

# The Role of Perceived Behavioural Control in Shaping Purchase Intention: A Mediating Effect of Consumer Centrism

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## ABSTRACT

This study examines the influence of perceived behavioural control on purchase intention, with a focus on mediating role of consumer centrism (comprises of ethnocentrism and cosmopolitanism). A quantitative approach was employed, utilizing a purposive sampling method to collect data from 260 respondents. The data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The results revealed significant positive relationships between perceived behavioural control (PBC) and purchase intention (INT). furthermore, consumer centrism (CONCEN) was found to mediate the relationship between PBC and INT. these findings provide new insights into the role of cultural values in consumer behaviour, contributing to the existing literature on consumer decision-making processes. The study highlights the importance of integrating both individual perceptions of control and social identity in marketing strategies which contributes to the literature by demonstrating the importance of understanding social identity in shaping consumer behaviour, particularly in the context of emerging economies. The implication of these results is particularly relevant for marketers seeking to enhance consumer loyalty and purchase intentions in domestic product markets, emphasizing the role of group membership in fostering sustainable purchasing behaviours. This research is novel in its exploration of the interaction between PBC and social identity tendencies within the framework of purchase behaviour, offering a fresh perspective on global consumer behaviour.

**Keywords:** Purchase intention, ethnocentrism, cosmopolitanism, perceived behavioural control

## INTRODUCTION

The global personal hygiene products market is experiencing significant growth driven by factors such as increasing awareness about personal hygiene, rising disposable incomes, and changing lifestyles. As the market continues to evolve, understanding the shifting dynamics of consumer behaviour and their purchase intention, alongside these consumers' social identity, become crucial for companies seeking to align their offerings. Personal hygiene products include soaps, shampoos, toothpaste, deodorants, and feminine hygiene products, among others. According to Data Bridge Market Research survey, the global personal hygiene products market size was valued at USD 572.44 billion in 2023, and is projected to research USD 809.09 billion by 2031. Asia-Pacific region, home to the largest population in the world, is projected to experience significant growth in the use of personal hygiene products. Thus, offering lucrative opportunities for companies to meet the evolving needs of a large and diverse consumer base. The relationship between consumers' social identity and their preference for local versus foreign hygiene products is influenced by several cultural, social, and economic factors. Understanding consumer social identity, particularly the tension between nationalism (ethnocentrism) and favouring western products (Cosmopolitanism), is crucial in developing or emerging economies as it shapes purchase behaviour, brand loyalty and market dynamics. This duality presents unique challenges for marketers, who must navigate the balance between local pride and global influences.

In emerging markets, including Malaysia, this dynamic often reflects broader identity issues, such as nationalism, global influence and perceived status. Euromonitor International 2023 report stated that there has been an increasing tendency for consumers to prioritize local hygiene products in India and China. According to Suh and Kwon (2023), consumers with high ethnocentric tendencies in markets such as South Korea, Mexico, and Turkey are more likely to prefer local brands over foreign alternatives. Nielsen's 2023 report also found that in some

region, particularly in Africa and Latin Merica consumers prefer local products. Mintel (2024) on the other hand, found that consumers in countries such as Brazil, South Korea, and Nigeria perceive international brands as symbols of sophistication and trustworthiness. Hassan and Rahman (2024) found that cosmopolitan consumers are more likely to purchase global brands, especially in markets where cultural exchange is high. Thus, this present study aims to examine the relationships between perceived behavioural control and purchase intention with consumer centrism act as the mediating variable.

## LITERATURE REVIEW

The integration of the TPB and SIT has been increasingly explored in recent research to provide a more comprehensive understanding of consumer behaviour, particularly in contexts where social groups and identity play a significant role in influencing decisions.

