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CAN THE INTENTION TO PROTECT THE ENVIRONMENT LEAD TO REDUCED CONSUMPTION AMONG BUSINESS STUDENTS?

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ABSTRACT: Purpose: Modifying patterns of overconsumption towards reducing consumption as a degrowth-oriented consumer attitude is crucial to mitigating the environmental impact of high-consumption households. The aim of this article is to develop a model of the intention to reduce consumption for environmental reasons and test it among business students. Methodology/approach: Grounded in the Theory of Reasoned Action and the Theory of Planned Behaviour, the paper develops a model of consumption reduction intention. Based on a survey conducted among business students from six European Union countries, the model is tested using structural equation modelling. Findings: The study revealed the twofold influence of the intention to protect the environment on intention to reduce consumption: direct and indirect. The predictive power of the intention to protect the environment and willingness to accept the economic sacrifices in the intention to reduce consumption is confirmed as a direct effect. Additionally, the impact is mediated by a willingness to accept economic sacrifices. Originality/value: Our paper contributes to a better understanding of the intention to reduce consumption as a degrowth-oriented consumer attitude for environmental protection.

KEYWORDS: intention to reduce consumption, willingness to accept economic sacrifices, intention to protect the environment, degrowth

Introduction

The increase in consumption, often expressed as overconsumption, results in environmental degradation, pollution, climate change, poverty, and social inequity (Fatoki, 2023). Moreover, overconsumption is considered unsustainable not only due to its impact on the depletion of renewable natural resources or damage to the environment but also on personal economic circumstances and public welfare (Håkansson, 2014; Sheth et al., 2011). The consumption patterns of high-consuming households have been proven to be a major cause of environmental degradation (Castano Garcia et al., 2021; Toth & Szigeti, 2016). Lifestyle changes and consumption patterns are considered human development pathways to protect the environment (Moyer & Bohl, 2019).

Changes in consumption behavioural patterns towards sustainable consumption can be achieved through a reduction in consumption, modal shifts towards consumption of less resource-intensive products, extending product life, and sharing products (Sandberg, 2021).

Although reducing consumption is one of the solutions to overconsumption and an environmental priority to secure natural resources (Kropfeld et al., 2018; Seegebarth et al., 2016), relatively little research has been done on individuals' intentions to reduce their consumption (Santor et al., 2020). Previous studies have focused on personality traits such as fragility or being materialistic (Evans, 2011; Muiños et al., 2015), as well as personal norms that influence consumers' sustainable behaviour. Although all businesses, society, and individuals contribute to environmental damage through overconsumption (Clayton et al., 2015), this paper focuses on individual consumers and the factors influencing their intentions to limit consumption to fill the research gap. The aim of the article is to develop a model of predictors of intention to reduce consumption and test it among business students.

The novelty of this paper lies in its focus on predicting the intentions to reduce consumption among business students. Although young consumers often consider environmental issues while purchasing a product or obtaining services (Govind et al., 2019; Kumar et al., 2021), the importance of business students is related to their potential impact not only on their private consumption but also on the future behaviour of companies, as they are potential business leaders, entrepreneurs, and managers. If their ecological awareness is fostered nowadays, they can be expected to take real pro-environmental actions and actively promote more conscious behaviour.

Based on the role of intentions in shaping behaviour, drawing on the Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB), this paper aims to develop a predictive model for intention to reduce consumption and test it among business students from European Union (EU) countries. Even though previous research has looked at environmental concerns and their influence on the reduction of consumption (Joanes et al., 2020), this article goes further. The paper aims to explain how the intention to protect the environment and the willingness to accept economic sacrifices influence the intention to reduce consumption.

The article is structured as follows. The section literature review section discusses the theoretical background of intentions in shaping behaviour, including consumption reduction, together with the development of hypotheses. This is followed by a presentation of the research methodology and results based on research conducted among business students from six countries: Croatia, Czech Republic, Hungary, Poland, Slovakia, and Spain, and the structural equation modelling (SEM) as a research method. The results are then discussed in the context of a recognised gap in the literature, concluding with the implications and limitations of the research.

