



The consumer as climate activist

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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> [5]

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