

Perceived Value, Social Influence and Purchase Intention for Sustainable Consumption in Mexico

Valor percibido, Influencia social e intención de compra para Consumo sostenible en México

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Abstract

The objective of this study is to analyze the relationship between perceived value and social influence on the intention and behavior of sustainable purchasing among Mexican consumers. The methodology is quantitative, explanatory, and cross-sectional, collecting data from 233 participants via an online questionnaire administered between February and May 2025. The data were analyzed using structural equation modeling (SEM). The results indicate that perceived value and social influence have significant effects on the intention and behavior of sustainable purchasing, revealing a reciprocal relationship between these two constructs. A limitation of the study is that it was conducted within a specific national context and used non-probability sampling, which may restrict the generalizability of the results. In conclusion, the findings indicate that strengthening perceived value and social validation are key factors in promoting responsible consumption. The literature review indicates that, despite the growing interest in sustainability, empirical research in Mexico remains limited. This study contributes a causal model that integrates relevant psychosocial variables to promote sustainable consumption.

Keywords: Sustainable consumption, consumer behavior, sustainable product.

JEL Codes: D12, Q56, M31

Resumen

El objetivo de este estudio es analizar la relación entre percepción del valor e influencia social sobre la intención y el comportamiento de compra sostenible en consumidores mexicanos. La metodología es cuantitativa, explicativa y diseño transversal, recolectando datos de 233 participantes mediante cuestionario en línea aplicado entre febrero y mayo de 2025, analizados mediante ecuaciones estructurales (SEM). Los resultados indican que la percepción del valor y la influencia social tienen efectos significativos en la intención y en el comportamiento de compra sostenible, además de revelar una relación recíproca entre ambos constructos. Como limitación, el estudio se desarrolló en un contexto nacional específico y con un muestreo no probabilístico lo que puede restringir la generalización de los resultados. En conclusión, los hallazgos indican que el fortalecimiento del valor percibido y la validación social son factores clave para impulsar el consumo responsable. La revisión de la literatura señala que, pese al creciente interés por la sostenibilidad, la investigación empírica en México sigue siendo limitada. Este estudio aporta un modelo causal que integra variables psicosociales relevantes para el fomento del consumo sostenible.

Palabras-clave: Consumo sostenible, comportamiento de consumo, producto sostenible.

Código JEL: D12, Q56, M31

Introduction

In the current context of accelerating environmental crisis, scholarly interest in identifying the determinants of sustainable consumption behavior has grown considerably. In countries such as Mexico, where such practices remain in an early stage of consolidation, generating robust empirical evidence that elucidates how consumers construct responsible purchasing decisions has become a research priority (Maduku, 2024; Ghaffar & Islam, 2024). Beyond this foundational concern, additional constructs, including perceived value, social influence, and purchase intention, have been shown to maintain strong theoretical and empirical associations with responsible consumption; accordingly, any comprehensive account of Mexican consumer behavior must incorporate these dimensions. Although these constructs have been extensively examined in Asian and European contexts (Ajzen, 1991; Jiang et al., 2024; Nangia et al., 2024), the body of literature addressing the national and regional context remains limited, recent, and at times contradictory.

The purpose of the present study is to examine the existence of significant relationships among value perception (VPS), social influence (RCS), purchase intention (ICS), and sustainable purchasing behavior (CCS) in a sample of Mexican consumers, employing Partial Least Squares Structural Equation Modeling (PLS-SEM) as the analytical framework. The study seeks to confirm positive associations among these constructs and to provide evidence-based insights for the design of corporate strategies and public policies aimed at reinforcing social validation and perceived value as key drivers of sustainable consumption.

This investigation contributes timely empirical evidence from Mexico, a context that remains substantially underexplored, notwithstanding the urgency of advancing responsible consumption in Baja California. Furthermore, it proposes a correlational model that simultaneously integrates the psychosocial constructs of value perception and social influence, examining their respective and joint relationships with both sustainable purchase intention and sustainable purchasing behavior.

