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Year of Publication: 2016

Roser-Renounf, Connie ; Atkinson, Lucy ; Maibach, Edward ; Leiserowitz, Anthony, [The Consumer as Climate Activist](#) [1], International Journal of Communication, Vol. 10, 2016, pp. 4759-4783

In the context of rapid growth in consumption of green products in the US, the authors use national survey data to test their hypothesis that people's beliefs about global warming as well as their beliefs about consumer activism, predict their approach to green consumerism.

See also: Del Valle, Gaby, 'Can Consumer choices Ward Off the Worst Effects of Climate Change? An Expert Explains', Vox, 12 Oct. 2018,

Notes that the 2018 UN report on climate change warns less than two decades to limit global warming to 1.5% centigrade, and that in response proposals made for individual actions in response on issues such as meat eating and transport. But the article also notes that the Climate Accountability Institute in its 2017 'Carbon Majors' report traced 70% of greenhouse gas emissions to 100 companies, which suggests individual actions 'futile'. The article notes that individuals can also reduce emissions per household through energy efficiency and altering houses to conserve energy.

Roser-Renounf, Connie ; Atkinson, Lucy ; Maibach, Edward ; Leiserowitz, Anthony, [The consumer as climate activist](#) [2], International Journal of Communication, Vol. 10, 2016, pp. 4759-4783

The article examines how far in the US consuming green products is linked to a desire to alter corporate practices that lead to climate change. It finds that concern about global warming and belief in consumer activism does predict 'green purchasing, behaviour and opinion leadership'. The authors note the role of communications in promoting both concern about global warming and belief in consumer activism.

See also Laurence, Bill, 'Boycotts are a crucial weapon to fight environment-harming firms', *The Conversation*, 6 April 2014. <https://theconversation.com/boycotts-are-a-crucial-weapon-to-fight-environment-harming-firms-25267> [3]

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