HOW TO TRANSFORM PEOPLE TO ACT AS PRO-ENVIRONMENTAL BEHAVIOR
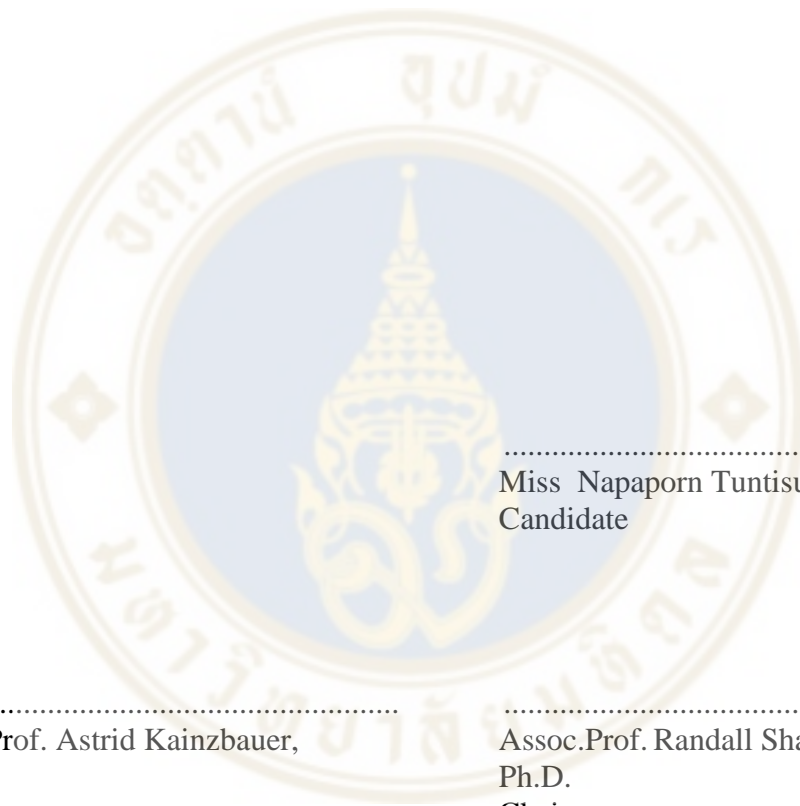
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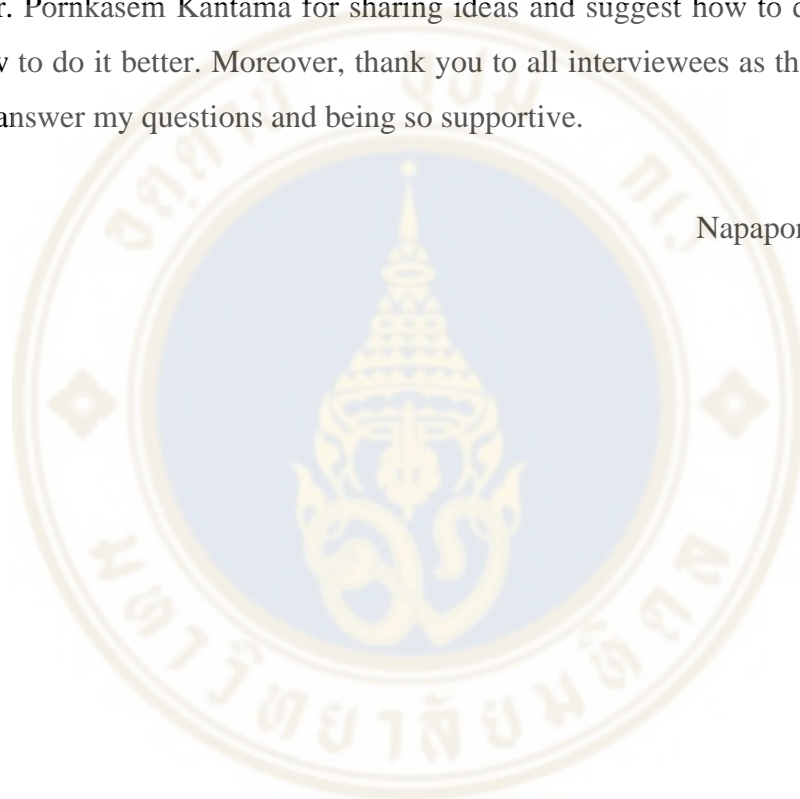
HOW TO TRANSFORM PEOPLE TO ACT AS PRO-ENVIRONMENTAL BEHAVIOR

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M.M. (MARKETING AND MANAGEMENT)

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ABSTRACT

In this study, you will explore the mindset of experienced people about how to change people behavior in terms of environment problems. As nowadays we all are facing the situation of global warming and disaster which all of these are affected by human behavior. It is true that change is something that happens all the time and it is inevitable. As the world is developing rapidly, humans can invent many inventions to make everyday life easier, more comfortable. But we still lack the focus on nature and the environment. Maybe because we forget what happens if the air we breathe is not clean and there isn't enough oxygen to keep us alive. If we haven't changed our behavior today, it might be too late to fix it.

