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Relationship between Demographic and Psychographic Factors on Preference for Minimalist Travel Practices: An Empirical Study

Kiran Malik[1], Divya Malhan[2] and Simran Sehagal[3]

[1,3]Research Scholar, Maharshi Dayanand University Rohtak, Haryana-India

[2] Professor Maharshi Dayanand University Rohtak-Haryana-India

Abstract:

People are becoming more aware of how important it's to be sustainable and to travel in a responsible way. This is making more people want to travel in an eco- way. They want to do things like use stuff buy fewer things and have experiences that are better for the earth. The goal of this study is to see how different kinds of people feel about tourism. We are looking at people from Haryana and Uttar Pradesh. We want to know how things like how old someone is, how money they make, what kind of education they have and what kind of life they lead affect their thoughts, on sustainable tourism. We also want to know if people who care about the environment are more likely to make choices when they travel. We are studying tourism practices and experiences to understand this better. The design of this study was based on numbers. Involved 200 tourists and people who work in the tourism industry such as hotel managers, tour operators and homestay owners. To collect data, a questionnaire with a rating system was used. The results were found using methods like checking how reliable the results are looking at the main factors seeing how things are related and using a special kind of analysis in a program called SPSS, which made the results trustworthy and correct. The questionnaire was very consistent with a score of 0.957 which means it was a good tool. The study also looked at how different factors like demographics, psychographics and minimalist travel practicesre related and it was found that they are connected in a meaningful way. When the data was analyzed it was found that demographics and psychographics are related and that psychographics have a connection. This was confirmed by another analysis, which showed that both demographics and psychographics are important and together they explain about 63.7% of why people prefer travel. From this study it can be said that a person's psychographic characteristics, like their interests and values are more important than their characteristics like their age and income when it comes to preferring minimalist travel. The results of this study are useful for making plans and policies, for the tourism industry to respond to the changing interests of travelers and to develop tourism plans.

Keywords: Minimalist Travel, Sustainable Tourism, Psychographic Factors, Demographic Factors, Consumer Behavior.

1. Introduction

Tourism is one of the growing industries in the world. It is really important for development and creating jobs. Tourism also helps people from places learn about each other's cultures and it helps the regions where tourists visit. However when a lot of people travel it can hurt the environment. It uses up a lot of resources. Makes a lot of carbon emissions. This is not good for the earth. Lately travelers are thinking more about the earth. How to be kind to it. They want to live in a way that does not hurt the environment. So they are starting to like the idea of traveling in a way. This is called travel. Minimalist travel is about keeping things simple and not using much. It is about being aware of the environment and learning about the culture of the place you visit. It is about having travel experiences not just buying a lot of things or staying in fancy hotels. This new way of traveling is good for the earth. It helps people travel in a responsible way. It is in line with the goals of tourism and it promotes responsible tourism among tourists. Tourism like this is really good, for everyone.There are several demographic and psychographic factors that affect travelers' attitudes, preferences, and behavioral intentions, which in turn affect minimalist travel practices. Demographic factors like age, income, education, occupation and marital status are important factors that influence travel patterns and sustainable tourism decisions. Socio-demographic factors have significant effects on travel preferences, travel intentions and tourism behavior (Uraiporn Kattiyapornpong

and Kenneth E. Miller, 2009). They found that income, age, gender, education and life-stage characteristics can limit or enable various travel activities. Likewise, Zehra Saltık and Orhan Akova (2025) found that age, gender, and monthly income are significant factors influencing the environmentally sustainable behavior of tourists and green purchasing decisions.

In addition to demographic factors, psychographic factors are now known to be important determinants of travel behavior. Psychographic variables include lifestyle, personality, values, motivations, and environmental concern, attitudes, and travel preferences. These factors account for the fact that people with similar demographic characteristics can have different tourism behaviors. Lehto, O'Leary and Morrison (2002) suggested that psychographic characteristics offer useful information on vacation destination selection and traveler decision-making. Their study showed that the attitudes, travel philosophies and benefits sought by travelers have a greater impact on tourism decisions than do demographic variables alone (Leelawati, L et;al, 2026). The growing trend of sustainable and minimalist living has also had an impact on tourism consumption. According to Druica, Ianole-Călin and Puiu (2023), altruistic values and positive attitudes are significant factors that promote the adoption of minimalist lifestyles and sustainable behavior. They found that people who have high environmental consciousness and simple living values are more likely to have minimalist consumption. Minimalist tourists tend to seek out genuine experiences, local culture, eco-friendly lodging, light packing, low-carbon travel, and minimal material use while traveling. Younger generations like Millennials and Generation Z are more likely to engage in eco-friendly travel habits. According to Ying Ma, Yangganxuan Li and Fang Han, environmental concern and perceived value are significant factors that affect Gen Z travellers' intentions to use low carbon transportation and eco-friendly hotels. Likewise, Nguyen, Salem, and Wagner (2025) revealed that environmental awareness, social norms, and price sensitivity significantly influence sustainable travel behavior among Generation Z tourists. The analysis of these studies reflect that psychological and behavioral factors play a significant role in the sustainable tourism intentions.

