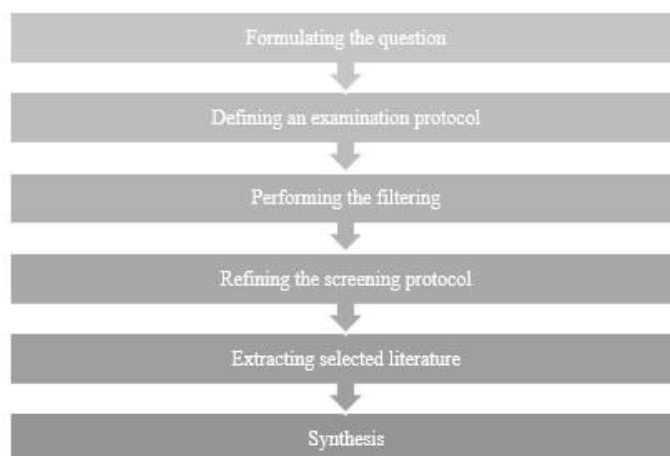
et al. 2003). In addition to the literature review, this paper includes a network diagram that is based on the co-occurrence of keywords in research related to non-consumption. This diagram serves as a helpful guide to better comprehend the phenomenon.

The current study aims to identify the forms and dimensions of consumer behavior related to non-consumption using a systematic literature review and a software tool for constructing and visualizing bibliometric networks. The study was carried out through computer and manual screening, which included a download and review of the relevant scientific literature. After the review and network diagram, studies about voluntary simplifiers and sustainable consumption were further explored. It was found out that non-consumption is a passive phenomenon compared to voluntary simplifiers, as there is no emotional response. In voluntary simplification, an individual's sense of happiness and fulfilment is also dependent on his or her consumption habits, whereas, in non-consumption, self-expression is not involved. Both phenomena aim to reduce overconsumption and they link with each other with the willingness through sustainable consumption.

2. Methodology

The Systematic Literature Review (SLR) is a scientific method in which studies relevant to the research can be identified and screened. The methodology involves gathering answers to a research question through a literature review and then assessing the answers by the researcher against the given criteria. The methodology is used to identify empirical studies related to research (Figure 1) in a transparent system. Once the literature review is completed, relevant research results are analyzed (Booth et al., 2011; Bettany-Saltikov, 2012; Booth 2016). The advantage of a systematic literature review is that it includes reliable sources, provides methodological transparency, and allows replication of such research (Tranfield et al., 2003).

Figure 1. Process of the systematic literature review method



Source: Bettany-Saltikov (2012)

This study aims to identify the forms of consumer behavior associated with non-consumption and to situate non-consumption within the consumption dimensions identified. In order to ensure reliability and high quality, two electronic databases, Web of Science (Clarivate Analytics) and Scopus (Elsevier), were explored for literature. Google Scholar was used to determine the number of citations of the selected literature independently of the previously chosen databases.

With the literature review my aim is to position non-consumption in the field of consumption and to identify the various contexts or situations in which international authors have explored the topic. I want to categorize or classify different contexts in which non-consumption has been studied in the literature. The primary objective of the study is to explore the concept of "non-consumption" within the context of consumer behavior. I am interested in understanding situations and contexts of non-consumption related activities. By examining the literature, I aim to identify trends or patterns in how non-consumption is discussed in the international literature. This could include identifying common themes, methodologies, or theoretical frameworks, potential areas for further research, policy implications, or practical applications.

On January 3, 2023, the Google Scholar search engine yielded more than 16,300 results for the search term "non-consumption" OR "non-consumption" OR "non consumption." A literature search was also performed using the Google Scholar dataset Publish and Perish (www.harzing.com). However, given that the software has a limited filtering capacity, displaying a maximum of 1,000 studies, no thematic filtering or journal filtering is possible; therefore, this database search method was discarded. A Systematic Literature Review (SLR) based on a specific methodology leads to much more accurate and transparent results using Scopus (Elsevier) or the Web of Science (Clarivate Analytics). Their advantage is that it is easy to filter relevant publications on a topic, there is no limit to the number of studies displayed, but one can export up to 999 studies from the databases.

