

## **An Integrative Model of Responsible Consumption of Terroir Cosmetics : A TPB-Based Framework.**

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**Abstract:**

Responsible consumption of locally-rooted products represents a growing yet insufficiently understood phenomenon in emerging markets, where cultural heritage, sustainability concerns, and economic constraints intersect in ways that standard behavioral models struggle to capture. This paper proposes an integrative conceptual framework for understanding the determinants of responsible consumption intention toward terroir cosmetics in Morocco. Drawing on the Theory of Planned Behavior (Ajzen, 1991), the Theory of Consumption Values (Sheth et al., 1991), and the Perceived Value framework (Zeithaml, 1988), the model articulates a layered explanatory structure in which personal value orientations — biospheric, altruistic, and egoistic — operate as distal antecedents of the TPB components, while four consumption value dimensions — functional, emotional, social, and epistemic — serve as antecedents of attitude specifically. Brand trust is integrated as a transversal construct reinforcing attitude formation, normative perceptions, and perceived behavioral control, with an additional direct effect on intention. Prior product experience is introduced as a moderating variable on the intention–behavior relationship. Fifteen research hypotheses are formulated and theoretically grounded, drawing on a prior qualitative study conducted among Moroccan consumers. The model contributes to the responsible consumption literature by combining two value traditions within a single TPB-based framework, by positioning consumption values as attitude antecedents rather than direct predictors of intention, and by applying this combined logic to a product category — terroir cosmetics — that sits at the intersection of sustainability, cultural identity, and local economic development. Implications for researchers, local producers, and policymakers are discussed.

**Keywords:** Responsible Consumption ; Theory Of Planned Behavior ; Consumption Values ; Brand Trust ; Terroir Cosmetics ; Morocco ; Conceptual Model

## Introduction

Responsible consumption has emerged as a critical lever for sustainable development, particularly in emerging economies where cultural, economic, and social specificities strongly shape consumer behavior (Abdulrazak & Quoquab, 2018). Despite growing academic interest, the determinants of responsible consumption remain insufficiently explored in developing country contexts, where purchasing behaviors differ substantially from those observed in Western markets.

In Morocco, terroir cosmetic products — rooted in local heritage, natural ingredients, and traditional know-how — represent a compelling case for studying responsible consumption. These products simultaneously address environmental, social, and economic dimensions of sustainability, supporting local cooperatives, preserving cultural identity, and reducing the environmental footprint associated with standardized imports. Yet, despite rising ethical and environmental awareness among Moroccan consumers, terroir cosmetics struggle to establish themselves as preferred responsible consumption choices (Boumour et al., 2025).

Several factors contribute to this paradox. Responsible purchasing behavior is shaped by a complex interplay of personal values, social norms, perceived behavioral control, trust in labels and brands, and contextual factors such as digitalization and post-pandemic transformations. Existing models, however, tend to address these determinants in isolation, leaving a theoretical gap in the understanding of their combined influence in emerging market contexts.

Most studies mobilizing the Theory of Planned Behavior (TPB) in the domain of green and responsible consumption focus either on cognitive-attitudinal factors or on socio-normative pressures, without integrating the multidimensional role of consumption values as defined by Sheth et al. (1991). Furthermore, the Moroccan market for terroir cosmetics remains largely understudied, despite its distinctive socio-cultural dynamics and its strategic relevance for sustainable development policy.

This paper addresses these gaps by proposing an extended conceptual framework combining the Theory of Planned Behavior (Ajzen, 1991), the Theory of Consumption Values (Sheth et al., 1991), and the Perceived Value Theory (Zeithaml, 1988). The proposed model extends the

TPB by integrating consumption values as attitudinal antecedents, alongside trust and contextual moderators, offering a more comprehensive explanatory framework. Building on a prior qualitative study conducted among Moroccan consumers (Boumour et al., 2025), which identified the emotional, sensory, and symbolic dimensions shaping responsible consumption attitudes toward terroir products, this article extends the theoretical reflection by formalizing these insights into a testable conceptual model.

This study makes three contributions to the literature. Theoretically, it proposes an original integration of three complementary frameworks applied to a specific and underexplored product category. Methodologically, it offers a structured set of hypotheses amenable to empirical validation through structural equation modeling. Managerially, it provides actionable insights for local producers, policymakers, and sustainable development stakeholders seeking to promote responsible consumption in Morocco.

The paper is structured as follows. Section 2 presents a critical review of the theoretical foundations. Section 3 introduces the proposed conceptual model and develops the research hypotheses. Section 4 discusses theoretical and managerial contributions, and Section 5 concludes with limitations and future research directions.