Voluntary simplicity tourism, sustainable tourism, slow tourism, and anti-consumption behavior are closely related to minimalist travel. Murthy, Prasad, and Sreejesh (2025) highlighted that biospheric values and self-identity have positive effects on simplicity, tourism engagement and well-being of Tourists. Their research reveals that travellers are looking for more meaningful and emotionally fulfilling experiences rather than luxury consumption. Similarly, Seegebarth et al. (2023) found that environmental concerns and perceived sacrifices due to excessive travel behavior affect consumers' intentions to reduce air travel. The tourism industry has also witnessed increased interest in homestays, local tourism experiences, and eco-friendly accommodations. Venugopal and Ranganath (2025) found that eco-friendly practices, cultural immersion, and personalized services are important factors that affect the satisfaction of travelers towards homestays. According to their research, minimalist and eco-conscious travelers are increasingly choosing local and sustainable lodging over luxury hotels. Moreover, Rasheed and Balakrishnan (2024) concluded that minimalist behavior has a significant impact on tourists' pro-environmental behavior and sustainable tourism.

In recent years, the phenomenon of consumer minimalism in tourism has received a lot of academic interest. Rasheed and Balakrishnan (2023) suggested that consumer minimalism has a positive effect on behavioral intentions towards shared tourism services and sustainable consumption behavior. The sharing economy, eco-tourism and low consumption travel practices are gaining popularity among tourists looking for alternative ways to travel that are environmentally friendly. The developments suggest that minimalist travel is not a fad but a growing tourism behavior that reflects the changing values of consumers and their awareness of sustainability. As awareness of sustainable tourism, environmental conservation, and responsible travel practices grows in India, the importance of minimalist travel practices is rising. Increasing tourism activities in the states like Haryana and Uttar Pradesh are related to cultural, religious, heritage and eco-tourism. Sustainable and low impact tourism practices are becoming more and more important to travelers, homestay owners, hotel managers and tour operators. But empirical evidence research on the impact of demographic and psychographic factors on minimalist travel preferences is still limited in the Indian tourism context. Hence, the present study is an attempt to explore the effect of demographic and psychographic variables on minimalist travel practices of tourists and tourism stakeholders in Haryana and Uttar Pradesh. The study aims to determine the relationship between the demographic

characteristics and psychological orientations of travelers and their tendency to engage in minimalist tourism behavior. The results of this research can be used to add to the sustainable tourism literature and have practical implications for tourism marketers, policy makers, travel agencies, hotel managers, homestay operators, and tourism planners. Moreover, the study can contribute to the development of sustainable tourism strategies by tourism stakeholders that are effective and in line with the preferences and values of modern tourists.

2. Literature Review

With the increasing awareness of environmental sustainability and responsible tourism, researchers have begun to explore the factors that affect sustainable and minimalist travel behavior. The literature shows that demographic and psychographic factors have a significant impact on tourists' preferences, consumption and environmentally responsible behavior. Socio-demographic factors are well known to influence travel behaviour. Uraiporn Kattiyapornpong and Kenneth E. Miller (2009) analysis the impact of socio-demographic factors on travel behaviour of Australian respondents. The study revealed that age, income , gender , education and life stage are significant factors affecting travel choices, travel intentions and tourism participation. Their results showed that socio-demographic factors can either enable or disable tourism behavior based on the socio-economic status of the tourists. Likewise, Saltık and Akova (2025) studied the demographic factors influencing sustainable tourist behavior among international tourists in Turkey. The study found that age, gender, marital status and income are significant factors influencing environmental perceptions and green purchasing behavior. But the differences in sustainable vacation behavior among the various demographic groups were not very large, indicating that demographic factors alone do not account for all differences in sustainable travel behavior.

