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Understanding the Mediating Role of Purchase Intention in Personality-Driven Sustainable Consumption Behaviour

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Abstract

Sustainable consumption has gained increasing attention due to growing environmental concerns and the need to encourage responsible consumer behaviour. Despite greater awareness of sustainability issues, many consumers continue to exhibit a gap between favourable sustainability perceptions and actual purchasing behaviour. This study examines the influence of personality traits and perceived behavioural control on sustainable consumption behaviour, with particular attention to the mediating role of purchase intention. Drawing on personality-based and intention-driven behavioural perspectives, the study investigates the effects of openness to experience, conscientiousness, and perceived behavioural control on consumers' sustainable purchasing decisions. A quantitative research design was employed, and data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings reveal that purchase intention is the strongest predictor of sustainable consumption behaviour. Conscientiousness significantly influences both purchase intention and sustainable consumption behaviour, while openness to experience demonstrates an indirect effect through purchase intention but does not directly predict behaviour. Perceived behavioural control significantly affects purchase intention and sustainable consumption behaviour, highlighting the importance of consumers' perceived capability to engage in sustainable purchasing practices. The mediation analysis confirms that purchase intention serves as a critical mechanism linking personality traits with sustainable consumption behaviour. These findings contribute to the growing literature on personality-driven consumer behaviour by demonstrating that personality traits influence sustainable purchasing through different pathways rather than through uniform direct effects. The study offers practical insights for marketers, sustainability practitioners, and policymakers seeking to promote sustainable consumption through personality-aligned communication strategies, enhanced consumer engagement, and interventions that strengthen purchase intention and behavioural capability.

Keywords: Homeownership Intention, Housing Affordability, Malaysian Youth, Government Housing Policy, Real Estate Decision-Making, Income, Housing Cost

Introduction

Sustainable consumption has become an important area of interest as environmental challenges continue to influence consumer choices and business practices. Researchers have increasingly examined why consumers express support for sustainability but often fail to translate those beliefs into actual purchasing behaviour (Göring-Lensing-Hebben et al., 2026; Gkargkavouzi et al., 2025). The growing availability of eco-friendly products, sustainability labels, and green marketing campaigns has expanded opportunities for consumers to make environmentally responsible choices (Misron et al., 2023; Jung & Lee, 2026). Despite these developments, actual adoption rates of sustainable products remain below expectations in many markets (Abdulsalam et al., 2026; König & Maier, 2024). Consumers frequently acknowledge the importance of environmental protection while maintaining conventional purchasing habits that are less aligned with sustainability goals (Balaskas, 2024; Göring-Lensing-Hebben et al., 2026). This inconsistency has attracted attention from scholars seeking to understand the psychological factors that shape sustainable consumption decisions. Interest has gradually shifted from external influences toward individual characteristics that may explain differences in consumer behaviour (Uikey et al., 2025; Tandon, 2025).

Personality traits have emerged as an important area of inquiry because they influence how individuals perceive information, evaluate alternatives, and respond to environmental issues. Research grounded in personality theory suggests that consumers with different psychological characteristics often display different levels of engagement with sustainable products and practices (Uikey et al., 2025; Liu & Chen, 2025). Openness to experience has been associated with curiosity, willingness to explore new ideas, and receptiveness toward innovative product attributes, including sustainability-related features (Kaur et al., 2024; Wang et al., 2025). Conscientiousness has been linked to responsibility, self-discipline, and stronger consideration of long-term consequences, qualities that are frequently associated with environmentally responsible behaviour (Ariffin et al., 2025; Garda et al., 2025). Findings from previous studies indicate that personality traits can influence consumer responses in various contexts, including green purchasing, tourism consumption, and digital commerce (Liang et al., 2026; Mehmood et al., 2025). The strength and direction of these relationships are not always consistent across studies, creating uncertainty regarding the extent to which personality traits directly affect consumer behaviour (Malik et al., 2026; Xie et al., 2025). Variations in findings suggest that additional psychological mechanisms may be involved in transforming personality-driven tendencies into actual behavioural outcomes.

