

Exploring the Moderating Effects of Social Visibility on the Relationship Between Personality Traits and Sustainable Purchase Intentions

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Abstract

Little attention has been paid to exploring how personality traits and social visibility influence sustainable purchase intentions in literature. This study aims to investigate the moderating effects of visibility on the relationship between personality traits and sustainable purchase intentions. Online self-administrated questionnaires were sent to respondents. People with agreeable and open traits are more likely to buy sustainable products. The findings indicate that social visibility significantly moderates the relationship between specific personality traits (e.g., conscientiousness) and sustainable purchase intentions, suggesting that higher visibility enhances the influence of these traits. These results contribute to understanding sustainable consumer behavior by highlighting the importance of visibility in promoting sustainable purchasing. Also, the results provide valuable insights for marketers and policymakers aiming to encourage sustainable consumer practices.

Keywords: big five, sustainable consumption, sustainable purchase intention

Track: Social Responsibility & Ethics