KEY WORDS: Pro-environment/ Environment problems/ People behavior

22 pages

CONTENTS

CONTENTS (cont.)

LIST OF TABLES

LIST OF FIGURES

CHAPTER I
INTRODUCTION

Nowadays, we are facing several major issues that are caused by ourselves. In general, all of the living things, not only the human beings, are residing together in our world. Due to the reason that humans are becoming more and more intelligent, creating advanced technology and building mass production factories and machines, we have created pollution at the same time that we created innovations.

While our way of life is becoming more convenient, the pollution that we have generated is becoming a bigger issue as well. Pollution is created in many forms such as water pollution, air pollution, noise pollution etc.

The need for action on climate change and environmental problems have been widely acknowledged globally. Therefore, it is important to motivate people to act more pro-environmentally in order to reduce the cause of environment impact. This study was conduct in accordance with the goal and objective to determine the factors for consideration to people's pro-environmental behavior.

In this paper, the approach is to considers different categories of pro-environmental behavior to find out "how can we change people behavior to be pro-environmental" I focus specifically on the different levels based on participation and involvement for pro-environmental behavior. The data collection and method are based on interviews. All of the participants complete the question through an interview both online and in person. The question includes 12 questions to obtain the view of the participants toward the environmentally problems. The participant's answers are analyzed by their response upon each specific question which are set to identify the pro-environmental aspects of their behavior. In total, five men and three women participated in the study. The age of the participants ranged from 22 to 57. All the participants are informed about the objectives of the study.

CHAPTER II
LITERATURE REVIEW

Historically, when we talk about a model that leads to pro-environmental behavior, we might think about the process in which people need to be aware of environmental knowledge first and then once they have recognized environmental concern, pollution and how to save their source of living or environment then it's going to lead to action or in the other word is pro-environmental behavior. The model was created by Burgess et al. (1998. p. 1447) as 'deficit' models.
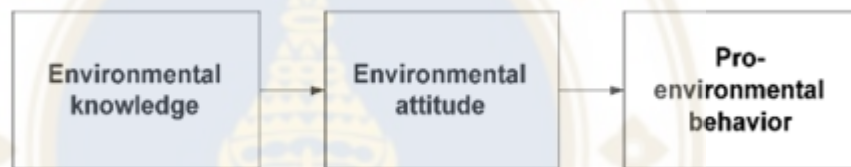
Figure 2.1 Early models of pro-environmental behavior.
Source:https://www.researchgate.net/publication/235363126_Mind_the_Gap_Why_Do_People_Act_En vironmentally_and_What_Are_the_Barriers_to_Pro-Environmental_Behavior

The model was first created in the 1970s which ten year ago proved to be wrong. Most research said that increasing knowledge and awareness did not change people's behavior to pro-environmental behavior. In 2010, Non-governmental Organizations (NGOs) mostly used communication campaigns and strategies based on the model. At that moment, they still believe that "the more you give knowledge, the more you can change their behavior. Owens (2000) said that even the government also used this model to change people's minds, for example the UK government used the "Save It" (Energy conservation) campaign in the mid 1970s. And "Are You Doing Your Bit?" campaign was launched in 1998, created to develop knowledge and public understanding about sustainability environments.

What we have discovered from this concept is that the behavior of people is difficult to change. Even knowing that the new behavior is better than the old one. However, the change is still difficult in practical terms.

As indicated, several researches show that there is an inconsistency between thought and action. There are many gaps provided by researchers. Rajecki (1982) defined three causes:

· Direct and Indirect experience: Direct experience is the experience that we have faced in real life. It is stronger than indirect experience which can be explained as learning in class. For example, seeing dead fishes in the river will have more impact on changing people's behavior than just learning the environment problems.

· Normative influences: Such as social norm, family influence. If we are living among people who do not behave related to environmental concerns then it will reflect on our behavior as well. What most likely to occur is there is a wide gap among knowledge, attitude and action.

· Attitude-behavior measurement: When we want to measure people's attitude about environmental concerns, we usually ask in a wide scope (e.g. Do you care about the environment?). However, if we want to measure people's actions (e.g. Do you recycle?). This will lead to a large gap in results (Newhouse, 1991).

