

Environmental Friendly Behaviour: Consistent or Not?

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Research problem

- Positive attitude toward nature ➔ EF behaviour
- EF behaviour \neq environmental consciousness

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Research questions

- What are the main psychographic differences between those who behave environmental friendly and those who do not?
- What are those variables, which separate environmentally conscious and non-environmentally conscious respondents the most?
- Whether those who behave environmental friendly, do it for the sake of the environment or for other reasons? Therefore, how can we differentiate consistent greens from non-consistent greens?

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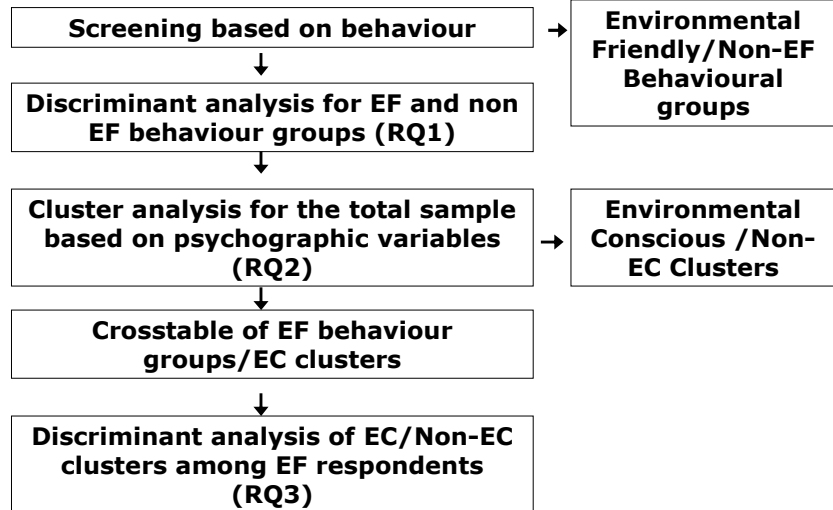
Research sample

- **Sample:** probability sample of 18-65 years old Budapest dwellers - quoted by environmental friendly behaviour:
 - 102 environmental friendly respondents
 - 102 non-environmental friendly respondents
- **Method:** face-to-face in-home interviews made by the interviewers of an independent research agency
- **Date:** Survey was carried out in September, 2007

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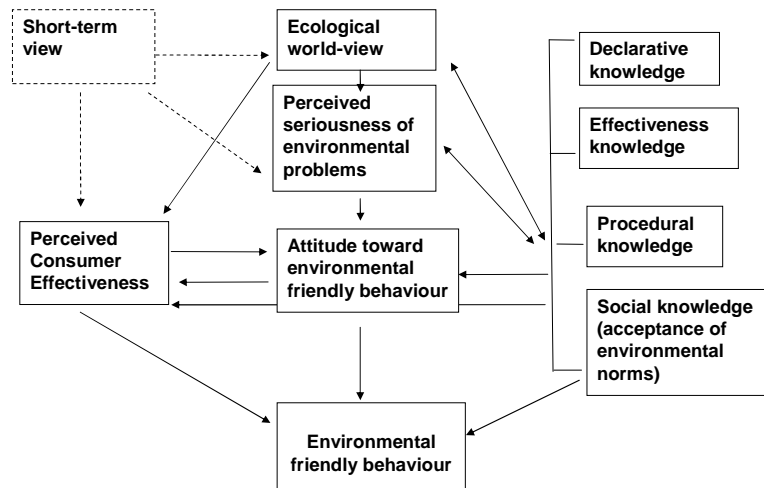
Research method



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Antecedents of environmental friendly behaviour



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Definition of EF behaviour

- Two approaches:
 - One aspect
 - Multidimensional concept → Stern, 2000:
 - Environmental activism
 - Nonactivist public-sphere behaviours (petitioning, joining groups)
 - Private-sphere environmentalism
 - Consumer purchase behaviour
 - Changes in lifestyle
 - Waste disposal...
 - Other (organizational decisions)

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Measurement of EF behaviour

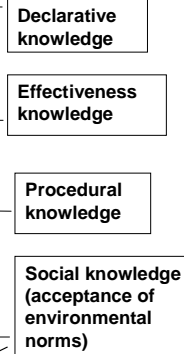
- Selective waste disposal (4 items),
- Reducing consumption (3 items),
- Purchase (5 items),
- Saving energy (5 items),
- Water saving (4 items),
- Environmental citizenship (4 items),
- Transportation (2 items).