### Theory of Planned Behaviour

The TPB which formulated by Icek Ajzen in 1985, is a widely used model for understanding human behaviour, particularly in the context of consumer decision-making and purchase intention. The TPB was developed by Icek Ajzen as an extension of the Theory of Reasoned Action (TRA), which proposed earlier by Ajzen and Fishbein in 1975. According to TPB, behavioural intention is determined by attitude, subjective norm, and perceived behavioural control. TPB has been known as the most influential theory to predict a wide range of behaviours, such as consumer behaviour. Khan and Khan (2025) highlights how emotional engagement and perceived value play a role in shaping consumer purchase intentions within the TPB framework. In addition, Mahmoud and Shawky (2023) integrate perceived control into TPB framework to understand consumer intention to purchase health-related products.

### Perceived Behavioural Control

Perceived behavioural control is the perception of people regarding the difficulty or ease to perform a behaviour (Ajzen, 2002). Ajzen (1991) stated that PBC reveals the perception of whether the behaviour is controllable (control beliefs of resources and opportunities). In the context of purchase intention, PBC encompasses factors such as resources, skills, and external barriers that affect the likelihood of engaging in a purchase. If a n individual feels they have high control (e.g., financial resources), they are more likely to form stronger purchase intentions (Ajzen, 1991). Conversely, if someone believes a product is too expensive or unavailable, their perceive control over purchasing is reduced, weakening their intent to purchase. Boon et al. (2020) found that there was no significant relationship between PBC and purchase intention. However, Rohm et al. (2012) stated that recommendations and endorsement from friends can have strong impact on their purchase intentions.

**H1:** PBC has a positive effect on INT

### Social Identity Theory

Social identity theory (SIT) was introduced by Henri Tajfel and John Turner in the 1970s which emphasizes that individuals derive a sense of self from the groups to which they belong. This theory posits that individuals define themselves by their membership in social groups, and this group affiliation influences their attitudes and behaviours, including their consumer choices (Tajfel and Turner, 1979). This theory illustrates that consumers are likely to choose products that reflect and enhance their social identities, whether they are rooted in national, cultural, or global affiliations. Consumer centrism (CONCEN) includes three bases of identity which are ethnocentrism, xenocentrism, and cosmopolitanism. Prince et al. (2016) stated that the generalized concept of consumer centrism comprises three bases of identity which are “*here*” (Ethnocentrism), “*there*” (Xenocentrism), and “*everywhere*” (Cosmopolitanism). Consumer centrism allows businesses to prioritize the interest, needs, and desires of consumers when making decisions. Consumer centrism is a broader strategy that encompass understanding diverse consumer preferences, including both ethnocentric and cosmopolitan consumers. Lee et al. (2023) argue that when consumers identify with both ethnocentric and cosmopolitan values, purchase intention may be more complex, often influences by the perceived quality of the product and the emotional connection to the brand. Consumer tend to favour product that align with their social identity, and this include

the preferences for domestic or foreign products based on group affiliation. According to Zhang and Li (2023), consumers' purchase intentions are influenced by their social identity in which those who identify strongly with national or regional groups are more likely to prefer domestic brands and thus suggests that national identity can directly impact purchase decisions. Ethnocentrism in the context of consumer behaviour refers to the tendency of individuals to view their own culture or group as superior to others, often influencing their purchasing decisions (Shimp and Sharma, 1987). Liu and Wang (2022) examined how ethnocentrism influences consumers' purchase intentions, particularly in emerging markets. Cosmopolitanism is the opposite of ethnocentrism, referring to the openness of individuals to other cultures, values, and products and in cosmopolitan consumers tend to show a preference for foreign or global brands viewing themselves as part of a global community (Cleveland et al., 2009). Choi and Lee (2024) explored the impact of cosmopolitanism on purchase intention, highlighting that consumers with a cosmopolitan mindset are more likely to purchase foreign brands. Since this study examine consumers in Malaysia, Kumar and Sharma (2023) argue that in multicultural societies, individuals may simultaneously display ethnocentrism and cosmopolitan tendencies, influencing their purchasing decisions based on the product's alignment with their social identity.