Ajzen and Fishbein specify the issues of measurement discrepancies in their Theory of Reasoned Action and their Theory of Planned Behavior (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980). They indicated that in order to look for a high correlation between thought and action, they need to measure the attitude to the behavior. For example, comparing attitudes about climate change and driving behavior. The result did not seem to be related. The particular reason for this circumstance is the attitude about climate change is not the same as driving behavior.

Attitude cannot define straight to behavior. Intention is not just influenced by attitude but also by social pressures. So, 'the ultimate determinants of any behavior are the behavioral beliefs concerning its consequences and normative beliefs concerning the prescriptions of others' (Ajzen & Fishbein, 1980, p. 239).

modified from: David Regis D. (1990), http://helios.ex.ac.uk/~dregis/
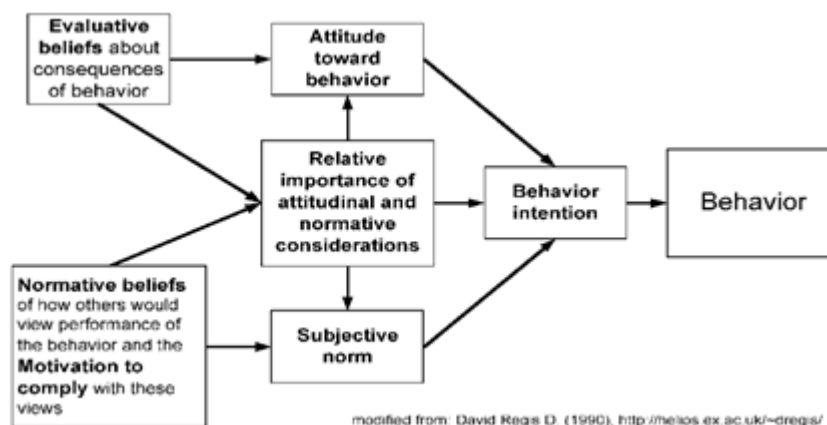
Figure.2.2 Theory of reasoned action (Ajzen & Fishbein, 1980)

Source:https://www.researchgate.net/publication/235363126_Mind_the_Gap_Why_Do_People_Act_Environmentally_and_What_Are_the_Barriers_to_Pro-Environmental_Behavior

Ajzen and Fishbein's model has been popular in groups of psychologists. The particular reason might be they develop this model from a mathematical equation which enables researchers to conduct empirical studies. Even the model still has limitations.

Blake (1999) converses about the attitude and behavior gap. He said that most models are limited because they tend to use individual account, social norms, and institutional constraints and assume that humans are reasonable. A new series of research by sociologists, mostly argue against what psychologists said. Blake refers to quote from Redclift and Benton to summarize this new approach:

Among the most important insights which the group of scientists usually refer to in the environmental debate is the assumption to use the word environmentalists for 'us' to change our thought or lifestyles, thus if we want to gain people interest, it will not be effective if we use the word 'we' to motivate them. However, the way to make an impact is to make something significant instead of using the word "us". This new information indicated that people's values are 'negotiated, transitory, and sometimes contradictory'. (Redclift & Benton, 1994, pp. 7–8, quoted in Blake, 1999)
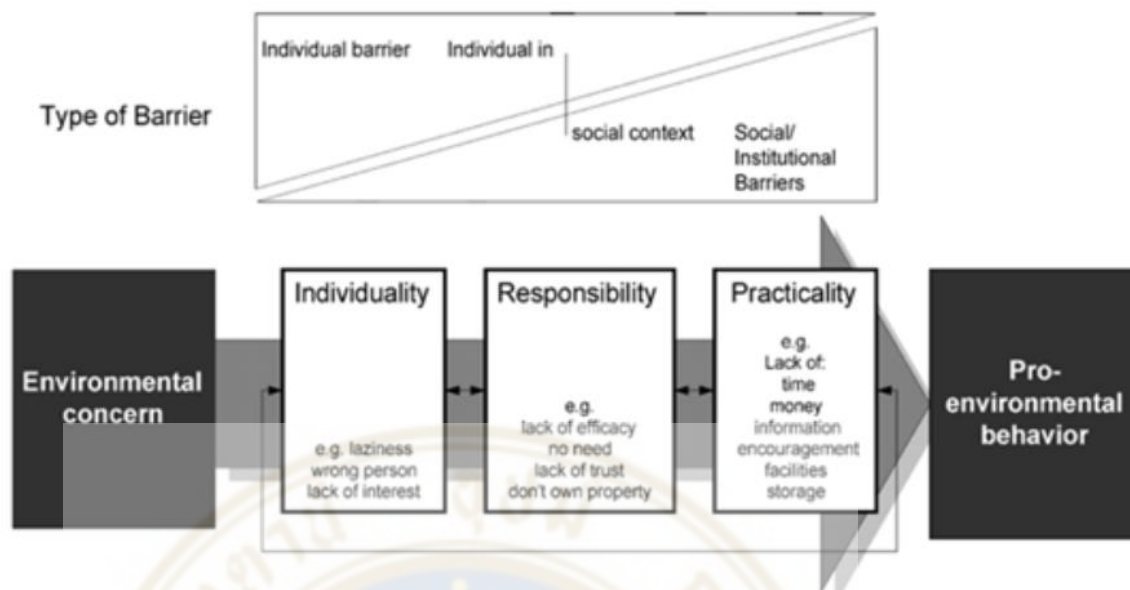
Figure2.3 Barriers between environment concern and action (Blake, 1999)

