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[ANALYZING CONSUMERS' PURCHASING DECISIONS THROUGH THE LENS OF HOFSTEDE'S CULTURAL DIMENSIONS AND THE THEORY OF PLANNED BEHAVIOR, INCORPORATING AWARENESS OF CONSEQUENCES AS A MODERATING CONSTRUCT.]

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ABSTRACT

Purpose – This study examines the influence of subjective norms, perceived behavioral control, long-term orientation, and uncertainty avoidance on consumer purchase decisions, incorporating purchase intention as a mediator and awareness of consequences as a moderator. The research extends the Theory of Planned Behavior (TPB) by integrating cultural dimensions and awareness constructs to provide a deeper understanding of purchase behavior in emerging markets.

Design/methodology/approach – Adopting a positivist philosophy, deductive reasoning, and a quantitative research strategy, data were collected via structured questionnaires from 350 consumers across five major urban centers in Pakistan using quota sampling. Structural equation modeling (SEM) with SmartPLS was employed to assess direct, mediating, and moderating effects.

Findings – Results confirm that all four cultural and psychological variables significantly influence purchase intention, which strongly predicts purchase decisions. Moreover, awareness of consequences enhances the intention–behavior linkage, reducing the gap between planned and actual consumer actions.

Originality/value – This study advances TPB by empirically demonstrating the joint role of cultural values and awareness in shaping consumer decision-making pathways in a developing country context.

Practical implications – Marketers should design interventions that enhance consumer control, communicate long-term benefits, and reduce perceived risk while incorporating awareness campaigns to increase purchase conversion rates. These strategies can align marketing messages with consumers' cultural predispositions and cognitive drivers, thereby fostering stronger behavioral follow-through.

Keywords: *Perceived behavioral control, consumer purchase decision, Long-term orientation, Uncertainty avoidance, Purchase intention, Awareness of consequences*

1. INTRODUCTION:

The consumer purchase decision is a key factor in understanding how people choose to buy products or services, shaped by their cognitive evaluations, social influences, and situational circumstances (Kotler & Keller, 2022; Rozenkowska, 2023). This study examines how this decision is affected by factors such as subjective norms (perceptions of social expectations from friends, family, or society) (Ajzen, 2020; Kotyza et al., 2024), perceived behavioral control (the perceived ease or difficulty of making the purchase) (Ajzen, 2020; García-Salirrosas et al., 2024), long/short-term orientation (the tendency to prioritize immediate versus future benefits) (Hofstede Insights, 2019; Khan et al., 2024), and uncertainty avoidance (comfort with or aversion to risk and ambiguity) (Hofstede Insights, 2019; Steenkamp et al., 2023). Purchase intention acts as a mediating bridge between these factors and the final decision (Fishbein & Ajzen, 2011; Zaikauskaitė et al., 2023), while awareness of consequence can strengthen or weaken their influence depending on how much the consumer cares about the outcomes of their choices (Gao et al., 2024; Syed et al., 2024). This research is important because it helps marketers and policymakers create more effective strategies in a market where consumer preferences are shifting rapidly toward sustainable consumption and digital commerce (Smith et al., 2023; Lim et al., 2024). Understanding these interconnections can improve demand forecasts, enhance customer satisfaction, and inform the design of interventions that encourage desirable consumer behavior.

The main research questions are: How do these factors affect a person's intention to buy and their final purchase decision? And how does awareness of consequence alter these relationships? The objectives are to examine the direct and indirect effects of subjective norms, perceived behavioral control, long/short-term orientation, and uncertainty avoidance on consumer purchase decision; to assess the mediating role of purchase intention; and to explore the moderating influence of awareness of consequence, thereby offering actionable insights for both theory and practice in consumer behavior research.

The consumer purchase decision is essentially the final behavioral outcome of a decision-making process shaped by multiple antecedents. Subjective norms reflect the social pressures that influence a consumer to conform to the expectations of their reference groups (Ajzen, 2020; Kotyza et al., 2024). Perceived behavioral control reflects the consumer's perception of their ability and resources to make a purchase, influencing whether the intended action is carried out (Ajzen, 2020; García-Salirrosas et al., 2024). Long/short-term orientation influences whether consumers prefer immediate gratification or are willing to delay rewards for greater long-term benefits (Hofstede Insights, 2019; Khan et al., 2024). Uncertainty avoidance captures the extent to which individuals feel threatened by ambiguous situations and seek to minimize uncertainty through cautious decision-making (Hofstede Insights, 2019; Steenkamp et al., 2023). Collectively, these factors shape purchase intention, which in turn drives the actual purchase decision (Fishbein & Ajzen, 2011; Zaikauskaitė et al., 2023). Awareness of consequence can adjust the strength of these relationships based on the individual's understanding of the potential outcomes of their choices (Gao et al., 2024; Syed et al., 2024), thereby helping explain variations in consumer decision-making behavior in

different contexts.

This research aims to make three main contributions. First, it examines the direct and indirect relationships between the four independent variables and consumer purchase decision, clarifying their role in shaping purchase intention. Second, it assesses the mediating role of purchase intention in translating psychological and cultural influences into behavioral outcomes. Third, it investigates the moderating role of awareness of consequence to determine whether heightened awareness can amplify the intention–behavior link. The guiding research questions are: *How do subjective norms, perceived behavioral control, long/short-term orientation, and uncertainty avoidance affect purchase intention and the subsequent consumer purchase decision?* and *How does awareness of consequence alter these effects?* Addressing these questions is expected to contribute to theoretical advancements in the application of the Theory of Planned Behavior and cultural value frameworks, as well as provide practical insights for designing marketing strategies in an era increasingly shaped by sustainability imperatives and digital consumption trends.

LITERATURE REVIEW:

Subjective Norms and Consumer Purchase Decision

Subjective norms, a key construct in the Theory of Planned Behavior (Ajzen, 1991), refer to the social pressures an individual perceives from important referents, such as family, peers, and society at large. These social forces are believed to exert a significant influence on whether an individual engages in specific behaviors, including purchase decisions. In consumer behavior research, subjective norms often explain why individuals conform to collective values and consumption patterns, particularly in collectivist societies like Pakistan. Recent empirical findings underscore the importance of this variable. Amanda and Gunanto (2025) observed that consumers are more likely to complete a purchase when significant others approve of the brand or product category. This suggests that subjective norms are more than just perceived expectations they can shape and reinforce consumption behavior.

Additionally, Alyahya (2023) demonstrated that subjective norms have a positive and statistically significant effect on both online and offline purchase decisions. The study revealed that recommendations from friends and influencers play a powerful role in shaping decisions in digitally active consumer segments. Furthermore, in high-context cultures, where individuals rely on interpersonal relationships to navigate decisions, the role of subjective norms becomes even more pronounced. In such societies, purchasing decisions are rarely made in isolation; rather, they are embedded in familial and societal expectations. This dynamic is also reflected in the rise of social commerce, where consumers engage in purchases influenced by community feedback and user-generated content.