### **Perceived Behavioural Control and consumer centrism**

In the context of hygiene products, PBC can influence consumer attitudes towards purchasing and their confidence in making these purchases. Yuan and Huang (2023) stated that PBC plays a significant role in consumers' intention to purchase hygiene products, particularly during health crises. Consumers with high PBC are more likely to feel capable of making health-conscious purchasing decisions, especially when they believe they can access high quality hygiene products without significant barriers such as price or availability. Patel and Kim (2025) argue that when consumers have high sense of control over their purchasing behaviour and are driven by personal preferences (consumer centrism), they are more likely to invest in premium hygiene products. In emerging markets, elements of PBC and ethnocentrism for instance, have increasingly gained attention due to the interplay between global and local consumption trends. Sharma et al. (2023) found that consumers who feel they have control over their purchasing options are more likely to choose products that are accessible, whether local or international. Sharma et al. (2023) also found that markets like India and Brazil, the perceived ease or difficulty of purchasing foreign products such as price sensitivity or limited availability, significantly affects consumers' decision. Aguirre et al. (2024) mentioned that PBC may involve confidence in finding or affording foreign brands, particularly middle to high-income consumers. Mintel (2024) discussed how globalization has influenced perceptions of control in emerging markets.

**H2:** PBC has a positive effect on CONCEN

**H4:** PBC has a positive effect on purchase intention mediated by CONCEN

### **Consumer Centrism and Purchase Intention**

Purchase intention serves a key metric in evaluating the effectiveness of marketing strategies that consider consumer ethnocentrism or cosmopolitanism. Research by Gürlek et al. (2022) finds that ethnocentric consumers exhibit a higher reference for locally made products, viewing foreign products with suspicion or as inferior. This ethnocentric bias can negatively influence their purchase intention toward foreign brands, especially when the domestic alternatives are perceived as good substitutes. Huang and Li (2024) found that cosmopolitan consumers tend to have more favourable attitudes toward foreign products, due to their inclination towards global culture and thus, this openness directly enhances their purchase intention towards foreign brands.

**H3:** CONCEN has a positive effect on INT

The theoretical framework for this study is grounded in TPB and SIT, which provides a lens through which the relationships between the key variables can be understood. Based on **Figure 1**, this study focuses on the perceived behavioural control on purchase intention, mediated by a variable which is CONCEN. Together, these variables are integrated within the framework of TPB, allowing for a comprehensive analysis of how the variables influence each other and the outcomes of interest in this study.

