

## **The Effects of Attitudes, Perceived Control, and Knowledge on Engaging in Environmentally Conscious Behavior**

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### **Abstract**

More than 80% of consumers perceive themselves as being concerned about environmental pollution. Despite increasing concern about environmental conservation, consumers do not necessarily engage in environmentally sensitive behaviors. Why does not the level of one's environmental concern correspond with his or her level of environmentally friendly behavior? This paper develops a better understanding of environmentally friendly behaviors and their antecedents by identifying demographic, psychological, and social factors that may influence environmentally conscious behavior.

Logistic regression analyses were performed on the dataset from General Social Survey (GSS). The dependent variable is a dichotomous variable equal to one if a respondent was engaged in environmentally conscious behavior, zero otherwise. Specifically, environmentally conscious behaviors include recycling and driving less for environmental reasons. Three environmental attitudes (willingness to pay more for the environment, environmental ethics, and pragmatic view), perceived behavioral control, and knowledge are used as independent variables. Age, gender, race, community type, marital status, and total household income are controlled in the study.

The study showed that positive environmental attitudes, perceived behavioral control, age are associated with consumers' commitment to recycling and driving less for environmental reasons. The findings suggest that considering that favorable environmental attitudes are based on the beliefs that environmentally conscious behavior is linked to certain attributes such as positive outcomes of behavior and cost, public efforts need to be aimed at increasing consumers' awareness of why it is important to have a sustainable environment and what it means to live an environmentally friendly lifestyle. Also, public efforts are necessarily attempt to provide facilities that consumers performed specific environmental behaviors with ease in daily life, because it can enhance consumers' sense of control.

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