

Consumption | Individual communication

IC - (20827) - RELATIONAL, INTRINSIC, AND INSTRUMENTAL VALUES: DO THEY INDEPENDENTLY PREDICT PRO-ENVIRONMENTAL AND PRO-NATURE BEHAVIOURS AND CAN THEY ENHANCE THE VALUE-BELIEF-NORM MODEL?

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Background and objectives

Conservation policy is often framed in terms of nature's instrumental value to humans, but research has also shown that intrinsic and relational values can predict pro-environmental behaviours. What is not well-understood is the extent to which these value types have independent predictive power, and how they might interact/dissociate in their prediction of behaviour.

Process and methods (for empirical research)

Two survey studies were conducted (Ns of 500 and 560), the first collecting data about pro-environmental behaviours, intrinsic value belief, and relational values, and the second collecting data about these variables as well as pro-nature behaviours, instrumental value belief, and constructs included in the value-belief-norm (VBN) model.

Main results (or main arguments in the case of critical reviews)

Data suggested that there is an independent contribution of different value types to pro-environmental behaviours. Results from a structural equation model integrating these constructs with the VBN model will be presented.

Implications for research and practice/policy | Importance and originality of the contribution

The research has implications for how conservation messaging and policy frames the issues of environmental decline and biodiversity loss.

The research provides novel insights into the level of endorsement of different value types by the UK public, as well as novel analyses regarding the unique contributions of different value types to particular pro-environmental behaviours. The VBN is a widely applied model and therefore understanding how it might be extended to include different value types, as well as to pro-nature behaviours, is of relevance to environmental psychology.