Peerapatdit (2004) studied the effect of socio-demographic, travel-related and psychographic factors on tourism spending. The results showed that travel-related factors like length of stay and number of adults were among the most significant factors influencing travel expenditure behavior. The study also highlighted the need to know the demographic characteristics of the travellers for market segmentation and tourism planning. Demographic variables are less effective predictors of travel behavior than psychographic variables. Lehto, O'Leary and Morrison (2002) analysis the relationship between psychographic variables and vacation destination selection among British travellers. Their study showed that there were significant differences in the attitudes, destination preferences, benefits sought and travel philosophies of tourists. The study found that psychographic segmentation offers more insight into travel decision making than demographic variables alone.

Kara (2017) studied the demographic and psychographic determinants of travel activity priority of local and international tourists in Tanzania. This study revealed that the motives for travelling and personality traits have significant effects on tourists' preferences for sightseeing, shopping, entertainment, and beach activities (Dr.Leelawati et: al, 2023). Occupational status was found to be a major demographic determinant of travel activity preferences. Minimalism has become a topic of interest in consumer behavior and tourism studies. Druica, Ianole-Călin, and Puiu (2023) investigated minimalist lifestyles with the Theory of Planned Behavior. They found that the adoption intentions of minimalist lifestyle were significantly influenced by altruistic values and positive attitudes. The study highlighted the close relationship between sustainable behavior and minimalism with personal values and environmental consciousness.

Rasheed and Balakrishnan (2023) investigated the link between consumer minimalism and sharing economy in tourism. The study revealed that consumer minimalism has a significant impact on tourists' behavioral intentions regarding shared tourism services. The study emphasized the increasing importance of minimalist consumption in the context of sustainable tourism and the sharing economy. The younger generations' sustainable tourism behavior has also been the subject of much academic research. Ma, Li and Han explored the intentions of Generation Z tourists towards low carbon transportation and hotels. They found that environmental concern, perceived value, attitudes and social norms are significant factors affecting eco-friendly tourism intentions. The study also found that there was a strong correlation between preferences for low-carbon transportation and sustainable accommodation choices. Nguyen, Salem, and Wagner (2025) explored the factors influencing sustainable travel choices for Generation Z tourists. The researchers concluded that the factors of environmental awareness, social norms, price sensitivity, and perceived behavioral control have a significant impact on

sustainable tourism intentions. Peer influence was also found to be an important moderator that reinforced sustainable travel decisions among young travellers (Dr.Leelawati et:al,,2022). Voluntary simplicity and pro-environmental behavior are often linked to minimalist tourism. Murthy, Prasad and Sreejesh (2025) studied the engagement of simplicity tourism and tourist well-being. They concluded that biospheric values and self-identity had a positive relationship with mindful tourism behavior and sustainable travel engagement. The study highlighted the importance of non-materialistic tourism experiences in enhancing the satisfaction of tourists and their psychological health. The eco-conscious travel behavior has also affected tourists' accommodation choices. Venugopal and Ranganath (2025) studied eco-conscious travelers' preferences toward homestays. The study revealed that eco-friendly practices, personalized services, and cultural immersion were significant factors in enhancing the satisfaction of travelers. The study indicated that there is a high potential for the homestay and sustainable accommodation to attract environmentally conscious travelers.

Rasheed and Balakrishnan (2024) also explored the relationship between minimalistic behavior and citizenship behaviour with tourists' pro-environmental behavior. Their results showed that minimalist behavior has a significant impact on sustainable tourism practices and environmentally responsible behavior of tourists. Moral credit was found to mediate the relationship between minimalist behavior and pro-environmental actions. Dodds and Holmes (2022) examined the factors that affect sustainability behavior among business and leisure travelers. The study revealed that pro-ecological actions, altruistic behavior and frugal consumption patterns are significant predictors of sustainable travel behaviour (Leelawati Pokhrel et: al, 2026). Their results showed that daily sustainable actions have a significant impact on tourism-related sustainable actions. In general, the literature shows that demographic factors, psychographic orientations, environmental awareness, lifestyle values and minimalist attitudes are important factors affecting sustainable and minimalist travel behavior. But there is a lack of empirical studies on these relationships in the Indian tourism context, especially among the tourism stakeholders in Haryana and Uttar Pradesh. Hence, the present study tries to address this research gap by investigating the effect of demographic and psychographic characteristics on the preference for minimalist travel practices among the respondents related to tourism.