## **2. Literature Review**

### **2.1 Responsible Consumption: Conceptual Framework**

Socially responsible consumption (SRC) has been broadly defined as the use of purchasing power to express social and/or environmental concerns (François-Lecompte, 2005). While the concept dates back to early reflections on overconsumption (Camacho Delgado, 2013), it gained significant momentum from the 1970s onward, as environmental crises prompted international recognition of the consumer's role in sustainable development (Schaefer & Crane, 2005 ; Holt, 2012). The 1972 Stockholm Conference and the subsequent adoption of Sustainable Development Goal 12 under the 2030 Agenda formalized this concern at the global level, calling for more responsible patterns of production and consumption.

Responsible consumption encompasses multiple behavioral forms, ranging from boycotting irresponsible brands and purchasing cause-related products, to supporting local businesses,

preferring geographically-rooted products, and reducing overall consumption (François-Lecompte, 2005 ; Lim, 2017). Quoquab and Mohammad (2020) identify five core dimensions of responsible consumption: satisfying basic needs while avoiding waste, concern for environmental well-being, quality of life considerations, intergenerational equity, and a life-cycle approach to products.

A key distinction in the literature separates pro-environmental behaviors — focused on waste reduction, resource management, and ecological preservation (Lee, 2014 ; Mont & Bleischwitz, 2007) — from pro-social behaviors, characterized by concern for others' well-being and community impact (Eisenberg & Mussen, 1989 ; Penner et al., 2005). Terroir products uniquely combine both dimensions: their consumption supports local cooperatives, promotes gender equity, and preserves regional heritage, while simultaneously reducing environmental footprints linked to standardized imports (Ahrouch et al., 2017 ; Min Tan et al., 2022 ; Asha & Sultana, 2023).

## **2.2 The Theory of Planned Behavior (TPB)**

The Theory of Planned Behavior (Ajzen, 1991), an extension of the Theory of Reasoned Action (Fishbein & Ajzen, 1975), constitutes the most widely applied framework for predicting responsible consumption intentions. It posits that behavioral intention — defined as the individual's readiness to engage in a given behavior (Limayem et al., 2000) — is determined by three constructs: attitude toward the behavior, subjective norms, and perceived behavioral control.

*Attitude* reflects the individual's positive or negative evaluation of the behavior. *Subjective norms* capture perceived social pressure from significant others to adopt or avoid the behavior. *Perceived behavioral control* refers to the individual's assessment of their ability to perform the behavior, accounting for internal resources and external constraints (Ajzen, 1991). This three-component structure has proven effective across multiple responsible consumption contexts, including organic food (Arvola et al., 2008), green cosmetics (Limbu & Ahamed, 2023 ; Bevan-Dye & Synodinos, 2025), and vegan products (Ngo-Thi-Ngoc et al., 2024).

Despite its predictive power, the TPB presents documented limitations. It does not fully account for emotional, habitual, and contextual factors that influence behavior beyond intention (Joshi & Rahman, 2015 ; Pham et al., 2019). The attitude–intention–behavior gap — the inconsistency between positive attitudes and actual purchasing behavior — remains a persistent challenge, particularly in emerging markets where structural constraints such as price barriers and limited product availability intervene (El Amri, 2020 ; Stranieri et al., 2023). These limitations justify extending the TPB with additional constructs that capture the multidimensional nature of value perception and the role of trust in responsible consumption decisions.

### 2.3 The Theory of Consumption Values

The Theory of Consumption Values (Sheth et al., 1991) posits that consumer choice is simultaneously influenced by five types of values: functional, social, emotional, epistemic, and conditional. Unlike utility-based approaches that reduce value to a cost-benefit calculation (Zeithaml, 1988 ; Monroe ; Dodds et al., 1991), this framework accounts for the subjective, symbolic, and experiential dimensions of consumption decisions (Holbrook, 1994 ; 1999).

*Functional value* reflects the perceived utility derived from the product's physical or performance attributes, including quality, price-quality coherence, and practical efficacy (Sheth et al., 1991 ; Lai, 1995). *Emotional value* corresponds to the affective responses and feelings associated with product consumption — satisfaction, well-being, and moral pleasure (Khan & Mohsin, 2017 ; Rajput et al., 2025 ; Wu & Lee, 2025). *Social value* captures the symbolic benefits linked to social image and group belonging, particularly relevant in contexts where consumption signals identity or status (Huh & Kim, 2024). *Epistemic value* reflects the product's capacity to arouse curiosity, novelty, and desire for learning — a dimension particularly salient for terroir products whose traditional ingredients and local know-how stimulate consumer interest. *Conditional value* relates to the situational factors that render a product choice appropriate in specific circumstances.