Source:https://www.researchgate.net/publication/235363126_Mind_the_Gap_Why_Do_People_Act_En
vironmentally_and_What_Are_the_Barriers_to_Pro-Environmental_Behavior

Blake explains, there are three barriers to pro-environmental behavior which
consist of individuality, responsibility and practicality.

● Individuality barriers

It descripts barriers of each person which can be far different, he said that
these barriers have a big effect on people who are weak in environmental concern.
Sometimes, environmental concern is, therefore, outweighed by other things. However,
some research found that even people have strong environmental concerns but it can be
overcome by others such as money, time, etc.

● Responsibility barriers

Blake's second barrier is very close to the psychologist's notion of 'locus of
control'. Group of people who do not act like pro-environmental behavior mostly think
that they are not related to the one who needs to be responsible for the environment and
do not feel like it's their job to help the world. He said that in the particular community,
he is describing "a lack of trust in the institution often stops people from acting pro-
environmentally". Because they are skeptical of governments, then they are less willing
to comply with any given action.

● Practicality barriers

   The third barrier, Blake determines as the social and institutional limitation that interrupts people from acting as pro-environmental behavior without regard to thoughts or intentions. The example of constraints, such as lack of time, lack of money, and lack of information.

   As shown in Figure 4, William Young (2015) gathered the new modified process framework of macro determinants for employee pro-environmental behaviour (e-PEB), strong evidence of the contributing factors.
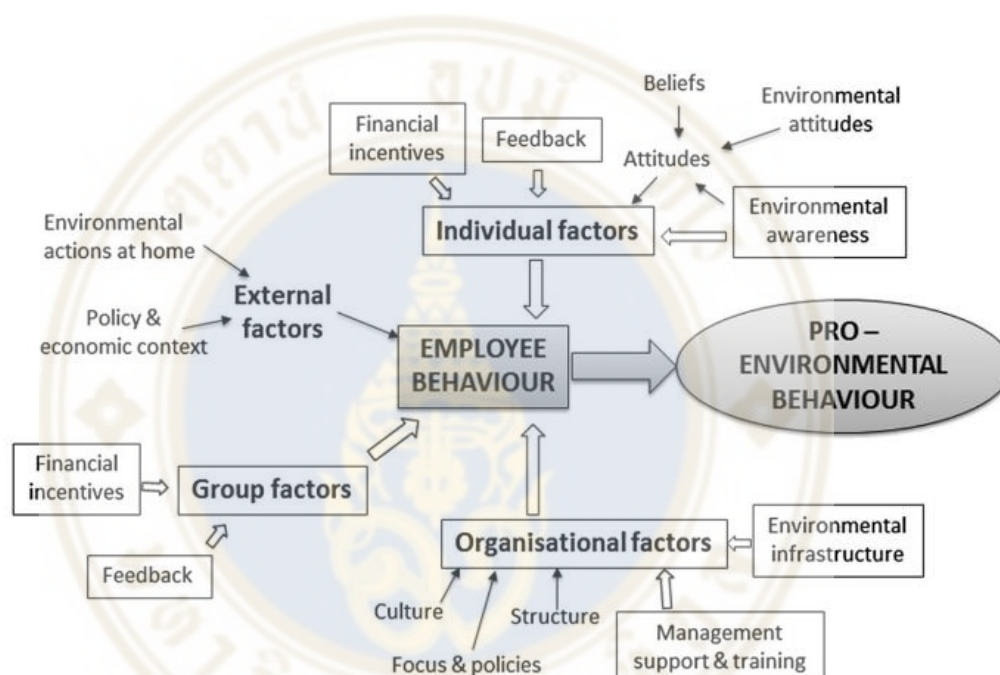
Figure 2.4. Process framework of macro determinants for employee pro-environmental behaviour (e-PEB) (stronger evidence shown by larger arrows or bold text)

Source:https://www.researchgate.net/publication/259535704_Changing_Behaviour_Successful_Environmental_Programmes_in_the_Workplace

   There are four general categories or levels that have an influence on employee behaviour change as follow;

     ● individual level

     ● group level

     ● organizational level and;

● external factors

Within the above categories, specific factors that are important are as below;

4.1 Individual level

At this level, an important factor is the employee's environmental awareness. It means that being aware of the organization's potential impacts and more importantly knowing their individual responsibility in helping to reduce the cause of such impacts. For example, recycling and disposing of waste material or reducing energy consumption by switching off the lights in an individual's house.