The article proceeds as follows. Section 2 presents a review of the theoretical and empirical literature on value perception, social influence, sustainable

purchase intention, and sustainable purchasing behavior, culminating in the proposed theoretical model and research hypotheses. Section 3 describes the research methodology, encompassing study design, sampling procedures, data collection instruments, and the PLS-SEM analytical approach. Section 4 reports the results derived from the structural equation model, while Section 5 discusses the most salient findings. The article concludes with a presentation of theoretical and practical implications, acknowledged limitations, and directions for future research.

2. Literature Review

2.1 Value Perception in Responsible Consumption (VPS)

In the domain of responsible consumption, perceived value extends beyond conventional assessments of price and product quality to encompass a broader evaluative process through which individuals weigh ethical, environmental, emotional, and social considerations when making purchasing decisions (Ghaffar & Islam, 2024). Empirical evidence consistently indicates that consumers tend to assign higher value to goods and services capable of generating collective benefits, such as eco-friendly or locally sourced products, reflecting a shift toward socially and environmentally conscious valuation frameworks (Maduku, 2024). Moreover, the psychological satisfaction derived from acting in accordance with one's sustainability principles, as well as the moral discomfort associated with behavior that contradicts such values, constitutes an additional affective dimension that shapes consumers' purchasing choices (Nangia et al., 2024).

2.2 Social Influence in Sustainable Consumption (RCS)

The social environment exerts a decisive influence on consumers' purchasing decisions. Within the framework of the Theory of Planned Behavior, as formulated in Ajzen's (1991) seminal contribution, subjective norms, conceptualized as individuals' perceptions of socially sanctioned conduct, directly shape behavioral intention toward sustainable consumption. Family members, peer groups, and public figures function as salient referents of normative behavior, particularly in contexts where social acceptance and group belonging are implicated (Ali et al., 2022).

Digital social networks substantially amplify this normative dynamic by enhancing the visibility of sustainable practices and reinforcing their perceived desirability. Public endorsements by influencers or trusted social contacts have been shown to facilitate the adoption of pro-environmental attitudes and behaviors (Le et al., 2024; Horrich et al., 2024). From a Behavioral Reasoning perspective, sustainable conduct may be motivated not solely by internalized convictions, but also by the imperative to project social coherence and affirm personal identity (Wang et al., 2021), a phenomenon particularly pronounced among Generation Z consumers, who are distinguished by their pronounced identification with environmental causes (Kara & Min, 2024; Zhao et al., 2010).

2.3 Sustainable Purchase Intention (ICS)

Sustainable purchase intention is conceptualized as an individual's predisposition to acquire products associated with reduced environmental impact, guided by criteria pertaining to environmental protection, responsible consumption, and sustainability. This intention is shaped by a constellation of factors, including attitude toward eco-friendly products, perceived social norms, the consumer's self-assessed capacity to engage in sustainable purchasing, and the belief that individual consumption choices can contribute meaningfully to environmental preservation (Do et al., 2025). Consistent with the Theory of Planned Behavior, this predisposition is jointly determined by attitude, perceived social norms, and perceived behavioral control (Ajzen, 1991). More recent scholarship has incorporated additional constructs, notably environmental awareness and health consciousness, that have been found to further strengthen responsible purchase intention (Li & Shan, 2025). Moral judgment and ecological valuation have likewise been identified as significant positive antecedents, operating alongside more utilitarian attributes such as price and product quality (Tian et al., 2022; Patiño-Toro et al., 2024).

Evidence from the Indian context indicates that attitude constitutes the primary determinant of sustainable purchase intention, followed by perceived product accessibility and price affordability (Panda et al., 2024). Conscious consumption, defined as the deliberate selection of products or services in accordance with ethical and environmental values, has been similarly identified

as a reinforcing antecedent of this intention (Ji et al., 2025).