The systematic literature review was done between March 1, 2022, and December, 31, 2022. After defining the main research question, the primary keywords closely related to non-consumption ("non-consumption" OR "non-consumption" OR "non consumption") were selected. The study was carried out in the databases ScienceDirect (Elsevier) and Web of Science (Clarivate Analytics), which are accessible in an electronic web browser. The filtering of the datasets was performed in journals in English. It is important to note that during the filtering process, some journal articles that are in fact book chapters may be listed as journals in the databases, and a researcher may come across studies that would meet the research criteria have been withdrawn by the original author. In order to avoid this type of anomaly, empirical research that was identified in the first round has been uploaded to the Zotero (<https://www.zotero.org>) database. The Zotero database not only supports the researcher in ensuring the credibility of the literature but also allows the preparation of annotations, the creation of bibliographies, and the export and storage of the research identified in different file formats (RIS, CSV, BibTeX).

A systematic literature search reveals little research on non-consumption in the Hungarian marketing literature. In Hungary, a particular marketing-oriented approach to this topic can be found in Törőcsik and Jakopánecz (2010) and Törőcsik et al. (2018).

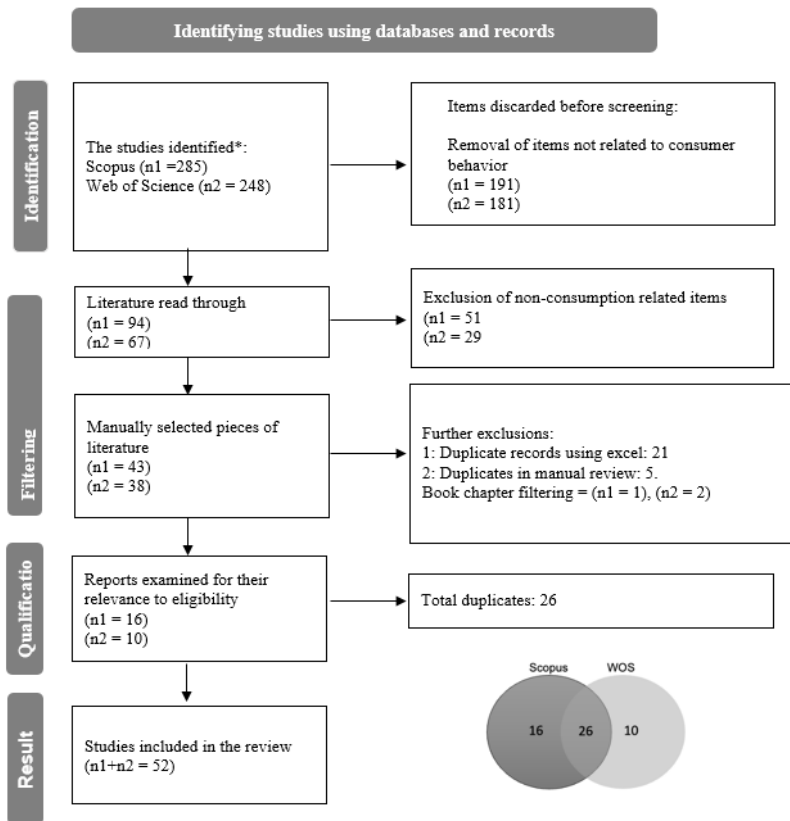
The steps of the literature search are depicted in detail in the PRISMA Flow Diagram (SLR) (Figure 2). It is important to note that several disciplines investigate the topic. In the present study, the Scopus database identifies two hundred and eighty-five journal articles in English that contain a variant of the term non-consumption in their title, abstract, or keywords. The majority of the articles in the fields of medicine (126), nursing (61), agriculture, and biological sciences (55) are related to non-consumption (Figure 2). The Web of Science database contains 248 English-language journal articles that contain the keywords under investigation.