3. Research Objectives

The primary aim of the present study is to analyse the effects of demographic and psychographic variables on tourists' preference for minimalist travel practices in the tourism sector of Haryana and Uttar Pradesh. The study is aimed at understanding the influence of demographic characteristics (age, income, education, occupation, and travel frequency) on the inclination of individuals to sustainable and minimalist tourism behaviour. Furthermore, the study purpose to scrutinize the influence of psychographic variables such as environmental concern, lifestyle, personal values, travel attitudes, simplicity orientation, and eco-conscious behavior on travelers' preferences for minimalist travel practices. The other objective of the study is to find the relationship between the demographic factors, psychographic factors and minimalist travel preferences of the different tourism stakeholders such as tourists, hotel managers, tour operators, homestay owners and cultural tourism operators. The study also seeks to assess the relative importance of psychographic variables over demographic variables in the determination of minimalist travel behavior. This research attempts to gain insight into whether or not people are interested in tourism. It wants to demonstrate the existence of sustainable tourism practice. Along with this study, it also examines the changing attitudes of people towards minimalism when they travel to India. The findings of the study can support the decision making of people who plan tourism such as tourism planners, policy makers and tourism businesses in the context of sustainable tourism. The study is examining tourists' wants and how tourism can be improved in terms of environmental concerns. The goal is to find ways to make tourism more sustainable in India, which's what tourists are looking for and what is good, for the environment. The findings of the study can be used by tourism planners and policy makers, and tourism businesses for making strategies accepted by people.

4. Research Methodology

The study looks at how peoples backgrounds and personalities affect their travel habits focusing on sustainable travel. It uses numbers and facts to understand this, which is called an Empirical study. The goal is to see how

peoples demographics, like age and income and psychographics like values and interests influence their choices to travel in a way. The study tries to find out how these factors connect to peoples willingness to travel sustainably and simply. It uses a method that describes and analyzes data to achieve this. The purpose is to see how different factors relate to each other and if these relationships are statistically significant. The study uses data collected through a questionnaire. This questionnaire has statements that people rate from " Disagree" to "Strongly Agree." It looks at factors like age and income and psychographic factors like interests and values as the main factors that influence travel choices. The study focuses on tourists and people involved in tourism in Haryana and Uttar Pradesh. These include tourists, hotel managers, tour operators and others indirectly related to tourism. They were chosen because of their experience and knowledge about tourists behavior and sustainable tourism practices. The areas studied are in Haryana and Uttar Pradesh, where sustainable and cultural tourism is growing. The study aims to understand how people travel and make choices in these regions. It looks at the connection, between peoples backgrounds, their personalities and their travel habits. The goal is to see how these factors affect minimalist travel practices. For collecting data the researcher thought that 200 participants would be enough to get results. The project used two methods to choose participants: convenience and purposive. They picked people who work with tourism because they were easy to talk to and fit what the study was about. The researcher wanted people who are connected with tourism. They were good, for the studys goals. The structured questionnaire comprises about 30 items on a Likert scale, which are divided into three sections: Demographic factors, Psychographic factors, and Minimalist travel practices. The collected data has been analyzed by the Statistical Package for Social Sciences (SPSS). Several statistical methods have been used to make the research results reliable, valid and accurate. Reliability Analysis has been conducted using Cronbach's Alpha to measure the internal consistency and reliability of the questionnaire items. A Cronbach's Alpha value above the acceptable threshold indicates that the measurement scale is reliable for further statistical analysis(Leelawati et;al, 2025).

- Exploratory Factor Analysis (EFA) has also been applied to identify the underlying factor structure among the questionnaire items and to examine construct validity. Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity have been used to check the suitability of the data for factor analysis. Factor loadings have been analyzed to group related variables under their respective constructs (Leelawati et ;al, 2026)..
- Correlation Analysis has been employed to examine the strength and direction of relationships between demographic factors, psychographic factors, and minimalist travel practices. Pearson correlation coefficients have been calculated to identify whether the independent variables are positively or negatively associated with the dependent variable.
- Multiple Linear Regression Analysis has been used to determine the impact of demographic and psychographic factors on preference for minimalist travel practices. Regression analysis helps in identifying the extent to which independent variables explain variations in the dependent variable. The regression model also assists in evaluating the significance and predictive power of demographic and psychographic variables in influencing sustainable and minimalist travel behavior.