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Antecedents of environmental friendly behaviour

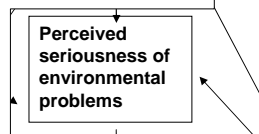
- **Declarative knowledge (about the nature of ecological processes)**
- **Procedural knowledge (how to prevent environmental pollution and other harmful effects)**
- **Effectiveness knowledge (about relative effectiveness of different pro-environmental actions)**
- **Social knowledge (existence and acceptance of green norms)**
- **(Kaiser and Fuhrer, 2003)**



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Antecedents of environmental friendly behaviour



- **Two dimensions: seriousness and affectedness of environmental problems (e.g. water and air pollution, waste disposal) –most of them were rated as very serious**
- **Result of factor analysis:**
 - **problems that affect respondents directly – mostly local problems (pl. air pollution) and**
 - **problems that has only indirect or global effect (e.g. global warming).**

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Antecedents of environmental friendly behaviour

•PCE is an estimation of the extent to which personal activities can contribute to the solution of a problem

•Not widely used variable in the literature

Perceived
Consumer
Effectiveness

•Significant predictor of environmental friendly behaviour (Berger and Corbin, 1992; Ellen et al, 1991; Straughan and Roberts, 1999)

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Antecedents of environmental friendly behaviour

•Feelings and concepts (object)

•Two kinds of environmental attitude:

• Environmental concern (toward the environment itself)

• Attitude toward environmental friendly behaviour – perceived inconvenience of EF behaviour

Attitude toward
environmental
friendly behaviour

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Cross table of behaviour and consciousness

Psychographic dimension		Behaviour	
Environmental consciousness		<i>„They do not practice what they preach”</i>	<i>Consistently environmental friendly respondents</i>
		<i>Consistently non-environmental friendly respondents</i>	<i>Self-seeking environmental friendly respondents</i>
Lack of environmental consciousness		<i>Consistently non-environmental friendly respondents</i>	<i>Self-seeking environmental friendly respondents</i>
		Non-environmental friendly behaviour	Environmental friendly behaviour

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Answer for RQ 1

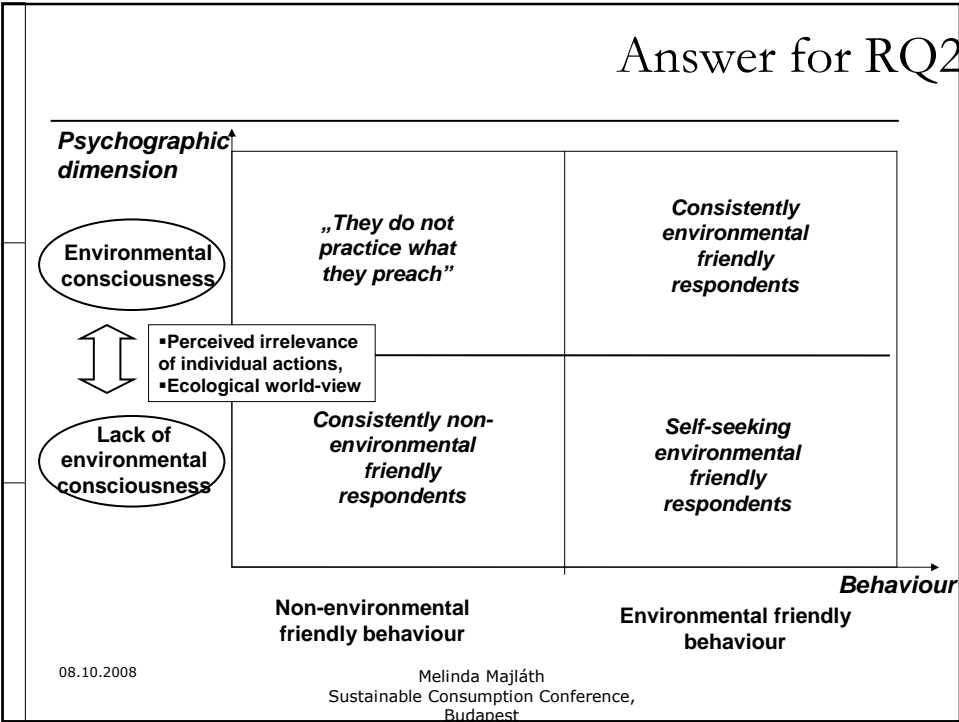
Psychographic dimension		Behaviour	
Environmental consciousness		<i>„They do not practice what they preach”</i>	<i>Consistently environmental friendly respondents</i>
		<i>Consistently non-environmental friendly respondents</i>	<i>Self-seeking environmental friendly respondents</i>
Lack of environmental consciousness		<i>Consistently non-environmental friendly respondents</i>	<i>Self-seeking environmental friendly respondents</i>
		Non-environmental friendly behaviour	Environmental friendly behaviour