Törőcsik and Szűcs (2021) point out that co-disciplines also study non-consumption, so it is essential to take these sciences into account. The spectrum of research, therefore (filtered from the digital database used in the first step) does not exclude sociology, psychology, management, consumer and cultural studies, cultural anthropology, or the fields of consumer behavior and non-consumption. In this way, it provides scope for a manual review, as a second step, of the analysis of the literature in which subcategories relevant to non-consumption can be identified. Research on socially harmful consumption problems was excluded (Figure 2.). In both databases, 533 pieces of literature were identified.

The computer screening was followed by a manual screening, which concluded with a download and audit of the papers. In the second step of the search, a total of one hundred and sixty-one articles, of which ninety-four Scopus ($n_1=94$) and sixty-seven Web of Science ($n_2=64$) articles were cataloged and scanned using the Zotero software. In reviewing the articles, it was found that eighty ($n_1=51$, $n_2=29$) studies were unrelated to non-consumption, so I have excluded these studies. Eighty-one studies were identified related to non-consumption in the two databases. Finally, the selected pieces of literature were imported into an excel spreadsheet, where twenty-six duplicate records were found. Even though publications that were not in scientific papers during the initial screening were discarded, three articles still slipped through the process, so these were manually deleted from the spreadsheet.

Finally, sixteen Scopus, ten Web of Science, and twenty-six pieces of literature were identified from both databases relevant to the definition of non-consumption and its definable categories relevant to marketing-oriented research (Figure 2), of which five dissect the relationship between voluntary simplifiers and non-consumption and three the relations of sustainable consumption and non-consumption.

Figure 2. PRISMA 2020 flowchart for new systematic reviews involving only searches in databases and registers



Source: Based on flowchart of the systematic literature review based on the PRISMA recommendation (Subirana et al., 2005)

Note: *From all literatures that include the terms nonconsumption, non-consumption, and non consumption in the title, abstract or keywords indicated

The results are arranged in ascending order of citations, following the systematic literature search method. Then, reading through the titles, keywords and abstracts, the three most relevant pieces of literature on non-consumption (and its various types or related consumption patterns) the most cited in Google Scholar were selected (Table 1.).

In summary, the literature review concluded that the concepts of consumer resistance, anti-consumption, sustainable consumption and the group of voluntary simplifiers should be examined and then defined in what ways they differ from non-consumption.

Table 1. Top 3 most cited and most relevant literature on the topic

	Authors and year	Type of non-consumption	Place of research	Research method/ Data set sample, time horizon	Scopus	Web of Science	Google Scholar citations 12/16/2022
1	Cherrier et al., (2011)	examining non-consumption in relation to consumer resistance and anti-consumption	Australia	16 in-depth interviews with women who are deliberately not consuming in the interests of sustainability.	144	128	305
2	Portwood-Stacer (2013)	This study examines consumer resistance to Facebook among non-users. It identifies a group of media rejecting , non-users and conspicuous non-consumers	North America, Europe, Africa, Asia and Oceania.	It draws on around 100 online and print publications and 20 personal interviews with Facebook alumni between 2006 and 2012.	140	112	287
3	Shaw–Moraes (2009)	The aim of the study is to better understand the interaction between voluntary simplicity, (non-)consumption practices and the market. Voluntary simplifiers, sustainable consumption	Scotland	In-depth interview with 28 rural volunteer simplifiers.	do not exist	77	191