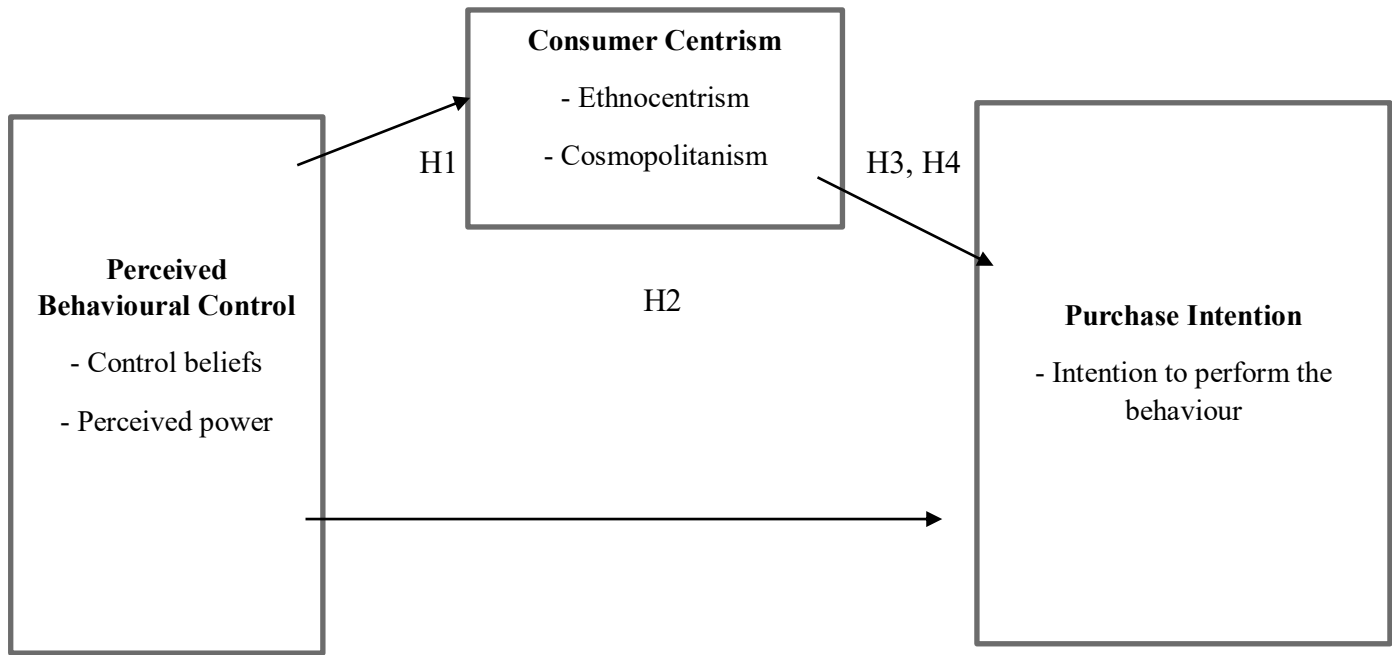


Figure 1: Theoretical framework

## METHODOLOGY

This study employed quantitative research design to examine the relationships between PBC and INT, and mediated by CONCEN. A cross-sectional survey was conducted to collect data from a diverse sample of consumers. The target population consisted of adult consumers aged 25 to 45 years old from various demographic backgrounds. A purposive sampling technique was employed to select 260 respondents, ensuring a wide range of consumer centrism. Data was collected through an online questionnaire distributed via email and social media platforms. The questionnaire included multiple-item scales for measuring each latent construct, as well as demographic questions. The measurement model for this study was developed using existing validated scales for each construct, INT and PBC were measured using 6-items adapted from Shih and Fang (2004) and Hsu et al. (2006), ETN was measured using 5-items adapted from CETSCALE by Verlegh (2007), and COS was measured using the reduced 5-items from C-COSMO scale retrieved from Diamantopoulos et al. (2019). A 7-point Likert scale was used, ranging from 1 ("strongly disagree") to 7 ("strongly agree"). To analyse the relationships between the latent variables, PLS-SEM was used, given its suitability for exploratory research and its ability to model complex relationships with small sample sized (Hair et al., 2017). The analysis was performed using SmartPLS 4.0 software.

This empirical study collects the data using a purposive sampling method. Based on the G\*power, the minimum required sample size is 98 respondents. However, a total of 260 carefully selected sample was chosen for analysis. Before the distribution of questionnaire, research ethics procedure has been fulfilled. A set of self-administered questionnaires were distributed to respondents from 13 stated and 3 federal territories in Malaysia. There were three main sections in the questionnaire which as demographic variables, independent and dependent variables. The independent variable in this study comprises of PBC. The dependent variable is INT and the mediating variable is CONCEN. There were six items for PBC and six items of INT. CONCEN includes five items for ETN and five items for COS. The questionnaire items were revised and rephrased to better reflect the results of the pilot study (using a coefficient alpha ( $\alpha$ ) of 0.7 as the cutoff criterion). The measurement items of the variables were based on subjective judgements of the selected respondents using a 7-point Likert scale (1=strongly disagree to 7=strongly agree). The collected data were keyed into SPSS version 28.0 and followed by using Partial Least Square Structural Equation Modelling (PLS-SEM 4.0) to assess the hypotheses.

## FINDINGS

The present study focuses at examining the relationships between PBC towards INT of hygiene product among selected consumers in Malaysia mediated by CONCEN. A total of 260 responses were used for this present study analysis. For the demographic analysis, there were 170 female respondents and 90 male respondents from millennial group. There were 90 respondents age between 24-30 years old, 84 respondents age between 31-37 years old, and 86 respondents age between 38-44 years old. There were 7 respondents of salary less than RM1500, 105 respondents of salary between RM1501-RM4000, 69 respondents of salary between RM4001-RM6000, 59 respondents of salary between RM6501-RM9000, and 20 respondents with salary more than RM9000.

