

Walking in The Light of Ecocentrism or The Darkness of Anthropocentrism: How Adopting Sustainable Practices Is Motivated by Personal Benefits

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Abstract

Sustainable consumption is a growing trend worldwide. Studies have examined factors behind this behaviour, often considering concerns about the environment as antecedent. However, few studies explore the adoption of this behaviour from a personal perspective, despite evidence that such a relationship exists. Based on the Theory of Protection Motivation, we propose that perceptions that environmental problems can affect personal health and well-being influence the adoption of sustainable practices at home. A sample of 1,049 adults who believe climate change and environmental problems exist is used to validate the model, employing CB-SEM for data analysis. Findings suggest that individuals do not perceive environmental degradation as harmful to their health and well-being, and that they are more likely to adopt sustainable household practices when they feel able to do so and when they don't involve additional costs. The availability of economic resources modifies some relationships, while value orientations have a limited impact.

Keywords: Household practices, Threat appraisal, Coping appraisal, Vulnerability, Value Orientation.