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THE ROLE OF CLIMATE CHANGE ANXIETY AND WASTOPHOBIA IN ELIMINATING PLANNED OBSOLESCENCE

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Abstract

Unsustainable, irresponsible consumption behavior is becoming challenging for energy security, environmental stability, and living creatures' existence on Earth. Focusing on these consequences, the current study aims to explore the intricate relationship between climate change anxiety, wastophobia - fear of waste, and sustainable consumption behavior. A multistage sampling approach was deployed to collect data (N = 442) from domestic electricity consumers. To empirically examine the proposed research framework a covariance-based structural equation modeling technique was employed in SPSS and AMOS 26. The results illustrate that media, religious sermons, and customer service representatives are effective communication channels for boosting climate change anxiety. This anxiety demonstrated twofold impacts on sustainable consumption behavior. First, it directly accelerated sustainable consumption behavior. Second, it triggered wastophobia in the minds of consumers and subsequently fostered sustainable responsible consumption behavior. Interestingly, the determinant "wastophobia" partially mediated and strengthened the relationship between climate change anxiety and sustainable responsible consumption. This study suggests policymakers take insights from the presented theoretical framework for developing climate anxiety-based promotional strategies for sustaining responsible consumption behavior over time. By fostering wastophobia - an emotional connection of consumers with environmental health- practitioners can eliminate the issue of planned obsolescence, excessive energy waste, and energy shortage.

Key words: CB-SEM, Climate change anxiety, (SDG 13; Climate Action), Media, Wastophobia, (SDG 12: Responsible Consumption and production)

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