

A research on the evaluation of consumers' voluntary simplicity lifestyle tendency in the Covid-19 period¹

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Article Info	Abstract
<p>Research Article</p> <p>Received: 6 November 2020 Revised: 18 December 2020 Accepted: 23 December 2020</p> <p>Keywords: Consumer behavior, Consumer tendency, Voluntary simplicity lifestyle, Covid-19</p>	<p>The main purpose of this study is to examine the tendency of consumers towards voluntary simple lifestyle in the period of Covid-19. Within the scope of this purpose, in the study, firstly the literature on the subject has searched and then, through the online survey method, it has been tried to reveal the tendency of the consumers towards the voluntary simplicity lifestyle in the Covid-19 period. As a result of the study, it can be stated that consumers have been in a positive tendency in planned shopping, simple life and longevity since the Covid-19 period. In addition, according to the results from the study, it can be claimed that planned shopping, simple life, longevity, self-sufficiency and material wealth factors differ statistically significantly according to some demographic variables.</p>

1. Introduction

Today, consumption has ceased to be a concept that only meets essential needs and it has become a necessity that individuals have in order to gain a place in social life and express themselves. In this context, it can be stated that a person turns towards consumption to reveal his / her social class, lifestyle, personality structure, psychology and value judgments. Therefore, today the phenomenon of consumption is used as a communication tool. This development has caused individuals to consume more and more every day with the effect of globalization and technology. So much so that the difference between which product is essential and which product is unnecessary has reached an incomprehensible dimension. Indeed, it is also among the most important factors that encourage the consumers to consume more, offer a large number of options to the consumer, provide ease of payment, and engage in marketing communication efforts that trigger the hedonic motives of consumers for businesses to earn more profits.

However, there are a considerable number of people around the world who are aware of the fact that excessive consumption causes environmental pollution and disrupts the ecological balance, suffers from consumption fatigue, and seeks alternatives to consumption frenzy. It can be claimed that this conscious consumption state was triggered more in the Covid-19 period. Facing with resource scarcity in situations such as epidemics, earthquakes and disasters can be shown as a reason for this situation. It is thought that the difficulties that can be experienced in case of resource scarcity will enable consumers to awaken against unnecessary consumption. Moreover, the movements related to the voluntary simplicity lifestyle are not newly emerged movements. As a matter of fact, the understanding of simple life based on essential consumption instead of the understanding of life based on excessive consumption extends to the ancient Greek civilization and is among the core elements of many beliefs. The essence of the simple life is to live simply externally and richly internally. This way of life is based on the desire to return to more human scale living and working environments and to have higher human values in the society with others (Elgin and Mitchell, 1977: 2). In other words, voluntary simplicity lifestyle is defined as the process of keeping only the important things in one's life and reducing the rest (Mazza, 1997). Consumers, who adopt a voluntary

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simple lifestyle, are expected to purchase / use only the necessary and important products and exclude others from consumption (Kurtuluş et al., 2019).

The voluntary simplicity lifestyle means that individuals can be happy by purchasing less products voluntarily, contrary to the belief that individuals can be happy by consuming too much (Babaoğul and Buğday, 2012: 76). In a sense, simplicity leads consumers to avoid unnecessary shopping. In this context, voluntary simplicity has created a different market segment for businesses to consider when determining their marketing strategies (Argan et al., 2012: 204). In this study, it is thought that the market segment in question increased in parallel with the perception of resource scarcity in the consumer, especially at the very beginning of the Covid-19 period, and that consumers turned to a more rational consumption style instead of excessive consumption, and the study was revealed on the basis of this thought.

When the literature on voluntary simplicity lifestyle is examined, it is seen that the relationships between voluntary simplicity and variables such as socio-demographic characteristics, lifestyles, environmental movement, consumer attitudes and motivations, value structures, hedonic consumption, materialist consumption, moral identity, shopping motivations, brand experiences and innovativeness are discussed. However, no research has been found regarding the consumers' general tendency of voluntary simplicity lifestyle in Covid-19 period. For this reason, it is thought that the study will produce useful results in both academic and practical areas and can provide important clues about the consumption style of consumers in the Covid-19 period. In the light of the aforementioned explanations, the main purpose of this study is to examine the tendency of individuals towards voluntary simple lifestyle in the period of Covid-19. Within the scope of this purpose, in the study, firstly the literature on the subject was searched and then, through the online survey method, it was tried to reveal the tendency of the individuals towards the voluntary simplicity lifestyle in the Covid-19 period.