However, the strength of subjective norms may vary depending on cultural orientation, product type, and perceived risk. Minh et al. (2024) highlighted that subjective norms have a stronger influence in high-risk purchases, such as health products and electronics, where social endorsement reduces uncertainty. Conversely, in low-involvement products, consumers may rely more on individual preferences than social cues. The literature also suggests that the influence of subjective norms may be mediated by constructs like

purchase intention and moderated by awareness of consequences (Syed, 2024). In contexts where ethical or environmental concerns are prominent, consumers may rely on social cues that align with broader societal values, enhancing the impact of subjective norms.

In this study, Hypothesis 1 proposes that subjective norms positively influence consumer purchase decision. This hypothesis is grounded in both theoretical and empirical literature, suggesting that consumers are more likely to make a purchase when they perceive that important referents endorse or expect the behavior. By including subjective norms as a predictor, the model acknowledges the social embeddedness of consumer behavior, especially in collectivist cultural settings. Testing this hypothesis can offer valuable insights into how marketers and policymakers can design interventions that leverage social influence, such as testimonials, reviews, and influencer partnerships, to guide purchasing behaviors in culturally diverse markets like Pakistan. Thus, considering the aforementioned literature, the following hypothesis is proposed:

H₁: Subjective norms have a positive influence on consumer purchase decision.

Perceived Behavioral Control and Consumer Purchase Decision

Perceived behavioral control (PBC), as introduced in the Theory of Planned Behavior (Ajzen, 1991), represents an individual's belief about the ease or difficulty of performing a given behavior. It is comprised of both internal factors (such as confidence and skills) and external factors (such as availability of time, money, or resources). In the context of consumer behavior, PBC reflects the degree of control consumers perceive over their ability to complete a purchase. Several recent studies have established that PBC is a significant predictor of both purchase intention and the actual decision to purchase, especially in e-commerce and tech-driven environments (Amir et al., 2025). The more consumers believe they can afford, access, or understand a product or service, the more likely they are to proceed with the decision to buy.

In developing markets like Pakistan, perceived behavioral control plays an even more critical role. Due to varying levels of digital literacy, infrastructure, and income disparity, many consumers perceive limitations in their ability to engage in confident and secure purchasing behavior. Syed (2024) reported that even when intentions are high, low PBC caused by infrastructure constraints, limited internet access, or lack of trust in payment methods impedes purchase behavior. Therefore, PBC does not just influence intention but can serve as a gatekeeper between planning and action. Empirical evidence from mobile commerce, for example, reveals that the easier and more secure a purchase process is perceived to be, the more likely the consumer is to follow through (Al Maalouf et al., 2025).

Moreover, PBC is often influenced by digital experience and consumer confidence. Rozenkowska (2023) showed that in digitally advanced consumer segments, where interfaces are intuitive and customer support is strong, PBC strongly predicts both intention and final purchase behavior. This is particularly relevant in industries such as online banking, digital subscriptions, and virtual retail, where consumers must navigate technology to complete a transaction. Minh et al. (2024) added that in such contexts, PBC is enhanced when brands invest in educating consumers and building digital trust through clear communication, transparent policies, and responsive service. These

interventions can improve consumer efficacy and encourage more consistent decision-making aligned with their intentions.

In this study, Hypothesis 2 posits that perceived behavioral control positively influences consumer purchase decision. This hypothesis is supported by both theoretical reasoning and empirical validation, particularly in contexts where consumers must assess their personal control over the buying process. The inclusion of PBC in this framework allows a more nuanced understanding of how consumers weigh their capabilities before making purchasing decisions. It also provides actionable insights for practitioners such as marketers and developers who aim to reduce consumer friction and facilitate smoother customer journeys by increasing the perceived ease, confidence, and control in the buying process. Thus, in view of the said literature, the following hypothesis is proposed:

H₂: Perceived behavioral control has a positive influence on consumer purchase decision.

Long Term Orientation and Consumer Purchase Decision

Long-term orientation (LTO), one of Hofstede's cultural dimensions, reflects the extent to which individuals in a society value future rewards over short-term gratification (Hofstede et al., 2023). Consumers with a long-term orientation are characterized by persistence, frugality, and a future-focused mindset. These individuals are more likely to engage in deliberate purchasing decisions, carefully evaluating product durability, sustainability, and return on investment before committing to a purchase. Syed (2024) emphasized that in markets with strong LTO values, such as parts of South and East Asia, consumers tend to choose brands with long-standing reputations, sustainability credentials, or extended warranties signals that support long-term benefit.

Quynh (2023) found that long-term orientation was positively associated with sustainable and ethical consumption practices in Vietnamese markets. This is consistent with broader findings in behavioral science suggesting that future-oriented consumers are more likely to invest in environmentally friendly products and avoid impulsive purchases. Minh et al. (2024) further supported this by showing that consumers with higher LTO scores were more responsive to long-term incentives like loyalty programs and product lifecycle guarantees. This reinforces the idea that long-term orientation plays a significant role in shaping intentional and forward-looking purchase behaviors.

Despite its growing relevance, the relationship between LTO and actual consumer purchase decision is moderated by several factors, such as income level, product type, and availability of alternatives. In low-resource settings, even consumers with a future orientation may opt for cheaper short-term alternatives due to financial limitations (Alyahya, 2023). Moreover, certain product categories such as fashion, food delivery, or impulse-driven online sales may not align with LTO principles, even among future-focused consumers. Kara and Min (2024) suggest that targeted messaging emphasizing long-term value, health, or environmental sustainability can enhance the influence of LTO on purchase decisions across broader categories.

In this study, Hypothesis 3 proposes that long-term orientation positively influences consumer purchase decision. This inclusion adds a critical cultural layer to the behavioral model, enabling an understanding of how future-oriented thinking influences real consumer choices. By considering LTO, the framework bridges psychological intention

with broader cultural predispositions, enhancing the model's predictive accuracy in culturally diverse markets. For marketers, this means that emphasizing long-term benefits, warranties, and ethical sourcing may resonate more strongly with LTO-aligned consumers and encourage more consistent purchase decisions aligned with values and future expectations. Thus, considering the aforementioned literature, the following hypothesis is proposed:

H₃: Long-term orientation has a positive influence on consumer purchase decision.

Uncertainty Avoidance and Consumer Purchase Decision

Uncertainty avoidance (UA), another key dimension in Hofstede's cultural theory, refers to the extent to which individuals in a culture feel threatened by ambiguity and prefer structured, predictable situations (Hofstede et al., 2023). In the context of consumer behavior, high levels of uncertainty avoidance typically result in a preference for well-established brands, clear product guarantees, and reliable service standards. Amanda and Gunanto (2025) found that consumers with high UA are significantly more likely to make purchase decisions based on perceived security, social proof, and institutional trust. This means that in high-UA societies, factors like brand reputation, customer reviews, and safety features become essential in influencing final purchase decisions.

Minh et al. (2024) reinforced this by showing that in online shopping environments, uncertainty avoidance strongly influences consumer preferences for platforms offering transparent return policies, verified ratings, and detailed product information. Similarly, Syed (2024) demonstrated that in South Asian markets, uncertainty avoidance significantly affects the likelihood of repeat purchases and brand loyalty. When consumers perceive risk, whether financial or functional, their decision-making process slows down unless reassurance is provided. This highlights that uncertainty avoidance is not merely a psychological preference but a behavioral determinant influencing the structure and flow of consumer purchasing processes.

