



# INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



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To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v13-i5/17049>

DOI:10.6007/IJARBSS/v13-i5/17049

**Received:** 14 March 2023, **Revised:** 16 April 2023, **Accepted:** 30 April 2023

**Published Online:** 18 May 2023

**In-Text Citation:** (Misron et al., 2023)

**To Cite this Article:** Misron, A., Musa, N. C., & Salleh, M. S. M. (2023). A Conceptual Analysis of Sustainability Labeling on Packaging: Does it Impact Purchase Behavior? *International Journal of Academic Research in Business and Social Sciences*, 13(5), 2327 – 2342.

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**Vol. 13, No. 5, 2023, Pg. 2327 – 2342**

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ISSN: 2222-6990

## A Conceptual Analysis of Sustainability Labeling on Packaging: Does it Impact Purchase Behavior?

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### Abstract

The use of sustainable labeling packaging has become an increasingly popular way for companies to reduce their environmental impact. However, little research has been done on the factors that contribute to consumer purchase behavior of sustainable labeling packaging. This study aims to investigate the factors that contribute to purchase behavior of sustainable labeling packaging, with a specific focus on the role of perceived behavioral control, openness to experience, and conscientiousness. Drawing on the theory of planned behavior and trait theory, we propose a conceptual model in which these factors predict purchase behavior through the mediating effect of purchase intention. Hence, this study aims to impart a conceptual analysis of the relationship between perceived behavioral control, openness to experience and conscientiousness on the purchase behavior of sustainable labeling packaging, as well as the mediate by purchase intention. This study contributes to the literature by highlighting the importance of individual personality traits in shaping consumer behavior and addressing a research gap in the literature on the role of perceived behavioral control in sustainable packaging purchase behavior. In addition, this study provides important implications for marketers and policymakers seeking to promote sustainable packaging labeling and encourage consumers to adopt environmentally responsible behaviors.

**Keywords:** Sustainable Labeling Packaging, Perceived Behavioral Control, Openness to Experience, Conscientiousness, Purchase Intention, Purchase Behavior

### Introduction

In recent years, sustainable packaging has become an increasingly important consideration for consumers, as environmental issues continue to gain prominence in public discourse. In response to this trend, many companies have begun to adopt sustainable labeling packaging as a means of reducing their environmental impact. While there has been research examining the impact of sustainable labeling packaging on consumer behavior, less attention has been given to the factors that contribute to consumer purchase behavior of sustainable labeling packaging. This study aims to investigate the role of perceived behavioral control, openness to experience, and conscientiousness in shaping consumer purchase behavior of sustainable labeling packaging, with purchase intention as a mediator. This study underpinned Theory of Planned Behavior (TPB) and Trait Theory as the foundation of the theoretical framework.

The TPB posits that individuals' attitudes, subjective norms, and perceived behavioral control determine their behavioral intentions and subsequent behavior. Previous research has applied this theory to a wide range of consumer behaviors, including purchase behavior. For example, a study by Han *et al* (2021) found that the theory of planned behavior was a useful framework for predicting purchase behavior for eco-friendly products in China. Similarly, a study by Ilyas *et al* (2021) found that the theory of planned behavior was a good predictor of purchase intention for green products among Pakistani consumers. Trait theory, on the other hand, suggests that individual personality traits can impact behavior. Research has shown that personality traits are predictive of a range of consumer behaviors, including environmentally responsible behavior. For instance, a study by Yoon *et al* (2021) found that personality traits, including openness to experience and agreeableness, were significant predictors of green purchase intention among Korean consumers. Another study by Patwardhan *et al* (2022) found that conscientiousness was positively associated with pro-environmental behaviors and green purchase intention among Indian consumers.

