

Sustainable Consumption and Repurchase Intention: Evidence of Full Mediation through Consumer Satisfaction

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Abstract: - The promotion of sustainable consumption through national strategies and environmental regulations suggests the emergence of sustainable markets. However, sustainable markets can succeed only when consumers' needs are met, and they continue to repurchase. This study analyzes the influence of the post-purchase journey of sustainable consumption (SC) and its influence on repeat Purchase intention (RI) in the context of Consumer Satisfaction (CS) in the context of Oman. The respondents in a cross-sectional study showing the buying habits of past participants towards sustainable products were 300 participants. Relationships of mediation and moderation were evaluated using the SmartPLS PLS (Partial Least Squares) Structural Equation Modelling (PLS-SEM) tool. SC has a positive and significant influence on CS ($\beta = 0.477$, $p < 0.001$). CS also positively and significantly influences RI predictive value ($\beta = 0.523$, $p < 0.001$). There was a significant indirect effect of SC on RI through CS ($\beta = 0.249$, $p < 0.001$) and demonstrated an "Indirect – only full mediation" pattern. Subjective norms (SN) has weak positive direct influence towards RI ($\beta = 0.087$, $p = 0.032$) and positively affect SN the moderation of the CS-RI relationship ($\beta = -0.044$, $p = 0.186$). The model has average explanatory power ($R^2_{CS} = 0.228$; $R^2_{RI} = 0.311$) and predictive relevance ($Q^2_{predict} > 0$). The results illustrate that it is the Consumer Experience and Satisfaction rather than Social Pressure which is imperative in augmenting Sustainable Consumption in Oman.

Key-Words: - sustainable consumption, consumer satisfaction, repurchase intention, subjective norms, Oman.

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1 Introduction

The rising concern regarding the environment, such as the generation of waste, climate change, and the continued depletion of natural resources, has increased the government's concern to promote sustainable consumption. The concern of the government to promote sustainable consumption has increased and is supported in Oman, through Oman Vision 2040, which proposes the advocacy of responsible consumption and sustainable production, [1]. The Environment Authority's Ministerial Decision No. 23/2020 is an example of new supportive regulations. This Decision bans single-use plastic shopping bags as of January 1, 2021, and aims to minimize plastic pollution and environmental degradation, [2].

Nonetheless, awareness campaigns paired with regulations do little to encourage a long-term commitment to sustainable consumption. While

some consumers may change their purchasing habits in response to environmental sustainability initiatives, a long-term shift in behavior will only occur if consumers' post-purchase experiences reflect reasonable quality, good pricing, and the benefits of sustainable consumption, [3], [4]. Additionally, marketer credibility and customer trust are still of great importance in effective green marketing strategies, [5]. Although sustainable consumption has received considerable global attention, research in the Omani context remains limited, particularly studies examining post-purchase mechanisms that explain repeat purchases of sustainable products.

2 Research Problem and Research Gap

The difficulties associated with encouraging consumers to repeatedly buy sustainable products have been analyzed from various viewpoints, while the phenomenon of sustainable consumption has been explored from multiple angles. In this regard, the extant research has concentrated primarily on the dimensions of the problem about purchasers' environmental concern, attitude towards sustainable consumption, and intention to buy, while neglecting the dimensions about the experiences of buyers after the purchase, as well as the impact of their experiences on the satisfaction and subsequent repurchase behavior of consumers, [3], [4], [6]. Purchasing eco-friendly products from repeatable channels, or purchasing sustainable products habitually, largely depends on consumer satisfaction. If satisfaction is not achieved, customers may purchase the sustainable product once, but do so merely as a moral or ethical justification rather than as a habitual behavior.

This is particularly true for quickly developing countries such as Oman.

The country has sustainability projects and national strategies that encourage responsible consumption. However, there is still very little evidence that attempts have been made to answer whether these initiatives result in a positive customer experience and continued repurchase behavior.