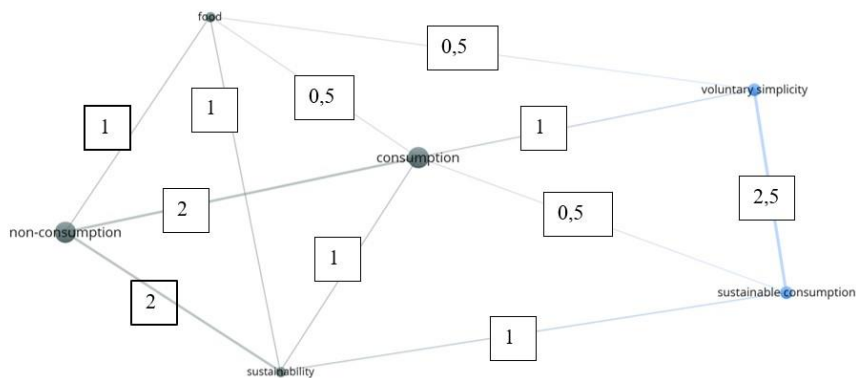
Source: own construction

For the research, it may also be important to connect, represent and cluster the data. When researching a new topic of narrow interest, a limited number of researchers may have published academic papers and findings on the topic. Thus, linkages between publications and findings may be observed. In order to avoid these connections and to maintain the heterogeneity of systematic literature research, the links between researchers have been investigated. VOSviewer software visualizes the links between the subject and the authors. As there is non-consumption related research in two databases, simple export is insufficient to represent the relationships. Data will be exported from Scopus and Web of Science databases and imported into Zotero. Then the results of the two databases will be merged and exported from Zotero in the appropriate format (RIS) to build and

visualize bibliometric networks in VOSviewer. Finally, 59 identified studies were imported into the visualization software.

The combined use of keywords in the selected literature is illustrated in Figure 3. The software identifies two clusters, one for non-consumption, one for sustainability, and one for consumption. Another cluster includes the keywords sustainable consumption and voluntary simplifiers. The link between voluntary simplifiers and sustainable consumption is the strongest (2.5), followed by the link between non-consumption and consumption (2) and the link between non-consumption and sustainability (2). The two clusters are linked by consumption.

Figure 3. Co-occurrence of keywords in the systematics literature review



Source: own construction

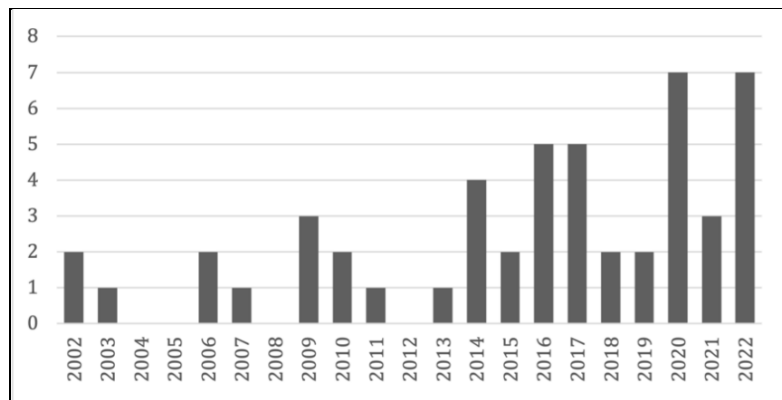
The link between consumption patterns and non-consumption can be supported by co-occurrence analysis using the bibliometric analysis software VOSviewer. It uses bibliometric data (e.g. author, abstract, references, and keywords) from Scopus and Web Of Science databases to explore interrelated topics, concepts, and phenomena. The VOSviewer software displays these relationships in the form of a network diagram, which can be useful in defining the dimension of non-consumption. In the diagram, the elements are displayed in the form of circles, where the size of the circles represents their weight. The elements are grouped into clusters according to the most interrelated thematic areas, which the software indicates by coloring. The thickness of the lines represents the relationship between keywords and is derived from the frequency of co-occurrence of each keyword in different documents (van Eck–Waltman, 2010).

3. Results

It can be concluded that non-consumption concerns researchers in Australia, Scotland, and the US. The research method used by the three most frequently cited articles was the in-depth interview. A research time horizon was identified for one published paper.

