

Role of Psychological Distance on Consumer Pro-Environmental Behavior in Climate Change Mitigation

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Abstract:

This study examines consumer pro-environmental behavior and loyalty to energy-efficient appliances to mitigate the effects of climate change. This study develops a behavioral model to understand better how consumers perceive climate change and how their subjective psychological distance cognitively interprets objects, influencing their purchase behavior for energy-efficient appliances. A structural equation model was applied to explore the model and hypotheses for 1020 valid respondents from developing country Bangladesh. Findings reveal that proximal psychological distance has a significant positive relationship with environmental ethics, self-responsibility, environmental attitude, social responsibility, moral norms, and behavior intention. Nevertheless, proximal psychological distance, self-responsibility, and moral norms are insignificant to consumer loyalty. To our knowledge, it is the first empirical study in Bangladesh to comprehensively explain consumer purchasing behavior intention and loyalty to energy-efficient appliances. Theoretical and managerial contributions of consumers' pro-environmental behavior in climate change mitigation are discussed.

Keywords: pro-environmental behavior; Sustainable consumption behavior; climate change

Tracks: Consumer Behavior