

## Correlation between Consumer Knowledge of the Circular Economy and Consumer Behavior towards Its Application: A Canadian Exploratory Study

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**Abstract :** This study examined whether the dissemination of information about the circular economy (CE) has any bearing on the likelihood of the implementation of its concepts on an individual basis. Specifically, the goal of this research study was to investigate the impact of consumer knowledge about the circular economy on their behavior in applying such concepts. Given that our current linear supply chains are unsustainable, it is of great importance that we understand what mechanisms are most effective in encouraging consumers to embrace CE. The theoretical framework employed was the theory of planned behavior (TPB). TPB, with its analysis of how attitude, subjective norms, and perceived behavioral control affect intention, provided an adequate model for testing the effects of increased information about the CE on the implementation of its recommendations. The empirical research consisted of a survey distributed among university students, faculty, and staff at a Canadian University in British Columbia.

**Keywords :** circular economy, consumer behavior, sustainability, theory of planned behavior

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