However, the strength of UA's influence may vary across age, product type, and purchase setting. Younger consumers, for example, may exhibit reduced UA traits due to familiarity with digital risk mitigation tools, such as refund apps and third-party reviews (Kara & Min, 2024). Moreover, in hedonic purchases such as fashion or entertainment, consumers may deliberately accept ambiguity in exchange for novelty or emotional satisfaction. Therefore, the influence of UA on consumer decision-making should be analyzed alongside other factors such as product involvement and technological literacy. In this study, Hypothesis 4 posits that uncertainty avoidance positively influences consumer purchase decision. The rationale is that when consumers seek certainty in their transactions, they are more likely to make decisions that minimize risk and enhance perceived safety. By integrating UA into the conceptual framework, this research captures culturally influenced risk aversion tendencies that shape consumer actions. For practitioners, this suggests that enhancing perceived certainty through warranties, social validation, and transparency can increase consumer confidence and drive decisions in high-UA populations. Thus, in view of the said literature, the following hypothesis is proposed:

H₄: Uncertainty avoidance has a positive influence on consumer purchase decision.

Purchase Intention mediates the relationship between Subjective Norms and Consumer

Purchase Decision

The mediating role of purchase intention between subjective norms and consumer purchase decision is a critical element in the Theory of Planned Behavior (Ajzen, 1991). Subjective norms influence behavior indirectly by shaping the intention to perform that behavior. In the context of consumer decision-making, individuals who perceive strong social pressure to purchase a product or engage in a specific consumption activity are likely to develop a corresponding intention, which then informs their actual behavior. Jebarajakirthy et al. (2024) demonstrated this mediating effect in the domain of sustainable consumption, where subjective norms had a significant indirect impact on purchase behavior through intention.

Recent findings support this mediating pathway in various market settings. For instance, Syed (2024) observed that in collectivist cultures such as Pakistan, subjective norms have a strong influence on intention formation. However, the direct effect of subjective norms on consumer purchase decision weakens when intention is included in the model, indicating that intention is a critical psychological mechanism through which social pressure is translated into behavior. Similarly, Minh et al. (2024) emphasized that even in digital contexts, where peer reviews and social influence are prevalent, the behavioral response is largely governed by the intention shaped by these normative beliefs.

The strength of the mediating role of intention may also depend on individual differences such as self-efficacy, cultural alignment, and emotional regulation. Amanda and Gunanto (2025) found that when consumers are confident in their ability to act on their intentions, subjective norms have a stronger downstream influence on behavior. Conversely, in high-pressure situations or among individuals with low self-efficacy, intention may be formed but not enacted. This demonstrates the importance of modeling intention not as a static determinant, but as a dynamic construct influenced by social, cultural, and psychological factors.

In this study, Hypothesis 5 proposes that purchase intention mediates the relationship between subjective norms and consumer purchase decision. By doing so, the model captures the psychological transition from perceived social pressure to actual purchasing behavior. This mediation framework also allows for greater flexibility in addressing the intention-behavior gap, particularly in collectivist cultures. Understanding this mediating relationship provides valuable insights for marketers seeking to activate normative beliefs through social influence strategies, which can increase the likelihood of behavioral follow-through when paired with supportive mechanisms that strengthen intention. Thus, considering the aforementioned literature, the following hypothesis is proposed:

H₅: Purchase intention mediates the relationship between subjective norms and consumer purchase decision.

Purchase Intention mediates the relationship between Perceived Behavioral Control and Consumer Purchase Decision

Perceived behavioral control (PBC) is central to the Theory of Planned Behavior and is theorized to influence behavior both directly and indirectly through intention (Ajzen, 1991). In the context of consumer behavior, when individuals believe they have the

capacity and resources to carry out a purchase, they are more likely to form a strong purchase intention, which subsequently leads to action. Numerous studies confirm that PBC significantly contributes to purchase intention, particularly when the behavior involves planning, effort, or perceived risk. Amir et al. (2025) found that consumers with higher perceived control over financial resources and product access were more likely to express intention to buy, which then predicted actual purchasing behavior.

Rozenkowska (2023) also validated this mediating pathway in the context of online and sustainable purchases. The research showed that while PBC had a direct effect on consumer action, the effect was notably stronger when mediated by intention. This finding highlights intention as a pivotal cognitive process that translates feelings of control into deliberate consumer choices. It also underscores the importance of consumer self-confidence, availability of options, and perceived effort in shaping purchase-related behaviors in real-world and digital environments.

Amanda and Gunanto (2025) further illustrated that the mediating role of purchase intention becomes even more critical when consumers face moderately challenging tasks. When the perceived difficulty is neither too high nor too low, intention serves as a motivational mechanism enabling consumers to commit to the behavior. Conversely, in cases of extreme difficulty or overconfidence, the intention-behavior link can weaken. This suggests that the strength of intention as a mediator is context-dependent, and its role should be evaluated in light of situational constraints, product complexity, and technological factors.

This study hypothesizes that purchase intention mediates the relationship between perceived behavioral control and consumer purchase decision. By modeling intention as a mediator, the framework captures the nuanced process by which consumer confidence and perceived ease influence actual buying behavior. This also aligns with TPB's structure, where PBC operates both as a predictor and facilitator of intention. For businesses, the implication is clear: strategies that enhance consumer control such as simplified purchase processes, transparent information, and strong customer support can boost purchase intentions, thereby increasing the probability of actual purchases. Thus, in view of the said literature, the following hypothesis is proposed:

H₆: Purchase intention mediates the relationship between perceived behavioral control and consumer purchase decision.

Purchase Intention mediates the relationship between Long-Term Orientation and Consumer Purchase Decision

Long-term orientation (LTO), as defined by Hofstede's cultural dimensions, reflects a cultural inclination toward perseverance, thrift, and delayed gratification (Hofstede et al., 2023). In consumer behavior, LTO shapes preferences for long-lasting, sustainable, and value-driven products. However, this cultural trait does not immediately result in purchase behavior; it typically forms a psychological framework that influences intermediate variables, most notably purchase intention. Syed (2024) emphasized that in long-term oriented societies, consumers often evaluate purchase options based on their future utility, and this evaluation significantly boosts their intention to buy products aligned with those values.

Quynh (2023) also found that LTO had a statistically significant indirect effect on sustainable purchase decisions, mediated by consumers' intention to engage in environmentally responsible consumption. This aligns with the Theory of Planned Behavior, which places intention at the center of behavior prediction. In this view, LTO enhances the cognitive process of planning and future-thinking, which translates into deliberate purchasing intentions. Once these intentions are solidified, they become the most immediate predictors of actual consumer decisions, particularly in contexts requiring ethical or economic trade-offs.

Moreover, studies in emerging markets have confirmed that the strength of intention mediating LTO varies by context. Amanda and Gunanto (2025) noted that while long-term orientation encourages frugal and sustainable thinking, actual purchases are shaped by how strongly those values are internalized as intentions. Minh et al. (2024) observed that marketing efforts emphasizing long-term benefits, such as warranties or social impact, significantly increased consumer purchase intention particularly among consumers with high LTO scores. This suggests that intention acts as a filter or mechanism by which cultural values are translated into real-world consumer action.