Based on **Table 1**, the results show that all the item loadings are between 0.820 to 0.951 which indicate that all item loadings meet the minimum requirement of 0.65 as the threshold value for factor loadings (Hair et al., 2010). The Cronbach's Alpha and composite reliability (CR) values are greater than the threshold value of 0.7 which indicates that high reliability and strong internal consistency. The AVE values are greater than the threshold value of 0.5. Hence, the reliability and convergent validity of the instruments used are confirmed.

Table 1: Construct reliability and validity

Construct	Loadings	AVE	CR	Cronbach's alpha
I1	0.877	0.854	0.972	0.966
I2	0.919			
I3	0.930			
I4	0.951			
I5	0.936			
I6	0.930			
P1	0.843	0.738	0.944	0.929
P2	0.882			
P3	0.862			
P4	0.908			
P5	0.838			
P6	0.820			
E1	0.839	0.758	0.940	0.920
E2	0.880			
E3	0.903			
E4	0.832			
E5	0.897			
C1	0.906	0.815	0.957	0.943
C2	0.909			
C3	0.897			
C4	0.912			
C5	0.890			



The **Table 2** depicts a method of discriminant analysis by means of comparing the cross loadings between constructs and each indicator shown in the table load high on its own constructs but low on other constructs. This indicates that the discriminant validity is achieved as the constructs are distinctly different from each other. The discriminant validity was assessed using the Fornell and Larcker's criterion. Discriminant validity of the model is assessed and the indicators should load more strongly on their own constructs than on other constructs in the model (Fornell and Larcker, 1981). The correlations and discriminant validity result for the present study were shown in **Table 2**. Based on the findings, the result shows that the square root of AVE exceed the correlations between the measure and all the other constructs. Hence, all constructs exhibit satisfactory discriminant validity in which the square root of AVE is larger than the correlations for all reflective constructs. This present study had proven that all reliability and validity tests conducted for the measurement model had achieved the satisfactory level.

Table 2: Fornell and Lacker's Criterion

	COS	ETN	INT	PBC
COS	0.903			
ETN	-0.191	0.871		
INT	0.562	-0.253	0.924	
PBC	0.605	-0.190	0.653	0.859

As shown in the **Table 3**, all the values fulfil the criterion of HTMT 0.85 and this indicates that discriminant validity has been ascertained. However, COS showed a result of 0.860. Hair and Alamer (2022) stated that the acceptable level of discriminant validity is suggested to be less than 0.90, hence the result for COS is acceptable. The result of HTMT inference also shows that the confidence interval does not show a value of 1 on any of the constructs that confirms the discriminant validity.

Table 3: HTMT Criterion

	CONCEN	COS	ETN	INT	PBC
CONCEN					
COS	0.860				
ETN	0.849	0.202			
INT	0.578	0.588	0.266		
PBC	0.570	0.642	0.198	0.675	

Based on the analysis above, the positive results in key measures indicate that the model is acceptable. The positive item loadings indicate that the items are strongly related to their respective constructs. Cronbach's alpha result suggests that the construct has good internal consistency that means that the items within a construct are reliable. The positive results in discriminant validity indicate that each construct is distinct and does not overlap too much with others. In summary, positive values in these tests show that the model is reliable, valid and accurately reflects the relationships between variables.

### Structural model assessment

To test the hypothesized relationships, bootstrapping (with 5000 sub-samples) was performed using SmartPLS 4.0. All hypotheses were tested by examining the significance of respective path coefficients. Based on **Figure 2**, the measurement model effectively illustrated the robust relationships between the constructs and indicators, confirming the validity and reliability of the measurement instruments used in the study. This foundation allows for the subsequent structural model testing to assess the hypothesized relationships among the constructs.