2.4 Sustainable Purchasing Behavior (CCS)

Sustainable purchasing behavior refers to the concrete act of acquiring goods or services in a manner that minimizes environmental impact and remains congruent with ethical values and ecological responsibility (Dangelico & Vocalelli, 2024). In contrast to intention, this behavioral construct represents the actualization of attitudes and internalized social norms into observable consumption decisions (Sharma et al., 2022).

A range of antecedents has been identified as capable of motivating sustainable purchasing behavior, including knowledge of corporate social responsibility, normative social pressure, exposure to pro-environmental communication, and identification with community-level values, each of which may activate both altruistic and self-interested motivational pathways (Mahmud, 2024; Alghamdi & Agag, 2024). Among centennial consumers (Generation Z), cultural, emotional, and lifestyle-related variables have been shown to exercise additional significant influence on these behavioral outcomes (Akbar et al., 2024).

2.5 Interrelationships Among Variables in Sustainable Consumption (Figure 1)

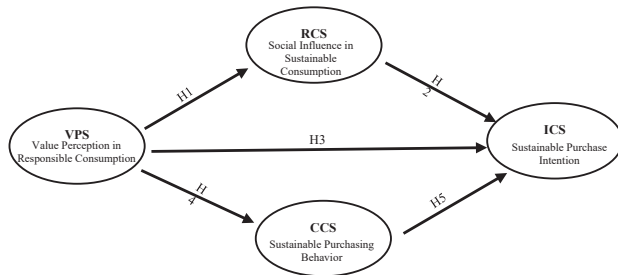
Figure 1 depicts the theoretical connections among consumers' value assessments, social influence processes, and sustainable purchasing decisions, from which five relational propositions are derived to account for this behavioral phenomenon.

Perceived value associated with sustainable products is posited to influence consumers' receptivity to social influence, particularly when individuals attribute ethical or symbolic significance to responsible consumption and seek coherence with prevailing social norms (Maduku, 2024). In contexts where sustainable consumption carries positive social valence, this perceived value reinforces social validation processes and strengthens consumers' sense of community belonging (Le et al., 2024).

To test the proposed model, the following hypotheses are advanced:

H1. Value perception (VPS) is positively associated with social influence (RCS), insofar as it promotes the internalization and acceptance of sustainable

Figure 1: Structural Model



Source: Own elaboration based on the consulted literature

consumption norms (Ajzen, 1991; Kara & Min, 2024; Horrich et al., 2024).

H2. Social influence (RCS) is positively associated with sustainable purchase intention (ICS), by reinforcing favorable attitudes toward ecological consumption (Ghaffar & Islam, 2024; Tian et al., 2022; Maduku, 2024).

H3. Value perception (VPS) exerts a positive effect on sustainable purchase intention (ICS), reflecting consumers' ethical and functional evaluation of the product (Patiño-Toro et al., 2024).

H4. Value perception (VPS) is positively related to sustainable purchasing behavior (CCS), by integrating personal, social, and environmental benefits into the consumer's decision-making process (Akbar et al., 2024).

H5. Sustainable purchasing behavior (CCS) exerts a positive influence on future purchase intention (ICS), thereby consolidating responsible consumption habits over time (Ji et al., 2025).

3. Methodology

The study was conducted under a quantitative approach, with an explanatory, cross-sectional design aimed at examining the influence of value perception (VPS), social influence (RCS), sustainable purchase intention (ICS), and sustainable purchasing behavior (CCS). A total of 233 individuals from various Mexican states were surveyed through non-probabilistic convenience sampling. Eligibility criteria required participants to have made at least one sustainable purchase within the six months preceding data collection and to fall within the 25–45 age range. Data were collected between February and May 2025 using a structured digital questionnaire administered

via Google Forms and distributed through social media platforms and university networks. The final instrument comprised 16 items organized across the four aforementioned constructs, measured on a five-point Likert scale.