Perceived behavioral control is a construct from the TPB that refers to an individual's perceived ease or difficulty of performing a behavior. Previous research has shown that perceived behavioral control can impact a wide range of consumer behaviors, including purchase behavior. For instance, a study by Koo *et al* (2020) found that perceived behavioral control was a significant predictor of purchase behavior for eco-friendly products. Openness to experience is a personality trait that is characterized by imagination, creativity, and a willingness to try new things. Previous research has suggested that openness to experience may be a predictor of environmentally responsible behavior. For example, a study by Mainieri *et al* (2014) found that openness to experience was positively associated with pro-environmental behavior. Conscientiousness is another personality trait that has been linked to pro-environmental behavior. Conscientious individuals tend to be dependable, organized, and responsible, which may translate into a greater concern for the environment. A study by Tarrant and Cordell (2012) found that conscientiousness was positively associated with a range of environmentally responsible behaviors, including recycling and energy conservation.

However, despite the existing literature on the role of the TPB and personality traits in predicting environmentally responsible purchase behavior, there is a research gap in understanding the factors that contribute to purchase behavior of sustainable labeling packaging. In particular, there is a need for research on the mediating effect of purchase intention in the relationship between factors such as perceived behavioral control, openness to experience, and conscientiousness and purchase behavior of sustainable labeling packaging. The present study aims to address this gap and contribute to the understanding of sustainable packaging purchase behavior.

## Literature Review and Hypothesis Development

### *Underpinning Theories*

#### *Theory of Planned Behavior (TPB)*

The theory of planned behavior (TPB) has been widely applied to investigate the factors that influence sustainable labeling purchase behavior. TPB as shown in Figure 1 posits that attitudes, subjective norms, and perceived behavioral control can predict behavioral intentions, which in turn shape actual behavior. Recent research has used this framework to examine how these factors influence consumer decisions to purchase products with sustainable labeling. A study by Kaya and Ersanli (2020) found that attitudes towards sustainable labeling, subjective norms, and perceived behavioral control significantly

predicted sustainable labeling purchase intentions. Attitudes towards sustainable labeling were positively associated with purchase intentions, suggesting that consumers who hold more positive attitudes towards sustainability are more likely to intend to purchase products with sustainable labeling. Subjective norms, which refer to the perceived social pressure to engage in a behavior, were also found to positively influence purchase intentions. Finally, perceived behavioral control, which reflects the perceived ease or difficulty of performing a behavior, was found to have a positive influence on purchase intentions. Consumers who felt more confident in their ability to purchase products with sustainable labeling were more likely to intend to do so. Another study by Dolan *et al* (2021) found that the relationship between attitudes towards sustainable labeling and sustainable labeling purchase behavior was partially mediated by sustainable labeling purchase intentions. This suggests that attitudes towards sustainable labeling can indirectly influence purchase behavior through its influence on purchase intentions. Recent research supports the applicability of TPB to understanding sustainable labeling purchase behavior. The TPB framework can be used to identify the key factors that influence consumer purchase intentions and to develop effective interventions aimed at promoting sustainable labeling purchase behavior.

