

Linking Environmental Concern to Sustainable Consumer Behaviors: Moving From Attitudes to Action

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Sustainable consumption continues to be a serious global concern. While it is important to provide policies as a foundation for promoting eco-responsibility, an understanding of the consumer's behavioral element would be particularly helpful. Motivated consumers willing to undertake pro-environmental behavior are necessary for obtaining material changes in consumption. This research examines consumer perceptions of the domain of environmentalism across multiple dimensions and how these perceptions align with specific behaviors. As a result, it addresses the "attitude to action" gap that has prevailed in recent years. By coupling these findings with demographic information, a targeted strategy can be created for reaching consumers. This in turn provides a foundation for creating intrinsic motivations that lead to consumer empowerment and policy development related to sustainable consumption.

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