Literature review and hypotheses development

Behavioural intention as a key concept in theories of human behaviour

The search for the reasons why people behave in a given way is the central problem of many studies in the fields of sociology, psychology, and consumer behaviour. Several theories have been developed to provide answers. The theory of Reasoned Action (TRA) was proposed by social psychologists Martin Fishbein and Isaac Ajzen (1975). The main goal of this theory was to explain human behaviour that is dependent on will, which means that behaviour that does not result from conscious

decisions, i.e. spontaneous, impulsive, habitual or thoughtless behaviour, cannot be explained using it. According to TRA, the strongest predictor of volitional behaviour is behavioural intention, which in turn is determined by internal conditions as well as normative social influence. Internal conditioning is a person's attitude towards implementing a given behaviour, while external conditioning – the subjective norm – is a person's perception of the social norm regarding a given behaviour, which is strongly influenced by the judgment of others. Behavioural intention is defined as an individual's location on a subjective probability dimension involving the relation between herself and a given action. It thus refers to some probability that she will behave in a certain way. Intentions encompass four components: the behaviour, the specific object at which the behaviour is directed, the context (situation) within which the behaviour is intended to occur, and the temporal dimension in which the behaviour is scheduled to take place. An intention can refer to a particular object, a class of objects or any object (for example, people in general). Similarly, regarding a situation, an individual may intend to behave in a given context or location, a class of locations or any location. Ultimately, intentions may pertain to a specific moment in time, a designated timeframe, or an indefinite duration – any point in the future (Fishbein & Ajzen, 1975).

The theory of Planned Behaviour is an extension of TRA developed by Ajzen (1988). As in TRA, the key construct of TPB is the intention to engage in a specific behaviour. Intentions are assumed to include motivational factors that influence behaviour; they indicate how hard people are willing to try and how much effort they plan to expend to perform a given behaviour. As a general rule, the stronger the intention to engage in a behaviour, the more likely it is to be performed. TPB is extended, compared to TRA, by including an additional construct – perceived behavioural control. It is defined as the perceived availability of resources (time, skills, money, relationships) and opportunities to perform a specific behaviour. The importance of this factor cannot be overestimated because, to some extent, it determines the probability of project success. According to TPB, perceived behavioural control and behavioural intention are direct predictors of volitional behaviour.

Both theories, but mainly TPB, have been widely used as a theoretical framework when investigating consumption reduction behaviour and intention to reduce consumption. The TPB constructs of attitude, subjective norm, perceived behavioural control, as well as behavioural intention has been used to investigate mainly the intention to consume less. Previous research on consumption reduction for pro-environmental reasons has looked at many specific products or services, such as energy (Carrus et al., 2021; Liu et al., 2020), water (Singha et al., 2022), plastic (Hasan et al., 2015), single-use bottled water (Borusiak et al., 2021), and meat (Carfora et al., 2020; Borusiak et al., 2022), to give just a few examples. As several pro-environmental behavioural intentions are investigated in this study, both theories should be regarded as the theoretical framework of the research.

Consumption Reduction (CR) as behaviour in the context of pro-environmental concerns

The protection of the environment as a precondition and an integral part of achieving sustainable development is at the heart of the debate on economic growth versus the environment (Van Den Bergh et al., 2019). Understanding the importance of environmental protection is essential for the sustainable use of renewable natural resources, as it leads to understanding our planet not just as the source of depletion but as the foundation which we need to survive. It was found that in wealthy countries, resource consumption, i.e. energy use, water consumption, and waste production, is very high, growing fast and accounting for a substantial proportion of global resource use and carbon emissions (Gatersleben et al., 2010).

A change in consumer lifestyles plays an important role in achieving resources reduction targets. In line with this, awareness of climate change in society leads to a shift towards more sustainable lifestyles that secure the well-being of future generations (Arslan et al., 2021). Thus, as sustainable consumption is understood as consumption that entails a reduction of the negative impacts on nature (Dunković et al., 2022), consumption reduction is necessary to achieve this goal.