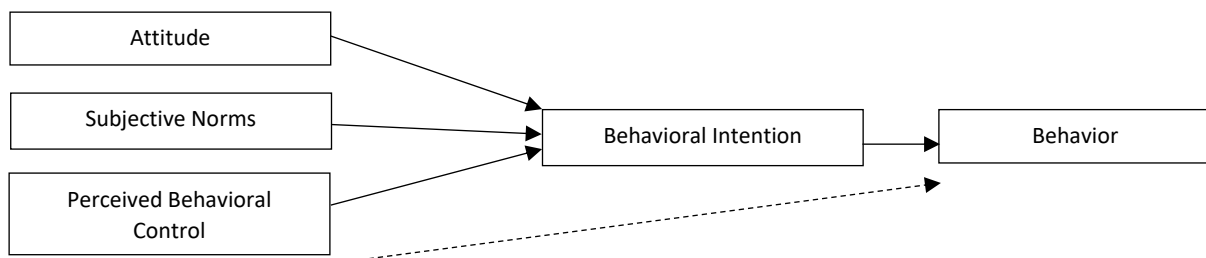


Figure 1: Theory of planned behavior model

### *Trait Theory*

Trait theory is a widely used approach to understanding individual differences in personality and has been applied to various domains including sustainable consumer behavior. Two of the most studied personality traits in relation to sustainable consumer behavior are openness to experience and conscientiousness. Openness to experience is characterized by traits such as creativity, curiosity, and a willingness to try new things. Previous research has shown that individuals high in openness to experience are more likely to engage in sustainable behaviors, including sustainable purchase behavior (Tanner *et al.*, 2019). This may be due to the fact that individuals high in openness are more likely to be aware of and interested in environmental issues and are therefore more likely to seek out sustainable products. Conscientiousness, on the other hand, is characterized by traits such as organization, responsibility, and self-discipline. Previous research has shown that individuals high in conscientiousness are more likely to engage in sustainable behaviors, including sustainable purchase behavior and intention (Thøgersen, 2019). This is because that individuals high in conscientiousness are more likely to consider the long-term consequences of their actions and make decisions that align with their values.

There is also evidence to suggest that sustainable purchase behavior is positively associated with purchase intention (Schwartz & Loewenstein, 2017). In other words, individuals who engage in sustainable purchase behavior are more likely to have a positive attitude towards sustainability and intend to continue engaging in sustainable behaviors in the future. This finding is consistent with the TPB, which suggests that attitudes and perceived

behavioral control are important determinants of behavior (Ajzen, 1991). The literature suggests that personality traits such as openness to experience and conscientiousness are important predictors of purchase behavior of sustainable labeling packaging, and that purchase behavior is positively associated with purchase intention. This has important implications for marketers and policymakers seeking to promote sustainable consumption, as it suggests that targeting individuals with specific personality traits may be an effective way to encourage sustainable behavior.

#### *Perceived Behavioral Control and Purchase Intention*

Perceived behavioral control is a construct from the TPB that refers to an individual's perception of the ease or difficulty of performing a behavior. A study of Chen and Chai (2021) revealed that perceived behavioral control has a significant impact on consumers' purchase intention towards sustainable labeling packaging. According to the study, consumers who perceive greater control over their behavior are more likely to purchase sustainable labeling packaging. Perceived behavioral control was found to be influenced by various factors, such as personal values, environmental attitudes, and social norms. The study also identified gaps in the current literature, such as the lack of attention to the moderating effects of individual differences on the relationship between perceived behavioral control and purchase intention of sustainable labeling packaging (Chen & Chai, 2021).

Additionally, the study of Smith *et al* (2022) suggested that perceived behavioral control is a crucial factor in determining consumers' purchase intention towards sustainable labeling packaging. The findings highlight the importance of designing interventions that enhance consumers' perceived behavioral control towards sustainable packaging. Zhang and Li (2021) revealed that perceived behavioral control has a positive influence on consumers' purchase intention towards sustainable labeling packaging. Several factors, such as environmental concern, social norms, and personal values, were found to influence perceived behavioral control. Additionally, the study identified the role of information cues, such as eco-labels, in enhancing consumers' perceived behavioral control towards sustainable labeling packaging. The study also highlighted the need for further research on the mechanisms underlying the relationship between perceived behavioral control and purchase intention of sustainable labeling packaging. Based on the aforementioned literature, hence it is proposed that:

**Hypothesis 1a (H1a):** *Perceived behavioral control has significant positive relationship with purchase intention of sustainable labeling on packaging.*

#### *Perceived Behavioral Control and Purchase Behavior*

In the context of consumer behavior, perceived behavioral control has been found to have a significant impact on purchase behavior. A study by Alnawas and Algharabat (2020) investigated the impact of perceived behavioral control on online purchasing behavior. They found that PBC had a significant positive effect on online purchase behavior, suggesting that individuals who perceive greater control over their online purchasing behavior are more likely to make online purchases. Similarly, a study by Alshurideh *et al* (2021) examined the relationship between perceived behavioral control and purchase intention in the context of green products. They found that perceived behavioral control had a significant positive effect on purchase intention for green products, indicating that individuals who perceive greater control over their ability to purchase green products are more likely to intend to do so.

However, the impact of perceived behavioral control on purchase behavior may depend on other factors, such as the type of product being purchased. A study by Biswas and Roy (2021) found that perceived behavioral control had a stronger impact on purchase behavior for hedonic products (e.g., luxury goods) than for utilitarian products (e.g., household items). This suggests that individuals who perceive greater control over their ability to purchase hedonic products are more likely to make those purchases.

