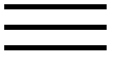


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Green identity, green living? The role of pro-environmental self-identity in determining consistency across diverse pro-environmental behaviours

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Abstract

Policy-makers are interested in cost-effective and socially acceptable ways of encouraging the public to adopt more environmentally-friendly lifestyles. One area which UK policy-makers are focussing on is 'catalyst behaviour', the notion that taking-up a new behaviour (such as recycling) may cause people to adopt other pro-environmental behaviours. Yet, evidence for such 'spill-over' effects is so far limited, and it is unclear when and how cross-situational motivations (e.g., pro-environmental identity) may predict behaviour and when contextual factors are more important. We report on a postal survey ($N = 551$) of pro-environmental behaviours

amongst the UK public. We assess the influence of pro-environmental self-identity on consistency across a range of behaviours. Pro-environmental values, perceived behavioural control, subjective norm, attitudes, and demographic factors were also measured. Findings show self-identity to be a significant behavioural determinant over and above theory of planned behaviour variables for carbon offsetting behaviour. However, pro-environmental self-identity was only a significant predictor for certain other pro-environmental behaviours; background variables were also important predictors. Limitations of the study, and implications for theory and policy, are discussed.



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Keywords

Self-identity; Pro-environmental behaviour; Spill-over effects; Theory of planned behaviour; Carbon offsetting

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