Research on individual consumption reduction due to environmental concerns concentrates on several aspects. Some previous papers present the demand to limit consumption due to the degrowth concept and regard it as one of the main contributions of this idea (Demaria et al., 2013). Degrowth, as one of the options for the future evolution of humanity, refers to reducing the scale of the economy to achieve environmental sustainability (Van Den Bergh et al., 2019), among others, by reducing waste and the demand for raw materials (Savini, 2023). A GDP growth (degrowth) of 1% leads to a

0.6% growth (degrowth) of material footprint (Wiedmann et al., 2015). The same applies to carbon emissions: a 1% increase (decrease) in GDP leads to about 0.5–0.7% increase (decrease) in carbon emissions (Burke et al., 2015). Thus, if human civilisation wants to prevent the Earth from ecological disaster, it is necessary to reduce global material consumption.

The dematerialisation of economies must lead to lower levels of (material) consumption (Kallis, 2017). One key question is how to encourage people to reduce their level of consumption. Some may limit their consumption voluntarily without feeling a loss or sacrifice. A study of purchase satisfaction of voluntary simplifiers showed that people who follow a sustainable, simple lifestyle are more satisfied with their consumption choices than those more oriented towards consumerism (Balderjahn et al., 2021). Anti-consumerism is another type of individual attitude and behaviour that limits, defined as resistance to, restriction of or even rejection of consumption. It combines a set of manifestations that vary in terms of goals, reasons, targets and intensity (Lee et al., 2020). The trend is growing, with more and more consumers turning to anti-consumption by reducing, rejecting or avoiding consumption (Culiberg et al., 2023). Previous research also proves that even consumers with low to moderate levels of environmental concern can be motivated to engage in anti-consumption practices (Armstrong Soule & Sekhon, 2022). Another trend is minimalism, which is a lifestyle characterised by an anti-consumerist approach combined with a search for meaning in life through values rather than possessions (Dopierala, 2017).

The trends presented, although growing, are not common. People have been socialised into a society of mass and excess consumption, and the majority are oriented towards consumerism and materialism, so there is a great challenge to make individuals downsize their consumption (Boström, 2022). This creates the necessity to investigate the intention to consume less, although the answering questions of why people act environmentally and what the barriers to pro-environmental behaviour are is extremely complex (Kollmuss & Agyeman, 2002).

Hypotheses development

The main focus of this study is to investigate the impact of the intention to protect the environment on the willingness to accept economic sacrifices and the intention to consume less. The relation between environmental concern and the intention to behave pro-environmentally, and the behaviour itself, has been repeatedly examined. Most previous studies have indicated that environmental concern strongly influences pro-environmental behavioural intention (Gansser & Reich, 2023; Saari et al., 2021). It has also been proven that the intention to behave pro-environmentally influences the intention to behave in a specific pro-environmental way (Dangelico et al., 2022; Kiatkawsin & Han, 2017).

Some results, however, show that environmental concern does not always translate into pro-environmental behaviour (Tam & Chan, 2017). For example, a study in Japan found that environmental concern had a positive effect on rubbish reduction, whereas no effect was observed on automobile reduction (Fujii, 2006). This leads to the conclusion that the type of pro-environmental behavioural intention matters in this regard and that willingness to undertake more challenging behaviour may be less influenced by environmental concern and the intention to protect the environment. As mentioned above, in a consumerism-oriented world, consumption reduction can be regarded as one of the most demanding behaviours. On the other hand, it has been proven that reducing consumption is one of the most necessary behaviours in wealthy societies. Research shows that the pressure of households on the environment is huge since household consumption contributes to more than 60% of global GHG emissions and between 50% and 80% of total use of land, material, and water, with rich countries generating the most significant impact per capita (Ivanova et al., 2016). Thus, we assume that consumers who have a higher intention to protect the environment are more likely to have a higher intention to reduce consumption. This allows us to formulate the following hypothesis:

H1: The intention to protect the environment is positively related to the intention to reduce consumption