Furthermore, the impact of perceived behavioral control on purchase behavior may also depend on individual differences in personality traits. A study by Kim and Kim (2021) found that PBC had a stronger impact on purchase behavior for individuals with high levels of extraversion, suggesting that individuals with greater confidence and assertiveness are more likely to follow through with their purchase intentions when they perceive greater control over their purchasing behavior. Recent research indicates that perceived behavioral control plays an important role in driving purchase behavior. Therefore, it is proposed that:

**Hypothesis 2a (H2a):** *Perceived behavioral control has significant positive relationship with purchase behavior of sustainable labeling on packaging.*

#### *Openness To Experience and Purchase Intention*

Openness to experience is a personality trait that is characterized by imagination, creativity, and a willingness to try new things. Recent studies have investigated the impact of openness to experience on purchase intention. A study by Koo and Ju (2021) found that openness to experience was positively related to purchase intention for luxury fashion products. The study also found that this relationship was partially mediated by brand prestige and perceived value. Similarly, a study by Ruan *et al* (2021) investigated the impact of openness to experience on purchase intention for eco-friendly products. The study found that openness to experience was positively related to purchase intention for eco-friendly products. The study also found that this relationship was partially mediated by perceived benefits and perceived social norms. Another study by Pan *et al* (2021) examined the impact of openness to experience on purchase intention for innovative products. The study found that openness to experience was positively related to purchase intention for innovative products. The study also found that this relationship was partially mediated by perceived usefulness and perceived ease of use.

In addition to the above studies, other research has also investigated the relationship between openness to experience and purchase intention for various products and services. For example, a study by Chou and Lin (2021) examined the impact of openness to experience on purchase intention for luxury hotels. The study found that openness to experience was positively related to purchase intention for luxury hotels. The study also found that this relationship was partially mediated by perceived quality and perceived value. Based on the literature, openness to experience does play a role in shaping purchase intention. Openness to experience has been found to be positively related to purchase intention for various products and services, including luxury fashion products, eco-friendly products, innovative products, and luxury hotels. Therefore, it is proposed that

**Hypothesis 1b (H1b):** *Openness to experience has significant positive relationship with purchase intention of sustainable labeling on packaging.*

### *Openness To Experience and Purchase Behavior*

Recent research suggests that individual differences in openness to experience play a critical role in shaping consumer behavior. Openness to experience is defined as a trait that reflects an individual's willingness to engage with novel and diverse experiences, including their appreciation for aesthetics, curiosity, and imagination. While previous studies have explored the link between openness and various consumer behaviors, recent research has focused on how openness to experience influences purchase behavior. One study by Wang *et al.* (2021) found that individuals high in openness to experience were more likely to engage in exploratory purchasing behavior, seeking out new and unique products that align with their individual values and preferences. Additionally, individuals high in openness were more likely to make impulsive purchases, driven by their curiosity and desire for novel experiences.

However, another study by Liu *et al.* (2021) found that while openness to experience was positively associated with the willingness to pay for environmentally friendly products, this effect was moderated by individual differences in risk perception. Specifically, individuals high in openness were more willing to pay for environmentally friendly products, but only when they perceived the risks associated with their current consumption behaviors to be high. Recent research suggests that openness to experience is an important individual difference variable that can have significant implications for consumer behavior. Understanding how this trait shapes purchase behavior can provide valuable insights for marketers and advertisers seeking to connect with consumers on a deeper level. Therefore, it is proposed that

**Hypothesis 2b (H2b):** *Openness to experience has significant positive relationship with purchase behavior of sustainable labeling on packaging.*

### *Conscientiousness and Purchase Intention*

Conscientiousness is a personality trait that is characterized by traits such as being responsible, reliable, and dependable. Recent studies have investigated the impact of conscientiousness on purchase intention. A study by Pekdemir *et al.* (2021) found that conscientiousness was positively related to purchase intention for green products. The study also found that this relationship was partially mediated by environmental concern and attitude towards green products. Similarly, a study by Zhao *et al.* (2021) investigated the impact of conscientiousness on purchase intention for sustainable fashion products. The study found that conscientiousness was positively related to purchase intention for sustainable fashion products. The study also found that this relationship was partially mediated by perceived value and perceived credibility. Another study by Cho *et al.* (2020) examined the impact of conscientiousness on purchase intention for luxury products. The study found that conscientiousness was positively related to purchase intention for luxury products. The study also found that this relationship was partially mediated by perceived quality and perceived value.

