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Article · May 2021

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Objective Knowledge Drives Pro-Environmental Behavior for Eco-Friendly Communities: The Case of Recharging Mobile Credit via Mobile Money in Ghana

Anthony Amoah, *University of Environment and Sustainable Development, Somanya, Ghana*
Kofi Korle, *Central University, Tema, Ghana*
Edmund Kwablah, *Central University, Tema, Ghana*

Abstract:
In this study, we define the choice of recharging mobile credit with an environmentally friendly platform such as mobile money as a novel pro-environmental behavior. Using a survey approach, we collect household-level data from eco-friendly communities in the Greater Accra Region of Ghana, and empirically model and test the nexus between this novel pro-environmental behavior and objective knowledge. The study finds that there is a positive and statistically significant relationship between international environmental objective knowledge and pro-environmental behavior. In contrast, there is no such evidence for households with local environmental objective knowledge. Toward achieving sustainable environmental development, this study draws inferences to serve as a wake-up call for institutions that are responsible for disseminating local environmental knowledge regarding the effects and consequences of poor environmental behavior.

Keywords: Environmental Knowledge, Behavior, E-Money Credit Recharge, Multinomial Logit, Ghana

Amoah, Anthony, Kofi Korle, and Edmund Kwablah (2021). Objective knowledge drives pro-environmental behavior for eco-friendly communities: The case of recharging mobile credit via mobile money in Ghana. *The International Journal of Environmental Sustainability 17*(1), 1-17. doi:10.18848/2325-1077/CGP/v17i01/1-17.

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