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# The influence of consumers' environmental beliefs and attitudes on energy saving behaviours

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### Abstract

With a heightened focus on the concept of sustainability in the past few decades, government, business and individuals have become increasingly aware of the need to reduce our environmental footprint. Consequently there has been much research on consumer environmental behaviour, and the beliefs, norms and attitudes that influence this behaviour. In this article we develop a conceptual framework of consumer environmental behaviour and its antecedents, and test hypotheses within the framework by means of a survey of green consumers. The results show that general environmental beliefs do influence norms on environmental actions and prices, but only norms on price are correlated with environmental attitudes; both intrinsic and extrinsic environmental drivers together with social norms and community influence are associated with environmental attitudes, but cost barriers may have a negative influence. It was also

found that there was a strong association between environmental attitudes and energy saving behaviours but the latter was not in any way influenced by government policies or subsidies.

## Highlights

• We model consumer environmental behaviour and its antecedents. • Environmental beliefs influence environmental norms on actions and prices. • Environmental price norms are correlated with environmental attitudes. • Environmental drivers, social norms and community influence are associated with attitudes. • Strong association found between environmental attitudes and behaviour.



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## Keywords

Consumer environmental behaviour; Beliefs; Attitudes

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