Based on this rationale, Hypothesis 7 asserts that purchase intention mediates the relationship between long-term orientation and consumer purchase decision. The inclusion of this pathway in the model captures how deeply rooted cultural beliefs about time, planning, and responsibility shape consumer decisions through intention. Practically, it underscores the importance for brands to frame their value propositions in future-oriented language that resonates with LTO-oriented consumers, thereby strengthening intentions and increasing the likelihood of purchase behavior aligned with long-term values. Thus, considering the aforementioned literature, the following hypothesis is proposed:

H₇: Purchase intention mediates the relationship between long-term orientation and consumer purchase decision.

Purchase Intention mediates the relationship between Uncertainty Avoidance and Consumer Purchase Decision

Uncertainty avoidance (UA) refers to the extent to which individuals in a culture feel uncomfortable with ambiguity and uncertain outcomes (Hofstede et al., 2023). In consumer contexts, individuals with high UA are typically more cautious, risk-averse, and reliant on familiar, secure choices. While UA may not directly lead to a purchase, it is likely to shape the intention to buy products that minimize uncertainty, such as those with warranties, brand reputation, or endorsements. Amanda and Gunanto (2025) demonstrated that UA significantly influences intention formation, particularly for high-risk or high-involvement products. This indicates that before consumers with high UA commit to a purchase, their risk-averse nature first translates into strong intentions to choose safe and structured alternatives.

Syed (2024) further validated this mediating pathway by showing that the behavioral effects of UA are predominantly realized through intention. Consumers in Pakistan, a country with moderate to high UA, displayed clear preferences for products offering clarity, structure, and low perceived risk. However, their actual purchase decisions were not directly tied to UA alone instead, intention served as the crucial intermediary through

which UA manifested in behavior. This reinforces the TPB framework's logic, where intention serves as the bridge between predispositions (such as risk aversion) and actions (such as purchase).

Kara and Min (2024) emphasized the importance of contextual and technological cues in this mediating process. They found that when digital platforms enhanced perceived control such as through real-time tracking, easy returns, or transparent policies UA-induced intention significantly predicted actual purchase. On the other hand, in the absence of such features, even consumers with high purchase intentions driven by UA often aborted the transaction. This indicates that while UA contributes to intention, whether that intention turns into a decision depends on how well the consumer perceives risk to be managed.

This study hypothesizes that purchase intention mediates the relationship between uncertainty avoidance and consumer purchase decision. By placing intention as a central mechanism, the framework captures how cultural predispositions like UA inform decision-making pathways. For practitioners, this highlights the necessity of enhancing structural assurances and reducing uncertainty to strengthen intention. Ultimately, this mediating relationship provides theoretical clarity and practical strategies for converting culturally rooted risk aversion into confident consumer action. Thus, in view of the said literature, the following hypothesis is proposed:

H₈: Purchase intention mediates the relationship between uncertainty avoidance and consumer purchase decision.

Purchase Intention positively influences Consumer Purchase Decision

Purchase intention is widely recognized as one of the strongest predictors of actual consumer behavior, particularly within the framework of the Theory of Planned Behavior (Ajzen, 1991). It represents an individual's conscious readiness or commitment to perform a specific action in this case, making a purchase. Research consistently shows that when consumers hold strong intentions to buy a product, they are far more likely to carry through with the actual purchase decision. Jebarajakirthy et al. (2024) emphasized that intention serves as the final motivational driver that bridges psychological constructs like attitudes, norms, and perceived control with observable behavior. Their study on green consumption validated that intention significantly predicted eco-friendly purchasing decisions across different demographic segments.

Rozenkowska (2023) also provided empirical evidence supporting the direct influence of purchase intention on actual purchasing behavior. In e-commerce settings, where the buyer journey is often nonlinear, consumers who reported high purchase intention were more likely to complete transactions, even when distractions or competing offers were present. This suggests that strong intention may help consumers maintain behavioral consistency, reducing the likelihood of impulsive changes or decision delays. Moreover, this relationship remains significant across product types, from fast-moving consumer goods to durable items, further underscoring intention's robust predictive power.

However, while the link between intention and behavior is generally strong, it is

not immune to contextual and psychological interruptions. Situational factors such as time constraints, financial barriers, or availability of alternatives can weaken the intention-behavior linkage. To address this, several scholars have proposed augmenting TPB with moderating variables like awareness of consequences or behavioral control (Syed, 2024; Kara & Min, 2024). These additions aim to explain the so-called intention-behavior gap, which refers to cases where consumers plan to act but fail to follow through. Understanding this gap is crucial for marketers seeking to design interventions that ensure high-intention consumers successfully complete the purchase process.

This study hypothesizes that purchase intention positively influences consumer purchase decision. This direct pathway anchors the entire conceptual model, affirming that intention serves as the most immediate precursor to behavior. Validating this hypothesis not only reinforces TPB's core assumptions but also offers practical implications for marketers, suggesting that efforts to build and reinforce intention through personalized offers, reminders, or social proof can significantly increase actual purchasing behavior. Thus, considering the aforementioned literature, the following hypothesis is proposed:

H₉: Purchase intention has a positive influence on consumer purchase decision.

Awareness of Consequences moderates the relationship between Purchase Intention and Consumer Purchase Decision

Awareness of consequences refers to a consumer's understanding of the potential outcomes associated with a given behavior, including social, environmental, ethical, or financial implications. While purchase intention has been widely studied as a strong predictor of consumer behavior, its effect is not always direct or guaranteed. Various moderating variables can influence whether intention is successfully translated into actual behavior, and awareness of consequences has emerged as one of the most significant among them (Leonidou et al., 2022). Jebarajakirthy et al. (2024) emphasized that consumers with greater awareness of environmental or social impacts are more likely to follow through with ethical consumption intentions. This finding underscores the role of awareness in strengthening behavioral consistency.

In decision-making contexts involving complexity or long-term implications, awareness of consequences helps consumers prioritize action. Kara and Min (2024) demonstrated that in health product markets, individuals who understood the long-term impact of their choices were more likely to act on their intentions. In contrast, those with low awareness were more susceptible to impulsive or contradictory behaviors, despite initially expressing strong intentions. This suggests that awareness of consequences can moderate the strength or direction of the intention-behavior relationship. The presence of heightened awareness acts as a behavioral catalyst, reinforcing motivation and justifying follow-through.

Syed (2024) noted that in emerging markets like Pakistan, the intention-behavior gap remains a challenge due to fluctuating market conditions, limited information, and social distractions. However, consumers with high awareness either through education, social campaigns, or brand transparency demonstrated a stronger alignment between what they intended and what they eventually did. This moderating role is particularly important in ethical and sustainable consumption, where intention may be shaped by ideals but constrained by practical limitations. Thus, awareness serves not only as a

knowledge construct but also as a motivational enhancer.

This study hypothesizes that awareness of consequences moderates the relationship between purchase intention and consumer purchase decision. By including this moderating pathway, the framework captures the nuanced conditions under which intentions materialize into actual purchasing behavior. From a managerial standpoint, this finding supports initiatives that increase consumer awareness such as informative labeling, cause-based marketing, and social advocacy as a means to boost the likelihood of purchase completion. Ultimately, this hypothesis enriches both the theoretical and practical dimensions of consumer behavior by explaining the variability in the intention-behavior connection. Thus, in view of the said literature, the following hypothesis is proposed:

H₁₀: Awareness of consequences moderates the relationship between purchase intention and consumer purchase decision.