It is equally relevant to examine how the number of published research papers on the topic is evolving. Thirteen studies were published between 2002 and 2012 and thirty-nine between 2013 and 2022. The *European Journal of Marketing*, *International Journal of Consumer Studies*, *Journal of Consumer Culture*, and *Sustainability* are the journals in which the most frequently published research on non-consumption is published. These journals also show that the marketing orientation of the topic has been adopted and that it is not negligible to look at sustainability alongside consumer behavior. A systematic literature search confirms that the number of studies about non-consumption in marketing has increased since 2002 (Figure 4). Between 2002 and 2012, 2 or 3 studies were published per year, with increases from 2014, when between 4 and 7 studies were published annually on the subject.

Figure 4. Yearly publication of 59 non-consumption-related research studies identified through a systematic literature search



Source: own construction

3.1. Forms of consumer behavior related to non-consumption identified through a systematic literature review

Nowadays, refraining from purchasing due to ethical considerations is common, and companies must acknowledge and address this trend. Non-consumption has been a subject of scholarly research since the 1990s, focusing on ethical consumption (Cooper-Martin-Holbrook, 1993). There is an increasing emphasis on the adverse effects of overconsumption, as demonstrated by recent studies (Han, 2019; Hankiss, 2000; Zavetoski, 2002). Experts view non-consumption as an objective fact devoid of any emotional connotations. However, the term "anti-consumption", for example, is often used to describe the emotional resistance, dissociation, and avoidance of consumption, encompassed within the broader category of non-consumption (Lee-Seo, 2016).

The impact of non-consumption extends beyond individual consumers and affects the economy and society at various levels, including the firm, industry, and societal levels. Therefore, it is essential to recognize that the consequences of consumer behavior are intertwined with broader contextual factors.

According to García-De-Frutos and Ortega-Egea (2015), non-consumption is defined in the international literature as a habit, by Galvagno (2011) as an attitude, by Cherrier and Murray (2007) as a lifestyle, and Cherrier (2009) as a set of practices. For this reason, it is not clear how to classify the phenomenon and what methods to use to investigate it. A systematic literature review conducted by Makri et al. (2020) finds that international researchers mainly focus on the reasons for non-consumption (Kozinets et al., 2010). If a consumer does not consume, he or she does not refrain from consumption, not only because of a lack of motivation. The phenomenon is also present at individual and collective levels. At the collective level, pro-social concerns (Chatzidakis–Lee, 2013; Galvagno, 2011; Lee et al., 2009) and ecological concerns (Cherrier, 2009; Hutter–Hoffmann, 2013; Iyer–Muncy, 2009) may motivate non-consumption. The case of non-consumption or non-purchase cannot be clearly classified as a positive or negative phenomenon. For example, the social perception may be positive if someone does not buy material goods because of sustainability concerns, but it may also be negative if someone does not eat healthy. Non-consumption or non-purchase can be a problem for businesses, but it can also be an opportunity (Kim–Mauborgne, 2017). Emotional reactions are barely related to non-consumption behavior.

3.2. The relationship between voluntary simplifiers and non-consumption

A systematic literature review was conducted to identify three articles examining the relationship between non-consumption and voluntary simplifiers (Figure 3.). Before defining the relationship, the simplifiers must be defined.

The voluntary simplifier movement, which emerged in the early 1980s (Elgin 1993), was motivated by the need for a simpler, more sustainable lifestyle. It has been explored in the USA (Zavestoski, 2002) and Western Europe (Etzioni, 1999). In Hungary Dudás and Szakó (2014) explore the topic.