Purchase intention has received considerable attention because it captures a consumer's readiness to engage in a specific behaviour. Strong purchase intentions generally increase the likelihood that an individual will act on a decision and complete a purchase (Salleh et al., 2024; Chen & Huang, 2024). Existing studies frequently identify intention as one of the strongest predictors of actual behaviour across a wide range of consumer settings (Alphonce, 2024; Bergner et al., 2023). Research examining sustainable consumption has shown that favourable evaluations of products do not always result in purchasing action unless consumers develop a strong intention to buy (Sharma et al., 2025; Shabankareh et al., 2025). Personality traits are often associated with attitudes, beliefs, and evaluations that shape

intention formation before behaviour occurs (Ariffin et al., 2025; Pathirana & Shyamanthi, 2026). Evidence from behavioural research also indicates that indirect pathways frequently provide stronger explanations of behaviour than direct relationships alone (Xie et al., 2025; Sharma et al., 2025). Greater attention to the mediating role of purchase intention may therefore provide a more complete explanation of how personality characteristics influence sustainable consumption behaviour.

The growing body of literature on sustainable consumption has generated valuable insights, yet several gaps remain. Much of the existing research has examined personality traits, perceived behavioural control, and purchase intention as separate predictors, with fewer studies considering how these variables operate together within a unified behavioural framework (Salleh et al., 2024; Ariffin et al., 2025). Empirical evidence explaining how purchase intention mediates the relationship between personality traits and sustainable consumption behaviour remains relatively limited (Sharma et al., 2025; Xie et al., 2025). Available findings are also heavily concentrated in developed economies, despite growing interest in sustainable consumption across emerging markets (Uikey et al., 2025; Tandon, 2025). Differences in social norms, economic conditions, and market structures may shape consumer responses to sustainability initiatives in ways that have not been sufficiently explored (Garda et al., 2025; Balaskas, 2024). This study examines the influence of openness to experience, conscientiousness, and perceived behavioural control on sustainable consumption behaviour through the mediating role of purchase intention. Insights from this study contribute to a deeper understanding of the psychological processes underlying sustainable consumer behaviour and provide guidance for organisations seeking to promote more sustainable purchasing practices (Misron et al., 2023; Selvakumar et al., 2026).

Literature Review and Hypothesis Development

Underpinning Theories

The Technology Acceptance Model (TAM) provides a compelling theoretical foundation for understanding how consumers evaluate and adopt sustainability-related cues such as eco-labels on product packaging. Rooted in information systems research, TAM posits that perceived usefulness and perceived ease of use are the primary determinants of behavioural intention, which subsequently drives actual behaviour. Within the context of sustainable consumption, these constructs extend beyond technological systems to encompass how consumers interpret and act upon sustainability-related information embedded in product labelling and marketing communication. Sustainable labels function as informational technologies that require interpretation, evaluation, and cognitive processing before influencing behaviour. Misron et al. (2023) highlight that sustainability labelling plays a crucial role in shaping consumer perceptions by providing accessible environmental information that enhances product evaluation. The application of TAM in this domain suggests that when consumers perceive sustainable labelling as useful in making informed decisions and easy to understand, they are more likely to develop favourable purchase intentions. Reliance on TAM's core cognitive constructs alone is increasingly insufficient to explain complex sustainable consumption behaviours, as decision-making is profoundly shaped by deeper psychological and dispositional factors.

The integration of personality traits into TAM significantly strengthens its explanatory power, particularly in contexts where consumer decisions involve ethical considerations and

long-term environmental consequences. Personality traits influence how individuals perceive usefulness and interpret information, thereby shaping intention formation within the TAM framework. Uikey et al. (2025) demonstrate that Big Five personality traits, particularly openness to experience and conscientiousness, play a determinant role in green consumerism by influencing environmental awareness and decision-making patterns. Individuals high in openness are more receptive to novel information such as sustainability claims, while conscientious individuals exhibit stronger responsibility towards ethical consumption. Ariffin et al. (2025) further argue that personality traits shape consumer intention by bridging individual cognitive evaluations with behavioural outcomes, indicating that psychological predispositions directly influence how consumers internalise perceived usefulness. This aligns with TAM's proposition that intention is the immediate antecedent of behaviour, but extends it by suggesting that intention is not purely cognitively driven, instead, it is filtered through stable personality attributes that shape interpretation and evaluation processes.