Applied to terroir cosmetics, these five dimensions offer a comprehensive framework for understanding why consumers choose — or do not choose — locally-rooted products. The functional dimension captures quality and authenticity perceptions; the emotional dimension reflects the hedonic and moral gratification associated with responsible purchasing; the social

dimension accounts for the identity and communal signaling of terroir consumption; and the epistemic dimension explains interest in traditional ingredients and sustainable know-how (Suki et al., 2021 ; Coskun et al., 2015).

## **2.4 Perceived Value and Brand Trust**

Zeithaml (1988) defines perceived value as "an overall assessment of the utility of a product based on perceptions of what is received and what is given." This foundational concept has been extended by Lai (1995), who identifies multiple benefit categories — functional, social, affective, epistemic, aesthetic, and hedonic — against perceived costs including monetary, temporal, and risk-related sacrifices. In responsible consumption research, perceived value constitutes a critical mediating variable linking product attributes to purchase intention, as consumers systematically evaluate whether the ethical premium associated with responsible products is justified by the expected benefits (Muraguri et al., 2020 ; Burkert et al., 2023 ; Kamboj & Matharu, 2021).

Brand trust operates as a transversal construct that reinforces all three TPB components. Defined as a multidimensional construct encompassing credibility, integrity, and benevolence (Gurviez & Korchia, 2002), trust strengthens attitude formation, amplifies the normative influence of reference groups, and reduces the perceived risk associated with responsible purchasing decisions (Chen, 2010 ; Canova et al., 2020). In the context of terroir cosmetics, where label credibility and origin certification are central to consumer confidence, trust plays a particularly decisive role (Limbu & Ahamed, 2023 ; Nguyen-Viet & Nguyen, 2024).

## **2.5 The Moroccan Context: Terroir Cosmetics and Responsible Consumption**

The Moroccan market for terroir cosmetics is characterized by a dual dynamic. On the one hand, these products — argan oil, rose water, ghassoul clay, and other geo-referenced ingredients — embody authenticity, naturalness, and cultural heritage, aligning with the growing demand for ethical and local consumption (Liobikiene & Bernatoniene, 2017 ; Tiscini et al., 2022). On the other hand, their adoption as responsible consumption choices remains limited despite rising environmental and social awareness among Moroccan consumers (Boumour et al., 2025).

Several context-specific factors explain this paradox. Price sensitivity constitutes a structural barrier, as locally-produced terroir cosmetics often carry a premium that conflicts with the

purchasing power constraints of the emerging middle class (Hossain & Shila, 2020). Label credibility remains uneven, with consumers expressing varying levels of trust toward organic certifications and fair-trade labels. Furthermore, the digitalization of retail and the influence of social media are reshaping consumption norms among younger urban consumers, who are increasingly exposed to global beauty standards that may compete with local product appeal (Johnstone & Lindh, 2022 ; Bryła et al., 2022).

Prior qualitative research conducted in the Moroccan context (Boumour et al., 2025) identified emotional, sensory, and symbolic dimensions as central to consumers' attitudes toward terroir cosmetics, while highlighting the moderating role of prior product experience in shaping responsible purchasing intentions. These empirical insights constitute the motivational foundation for the proposed model proposed in the following section.

### **3. Proposed Conceptual Model and Hypotheses Development**

#### **3.1 Theoretical Rationale and Model Architecture**

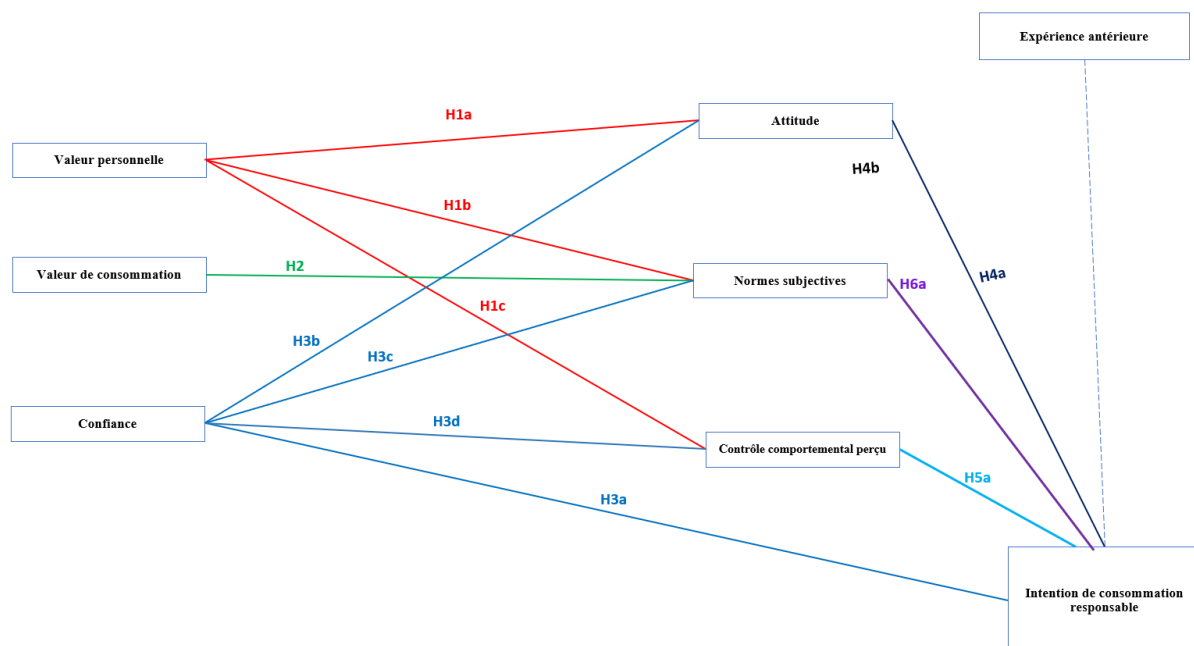
The conceptual model proposed in this study responds to a recurrent call in the responsible consumption literature for frameworks that move beyond isolated applications of the TPB toward more multidimensional explanations that account for both upstream value structures and downstream behavioral mechanisms (Quoquab & Mohammad, 2020 ; Asha & Sultana, 2023). While numerous studies have extended the TPB by incorporating either personal values or consumption values, very few have combined both within a unified framework — and none, to our knowledge, has done so in the context of terroir cosmetics in an emerging market setting.