CONCEPTUAL FRAMEWORK:

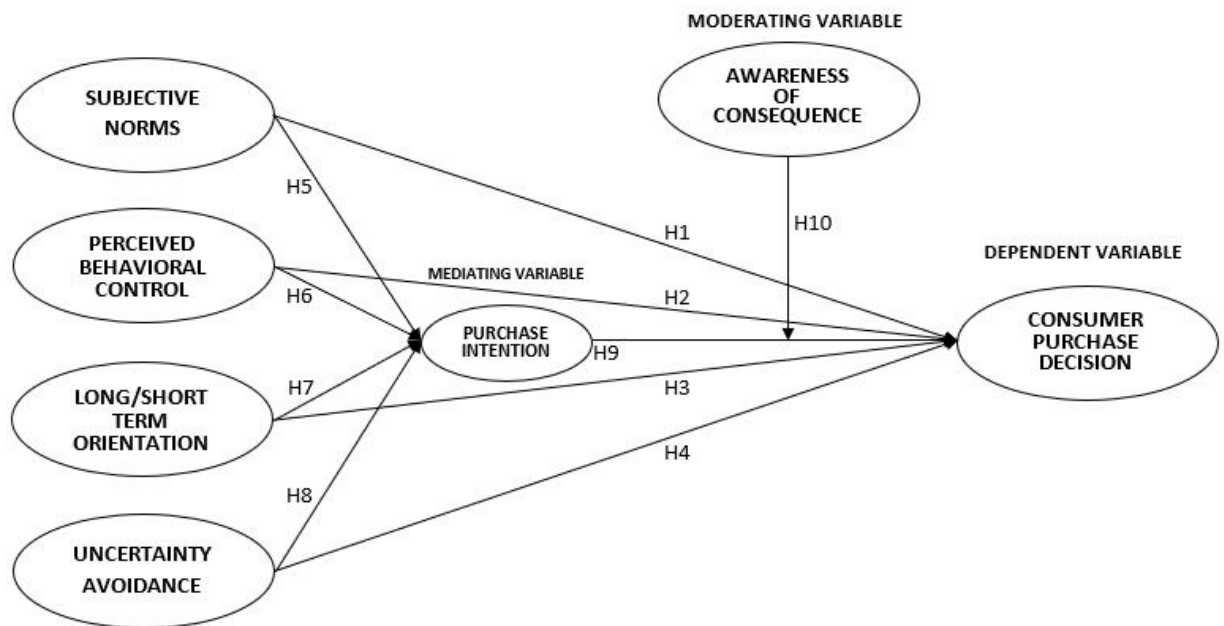


Figure 1

METHODOLOGY

RESEARCH PHILOSOPHY:

This study adopts a positivist philosophical approach to examine the relationships between subjective norms, perceived behavioral control, long-term orientation, uncertainty avoidance, and consumer purchase decisions. Positivism is rooted in the belief that reality is objective, observable, and quantifiable through empirical investigation. As a result, positivist research emphasizes hypothesis testing, statistical validation, and the use of measurable variables to derive causal relationships (Sulaiman et al., 2023). This philosophy aligns with the goals of this study, which seeks to empirically assess how various psychological and cultural variables influence purchase intention and decision-making within a defined population.

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In positivist inquiry, the role of the researcher is to remain detached and neutral, minimizing bias and allowing results to emerge from the data itself. Quantitative methods, structured instruments, and replicable procedures are central to this framework (Ali & Osman, 2024). Given that this study uses structured questionnaires to gather data from consumers and employs statistical tools to test predefined hypotheses, the positivist stance is well suited. The aim is not to interpret meaning subjectively but to observe measurable patterns that reflect generalizable consumer behavior trends in Pakistan's urban population.

Furthermore, the positivist approach supports the predictive nature of the Theory of Planned Behavior (TPB) and Hofstede's cultural dimensions, both of which rely on empirical validation and quantification of psychological constructs (Minh et al., 2024). This study, by operationalizing constructs such as subjective norms, perceived behavioral control, and cultural values through quantifiable items, aligns methodologically with the assumptions of positivism. Ultimately, the positivist paradigm enhances the study's credibility, replicability, and relevance by emphasizing objective reality and measurable relationships among variables.

RESEARCH APPROACH

This study employs a deductive research approach, which is characterized by the development of hypotheses based on established theories and the subsequent testing of these hypotheses through empirical data. Deductive reasoning begins with general premises in this case, the Theory of Planned Behavior (TPB) and Hofstede's Cultural Dimensions Theory and seeks to examine whether these theoretical assumptions hold true in specific contexts (Ali & Osman, 2024). This is suitable for the present study, which explores the influence of subjective norms, perceived behavioral control, long-term orientation, and uncertainty avoidance on consumer purchase decisions, with purchase intention as a mediator and awareness of consequences as a moderator.

A deductive approach is particularly appropriate for studies with clear, testable relationships and structured research designs. As noted by Sulaiman et al. (2023), this approach allows researchers to derive specific hypotheses from well-established frameworks and then validate them through data collection and statistical analysis. In this study, ten hypotheses have been formulated to assess the direct, mediating, and moderating relationships between the variables. The goal is to confirm or refute these hypotheses using measurable indicators, consistent with the deductive methodology.

Moreover, the deductive approach supports the positivist philosophy adopted in this study by emphasizing objectivity, generalizability, and statistical verification (Minh et al., 2024). The research process begins with theory, moves through operationalization of constructs, and culminates in empirical testing. Such alignment ensures coherence between the philosophical stance, methodological design, and research objectives. Ultimately, this approach contributes to a rigorous and replicable investigation into the causal pathways shaping consumer purchase behavior in a culturally specific context.

RESEARCH STRATEGY

This study adopts a quantitative research strategy to test the hypothesized relationships between psychological and cultural constructs and consumer purchase decisions. Quantitative research is characterized by its emphasis on objectivity, numerical

measurement, and the use of statistical techniques to analyze relationships among variables (Ali & Osman, 2024). Given that the study is grounded in established theories namely, the Theory of Planned Behavior (TPB) and Hofstede's Cultural Dimensions Theory a quantitative strategy enables the collection and analysis of numerical data to validate or refute specific hypotheses.

Quantitative methods are particularly well suited to studies that aim to examine causal or correlational relationships among variables. In this study, structured questionnaires with closed-ended items will be distributed to participants to gather responses on constructs such as subjective norms, perceived behavioral control, long-term orientation, uncertainty avoidance, purchase intention, and consumer purchase decision. Statistical analysis using software such as SmartPLS will then be conducted to test the strength and significance of the proposed direct, mediating, and moderating relationships (Sulaiman et al., 2023).

Furthermore, the quantitative strategy aligns with the positivist philosophy and deductive approach adopted in this research. It allows for large-scale data collection, enhances generalizability of results, and reduces researcher bias. Minh et al. (2024) argue that quantitative designs are ideal for studies where theory testing, prediction, and statistical validation are central goals. By following a structured and replicable process, the quantitative strategy contributes to the reliability and validity of the findings and ensures that the research outcomes are grounded in measurable evidence.