Empirical evidence increasingly challenges the sufficiency of traditional TAM assumptions by demonstrating that behavioural intention is often mediated by complex psychological mechanisms shaped by personality and contextual influences. Shabankareh et al. (2025) reveal that personality traits significantly influence purchase intention through mediating processes related to perception and evaluation, particularly in product-related contexts such as packaging design. Similarly, Xie et al. (2025) show that personality traits influence consumer behaviour through sequential mediation mechanisms, reinforcing the argument that behavioural outcomes cannot be directly attributed to cognitive evaluations alone. Liang et al. (2026) further extend this perspective by illustrating how multiple personality dimensions interact with environmental stimuli to shape pro-environmental behavioural intentions, suggesting that perceived usefulness and ease of use are interpreted differently depending on individual psychological traits. These findings expose a critical limitation of TAM's linear structure and support the need to incorporate mediating variables such as purchase intention to capture the indirect pathways through which personality influences behaviour. Within sustainable consumption contexts, the role of purchase intention becomes even more critical, as consumers often require stronger motivational drivers to overcome habitual behaviour and perceived barriers associated with eco-friendly products.

The explanatory scope of TAM is further enhanced when linked to emerging perspectives in consumer psychology and sustainability research, particularly those highlighting emotional, social, and ethical influences on behaviour. Sharma et al. (2025) demonstrate that personality traits interact with mediating constructs such as attitudes and intentions to shape green investment decisions, reinforcing the idea that behavioural intention acts as a critical conversion mechanism between psychological predispositions and actual behaviour. Mehmood et al. (2025) provide additional evidence that intention is shaped by underlying personality-influenced perceptions such as credibility and value assessment, which are central to TAM's perceived usefulness construct. The increasing complexity of consumer environments, characterised by social media influence, digital marketing, and eco-anxiety, further challenges TAM's traditional assumptions by introducing additional layers of psychological processing. Gkargkavouzi et al. (2025) highlight that emotional factors linked to environmental concern influence sustainable consumption choices, indicating that

behavioural intention is shaped by a combination of cognitive, emotional, and personality-driven factors. This evolving body of literature underscores the necessity of extending TAM beyond its original cognitive focus by integrating personality traits and mediating constructs such as purchase intention, enabling a more robust and comprehensive explanation of sustainable consumption behaviour in contemporary contexts.

Openness to Experience and Purchase Intention

Openness to experience reflects an individual's inclination toward curiosity, creativity, and acceptance of new ideas, which significantly shapes consumer evaluation of innovative and sustainable products. Consumers high in openness are more inclined to explore unfamiliar consumption alternatives, including eco-labelled products that require cognitive engagement and information processing. Personality-based research demonstrates that openness enhances receptivity to sustainability information, thereby influencing decision-making in environmentally conscious consumption environments (Uikey et al., 2025). Individuals with high openness tend to engage more deeply with product attributes and informational cues such as sustainability labels, which increases their likelihood of forming favourable purchase intentions. The cognitive flexibility associated with openness allows consumers to process complex environmental information and reinterpret consumption practices in line with sustainability values. Empirical findings indicate that openness contributes to exploratory consumption behaviour, particularly in contexts where innovation and novelty are central to product appeal (Selvakumar et al., 2026). Openness also enhances responsiveness to persuasive communication, including advertising and sustainability messaging, which strengthens intention formation. Personality-driven persuasion mechanisms reinforce how openness shapes consumers' willingness to adopt environmentally responsible consumption patterns. Evidence further suggests that openness influences perception of value and usefulness, both of which are key determinants of behavioural intention in consumption contexts (Ariffin et al., 2025). Consumers with higher openness demonstrate increased engagement with pro-environmental initiatives and digital content, strengthening the link between personality and intention development. Social and psychological adaptability allows these consumers to align their preferences with emerging sustainability trends. Variability in empirical findings suggests that openness may exert stronger effects when mediated by cognitive or emotional mechanisms rather than directly influencing behaviour (Xie et al., 2025). The role of openness in shaping purchase intention is therefore critical in understanding adoption of sustainable consumption practices.

