

Exploring the relationship between environmentalism and mobility: insights from the Values-Beliefs-Norms theory

Monday, September 23, 2024 1:30 PM (20 minutes)

The Values-Beliefs-Norms theory is frequently utilized in environmental psychology to explain pro-environmental actions through a causal relationship among psychological dimensions. The theory suggests that values influence beliefs, which then shape personal norms. These factors interact and influence each other, promoting the adoption of Pro-Environmental Behaviors (PEB). However, the relationship between PEB and daily mobility choices has not been extensively researched. This study explores the relationship between environmentalism and ecological actions, such as PEB, habits, and the frequency of using sustainable modes of transportation in daily life. A total of 226 people (159 women), ranging in age from 19 to 85 years (mean 41.59, SD 14.24), completed several questionnaires independently and anonymously. Statistical analysis was used to examine the relationships among the variables, specifically through the Structural Equation Models (SEM) method. The study revealed that psychological factors, including values, beliefs, norms, and perceived behavioral control, have a significant impact on transportation frequency and habits in daily life. This study serves as a pilot test for selecting relevant psychological constructs to explore mobility choices. It serves as a prototype for developing and evaluating new questionnaires to investigate transportation habits and frequency of use.

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