4.2 Individual level and group level

First, feedback is one of the important factors involving this level. In particular, feedback in relation to the performance or feedback on the improvement of the environment.

Second, financial incentives for individuals and for groups of employees were also shown to have had a positive influence on behaviour.

4.3 Organization level

Provision of environmental infrastructure was crucial for this level such as installing equipment (i.e. recycling bins or bicycle facilities) as well as other incentives such as better provision of bus services.

Also support from the management level in the organization (i.e. from supervisors) shown to be essential in not only setting an example but also providing clear leadership, goal and direction.

CHAPTER III
RESEARCH METHODOLOGY

3.1. Primary Data Collection Method

The objective of this research is to find out that "How can we be able to change people's behavior to be pro-environmental? Which factor is the first priority to concern about? According to the theories in chapter 2 that have been discussed, many factors that will be able to help drive people to change their behavior and also there are a lot of barriers that are key detractors for people to change their behavior. The form of the research would be in-depth interviews with people with direct experience in the environmental concern. The research is to collect data from the CEO, management level and students who study mainly in environmental matters. This will scrutinize the experience in different angles of the interviewee.

3.2. Interview Method

The principal data finding in this study will be received from the interviews which will be conducted as in-depth interviews from interactive question and answer sessions. The interview method will be as follows:

Sample selection: For this research, the interviews will be conducted with 8 interviewees. Four of them from professional firm that related to environmental concerns and other four from people who are pro-environmental. The interviewees are selected based on their experiences about changing people's behavior or have experiences of organization's CSR advisor program.

Table-3.1. List of interviewees

Code	Position	Nationality	Workplace	Experiences	Gender
A	CEO	French	Bangkok TH	30 years	M
B	Environmental student	French	Canada	0 year	F
C	Manager	Thai	Bangkok TH	35 years	M
D	Assistant Manager	Thai	Bangkok TH	6 years	M
E	Researcher	Thai	Bangkok TH	8 years	M
F	Researcher	Thai	Bangkok TH	3 years	F
G	Business owner	Thai	Bangkok TH	8 years	M
H	Business owner	Thai	Bangkok TH	8 years	F

Open-ended questions: To find out how to change people's behavior to be pro-environmental, the open-ended question is created for the interviewees to express opinions from their own experiences. And also, the open-ended questions are prepared to give the interviewees flexibility in their answers.

Table 3.2: Open-ended question list

Finding Factors	Questions
Individual level	1. What are the **main factors** that drive people to change their behavior to be more pro-environmental? 2. What is the **main barrier** for being pro-environmental? 3. How to **convince** people to truly be concerned about environmental problems?
Group level	4. How to **convince** people to truly be concerned about environmental problems in terms of group level? 5. Why does **social pressure** impact people's behavior? 6. How important of **influencers** when people are willing to change to be more pro-environmental behavior?
Organizational level	7. How does **company structure** impact pro-environmental behavior? 8. How does **company culture** change employee behavior? 9. How is **feedback's** impact on behavior changing? 10. How important is it to get **rewards** when changing behavior to a pro-environment? Is it going to be effective in the long term? 11. What are the most **effective activities** that your company uses and its significant impact? and why it is? 12. How can companies change their employee behavior to be more pro-environmental and truly concerned about environmental problems in real life?

Develop probing techniques: To ensure the quality of the data, the probing technique is adopted. The probing technique is getting intense into the subject by using the replies of the interviewees for asking further questions (McDaniel & Gates, 2015) by asking real examples, results, or reasons for the given answers. In order to be able to use this technique, using two-way communication is required.

Conduct the Interview: The interviews are conducted through online video calls with the interviewees, since personal meetings are not possible during the

pandic period. Each interview took approximately 45 minutes to 1 hour including introduction, open-ended, and probing questions.

3.3 Research Framework

Combining information from in-depth interviews and literature review. The final presumption of this research will be the summarize from in-depth interviews that create based on the literature review.