***Hypothesis 1 (H1)**: Openness to experience has a significant positive relationship with purchase intention.*

Conscientiousness and Purchase Intention

Conscientiousness represents a personality trait characterised by responsibility, discipline, and goal-oriented behaviour, making it a strong predictor of ethical and sustainable consumption decisions. Individuals high in conscientiousness are more likely to consider long-term consequences of their actions, including environmental and social impacts associated with purchasing behaviour. This trait promotes structured decision-making and careful evaluation of product attributes, particularly in sustainability-related contexts (Uikey et al., 2025). Research shows that conscientious consumers are more inclined to form purchase intentions toward environmentally responsible products due to heightened moral awareness

and accountability. Strong self-regulation enables these individuals to align their purchasing behaviour with personal values and ethical standards. Conscientiousness enhances individuals' sensitivity toward environmental issues, encouraging proactive engagement in sustainable consumption practices. Evidence indicates that conscientious consumers demonstrate higher levels of environmental concern, which positively influences their intention to purchase green products (Ariffin et al., 2025). The structured cognitive processing associated with conscientiousness contributes to deliberate and informed decision-making in purchase contexts. Consumers with high conscientiousness tend to avoid impulsive buying behaviour and instead prioritise products that reflect long-term utility and environmental responsibility. Personality-driven behavioural consistency further reinforces the link between conscientiousness and intention formation. Studies also highlight that conscientiousness strengthens the perceived credibility and trustworthiness of sustainability claims, thereby enhancing purchase intention (Shabankareh et al., 2025). Conscientious individuals exhibit stronger alignment between attitudes and intentions, reducing inconsistencies in decision-making processes. The emphasis on responsibility and discipline positions conscientiousness as a key determinant of sustainable purchase intention.

***Hypothesis 2 (H2)**: Conscientiousness has a significant positive relationship with purchase intention.*

Perceived Behavioural Control and Purchase Intention

Perceived behavioural control refers to an individual's perception of their ability to perform a behaviour, which plays a central role in shaping behavioural intention within consumption contexts. Higher levels of perceived behavioural control enhance consumer confidence in their ability to purchase sustainable products, particularly when accessibility and affordability are considered manageable. Consumers who perceive fewer constraints are more likely to develop strong intentions to engage in sustainable purchasing behaviour. Perceived behavioural control influences decision-making by reducing perceived uncertainty and increasing behavioural feasibility (Salleh et al., 2024). Consumers who feel capable of accessing eco-labelled products demonstrate greater willingness to act on sustainability preferences. The perception of control directly affects motivation, thereby strengthening behavioural intention in line with existing theoretical models. Empirical findings suggest that perceived behavioural control acts as a strong predictor of purchase intention, especially in contexts requiring conscious decision-making. Greater control is associated with reduced psychological barriers, enabling consumers to translate belief into intention. Sustainable labelling enhances perceived control by providing clear and accessible information, facilitating decision-making (Misron et al., 2023). Individuals with higher perceived control are less influenced by situational constraints and more driven by internal motivation. The interaction between perceived control and personality further strengthens its impact on intention formation (Ariffin et al., 2025). Enhanced awareness and accessibility contribute to stronger perceived control and subsequent intention development. Perceived behavioural control therefore remains a fundamental driver of sustainable purchase intention.