2. Literature review

Throughout history, the voluntary simple lifestyle, which has been popular and supported in various societies and religions, has started to attract more consumers with the economic crises in the 1990s. This trend, which attracts attention especially in developed countries and groups with good financial status, can be considered both a threat and an opportunity for marketers with a suitable strategy. Although the voluntary simple lifestyle seems at first glance to be a threat to the consumer society, as it foresees a decrease in consumption and smarter spending, in fact, it can create an opportunity to create a new value proposition, product, price, distribution and communication strategies for the consumer group with high power to make purchases in this manner (Erdoğan and Karapınar, 2015). Voluntary simplicity in terms of consumer behavior includes values such as conserving natural resources, quality life, small is better, having quality products, owning products in proportion to the need, emphasis on sustainability, interest in small shops and creative outlets, tendency to make your own product more and less cooperative shopping (Shama, 1980).

The concept of voluntary simplicity was first used by Richard Gregg (1936) in the Indian magazine *Visva-Bharati Quarterly* when examining Gandhi's lifestyle (Huneke, 2005). This concept, which was first used in 1936, was forgotten after the Second World War. However, this concept once again attracted attention with the acceptance of nature-oriented lifestyle by many individuals in the 1960s (Kurtuluş et al., 2019). Gregg (1936) described voluntary simplicity as "a situation experienced both inside and outside". Target-oriented, sincerity, honesty and avoiding crowds and excesses that are against the basic purpose of life" (İrge and Karaduman, 2018). Thus, the voluntary simplicity of life encompasses both internal and external situations for the individual. While sincerity and honesty are aimed in the internal situation, it is advocated to avoid external confusions consisting of acquiring material that is not related to the main purpose of life in the external situation (Uygun et al., 2018). However, voluntary simplicity is accepted as an understanding that can change depending on the environment, traditions, culture, and the character of the individual, rather than a harsh and rigid approach, such as making people's life difficult by suppressing instincts (Gregg, 1936). According to Huneke (2005), the concept of voluntary simplicity basically refers to the relief of one's resources, including money and time, and limiting the consumption of material resources in order to satisfy the non-material aspects of life. According to Zavestoski (2002), one of the most important aspects of this movement is to reduce consumption. Voluntary simplicity is expressed by Iwata (1997) as a movement that prefers to settle for less. The concept in question is seen by Alexander and Ussher (2012) as a way of living with a higher quality by consuming less. On the other hand, Elgin and Mitchell (1977) express voluntary simplicity in the shortest and clearest definition with the phrase "to be simple from the outside and rich from within".

In literature, studies examining the relationship between consumerism (Iwata, 2006), religiosity (Chowdhury, 2016), sustainability (Oates et al., 2008), consumer communities (Bekin et al., 2005), attitudes (Iwata, 1997), social movements and politics (Alexander, 2011), business ethics (Hellore, 2008), environment (Craig-Lees and Hill, 2002), self-control (Sertoğlu et al., 2016) and voluntary simplicity stand out. When studies in the field of marketing with voluntary simplicity lifestyle are examined, it has been observed that relations between purchasing habits (Craig and Hill, 2002), renunciation of materialism (Moisander and Pesonen, 2002), consumer attitude and behavior (Iwata, 1997), consumer perception (Iwata, 1999), consumption ethics (Zavestoski, 2002), sustainable consumption (Özgül, 2010), conspicuous consumption (Babaoğul and Buğday, 2012), innovation tendency (Köker and Maden, 2012), hedonic consumption (Özgül, 2011) and voluntary simplicity lifestyle being examined. Considering the demographic data of those who tend to voluntary simplicity lifestyle in studies conducted on the subject, it is observed that the leading determining factors are education level and income level (Zavestoski, 2002; Umut et al., 2015; Karaca, 2013; Ergen, 2014; Cengiz, 2014; Elgin, 1993).

Additionally, it has been claimed that age and gender variables are associated with voluntary simplicity lifestyle (Nolen, 1994). Accordingly, the tendency of voluntary simplicity lifestyle increases as the education, income level and age of the individual increase. Additionally, it could be argued that women tend to be more of a voluntary simplicity lifestyle than men. In this study, it was investigated whether the tendency of voluntary simplicity lifestyle differed in terms of the demographic characteristics of consumers in the period of Covid 19.