The model adopts a multi-level structure. At its foundation, the TPB (Ajzen, 1991) explains responsible consumption intention through three direct determinants: attitude, subjective norms, and perceived behavioral control. These constructs capture the immediate cognitive and social appraisals that shape intentional behavior. One level upstream, personal values (Schwartz, 1992 ; De Groot & Steg, 2007) function as distal antecedents that orient these appraisals by reflecting the stable motivational dispositions consumers bring to their purchasing decisions. At a parallel level, consumption values (Sheth et al., 1991) are positioned specifically as antecedents of attitude, capturing the product-level benefit evaluations through which terroir cosmetics are judged as desirable — or not — choices. Brand trust (Gurviez & Korchia, 2002) cuts across these levels as a transversal construct, reinforcing attitude formation, normative perceptions, and perceived behavioral control simultaneously. Finally, prior product experience

is introduced as a moderating variable on the intention–behavior link, acknowledging that positive intentions do not automatically translate into purchasing acts, particularly in product categories marked by information asymmetry and limited market familiarity.

This architecture deliberately distinguishes personal values from consumption values, as the two constructs operate at different levels of abstraction and through different psychological mechanisms. Personal values are relatively stable, cross-situational principles that shape how individuals interpret environmental and social issues broadly; consumption values are situated, product-specific evaluations that reflect perceived benefits in a given consumption context. Conflating the two — as some studies do by treating all value types as direct predictors of intention — obscures the distinct roles they play in shaping responsible purchasing decisions. By maintaining this distinction, the proposed model offers a more precise account of the motivational pathway from general orientations to specific behavioral intentions.

**Figure 1: Proposed Integrative Model of Responsible Consumption of Terroir Cosmetics**



### 3.2 Personal Values as higher-order determinants of TPB Components

Personal values are widely recognized as fundamental drivers of responsible behavior, providing the enduring principles that orient individual judgment, social perception, and decision-making (Schwartz, 1992). In the responsible consumption literature, they are consistently treated as higher-order determinants that influence behavioral intention indirectly, through their effects on the core constructs of the TPB — a complementarity between the

Value–Belief–Norm model (Stern et al., 1999) and the TPB that has accumulated substantial empirical support (Dong et al., 2024 ; Li et al., 2023 ; Wang et al., 2022 ; Wang et al., 2023). Building on De Groot and Steg's (2007) operationalization of Schwartz's (1992) universal value theory, three orientations are retained: biospheric values (concern for nature and ecological preservation), altruistic values (concern for the well-being of others and social equity), and egoistic values (orientation toward personal interest, comfort, and individual gain). These three orientations are particularly suited to the terroir cosmetics context, where products simultaneously carry environmental dimensions (natural ingredients, reduced ecological footprint), social dimensions (support for local cooperatives, gender inclusion), and personal benefit dimensions (quality, health, self-image) — making all three value types potentially relevant to consumer appraisals.