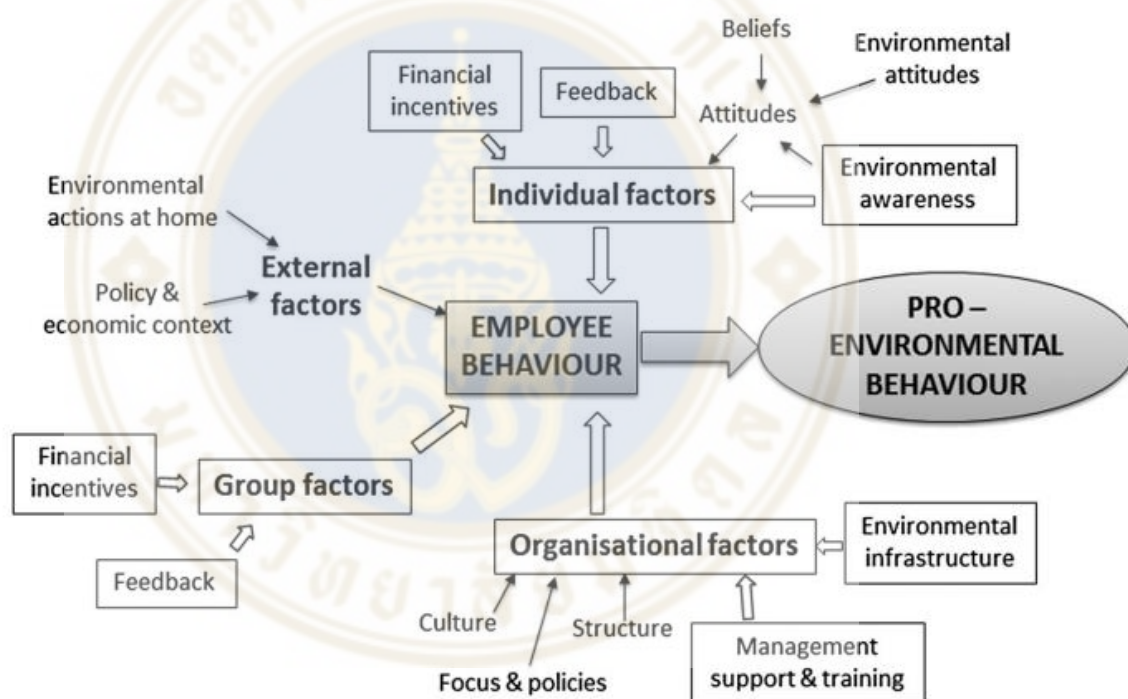The framework will be applied from theory of William Young (2015)

Figure 3.1. Process framework of macro determinants for employee pro-environmental behaviour (e-PEB) (stronger evidence shown by larger arrows or bold text)

Source:https://www.researchgate.net/publication/259535704_Changing_Behaviour_Successful_Enviro nmental_Programmes_in_the_Workplace

CHAPTER IV
DATA ANALYSIS

After summarizing the qualitative research by conducting interviews, the acquired data is analyzed in this chapter by grouping into 3 main topics as individual level, group level and organizational level.

4.1 Individual level

4.1.1 Main factors that drive people behavior to pro-environmental

The first question that I start to ask the interviewees is in terms of individual level what will be the main factors that need to focus. Mr. C and Mr. D has said that rules and regulations set out by the authority are factors that drive behavioral changes in individuals. For instance, Thailand has issued a law to ban plastic bags used by convenience stores in order to reduce the amount of wasted plastic bags in the country. As a result, people started to carry shopping bags, clothes bags or renewable bags when they go shopping.

Apart from Mr. C and Mr. D, the interviewees have something in common they think that encouraging people to be greater social responsibility, giving knowledge, emphasizing them pushing for motivation. Whether it is advertising, cultivating the idea of a new generation.

Creating new activities for people to take part in order to increase people's subconscious mind to feel more love of the environment. And recognize their perspective that little of his or her actions can help change our world for the better one.

Moreover, the advertising or activities need to be more real and emotional. Emotion is the key to achieving the goal "How to change people's behavior to be pro-environmental behavior" because B, C, E and G said that the most impactful to human thought and action is the situation that they had faced in real life or can be something emotional which exactly related to the theory of Rajecki (1982) in terms of direct and

indirect experiences. For example, the insurance company advertisement in Thailand that has been made to catch the hearts of people, makes the viewer able to cry and that can increase the interest of people to talk of the town since it was launched. So, they believe that emotional advertising or activity can be able to change people behavior and their mindset about environment in long term which start from their thought and start to change to be more concern about environment problem until it shifts to be their persistent habit