Environmental harm resulting from production activities is associated with environmental externalities, understood as negative side effects affecting a third party in the form of unquantified costs

or benefits (Işıkara, 2023). Externalising environmental costs means imposing them on someone else without any compensation (Fairbrother, 2016). In order to internalise environmental costs, environmentally damaging economic activities should be valued with additional costs in the form of an ecological tax or permits (Fairbrother, 2016). However, such internalisation of environmental costs implies an increase in the price of final goods and services, which can be seen as an economic sacrifice of customers due to a higher level of price. This allows the following hypothesis to be formulated:

H2. The intention to protect the environment is positively related to the willingness to accept economic sacrifices

Consumption reduction may lead to some discomfort as it requires lifestyle changes. For example, giving up travelling by private car may be a source of discomfort when insufficiently public transport systems are not sufficiently developed. Living in a smaller flat does not allow people to collect things (which can be positive), but it also does not give them much private space. Previous research shows that environmental concern is positively related to the willingness to accept economic sacrifices to protect the environment (Hedlund, 2011). We, therefore, assume that consumers who are more willing to accept economic sacrifices for pro-environmental reasons than those who are more willing to reduce consumption have a higher intention to accept the sacrifices. This allows us to formulate the next hypothesis as follows:

H3: The willingness to accept economic sacrifices is positively related to the intention to reduce consumption

The research model applied in the study is presented in Figure 1.

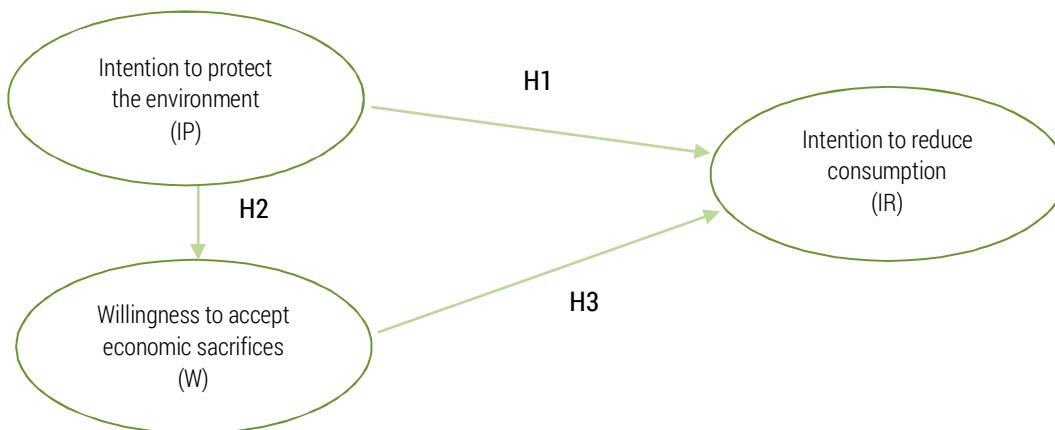


Figure 1. The conceptual model of the research

Research methods

To verify our conceptual model and test the hypotheses, data were collected between April and June 2021. The survey was carried out using a self-administered questionnaire. The first part included questions on four factors: Intention to protect the environment (IP), Intention to reduce consumption (IR), Willingness to accept economic sacrifices to protect the environment (W), and Consumption limiting (CL). Participants referred to statements on a 7-point scale (1 – strongly disagree, 7 – strongly agree). The complete list of items and sources is presented in Table 1. The second part of the questionnaire consists of questions on respondents' personal information.