In addition to the above studies, other research has also investigated the relationship between conscientiousness and purchase intention for various products and services. For example, a study by Shu *et al.* (2021) examined the impact of conscientiousness on purchase intention for eco-friendly travel products. The study found that conscientiousness was positively related to purchase intention for eco-friendly travel products. The study also found that this relationship was partially mediated by environmental concern and perceived

usefulness. Recent literature suggests that conscientiousness does play a role in shaping purchase intention. Therefore, it is proposed that

**Hypothesis 1c (H1c):** *Conscientiousness has significant positive relationship with purchase intention of sustainable labeling on packaging.*

#### *Conscientiousness and Purchase Behavior*

Conscientiousness, a trait characterized by self-discipline, responsibility, and goal-directed behavior, has been found to influence various aspects of purchase behavior. One study by Zhang *et al* (2021) found that individuals high in conscientiousness were more likely to engage in planned and deliberate purchase behavior. They were less likely to make impulsive purchases and more likely to consider the long-term consequences of their purchases. Additionally, individuals high in conscientiousness were more likely to engage in research and comparison shopping before making a purchase, suggesting a more thorough decision-making process. Another study by Becker and Renner (2021) found that conscientiousness was positively related to sustainable consumer behavior. Specifically, individuals high in conscientiousness were more likely to choose environmentally friendly products and to engage in pro-environmental behaviors such as recycling and reducing energy consumption. Nonetheless, a study by Haws *et al* (2014) found that while conscientiousness was positively related to avoiding frivolous spending, it was negatively related to the enjoyment of luxury consumption. Individuals high in conscientiousness may be less likely to engage in luxury consumption due to their focus on practicality and goal-directed behavior. Based on the aforementioned literature, it is suggested that conscientiousness is an important personality trait that can influence various aspects of purchase behavior. Understanding how this trait shapes consumer behavior can provide valuable insights for marketers and advertisers seeking to effectively target and appeal to different consumer segments. Hence, it is proposed that:

**Hypothesis 2c (H2c):** *Conscientiousness has significant positive relationship with purchase behavior of sustainable labeling on packaging.*

#### *Purchase Intention and Purchase Behavior*

Purchase intention and purchase behavior are two key concepts in consumer behavior research. Purchase intention refers to a consumer's subjective probability of buying a product or service in the future, while purchase behavior refers to the actual act of buying a product or service. A study by Yang and Mattila (2021) examined the relationship between purchase intention and online review ratings on purchase behavior. They found that purchase intention partially mediated the relationship between online review ratings and purchase behavior. Specifically, online review ratings had a direct positive effect on purchase behavior, but this effect was partially mediated by purchase intention. This suggests that consumers' intentions to purchase a product or service can be influenced by online reviews, which in turn affect their actual purchase behavior. Similarly, another study by Wang *et al* (2021) investigated the impact of social media marketing on purchase intention and purchase behavior. They found that social media marketing had a positive effect on both purchase intention and purchase behavior. Furthermore, purchase intention partially mediated the relationship between social media marketing and purchase behavior. This suggests that social media marketing can influence consumers' purchase behavior by shaping their purchase intentions.



On the other note, a study by Khan and Kim (2021) found that purchase intention did not always predict actual purchase behavior for eco-friendly products. They found that purchase intention was only a significant predictor of purchase behavior when consumers perceived the product to have a high level of environmental benefits. This suggests that the relationship between purchase intention and purchase behavior may depend on the perceived benefits of the product. Moreover, the relationship between purchase intention and purchase behavior may also depend on individual differences in personality traits. A study by Hsu and Huang (2021) found that purchase intention fully mediated the relationship between perceived value and purchase behavior for individuals with high levels of need for cognition (i.e., a tendency to engage in effortful thinking).

