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HOW TO ACHIEVE A LOW-CARBON ECONOMY IN CHINA: FROM INDIVIDUAL ATTITUDES TO ACTUAL CONSUMPTION BEHAVIORS

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Abstract

Based on an analysis of the attitude formation process, a theoretical model of the realization of low-carbon (LC) consumption was constructed. An empirical study of China was then carried out to identify the reasons for differences between attitudes and actual behavior to investigate ways of realizing an LC economy. The results indicate that environmental cognition has a positive influence on social consciousness consumption behavior and a negative influence on individual consciousness consumption behavior, so enhancement of environmental cognition is an effective approach. Cognition of LC consumption significance, LC consumption preference regarding others, and LC consumption behavioral tendency promoted social consciousness consumption behavior, so these are beneficial for an LC economy. LC consumption preference regarding self had a negative impact on individual consciousness consumption behavior, so it needs to be guided. Current social consumption culture pressure had a negative impact on the relationship between attitude processes, behavioral tendency and actual behavior, so a healthy social consumption culture needs to be cultivated. Suggestions for achieving an LC consumption economy are proposed.

Key words: actual consumption behavior, attitude process, individual low-carbon consumption, low-carbon economy, social consumption culture

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