

# The Time is Now! Capturing the Momentum of Consumers' Attitudinal and Behavioral Change Towards Environmental Sustainability Due to the Pandemic: An Abstract



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**Abstract** The COVID-19 pandemic has brought the issue of environmental health to the forefront, highlighting the responsibility of marketers to help fight global climate change (Mende & Misra, 2021). During the pandemic lockdowns, many cities across the world saw positive environmental effects such as improvement of air quality and ecological restoration (Rume & Islam, 2020), but as the world returns back to “normal” it is necessary to consider the role of consumers on our environmental health (Kotler, 2020). This research examines peoples’ perceived connection between environmental health and human health to capture possible shifts in the perception of need for higher environmental sustainability efforts due to the pandemic.

This work employs a multi-method approach using interviews, surveys, and experiments to examine the relationship between the perceived relevance of the pandemic to environmental sustainability and individual’s attitude and willingness to act. Preliminary research suggests the pandemic has certainly increased individuals’ awareness about the environment’s health and their willingness to act in an environmentally friendly manner. Individuals noted concern over the impact of the environment’s health on human health and were aware of their individual impact on the environment, also noting an increase in their own sustainable behavior since the pandemic. Additionally, although individuals were highly confident in their ability to act in an environmentally friendly manner and felt they needed to change their way of life to protect the environment, they were less confident on the avenues to do so.

Overall, we see the pandemic has created momentum towards higher attitudinal and behavioral change towards pro-sustainability. By understanding which factors

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impact attitude towards environmental sustainability and willingness to act towards the same, we can capture this momentum to increase the sustainability mindset.

**Keywords** Environmental sustainability · Pandemic · Willingness to act · Self-efficacy

References Available Upon Request