The benefits of simplicity can be found in ancient philosophies and religions. Although the lifestyle of voluntary simplifiers is not necessarily religiously affiliated, for many of these people, spirituality is an essential element of their lifestyle. For the most part, voluntary simplifiers reject objects that do not enhance their sense of happiness (Elgin, 1981). This group chooses this lifestyle not for personal reasons such as stress, time pressure, or work pressures (Hamilton–Mail, 2003) but for social reasons such as environmental protection, ethical concerns, green consumption, or community development (McDonald et al., 2006). The lifestyle of voluntary simplifiers is not limited to consumption activities (Oates, 2008); private education, for example, does not correspond to their self-image (Craig–Lees–Hill, 2002). The group relies less on brand reputation, preferring independent sources such as green publications and community groups. Climate and ethical considerations are favored over cost, although these are not negligible. Such consumers need help accessing the consumption information that is relevant to them. They are more complex and critical in their consumption decisions than the simple consumer, and this group will spend a long time investigating the origin of the product they choose to buy. They are informed, unlike novice voluntary simplifiers who seek information from leaflets provided by retail outlets (Oates,

2008). They do not choose this form of consumption as a 'weapon' against a particular enemy (as in the case of consumer resistance) but rather as a personal reflection, adopting anti-consumption practices in terms of individual fulfillment and the 'desired self' (Cherrier et al., 2011:1758).

Additionally, voluntary simplifiers are characterized by 'anti-promotional' attitudes and resistance to certain forms of consumption (Zavestoski, 2002). They do not seek to avoid market interactions altogether but are simply curious about how to live in an environmentally friendly way. They engage in various practices, including some forms of consumption and non-consumption, which, taken together, result in environmentally friendly consumption patterns. Voluntary Simplifiers represent a kind of alternative lifestyle that allows them to use less energy and resources and to, thus, reduce negative impacts on the environment and their health (Shaw–Moraes, 2009). They also seek to avoid over-consumption in their lifestyles, resulting from materialism and instead focus on the importance of community values (Ballantine–Creery, 2010). Members of this segment deliberately limit their consumption and only purchase material goods necessary for their well-being. However, it is crucial to understand that this consumption restriction is voluntary and does not necessarily lead to deprivation or poverty. The main difference between voluntary consumption reduction and poverty is that while in voluntary consumption reduction, individuals are free to choose how much they buy or consume, in poverty, people are forced to limit their consumption (Kocsis, 2001).

Balsa-Budai and Szakály (2008) identify 5 core values of this lifestyle (material simplicity, environmental awareness, self-sufficiency, personal enrichment, and ethicality).

According to Dudás and Szakó (2014) voluntary simplifiers seek happiness from non-material goods and choose environmentally friendly alternatives in shopping, transport, and energy consumption. They also try to minimize the amount of they buy. This type of consumer behavior offers a more sustainable alternative from an ecological, social, and economic point of view. Dudás and Szakó's study has shown that voluntary simplifiers feel better, are more satisfied with their lives, and subjectively report higher levels of 'well-being' than people who follow the current dominant consumer paradigm.

Regarding non-consumption, people choose voluntary simple living for different motivations, not only because of non-materialistic and non-consumption values (Kala et al., 2017). Non-consumption for them is a choice, like reducing consumption or changing consumption. Such choices usually stem from doubts about whether certain products or services are essential for them and whether they find them ethically acceptable (Barnett et al., 2005).

Table 2. Publications about non-consumption and voluntary simplifiers

Year	Author	Category	Number of Google Scholar citations
2009	Shaw–Moraes	voluntary simplifiers and sustainability, sustainable consumption, non-consumption	191
2016	McGouran–Prothero	voluntary simplifiers and non-consumption	78
2017	Kala et al.	voluntary simplifiers and non-consumption	23

Source: own construction

Shaw–Moraes (2009) explores voluntary simplicity and non-consumption as an approach that does not necessarily indicate that individuals avoid the market altogether. Instead, they find that consumers shape their consumption practices by examining their relationship to the market (Table 2.).

Although anti-consumption movements often appear as protests against the market, people seeking voluntary simplicity often depend on the products in the market while also seeking to be independent of them. Participants tend to balance self-sufficiency, reduced and modified consumption practices, and find solutions such as fair trade, choosing organic products, reducing and modifying consumption, reusing, and growing their own produce.