1.1. RESEARCH DESIGN

The research design for this study is based on a survey methodology, which is widely used in social sciences for collecting data from a large and diverse population. Surveys are particularly effective for studies that require standardized responses to test hypotheses derived from theoretical models (Ali & Osman, 2024). Given the study's objective to test the relationships among subjective norms, perceived behavioral control, long-term orientation, uncertainty avoidance, purchase intention, and consumer purchase decision, a survey offers a systematic approach to gather relevant data from a defined sample.

Structured questionnaires will be employed as the primary data collection tool. These questionnaires will consist of closed-ended questions, measured using a five-point Likert scale, which allows for quantification of respondents' attitudes, beliefs, and behavioral intentions. The use of standardized items enhances the reliability and consistency of data and facilitates statistical analysis using techniques such as structural equation modeling (SEM) via SmartPLS (Sulaiman et al., 2023). Survey designs also allow researchers to assess a wide range of variables simultaneously, making them suitable for complex models involving mediation and moderation effects.

In addition to its methodological rigor, the survey design aligns well with the positivist philosophy and deductive approach underpinning this study. It enables objective measurement of predefined constructs and helps in validating theoretical predictions with empirical evidence. Minh et al. (2024) assert that surveys are ideal for studies seeking generalizable results across a broad population, especially when aiming to inform policy or marketing strategy. Therefore, the use of a survey design enhances the study's ability to produce actionable insights and contribute to both academic literature

and practical applications.

1.2. TARGET POPULATION

The target population for this study comprises consumers residing in five major cities of Pakistan: Karachi, Lahore, Islamabad, Quetta, and Faisalabad. These urban centers have been selected due to their diverse demographics, high consumer activity, and representation of various socio-economic segments. According to Minh et al. (2024), these cities serve as cultural and economic hubs, making them ideal for studying behavioral patterns in consumption. Their population diversity enhances the generalizability and relevance of the research findings within Pakistan's consumer market.

1.3. SAMPLING TECHNIQUE

This study adopts quota sampling as its primary sampling technique to ensure proportional representation across the five selected cities: Karachi, Lahore, Islamabad, Quetta, and Faisalabad. Quota sampling is a non-probability sampling method in which researchers divide the population into mutually exclusive subgroups and select respondents according to pre-set quotas that reflect key population characteristics such as city, gender, age, or occupation (Ali & Osman, 2024). This approach is particularly effective in ensuring diversity and balance in responses while maintaining feasibility in terms of data collection and resource constraints.

Quota sampling is especially suitable for urban populations where accessing a perfectly randomized sample may be impractical due to time, cost, and logistical challenges. Sulaiman et al. (2023) argue that in socio-culturally diverse countries like Pakistan, quota sampling allows for adequate control over demographic variation without compromising sample heterogeneity. Given that the study aims to compare responses across multiple cultural and behavioral dimensions, quota sampling enhances both the efficiency and relevance of the data collection process.

Furthermore, the use of quota sampling aligns with the study's positivist and deductive stance, as it allows for systematic data collection within structured boundaries. By targeting specific demographic groups in each city, the technique facilitates balanced representation and ensures that no single segment disproportionately influences the results (Minh et al., 2024). This supports the study's goal of developing empirically grounded insights into consumer decision-making behavior across different urban contexts in Pakistan.

1.4. SAMPLE SIZE

The determination of the sample size for this study follows the guidelines provided by Hair et al. (2010), which recommend a minimum sample of 10 respondents per observed indicator when using structural equation modeling (SEM). Given the complexity of the proposed model, which includes multiple independent variables, a mediator, and a moderator, the estimated number of indicators exceeds 30. Accordingly, the minimum recommended sample size is approximately 300 respondents. This ensures adequate statistical power for model testing and increases the reliability of the findings.

Sulaiman et al. (2023) and Ali & Osman (2024) also advocate for sample sizes exceeding 300 in SEM studies, particularly when the research involves mediation and moderation

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analysis. Larger samples improve the precision of parameter estimates and the generalizability of results across diverse demographic segments. To meet these criteria, this study aims to collect responses from a minimum of 350 participants, ensuring sufficient representation across the five targeted cities.

RESULTS:

DESCRIPTIVE STATISTICS:

Descriptive statistics refer to a set of statistical techniques used to summarize, organize, and present data in a way that makes it easier to understand and interpret. Unlike inferential statistics, which focus on drawing conclusions about a population based on sample data, descriptive statistics are concerned solely with describing the characteristics of the dataset at hand. They provide a snapshot of the data, highlighting patterns, trends, and distributions without making predictions or testing hypotheses (Trochim et al., 2023). In research, descriptive statistics are particularly valuable for offering an initial overview of the data before moving to more complex analyses, ensuring that the reader has a clear understanding of the dataset's structure.

Table 1

	Mean	Standard Deviation	Excess Kurtosis	Skewness
AWARENESS OF CONSEQUENCE	4.638	2.017	-0.654	-0.170
CONSUMER PURCHASE DECISION	4.71	1.933	-0.708	-0.587
LONG/SHORT TERM ORIENTATION	4.452	1.803	-0.454	-0.555
PERCEIVED BEHAVIORAL CONTROL	4.434	1.742	-0.661	-0.907
PURCHASE INTENTION	4.548	1.763	-0.745	-0.475
SUBJECTIVE NORMS	4.262	1.676	-1.003	-0.513
UNCERTAINTY AVOIDANCE	4.724	1.83	-0.584	-0.400

The descriptive statistics in the Table provide an overview of the central tendency, variability, and distribution characteristics for all variables in the study. The mean values for all constructs range between 4.26 and 4.72 on the measurement scale, indicating generally high scores across the sample. This suggests that participants reported above-average levels for awareness of consequence ($M = 4.638$), consumer purchase decision ($M = 4.71$), long/short-term orientation ($M = 4.452$), perceived behavioral control ($M = 4.434$), purchase intention ($M = 4.548$), subjective norms ($M = 4.262$), and uncertainty avoidance ($M = 4.724$). The highest mean score was observed for uncertainty avoidance, implying a relatively strong tendency among respondents to avoid ambiguity or risk in purchasing contexts, whereas subjective norms recorded the lowest mean, suggesting comparatively lower perceived social pressure in shaping purchasing behavior. The standard deviations range from 1.676 (subjective norms) to 2.017 (awareness of consequence), indicating moderate variability in responses across all constructs. These values reflect that while the central tendency is generally high, individual differences in responses are present. Higher variability in awareness of consequence and consumer purchase decision suggests a wider spread of opinions among respondents for these factors compared to others. The skewness values for all variables are negative, ranging from -0.170 (awareness of consequence) to -0.907 (perceived behavioral control). This indicates that the distributions are slightly left-skewed, meaning that a greater number

of respondents provided ratings at the higher end of the scale. The skewness magnitudes are all within the commonly accepted range of ± 1 , suggesting no serious asymmetry and indicating approximate normality suitable for parametric analysis. The excess kurtosis values are also negative for all variables, ranging from -1.003 (subjective norms) to -0.454 (long/short-term orientation). Negative kurtosis indicates platykurtic distributions, meaning the data have lighter tails and are slightly flatter than a normal distribution. This suggests fewer extreme values (outliers) than would be expected in a normal curve. The values are close to zero, indicating only mild deviations from normality, which again supports the appropriateness of parametric tests in subsequent analyses.