In order to reveal the evaluation of consumers' voluntary simplicity lifestyle tendency in the covid-19 period, it has benefited from the scale developed by Karaca and Gümüş (2018). The factors have been discussed in this study are; planned shopping, simple life, longevity, self-sufficiency and material wealth. The following theoretical foundations have been established for the mentioned factors.

Planned Shopping: Planned shopping involves the consumer making a shopping-related list before shopping and not purchasing products that he doesn't really need. At this point, it can be stated that the consumer acts with a conscious and rational motive. When comparing consumers with a simple voluntary lifestyle and other consumers, it is observed that consumers with this lifestyle are those who consume much less resources, have environmental awareness and environmental responsibility. The reason for this is that these consumers simplify their lives and change their consciousness and consumption behavior towards environmental problems (Kaynak and Ekşi, 2011). These consumers, who behave towards consuming less resources, prefer businesses that attach importance to environmental, social and individual development when purchasing products and services and tend to quality products and services (Bayat and Sezer, 2018). These consumers have the habit of planned shopping and prefer fewer complex products instead of products with many functions (Özgül, 2010). Therefore, those who have a voluntary simplicity lifestyle make planned shopping, make purchases according to their needs rather than purchases for personal tastes and focus on the quality of consumption rather than the amount of consumption (Zaritska, 2015).

In Covid 19 period, it is thought that consumers turned to rational purchases instead of hedonic purchases and that consumers mostly tried to buy the product they really needed. For this reason, in this study, it is claimed that consumer tendency towards planned shopping lifestyle increased during Covid 19 period.

Self-Sufficiency: This concept includes the consumer's spending equal to his / her income and being self-sufficient in consumption. In addition to these, self-sufficient consumers recycle more than other consumers and even resort to turning their edible wastes into natural fertilizers. They also engage in civic activities that include environmental activities and purchase environmentally friendly products (Ballantine and Creery, 2010). According to the research, most consumers living in Turkey in "self-sufficiency" is the dominant factor (Bayat and Sezer, 2018). Iwata (1997) emphasizes the importance of self-sufficiency with little use of material and not being supported by poverty. As a result of their interviews with those who adopt self-sufficiency, it is observed that the self-efficacy perception of the participants first focused on food products (Ballantine and Creery, 2010). Participants prefer to shop directly from smaller producers rather than shopping at supermarkets with large supply chains. They also tend to grow their own products. Under all these consumption habits, they emphasized the efforts made to reach more fresh and natural products, as well as the guarantee that the products are fresh and natural (Kızılderili, 2020).

In the Covid-19 period, due to long-term home quarantines, consumers are thought to consume self-sufficient. In addition, it has been observed that consumers tend to produce on their own, especially in terms of food (for example, bread making) due to the idea that products sold abroad are unhealthy products. For this reason, it is claimed in this study that consumer tendency towards self-sufficiency lifestyle increased during Covid 19 period.

Material Wealth: Consumers, who embrace voluntary simplicity, abandon the traditional pursuit of material wealth, and try to improve lifestyles that aim to minimize conspicuous consumption and acquiring an image or status through property acquisition (Monopolis, 2010). By choosing a spiritual wealth lifestyle that aims to minimize consumption and addiction, consumers also aim to maximize direct control over their daily activities (Iwata, 2006). According to this philosophy of life, personal and social progress is possible not by material wealth or the striking appearance of status, but by increases in the qualitative richness of daily life, the development of relationships and the existence of social, intellectual, aesthetic development and / or spiritual potentials (Alexander, 2011). In postmodern societies where consumption is glorified and a luxurious life is appreciated, and brands stand out in expressing people's selves and identities, it can be stated that it symbolizes a material, private and different lifestyle.

On the other hand, with the Covid 19 pandemic, it can be argued that instead of seeing products as a means of communication, consumers are seen as a tool that should only be used to continue life. It is believed that consumers no longer tend to buy products as before the Covid 19 period in order to be liked, to be admired or to gain respect. Thus, it is claimed in this study that consumer tendency towards material wealth lifestyle decreased during Covid 19 period.