Some are involved in boycotts (e.g. avoiding supermarkets) and are critical of over-consumption and promotions. Although participants react differently to promotions, many express concern about over-commercialization and aggressive profit motives. Thus, the practice of voluntary simplicity can be interpreted in the context of the market, which often comes with constraints (Shaw–Moraes, 2009). Research by McGouran and Prothero (2016) found that voluntary simplifiers experienced less satisfaction with consumption. Their results point to areas that differ from the non-consumption literature, where deliberate non-consumption created dissatisfaction, lack, and unhappiness in participants. The authors' research found that participants' consumption patterns had predominantly returned to pre-study levels at the end of the study. The research confirms that reducing consumption is a serious challenge and that creating incentives that help consumers reduce consumption is important (McGouran–Prothero, 2016).

3.3. The link between sustainability and non-consumption

The present systematic literature review on non-consumption has been used to identify three articles that explore the relationship between non-consumption and sustainable consumption (Figure 4.). Before analyzing the relationship, let us first define sustainable consumption.

Some consumers choose to reduce their consumption because they want to improve the quality of their lives and 'buy time' (Grigsby, 2012). Others choose

sustainable lifestyles because of concerns and values about environmental and social consequences, which they hope will improve their quality of life (Shaw–Newholm, 2002). However, in extreme cases, some consumers reject consumption altogether, a phenomenon called 'anti-consumption' (Zavestoski, 2002). Sustainable consumption is based on a decision-making process that considers the consumer society's responsibilities and individual consumption, needs, and wants (Vermeir–Verbeke, 2006).

Reheul et al. (2001) define sustainable consumption as consumers' positive attitudes toward sustainable consumption. This means that they pay attention to organic packaging and food origin and avoid genetically modified foods. They regularly buy sustainable organic food because they believe it is better in taste, quality, safety, and freshness and more beneficial to human health, the environment, and the regional economy. Although they have a positive attitude towards sustainable consumption, they play a passive role in environmental promotion. They rarely take concrete steps to improve environmental protection or animal welfare unless they can do so within their budget (e.g. Grunert–Juhl, 1995).

Sustainable consumption goes beyond mere environmental concerns. After all, consumers themselves choose to reduce their ecological footprint as 'ecological' and 'socially responsible' citizens (Lee, 2014). Several studies highlight that, despite consumers' positive attitudes toward the environment, this is not reflected in their purchases, and they are not willing to pay higher prices for green products (Mainieri et al., 1997; Ottman, 1992; Schlossberg, 1991).

However, consumers have more negative attitudes toward price, convenience, and product safety. Sustainable products are generally more expensive and sometimes present an attractive appearance or ease of use. In addition, product preservation and long-term storage can be challenging (Vermeir–Verbeke, 2006).

According to Lee (2014), individuals' attitudes toward sustainable development are closely related to sustainable consumption. This is determined by three essential elements: attitudes supporting environmental organizations, attitudes toward sustainable development efforts, and parental influence. Sustainable consumption is based on a decision-making process that considers the consumer's social responsibility alongside individual consumption, needs, and wants (Vermeir–Verbeke, 2006).

In general, sustainable consumption is associated with values of universalism, benevolence, self-direction, honesty, idealism, equality, freedom, and responsibility. In contrast, power, hedonism, tradition, security, conformity, and ambition are associated with less ethical or sustainable consumption patterns. The value system developed by Schwartz (1992) explains the value difference.

The joint promotion of sustainable consumption and environmental protection is critical to our future. Individuals have an essential role in this, as their behavior influences the work of environmental organizations and the uptake of sustainable consumption (Vermeir–Verbeke, 2006).

