World Academy of Science, Engineering and Technology
International Journal of Economics and Management Engineering
Vol:11, No:04, 2017

The Gap of Green Consumption Behavior: Driving from Attitude to Behavior

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Abstract : Green consumption is a key link to develop the ecological economy, and consumers are vital to carry out green consumption. With environmental awareness gradually being aroused, consumers often fail to turn their positive attitude into actual green consumption behavior. According to behavior reasoning theory, reasons for adoption have a direct (positive) influence on consumers' attitude while reasons against adoption have a direct (negative) influence on consumers' adoption intentions, the incongruous coexistence of which leads to the attitude-behavior gap of green consumption. Based on behavior reasoning theory, this research integrates reasons for adoption and reasons against adoption into a proposed model, in which reasons both for and against green consumption mediate the relationship between consumer' values, attitudes, and behavioral intentions. It not only extends the conventional theory of reasoned action but also provides a reference for the government and enterprises to design the repairing strategy of green consumption attitude-behavior gap.

Keywords : green product, attitude-behavior gap, behavior reasoning theory, green consumption, SEM
Conference Title : ICBMM 2017 : International Conference on Business, Marketing and Management
Conference Location : Kyoto, Japan
Conference Dates : April 27-28, 2017

Open Science Index, Economics and Management Engineering Vol:11, No:04, 2017 publications.waset.org/abstracts/67644/pdf