

Contents

1	What Are Pro-Environmental Behaviors (PEBs)?	1
1.1	Definition of PEBs	1
1.2	Categorization of PEBs	5
1.2.1	Place	5
1.2.2	Actor	6
1.2.3	Influential Fields	6
1.2.4	Sub-impacts: Costs and Benefits	7
1.2.5	Categorization of Behavior Type in Households	7
1.2.6	Repeatability	8
1.3	List of PEBs	9
1.3.1	PEBs Proposed by Governments	9
1.3.2	PEB List	13
1.3.3	Influential Factors on PEB List	23
	References	25
2	Influential Factors on PEBs	27
2.1	Barriers and Accelerators to PEBs	27
2.2	Psychological Factors	28
2.2.1	Norm	30
2.2.2	Attitude	31
2.2.3	Affect	33
2.2.4	Cognitive Dissonance	34
2.3	Cost and Benefit	34
2.3.1	Monetary Cost	34
2.3.2	Time and Effort	35
2.4	Knowledge	35
2.5	Sociodemographics	36
2.5.1	Gender	36
2.5.2	Age	39
2.5.3	Education and Income	40

2.6	Personality	41
2.6.1	Influence on EA	41
2.6.2	Influence on PEBs	42
2.7	Situational Factors	42
	References	44
3	Behavior Model Development for Understanding PEBs	47
3.1	Models for General Behaviors	47
3.1.1	Altruistic Behavior Model	47
3.1.2	Theory of Reasoned Action: TRA (Fishbein and Ajzen 1975)	50
3.1.3	Theory of Planned Behavior: TPB (Ajzen 1991)	51
3.2	Models for PEBs	52
3.2.1	VBN Model (Stern et al. 1999; Stern 2000)	52
3.2.2	MOA Model (Ölander and Thøgerson 1995)	53
3.2.3	Two-Phase Model (Hirose 1994)	53
3.2.4	Model of PEB (Kollmuss and Agyeman 2002)	54
3.2.5	Meta-analysis	54
3.3	Empirical Models for Specific Categories of PEBs	57
3.3.1	Model for Recycling Behavior	57
3.3.2	Model for Waste Prevention Behavior	59
3.3.3	Model for Energy-Saving Behavior (Black et al. 1985)	60
	References	61
4	How to Survey PEBs	63
4.1	Preparing Questionnaires	63
4.2	Scales	66
4.2.1	Scaling Techniques	66
4.2.2	Environmental Attitude Scales	66
4.2.3	Other Psychological Factors	75
4.2.4	Personality	75
4.3	Wording	77
4.4	Questionnaire Survey	83
4.5	Analysis	85
4.5.1	Data Types	85
4.5.2	Preliminary Check	86
4.5.3	Basic Statistical Analyses	87
4.5.4	Factor Analysis(FA) and Principle-Component Analysis (PCA)	93
4.5.5	Path Analysis (PA) and Structural Equation Modeling (SEM)	95
	References	96
5	Application of Life Cycle Assessment (LCA) to Assess Actual Environmental Burdens Driven by PEBs	99
5.1	What Is LCA?	99
5.1.1	History of LCA	100
5.1.2	Outline of LCA	101

5.2	Goal and Scope	102
5.2.1	Functional Unit	102
5.2.2	System Boundary	104
5.3	Life Cycle Inventory Analysis (LCI)	106
5.3.1	Data Collection	106
5.3.2	Cutoff Criteria	107
5.3.3	Allocation	108
5.3.4	I–O Table Analysis	110
5.3.5	Indexes Used In LCI	111
5.4	Lifecycle Impact Assessment (LCIA)	115
5.4.1	Midpoint Approach	115
5.4.2	Endpoint Approach	118
5.4.3	Midpoint vs. Endpoint	122
5.5	Example of LCA Procedure	123
5.6	Interpretation	125
5.7	Case Studies	125
5.8	Other Concepts Relating to LCA	127
5.8.1	Water Use	127
5.8.2	Life Cycle Cost Analysis and Social LCA	128
5.8.3	Food Mile/Food Mileage	128
	References	128
6	Trials to Foster PEBs	131
6.1	What Kind of Strategy Is Effective?	131
6.1.1	Commitment	132
6.1.2	Goal Setting	133
6.1.3	Introduction of Leaders	134
6.1.4	Foot-in-the-Door Technique	134
6.1.5	Feedback	135
6.1.6	Incentive/Reward	136
6.2	Psychological Factor Enhancement	137
6.2.1	Attitude Change	137
6.2.2	Norm Activation	137
6.3	Information Provision	139
6.4	Relationships Between Interventions and Psychological Effects	141
6.5	Eco-labeling	142
6.6	Education for Life Cycle Thinking	144
6.6.1	Card Game (Tahara et al. 2010)	145
6.6.2	LCA Educational Software (Hondo et al. 2008)	145
6.6.3	Life of a Product	147
6.7	Examples of Programs	150
6.7.1	Database of Case Studies	150
6.7.2	EcoTeam Program (ETP)	151
6.8	For Achieving Widespread and Lasting Influence	152
	References	153