Table 1. Measurement scale construct

Variable	Items	Sources of adaptation
Intention to protect the environment (IP)	IP1. I plan to protect the environment. IP2. I am willing to do something to protect the environment. IP3. I will make an effort to protect the environment.	Chen and Tung (2014), Han et al. (2010)
Intention to reduce consumption (IR)	IR1. I plan to reduce my consumption. IR2. I am willing to reduce my consumption. IR3. I will make an effort to reduce my consumption.	Chen and Tung (2014), Han et al. (2010)
Willingness to accept economic sacrifices (W)	W1. I'm willing to pay higher prices to protect the environment. W2. I'm willing to pay higher taxes to protect the environment. W3. I'm willing to accept a lower living standard to protect the environment.	Hedlund (2011)

The sample included 2702 (N=2702) respondents. Their average age was 22,1 years (SD=3.63, min=18, max=66). There were 1,574 women (58.2%), 1,099 men (40.7%), and 29 participants who refused to provide their gender (1.1%). 481 (17.8%) participants were from Poland, 401 (14.8%) from Hungary, 588 (21.8%) from the Czech Republic, 430 (15.9%) from Croatia, 400 (14.8%) from Slovakia, and 402 (14.9%) from Spain.

The study was conducted in two stages, as proposed by Anderson and Gerbing (1988). In the first stage, we analysed the measurement model, assessing the validity and reliability of the constructs (latent variables) with the use of confirmatory factor analysis (CFA) to test the quality and adequacy of the measurement (Anderson & Gerbing, 1988). To examine convergent validity, the study used both measures of composite reliability (CR) and the average variance extracted (AVE) values, supported by the analysis of factor loadings.

In the second stage, structural equation modelling (SEM) was used to test hypotheses based on the conceptual research model developed in the theoretical part and to understand the causal relations among the latent variables. SEM is widely applied in the social sciences as the method allows the study of both direct and indirect effects among latent variables and provides insights into the structural relationships within the model. AMOS software was used in the study.

Results

Measurement model

The overall goodness-of-fit indices of the measurement model are as follows: GFI = 0.961, AGFI = 0.927, CFI = 0.981, RMSEA = 0.086, and TLI = 0.971. The results of the aforementioned indices show the correctness of the data, indicating model fit. All statistics achieved the standards of model fitting. Next, all constructs and variables were tested for both convergent validity and discriminant validity. Both measures of composite reliability (CR) and the average variance extracted (AVE) values were used in the study to examine convergent validity. According to Fornell and Larcker (1981), an AVE value greater than 0.5 indicates that the convergent validity of the constructs under study has been achieved. Similarly, the CR value for all variables must be above 0.60 (Sekaran & Bougie, 2013). Table 2 presents all AVE and CR values. The results show that all AVEs are greater than 0.5, and all CRs are greater than 0.6. Therefore, the latent variables in this study achieve good convergent validity. All factor loadings for the tested items were found to be significant at $p = 0.001$.

Discriminant validity was tested by comparing AVE with squared multiple correlations (see Table 3). This approach showed that the constructs have a higher square root of AVE values compared to their correlations with other constructs. This indicates that there is discriminant validity for each individual construct (Fornell & Larcker, 1981). This means that the two constructs can be viewed as distinct and, at the same time, correlated factors. Hence, the constructs and measurement model items of the present study were deemed appropriate to test the developed propositions and structural models.

Table 2. Constructs and convergent validity

Variable	Item	Loading	p value	CR	AVE
Intention to protect the environment (IP)	IP1	0.87	***	0.92	0.80
	IP2	0.89	***		
	IP3	0.93	***		
Intention to reduce consumption (IR)	IR1	0.94	***	0.96	0.89
	IR2	0.96	***		
	IR3	0.94	***		
Willingness to accept economic sacrifices to protect the environment (W)	W1	0.91	***	0.88	0.70
	W2	0.84	***		
	W3	0.76	***		

Note: ***p<0,001.

Table 3. Discriminant validity

	IP	IR	W
IP	0.897		
IR	0.776	0.946	
W	0.702	0.759	0.838

Note: ***p<0,001.

Based on the model fit indices (GFI, AGFI, CFI, RMSE and TLI), the results of the validity analysis and factor loadings, we confirmed that the conceptual model fits well with the data based on business students from six European countries. In the case of young respondents, the proposed items reflect well all constructs of the intention to reduce consumption, the willingness to accept economic sacrifices and the intention to protect the environment.