Statistical adequacy was assessed using G*Power, a freely available power analysis software, to verify that the sample yielded sufficient statistical reliability for the intended analyses (Faul, Erdfelder, Lang, & Buchner, 2007). The software was configured under the Exact test family, which derives significance and statistical power directly from the exact distribution of the test statistic, thereby precluding the need for asymptotic approximations. Bivariate correlation was selected as the statistical test to confirm adequate statistical power given the sample size and the anticipated effect size, under a significance level of $\alpha = .05$ (Neyman & Pearson, 1933; Field, 2018). Power analysis was conducted in post hoc mode (Cohen, 1988; Faul et al., 2007), which determines the statistical power achieved for a given sample size, effect size, and significance level (Cohen, 1988; Hair, Hult, Ringle, & Sarstedt, 2021).

The questionnaire was developed on the basis of scales previously validated in the international scientific literature. Items measuring value perception drew on the work of Ghaffar and Islam (2024), Maduku (2024), and Le et al. (2024), whose contributions address perceived value across emotional, social, and ethical dimensions. Social influence was operationalized with reference to Ajzen (1991), Ali et al. (2022), and Horrich et al. (2024), whose frameworks emphasize the role of social norms and group pressure in responsible consumption decisions. Sustainable purchase intention was assessed using items adapted from Tian et al. (2022), Panda et al. (2024), and Ji et al. (2025). Finally, sustainable purchasing behavior was measured on the basis of Dangelico and Vocalelli (2024), Mahmud (2024), and Sharma et al. (2022).

Partial Least Squares Structural Equation Modeling (PLS-SEM) was estimated using ADANCO software. The measurement model was evaluated through the following indicators: factor loadings (λ), convergent validity via Average Variance Extracted (AVE), composite reliability (ρ_c and ρ_A), noting that Cronbach's alpha (α) tends to underestimate reliability while composite reliability (ρ_c) tends to overestimate it, with ρ_A regarded as the most balanced indicator of internal consistency within

the PLS-SEM framework, and discriminant validity assessed through the Fornell-Larcker criterion, the Heterotrait-Monotrait ratio (HTMT), and its refined version (HTMT₂). Overall model fit was evaluated using the Standardized Root Mean Square Residual (SRMR), with values below 0.08 considered indicative of acceptable fit (Hu & Bentler, 1999), thereby enabling a comprehensive assessment of the model's structural adequacy.

4. Results

4.1 Measurement Model Evaluation and Structural Fit

Regarding the sociodemographic profile of respondents, 55.4% identified as female, 42.5% as male, and 2.1% identified with another gender category. As established by the eligibility criteria, all participants fell within the 25–45 age range.

To assess the reliability of the proposed constructs and determine their suitability for inclusion in the structural model, a Bivariate Correlation analysis was conducted to obtain the effect size index ρ for each hypothesis (H₁–H₅), following the conventions established by Cohen (1988) and Lakens (2013). The resulting values, derived from the interconstruct correlations of the model, are presented in Table 1.

Table 1. Bivariate Correlations Among Model Constructs

Construct Relationships	Correlation ρ H ₁
VPS – RCS	0.508
RCS – ICS	0.607
VPS – CCS	0.715
CCS – ICS	0.836
VPS – ICS	0.675

Source: Own elaboration based on data collected through the research instrument.

In all evaluated cases, statistical power exceeded 0.95, confirming that the obtained sample is sufficient to reliably detect the expected effect sizes within the study (see Table 2) (Cohen, 1988; Faul, Erdfelder, Lang, & Buchner, 2007; Hair, Hult, Ringle, & Sarstedt, 2021).

The statistical values derived from the proposed model were evaluated to verify internal consistency. Standardized factor loadings were required to exceed the acceptable threshold of 0.707, as recommended by Carmines and Zeller (1979). In the present study,

Table 2. Bivariate Correlations Among Constructs and Statistical Power Analysis Results (1- β)

Construct Relationship	Correlation ρ H ₁	Power (1- β error probability)
VPS – RCS	0.508	1.0000000
RCS – ICS	0.607	1.0000000
VPS – CCS	0.715	1.0000000
CCS – ICS	0.836	1.0000000
VPS – ICS	0.675	1.0000000

Source: Own elaboration based on data collected through the research instrument.

all sixteen items yielded factor loadings ranging from 0.7036 to 0.9307, as reported in Table 3.

