

Sustainable Consumption Behavioral intention and its Impact on Quality of Life, Environmental Well-Being, and Future Generations

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Abstract— This chapter explores the role of sustainable consumption behavioral intention (SCBI) in shaping quality of life well-being, care for environmental well-being, and care for future generations within the Tunisian context. Drawing on the Theory of Planned Behavior, it examines how environmental knowledge, subjective norms, and personal norms influence SCBI, which in turn affects sustainable well-being outcomes. The analysis highlights that SCBI serves as a key mechanism through which cognitive and social factors translate into sustainable behaviors, while the influence of personal norms appears limited in this context. These findings underscore the importance of fostering behavioral intention to promote sustainable consumption and well-being, taking into account cultural and social dynamics in developing economies.

Keywords— behavioural intention, environmental knowledge, Indirect Effect, well-being, intergenerational responsibility.

I. INTRODUCTION

Sustainable consumption has gained global importance as environmental issues like climate change, biodiversity loss, and pollution worsen and threaten ecosystems and human well-being [1]. Interest in sustainability is driven largely by educated women aged 30–49, who significantly influence purchasing patterns [1]. For firms, adopting ethical and sustainable practices enhances brand equity and leads to more positive consumer evaluations [2], while consumers' readiness to pay higher prices for green products further reinforces these strategies [3]. Consequently, many developed countries have made sustainable consumption a policy priority [4]. Few studies have examined how Sustainable Consumption Behavioral Intention (SCBI) mediates the link between sustainability-related intentions and actual outcomes. Research often analyzes factors like environmental knowledge and subjective norms separately, without integrating them into a single framework. This paper evaluates how SCBI transmits the effects of psychological, social, and cognitive factors to three sustainability outcomes: quality of life well-being, care for environmental well-being, and concern for future generations. Based on the Theory of Planned Behavior, the model positions SCBI as the key mechanism connecting these antecedents to sustainability-related behaviors

Accordingly, this study addresses the following research questions:

- 1) How does environmental knowledge influence quality of life well-being, care for environmental well-being, and care for future generations through SCBI?
- 2) How do subjective norms affect quality of well-being, care for the environment and care for future generations (through sustainable consumption behavior intention)?
- 3) Does SCBI mediate the relationship between personal norms and sustainability outcomes.

II. LITERATURE REVIEW

A. Sustainable consumption behavioral intention (SCBI)

Behavioral intention in sustainable consumption reflects individuals' willingness to adopt eco-friendly practices, even at personal or financial cost [5]. This intention is influenced by socioeconomic, psychological, and social factors, as well as individuals' readiness to make personal sacrifices for environmental causes [6]. Interventions that enhance empathy and self-efficacy can further strengthen sustainable behavioral intentions [7].

1. *Environmental knowledge:*

Environmental knowledge, including awareness of issues like climate change and consumption impacts, is crucial for fostering sustainable behaviors [8]. Higher gross national income (GNI) is associated with greater environmental literacy, linking economic growth to awareness [9]. Knowledge shapes risk perception and concern, promoting informed assessments of environmental threats and supporting positive attitudes and behavioral intentions toward conservation [10]. Although scientific knowledge significantly influences consumption patterns, as individuals with greater understanding tend to adopt more sustainable practices [11]. Enhancing environmental knowledge through education and effective information dissemination is therefore essential for encouraging responsible consumption and sustainable daily habits [12].

2. *Subjective norms:*

Subjective norms, reflecting social approval and expectations, strongly influence sustainable consumption behaviors and shape individuals' behavioral intentions [13]. Social pressures from family, friends, and societal expectations can motivate individuals to adopt sustainable practices, even when personal attitudes toward sustainability are weak [14]. While some studies note that intentions do not always lead to action, behavioral intentions remain a key predictor of sustainable behavior [15].

3. *Personal norms:*

Personal norms, as internalized moral obligations, guide behavior through a sense of duty and influence the formation of behavioral intentions [16]. Unlike social norms, personal norms are self-regulated and rooted in an individual's values [16]. In environmental contexts, individuals with strong personal norms are more likely to engage in pro-environmental behaviors, and these norms have been found to be stronger predictors of sustainable actions than other factors, such as demographics or general values [17].

B. *SUSTAINABLE CONSUMPTION BEHAVIOR*

Sustainable consumption behavior (SCB) has been defined differently by various scholars based on their backgrounds, encompassing a broad range of components and interpretations [18].

Although prior studies conceptualized quality of life, care for the environment, well-being, and care for future generations as dimensions of sustainable consumption behavior (SCB), this study treats them as separate constructs under the umbrella of SCB outcomes. This allows for examining how sustainable consumption behavioral intention (SCBI) influences each outcome individually.

1. *Quality of Life and Well-being:*

Sustainable consumption behavior (SCB) contributes to enhancing consumers' quality of life and overall well-being [19] [20]. Beyond environmentally friendly purchases, SCB reflects a lifestyle that promotes resource efficiency, waste reduction, and equitable practices, supporting both personal well-being and the broader community.

