



An Overview of Environmentally-Responsible Consumption Behavior: Evolution, Significance, Antecedents, and Consequences. ✓

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Abstract

The chapter presents an overview of environmentally responsible consumer behavior by focusing on its core aspects, such as its evolution, significance, influencing factors, and consequences of practicing the behavior on businesses, individuals, and the environment. Second, the chapter explores the numerous theories utilized by scholars to explain and predict this behavior. In addition, the chapter also attempts to establish a connection between the concept of environmentally responsible consumption behavior and the pursuit of environmental sustainability, which is crucial in today's world, and emphasizes how engaging in this behavior can contribute to the achievement of the United Nations sustainable development goal 12.

Evolution

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