The first consistency indicator assessed was Cronbach's alpha (α), which yielded satisfactory reliability estimates across all constructs (Darren & Mallery, 1995). An acceptable value of 0.7888 was obtained for Sustainable Purchasing Behavior (CCS); highly acceptable values of 0.8057 and 0.8970 were recorded for Value Perception in Responsible Consumption (VPS) and Social Influence in Sustainable Consumption (RCS), respectively; and an excellent value of 0.9002 was obtained for Sustainable Purchase Intention (ICS).

As a complementary indicator, the consistent reliability coefficient ρ_A corroborated these findings (Dijkstra & Henseler, 2015). The values obtained for CCS (0.7942) and VPS (0.8063) fell within acceptable ranges, while the constructs RCS (0.9010) and ICS (0.9016) attained excellent levels of internal consistency.

It should be noted that the consistent reliability coefficient (ρ_A) must equal or exceed 0.70 to demonstrate adequate internal consistency (Dijkstra & Henseler, 2015), with values above 0.90 considered excellent, a threshold achieved by both RCS and ICS in the present study.

Finally, the Average Variance Extracted (AVE) was evaluated as a measure of convergent validity. As established by Fornell and Larcker (1981), AVE is a more conservative metric than composite reliability, with values exceeding 0.50 indicating that the construct accounts for at least 50% of the variance in its observable indicators. In the present study, the AVE values obtained directly from ADANCO surpassed this threshold for all constructs, for instance, CCS = 0.5581 (Table 4), thereby confirming the convergent validity of the latent variables.

Table 3. Construct Reliability and Internal Consistency of the Model.

Variable	Indicator	Loading λ^2	Cronbach alpha (α)	Jöreskog's rho (ρ_c)	Dijkstra-Henseler's rho
Social Influence in Sustainable Consumption (RCS).	RCS 1	0.7927	0.8970	0.8955	0.901
	RCS 2	0.8000			
	RCS 3	0.7728			
	RCS 4	0.9307			
Sustainable Purchase Intention (ICS).	ICS 1	0.7735	0.9002	0.9001	0.9016
	ICS 2	0.7336			
	ICS 3	0.7907			
	ICS 4	0.7192			
	ICS 5	0.7948			
	ICS 6	0.8332			
Sustainable Purchasing Behavior (CCS).	CCS 1	0.7036	0.7888	0.7906	0.7942
	CCS 2	0.7267			
	CCS 3	0.8069			
Value Perception in Responsible Consumption (VPS)	VPS 1	0.7369	0.8057	0.8057	0.8063
	VPS 2	0.7685			
	VPS 3	0.7796			

Note. Factor loadings (λ^2), Cronbach's alpha (α), composite reliability (ρ_c), and Dijkstra-Henseler composite reliability (ρ_A) are reported.
Source: Source: Own elaboration based on data collected through the research instrument.

Table 4. Convergent Validity Matrix.

Construct	RCS	ICS	VPS	CCS
RCS	0.6829			
ICS	0.4493	0.6008		
VPS	0.3115	0.4734	0.5804	
CCS	0.1571	0.5837	0.3824	0.5581

Note. The diagonal entries represent the square root of the AVE for each construct, which must exceed the interconstruct correlations (Fornell & Larcker, 1981).

Source: Source: Own elaboration based on data collected through the research instrument.

When assessing discriminant validity through the traditional Fornell and Larcker (1981) criterion, the square root of the Average Variance Extracted (AVE) for the majority of constructs exceeded their interconstruct correlations. However, a potential limitation was identified (Table 4): the correlation between Sustainable Purchase Intention (ICS) and Sustainable Purchasing Behavior (CCS) reached a value of 0.5837, critically approaching the square root of the AVE for ICS (0.6008), which may suggest a degree of conceptual overlap between these two constructs.