Longevity: Longevity is a concept that includes using products for as long as possible. Consumption tendencies of individuals who adopt a simple lifestyle are shaped differently than other consumer masses. These individuals tend to consume products produced with functional, healthy, non-polluting, durable, repairable, recyclable or renewable raw materials (Elgin and Mitchell, 1977). It is among the findings that some of those who adopt the longevity lifestyle use locally produced goods, that the energy they consume is renewable energy sources and they prefer durable products. Those who adopt a more activist approach resist mass consumption against political consumption practices with actions such as boycotting. It is also known that among the adopters there are those who grow their own products. Considering these aspects, the longevity lifestyle movement can be perceived as a movement compatible with a multidimensional sustainability perception (Peyer et al., 2017). In essence, when considered together with the concept of consumption, the longevity lifestyle movement provided a way of creating identity and seeking new meanings through limited and ethically modified consumption options in which individuals seek meaning to their identities (Shaw and Moraes, 2009).

With the Covid 19 pandemic period, it is thought that individuals have increased their awareness of how much unnecessary expenditure they spend and at the same time, environmental pollution has reached a scary level with excessive consumption. It can be argued that this awareness leads consumers to long-lasting and sustainable products. Based on this idea, it is claimed in this study that consumer tendency towards longevity lifestyle increased during Covid 19 period.

Simple Life: Simple life is about the adoption of a simple lifestyle instead of conspicuous consumption. It has been observed that those who adopt a simple lifestyle act to share and rent their belongings with the desire to reduce materialism. In addition, it has been determined that they also purchase second-hand goods for their consumption. This concept, which includes elements such as competence, frugality, and moderation, is anti-hedonist and avoids overconsumption. It is thought that by avoiding excessive consumption, more freedom can be achieved and can have positive results both for the planet and for other people by living with less goods (Read, 2018). In addition, Ezell (2019) concluded in his study that people concentrate more on elements such as family, friends, hobbies and nature with the actions of reducing consumption as a result of adopting a simple lifestyle, and as a result, they enjoy more life in the long term. The non-consumption-centered simple lifestyle movement is a lifestyle that aims at happiness by reshaping life spiritually and socially (Moore, 2009). The essence of this lifestyle is to be enriched in the inner sense while simplifying the outside world. This understanding includes a strong sense of environmental sensitivity, the desire to return to a more humane living and working environment, and the desire to realize one's inner potential by having higher human values, both psychologically and spiritually (Elgin and Mitchell, 1977).

With the era of Covid 19, it is thought that consumers tend to enrich their inner worlds by turning to a simpler lifestyle instead of consuming products that allow them to enjoy instant pleasure through hedonic shopping. At the same time, although consumers turned to excessive consumption due to panic purchase at the beginning of the Covid 19 period, it is thought that they tend to move away from excessive consumption in the later times of the Covid 19 period. Based on this idea, it is claimed in this study that consumer tendency towards simple life lifestyle increased during Covid 19 period.

Since there was no study on the voluntary simplicity lifestyle trend in the Covid 19 period, it can be stated that the study is original and therefore it is believed that it will have significant contributions to both academic and practical fields.

3. Methodology

In this study an online survey method was used in order to measure the evaluation of consumers' voluntary simplicity lifestyle tendency in the covid-19 period. The total number of questions in the questionnaire is 18 and consists of two parts. In the first part, demographic questions were asked to the survey participants. In the second part, questions were asked in order to reveal the evaluation of consumers' voluntary simplicity lifestyle tendency in the covid-19 period. For this, it has benefited from the scale developed by Karaca and Gümüş (2018). The factors have been discussed in this questionnaire are; planned shopping (PS), simple life (SL), longevity (L), self-sufficiency (SS) and material wealth (MW). Likert type and equally spaced scales (1 = strongly disagree, 5 = strongly agree) were used to measure the research variables. 387 people participated in the questionnaires. The questionnaires' application lasted about 2 months.

3.1. Analysis of research data

"SPSS 16.0" package program was used to analyze the data obtained from the research. Through this program; frequency analysis, descriptive statistics, validity and reliability analysis, factor analysis, T test and One-Way ANOVA were performed. Accordingly, independent Samples T-Test and One-Way-Anova Test were performed to measure whether planned shopping (PS), simple life (SL), longevity (L), self-sufficiency (SS) and material wealth (MW) differ significantly according to demographic variables. For the other demographic variables One-Way ANOVA test was performed. Because determine whether there are differences between 3 or more groups based on a certain variable, One-Way Anova test was performed. In addition, the mean values for each item that constitute the factors were examined in order to make a general assessment of the voluntary simplicity lifestyle trend of consumers in the Covid 19 period.