3 Research Objectives and Research Questions

This investigation focuses on the connections between sustainable consumption, the satisfaction of consumers, and the probability of repeat purchases. Objective of the research: 1. What are the connections between sustainable consumption and the satisfaction of consumers? 2. What are the connections between the consumers' satisfaction and the probability of repurchasing sustainable goods? 3. What are the connections between sustainable consumption, consumer satisfaction, and repurchasing tendencies while including subjective norms as a moderating variable? Research question one: How does sustainable consumption affect the consumers' satisfaction? 2. Does the satisfaction of buying sustainable products increase the probability of repurchasing? 3. How do the subjective norms affect the consumers' satisfaction and the probability of repeat purchasing?

4 Literature Review

4.1 Sustainable Consumption and Post-Purchase Satisfaction

Sustainable consumption is the acquisition of goods and services that have a long-term positive effect on the environment and society, while also satisfying the consumer. Prior research has shown that consumers are satisfied with sustainable products due to product sustainability, consumer values, product quality, and price, [3], [6]. It is therefore hypothesized that H1: sustainable consumption and consumer satisfaction are positively related.

4.2 Satisfaction as a Driver of Repurchase Intention

Consumer satisfaction is a key determinant of loyalty and repurchase intention, [7]. In the context of sustainable consumption, satisfaction plays an important role in encouraging continued purchasing of environmentally friendly products, [8], [9].

H2: Consumer satisfaction positively influences repurchase intention.

4.3 The Mediating Role of Consumer Satisfaction

The relationship between sustainable consumption and repurchase intention is often indirect and determined by post-purchase evaluations. Consumer satisfaction acts as a key mediating mechanism linking sustainable consumption to repeat purchasing behavior, [3], [4].

4.4 Trust and Credibility in Sustainable Products

Sustainable consumption is reliant on trust. As consumers' knowledge of greenwashing and false claims about the environment is rising, trust in the green market is a major driver of repeat purchasing in sustainable consumption, [5], [10], [11], [12].

4.5 Influence of Subjective Norms and Social Factors

Subjective norms are the influence of close family, friends, and society as a whole, whom the individual aims to please. This is one of the core elements of the Theory of Planned Behavior, [13].

H3: Subjective norms positively and statistically significantly influence consumer satisfaction and intention to repurchase.

Based on the reviewed literature and proposed hypotheses, the conceptual framework of the study is presented in Figure 1.

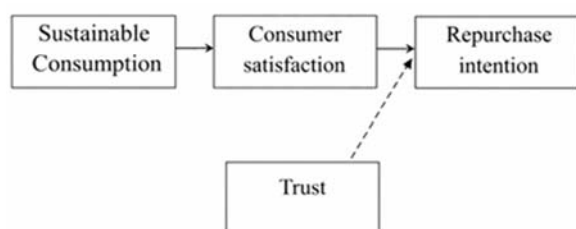


Fig. 1: Conceptual model linking SC, CS, RI, and SN

Source: Created by the authors.

5 Methodology

5.1 Research Design

This study uses a quantitative cross-sectional design. Statistical hypothesis testing was used to provide empirical support for the proposed relationships. Data was collected through a survey, which is common in consumer behavior and sustainability research, [14], [15].

5.2 Research Context and Sample

The research was carried out in Oman. The intended demographic included consumers who had bought sustainable or eco-friendly products before. A non-probability sampling technique was utilized, and 300 responses were accepted.

5.3 Data Collection Procedure

All variables were captured using a five-point Likert scale, measuring from 1 (strongly disagree) to 5 (strongly agree). The survey was translated into Arabic and English.

5.4 Measurement of Variables

Sustainable Consumption (SC) items were adapted from earlier validated studies on sustainable consumption behavior, [16], [17], [18]. Consumer Satisfaction (CS) was measured using adapted items from prior satisfaction literature, [3], [8]. Repurchase Intention (RI) captures the likelihood of repurchasing sustainable products, [4], [10]. Subjective Norms (SN) measure perceived social pressure to purchase environmentally responsible products, [4], [11].