Structural Model and Testing of Hypotheses

SEM analysis was used to estimate the path coefficients of the relations between the constructs in the research model. The following indices were calculated to evaluate the fit of the model: GFI = 0.961, AGFI = 0.927, CFI = 0.981, RMSEA = 0.086, and TLI = 0,971. All of these indices and the estimation of the model showed a good fit (Steenkamp & Baumgartner, 2000).

The obtained results of the SEM reveal that the path coefficients from intention to protect the environment to intention to reduce consumption and willingness to accept economics sacrifices by business students are statistically significant and in the expected directions ($\beta= 0.48, p < 0.001, \beta= 0,7, p < 0.001$, respectively). These results allow us to accept H1 and H2. Moreover, the path coefficient from willingness to accept economic sacrifices to intention to reduce consumption by business students, assumed in H3, is also statistically significant ($\beta= 0.42, p < 0.001$). The above results demonstrate that all the hypotheses in the research framework are supported (see Table 4).

Table 4. Results of Structural Equation Modelling (SEM)

Variable	Structural Path	Beta	SE	CR	p-value	Hypothesis Results
IP	→ IR	0.48	0.28	22.41	***	supported
IP	→ W	0.7	0.24	30.54	***	supported
W	→ IR	0.42	0.23	18.96	***	supported

Note: ***p<0,001.

Based on these results, we can empirically confirm the conceptual model showing the impact of the intention to protect the environment on the willingness to accept economic sacrifices and the intention to consume less by business students from six European countries.

Discussion

Protecting the environment, as central to the debate on economic growth versus the environment (Van Den Bergh et al., 2019), requires changes in human behaviour. Degrowth, associated with the downscaling of the economy (Savini, 2023; Van Den Bergh et al., 2019), can be achieved through changes in consumption patterns (Moyer & Bohl, 2019), such as reducing consumption. To better understand future consumption behaviour, we investigate the intention to limit consumption among business students.

As both Fishbein and Ajzen (1975) and Ajzen (1988) have proven, the intention to get engaged in a certain activity or implement a specific behaviour is the outcome of predictors, motivational factors which influence the intensity of efforts to behave in a particular way. As the consumption patterns of high-consuming individuals harm the environment (Castano Garcia et al., 2021; Toth & Szigeti, 2016), it is essential to investigate the intention to modify overconsumption patterns, including the intention to limit consumption. Despite its importance for environmental protection, little is known about individuals' intention to reduce their consumption (Santor et al., 2020). This paper contributes to the discussion on the intention to reduce consumption by examining its predictors: the intention to protect the environment and the willingness to accept economic sacrifices.

Based on the theoretical investigation, we developed a model with three relations, reflected in hypotheses: the influence of intention to protect the environment on the intention to limit consumption (H1) and on the willingness to accept economic sacrifices (H2), as well as the impact of the willingness to accept economic sacrifices on the intention to reduce consumption (H3). The results of the current study let us support all three hypotheses among business students.

We have shown that the intention to protect the environment directly impacts the intention to reduce consumption with a predictive power of 48%, which supports H1. Our results are in line with previous studies demonstrating the influence of environmental concern on pro-environmental behavioural intention (Gansser & Reich, 2023; Saari et al., 2021) and show that pro-environmental intention influences the intention to behave in a more sustainable manner, namely to consume less.

Moreover, pro-environmental intention also influences the willingness to accept economic sacrifices with a predictive power of 70%, supporting H2. Our results strongly support the opinions about the need to internalise the environmental costs of production activities in the form of an ecological tax or permits (Fairbrother, 2016), which are later reflected in higher prices for products and services with negative environmental impacts.

The willingness to accept economic sacrifices impacts the intention to reduce consumption with a predictive power of 42%, supporting H3. In proving this, we are in line with and go beyond results showing the impact of environmental concern on the willingness to accept economic sacrifices to protect the environment (Hedlund, 2011). It is not only concerns that are considered antecedents of intentions, but also pro-environmental intentions shape the openness to pay higher taxes and prices for environmental reasons.