*Regarding attitude (H1a):* Personal values shape the beliefs consumers hold about the consequences of their behavior, which in turn determine attitudinal evaluations. Biospheric values lead individuals to appraise environmentally-responsible behaviors positively, as such behaviors are consistent with their core motivational priorities. Altruistic values similarly generate favorable evaluations of behaviors that benefit others or the community. Egoistic values produce more contingent effects: they may inhibit positive attitudinal evaluations when responsible behaviors are perceived as constraining or costly — particularly when the product carries a price premium (Li et al., 2023) — but can equally reinforce favorable attitudes when responsible consumption is associated with personal benefits such as quality, health, or status enhancement (Lavuri et al., 2023 ; Wang et al., 2023). For terroir cosmetics, which carry both social and personal benefit signals, the net attitudinal effect of egoistic values is expected to be positive.

**H1a: Personal value orientations (biospheric, altruistic, and egoistic) positively influence attitude toward responsible consumption of terroir cosmetics.**

*Regarding subjective norms (H1b):* The link between personal values and subjective norms operates through the individual's sensitivity to social expectations. Those with strong altruistic values tend to be more attuned to the norms of their reference groups, given their fundamental concern for collective well-being and social harmony. Biospheric values reinforce the perception that one's social environment favors responsible behaviors, particularly when ecological awareness is socially valorized. Egoistic values introduce a more instrumental dynamic: when responsible consumption carries visible social rewards — recognition, status,

or identity affirmation — individuals oriented toward personal gain may become more responsive to normative pressure as a means of managing their social image (White et al., 2019 ; Jebarajakirthy et al., 2024 ; Nguyen et al., 2024). In Morocco's urban context, where local and authentic consumption is increasingly associated with cultural pride, this image-driven mechanism appears especially relevant.

**H1b: Personal value orientations (biospheric, altruistic, and egoistic) positively influence subjective norms toward responsible consumption of terroir cosmetics.**

*Regarding perceived behavioral control (H1c):* Values also shape the perceived capacity to act. Biospheric and altruistic orientations tend to generate a heightened sense of personal responsibility vis-à-vis environmental and social issues, which strengthens the belief that one can and should take action — a mechanism that connects motivational dispositions to self-efficacy perceptions (Dong et al., 2024). Egoistic values influence control perceptions more conditionally: when a responsible behavior is perceived as personally accessible, affordable, and rewarding, egoistic consumers are likely to feel capable of adopting it; conversely, when barriers are salient, their low sense of environmental obligation may reduce perceived control (Li et al., 2023 ; Arya et al., 2024). Given the variable accessibility of terroir cosmetics across urban Moroccan contexts, this conditional effect of egoistic values on perceived control is particularly worth capturing.

**H1c: Personal value orientations (biospheric, altruistic, and egoistic) positively influence perceived behavioral control toward responsible consumption of terroir cosmetics.**

### **3.3 Consumption Values as Antecedents of Attitude**

Consumption values — as conceptualized by Sheth, Newman, and Gross (1991) — reflect the multiple types of perceived benefits that drive consumer choice in specific purchase contexts. Unlike personal values, which operate at the level of general life principles, consumption values are product-anchored evaluations that vary with the object of consumption and the circumstances surrounding it. In this model, they are positioned as antecedents of attitude rather than direct predictors of intention.

This positioning requires justification, as some prior work treats consumption values as direct determinants of intention. The theoretical rationale for the attitude-mediated path rests on the internal logic of the TPB: attitude is defined as the individual's overall favorable or unfavorable evaluation of performing the behavior, grounded in beliefs about expected consequences. Consumption values, as evaluations of perceived product benefits, feed precisely into this

appraisal — they inform whether the purchase is judged desirable, meaningful, and consistent with the consumer's self-concept. Positioning consumption values upstream of attitude, rather than as parallel predictors of intention, captures this psychological sequence more faithfully. This choice is supported by recent empirical work showing that the effect of consumption values on intention operates primarily through attitude (Rajput et al., 2025 ; Ling et al., 2024 ; Wu & Lee, 2025).

Four dimensions are retained from the PERVAL scale (Sweeney & Soutar, 2001): functional, emotional, social, and epistemic value. The conditional value dimension is excluded, as its dependence on transient situational factors makes it less stable and harder to operationalize in a study focused on a relatively routinized consumption behavior.

*Functional value* captures the utility derived from the product's tangible attributes — quality, performance, durability, and price–quality coherence. In the terroir cosmetics context, consumers evaluate these products against criteria of craftsmanship, ingredient authenticity, and perceived efficacy relative to cost. When these functional expectations are met or exceeded, a favorable attitudinal evaluation is more likely to form. Recent evidence consistently confirms a positive effect of functional value on attitude toward sustainable products across fashion, organic food, and cosmetic categories (Rajput et al., 2025 ; Wu & Lee, 2025 ; Bhardwaj et al., 2023).

