

Personality Predispositions to Higher Order Motivations of Morality and Frugality for Pro-environmental Behavior

Authors : Sepase K. Ivande

Abstract : Morality and frugality are two of the strongest motivations for pro-environmental behavior. However, formulating interventions based on these motivations requires knowledge of who is likely to be motivated by morality and who by frugality. This study investigated which personality traits make someone predisposed to morality motivation and which to frugality motivation for pro-environmental behavior. Results from a series of multiple regression analyses indicated that openness and agreeableness had a positive association with morality motivation, while conscientiousness had a positive association with frugality motivation. The link of agreeableness to morality motivation was stronger when the individuals were also higher on openness. Furthermore, a pair of Wilcoxon signed-rank tests revealed that individuals high on openness and agreeableness but low on conscientiousness scored higher on morality than frugality motivation. On the other hand, individuals low on openness and agreeableness but high on conscientiousness scored higher on frugality than morality motivation. The results of this study could inform the formulation of personalized interventions based on people's personal predisposition to morality and frugality motivation for pro-environmental behavior, which could be more effective in getting them to be pro-environmental.

Keywords : agreeableness, conscientiousness, frugality, higher order motivations, morality, openness to experience, personality traits, pro-environmental behavior

Conference Title : ICEPC 2021 : International Conference on Environmental Psychology and Conservation

Conference Location : Istanbul, Türkiye

Conference Dates : January 28-29, 2021