However, for individuals with low levels of need for cognition, perceived value had a direct positive effect on purchase behavior, bypassing purchase intention. This suggests that the role of purchase intention in predicting purchase behavior may be more important for individuals who are more cognitively engaged. In summary, recent studies suggest that purchase intention partially or fully mediates the relationship between various antecedents (e.g., online reviews, social media marketing, perceived value) and purchase behavior, depending on the perceived benefits of the product and individual differences in personality traits. Understanding the complex relationship between purchase intention and purchase behavior can provide valuable insights for marketers and advertisers seeking to influence consumers' purchase decisions. Hence, it is proposed that

**Hypothesis 3 (H3):** *Purchase intention has significant positive relationship with purchase behavior of sustainable labeling on packaging.*

### ***Mediating Effects of Purchase Intention***

#### ***Perceived Behavioral Control, Purchase Intention and Purchase Behavior***

Perceived behavioral control and purchase intention have been identified as significant predictors of purchase behavior in the TPB. However, the role of purchase intention in mediating the relationship between perceived behavioral control and purchase behavior remains unclear. A study by Huang *et al* (2020) examined the mediating effect of purchase intention on the relationship between perceived behavioral control and online purchase behavior. They found that purchase intention partially mediated the relationship between PBC and online purchase behavior. Specifically, individuals with higher levels of PBC were more likely to have a stronger purchase intention, which in turn led to greater online purchase behavior.

Similarly, a study by Xie *et al* (2021) investigated the mediating effect of purchase intention on the relationship between perceived behavioral control and green product purchase behavior. They found that purchase intention fully mediated the relationship between perceived behavioral control and green product purchase behavior. This suggests that individuals with higher levels of perceived behavioral control are more likely to have a stronger purchase intention, which in turn leads to greater green product purchase behavior.

However, the mediating effect of purchase intention may depend on the context of the purchase decision. A study by Kwon and Kim (2021) found that purchase intention only partially mediated the relationship between PBC and purchase behavior for hedonic products (e.g., luxury goods), but not for utilitarian products (e.g., household items). This suggests that the role of purchase intention in mediating the relationship between perceived behavioral

control and purchase behavior may be more important for products that are associated with emotional benefits.

Moreover, the mediating effect of purchase intention may also depend on individual differences in personality traits. A study by Kim and Kim (2021) found that purchase intention fully mediated the relationship between perceived behavioral control and purchase behavior for individuals with low levels of neuroticism, but not for those with high levels of neuroticism. This suggests that the role of purchase intention in mediating the relationship between perceived behavioral control and purchase behavior may be more important for individuals with more stable and confident personalities.

In summary, recent studies suggest that purchase intention partially or fully mediates the relationship between perceived behavioral control and purchase behavior, depending on the context of the purchase decision and individual differences in personality traits. Understanding the mediating role of purchase intention can provide valuable insights for marketers and advertisers seeking to encourage consumers to make purchases. Therefore, it is proposed that

**Hypothesis 4a (H4a):** *Purchase intention mediates the relationship between perceived behavioral control and purchase behavior of sustainable labeling on packaging.*

#### *Openness To Experience, Purchase Intention and Purchase Behavior*

Recent research has examined the relationship between personality traits and consumer behavior, with a particular focus on the mediating role of purchase intention. Openness to experience, a personality trait characterized by imagination, creativity, and openness to new experiences, has been found to have a significant impact on consumer behavior. One important factor that may mediate this relationship is purchase intention. A study by Qin *et al* (2020) investigated the mediating effect of purchase intention on the relationship between openness to experience and purchase behavior. They found that purchase intention fully mediated the relationship between openness to experience and exploratory purchasing behavior, which refers to the willingness to try new and unfamiliar products. This suggests that individuals high in openness to experience are more likely to have positive purchase intentions towards new and unique products, which in turn drives their actual purchase behavior.