**H2a: Functional value positively influences attitude toward responsible consumption of terroir cosmetics.**

*Emotional value* refers to the affective and moral benefits generated by the purchasing act — pleasure, well-being, satisfaction, and the sense of contributing to something worthwhile. This dimension is arguably the closest to the attitudinal construct, given that attitude itself incorporates a strong evaluative-affective component. For terroir cosmetics, emotional value is activated both through the sensory experience of natural products and through the moral satisfaction of supporting local producers. Multiple recent studies identify emotional value as the strongest consumption value predictor of attitude in sustainable consumption contexts (Rajput et al., 2025 ; Wu & Lee, 2025 ; Sheikh & Su, 2025 ; Khan & Mohsin, 2017).

**H2b: Emotional value positively influences attitude toward responsible consumption of terroir cosmetics.**

*Social value* captures the perceived benefits related to self-image, social recognition, and group belonging that a product confers. For terroir cosmetics — products associated with cultural

authenticity, environmental responsibility, and local heritage — social value operates through identity signaling: purchasing these products can communicate values of environmental concern, cultural attachment, and ethical consumption to one's social circle. This identity dimension makes terroir cosmetics particularly responsive to social value effects, even if the empirical evidence across product categories is somewhat mixed (Wu & Lee, 2025 ; Huh & Kim, 2024 ; Rajput et al., 2025).

**H2c: Social value positively influences attitude toward responsible consumption of terroir cosmetics.**

*Epistemic value* reflects the product's capacity to stimulate curiosity, novelty-seeking, and the desire to explore. Terroir cosmetics are grounded in traditional knowledge, locally sourced ingredients, and production methods that carry a strong discovery dimension. When consumers find these products intellectually interesting or feel drawn to learn more about their origins and composition, their overall evaluation of the responsible purchasing act is enhanced. This mechanism has been theorized and empirically supported in sustainable consumption contexts where product novelty and knowledge appeal play a role (Suki et al., 2021 ; Sheth et al., 1991).

**H2d: Epistemic value positively influences attitude toward responsible consumption of terroir cosmetics.**

**3.4 Brand Trust as a Transversal Construct**

Brand trust — defined as a multidimensional construct encompassing credibility, integrity, and benevolence toward the consumer (Gurviez & Korchia, 2002) — is introduced in this model not as a simple direct predictor of intention, but as a variable that operates across multiple TPB components. This positioning reflects the nature of trust as a fundamental uncertainty-reduction mechanism: where product quality and origin cannot be directly verified, trust fills the information gap and enables consumers to form and act on their evaluations with greater confidence.

In the context of terroir cosmetics, this uncertainty problem is structurally significant. These products make implicit or explicit claims about naturalness, geographic origin, traditional production methods, and fair-trade practices — attributes that are largely unverifiable at the point of purchase. Label proliferation and inconsistent certification standards further complicate the consumer's ability to distinguish genuine terroir products from conventionally produced substitutes. In this environment, brand trust becomes a decisive factor not only in attitude

formation, but also in the normative and control dimensions of the responsible consumption decision.

*Trust and attitude (H3a):* When consumers trust a brand's claims about its product's origins, ingredients, and social impact, their evaluative appraisal of the responsible purchase becomes more positive and more stable. Distrust, conversely, generates cognitive dissonance between the consumer's positive values and their skepticism about whether the product actually delivers on its responsible promise. Several studies confirm this link between brand trust and attitude in green and organic product categories (Chen, 2010 ; Monfort et al., 2025 ; Canova et al., 2020).

**H3a: Brand trust positively influences attitude toward responsible consumption of terroir cosmetics.**

*Brand trust and subjective norms (H3b):* even though the path from brand trust to subjective norms is less direct than a direct effect of brand trust on attitude or purchase intention, this association can be theoretically justified based on the social and reputational function trusted brands are believed to serve. Subjective norms refer to the perceived social pressure or approval from individuals deemed significant by a person. A brand is considered credible, transparent and socially responsible consumers are more willing to hope that the purchase behaviours associated with it not only acceptable on an individual level but also beyond it as well. Brand trust can strengthen normative perceptions by enhancing perceived legitimacy in the consumer's social setting. Especially in the social media context with the rapidly flowing information regarding brand reputation, consumer reviews, peer recommendations and community discussion help provide guidelines for collective consciousness of responsible consumption (Mouloudj et al., 2025; Nguyen-Viet & Nguyen, 2024). When terroir cosmetics are concerned, this may reinforce the idea that buying local, natural and culturally rooted products is something that socially relevant groups reward and praise.

**H3b: Brand trust positively influences subjective norms toward responsible consumption of terroir cosmetics.**

*Trust and perceived behavioral control (H3c):* Uncertainty about product authenticity and quality is one of the key sources of reduced perceived behavioral control in responsible consumption. When consumers lack confidence in their ability to identify genuine terroir products, they may feel less capable of acting on their positive intentions. Brand trust directly addresses this barrier by reducing ambiguity: a trusted brand removes the cognitive effort

required to verify product claims, thereby enhancing the consumer's sense of capacity to act (Canova et al., 2020 ; Limbu & Ahamed, 2023).