In addressing this type of ambiguity, Henseler, Ringle, and Sarstedt (2016) demonstrated that the

Fornell-Larcker criterion exhibits limited sensitivity in detecting discriminant validity issues, and proposed a more robust alternative: the Heterotrait-Monotrait ratio (HTMT). This coefficient assesses discriminant validity by estimating the mean of the cross-construct indicator correlations (heterotrait) relative to the geometric mean of the within-construct indicator correlations (monotrait). Following the conservative thresholds established by Kline (2011), HTMT values below 0.85 are considered confirmatory of discriminant validity. As shown in Table 5, all HTMT ratios fell below this threshold, conclusively establishing the psychometric distinctiveness of the constructs under examination.

Specifically, the relationship between ICS and CCS yielded an HTMT index of 0.7639. To further strengthen the methodological robustness of this assessment, the HTMT₂ indicator was additionally evaluated (Table 6), confirming a value of 0.7587 for this particular construct pair. Given that neither estimate approached the critical threshold of 0.85 (Kline, 2011), discriminant validity between ICS and CCS is deemed acceptable. Taken together, both indicators provide conclusive confirmation of discriminant validity across the proposed model.

Table 5. Heterotrait-Monotrait Ratio (HTMT) Matrix

Construct	RCS	ICS	VPS	CCS
RCS				
ICS	0.6672			
VPS	0.5572	0.6871		
CCS	0.3972	0.7639	0.6176	

Note: Values below 0.85 indicate adequate evidence of discriminant validity (Henseler et al., 2016; Kline, 2011).

Source: Source: Own elaboration based on data collected through the research instrument.

Table 6. Heterotrait-Monotrait Ratio Matrix (HTMT₂)

Construct	RCS	ICS	VPS	CCS
RCS				
ICS	0.6644			
VPS	0.5568	0.6854		
CCS	0.3653	0.7587	0.6127	

Note: Values below 0.85 indicate adequate evidence of discriminant validity (Henseler et al., 2016; Kline, 2011).

Source: Source: Own elaboration based on data collected through the research instrument.

On the basis of the foregoing, the conceptual distinction between both constructs within the structural model can be confirmed in a methodologically rigorous and reliable manner. The results obtained through the joint application of the Fornell-Larcker criterion, HTMT, and HTMT₂ provide sufficient statistical consistency to validate their conceptual independence and justify their retention as distinct variables within the model.

Regarding overall model fit, the Standardized Root Mean Square Residual (SRMR) was employed as the primary fit index, representing the square root of the discrepancies between observed and model-implied correlations. In accordance with Hu and Bentler (1999), values below 0.08 are indicative of acceptable fit. The SRMR value obtained in the present study was 0.0553, confirming that the overall fit of the proposed model is adequate.

4.2 Structural Relationships and Hypothesis Testing

In this second phase, the relationships among constructs were examined through standardized beta coefficients (β) to determine the acceptance or rejection of each hypothesis. Following Lohmöller (1989), a β coefficient exceeding 0.20 is considered substantively relevant.

Effect size (f^2) was additionally assessed as an indicator of the strength of the relationship between variables, independent of sample size. According to Cohen (1988), values of 0.02, 0.15, and 0.35 represent small, medium, and large effects, respectively.

The statistical significance of the structural coefficients was verified through bootstrapping, which yields empirical t-values and their associated p-values. A coefficient is considered statistically significant when $t > 2.576$ ($p < .01$), a criterion widely adopted in consumer behavior research (Kock, 2014; Hair et al., 2011). Based on these parameters, the following results were obtained (Table 7).