3.1.1. Frequency distributions of demographic variables

According to the results obtained from the frequency analysis, the majority of the participants are between 18-27 years old, female, single, with a monthly income between TL 0 and TL 2000 and are at the undergraduate level. The results of the frequency analysis are given in the table below.

Table 1. Frequency analysis on demographic characteristics of participants

Measure	Items	Frequency
Gender	Female	222
	Male	165
Marital status	Single	285
	Married	102
Age	18-27	228
	28-37	42
	38-47	89
	48 years and over	28
Monthly income (TL)	0-2000	219
	2001-4000	66
	4001-6000	33
	6001 and above	69
Education level	High school and below	92
	Undergraduate	208
	Postgraduate	87

3.1.2. The reliability and validity analysis of scales

In the study, internal consistency test was performed primarily in order to find out the result of whether the scales are reliable or not. Questions about voluntary simplicity lifestyle tendency have been prepared using the study conducted by Karaca and Gümüş (2018). In this scale, planned shopping (PS), simple life (SL), longevity (L), self-sufficiency (SS) and material wealth (MW) factors are considered as factors that constitute the voluntary simplicity lifestyle tendency. As a result of the internal consistency analysis, it can be stated that the scale is reliable, since the alpha coefficients of the factors that make up the scale is higher than 0.70. Then, explanatory factor analysis was performed in the study. The KMO value exceeding 0.60 in the scale indicates that the sample

size is suitable. Additionally, the fact that $p \leq 0.05$ in Bartlett's Test of Sphericity, indicates that the expressions in the scale are related to each other. The reliability and validity results of the factors in the study are summarized in the table below.

Table 2. The reliability and the validity analysis of the scale used

Scale	Cronbach's Alpha	Total Variance Explanation Rate (%)
Voluntary Simplicity Lifestyle	.873	77,152
Factors on The Scale	Planned shopping	64,349
	Simple life	83,432
	Longevity	93,884
	Self-sufficiency	72,770
	Material wealth	73,987
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,816
Bartlett's Test of Sphericity Approx. Chi-Square:		2,572E3
df:		78
sig.:		,000

In addition to the study, factor loads were evaluated in order to observe the relative value of each item that constitutes the factor. Since the factor load values of each items are higher than 0.40, it can be stated that each item in the factor measures the factor well. The factor analysis results obtained in the study are given in the table below.

Table 3. Factor analysis results

Factor Name	Items	Factor Loads
Planned shopping	1. Since the Covid-19 period, I started to think about whether a product is really necessary for me and shopping accordingly.	,741
	2. Even if I have money, I have stopped making unplanned purchases since the Covid-19 period.	,770
	3. Since the Covid-19 period, I have started to go shopping by making a list and not to buy products that are not on my list.	,768
	4. Since the Covid-19 period, I have started living a simple life and not buying products that are not very necessary.	,875
	5. Since the Covid-19 period, I have started buying and consuming only the products I need.	,849
Simple life	6. Since the Covid-19 period, I have come to believe that the simple lifestyle is better.	,834
	7. Since the Covid-19 period, I preferred to live a simple life rather than being in a flamboyant life.	,757
Longevity	8. With the Covid-19 period, I focused on using a product I bought as long as possible.	,913
	9. Since the Covid-19 period, I've tried to use the products I have purchased as long as possible.	,822
Self-sufficiency	10. Since the Covid-19 period, my desire to live a self-sufficient life in the future has started.	,969
	11. With the Covid-19 period, I started to believe more in the necessity of being self-sufficient in terms of income-expenditure balance.	,762
Material wealth	12. With the Covid-19 period, I started to give more importance to mental development and success rather than material wealth.	,728
	13. Since the Covid-19 period, material wealth is no longer important to me.	,860

4. Findings

After the validity and reliability analysis, the mean values for each item that constitute the factors were examined in order to make a general assessment of the voluntary simplicity lifestyle trend of consumers in the Covid 19 period.

According to the data in the table above, it can be stated that consumers have been in a positive tendency in planned shopping, simple life and longevity since the Covid 19 period. In addition, it can be argued that consumers have a relatively positive tendency in self-sufficiency and material wealth with the Covid 19 period. Independent Samples T-Test and One-Way-Anova Test were performed to measure whether planned shopping (PS), simple life (SL), longevity (L), self-sufficiency (SS) and material wealth (MW) differ significantly according to demographic variables.