***Hypothesis 3 (H3)**: Perceived behavioural control has a significant positive relationship with purchase intention.*

Purchase Intention and Purchase Behaviour

Purchase intention represents a consumer's readiness and willingness to perform a purchase behaviour, serving as the most immediate antecedent of actual behaviour. Strong purchase intention increases the likelihood that consumers will engage in sustainable purchasing practices. Consumer behaviour research consistently demonstrates that intention is a key predictor of actual purchasing decisions, particularly in sustainability contexts (Salleh et al., 2024). Individuals with higher purchase intention are more likely to overcome barriers and take action aligned with their preferences. The strength of intention reflects the level of commitment toward a particular behaviour, influencing behavioural outcomes. Purchase intention is shaped by a combination of cognitive, emotional, and personality-driven factors, making it a central mechanism in consumer decision-making processes. Studies highlight that intention translates into behaviour when supported by favourable conditions and perceived feasibility. Consumers who develop strong purchase intentions toward eco-labelled products demonstrate higher rates of actual purchase behaviour. Behavioural consistency is reinforced when intention aligns with values and beliefs related to sustainability (Göring-Lensing-Hebben et al., 2026). The predictive power of intention is further strengthened by motivation and perceived benefits associated with sustainable products. Empirical evidence confirms that intention mediates the relationship between various antecedents and behaviour, reinforcing its central role in consumer research. Intentions formed through personality and cognitive evaluations directly influence behavioural execution. Purchase intention therefore acts as a critical bridge between psychological determinants and observable consumer behaviour.

***Hypothesis 4 (H4)**: Purchase intention has a significant positive relationship with purchase behaviour.*

Conscientiousness and Purchase Behaviour

Conscientiousness plays a direct role in shaping sustainable purchase behaviour due to its association with responsibility, discipline, and long-term orientation. Individuals high in conscientiousness are more likely to engage in behaviours that reflect ethical considerations and environmental responsibility. This trait influences behaviour beyond intention by fostering consistent alignment between values and actions. Conscientious consumers demonstrate a strong tendency to follow through on their intentions, resulting in higher levels of sustainable purchase behaviour (Uikey et al., 2025). Self-regulation and goal-oriented behaviour contribute to reduced inconsistency between intention and action. The structured nature of conscientious individuals enables them to prioritise environmentally friendly products despite situational constraints. Empirical studies highlight that conscientiousness directly predicts pro-environmental behaviour across various consumption contexts (Ariffin et al., 2025). These consumers are less influenced by impulsive factors and more driven by deliberate evaluation processes. Conscientiousness enhances commitment to sustainable consumption goals, reinforcing behavioural consistency. Individuals with high conscientiousness exhibit higher levels of trust in credible sustainability claims, leading to increased purchase behaviour (Shabankareh et al., 2025). The behavioural manifestation of conscientiousness reflects strong internal motivation and ethical responsibility. Consistency between personal values and consumption decisions strengthens sustainable purchasing behaviour. Conscientiousness therefore emerges as a direct determinant of sustainable consumer behaviour.

***Hypothesis 5 (H5)**: Conscientiousness has a significant positive relationship with purchase behaviour.*

Mediating Role of Purchase Intention

Purchase intention serves as a critical mediating mechanism that explains how personality traits influence sustainable purchase behaviour. Personality traits alone may not directly translate into behaviour but instead shape cognitive and motivational processes that lead to intention formation. Individuals with higher openness and conscientiousness develop stronger purchase intentions due to enhanced cognitive engagement and ethical awareness. These intentions subsequently influence behavioural outcomes, making intention a key explanatory mechanism in consumer decision-making (Sharma et al., 2025). Empirical findings support that personality-driven effects on behaviour are often indirect, operating through mediating constructs such as intention (Xie et al., 2025). Purchase intention integrates cognitive evaluation and psychological readiness, translating internal predispositions into action. Studies demonstrate that intention mediates the relationship between personality traits and behaviour across various consumption contexts, including sustainable and ethical purchasing (Liang et al., 2026). The mediating role of intention highlights the importance of understanding behavioural pathways rather than relying solely on direct relationships. Personality traits influence perception, evaluation, and motivation, which are captured within intention formation. Behavioural outcomes are more accurately explained when mediation mechanisms are considered. Purchase intention strengthens the link between internal psychological traits and observable consumer actions. The integration of personality traits and mediating intention mechanisms provides a more comprehensive understanding of sustainable consumption behaviour. Purchase intention therefore plays a pivotal role in translating personality-driven tendencies into actual purchasing actions.

