

Consumption | Individual communication

IC - (20967) - CLIMATE CHANGE MITIGATION AND ADAPTATION BEHAVIOR AS INDIVIDUALS AND FAMILIES: VALIDATION AND BEYOND OF THE DRAGONS OF INACTION PSYCHOLOGICAL BARRIERS (DIPB) SCALE IN JAPAN AND CHINA

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Background and objectives

Besides technology innovation, adopting pro-environmental lifestyles could be the most reasonable way to mitigate climate change. While parental influence on children in pro-environmental behaviors (PEB) is known to some extent, children's influence and parent-child interactions in climate change mitigation behavior (CCMB) have been little studied, especially in the Asian contexts. We explored these issues employing the DIPB scale (Lacroix et al., 2019), including the scale validation to Asian consumers. In this study, we aimed to: (1) validate the DIPB scale in Japan and China; (2) examine the difference of environmental attitudes, CCMB, and psychological barriers between the parent and children groups; and (3) examine the difference between the two studied countries.

Process and methods (for empirical research)

Parents and children (age 10-18) in Japan (450 pairs in 2020) and China (455 pairs in 2021), i.e., total n=1810, were recruited to participate in the questionnaire surveys that measured their perceptions about environmental issues, psychological barriers for CCMB, engagement and parent-child interrelationships in CCMB.

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

The results of factor analyses, correlation analyses and multiple regression analyses indicate (1) similar results of the psychological barriers in both countries with the original DIPB validation study; (2) positive associations between parents and children in environmental attitudes, CCMB and psychological barriers in both countries; (3) children's influence in family negatively related to children's and parent's psychological barriers in both countries; (4) children's Influence as a significant predictor of the Chinese parents' CCMB but not in Japan

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

The DIPB scale could be applicable to not only the Western societies but also the Asian societies. This study suggests that environmental education designed for children could have spillovers in both countries, and it would serve better in the Chinese context.

This study validated the DIPB scale in the Asian countries. It provides evidence of parent-child interrelationships and possible influence of children in family environmental decision making.

Palavras-chave : Climate change mitigation behavior, family decision making, pro-environmental behavior, psychological barriers, carbon footprint