

Research Article

**Consumers' Environmentally Friendly Recreational Behaviours in
Recreational Activities: Camping Sample**

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Abstract

The aim of this study is to explain the environmentally friendly recreational camping behaviours of individuals. The data was collected through a survey method from campers in Turkey. According to the multiple regression analysis results, environmental attitude, recreational motivation and perceived consumer effectiveness influence environmentally friendly recreational behaviour positively. Recreational motivation mediates environmental attitude and environmentally friendly recreational behaviour. However, environmental concern, ascribed responsibility and subjective norm do not have any influence on environmentally friendly recreational behaviour. According to collected data, environmental attitude, perceived customer effectiveness and individual motivation are important to investigate environmentally friendly recreational behaviours.

Keywords: Recreation, environmentally friendly recreational behaviour, environmentally attitude, camping

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