RELIABILITY AND VALIDITY:

Reliability and validity are essential criteria for assessing the quality of measurement instruments in quantitative research. Reliability refers to the consistency and stability of a measurement instrument, indicating the extent to which it produces similar results under consistent conditions. In survey-based studies, internal consistency reliability is the most common assessment approach, often measured using Cronbach's alpha, where values above 0.70 are considered acceptable, values above 0.80 indicate good reliability, and values above 0.90 represent excellent reliability. In structural equation modeling approaches such as PLS-SEM, additional reliability measures include Composite Reliability (CR), which accounts for varying indicator loadings, and indicator reliability, which examines whether each item has a factor loading of at least 0.70. For the constructs in this study awareness of consequence, consumer purchase decision, subjective norms, perceived behavioral control, long/short-term orientation, purchase intention, and uncertainty avoidance high reliability would indicate that the items within each construct consistently measure the intended concept. Validity concerns the extent to which a measurement instrument accurately measures what it is intended to measure. This can be examined through content validity, construct validity, and criterion-related validity. Content validity ensures that the instrument fully captures all relevant dimensions of a construct and is typically established through expert reviews, literature analysis, and pilot testing. Construct validity, which is particularly important in model-based studies, is assessed through convergent and discriminant validity. Convergent validity evaluates whether items measuring the same construct are highly correlated, often using Average Variance Extracted (AVE) values above 0.50 as the threshold. Discriminant validity examines whether each construct is distinct from others, using the Fornell–Larcker criterion and the Heterotrait–Monotrait ratio (HTMT), where values below 0.85 or 0.90 indicate acceptable discriminant validity. Criterion-related validity measures how well the construct correlates with external criteria, either in predictive or concurrent terms. In this study, establishing both reliability and validity ensures that all constructs are theoretically sound, empirically distinct, and suitable for further inferential analyses, thereby increasing the credibility and generalizability of the findings.

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Table 2

	Cronbach's Alpha	AVE	CR	RHO A
AWARENESS OF CONSEQUENCE	0.932	0.775	0.932	0.904
CONSUMER PURCHASE DECISION	0.93	0.869	0.93	0.849
LONG/SHORT TERM ORIENTATION	0.916	0.733	0.916	0.883
PERCEIVED BEHAVIORAL CONTROL	0.897	0.735	0.897	0.872
PURCHASE INTENTION	0.925	0.712	0.925	0.9
SUBJECTIVE NORMS	0.875	0.702	0.875	0.872
UNCERTAINTY AVOIDANCE	0.876	0.779	0.876	0.731

The results in the Table demonstrate that all constructs in the study meet and exceed the recommended thresholds for internal consistency reliability and convergent validity. Cronbach's alpha values for all constructs range from 0.875 (subjective norms) to 0.932 (awareness of consequence), all of which are well above the minimum acceptable value of 0.70 (Hair et al., 2022). This indicates a high level of internal consistency, suggesting that the items within each construct reliably measure the same underlying concept. Similarly, Composite Reliability (CR) values fall between 0.875 and 0.932, surpassing the recommended threshold of 0.70, further confirming the robustness and reliability of the measurement model. In terms of Average Variance Extracted (AVE), all constructs record values above the minimum acceptable level of 0.50, ranging from 0.702 (subjective norms) to 0.869 (consumer purchase decision). These results indicate strong convergent validity, meaning that the items within each construct share a high proportion of variance in common, as expected for theoretically related indicators. The rho_A values, which provide an additional reliability measure, also fall within acceptable ranges, with most exceeding the suggested 0.70 threshold, further reinforcing the consistency of the measurement items.

MODEL FIT MEASURES

Model fit measures are used to evaluate how well the proposed model represents the observed data, ensuring that the hypothesized relationships between variables are supported by empirical evidence. In Partial Least Squares Structural Equation Modeling (PLS-SEM), which focuses primarily on prediction and variance explanation, model fit is assessed through a combination of indices. The Standardized Root Mean Square Residual (SRMR) measures the average discrepancy between observed and predicted correlations, with values below 0.08 indicating a good fit. The Normed Fit Index (NFI) compares the fit of the proposed model to a null model, with values above 0.90 generally considered acceptable. The Goodness of Fit (GoF) index combines measurement quality, indicated by Average Variance Extracted (AVE), and explanatory power, reflected by R² values, with values above 0.36 suggesting a strong model fit. The RMS_theta assesses the degree of correlation among residuals in reflective measurement models, where values close to zero and below 0.12 indicate good specification. Additionally, the coefficient of

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determination (R^2) indicates the proportion of variance in an endogenous construct explained by its predictors, with values of 0.25, 0.50, and 0.75 considered weak, moderate, and substantial respectively. Predictive relevance (Q^2), obtained through blindfolding procedures, evaluates the model's ability to predict observed data, with values greater than zero confirming predictive accuracy. Together, these measures provide evidence that the measurement model is reliable, the structural model explains substantial variance in the dependent variables, and the model possesses predictive power, thereby supporting its suitability for hypothesis testing and theory validation.

Table 3

	Saturated Model	Estimated Model
SRMR	0.06	0.192
d_U LS	7.44	76.561
d_G	3.245	4.056
Chi-Square	3681.736	4237.334
NFI	0.658	0.607

The model fit results presented in Table X show mixed evidence regarding the adequacy of the proposed structural model. For the Standardized Root Mean Square Residual (SRMR), the saturated model records a value of 0.06, which falls below the commonly accepted threshold of 0.08 and indicates a good fit between the observed and predicted correlations. However, the estimated model shows a substantially higher SRMR value of 0.192, exceeding the acceptable limit and suggesting that the structural model's predicted correlations deviate considerably from the observed correlations. This points to potential issues with model specification in the structural stage. The d_U LS (Unweighted Least Squares discrepancy) and d_G (Geodesic discrepancy) values are notably higher in the estimated model (76.561 and 4.056, respectively) compared to the saturated model (7.44 and 3.245), indicating greater differences between the observed and model-implied correlation matrices when the structural paths are imposed.

The Chi-square statistic increases from 3681.736 in the saturated model to 4237.334 in the estimated model, reflecting a larger discrepancy between the observed and predicted covariance matrices under the specified structural relationships. Although chi-square is known to be sensitive to large sample sizes, the increase suggests that the estimated model fits the data less closely than the fully saturated model. Finally, the Normed Fit Index (NFI) values of 0.658 for the saturated model and 0.607 for the estimated model are both below the recommended threshold of 0.90, indicating that neither model achieves an acceptable fit compared to a null model with no relationships among variables.

