

**Role of Vicarious experiences and Verbal/Social Persuasion
on
Pro-Environmental Behavior**

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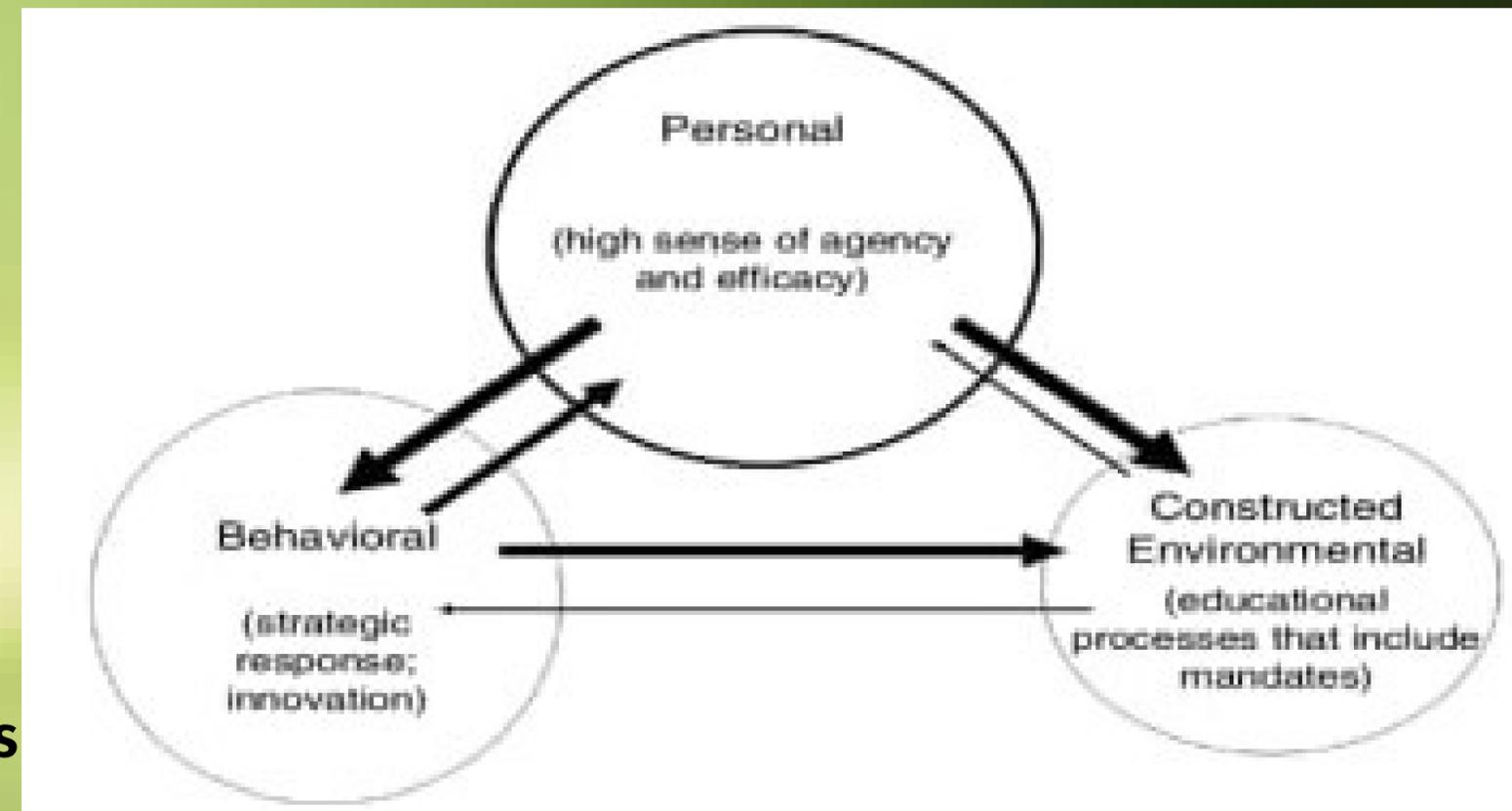
Introduction

- Researchers have documented that self-efficacy seems to fuel pro-environmental behavioral responses (Tabernerero & Hernández, 2011; Tabernerero et al., 2015).
- But literature seems to be limited in exploring particularly the role of components of self efficacy separately on pro-environmental behavior.
- According to Bandura, self-efficacy develops with the help of four sources i.e. mastery of experience, vicarious experience, verbal/social persuasion and lastly by emotional and physiological responses (Bandura, 1977).