In general, the research method adopted is a method that is systematic and scientific in examining the relationship between the variables in the study (Leelawati et;al, 2024).). The quantitative methods and SPSS based statistical analysis increases the reliability and validity of the research findings and helps in understanding the minimalist travel preferences in the tourism sector of Haryana and Uttar Pradesh.

5. Data Analysis and Interpretation

5.1 Reliability Analysis

Reliability analysis was conducted to evaluate the internal consistency and stability of the measurement scale used in the study. Reliability analysis is one of the important statistical procedures in quantitative research that is used to check the consistency of the questionnaire items in measuring the intended constructs. The reliability of the 30 items on the Likert scale related to the demographic factors, psychographic factors and preference for minimalist travel practices was assessed in the present study by Cronbach's Alpha in SPSS.

Case Processing Summary			
		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.957	30

According to the Case Processing Summary, 100 percent of the 200 responses were valid for analysis. All responses were included in the analysis, indicating that the data collected was complete and without missing values. The lack of excluded cases increases the accuracy and credibility of the statistical results and guarantees that the reliability analysis is conducted on the entire sample of respondents. The Reliability Statistics table shows that the Cronbach's Alpha value for the 30 items is 0.957. A Cronbach's Alpha score of >0.70 is considered acceptable reliability, >0.80 is good reliability, and >0.90 is excellent internal consistency. Thus, the reliability coefficient of 0.957 indicates a very high degree of reliability of the items in the questionnaire used in this study. The Cronbach's Alpha value is high, indicating that the items in the questionnaire are highly correlated and consistently measure the constructs of the demographic factors, psychographic factors, and minimalist travel practices. It also suggests that the respondents understood the statements in a similar way, which further increases the reliability of the research instrument. Therefore, the reliability analysis shows that the questionnaire used in the study is reliable and appropriate for further statistical analysis including factor analysis, correlation analysis and multiple linear regression analysis. The internal consistency of the scale is high, which enhances the validity and reliability of the research results and contributes to the quality of the empirical study.

5.2 Factor Analysis

The collected data were tested for suitability for factor analysis using Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity. The tests are crucial in Exploratory Factor Analysis (EFA) as they help to decide whether the variables used in the study are correlated enough to be able to identify factors. For the present study, the KMO measure of sampling adequacy is 0.957. The statistical standards are that a KMO value greater than 0.50 is acceptable, greater than 0.70 is good, greater than 0.80 is very good, and greater than 0.90 is excellent. The KMO value we got was 0.957 which is really good. This means that the data we have is very suitable for factor analysis. We can see that there is a lot of variance between the variables. This makes them perfect for finding the underlying factors that we can really trust. The Approximate Chi-Square of Bartletts Test of Sphericity is 3454.439. It has 435 degrees of freedom and the significance value is 0.000. We have to reject the hypothesis because the significance level is less than 0.05. The null hypothesis says that the correlation matrix is an identity matrix.. Since we rejected it this means the variables we used in the study are strongly correlated with each other. The factor analysis of the variables will give us results because the variables are correlated. The KMO value and the Bartletts Test of Sphericity both show that the data is good, for factor analysis and that the variables are correlated. Hence, the KMO and Bartlett's Test values indicate that the data set is very appropriate for factor analysis and further multivariate statistical analysis.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.957
Bartlett's Test of Sphericity	Approx. Chi-Square	3454.439
	df	435
	Sig.	.000

The Rotated Component Matrix displays the factor loadings of all the items on the questionnaire after the Exploratory Factor Analysis (EFA) with Varimax rotation. The aim of rotation is to make the factor structure easier to understand and to make it obvious which variables are grouped together under which factors. The analysis in the present study yielded three major components: Demographic Factors, Psychographic Factors, and Minimalist Travel Practices. The first part consists of items D1-D10, which are demographic factors. The factor loadings for these items are between 0.654 and 0.742, which is above the acceptable level of 0.50. This means that there is a high correlation between the items and the underlying demographic construct. The second part is the psychographic factor items P1 to P10. All the psychographic variables are significantly correlated with their corresponding factor as indicated by the factor loadings ranging from 0.547 to 0.734. The results validate the psychographic construct employed in this study. The third component consists of minimalist travel practice items M1 to M10, with factor loadings between 0.567 and 0.708. The findings suggest that these items are good indicators of minimalist travel behavior. In general, the rotated component matrix shows good construct validity and that all items are well sorted into the variables they are intended to measure with no significant cross loadings.