Sustainable consumption and non-consumption are related in various ways. According to Martin-Woodhead (2022), an anti-consumerist ethic must cater to altruistic and environmental concerns and the personal gratifications of consuming

differently to gain wider acceptance. Ultimately, a non-consumer or anti-consumer lifestyle must provide personal appeal and pleasure to become popularized. The overlap between individual advantages and sustainability motivations associated with minimalism suggests that it has the possibility to start a cultural shift that criticizes hyper-consumerism and its damaging effects on the environment. Simultaneously, minimalist lifestyles enable individuals to derive personal benefits and contentment. This implies that individuals can live better by consuming less while also reducing their impact on the environment (Martin-Woodhead, 2022).

Cherrier et al. (2011) show that non-consumption can take on two distinct forms: one being a protest against careless consumers (commonly referred to as consumer resistance), the other being driven by self-interest (known as anti-consumption). The authors observed that even small, subjective acts of anti-consumption by individuals can contribute to broader purposes such as environmental preservation and fighting the influence of irresponsible consumers. Sustainability practices are primarily rooted in individuals' everyday, day-to-day activities, where small contributions are made rather than large-scale actions, like walking or cycling to work. Sustainability can be integrated into lives without significantly altering consumption patterns or sense of self (Cherrier et al., 2011).

Table 3. Publications about non-consumption and sustainable consumption

Year	Author	Category	Number of Google Scholar citations
2011	Cherrier et al.	sustainability, sustainable consumption, and non-consumption	305
2009	Shaw–Moraes	sustainability, sustainable consumption, and non-consumption	191
2022	Martin-Woodhead	sustainability, sustainable consumption, and non-consumption	16

Source: own construction

4. Conclusion

We are witnessing constant change, which is why it is necessary to examine the new consumer groups alongside the old ones and to formulate their basic characteristics (Töröcsik–Szűcs, 2021).

The systematic literature review method has been used to identify the forms and dimensions of consumer behavior related to non-consumption. The review has concluded that the concepts of consumer resistance, anti-consumption, sustainable consumption, and the group of voluntary simplifiers should be examined and defined in what ways they differ from non-consumption. The number of studies on non-consumption in marketing has increased since 2002. The journals *European Journal of Marketing*, *International Journal of Consumer Studies*, *Journal of Consumer*

Culture, and Sustainability contained the most frequently published findings on the topic. Overall, the review highlights the importance of examining non-consumption in the context of sustainability, voluntary simplicity, and consumer behavior.

In this study, Scopus and Web of Science searches have been used to examine the time horizon for the term *non-consumption* as broadly as possible, including different orthographies (in one word, two words, and hyphenated). Time-series observations showed a significant increase in the number of marketing research papers published on the topic of non-consumption from 2014 onwards.

Through the literature review I have successfully positioned non-consumption in the field of consumption and identified two major contexts in which international authors have explored the topic. I have dived deeper in sustainable consumption and voluntary simplicity contexts in which non-consumption has been studied. By examining the literature, I have identified the trend of sustainability, simplicity, and food related patterns. The most common methodology used was in-depth interview.

Non-consumption is a more passive phenomenon compared to voluntary simplifiers, as there is no emotional response. In voluntary simplification, an individual's sense of happiness and fulfilment is also dependent on his or her consumption habits, whereas in non-consumption, self-expression is not involved. Both phenomena aim to reduce overconsumption, and they link with each other in the willingness through sustainable consumption. Non-consumption is not only about sustainable products, while sustainable consumption focuses on sustainable and environmentally friendly products.

Sustainable consumption is more of an individual motivation, which can result in a voluntary choice of simplicity or a drastic decision not to consume. Cherrier et al. (2011) highlight that sustainability is a step-by-step process in the lives of consumers. A limitation of the present study is that a deeper understanding of non-consumption requires a broader perspective, not only in comparison to voluntary simplification and sustainable consumption. Most publications used in-depth interviews to provide a deeper understanding of the non-consumption group.

In terms of future research, the plan is to include conducting in-depth interviews after a systematic literature review.

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