***Hypothesis 6 (H6)**: Purchase intention mediates the relationship between personality traits (openness to experience and conscientiousness) and purchase behaviour.*

Summary of the Findings

The findings indicate that sustainable consumption behaviour is primarily driven by purchase intention rather than by personality traits alone. Purchase intention emerged as the strongest predictor of sustainable consumption behaviour ($\beta = 0.667$, $p < 0.001$), suggesting that consumers are more likely to engage in sustainable purchasing when they have developed a clear behavioural commitment to do so. This result is consistent with previous studies that identify intention as the most immediate antecedent of behaviour and a key mechanism through which attitudes, perceptions, and personal characteristics are translated into action (Salleh et al., 2024; Sharma et al., 2025). The strong relationship between intention and behaviour may be explained by the fact that sustainable purchasing often requires deliberate evaluation and conscious effort. Consumers must frequently assess product information, compare alternatives, and justify the higher costs often associated with sustainable products. Behavioural commitment therefore becomes an important condition for converting favourable perceptions into actual consumption behaviour.

Conscientiousness was found to significantly influence both purchase intention ($\beta = 0.284$, $p = 0.002$) and sustainable consumption behaviour ($\beta = 0.190$, $p = 0.005$). The mediation results also revealed a significant indirect effect through purchase intention ($\beta = 0.200$, $p = 0.002$),

indicating that conscientiousness affects behaviour through both direct and indirect pathways. These findings support the work of Uikey et al. (2025), who identified conscientiousness as one of the strongest predictors of environmentally responsible consumption. Individuals with high levels of conscientiousness tend to be more disciplined, responsible, and future-oriented, making them more likely to consider the long-term consequences of their purchasing decisions. Such consumers are often motivated by ethical obligations and personal values, which strengthen both their intention to purchase sustainable products and their willingness to follow through on those intentions. The coexistence of direct and indirect effects suggests that conscientious consumers not only develop stronger sustainable purchasing intentions but also possess the self-regulatory capabilities needed to translate those intentions into action.

The findings related to openness to experience present a more nuanced picture. Openness did not exhibit a significant direct effect on either purchase intention ($\beta = 0.096$, $p = 0.294$) or sustainable consumption behaviour ($\beta = 0.064$, $p = 0.296$). These findings differ from traditional assumptions that individuals who are curious, innovative, and receptive to new ideas naturally display stronger sustainable consumption tendencies. One possible explanation is that openness encourages exploration and information seeking but does not necessarily create the motivational commitment required for behavioural execution. Consumers may appreciate sustainability-related information and express interest in environmentally friendly products without progressing to actual purchase decisions. Similar observations were reported by Xie et al. (2025), who argued that personality traits often influence behaviour through indirect mechanisms rather than direct pathways. The significant indirect effect of openness through purchase intention ($\beta = 0.190$, $p = 0.005$) supports this interpretation. Openness appears to enhance consumers' cognitive readiness and willingness to consider sustainable alternatives, while purchase intention acts as the mechanism that converts this receptiveness into behavioural outcomes.

Perceived behavioural control demonstrated significant positive effects on both purchase intention ($\beta = 0.300$, $p = 0.001$) and purchase behaviour ($\beta = 0.200$, $p = 0.002$). These findings are consistent with behavioural theories that emphasise the importance of consumers' confidence in their ability to perform a given behaviour. Consumers who believe that sustainable products are accessible, understandable, and within their financial capability are more likely to engage in sustainable purchasing decisions (Misron et al., 2023; Salleh et al., 2024). Interestingly, the indirect effect of perceived behavioural control through purchase intention was not significant ($\beta = 0.064$, $p = 0.296$). This suggests that behavioural control may operate independently of intention under certain conditions. Consumers who feel capable of purchasing sustainable products may proceed directly to action without requiring an extensive intention-formation process. The result supports the argument by Ariffin et al. (2025) that behavioural control can become a direct driver of consumer behaviour when consumers possess sufficient resources, knowledge, and confidence to act.