4.1.2 Main barriers for being pro-environmental

All interviewees have the same opinion on the main barrier for encouraging people to change to being pro-environmental is the convenience or habit that they are accustomed to. If the authorities or social activists want to increase the participation of the people for the environmental saving, being pro-environment should be easy to do. Refer to A and B opinion, being surrounded by bad social pressure is one of the reasons. People surrounded by careless behaviors about the environment also tend to be less environmentally friendly behavior. A, B, G and H said that low income is one of the barriers that against people to be pro-environmental behavior. For instance, the products made by natural sources and easier to decompose seem to be more expensive than plastic containers or foam. A, E and F think sometimes, tradition or culture can be one of the barriers that against people to change their behavior. For example, during the Chinese New Year festival, many Chinese believe that the burning of silver and gold paper and various clothing papers will be able to deliver such items to the ancestors who have passed away. This belief is passed down from generation to generation, making it difficult to cancel this activity. Even though the burning of paper has a negative effect on the environment. Moreover, 6 people of interviewees said, the interesting thing is people do not feel that their action can make any change or impact on the environment and also most people think that there will be other people taking care of it anyway. Therefore, this kind of thought brought about doing nothing. One last interesting point is E and H said nowadays people's life style is not directly link to natural stuff, then it is one of many problems that cause people to not act as pro-environmental behavior. They said that if people are more related and need to rely on natural or environment more than we are now, we will able to see much different with where we are now.

4.1.3 Convince people to be pro-environmental behavior in terms of individual

In order to raise environmental awareness, E and F said that people must feel that their way of life is harming the environment that has a connection to them. For example, the air that they breathe everyday has been continuously harmed by the carbon emission of outdated cars or from factories. This way, they will realize the direct impact that has on themself and will force them to do something. However, B emphasized it is important to show a positive attitude as well. If people are doing the right things, we need to admire them, try not to mention only negative attitudes. Moreover, connecting people with their culture, use benefits of culture can be effective ways to convince people to be concerned about environmental problems and be willing to change to do something better for the environment because they believe in it.

4.2 Group level

4.2.1 Convince people to be pro-environmental behavior in terms of group

C, D, E and G said that social trends should be the most effective way to boost people's participation in being environmentalists. If everyone is doing it then it would become a norm to practice the way that saves our environment. For example, if everyone is using a non-plastic bag for their shopping or upgrading their cars to electric vehicles that produce zero carbon into the atmosphere. Moreover, creating new communities is an effective way to convince others who are not in the group yet to be more aware about the problems we have faced and want to be one of us. Not only gaining more people to join but also this community can keep people in the group still be pro-environmental behavior. Once we have a big community enough then social pressure will work their role.

4.2.2 Social pressure

As D, F and H explained, since human beings are social animals, people usually care about what others think about them. Hence, social pressure should create group actions. As mentioned earlier, people would tend to do what others are doing. In addition, sometimes people are willing to do things that are impossible to figure out why. But need to be done continually. Because it is what the people around them do to make them feel accepted and loved by those around them. On the other hand, if he does something that is hostile to what is in his society. He will be expelled from the group or will have to be distant from that society. It is shown that, if people around you behave environmentally friendly. Therefore, that person has more opportunity to become more environmentally conscious as well. Moreover, all of interviewees have the same perspective that in the end social pressure can be use for help people change their behavior.

4.2.3 Influencers

Influencers should be another good example of how to boost pro-environmental behavior, especially in this era where social media or platforms became part of the society. All of the interviewee head to the same that people tend to follow their inspiration which if their inspirer is an environmentalist then it is highly likely that they will become one too. Moreover, the benefits of having a lot of followers are when communicating with people in the social world has been seen a lot. In addition, usually Influencers are the origin of trends. If using this opportunity, many Influencers turn their attention to the environment. It will increase the opportunity for people to pay more attention to this matter.

4.3 Organizational level

4.3.1 Company structure

Corporate structure should have an effect on how a company responds toward environmental issues one way or another. A, C and D said that he believes that a complex corporate hierarchy should hinder the company's ability to make any

environmental decision. However, ultimately, he thinks that the management or leader should have the most impact on how the company sees or reacts toward environmental issues. At the same time, A, G and H mention that the CEO or managers need to have a clear vision about the objective of each activity first. Then the strategies will launch with a clear objective and employees can be able to follow easily. One of them said construction of an organization that supports, can change consumer behavior. For example, if IT has been applied a lot then people will use less paper and use technology instead that mean it will reduce the use of papers and the company can cut the cost of these sources, while the environment has been saved at the same time.

4.3.2 Company culture

All interviewees said a corporate culture will definitely have an impact on the employees' behavior directly or indirectly. As employees are part of the company and consist of a group of people, then the consensus among the group involving matters about the environment should be similar with the view of a single employee within that group. There should be some conflict, however, they believe that a company that is pro-environmental should attract a pro-environment people. Also, the corporate culture is a guide for employees to follow. So, if a company has a culture that is positive for the environment, that means the employees there are also concerned with the environment which is also a matter of timing. If you do it for a long time until it becomes a normal being, it will be able to enable employees to change their behavior in the long term.