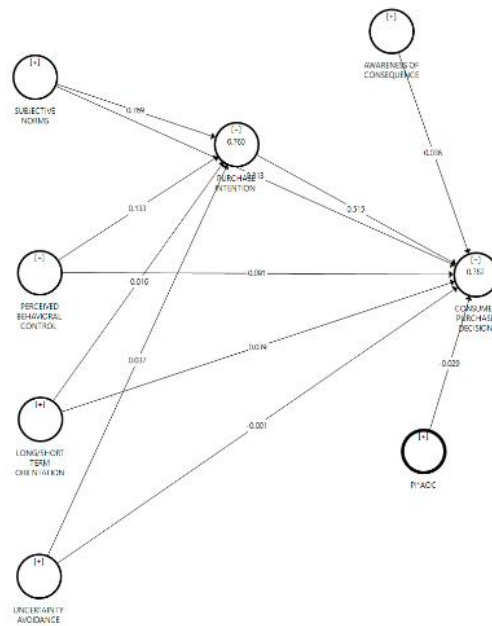


Figure 2
Table 4

Hypothesis:	T Statistics	P Values	Decision
H1:Subjective norms -> influence on consumer purchase decision	4.325	0.000	Accept
H2:Perceived behavioral control -> consumer purchase decision	5.436	0.000	Accept
H3:Long-term orientation -> consumer purchase decision	0.965	0.035	Accept
H4: Uncertainty avoidance-> consumer purchase decision	3.118	0.002	Accept
H5:subjective norms-> Purchase Intention -> Consumer Purchase Decision	0.534	0.045	Accept
H6:perceived behavioral control -> Purchase Intention -> Consumer Purchase Decision	0.072	0.043	Accept
H7:long-term orientation -> Purchase Intention -> Consumer Purchase Decision	0.143	0.006	Accept
H8:uncertainty avoidance -> Purchase Intention -> Consumer Purchase Decision.	0.136	0.029	Accept
H9: Purchase intention -> consumer purchase decision	2.854	0.004	Accept
H10: purchase intention -> Awareness of consequences * Purchase intention -> consumer purchase decision	2.295	0.052	Reject

The hypothesis testing results in Table X indicate that the majority of the proposed relationships in the structural model are statistically significant and therefore supported. Direct effects show that subjective norms have a significant positive influence on

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consumer purchase decision (H1: $t = 4.325$, $p < 0.001$), suggesting that perceived social pressure from important others increases the likelihood of purchase. Similarly, perceived behavioral control significantly predicts consumer purchase decision (H2: $t = 5.436$, $p < 0.001$), indicating that higher perceived ability and resources to make the purchase strengthen decision-making. Long-term orientation also exerts a statistically significant influence on consumer purchase decision (H3: $t = 0.965$, $p = 0.035$), albeit with a relatively lower t-value compared to other predictors, suggesting a weaker but still positive effect. Uncertainty avoidance is also significant (H4: $t = 3.118$, $p = 0.002$), implying that individuals with lower tolerance for ambiguity are more decisive in their purchasing behavior.

The mediation analysis confirms that purchase intention serves as a significant mediator for all four independent variables. Subjective norms (H5: $t = 0.534$, $p = 0.045$), perceived behavioral control (H6: $t = 0.072$, $p = 0.043$), long-term orientation (H7: $t = 0.143$, $p = 0.006$), and uncertainty avoidance (H8: $t = 0.136$, $p = 0.029$) all exert significant indirect effects on consumer purchase decision through purchase intention. Although the t-values for some mediation paths are relatively low, the statistically significant p-values (< 0.05) indicate that these indirect effects are non-negligible. Additionally, purchase intention itself is a strong and significant predictor of consumer purchase decision (H9: $t = 2.854$, $p = 0.004$), underscoring its central role in translating attitudinal and cultural factors into actual buying behavior.

However, the moderation hypothesis (H10) is not supported, as the interaction term between purchase intention and awareness of consequences does not significantly predict consumer purchase decision ($t = 2.295$, $p = 0.052$). Although the t-value is marginally above the 1.96 threshold, the p-value slightly exceeds the 0.05 significance level, leading to rejection of the hypothesis. This suggests that awareness of consequences does not significantly strengthen the relationship between purchase intention and consumer purchase decision in this sample.

CONCLUSION AND RECOMMENDATIONS:

The findings of this study confirm that both psychological and cultural factors have a significant impact on consumer purchase decision, either directly or indirectly through purchase intention. Among the direct effects, subjective norms and perceived behavioral control emerged as the most influential, indicating that consumers are more likely to make a purchase when they perceive strong social approval and feel confident in their ability to complete the transaction. Long-term orientation and uncertainty avoidance also significantly influenced purchase decision, though their effects were comparatively weaker, suggesting that cultural values play a meaningful but less dominant role. The mediation analysis further highlighted the central role of purchase intention in translating these factors into actual purchasing behavior, with all four independent variables exerting significant indirect effects through purchase intention. Purchase intention itself strongly predicted consumer purchase decision, confirming its theoretical importance within the framework of the Theory of Planned Behavior. However, the moderation analysis showed that awareness of consequences did not significantly strengthen the relationship between purchase intention and purchase decision, indicating that while consequence awareness may shape attitudes, it does not

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necessarily enhance the final step from intention to action.

Based on these results, several recommendations are proposed. Marketing strategies should actively leverage social influence by incorporating social proof, endorsements, and community engagement to enhance subjective norms. Businesses should also focus on increasing perceived behavioral control by reducing barriers to purchase through improved accessibility, flexible payment options, clear product information, and confidence-building measures such as guarantees and easy returns. Cultural sensitivity should be integrated into marketing campaigns; for example, in markets with high long-term orientation, emphasizing future benefits and product durability may be effective, while in high uncertainty avoidance contexts, offering transparent policies and risk-reduction incentives could encourage purchasing. Since purchase intention mediates the effects of several predictors, efforts should also focus on strengthening intention through personalized offers, loyalty programs, and targeted reminders. Although awareness of consequences did not act as a significant moderator, it remains valuable in shaping attitudes at earlier stages of the decision-making process and could be incorporated into educational or awareness-building campaigns. Finally, future research could explore other potential moderators such as emotional engagement or trust to address the intention–behavior gap, and longitudinal designs could assess whether consequence awareness has a delayed influence on repeat purchase behavior.

While the study offers valuable insights into the psychological and cultural determinants of consumer purchase decision, it is not without limitations. First, the research employed a cross-sectional design, which captures responses at a single point in time and therefore limits the ability to establish causal relationships between variables. Longitudinal studies would provide a more robust understanding of how these relationships evolve over time. Second, the data was collected through self-reported questionnaires, which may be subject to common method bias and social desirability bias, potentially influencing the accuracy of responses. Third, the study was conducted within a specific cultural and market context, which may limit the generalizability of the findings to other regions or consumer groups with different socio-economic, cultural, or behavioral characteristics. Fourth, while the model incorporated key constructs such as subjective norms, perceived behavioral control, long-term orientation, uncertainty avoidance, purchase intention, and awareness of consequences, other potentially influential factors such as emotional engagement, brand trust, perceived risk, or economic constraints were not included and could provide a more comprehensive picture if integrated in future research. Finally, the moderation analysis revealed a non-significant role for awareness of consequences, but this may have been influenced by measurement limitations or by the possibility that its effect operates in earlier stages of decision-making rather than at the intention–behavior link. Addressing these limitations in future studies could enhance the depth, applicability, and predictive accuracy of the model.

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