

主 論 文 要 旨

論文題名

A Study on the Difference of Determinants of Pro-environmental Behavior Derived from Attribution of the Behavior and People

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主論文要旨

It is required to shift people's lifestyle toward environmentally friendliness in the situation that it is urgent issue to construct sustainable society. It is useful to clarify determinants of pro-environmental behavior to promote it effectively and efficiently. The purpose of this study is to clarify difference of levels and concernment of determinants of pro-environmental behavior derived from attribution of the behavior and people, and to discuss effective method to promote pro-environmental actions.

In this study, questionnaire surveys based on "Two-phase model of pro-environmental behavior" were conducted. The survey targeted 4 kinds of people and contained questions about some pro-environmental actions. Difference derived from attribution of the behavior and people was discussed based on the results of simultaneous analysis of several groups. Age and concern about the environment were assumed as attribution of people, and 5 factors were assumed as attribution of behavior.

As a result, Goal Intention had slight effect, while Cost-Benefit Evaluation and Social Norm Evaluation had moderate effect to pro-environmental behavior. From discussion about method to promote pro-environmental behavior, it became clear that method to increase level of Social Norm Evaluation is the most effective for people who are middle-class of degree of pro-environmental behavior. It is assumed that all determinants except Goal Intention can be changed toward environmentally friendliness with constructing systems which can decrease labor cost of behavior. In behavior which had high sociality, method to increase level of Social Norm Evaluation is effective, but to increase level of other determinants is ineffective.

As mentioned above, it became clear that effective method to promote pro-environmental behavior is specific and depend on attribution of the behavior and people.