

## **Consumption | Individual communication**

### **IC - (21084) - THE RELATIONSHIP BETWEEN PRO-ENVIRONMENTAL BEHAVIOR, SUBJECTIVE WELL-BEING AND ENVIRONMENTAL IMPACT: A META-ANALYSIS**

Laura Krumm<sup>1</sup>

1 - Copenhagen Business School

#### **Background and objectives**

A substantial change towards more pro-environmental behavior (PEB) is essential to reach the required reduction in greenhouse gas emissions and mitigate climate change. These behavior changes will have consequences on people's daily lives and thus might affect individual well-being.

Previous research generally finds positive correlations between PEB and well-being. Until now however, empirical work on this relationship mainly focuses on measures of PEB that are only weakly linked to actual environmental impact. This meta-analysis explores whether the relationship between PEB and well-being differs depending on the environmental impact of the performed PEB.

#### **Process and methods (for empirical research)**

I systematically collected and analyzed studies that investigate the relationship between PEB of varying environmental impact with individual well-being, categorizing the environmental impact of each PEB measured. The final sample includes 58 articles and 68 studies.

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

The meta-analysis reveals a very small positive association between PEB and well-being overall and a negative moderation effect of environmental impact. I find that the relationship between low-impact PEB and well-being is positive and statistically significant, albeit small, whereas the relationship between high-impact PEB and well-being is virtually zero.

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

While a positive relationship between low-impact behavior and well-being is already established in the literature, this paper provides the first systematic evaluation of the relationship between high-impact PEB and well-being. While I find no evidence for a positive relationship between high-impact PEB and well-being, engagement in high-impact PEB does not seem to harm well-being either. These findings demonstrate that there is more ambiguity in the relationship between PEB and well-being than previously expected in the literature and that environmental impact of PEB matters when evaluating its relationship with well-being.

**Palavras-chave : pro-environmental behavior, subjective well-being, meta-analysis, environmental impact**