2. *Care for the Environment:*

Sustainable consumption behavior (SCB), often associated with pro-environmental or green consumption, reflects consumers' efforts to address environmental challenges through responsible resource use [21]. By adopting practices such as choosing organic products, using energy-efficient appliances, and reducing waste, individuals demonstrate care for the environment and contribute to the protection of ecosystems and overall environmental well-being [22].

3. *Care for Future Generations:*

A key dimension of sustainable consumption behavior is its emphasis on intergenerational equity, ensuring that current consumption does not compromise future generations' ability to meet their needs [22]. Consumers who practice SCB are mindful of the long-term consequences of their choices and adopt behaviors that protect resources and support environmental conservation for future well-being [23]. Individuals who believe their actions have lasting impact are more likely to align their intentions with sustainable behaviors, reinforcing the positive link between sustainability intentions and actual consumption practices [24].

C. *The Mediating Effect of Sustainable Consumption Behavioral Intention*

Understanding pro-environmental behavior requires considering not only direct effects but also the indirect pathways shaped by mediating variables [25]. In this study, sustainable consumption behavioral intention is examined as the mediator linking subjective norms, personal norms, and environmental knowledge to sustainable consumption behavior. Based on the Theory of Planned Behavior, behavioral intention represents the motivational process through which individuals translate beliefs and social expectations into action [14]. Extensions of TPB highlight the relevance of additional antecedents such as environmental knowledge and

personal norms in strengthening pro-environmental intentions [26]. Evidence shows that individuals with strong moral obligations and higher environmental awareness are more likely to form sustainability-oriented intentions, which subsequently lead to actual sustainable behaviors [27]. Accordingly, this study posits behavioral intention as the mechanism through which normative and cognitive factors influence sustainable consumption behavior.

Hypothesis 1: SCBI mediates the relationship between environmental knowledge and Quality of Life Well-being

Hypothesis 2: SCBI mediates the relationship between environmental knowledge and Care for the Environment.

Hypothesis 3: SCBI the relationship between environmental knowledge and Care for Future Generations.

Hypothesis 4: SCBI mediates the relationship Between subjective norms and Quality of Life and Well-being

Hypothesis 5: SCBI mediates the relationship Between subjective norms and Care for the Environment

Hypothesis 6: SCBI mediates the relationship Between subjective norms and Care for Future Generations

Hypothesis 7: SCBI mediates the relationship between personal norms and Quality of Life and Well-being

Hypothesis 8: SCBI mediates the relationship between personal norms and Care for the Environment

Hypothesis 9: SCBI mediates the relationship between personal norms and Care for Future Generations.