**H3c: Brand trust positively influences perceived behavioral control toward responsible consumption of terroir cosmetics.**

*Direct effect of trust on intention (H3d):* Beyond its indirect effects through TPB components, trust may also exert a direct influence on intention, particularly when the purchasing decision involves significant perceived risk. In the terroir cosmetics category, where price premiums and authenticity concerns are prominent, consumers who trust a brand may form purchase intentions that bypass elaborate attitudinal processing — a mechanism consistent with the literature on trust as a heuristic in high-uncertainty contexts (Chen, 2010 ; Canova et al., 2020 ; Zhao et al., 2025).

**H3d: Brand trust directly and positively influences responsible consumption intention.**

### **3.5 Core TPB Components and Behavioral Intention**

The three constructs of the TPB — attitude, subjective norms, and perceived behavioral control — represent the core TPB components. Their combined explanatory power has been validated extensively across responsible consumption research, including studies specifically focused on green cosmetics (Limbu & Ahamed, 2023), organic beauty products (Bevan-Dye & Synodinos, 2025), and vegan cosmetics (Ngo-Thi-Ngoc et al., 2024).

*Attitude (H4a):* In the TPB framework, attitude reflects the overall favorable or unfavorable evaluation of performing the behavior, based on beliefs about its expected outcomes. For terroir cosmetics, these outcomes include perceived quality, health benefits, environmental impact, contribution to local economies, and cultural meaning. The more positively a consumer evaluates these outcomes, the stronger their intention to adopt responsible purchasing behavior. Across recent studies on green and organic beauty products, attitude consistently emerges as the strongest single predictor of purchase intention, explaining a substantial portion of variance beyond what normative and control variables account for (Bevan-Dye & Synodinos, 2025 ; Limbu & Ahamed, 2023 ; Ngo-Thi-Ngoc et al., 2024).

**H4a: Attitude positively influences responsible consumption intention toward terroir cosmetics.**

*Perceived behavioral control (H5a):* Perceived behavioral control captures the individual's assessment of their capacity to perform the behavior given available resources, opportunities, and perceived obstacles. In the terroir cosmetics context, this dimension is particularly

consequential. Even when a consumer holds a strongly favorable attitude, their intention may remain weak if they feel unable to reliably identify authentic products, access appropriate retail channels, or justify the price premium involved. Conversely, when consumers feel knowledgeable, financially capable, and channel-equipped, the likelihood of translating a positive attitude into a concrete intention increases substantially. Several recent studies in sustainability-oriented consumption contexts show that perceived behavioral control sometimes exerts the strongest effect among the three TPB predictors, particularly when product access or information barriers are salient (Zhao et al., 2025 ; Mouloudj et al., 2025).

**H5a: Perceived behavioral control positively influences responsible consumption intention toward terroir cosmetics.**

*Subjective norms (H6a):* Subjective norms reflect the individual's perception of what significant others — family, friends, social groups — think they should do, and their motivation to comply with those expectations (Ajzen, 1991). In the Moroccan context, where family and social group influences on consumption decisions remain strong, and where locally-produced products carry growing symbolic associations with cultural pride and environmental consciousness, normative influences are expected to play a meaningful role. Studies on green cosmetics and organic products in contexts with comparable socio-cultural dynamics confirm a significant positive effect of subjective norms on purchase intention (Bevan-Dye & Synodinos, 2025 ; Ngo-Thi-Ngoc et al., 2024 ; Limbu & Ahamed, 2023).

**H6a: Subjective norms positively influence responsible consumption intention toward terroir cosmetics.**

### **3.6 Prior Experience as a Moderating Variable**

Prior experience with terroir cosmetics is introduced as a moderating variable on the relationship between responsible consumption intention and actual purchasing behavior. The inclusion of this variable responds to one of the most persistent and well-documented challenges in behavioral research: the intention–behavior gap, which refers to the systematic disconnect between expressed intentions and observed actions (Sheeran, 2002 ; Hagger et al., 2002).

The gap is particularly pronounced in responsible consumption contexts, where structural factors — limited product availability, uneven distribution networks, price sensitivity, and information barriers — intervene between intention formation and behavioral execution. In the

terroir cosmetics market, these barriers are especially relevant: distribution remains fragmented, product authentication is difficult for the uninformed consumer, and familiarity with specific brands and retailers varies considerably across consumer segments.