Table 7. Structural Model Hypothesis Testing Results

Hypothesis	Constructs Relationship	β	f^2	R^2	p-valores	t-valores	Result
H ¹	VPS → RCS	0.5581	0.4525		0.0000	9.2747	Acepadó
H ²	RCS → ICS	0.3773	0.4000		0.0000	4.7013	Acepadó
H ³	VPS → ICS	0.6881	0.0513		0.0000	11.1593	Acepadó
H ⁴	VPS → CCS	0.6184	0.6192		0.0000	8.1955	Acepadó
H ⁵	CCS → ICS	0.5168	0.6730		0.0000	6.0014	Acepadó
	RCS			0.3115			
	ICS			0.7564			
	CCS			0.3824			

Note. Standardized coefficients (β), effect sizes (f^2), coefficients of determination (R^2), p-values, t-values, and hypothesis acceptance outcomes are reported. A p-value < 0.01 and t-value > 2.576 indicate statistical significance at the 1% level (Hair et al., 2011).

Source: Source: Own elaboration based on data collected through the research instrument.

H1 supported: Value perception exerts a positive effect on social influence ($\beta = 0.5581$; $f^2 = 0.4525$), constituting a highly significant relationship.

H2 supported: Although this path yielded the lowest coefficient in the model, social influence exerts a positive effect on sustainable purchase intention ($\beta = 0.377$; $f^2 = 0.4000$), supported by robust statistical evidence.

H3 supported: This represents the strongest relationship in the model ($\beta = 0.6881$; $f^2 = 0.0513$). An increase in value perception produces the greatest direct impact on sustainable purchase intention.

H4 supported: This path demonstrates a substantial direct effect ($\beta = 0.6184$; $f^2 = 0.6730$), validating value perception as a significant predictor of sustainable purchasing behavior.

H5 supported: Sustainable purchasing behavior exerts a positive effect on sustainable purchase intention ($\beta = 0.5168$; $f^2 = 0.6192$), supported by robust statistical evidence.

Although H3 yields the highest path coefficient toward ICS ($\beta = 0.6881$, $p < .01$, $t = 11.1593$), its effect size is small ($f^2 = 0.0513$). This outcome is attributable to the presence of the mediating constructs RCS and CCS, whose effect sizes are substantially larger (0.4000 and 0.6730, respectively) and which jointly account for 75.64% of the variance in ICS ($R^2 = 0.7564$). The f^2 index reflects the incremental contribution of VPS once the mediators have already absorbed a substantial portion of the explained variance; consequently, its reduced magnitude does not invalidate the relationship, but rather indicates that the influence of VPS on ICS operates predominantly through mediated pathways. In accordance with Cohen (1988), Zhao, Lynch, and Chen (2010), and Hair et al. (2021), this pattern is characteristic of models involving partial or exclusive indirect mediation, in which explanatory variance is distributed across the mediating constructs.

Finally, the coefficient of determination R^2 measures the proportion of variance in an endogenous (dependent) construct explained by its predictor variables, and serves as an indicator of goodness of fit in regression-based models (Wooldridge, 1996), enabling assessment of the model's predictive capacity within the analyzed sample (Becker, 2013).

In accordance with the criteria established by Hair

et al. (2021), the R^2 values obtained in the model may be classified as follows: Social Influence in Sustainable Consumption (RCS) achieved a value of 0.3115, indicating a moderate effect, whereby 31.15% of its variance is explained by VPS. Sustainable Purchasing Behavior (CCS) obtained a value of 0.3824, also reflecting a moderate effect, with 38.24% of its variance accounted for by its predictor. Sustainable Purchase Intention (ICS) reached a value of 0.7564, indicating that the model, comprising RCS, VPS, and CCS as predictors, explains 75.64% of the variance in purchase intention, representing a high level of explanatory capacity.

5. Discussion

The findings of this study confirm that value perception and social influence are decisive factors in the formation of sustainable purchase intention and sustainable purchasing behavior. The structural equation model provided robust empirical evidence that extends the understanding of these relationships within the Mexican and broader Latin American context.