Non-environmental friendly behaviour ↔ Environmental friendly behaviour

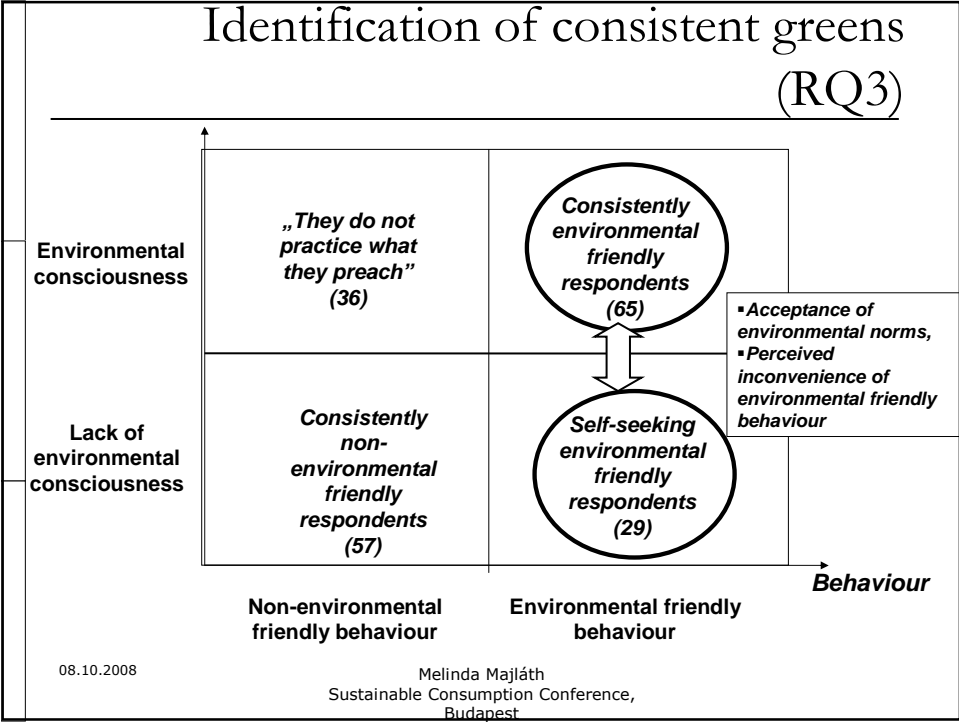
- Perceived irrelevance of individual actions,
- Perceived inconvenience of environmental friendly behaviour

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Answer for RQ2



Identification of consistent greens (RQ3)



Conclusions

- PCE is a very important factor in generating EF behaviour → people must be aware of their relative effect in creating and solving environmental problems
- Environmental knowledge has no such important differences between groups
- Perceived inconvenience of environmental friendly behaviour must be decreased
- Responsibility of society:
 - General view on relationship of men and nature must be transformed – long-term aim
 - Environmental norms – critical mass needed to generate change

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THANK YOU FOR YOUR
ATTENTION!

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Discriminant analysis of behaviour groups

Independent variables	Structural matrix Function 1	Coefficients of standardized canonical discriminant function
Perceived inconvenience of environmental friendly behavior	0.895	0.702
Perceived irrelevance of individual actions (PCE)	0.765	0.485
Short-term view	0.357	
Ecological worldview	-0.259	
Perceived seriousness of environmental problems with direct effects	-0.226	
Acceptance of environmental norms	-0.186	
Perceived seriousness of environmental problems with indirect effects	-0.179	
Environmental knowledge (declarative, procedural, effectiveness)	-0.164	

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Identifying the environmentally conscious cluster

Psychographic variables used in the analysis (standardized scores)	Final cluster centres	
	Non-environmentally conscious cluster (n=86)	Environmentally conscious cluster (n=101)
Ecological worldview	-0.370	0.552
Perceived inconvenience of environmental friendly behaviour	0.424	-0.404
Perceived irrelevance of individual actions	0.729	-0.571
Acceptance of environmental norms	-0.392	0.514
Perceived seriousness of problems affecting respondents directly	-0.240	0.191
Perceived seriousness of problems affecting respondents indirectly	-0.187	0.219
Environmental knowledge	-0.424	0.388
Short-term view	0.479	-0.450

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Main differences between clusters

Variables (standardized scores)	Explained variance by variable	Df.	Unexplained variance	Df.	F	Sig.
Perceived irrelevance of individual actions	78.498	1	0.489	185	160.647	0.000
Ecological worldview	39.425	1	0.323	185	122.040	0.000
Acceptance of environmental norms	38.052	1	0.526	185	72.388	0.000
Short-term view	40.079	1	0.735	185	54.536	0.000
Perceived inconvenience of environmental friendly behaviour	31.863	1	0.834	185	38.184	0.000
Environmental knowledge	30.619	1	0.83	185	36.873	0.000
Perceived seriousness of problems affecting respondents indirectly	8.614	1	0.964	185	8.936	0.003
Perceived seriousness of problems affecting respondents directly	7.644	1	0.952	185	8.025	0.005

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Consistent greens differ in....

Standardized variables	Structure matrix Function 1	Standardized Canonical Discriminant Function Coeff.
Perceived inconvenience of environmental friendly behaviour	0.858	0.829
Acceptance of environmental norms	-0.561	-0.514
Perceived irrelevance of individual actions	0.283	
Perceived seriousness of problems affecting respondents directly	-0.206	
Ecological worldview	-0.083	
Environmental knowledge	-0.072	
Perceived seriousness of problems affecting respondents indirectly	-0.067	
Short-term view	0.050	

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