Prior experience addresses several of these friction points simultaneously. Consumers who have already purchased terroir cosmetics possess accumulated knowledge about where to find these products, how to evaluate their quality, and what price points are reasonable. This experiential knowledge reduces the perceived effort and uncertainty associated with responsible purchasing, effectively lowering the barrier between intention and behavior. At the same time, positive prior experiences reinforce self-efficacy — the confidence that one can successfully navigate the purchase — further strengthening the likelihood that intentions translate into acts (Ouellette & Wood, 1998 ; Bamberg & Möser, 2007).

Empirically, prior behavior has been shown to moderate the intention–behavior relationship across multiple responsible consumption domains, with the moderating effect typically stronger when perceived behavioral control is low — precisely the condition that characterizes first-time or infrequent buyers of terroir products (Witek & Kuźniar, 2024 ; Dean et al., 2012). The inclusion of this moderator therefore adds both theoretical precision and practical relevance to the proposed framework.

**H7: Prior experience with terroir cosmetics moderates the relationship between responsible consumption intention and actual purchasing behavior, such that the intention–behavior link is stronger among consumers with prior product experience.**

## 5. Conclusion

Responsible consumption research has made considerable progress over the past two decades, yet a recurring limitation persists: most frameworks apply the Theory of Planned Behavior in relative isolation, treating attitude, norms, and control as if they emerge from nowhere — disconnected from the deeper value structures that orient consumer life and from the product-level evaluations that make specific choices attractive or unappealing. This paper set out to address that limitation directly, by proposing a conceptual model that connects general motivational dispositions, situated product appraisals, and core behavioral determinants within a single coherent framework.

The model was built around a core theoretical claim: that responsible consumption intentions are not simply the product of favorable attitudes and social pressure, but reflect a more layered psychological process in which stable value orientations shape how consumers perceive both social expectations and their own capacity to act, while consumption values — grounded in the product itself — feed into the attitudinal evaluations that ultimately drive intention formation. Brand trust was added as a variable that cuts across this entire structure, reducing the uncertainty that often stands between a consumer's positive orientation and their willingness to commit to a purchase. Prior experience was retained as a moderating factor, acknowledging that even strong intentions remain fragile when structural barriers and informational gaps are present.

Applied to terroir cosmetics in Morocco, this framework takes on a particular significance. These products occupy an unusual position in the responsible consumption landscape: they are simultaneously natural, culturally rooted, economically meaningful for local communities, and — for many consumers — unfamiliar, difficult to authenticate, and perceived as expensive relative to mainstream alternatives. Understanding why some consumers choose them, and why others do not despite broadly positive orientations, requires precisely the kind of multi-level explanation the proposed model provides. The fifteen hypotheses formulated here offer a structured, empirically testable account of this dynamic, covering direct effects, mediated pathways, and one conditional relationship.

Three contributions stand out. Theoretically, the joint articulation of personal values and consumption values within a TPB-extended framework fills a gap that neither tradition alone addresses: studies anchored in value theory rarely connect their constructs to the core TPB determinants, while TPB-based studies rarely trace their constructs back to the value orientations that give them motivational force. Bringing these two traditions together, while

maintaining a clear conceptual distinction between their respective levels of abstraction, is the primary theoretical contribution of this work. Methodologically, the model is designed with empirical validation in mind — the measurement instruments are identified, the hypotheses are directional, and the analytical strategy (PLS-SEM) is suited to the exploratory nature of the framework. Managerially, the model draws attention to dimensions of responsible consumption that practitioners in the Moroccan terroir sector have often underestimated: the role of emotional value in building favorable attitudes, the importance of trust infrastructure in converting positive orientations into actual purchases, and the untapped potential of epistemic value in a product category that has a genuine story to tell.

Several limitations are worth stating clearly. This paper is conceptual in nature, which means the proposed relationships rest on theoretical reasoning and prior qualitative evidence rather than on large-scale survey data. The hypotheses remain propositions — carefully argued and grounded in the literature, but not yet empirically tested in the Moroccan context. Furthermore, the model focuses on a single product category in two urban areas; whether the proposed relationships hold across different regions, demographic profiles, or product types is an open question that future research will need to address.

Those future directions are genuinely interesting. Does the relative weight of emotional versus functional value in attitude formation shift as consumers become more experienced with terroir products? Do biospheric and altruistic values have stronger effects in contexts where environmental education is more developed? How does brand trust interact with digital word-of-mouth in shaping the normative dimension of responsible consumption? These are not peripheral questions — they go to the heart of how sustainable consumption gains traction in emerging markets where global sustainability norms meet locally specific economic realities. Morocco's terroir cosmetics sector stands at a crossroads. A growing body of consumers is developing the awareness, the values, and — in some segments — the purchasing power to make responsible choices. What the sector still lacks, in many cases, is the trust infrastructure, the distribution clarity, and the communication strategy needed to convert that latent potential into consistent behavior. This paper offers a conceptual tool for understanding the gap between the two — and, hopefully, a foundation for closing it.

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