Improving green literacy and environmental culture associated with youth participation in circular economy: a case study of Vietnam

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Abstract

This study employs the Bayesian mindsponge framework (BMF) to explore what drives young adults' pro-environmental behavior and purchases of green products at different levels of price. The results show that young adult's knowledge of CE and care about environmental protection and energy saving encourages the practice of waste classification, while factors that affect their willingness to pay (WTP) more for green and energy-saving products vary at different price tiers.

Keywords: circular economy, environmental culture, green literacy, young.

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