

Influence of Social Norms and Perceived Government Roles on Environmental Consciousness: A Multi-Socio-Economic Approach

Authors : Mona Francesca B. Dela Cruz, Katrina Marie R. Mamaril, Mariah Hannah Kassandra Salazar, Emerald Jay D. Ilac

Abstract : One key factor that should be considered when determining sustainable solutions to various environmental problems is the potential impact of individual human beings. In order to understand an individual, there is a need to examine cognitive, emotional, dispositional, and behavioral factors which are all indicative of one's environmental consciousness. This quantitative study explored the moderated mediation between environmental consciousness, socio-economic status, social norms as a mediator, and the perceived role of government as a moderator for 381 Filipinos, aged 25 to 65, in urban and suburban settings. Results showed social norms do not have a mediating effect between socio-economic status and environmental consciousness. This may be influenced by the collectivist culture of the Philippines and the tendency for people to copy behaviors according to the descriptive norm effect. Meanwhile, there exists a moderating effect of the perceived role of government between the relationship of social norms and environmental consciousness which can be explained by the government's ability to impose social norms that can induce a person to think and act pro-environmentally. Practical applications of this study can be used to tap the ability of the government to strengthen their influence and control over environmental protection and to provide a basis for the development of class-specific environmental solutions that can be done by individuals depending on their socioeconomic status.

Keywords : environmental consciousness, role of government, social norms, socio-economic status

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