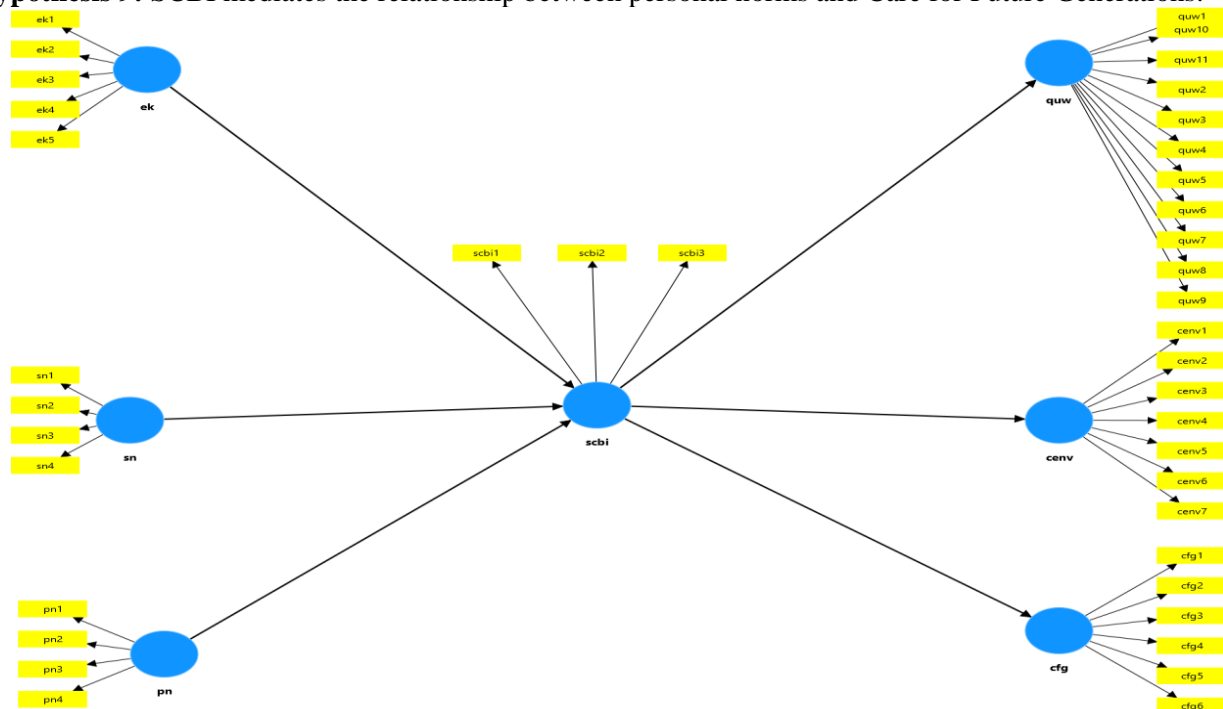


Figure1: conceptual model

III. METHODOLOGY

This chapter is based on an empirical study of 350 Tunisian nationals aged 11–59, using a non-probabilistic, mixed-mode sampling approach with online survey. The study follows a positivist, quantitative, hypothetico-deductive approach to examine theoretically derived relationships in consumer behavior. Validated scales measured environmental knowledge, subjective norms, personal norms, sustainable consumption behavioral intention, and well-being outcomes, while analyses ensured the reliability, validity, and robustness of the conceptual model.

IV. RESULTS

The findings show that sustainable consumption behavioral intention (SCBI) mediates the effects of environmental knowledge and subjective norms on quality of life well-being, care for the environment, and care for future generations, highlighting the role of cognitive awareness and social influence in shaping behavior. In contrast, personal norms had no significant indirect effect, indicating that moral obligations alone are insufficient. Overall, SCBI emerges as a key mechanism linking cognitive and social factors to sustainable well-being, emphasizing the importance of intention-driven approaches.

TABLE I
MEDIATION ANALYSIS OUTCOMES

Hypothesis	Mediation Path	Original Sample (O)	T Statistics	P Values	Status
1	EK → SCBI → QUW	0.107	4.188	0.000	Supported
2	SN → SCBI → CENV	0.180	5.184	0.000	Supported
3	PN → SCBI → QUW	0.020	0.987	0.323	Not Supported
4	SN → SCBI → CFG	0.170	5.472	0.000	Supported
5	SN → SCBI → QUW	0.131	4.772	0.000	Supported
6	EK → SCBI → CENV	0.147	4.384	0.000	Supported
7	EK → SCBI → CFG	0.139	4.107	0.000	Supported
8	PN → SCBI → CENV	0.027	1.041	0.298	Not Supported
9	PN → SCBI → CFG	0.026	1.029	0.304	Not Supported

V. DISCUSSION

The analysis of the proposed hypotheses provides clear evidence of the central mediating role of sustainable consumption behavioral intention (SCBI) in explaining how key antecedents influence sustainable outcomes. The mediation results demonstrate that SCBI functions as a crucial mechanism through which cognitive and social factors are translated into sustainable consumption-related outcomes.

The hypotheses proposing a mediating effect of SCBI between environmental knowledge and sustainable consumption outcomes were supported. Environmental knowledge exhibited significant indirect effects on quality of life well-being, care for environmental well-being, and care for future generations through SCBI, indicating that higher levels of knowledge strengthen sustainable intentions, which subsequently lead to pro-environmental outcomes [28, 29]. Similarly, the hypotheses concerning subjective norms were confirmed, as significant indirect effects were observed for all sustainable consumption outcomes, underscoring the importance of social influence and normative pressure in shaping sustainable intentions and behaviors [24].

In contrast, the hypotheses addressing the mediating role of SCBI between personal norms and sustainable consumption outcomes were not supported. The non-significant indirect effects suggest that individual moral obligations, while conceptually relevant, do not sufficiently translate into behavioral intention within the studied context without supportive conditions.

Overall, these findings highlight the pivotal role of SCBI in linking environmental knowledge and subjective norms to environmental well-being, quality of life, and intergenerational responsibility. The results further indicate that strengthening environmental knowledge, reinforcing positive social norms, and improving contextual and structural enablers are more effective in promoting sustainable consumption intentions and behaviors than relying solely on moral appeals.

Implications for theory and practice: Theoretically, this study reinforces the TPB by confirming the mediating role of behavioral intention in linking knowledge and norms to sustainable outcomes. Practically, it underscores the importance of strengthening environmental knowledge, leveraging social norms, and providing supportive infrastructures to translate intentions into sustainable actions.

Limitations and future research: This study is limited by its cross-sectional design and focus on Tunisian consumers, which may restrict generalizability. Future research could adopt longitudinal and cross-cultural approaches, examine the moderating or direct role of personal norms, and investigate economic, structural, and cultural factors that shape the relationships between knowledge, norms, intention, and sustainable behavior in emerging economies.

CONCLUSION

This chapter highlights the key factors shaping SCBI in Tunisia and its role in addressing environmental challenges. SCBI is influenced by cognitive, social, and contextual factors, affecting individual choices as well as business practices and market dynamics. Understanding SCBI within Tunisia's socio-cultural and economic context is therefore essential, particularly given the role of cultural norms, environmental awareness, and education.

The findings emphasize the need for coordinated efforts among policymakers, businesses, and consumers to support sustainable consumption. Education for Sustainable Consumption, supportive policies, and green innovation are critical enablers, while economic constraints and lifestyle barriers must be addressed. Overall, this chapter provides a foundation for future research and underscores the importance of collective action in embedding sustainable practices into everyday life.

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