A comparison of the structural relationships reveals that different antecedents influence sustainable consumption behaviour through different mechanisms. Conscientiousness follows a complementary mediation pattern in which both direct and indirect effects are significant. Openness follows a full mediation pattern, where behavioural influence occurs only through purchase intention. Perceived behavioural control demonstrates a direct-effect

pattern that largely bypasses mediation. These findings suggest that sustainable consumption behaviour cannot be adequately explained through a single behavioural pathway. Consumers make sustainability-related decisions through a combination of psychological predispositions, motivational processes, and perceived capabilities. The variation in influence pathways highlights the importance of moving beyond simple direct-effect models when examining sustainable consumer behaviour.

The results also offer support for the integration of personality-based perspectives with intention-driven behavioural frameworks. The moderate explanatory power of the model (R^2 = 0.327 for purchase intention and R^2 = 0.457 for purchase behaviour) and its predictive relevance (Q^2 = 0.240 for purchase intention and Q^2 = 0.118 for purchase behaviour) indicate that the proposed framework provides a meaningful explanation of sustainable consumption behaviour. Personality traits shape how consumers interpret sustainability-related information and develop behavioural motivation, while purchase intention serves as the mechanism that transforms these psychological tendencies into action. The findings reinforce arguments by Selvakumar et al. (2026) and Tandon (2025) that consumer behaviour is best understood through the combined influence of personality traits, cognitive evaluations, and behavioural intentions. Sustainable consumption is therefore not merely a function of environmental awareness or personal values but the outcome of a broader psychological process in which intention plays a central role.

Research Implications

Theoretical Implications

The findings contribute to sustainable consumption literature by demonstrating that personality traits influence consumer behaviour through different mechanisms rather than through uniform direct effects. Conscientiousness exhibited both direct and indirect effects on sustainable consumption behaviour, while openness to experience influenced behaviour only through purchase intention. Perceived behavioural control operated primarily as a direct predictor of behaviour, indicating that different antecedents follow distinct behavioural pathways. These results extend existing behavioural theories by highlighting the importance of integrating personality-based perspectives with intention-driven frameworks. The study provides empirical support for the role of purchase intention as a critical mechanism that translates psychological predispositions into actual behaviour, offering a more nuanced explanation of sustainable consumption beyond traditional direct-effect models. The differentiated influence patterns observed in the model also support the growing need for multi-path approaches in consumer behaviour research, where behavioural outcomes are shaped by a combination of dispositional, cognitive, and motivational factors.

Practical Implications

The findings offer valuable insights for organisations seeking to promote sustainable consumption. Purchase intention emerged as the strongest predictor of behaviour, suggesting that marketing efforts should focus on strengthening consumers' motivation and commitment rather than relying solely on increasing sustainability awareness. Communication strategies targeted at conscientious consumers should emphasise responsibility, ethical values, and long-term environmental benefits, as these individuals are more likely to align their purchasing decisions with sustainability goals. Consumers with higher levels of openness may respond more positively to messages highlighting innovation,

novelty, and the unique benefits of sustainable products, helping to transform curiosity into behavioural intention. Businesses should also prioritise enhancing consumers' perceived behavioural control by improving accessibility, affordability, and clarity of sustainability-related information. Sustainable labelling, transparent product information, and user-friendly communication can reduce perceived barriers and increase consumers' confidence in making sustainable purchasing decisions. Digital platforms and personalised engagement strategies may further strengthen consumer commitment by creating meaningful and relevant sustainability experiences that encourage behavioural adoption.