Table 4. Descriptive statistics results

Factors	Items	Mean Values of Items	Mean Values of Factors
Planned shopping	1. Since the Covid-19 period, I started to think about whether a product is really necessary for me and shopping accordingly.	4,61	4,4558
	2. Even if I have money, I have stopped making unplanned purchases since the Covid-19 period.	4,54	
	3. Since the Covid-19 period, I have started to go shopping by making a list and not to buy products that are not on my list.	4,09	
	4. Since the Covid-19 period, I have started living a simple life and not buying products that are not very necessary.	4,53	
	5.. Since the Covid-19 period, I have started buying and consuming only the products I need.	4,50	
Simple life	6. Since the Covid-19 period, I have come to believe that the simple lifestyle is better.	4,37	4,4729
	7. Since the Covid-19 period, I preferred to live a simple life rather than being in a flamboyant life.	4,57	
Longevity	8. With the Covid-19 period, I focused on using a product I bought as long as possible.	4,77	4,7442
	9. Since the Covid-19 period, I've tried to use the products I have purchased as long as possible.	4,72	
Self-sufficiency	10. Since the Covid-19 period, my desire to live a self-sufficient life in the future has started.	3,74	3,3992
	11. With the Covid-19 period, I started to believe more in the necessity of being self-sufficient in terms of income-expenditure balance.	3,06	
Material wealth	12. With the Covid-19 period, I started to give more importance to mental development and success rather than material wealth.	3,67	3,3101
	13. Since the Covid-19 period, material wealth is no longer important to me.	2,95	

Table 5. Independent samples t-test results

Measure	Variable	Group	Mean	Std. Dev.	F	Sig.	t	Df	Sig. (2-tailed)	Mean Diff.
Gender	PS	F	4,5459	,88994						
		M	4,3345	,83642						
	SL	F	4,5473	1,16850	3,871					
		M	4,3727	1,00858						
	L	F	4,8243	,97282						
		M	4,6364	,88924						
	SS	F	3,8851	,95917	3,728					
		M	3,9182	,82693						
	MW	F	3,3041	1,04476						
		M	3,3182	,99556						
Measure	Variable	Group	Mean	Std. Dev.	F	Sig.	t	Df	Sig. (2-tailed)	Mean Diff.
Marital status	PS	S	4,4168	,88014						
		Ma	4,5647	,84638						
	SL	S	4,4053	1,07130						
		Ma	4,6618	1,17978						
	L	S	4,7000	,96250	3,169					
		Ma	4,8676	,87293						
	SS	S	3,9000	,92100						
		Ma	3,8971	,85982						
	MW	S	3,6029	1,04434	4,538					
		Ma	3,2053	,90197						

F: Female; M: Male; S: Single; Ma: Married

According to the test results, planned shopping and longevity tendency levels of men and female are different from each other. Accordingly, female's planned shopping and longevity tendency levels are higher than men. In addition, the levels of simple life and material wealth tendency levels of married and singles are different. Accordingly, married people's simple life tendency level is higher than single people. On the other hand, single people's material wealth tendency level is higher than married people. For the other demographic variables One-Way ANOVA test was performed. Because determine whether there are differences between 3 or more groups based

on a certain variable, One-Way Anova test was performed. The results of the mentioned test are given in the table-6.

Table 6. One-Way Anova test results

Measure	Factors	F	Sig.
Age	Planned shopping	1,863	,035
	Simple life	,201	,896
	Longevity	1,537	,004
	Self-sufficiency	1,086	,355
	Material wealth	1,543	,023
Monthly income	Planned shopping	1,088	,354
	Simple life	,771	,011
	Longevity	3,428	,017
	Self-sufficiency	1,014	,386
	Material wealth	,847	,469
Education level	Planned shopping	,417	,659
	Simple life	2,879	,047
	Longevity	,061	,041
	Self-sufficiency	,678	,008
	Material wealth	1,690	,186

