

# Stereotypes, Threats, and Coping Strategies of Eco-Conscious Individuals: An Integrative Review

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## **Abstract**

This paper provides an integrative review of the stereotypes associated with eco-conscious individuals, threats they pose, and coping strategies, using the Multi-Threat Framework as a theoretical lens. The study synthesises fragmented literature across disciplines identifying common stereotypes linked to eco-conscious individuals such as self-righteous, femininity, or eccentric, highlighting their valence and variability across PEBs. The paper examines how stereotypes pose psychological barriers by triggering threats from in-group and out-group sources, potentially hindering PEB. Coping strategies are categorized as engagement or avoidance-oriented, detailing their impact on mitigating stereotype threats. Finally, based on gained insights and unfolding trends, we develop a future research agenda that outlines a range of topics based on the structure of the Multi-Threat Framework.

*Keywords: Pro-environmental behaviour, Stereotypes, Integrative Literature Review*

*Track: Social Responsibility & Ethics*