Recommended Books and Papers 157

Influential Factors on EA 157

Influential Factors on PEBs 157

Methodologies of Fostering PEBs 158

Statistics 159

Life Cycle Assessment 159

Abbreviations 161

Index 163

163 Index

163 Introduction

164 Theoretical Framework

164 1.1.1 Theory of Planned Behavior

164 1.1.2 Theory of Reasoned Action

164 1.1.3 Theory of Habit Formation

164 1.1.4 Theory of Goal Setting

164 1.1.5 Theory of Self-Determination

164 1.1.6 Theory of Flow

164 1.1.7 Theory of Mindfulness

164 1.1.8 Theory of Self-Leadership

164 1.1.9 Theory of Self-Efficacy

164 1.1.10 Theory of Self-Regulation

164 1.1.11 Theory of Self-Determination

164 1.1.12 Theory of Self-Regulation

164 1.1.13 Theory of Self-Determination

164 1.1.14 Theory of Self-Regulation

164 1.1.15 Theory of Self-Determination

164 1.1.16 Theory of Self-Regulation

164 1.1.17 Theory of Self-Determination

164 1.1.18 Theory of Self-Regulation

164 1.1.19 Theory of Self-Determination

164 1.1.20 Theory of Self-Regulation

164 1.1.21 Theory of Self-Determination

164 1.1.22 Theory of Self-Regulation

164 1.1.23 Theory of Self-Determination

164 1.1.24 Theory of Self-Regulation

164 1.1.25 Theory of Self-Determination

164 1.1.26 Theory of Self-Regulation

164 1.1.27 Theory of Self-Determination

164 1.1.28 Theory of Self-Regulation

164 1.1.29 Theory of Self-Determination

164 1.1.30 Theory of Self-Regulation

164 1.1.31 Theory of Self-Determination

164 1.1.32 Theory of Self-Regulation

164 1.1.33 Theory of Self-Determination

164 1.1.34 Theory of Self-Regulation

164 1.1.35 Theory of Self-Determination

164 1.1.36 Theory of Self-Regulation

164 1.1.37 Theory of Self-Determination

164 1.1.38 Theory of Self-Regulation

164 1.1.39 Theory of Self-Determination

164 1.1.40 Theory of Self-Regulation

164 1.1.41 Theory of Self-Determination

164 1.1.42 Theory of Self-Regulation

164 1.1.43 Theory of Self-Determination

164 1.1.44 Theory of Self-Regulation

164 1.1.45 Theory of Self-Determination

164 1.1.46 Theory of Self-Regulation

164 1.1.47 Theory of Self-Determination

164 1.1.48 Theory of Self-Regulation

164 1.1.49 Theory of Self-Determination

164 1.1.50 Theory of Self-Regulation

164 1.1.51 Theory of Self-Determination

164 1.1.52 Theory of Self-Regulation

164 1.1.53 Theory of Self-Determination

164 1.1.54 Theory of Self-Regulation

164 1.1.55 Theory of Self-Determination

164 1.1.56 Theory of Self-Regulation

164 1.1.57 Theory of Self-Determination

164 1.1.58 Theory of Self-Regulation

164 1.1.59 Theory of Self-Determination

164 1.1.60 Theory of Self-Regulation

164 1.1.61 Theory of Self-Determination

164 1.1.62 Theory of Self-Regulation

164 1.1.63 Theory of Self-Determination

164 1.1.64 Theory of Self-Regulation

164 1.1.65 Theory of Self-Determination

164 1.1.66 Theory of Self-Regulation

164 1.1.67 Theory of Self-Determination

164 1.1.68 Theory of Self-Regulation

164 1.1.69 Theory of Self-Determination

164 1.1.70 Theory of Self-Regulation

164 1.1.71 Theory of Self-Determination

164 1.1.72 Theory of Self-Regulation

164 1.1.73 Theory of Self-Determination

164 1.1.74 Theory of Self-Regulation

164 1.1.75 Theory of Self-Determination

164 1.1.76 Theory of Self-Regulation

164 1.1.77 Theory of Self-Determination

164 1.1.78 Theory of Self-Regulation

164 1.1.79 Theory of Self-Determination

164 1.1.80 Theory of Self-Regulation

164 1.1.81 Theory of Self-Determination

164 1.1.82 Theory of Self-Regulation

164 1.1.83 Theory of Self-Determination

164 1.1.84 Theory of Self-Regulation

164 1.1.85 Theory of Self-Determination

164 1.1.86 Theory of Self-Regulation

164 1.1.87 Theory of Self-Determination

164 1.1.88 Theory of Self-Regulation

164 1.1.89 Theory of Self-Determination

164 1.1.90 Theory of Self-Regulation

164 1.1.91 Theory of Self-Determination

164 1.1.92 Theory of Self-Regulation

164 1.1.93 Theory of Self-Determination

164 1.1.94 Theory of Self-Regulation

164 1.1.95 Theory of Self-Determination

164 1.1.96 Theory of Self-Regulation

164 1.1.97 Theory of Self-Determination

164 1.1.98 Theory of Self-Regulation

164 1.1.99 Theory of Self-Determination

164 1.1.100 Theory of Self-Regulation