



**Our Role and Responsibility towards Protecting the  
Environment: A Quantitative Study on the Relationship among  
Individual's Environmental Attitude, Pro-Environmental  
Behavior and Performance**

L. Suganthi

*Department of Management Studies, College of Engineering Guindy, Anna University,  
Chennai 600 025, Tamil Nadu, India*

**KEYWORDS** Environmental Attitude. Environmental Responsibility. Pro-environmental Behavior. Performance

**ABSTRACT** The importance of protecting our ecosystem has started gaining importance with many issues being faced by the global community such as melting of the ice at the north pole, climatic changes, with global warming, lesser rain to name a few. An individual has to take responsibility for the man-made issues. It is high time, there is a reversal happening so that our surroundings with its bounty is given back to the future generations in its beauty and richness. The influence of changing an individual's attitude towards the environment is considered very important and hence research is being carried out to find how it influences the pro-environmental behavior and performance. The mediating role of pro-environmental behavior was also tested using measurement and structural model. The results indicate that the environmental attitude has a positive relationship with the outcome variables namely pro-environmental behavior and performance. There is an urgent need to ensure environmental attitude is positive among people since a positive environment attitude will lead to a sustainable holistic living.