Rotated Component Matrix[a]			
	Component		
	1	2	3
D1	.697		
D2	.733		
D3	.654		
D4	.671		
D5	.695		
D6	.675		
D7	.699		
D8	.699		
D9	.726		
D10	.742		
P1		.734	
P2		.652	
P3		.685	
P4		.547	

P5		.622	
P6		.689	
P7		.651	
P8		.693	
P9		.635	
P10		.639	
M1			.596
M2			.631
M3			.662
M4			.622
M5			.708
M6			.686
M7			.567
M8			.619
M9			.650
M10			.648
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 6 iterations.			

5.3 ***Correlation Analysis***

Correlations				
		D	P	M
D	Pearson Correlation	1	.611**	.687**
	Sig. (2-tailed)		.000	.000
	N	200	200	200
P	Pearson Correlation	.611**	1	.741**
	Sig. (2-tailed)	.000		.000
	N	200	200	200
M	Pearson Correlation	.687**	.741**	1
	Sig. (2-tailed)	.000	.000	
	N	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis was conducted to examine the strength and direction of the relationship between demographic factors (D), psychographic factors (P), and preference for minimalist travel practices (M). Pearson's Correlation Coefficient was used in SPSS to determine the degree of association among the variables included in the study. The correlation values range from -1 to +1, where positive values indicate a positive relationship and negative values indicate an inverse relationship. Higher positive values represent stronger associations between variables. The results indicate that demographic factors and psychographic factors have a positive and statistically significant relationship with minimalist travel practices. The correlation coefficient between demographic factors and psychographic factors is 0.611, which indicates a moderate to strong positive relationship. This result suggests that respondents' demographic characteristics such as age, income, education, occupation, and travel frequency are positively associated with their psychographic orientations, including environmental concern, lifestyle, attitudes, and eco-conscious behavior. The correlation between demographic factors and minimalist travel practices is 0.687, indicating a strong positive relationship. This finding implies that demographic characteristics significantly influence travelers' preferences for minimalist and sustainable tourism practices. Respondents with favorable demographic characteristics are more likely to adopt eco-friendly and low-consumption travel behavior. Similarly, the correlation coefficient between psychographic factors and minimalist travel practices is 0.741, which represents a very strong positive relationship. This is the highest correlation observed in the study and indicates that psychographic variables such as personal values, simplicity orientation, environmental awareness, and sustainable attitudes strongly influence preference for minimalist travel practices. All significance values are 0.000, which are less than the standard significance level of 0.01. Therefore, all relationships are statistically significant at the 1 percent level. The correlation analysis confirms that both demographic and psychographic factors are positively associated with minimalist travel practices, with psychographic factors showing comparatively stronger influence.

5.4 Multiple Linear Regression

The multiple Linear Regression model can be represented as:

$$M = \beta_0 + \beta_1(D) + \beta_2(P) + \varepsilon$$

Where:

- M= Preference for Minimalist Travel Practices (Dependent Variable)
- D= Demographic Factors (Independent Variable 1)
- P= Psychographic Factors (Independent Variable 2)
- β_0= Constant/Intercept
- β_1, β_2= Regression Coefficients

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798[a]	.637	.633	2.39363
a. Predictors: (Constant), P, D				

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	1977.488	2	988.744	172.572	.000[b]
	Residual	1128.707	197	5.729		
	Total	3106.195	199			
a. Dependent Variable: M						
b. Predictors: (Constant), P, D						

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.134	1.877		1.670	.097
	D	.345	.050	.373	6.874	.000
	P	.524	.055	.513	9.457	.000
a. Dependent Variable: M						