5.5 Data Analysis Technique

The analyses were conducted with SmartPLS using the PLS-SEM technique. PLS-SEM is appropriate for handling complex relationships and is robust against non-normality and the presence of mediating and moderating variables, [14], [15], [19]. Table 1 presents the demographic characteristics of the respondents included in this study.

Table 1. Demographic profile of respondents

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	144	48.0
	Female	156	52.0
Age Group	18–24 years	54	18.0
	25–34 years	78	26.0
	35–44 years	69	23.0
	45–54 years	57	19.0
	55 years and above	42	14.0
Education Level	Diploma or below	48	16.0
	Bachelor's degree	123	41.0
	Master's degree	84	28.0
	Doctorate	45	15.0
Employment Status	Public sector	96	32.0
	Private sector	114	38.0
	Self-employed	48	16.0
	Student / Other	42	14.0
Monthly Income (OMR)	Less than 500	69	23.0
	500–1000	93	31.0
	1001–2000	84	28.0
	Above 2000	54	18.0
Frequency of Sustainable Purchases	Occasionally	81	27.0
	Sometimes	102	34.0
	Frequently	72	24.0
	Always	45	15.0

Source: using IMB SPSS Statistics 22, Authors' survey data.

5.6 Measurement Model Assessment

The outer-loading results suggest satisfactory indicator reliability. Although CS2 (0.687) and SN3 (0.633) are slightly below the preferred threshold of 0.70, they remain above the minimum acceptable level for exploratory and theory-extension research, [14], [15], [20].

Table 2 presents the outer loading values used to assess indicator reliability for the measurement model.

Table 3 summarizes the construct reliability and convergent validity results, including Cronbach's alpha, Composite Reliability (CR), and Average Variance Extracted (AVE).

Table 2. Outer loadings

Indicate	Outer loadings
CS1 <- CS	0.774
CS2 <- CS	0.687
CS3 <- CS	0.812
CS4 <- CS	0.769
RI1 <- RI	0.743
RI2 <- RI	0.775
RI3 <- RI	0.803
RI4 <- RI	0.778
SC1 <- SC	0.769
SC2 <- SC	0.761
SC3 <- SC	0.710
SC4 <- SC	0.704
SC5 <- SC	0.721
SN x CS -> SN x CS	1.000
SN1 <- SN	0.759
SN2 <- SN	0.850
SN3 <- SN	0.633

Source: SmartPLS output generated by the authors

Table 3. Construct reliability and validity

Constructs	Cronbach's alpha	CR	AVE
CS	0.758	0.765	0.58
RI	0.779	0.783	0.601
SC	0.786	0.791	0.538
SN	0.638	0.713	0.566

Source: SmartPLS output generated by the authors.

Table 4 presents the Heterotrait-Monotrait (HTMT) ratios used to assess discriminant validity among the study constructs.

Table 4. Discriminant validity (HTMT)

Indicates	CS	RI	SC	SN	SN x CS
CS					
RI	0.71				
SC	0.611	0.598			
SN	0.41	0.315	0.282		
SN x CS	0.053	0.081	0.078	0.082	

Source: SmartPLS output generated by the authors.

Table 5 presents the Fornell-Larcker criterion used as an additional assessment of discriminant validity.

Table 5. Fornell-Larcker criterion

Indicates	CS	RI	SC	SN
CS	0.762			
RI	0.55	0.775		
SC	0.477	0.467	0.733	
SN	0.288	0.24	0.204	0.753

Source: SmartPLS output generated by the authors.

Most of the constructs have satisfactory internal consistency reliability. Overall, Composite reliability ranges from 0.713 to 0.791, and average

variance extracted (AVE) values of 0.50 or higher indicate sufficient convergent validity [14], [15], [20], [21]. HTMT values are all less than 0.85, supporting discriminant validity and construct distinctiveness; the Fornell-Larcker criterion also supports this [15], [22].

