

Toward a Framework of Sustainable Consumer Behaviour: Evidence from Social and Religious Determinants

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Abstract: This study develops and empirically tests a framework of sustainable consumer behaviour anchored in the Stimulus–Organism–Response (SOR) model. The study examines three antecedents: peer pressure, core religious values, and ease of access to sustainable products; and investigates how these factors influence consumers' attitudes toward mindful consumption and, subsequently, their intention to purchase sustainable products. The findings indicate that core religious values exert a significant influence on consumers attitudes toward mindful consumption, and that this attitudinal disposition in turn strongly predicts purchase intention; suggesting that religiosity functions as a pivotal internal driver of sustainable behaviour, operating through the consumer's value system.

Keywords: Religiosity, Consumer Behaviour, Sustainability

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