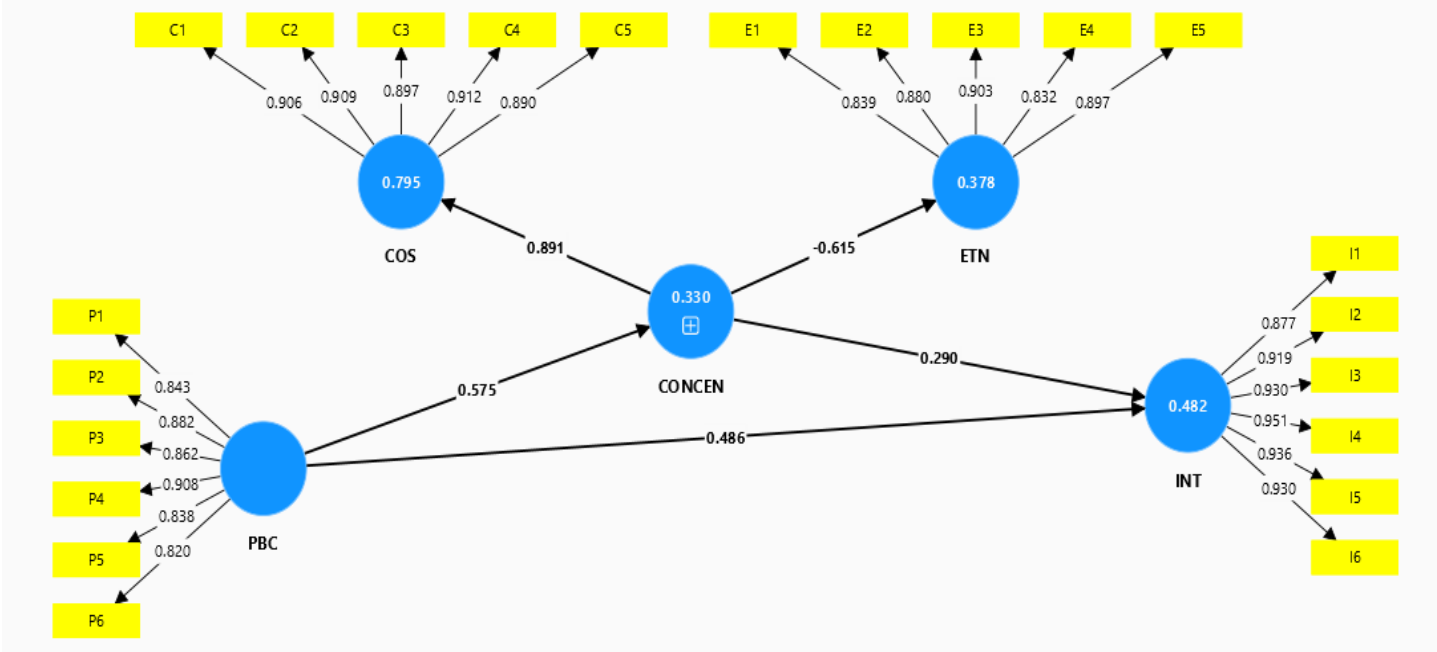


Figure 2: Measurement model

Table 4: Higher order measurement model

Path	$\beta$	SE	t-value	p-value	Decision	VIF	F2	R2
CONCEN → COS	0.891	0.028	31.623	0.000	Supported	1.000	3.871	0.795
CONCEN → ETN	-0.615	0.262	2.344	0.019	Supported	1.000	0.608	0.378

As shown in **Table 4**, the relationships between the higher-order construct and its lower construct of CONCEN are significant with p values <0.05. therefore, it implies that the results have met the required evaluation criteria for the higher-order measurement model. In the analysis, the Variance Inflation Factor (VIF) values were all well below the threshold of 5, indicating that multicollinearity is not a concern and that the constructs are distinct. Additionally, the F2 values for the second-order constructs were significant with 3.871 and 0.308, respectively, suggesting that the inclusion of higher-order constructs has a meaningful impact on the model and improves explanatory power. The R2 values for CONCEN to COS with values of 0.795 and CONCEN to ETN with 0.378, indicating that the model explains a significant portion of the variables in the dependent constructs.