4.3.3 Feedback & Rewards

If a certain person gets negative feedback when they do things that harm the environment, this would help increase people's mindfulness or carefulness in avoiding any action that would hinder the environment since they know that it would have a bad impact toward them and vice versa in terms of positive feedback. People would likely keep helping the environment if they received positive feedback or a reward from doing so. Moreover, it depends on the frequency of doing it. In G and H perspective rewards might be effective only for a short time. Because there are some people who only hope for a reward will do it for a while to get the prize. In order to be more effective, the activity needs to be applied more than 2 times. Otherwise, it will be forgotten, said by

everyone except G and H. Feedback is like a reminder and helps employees to have a better understanding of the objective of doing it. And rewarding is a clear reminder to do it right and keep doing it. Then companies need to allow employees to do it voluntarily and continue to do so. They will be able to change their behavior in the long term.

4.3.4 Experiential activities

Mr. D shared that in his company, they regularly set up CSR projects that help our society and environment such as beach cleaning projects by the company's employees or dam building projects for certain areas. The employees got to choose the project or activity that they are interested in or want to participate. This helped the employee to willingly and actively take part in the project. In addition, it also helps the brand or public image of the company. Almost everyone said it depends on your target, who you want to convince and change their mindset and behavior to be more pro-environmental behavior. Maybe start with initiative ideas from articles, events, public documents or government campaigns. And some of them said it does not matter what the activity is. But what really matters is the frequency of events. Because the more employees participate, it will help employees absorb familiarity and begin to change the culture of the organization in the future. On the other hand, for E and F suggest that knowledge camping activities about environmental problems would be the greatest idea to try. Because in the camping you will be able to truly learn about theory and after you understand the concept then you can action based on what you just learn.

4.3.5 How companies change their employee behavior to be pro-environmental even in their real life

This should be a hard thing to do. But in one of interviewees opinion, the company may create training or knowledge sharing that helps create understanding and awareness to their employees about environmental issues. By understanding the impact, the employees should be able to find their own way to help and in the way that they can. If the employees are proud of what they do, they will be proudly present about it and share it to their friends or who are related to them. After that these all activities will become a new community. You need to let them do the activity with enjoyment then if

it is fun and enjoyable, it is going to last long. Moreover, companies should consider creating new communities inside the organizations to value the environment, the circular economy then find a way to convince them.

CHAPTER V
RECOMMENDATION AND CONCLUSION

5.1 Conclusion

By adopting and utilizing the literature review and the primary data was collected from in-depth interviews, we could identify the main factors that drive people to change their behavior and also the key barriers to focus. Further to that, we found out that there are common reasons to change people's behavior among three levels: individual level, group level and organization level.

The conclusions of this research can be summarized as the following;

➢ The main factors that drive people's behavior to be pro-environmental are rules, regulation, emotional and direct experiences

➢ The key barriers are convenience, bad social pressure, wealth, tradition and culture

➢ Social pressure is also important because people are human beings, being accepted by those around them is important

➢ Social trends should be the most effective way to boost people's participation in being environmentalists

➢ One of the most important things is frequency of activities to change behavior in long term

➢ Good things about influencers are they can communicate to many people in just one time and they normally be a trendsetter

➢ Using social pressure likely to be highly successful if you want to change people lifestyle

➢ Feedback and rewards are one of the parts that can change people's behavior

➢ There is no fixed formula for success. So we have to adapt and apply, base on the target

➢ Create a new community will help to continues be a pro-environmental behavior

➢ Direct experience is more important than indirect experience if you want people to be more concern about environmental problems then you need to let them face it directly.

5.2 Recommendation

Here is the result from gathering information from experienced people, if you are looking for the way to change your employee's behavior to be more pro-environmental or even the one in your family you can also consider these suggestions.

The recommendation of this research can be summarized as the following:

➢ First priority is to set your goals

➢ Think about who is going to be your target. It is very important because the more you know and understand them, the more opportunity to convince them successfully

➢ Try to get rid off barriers as much as possible

➢ Start with influencer then others will follow

➢ Initiate new ideas to convince people

➢ Leader need to have more clear vision on the objective

➢ Consistency is the key to success

➢ Let your target face the real situation. Because direct experience impacts effectively when compared to indirect experience such as learning in class.

➢ Emotional advertisement gives the same effect as direct experience

➢ Start to value environment and circular economy

➢ Keep changing behavior until it is become lifestyle

➢ Something fun can attract attention even in long term

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