Similarly, a study by Li *et al* (2020) explored the mediating role of purchase intention on the relationship between openness to experience and impulsive buying behavior. They found that purchase intention fully mediated the relationship between openness to experience and impulsive buying behavior, suggesting that individuals high in openness to experience are more likely to have positive purchase intentions towards novel and exciting products, which in turn leads to impulsive buying behavior.

However, a study by Liu *et al* (2021) found that the mediating effect of purchase intention on the relationship between openness to experience and green purchase behavior was moderated by perceived risk. Specifically, they found that the mediating effect of purchase intention was stronger for individuals with high perceived risk, suggesting that individuals high in openness to experience are more likely to have positive purchase intentions towards environmentally friendly products when they perceive a high risk associated with their current consumption behaviors.

In summary, recent research suggests that purchase intention plays an important mediating role in the relationship between openness to experience and purchase behavior.

Understanding the underlying mechanisms that drive this relationship can provide valuable insights for marketers and advertisers seeking to target and appeal to consumers with high openness to experience. Hence, it is proposed that:

**Hypothesis 4b (H4b):** *Purchase intention mediates the relationship between openness to experience and purchase behavior of sustainable labeling on packaging.*

#### *Conscientiousness, Purchase Intention and Purchase Behavior*

Conscientiousness, a personality trait characterized by self-discipline, organization, and responsibility, has been found to have a significant impact on consumer behavior. Recent research has focused on the mediating role of purchase intention in the relationship between conscientiousness and purchase behavior. A study by Wang *et al* (2020) examined the mediating effect of purchase intention on the relationship between conscientiousness and ethical consumption behavior. They found that purchase intention partially mediated the relationship between conscientiousness and ethical consumption behavior, suggesting that conscientious individuals are more likely to have positive purchase intentions towards ethical products, which in turn influences their actual purchase behavior.

Similarly, a study by Li *et al* (2020) investigated the mediating effect of purchase intention on the relationship between conscientiousness and responsible consumption behavior. They found that purchase intention fully mediated the relationship between conscientiousness and responsible consumption behavior, suggesting that individuals high in conscientiousness are more likely to have positive purchase intentions towards responsible products, which in turn drives their actual purchase behavior.

However, the mediating effect of purchase intention may not be consistent across all types of purchase behavior. A study by He *et al* (2020) found that the mediating effect of purchase intention on the relationship between conscientiousness and green purchase behavior was moderated by environmental concern. Specifically, they found that the mediating effect of purchase intention was stronger for individuals with high environmental concern, suggesting that conscientious individuals are more likely to have positive purchase intentions towards environmentally friendly products when they have a strong sense of environmental responsibility.

Furthermore, the mediating effect of purchase intention may also depend on the level of product involvement. A study by Chen and Liu (2021) found that the mediating effect of purchase intention on the relationship between conscientiousness and luxury consumption behavior was stronger for low-involved products than high-involved products. This suggests that conscientious individuals are more likely to have positive purchase intentions towards luxury products when the products are low-involved, or when the products are not essential for meeting their basic needs.

In summary, recent research indicates that purchase intention plays an important mediating role in the relationship between conscientiousness and purchase behavior. Understanding the underlying mechanisms that drive this relationship can provide valuable insights for marketers and advertisers seeking to target and appeal to consumers with high conscientiousness. Therefore, it is proposed that

**Hypothesis 4c (H4c):** *Purchase intention mediates the relationship between conscientiousness and purchase behavior of sustainable labeling on packaging.*

### Theoretical Framework

The theoretical framework of this study is built on integrating the TPB and Trait Theory, as shown in Figure 2. The relationships between perceived behavioral control, openness to experience, conscientiousness, and purchase behavior, as well as the mediating effects of purchase intention on the relationship between independent and dependent variables will be tested.