Introduction

- Sawitri et al., 2015 in their paper suggested the use of social-cognitive theory for the explanation of pro-environmental behavior.
- Researchers also suggested the use of variables such as self-efficacy along with outcome expectations, goals or goal attainment, the contextual support, and actions while explaining PEB (Sawitri et al., 2015).
- Working in those lines the present research is aiming at understanding the role of self efficacy on PEB by concentrating on vicarious experiences and verbal/social persuasion.



Review of Literature

- In their research paper titled, “Adolescent environmental behaviors: Can knowledge, attitudes, and self-efficacy make a difference?”, researchers Meinhold and Malkus (2005) found that self efficacy in terms of an independent variable is predictive towards environmental behavior.
- Research has shown that self-efficacy has a tendency to encourage pro-environmental behaviors, like that of recycling behavior (Tabernerero & Hernández, 2011; Tabernerero et al., 2015) and by using the reusable shopping bags (Lam, 2006).
- Soga et al., (2016) in their research paper titled, “Both direct and vicarious experiences of nature affect children’s willingness to conserve biodiversity”, documented that direct as well as indirect or vicarious experiences, both were seen to predict the children’s readiness towards preserving biodiversity.

Review of Literature

- Kil, N. (2016) in the research paper titled, “Effects of vicarious experiences of nature, environmental attitudes, and outdoor recreation benefits on support for increased funding allocations” found that attitude and recreational benefits tend to mediate the relationship between vicarious educational experiences and funding support.
- Doran et al., (2015) in their research paper titled, “Attitudes, efficacy beliefs, and willingness to pay for environmental protection when travelling”, found that the willingness of paying for environmental protection has been particularly sensitive to the changes within collective efficacy. The authors have suggested that a way to strengthen the perception of collective efficacy might happen by providing the people with information related to the accomplishments of similar people (i.e. vicarious experiences).
- Fielding and Head (2012) in their research have found that the occurrence of pro-environmental behavior could be predicted via self-reported knowledge. In some researchers, it was found that countries, where more people were educated, reported being more bothered about the environment (Ostman & Parker, 1987; Arcury & Christianson, 1993; Hsu & Rothe, 1996; Klineberg et al., 1998; Chanda, 1999).

Self-efficacy has been studied as a construct with PEB and it has been studied by linking it with emotions, pro-social behavior, etc. but the literature is minimal in terms of explaining how the different sources of self-efficacy function while exerting their influence over PEB. The literature with this aspect has been in its infancy. Thus from the literature reviewed it can be seen that no direct literature is aiming at explaining specifically the impact of pro-environmental behavior with vicarious experiences and verbal/social persuasion.

The present research is an attempt to understand specifically two elements of self-efficacy i.e. vicarious experience, and verbal/social persuasion with their role in relating with Pro-Environmental Behavior (PEB).

Rationale of the Study

Research question

Whether vicarious experience and verbal/social persuasion affect pro-environmental behavior?



