

# Regulatory Focus and Pro-Environmental Behaviours: A Mediated Model

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## Abstract

The present study proposes a hierarchical model for tracing the effects of regulatory focus (RF) to pro-environmental behaviour (PEB). Our model predicts that promotion and prevention orientations are indirectly related with PEB and that these relationships are mediated by materialism, perceived financial strain (PFS) and perceived consumer effectiveness (PCE). We use structural equation modelling to test the research hypotheses, with a sample of 925 individuals from a Portuguese municipality. The results show that the effects of both regulatory orientations on PEB are completely mediated by the predicted mechanisms. Specifically, whereas promotion has an indirect positive relationship with PEB, prevention has a negative one. Most of our results are novel, thus contributing to enlighten the complex issue of what shapes PEB.

**Keywords:** *Self-regulation; Environment; Materialism*

**Track:** Consumer Behaviour