Table 5: Structural model assessment

Path	$\beta$	SE	T value	p-value	Decision	VIF	F2	R2
CONCEN → INT	0.290	0.070	4.155	0.000	Supported	1.493	0.109	0.482
PBC → INT	0.486	0.061	8.023	0.000	Supported	1.493	0.305	
PBC → CONCEN	0.575	0.046	12.391	0.000	Supported	1.000	0.493	0.330

The variance inflator factor (VIF) is used to check multicollinearity. As shown in **Table 5**, the VIF for the direct path is less than 5.0 (Hair et al., 2017) therefore acceptable. The path coefficient which is the T value for all paths showed positive results. Coefficient of determination (R²) for all paths were 0.482 and 0.330 respectively and above the 0.26 value as suggested by Cohen (1988) which indicates a substantial model. Next, the effect size (F2) of this present study were very insignificant. The mediation analysis model, as shown in **Figure 3**, reveals the indirect effects of the independent variable (e. g. PBC) on the dependent variable (e.g. INT) through the mediator variable (e.g. CONCEN). The path coefficients indicate significant direct and indirect relationships, with the indirect effect of the PBC on INT via CONCEN being both statistically significant and positive, suggesting full mediation.

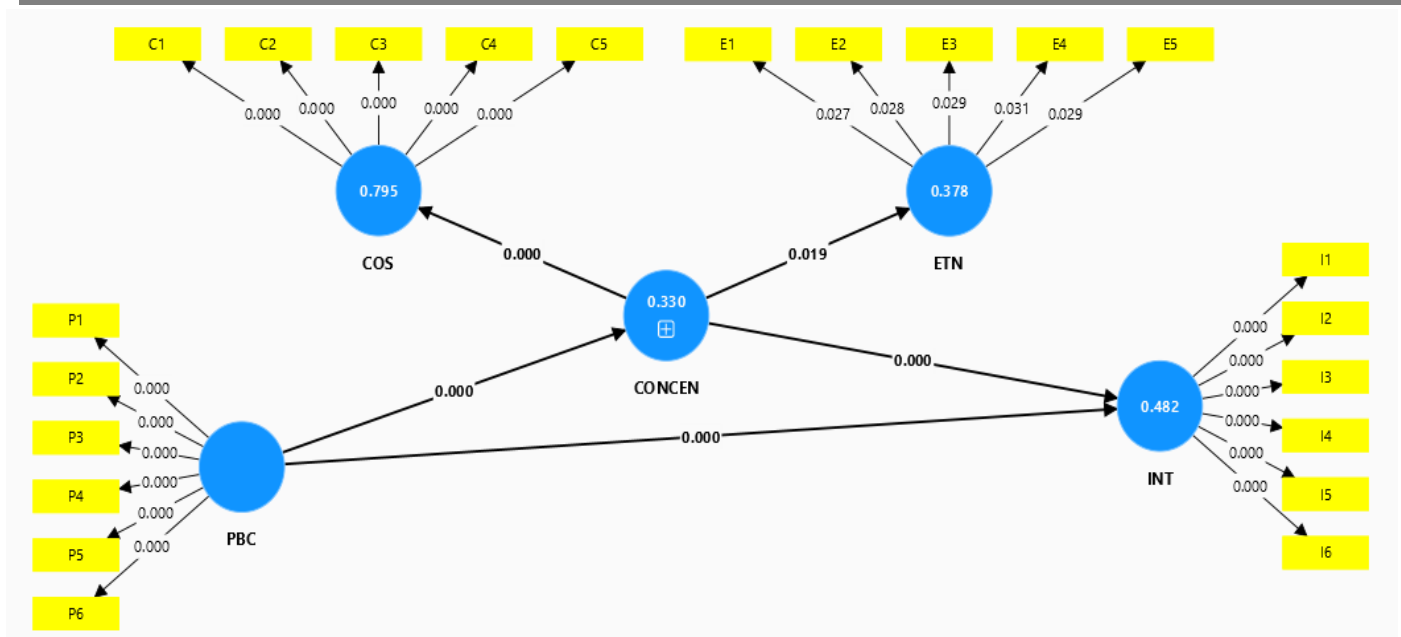


Figure 3: Bootstrapping result

Table 6: Mediation analysis

Path	$\beta$	SE	<i>t</i> -value	<i>p</i> -value	Confidence Interval		Decision
					LL (2.5%)	UL (97.5%)	
PBC → CONCEN → COS	0.512	0.050	10.258	0.000	0.411	0.605	Supported
PBC → CONCEN → ETN	-0.353	0.153	2.311	0.021	-0.450	0.252	Supported
PBC → CONCEN → INT	0.167	0.044	3.777	0.000	0.086	0.258	Supported

In the structural model assessment in **Table 5**, there were positive relationships between CONCEN and INT, PBC and INT, and PBC and CONCEN. In **Table 6**, the mediation analysis results indicate that CONCEN mediate the relationships between PBC and INT. Thus, the present study showed that all proposed hypotheses were all supported. To summarize, the findings of this current study recognize the positive relationships between consumer centrisism, perceived behavioural control with purchase intention.

The present study aimed to examined the relationship between PBC and INT, with CONCEN serving as a mediator. The results of the analysis support all the hypotheses, demonstrating significant relationships between the variable of interest. First, the positive direct effect of PBC on INT (Hypothesis 1) aligns with prior research, suggesting that individuals who perceive higher control over their purchasing behaviour are more likely to engage in purchase intention (Ajzen, 1991). Furthermore, Hypothesis 2, which posited that PBC positively influences CONCEN, confirming that consumers who feel more confident in their ability to control the purchasing decisions are more likely to form stronger social identity. In