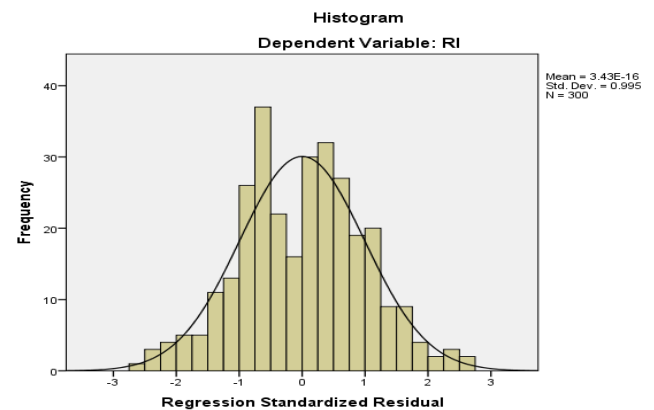


Fig. 2: Regression Standardized Residual (R2)

Source: SmartPLS output generated by the authors.

Figure 2 presents the histogram of regression standardized residuals for the dependent variable, Repurchase Intention (RI). The distribution of the residuals appears approximately bell-shaped and centered around zero, with a mean close to 0 (Mean = 3.43E-16) and a standard deviation close to 1 (Std. Dev. = 0.995). This indicates that the residuals are approximately normally distributed, with no serious departure from normality.

The histogram also shows that most residual values cluster around the center, while fewer occur at the extremes, consistent with a normal distribution. Therefore, the result suggests that the regression model does not suffer from major normality problems.

5.7 Structural Model Assessment

The structural model is evaluated using the bootstrap method with 5,000 iterations, [14], [15], [19]. Consumer Satisfaction positively affects Repurchase Intention ($\beta = 0.523$, $t = 11.175$, $p < 0.001$), and Positive Sustainable Consumption influences Consumer Satisfaction ($\beta = 0.477$, $t = 10.753$, $p < 0.001$). Subjective Norms shows a weak and direct contribution to Repurchase Intention, and it is significant ($\beta = 0.087$, $t = 1.859$, $p = 0.032$), and the contribution of the interaction incidence SN x CS -> RI is negative and not significant ($\beta = -0.044$, $t = 0.893$, $p = 0.186$). Table 6 presents the structural model path coefficients, including the standardized estimates, t-values, and significance levels obtained through bootstrapping.

Table 6. Path coefficients

Path	β	SD	T statistics	P values
CS $\rightarrow$ RI	0.523	0.047	11.175	0.000
SC $\rightarrow$ CS	0.477	0.044	10.753	0.000
SN $\rightarrow$ RI	0.087	0.047	1.859	0.032
SN x CS $\rightarrow$ RI	-0.044	0.049	0.893	0.186

Source: SmartPLS output generated by the authors.

Table 7 presents the indirect effect results used to evaluate the mediating role of Consumer Satisfaction.

Table 7. Indirect effect

Path	β	SD	T statistics	P values
SC $\rightarrow$ RI	0.249	0.37	6.765	0.000

Source: SmartPLS output generated by the authors.

Table 8 presents the coefficient of determination (R^2), indicating the explanatory power of the endogenous constructs.

Table 8. Coefficient of determination (R^2)

Indicate	R^2	SD	T statistics	P values
CS	0.228	0.043	5.337	0.000
RI	0.311	0.047	6.672	0.000

Source: SmartPLS output generated by the authors.

Table 9 presents the effect size (f^2) values, indicating the contribution of each predictor to the endogenous constructs.

Table 9. Effect size (f^2)

Path	f^2	SD	P values
CS $\rightarrow$ RI	0.363	0.09	0.000
SC $\rightarrow$ CS	0.295	0.074	0.000
SN $\rightarrow$ RI	0.01	0.013	0.219
SN x CS $\rightarrow$ RI	0.003	0.008	0.364

Source: SmartPLS output generated by the authors.

Table 10 presents the predictive relevance ($Q^2_{predict}$) results used to evaluate the model's out-of-sample predictive capability.

Table 10. Predictive relevance (Q^2)

Indicates	$Q^2_{predict}$	RMSE	MAE
CS	0.218	0.890	0.719
RI	0.188	0.906	0.751

Source: SmartPLS output generated by the authors

Figure 3 presents the structural model results, including the standardized path coefficients and the moderation effect of Subjective Norms (SN) on the relationship between Consumer Satisfaction (CS) and Repurchase Intention (RI).

