

Importance of selecting specific behaviors when developing environmental social marketing strategies

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Abstract

Social marketing suggests the need of changing human behavior towards a more environmentally sustainable one. To promote this change, targeted behaviors should be as specific as possible; however, previous studies have mainly focused on general behaviors. This study differentiates between several specific pro-environmental behaviors (depending on their frequency-cost attributes) and analyzes possible differences among their underlying factors. Data from a representative nationwide survey of Spanish people aged 18-90 years old is analyzed using mixed effects logistic regressions. Results show that environmental attitude is mainly associated with 'curtailment' behaviors, subjective knowledge is related to all the specific behaviors analyzed, objective knowledge is only related to 'efficiency' behavior, and socio-demographics characteristics are related in a different way depending on the type of behavior analyzed. All these suggest interesting implications that are finally discussed.

Keywords: *Pro-environmental; cost/frequency; Social-marketing*

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