Table 7. Multiple comparisons results

Multiple comparisons result for age groups					
Dependent Variable	AGE (I)	AGE (J)	Mean Difference (I-J)	Std. Error	Sig.
PS	18-27	28-37	-,31842	,14605	,031
		38-47	-,14651	,10872	,033
		48 years and older	-,08271	,17418	,015
L	18-27	28-37	-,12124	,15777	,009
		38-47	-,24564	,11743	,018
		48 years and older	-,13910	,18815	,027
	28-37	48 years and older	-,30377	,16921	,046
MW	18-27	48 years and older	-,12520	,19585	,039
Multiple comparisons result for monthly income (TL)					
Dependent Variable	Monthly income (I)	Monthly income (J)	Mean Difference (I-J)	Std. Error	Sig.
SL	0-2000	2001-4000	-,21171	,15533	,023
		6001 and above	-,09708	,15271	,020
L	4001-6000	0-2000	,48568*	,17418	,028
		6001 and above	,44071	,19742	,116
Multiple comparisons result for education level					
SL	Postgraduate	High school and below	,36169	,16448	,037
		Undergraduate	,07825	,14043	,043
L	Undergraduate	Postgraduate	-,01636	,12051	,099
SS	Postgraduate	High school and below	,13818	,13533	,044
		Undergraduate	,01945	,11554	,012

When the results are evaluated, planned shopping, longevity and material wealth tendency levels differ according to age ranges. Simple life and longevity tendency levels differ according to the monthly income level. Finally, simple life, longevity and self-sufficiency tendency levels differ according to education levels. Multiple comparisons values for the mentioned variables are shown in in the table above.

When the data in the table is evaluated, consumers aged 28-37,38-47 and 48 and over have, on average, more planned shopping and longevity tendencies than consumers in the 18-27 age range. Consumers aged 48 and over have, on average, more longevity tendencies than consumers in the 28-37 age range. Additionally, consumers aged 48 and over tend to have, on average, more material wealth than those aged 18-27. When the groups are evaluated in terms of monthly income, consumers who earn TL 2001-4000 and TL 6001 and above have a simpler life

tendency on average than those who earn TL 0-2000. In addition, consumers who earn between TL 4001-6000 have more longevity tendencies on average than those who earn TL 0-2000 and TL 6001 and above. When the groups are evaluated in terms of education level; People with a postgraduate education level tend to have more simple life and self-sufficiency on average than those with high school and below and undergraduate education levels. Finally, consumers with postgraduate education have, on average, less longevity tendencies than those with undergraduate education.

5. Conclusion and discussion

The consumption culture, which started to take shape with the product richness and diversity that emerged in the markets towards the end of the 20th century, causes individuals to move away from simplicity and has a stimulating effect on their hedonic behavior. Due to the characteristic of functional needs that narrow the differentiation in the product, the consumption increase came with the fact that enterprises engage in production activities based on hedonic needs. Being in an effort to show the place of individuals in society, their status and most importantly the values they have with their consumption and the belief that individuals will be valued as much as their consumption has carried humanity to a process that can be dangerous in many aspects both for society and environment. However, the voluntary simplicity lifestyle has come to the fore again with the increasing number of movements that encourage and support simplicity in all areas of life. In modern and developed societies, excessive consumption can be the root of the world's most critical problems, such as environmental degradation, global poverty and consumer discomfort. For this reason, the need for transition from materialist consumption to a simpler lifestyle is increasing day by day in order to transition to a sustainable and just society. In this sense, today the voluntary simplicity movement stands out as a different social movement consisting of people who resist high consumption lifestyles and adopt a lower consumption in various ways in order to have a higher life.

Particularly with the Covid 19 era, voluntary simplicity is considered to be an important component in the transition to a fair, sustainable and developing human civilization. Indeed, voluntary simplicity allows the individual to focus on what is really needed. This situation helps the individual to be fed spiritually. The individual can be spiritually enriched by preferring to live with less property, by developing intangible and satisfying resources, by making deeper connections with the social and ecological community, and by consciously and carefully reducing consumption of goods and services. In the light of the aforementioned information, this study evaluated the voluntary simplicity lifestyle tendency of consumers in the Covid-19 period.

