

DO CONSUMERS' BELIEFS, KNOWLEDGE, AND AWARENESS PLAY AN IMPORTANT ROLE IN WILLINGNESS TO ADOPT PRO- ENVIRONMENTAL BEHAVIOUR?

Vinita Srivastava¹, Rajiv Ranjan Thakur²

1. Assistant Professor, Jaipuria Institute of Management Noida, Email: 2011vinita@gmail.com

2. Director NDIM, New Delhi, Email: thakurajiv@gmail.com

Abstract

The research examined the role of belief and knowledge/ awareness about the environment on willingness to adopt pro-environment behaviour by consumers. The research also investigated the control effect of Gender and Education level on the effect of knowledge/ awareness and belief on willingness to adopt pro-environment behaviour. The research is based on Eco scale questionnaires used to measure the constructs (Knowledge, Belief, and Pro-environmental actions). The questionnaires were used to survey a sample of 615 respondents in the Delhi National Capital Region (Delhi- NCR). Structural Equation Modeling is used to demonstrate the fitness of the proposed model. The research reveals that beliefs have a negative effect on willingness to act while knowledge/ awareness has a positive effect on willingness to act. However, knowledge/awareness positively mediates the effect of belief on willingness to act. The research also reveals that the level of education and gender do not significantly control pro-environmental behaviour. The research is one of its kind to explore the psychological and behavioural implications of environmental protection.

Keywords: pro-environment behaviour; willingness to act; knowledge & awareness; belief

1. Introduction

There is scarcity of research in India on the role of peoples' belief, knowledge and pro-environmental actions. In order to study people's actions promoting pro-environmental behaviour, it is essential to examine factors that affect the said behaviour. Pro-environmental behaviour is a requisite to handling climate change that has become a major concern for world society (Seroussi et al., 2019). Climate change is responsible for extreme natural disasters all over the