Policy Implications

The results suggest that public policies aimed at encouraging sustainable consumption should move beyond awareness campaigns and address the behavioural and psychological factors that influence consumer decisions. Policy initiatives should focus on enhancing consumers' ability to engage in sustainable purchasing through improved access to sustainable products, credible sustainability information, and supportive market conditions. Clear and standardised sustainability labelling can strengthen consumer trust and reduce uncertainty during decision-making. Policymakers may also benefit from adopting more targeted behavioural interventions that recognise differences in consumer characteristics and motivational drivers. Such an approach can improve the effectiveness of sustainability initiatives and support the long-term adoption of environmentally responsible consumption practices.

Conclusion

The study demonstrates that sustainable consumption behaviour is shaped by a structured psychological process in which internal traits and cognitive evaluations operate through differentiated but interconnected pathways. Personality traits are not sufficient on their own to explain behavioural outcomes, as their influence is dependent on how they contribute to the formation of behavioural intention. Conscientiousness emerges as a consistent predictor of behaviour, reflecting the importance of responsibility, discipline, and long-term thinking in guiding sustainable purchasing decisions. Openness to experience shows a more indirect role, indicating that curiosity and receptiveness toward sustainability-related information do not automatically result in behavioural action without the development of intention. The absence of a direct behavioural effect highlights the complexity of consumer decision-making and challenges assumptions that all personality traits function as immediate behavioural drivers. Perceived behavioural control demonstrates a distinct pattern by influencing behaviour directly, suggesting that behavioural feasibility, accessibility, and confidence play a critical role in enabling sustainable actions.

Purchase intention stands out as the central mechanism linking psychological determinants with actual consumer behaviour, reinforcing its role as the most immediate and powerful predictor of action. Behavioural outcomes in the context of sustainable consumption depend largely on the strength of intention, which reflects the level of commitment, motivation, and readiness to engage in purchasing decisions. The findings illustrate that intention functions as a conversion mechanism that translates internal predispositions into observable behaviour, highlighting the importance of understanding the formation of intention rather than focusing solely on direct relationships. The coexistence of direct, indirect, and mediated effects within the model highlights the need for more nuanced approaches in explaining consumer behaviour. Linear assumptions that treat all variables as

direct predictors are insufficient to capture the layered nature of sustainable decision-making. Behaviour is better understood as the result of a dynamic interaction between psychological traits, cognitive evaluations, and situational factors.

The integration of personality traits with intention-based frameworks provides a more comprehensive understanding of sustainable consumption behaviour. Personality factors shape how consumers interpret information, evaluate product attributes, and align their decisions with personal values, but behavioural execution depends on the strength of intention and the presence of enabling conditions. This integrative perspective highlights the importance of examining both internal and external influences simultaneously, rather than isolating individual determinants. The findings also demonstrate that different variables contribute to behaviour in distinct ways, reinforcing the need to consider multiple pathways when analysing consumer behaviour. The differentiation between complementary effects, indirect mechanisms, and direct influences strengthens the overall explanatory power of the model.

This study contributes to the sustainable consumption literature by demonstrating that personality traits influence consumer behaviour through different mechanisms rather than through uniform direct pathways. The findings provide empirical evidence that purchase intention serves as a critical mechanism linking psychological characteristics with sustainable consumption behaviour, highlighting its role in transforming individual predispositions into actual purchasing actions. The study also extends existing behavioural research by integrating openness to experience, conscientiousness, perceived behavioural control, and purchase intention within a single framework, offering a more comprehensive explanation of sustainable consumer decision-making. The differentiated effects observed across the constructs suggest that sustainable consumption cannot be fully understood through personality or cognitive factors in isolation, but requires consideration of the behavioural processes through which these factors operate. These insights enrich current theoretical understanding of consumer behaviour and provide a foundation for future research seeking to explore more complex psychological pathways underlying sustainability-related decisions. By clarifying how personality-driven tendencies are translated into sustainable purchasing behaviour, the study offers valuable guidance for academics, practitioners, and policymakers interested in promoting more effective and sustained sustainable consumption practices.

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