The regression results show that the model is statistically significant and has a high level of explanatory power for the dependent variable (M) when the independent variables (P and D) are used. In the Model Summary the R value is 0.798. This indicates that the predictors are very positive to the variable. The R^2 value is 0.637 which's a good thing. This indicates that the model is performing well and is able to account for 63.7 percent of the data variability in M. This is due to the combination of the predictors P and D. It is found that the adjusted R^2 value is very close to R^2 value, which is 0.633. This is a new piece of news because, if it is, the model is consistent and not overfitting. The ANOVA results show that the regression is statistically significant. The F value is 172.572. The p value is <0.001. In terms of predicting M, this is because it is better to use both P and D than no predictors at all. The coefficient estimates show that all of the predictors are statistically significant. This will be important as it will indicate that M is correlated with the predictors P and D. The predictors P and D are important, for forecasting M.Variable P ($\beta = 0.513$, $p < 0.001$) has a stronger influence on M compared to D ($\beta = 0.373$, $p < 0.001$). This means that the thing that matters the most is the variable P. When we look at the numbers we can see that P and D both have an effect on M. The variable P has an impact with a number of 0.524 and the variable D has a smaller impact, with a number of 0.345. The constant is not really important because the number is 0.097, which's not good enough. The model we are using is good. It makes sense and it does a good job of explaining things.

6. Findings and Conclusion

This study provides empirical-evidence-based support for the typologies of how demographic and psychographic characteristics drive people's tendency to adopt minimalist travel behaviors. The results indicate the growing significance of sustainable, environment-friendly tourism especially in the emerging destinations like Haryana and Uttar Pradesh. One of the major findings is that the instrument employed in the study has high levels of consistency and stability. The questionnaire items have an excellent internal coherence with a Cronbach's Alpha value of 0.957, showing that the constructs of the study (demographic aspects, psychographic aspects and minimalist travel behaviors) are picked up precisely and consistently. Consequently, the findings from the analysis are more credible and sound. The construct validity of the study is also supported by the evidence obtained by factor analysis. The Bartlett test indicates significance and KMO value is 0.957 to indicate that the data is highly suitable for performing factor analysis. In the rotated component matrix the variables are neatly clustered into

three factors, with no confusing intermingling of the demographic, the psychographic and the behavioral variables (Leelawati. L et:al, 2026). This suggests that the conceptual structure of the study is statistically sound and is still theoretically sound. Based on the correlation analysis, it can be concluded that there is positive and significant correlation between the demographic and psychographic variables with the minimalist travel behavior. The correlation between demographic and minimalist travels ($r = 0.687$) indicates that age, income, education and occupation have an impact on preferences concerning sustainable travels. People who are more educated or aware of the environment are more likely to adopt environmentally responsible travel. There is even a greater correlation between psychographic traits and minimalist travel practices ($r = 0.741$), however, according to the analysis. In other words, personal characteristics more than outward characteristics such as demographics, influence travel behavior more strongly. Those who value sustainability, simplicity, and authentic experiences are more likely to embrace travel decisions aligned with these principles, such as choosing eco-friendly destinations, limiting their consumption, and immersing themselves in the local culture. These observations are confirmed by regression results. A model with 63.7% of the variance of minimalist travel preference. The results indicate that both demographic and psychographic variables have significant influence on the outcome, with psychographic factors being a greater predictor of the outcome than are demographic factors ($\beta = 0.513$, $\beta = 0.373$, respectively). The results signified that psychological and behavioural aspects have a greater influence when compared to the sustainable tourism behaviour. One of the interesting findings is that the entire regression model is statistically significant at the 0.001 level ($F = 172.572$, $p < 0.001$). The adoption of both predictors together, demographic and psychographic, shows that it is a meaningful predictor for minimalist travel behaviour. The small constant indicates that the other effects in the model are more important than the independent effects in this model. In terms of practical applications, the results suggest to tourism companies to use more psychographic segmentation than the demographic classification. Emphasizing the value of experience-based travel and environmental consciousness should be promoted, and sustainable values should be communicated to people who value the environment. Minimalist travel can be encouraged by the tourism providers by providing green accommodation, culture based activities, and tourism services that have minimal impacts (Leelawati et;al, 2026). The study also highlights the importance of younger generations, such as the ‘Millennials' and ‘Gen Z', who demonstrate more sustainable and minimalist habits. This movement brings about a new trend in tourism consumption, which makes it more focused on experiences than material luxury. The decision makers and the tourism developer can embed sustainability principles in the tourism planning process to encourage successful sustainable travel behaviour. Lastly, the study substantiates the notion that both demographic and psychographic factors have influence on the preference towards minimalist travel but that psychographic factors are more powerful. The results contribute to general knowledge on sustainable tourism and have implications for tourism management, public policy and tourism promotion. The study highlights the importance of moving beyond mass tourism to more sustainable and minimalist practices, which are linked to environmental protection and responsible consumption. The regional variations and the use of longitudinal designs as a means to better track travel pattern changes over time could also be explored in future research.

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