

# Antecedents, moderators, and outcomes of consumer environmental attitudes

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## **Antecedents, moderators, and outcomes of consumer environmental attitudes**

### **Abstract**

We investigate the influence of drivers and outcomes of consumer environmental attitudes, together with the moderating role played by emotional intelligence (EI). Using a sample of 400 Cypriot consumers, the SEM analysis results indicate that environmental knowledge and environmental skepticism positively influence both inward and outward environmental attitudes, which, in turn, drive purchasing behaviors. While EI strengthens the effect of outward attitudes on purchasing behaviors, it weakens the influence of inward attitudes on product-specific behaviors. These findings also contribute to the literature by uncovering how EI interacts with distinct environmental attitudes to bridge the attitude-behavior gap in an environmental context.

**Keywords:** *Consumer Attitudes, Emotional Intelligence, Environmental Purchase*

**Track:** Social responsibility & Ethics