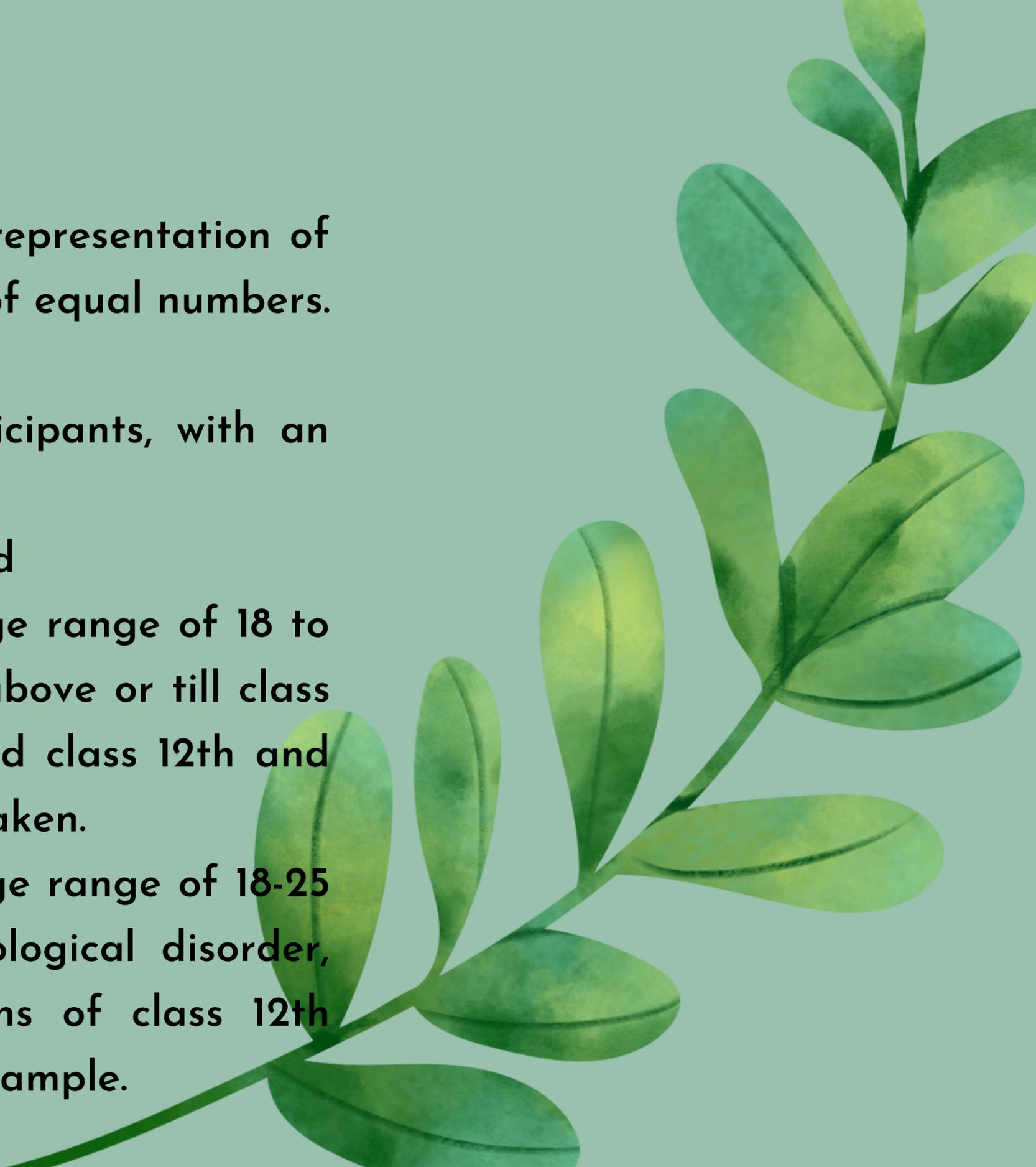
Objectives of Research

Objective 1: To understand the role of vicarious experiences in influencing pro-environmental behavior

Objective 2: To examine the role of verbal/social persuasion in influencing pro-environmental behavior

Method: Sample

- **Sample Description:** The sample contains a representation of people from both genders male and female of equal numbers. The sample is of Indian young adults.
- **Sample size:** The sample size is 202 participants, with an equal number of males and females.
- **Sampling method:** purposive sampling method
- **Inclusion criteria:** Young adults within the age range of 18 to 25 years, having educational qualifications above or till class 12th also those participants who have passed class 12th and are in college & working professionals were taken.
- **Exclusion criteria:** participants outside the age range of 18-25 years, participants suffering from a psychological disorder, participants below educational qualifications of class 12th would not be taken were not included in the sample.





Research design

The study is quantitative in nature. It has a correlational research design. Within this quantitative framework, multiple regression analysis would be undertaken

Test and Tools used in the study

Two tools have been taken in the present study which are standardized, reliable, as well as valid with the norms. And these are:

- The Sources of Self-Efficacy scale
 - Pro-Environmental Behavior Scale (PEBS)
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Operational Definitions

- · Vicarious experiences (Independent variable): Bandura (1977) posits that "Seeing people similar to oneself succeed by sustained effort raises observers' beliefs that they too possess the capabilities to master comparable activities to succeed."
- Verbal/social persuasion (Independent variable): "Persuasive communication is any message that is intended to shape, reinforce, or change the responses of another or others" (Roloff & Miller 1980).
- Pro-Environmental Behavior (PEB) (Dependant variable): According to Stern et al. (1997)
"Environmentally significant behavior can reasonably be defined by its impact: the extent to which it changes the availability of materials or energy from the environment or alters the structure and dynamics of ecosystems or the biosphere itself" (Stern 2000: 408).

Results Recieved

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1.	Mastery of Experience	.372	.078	.387	4.747	<.001
2.	Vicarious experience	.195	.067	.256	2.924	.004
3.	Verbal and social persuasion	-.098	.053	-.130	-1.856	.065
4.	Emotional & Physical responses	.095	.064	.092	1.474	.142

Table 1
Coefficient value table for all variables

Implications of the study

- This study will help in providing results that are specifically related to the role of vicarious experiences and social persuasion on pro-environmental behavior.
 - The study will help in building the literature in line with the components that are play role in enhancing or reducing pro-environmental behavior.
 - This will in turn help in providing a concrete base for policymakers to design policies in accordance with the results that appear in this research and inventions can be made for working in an environmentally friendly way.
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Thank You