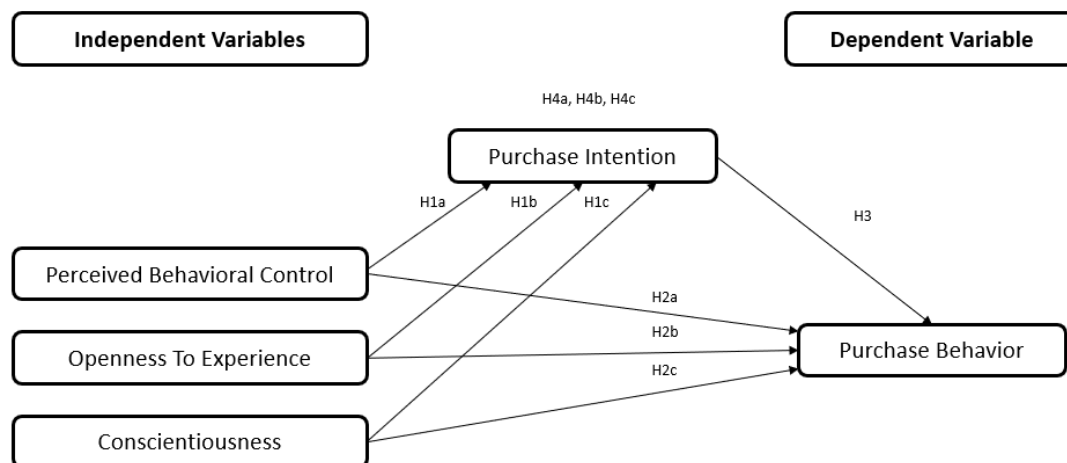


Figure 2: Theoretical framework

### Research Implications

This study aims to examine the factors contributing to the purchase behavior of consumers on sustainable labeling packaging and the mediating effects of purchase intention on the relationship between perceived behavioral control, openness to experience, conscientiousness, and purchase behavior. The conceptual analysis of sustainability labeling packaging presented in this paper provides a theoretical framework for understanding the factors influencing consumer purchase behavior on sustainability labeling packaging, which serves as a new extension of TPB and Trait Theory. Furthermore, by examining the constructs of openness to experience and conscientiousness, this paper contributes to a deeper understanding of the personality trait dimensions that influence consumers' purchasing decisions.

In addition, this study has important practical implications for the packaging industry, policymakers, and consumers. Firstly, companies can use the insights gained from this study to better communicate their sustainability efforts to consumers. By focusing on the specific attributes that are most important to consumers, companies can develop more effective sustainability labeling strategies that resonate with their target audience. The findings of this study provide valuable insights for marketers and advertisers who can use this information to tailor their advertising strategies to appeal to consumers with high levels of openness to experience and conscientiousness. Secondly, policymakers can use this knowledge to promote sustainable consumption through regulation or incentives. For instance, policymakers could require companies to include sustainability labeling on their products or provide tax incentives for companies that adopt sustainable packaging practices. Finally, consumers can use this information to make more informed purchasing decisions, and to hold companies accountable for their sustainability practices. Hence, this study has important implications for both theory and practice.

## Conclusion

In conclusion, this study aimed to investigate the factors that contribute to the purchase behavior of sustainable labeling packaging with a mediating effect of purchase intention. The study applied the TPB and Trait Theory to investigate the roles of perceived behavioral control, openness to experience, and conscientiousness on purchase behavior. The findings of this study have several theoretical and practical implications. In terms of theoretical implication, this study provides new insights into the factors that contribute to purchase behavior of sustainable labeling packaging. The application of the TPB and Trait Theory offers a new perspective on the roles of individual traits in shaping purchase behavior. The practical implication of this study suggests marketers to promote sustainable labeling packaging to consumers with high levels of perceived behavioral control, openness to experience, and conscientiousness. Furthermore, marketers should consider incorporating these factors into their advertising campaigns to better target consumers who are more likely to engage in sustainable packaging behavior. In summary, this study provides new insights into the factors that contribute to the purchase behavior of sustainable labeling packaging.

## Acknowledgement

We would like to express our sincere gratitude to UNITAR International University for providing us with the resources and facilities needed to conduct this research. Their support and encouragement were invaluable in enabling us to complete this paper publication. Finally, we would like to express our appreciation to our colleagues who provided us with valuable insights and guidance throughout the research process.

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