

19 - 21 December 2025

Berlin , Germany

Know It, Feel It, Live It: Understanding Consumer Attitudes Toward Green Consumption

Nadzirah Rosli , Elaina Rose Johar , Noor Faezah Juhari , Muhammad Syukri Bin Abdullah , Nurul Izzaty Ismail

The National University of Malaysia

Abstract

Purpose

This study aims to investigate how pro-environmental awareness, encompassing environmental knowledge, environmental affection, and environmental responsibility, influences consumer attitude and subsequently drives green consumption behaviour. In addition, the study examines the moderating effect of environmental concern on the relationship between attitude and green consumption behaviour.

Design/methodology/approach

A quantitative research design is employed using a survey questionnaire to collect data from consumers. The proposed model links pro-environmental awareness to attitude and green consumption behaviour, with environmental concern introduced as a moderator. Data will be analysed using statistical techniques such as structural equation modelling to test the hypothesised relationships.

Findings

The study is expected to demonstrate that pro-environmental awareness significantly enhances positive consumer attitudes, which in turn encourage green consumption behaviour. Environmental concern is anticipated to strengthen the impact of attitude on green consumption behaviour.

Practical implications

The findings provide valuable insights for policymakers, educators, and marketers in formulating strategies that enhance environmental knowledge, foster positive attitudes, and encourage environmentally responsible consumption practices.

Originality/value

This research contributes by integrating multiple dimensions of pro-environmental awareness within a single framework and examining the moderating role of environmental concern, offering a comprehensive understanding of the psychological and behavioural drivers of green consumption.



Keywords: Pro-Environmental Awareness, Environmental Knowledge, Environmental Affection, Environmental Responsibility, Consumer Attitude, Green Consumption Behaviour, Environmental Concern, Sustainable Consumption