When the literature on voluntary simplicity lifestyle is examined, it is seen that studies examining the relationship between consumerism (Iwata, 2006), religiosity (Chowdhury, 2016), sustainability (Oates et al., 2008), consumer communities (Bekin et al., 2005), attitudes (Iwata, 1997), social movements and politics (Alexander, 2011), business ethics (Helloire, 2008), environment (Craig-Lees and Hill, 2002), self-control (Sertoğlu et al., 2016) and voluntary simplicity stand out. When studies in the field of marketing with voluntary simplicity lifestyle are examined, it has been observed that relations between socio-demographic characteristics (Kızılderili, 2020), consumer decision styles (İrge and Karaduman, 2018), consumer value structures (Kurtuluş et al., 2019), moral identity (Bayat and Sezer, 2018; Shaw and Moraes, 2009), shopping motivations (Uygun et al., 2018), brand experiences (Uygun et al., 2018), purchasing habits (Craig and Hill, 2002), renunciation of materialism (Moisander and Pesonen, 2002), consumer attitude and behavior (Iwata, 1997), consumer perception (Iwata, 1999), consumption ethics (Zavestoski, 2002), sustainable consumption (Özgül, 2010), conspicuous consumption (Babaoğul and Buğday, 2012), innovation tendency (Köker and Maden, 2012; Demireli, 2014), hedonic consumption (Özgül, 2011) and voluntary simplicity lifestyle being examined. However, no research has been found regarding the consumers' general tendency of voluntary simplicity lifestyle in Covid-19 period. For this reason, it is thought that the study will produce useful results in both academic and practical areas and can provide important clues about the consumption style of consumers in the Covid-19 period.

According to the results of the research conducted, it can be stated that consumers have been in a positive tendency in planned shopping, simple life and longevity since the Covid 19 period. In addition, it can be argued that consumers have a relatively positive tendency in self-sufficiency and material wealth with the Covid 19 period. Additionally, planned shopping and longevity tendency levels of men and female are different from each other. Accordingly, female's planned shopping and longevity tendency levels are higher than men. In addition, the levels of simple life and material wealth tendency levels of married and singles are different. Accordingly, married people's simple life tendency level is higher than single people. On the other hand, single people's material wealth tendency level is higher than married people. According to another result obtained in the study, planned shopping, longevity and material wealth tendency levels differ according to age ranges. Simple life and longevity tendency

levels differ according to the monthly income level. Finally, simple life, longevity and self-sufficiency tendency levels differ according to education levels. According to the last finding from the study, consumers aged 28-37, 38-47 and 48 and over have, on average, more planned shopping and longevity tendencies than consumers in the 18-27 age range. Consumers aged 48 and over have, on average, more longevity tendencies than consumers in the 28-37 age range. Additionally, consumers aged 48 and over tend to have, on average, more material wealth than those aged 18-27. When the groups are evaluated in terms of monthly income, consumers who earn TL 2001-4000 and TL 6001 and above have a simpler life tendency on average than those who earn TL 0-2000. In addition, consumers who earn between TL 4001-6000 have more longevity tendencies on average than those who earn TL 0-2000 and TL 6001 and above. When the groups are evaluated in terms of education level; People with a postgraduate education level tend to have more simple life and self-sufficiency on average than those with high school and below and undergraduate education levels. Finally, consumers with postgraduate education have, on average, less longevity tendencies than those with undergraduate education.

In the voluntary simplicity movement, the understanding of consumption is shaped differently than other consumption conceptions and is more complex. For this reason, marketing management studies that require more adaptation than other consumption approaches should be implemented. In this sense, marketing practitioners should turn to product, price, promotion and distribution activities specifically for individuals who have a voluntary simplicity lifestyle. In terms of the product, the product should be simpler to use, longer lasting, environmentally friendly and recyclable. Products that consumers can make themselves can also be introduced. In terms of pricing, prices need to be kept as low as possible and competitive. In terms of promotion, the functionality, longevity and quality of the product should be emphasized rather than the hedonic contribution of the product in marketing communication activities. In addition, print advertisements that cause unnecessary waste of paper should be avoided as much as possible. Finally, social responsibility projects can be sponsored. In terms of distribution, it can be said that distribution channels should be shortened, orders and sales should be carried out online as much as possible, and distribution-related costs should be reduced.

The first limitation of the study is time and the study should be done in a longer period of time in order to obtain more realistic results from the analysis. Another limitation of the study is that it is not possible to obtain an equal number among demographic data due to convenience sampling method in the study in question. In future studies, it can be examined whether there is a change in the tendency of the voluntary simplicity lifestyle of the consumer between the end of the Covid 19 pandemic and the Covid 19 pandemic period. In addition, tendencies regarding the voluntary simplicity lifestyle of the consumer during the Covid 19 era can be compared between countries.

Author contribution statements

D. Çınar contributed to the design and implementation of the research, to the analysis of the results and to the writing of the manuscript.

Disclosure statement

No potential competing interest was reported by the authors.

Ethics committee approval

This research has ethics committee approval from Beykent university with 15/12/2020 date and - number.

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