With respect to H1, the findings support the proposed relationship, demonstrating that a positive value perception, one that integrates ethical, emotional, and social dimensions, enhances receptivity to sustainable practices and messages within the social environment. This indicates that when sustainability acquires personal and symbolic meaning, individuals become more responsive to peer influence, consistent with the propositions advanced by Le et al. (2024) and Maduku (2024). The acceptance of H2 further confirms the weight of social influence on sustainable purchase intention, in alignment with the Theory of Planned Behavior (Ajzen, 1991), whereby subjective norms and perceived social approval shape purchasing decisions. The presence of social media referents similarly reinforces the predisposition toward responsible consumption, as documented by Kara and Min (2024).

Regarding H3, the results indicate that a favorable evaluation of sustainable products increases the intention to acquire them. Although the effect size was small, its theoretical significance lies in the fact that perceived value is informed by ethical and symbolic dimensions (Tian et al., 2022; Patiño-Toro et al., 2024). This premise is extended with greater

force in H4, which revealed a strong relationship between value perception and sustainable purchasing behavior. This finding suggests that a positive valuation of sustainability can translate into concrete action when conditions exist that facilitate coherence between personal values and everyday consumption practices (Zhao et al., 2010; Akbar et al., 2024).

Finally, H5 demonstrates that sustainable purchasing behavior reinforces future intention to continue consuming responsibly. This cumulative effect indicates that the positive experience and satisfaction derived from sustainable consumption strengthen its continuity over time (Ji et al., 2025).

Taken together, the findings underscore that fostering sustainable consumption requires the simultaneous strengthening of perceived value and the social environments that legitimize responsible practices. In this regard, businesses, institutions, and civil society organizations are well-positioned to design strategies that integrate ethical arguments, collective benefits, and relatable lived experiences, thereby advancing a culture of consumption that is both more conscious and more consistently aligned with sustainability imperatives.

6. Conclusions

The findings demonstrate that sustainable consumption is strengthened when sustainability transitions from being regarded as an “additional attribute” to being perceived as a necessary and meaningful value by the consumer, a shift that reflects an emerging consumption culture grounded in heightened environmental awareness. In this sense, it can be affirmed that perceived value and social validation operate in a mutually reinforcing dynamic that collectively promotes sustainable purchasing decisions.

Furthermore, the results confirm that value perception enhances receptivity to social cues, leading individuals to embrace sustainable consumption as a form of social validation and a means of belonging to a particular segment of society aligned with environmental values.

Sustainable purchase intention emerged as the construct with the highest explanatory power, suggesting the existence of a substantial and largely untapped market for sustainable products.

In contrast, the results for effective purchasing behavior were more modest, indicating that additional factors, such as price and product accessibility, simultaneously influence actual purchasing decisions. That is, while consumers may be predisposed to purchase sustainably, certain contextual barriers may prevent such behavior from being consistent or habitual. In the Mexican context specifically, consolidating sustainable consumption will require the creation of repeatable experiences capable of generating habitual behavior rather than isolated purchasing episodes.

The originality of this study lies in its simultaneous articulation of perceived value and social influence as joint determinants of both purchase intention and purchasing behavior, while additionally introducing the notion of behavioral continuity as a mechanism through which periodic sustainable consumption may be fostered. Empirical evidence adopting this integrated perspective remains incipient within the analyzed context.

Among the study's limitations, its cross-sectional design precludes longitudinal tracking of consumer decisions and the evolution of consumption habits over time. Additionally, the use of non-probabilistic convenience sampling reduces the generalizability of the findings, introducing potential biases that limit representativeness across the full spectrum of consumer profiles throughout the country.

Future lines of research should consider the implementation of longitudinal designs to enable greater analytical precision and a more in-depth understanding of consumer behavior. The inclusion of more diverse and representative samples, along with systematic comparisons across segments, such as regional differences, socioeconomic strata, and age cohorts, among others, would substantially enrich the field's understanding of sustainable consumption dynamics in Mexico and comparable emerging market contexts.

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