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Journal of Environmental Psychology

Volume 23, Issue 1, March 2003, Pages 21-32

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[https://doi.org/10.1016/S0272-4944\(02\)00078-6](https://doi.org/10.1016/S0272-4944(02)00078-6)

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Abstract

The disappointment about the weak direct relationship between environmental concern and specific environmentally related behaviors is due to the incorrect assumption that general attitudes like environmental concern are direct determinants of specific behaviors. Because only situation-specific cognitions are direct determinants of specific behaviors, future research should no longer view environmental concern as a direct, but as an important indirect determinant of specific behavior. As a general orientation pattern it influences the definition of a specific situation that is the generation of situation-specific cognitions. Results of a study analysing high vs low environmentally concerned students' decision to request an information brochure about green electricity products confirms this assumption



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