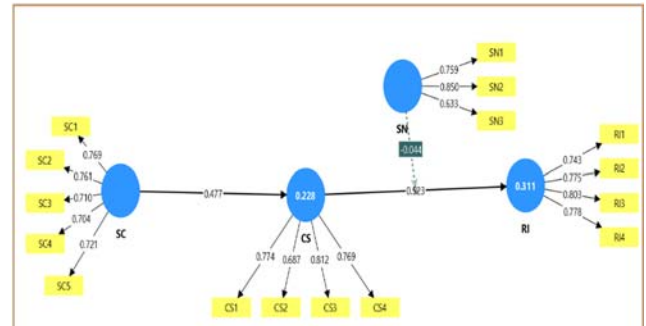


Fig. 3: Structural model results with the moderation effect of Subjective Norms

Source: SmartPLS output generated by the authors.

Regarding the linear relationship, the approximately symmetric distribution of residuals supports the assumption that the model fits the data reasonably well. However, linearity is more directly assessed by plotting standardized residuals against standardized predicted values. If that scatterplot shows a random spread of points around zero without a clear curve or pattern, then the assumption of linearity is satisfied.

The mediation analysis shows a significant indirect effect of Sustainable Consumption on Repurchase Intention through Consumer Satisfaction, indicating an indirect-only full mediation pattern, [23], [24]. The model explains 22.8% of the variance in Consumer Satisfaction and 31.1% of the variance in Repurchase Intention, reflecting moderate explanatory power, [14], [19]. Effect size analysis indicates that CS $\rightarrow$ RI has a large effect, SC $\rightarrow$ CS has a medium effect, and the moderation effect is negligible, [25]. The results of the PLS-predict indicate acceptable out-of-sample predictive relevance, as all $Q^2_{predict}$ values are positive, [26].

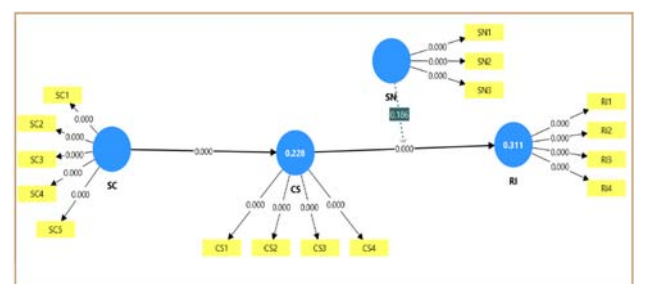


Fig. 4: Bootstrapping results of the structural model

Source: SmartPLS output generated by the authors.

Figure 4 illustrates the bootstrapping results of the structural model, showing the significance of the estimated structural relationships used to test the proposed hypotheses.

6 Conclusion

This research focuses on how sustainable consumption affects consumer satisfaction and repurchase intention in Oman, and on the role of the subjective norm. The results indicate that sustainable consumption positively affects consumer satisfaction, which in turn positively influences repurchase intention. Subjective norm impacts directly and is not a moderator for the satisfaction and intention to repurchase relationship. The findings indicate that in Oman, the repeated purchase of sustainable goods is based on personal assessment and satisfaction rather than on social influence.

In Oman, purchasing sustainable products is more driven by personal evaluation and self-satisfaction than by social pressure. The study contributes to the literature by presenting evidence from an emerging economy and clarifying the post-purchase mechanisms underlying sustainable consumption, satisfaction, and repurchase intention. The results point to product quality, value for money, and trust-building mechanisms such as reliable eco-labeling systems as areas of focus for policymakers and businesses, [2], [5]. Further research may build to the model for other GCC countries and incorporate other variables such as perceived value, environmental concern, and green trust.

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Noura Al-Jahwari was responsible for conceptualization, methodology, data collection, statistical analysis, interpretation of results, and manuscript preparation.

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The author has no conflicts of interest to declare that are relevant to the content of this article.

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