line with Hypothesis 3, the study found a significant positive relationship between CONCEN and INT and this indicates that consumers with strong social identity are more likely to exhibit stronger purchase intention for internationally produced hygiene products. Hypothesis 4 proposed that CONCEN mediates the relationship between PBC and INT, suggesting that PBC influences purchase intention indirectly through the consumer's social identity.

## CONCLUSION

In conclusion, this study highlights the significant influence of perceived behavioural control on consumer purchase intention, with consumer centrisism (as a facet of social identity) acting as a mediating factor. All



hypotheses were supported, emphasizing the critical role that social identity sentiments play in shaping consumer decision-making processes. The findings suggest that consumers' perception of their ability to control behaviours, combined with a strong sense of social identity, can significantly affect their preference for local or foreign products. Furthermore, the findings show that consumer centrism significantly shapes the hygiene product market, especially as consumers look for products that are personally relevant and tailored to their individual needs. This has important implications for marketers and businesses seeking to tailor their strategies to emerging markets, where social identity plays a pivotal role in consumption patterns. Understanding these social identity dynamics also is crucial for effectively targeting consumer in emerging markets and tailoring marketing strategies that align with evolving consumer identities (Ahmed and Alavi, 2023). In addition, companies can better understand consumer preferences in globalized marketplace and tailored their marketing strategies, product offerings, and branding efforts to meet the expectations of different consumer segments. By understanding these concepts, businesses are able to address both domestic and international consumer behaviours effectively. Future research should further explore the dynamic interplay between social identity, perceived behavioural control, and consumer purchase intention as well as behaviour, particularly in different cultural contexts and markets, to refine marketing strategies and enhance the understanding of global consumer trends.

## DECLARATIONS

**Ethical Approval** – This study was approved by the university's Ethics Committee as conducted in accordance with the ethical guidelines set by the institution. Informed consent was obtained from all participants prior to the involvement in the study. This manuscript does not include any individual person's data in any form.

**Consent for Publication** – Consent for publication was obtained from all participants involved in the study.

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