Of the three tested relations, the strongest one (with 70% predictive power) is the influence of the intention to protect the environment on the willingness to accept economic sacrifices. Our findings contribute to the discussion on negative environmental externalities (Fairbrother, 2016; Işıkara, 2023) and the need to internalise environmental costs. Business students, as our research sample, are open to protecting the environment through the mechanism of economic sacrifices in the form of higher prices and environmental taxes.

Our findings have implications for policymakers because a higher willingness to make economic sacrifices means that young consumers are aware that not only higher prices but new forms of taxes are necessary to promote pro-environmental behaviour within a certain community or society in general if we want to be environmentally oriented.

Our research also has some limitations, mainly related to the business students as the consumer group studied. Thus, further research should confirm our results both among young people with

non-business backgrounds and among representatives of other generational cohorts, such as Generations X and Y.

Conclusions

Our findings contribute to a better understanding of the pro-environmental behavioural intentions of young consumers. The overall picture is that the intention to reduce consumption is shaped by both the intention to protect the environment and the willingness to accept economic sacrifices. Our results demonstrate that the intention to protect the environment affects the intention to reduce consumption, which provides causal support for the postulate of limiting consumption in the concept of degrowth (Demaria et al., 2013) and the need to dematerialise economies (Kallis, 2017). Interestingly, we discovered a slightly stronger impact of the intention to protect the environment on the intention to reduce consumption compared to the predictive power of the willingness to accept economic sacrifices. Our results confirm the complexity of interactions of these intentions, showing that not only the intention to protect the environment but also the willingness to accept economic sacrifices as a manner of internalising environmental externalities are significant in shaping the intentions to reduce consumption.

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The contribution of the authors

Conceptualization, B.B., B.P. and A.G.; literature review, B.B., A.G. and K.M.; methodology, B.B. and B.P.; formal analysis, B.P.; writing, B.B., B.P., A.G., K.M., B.K., P.K., L.S., K.Mal., A.M., J.G., D.L.L., J.G., K.K. and S.N.; conclusions and discussion, B.B., A.G. and B.K.

The authors have read and agreed to the published version of the manuscript.

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CZY INTENCJA OCHRONY ŚRODOWISKA MOŻE PROWADZIĆ DO OBNIŻENIA KONSUMPCJI WŚRÓD STUDENTÓW KIERUNKÓW BIZNESOWYCH?

STRESZCZENIE: Cel: Modyfikacja wzorców nadmiernej konsumpcji w kierunku ograniczania konsumpcji jako postawy konsumpcyjnej skierowanej na dewzrost ma kluczowe znaczenie dla łagodzenia wpływu środowiskowego gospodarstw domowych o wysokiej konsumpcji. Celem artykułu jest opracowanie modelu intencji ograniczenia konsumpcji ze względów środowiskowych i przetestowanie go wśród studentów kierunków biznesowych. Metodologia/podejście: W oparciu o teorię uzasadnionego działania i teorię planowanego zachowania w artykule opracowano model intencji redukcji konsumpcji. Na podstawie ankiety przeprowadzonej wśród studentów kierunków biznesowych z sześciu krajów Unii Europejskiej model poddano testom z wykorzystaniem modelowania równań strukturalnych. Wyniki: Badanie ujawniło dwojaki wpływ chęci ochrony środowiska na zamiar ograniczenia zużycia: bezpośredni i pośredni. Siła predykcyjna intencji ochrony środowiska i gotowości do poniesienia wyrzeczeń ekonomicznych w dążeniu do ograniczenia konsumpcji potwierdza się jako efekt bezpośredni. Dodatkowo wpływ ten jest pośredni przez gotowość do zaakceptowania wyrzeczeń ekonomicznych. Oryginalność: Nasz artykuł przyczynia się do lepszego zrozumienia intencji ograniczenia konsumpcji z powodów środowiskowych jako postawy konsumentów skierowanej na dewzrost.

SŁOWA KLUCZOWE: intencja ograniczenia konsumpcji, gotowość do poświęceń ekonomicznych, intencja ochrony środowiska, dewzrost