

## 論文の内容の要旨

論文題目 Promotion of People's Pro-Environmental Perceptions and Behaviors in Bangkok, Thailand

(タイ王国バンコクにおける人々の環境配慮的意識および行動の促進)

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Promoting pro-environmental behaviors (PEBs) is a critical step towards achieving sustainable societies, and has become a great challenge for both developed and developing countries. Past research on PEBs has been mostly developed from the perspective of industrialized countries. Such research is, however, little known in the context of developing countries where environmental situations have emerged into an alarming concern. In addition, intervention in fostering people's PEBs is another essential issue. Information provision is one possible strategy, and several information types have been observed impactful. Recently, information based on life-cycle thinking (LCT) has been considered important to educate people to aware of not only visible environmental impacts of their own behaviors but also the background impacts generated throughout the lifecycle. Although the LCT concept has been widely used among environmental initiatives, the concept has not penetrated into the public so far.

Considering these limitations, this study aims to understand PEBs in the context of developing country, using Bangkok of Thailand. The study aims to gain a comprehensive picture of individual PEBs and residents' support for existing government-led environmental campaigns. The study also aims to provide LCT-based information about PEBs in order to foster people's pro-environmental perceptions and behaviors. The specific objectives of the study are (i) to investigate the people's current PEB engagements and to understand the key determinants of PEBs in a developing country through the comparison with the situations of the developed countries, (ii) to investigate the public acceptance and support for government-led environmental campaigns and to understand the government's vision for the current situation, and (iii) to evaluate the effect of information provision based on LCT on the people's attitudes and behavior changes.

A survey was conducted in Bangkok and its vicinity to assess residents' PEB engagement and support for existing government-led environmental campaigns. Regarding individual PEBs, the results showed that the respondents already engaged in many PEBs. High degrees of perceptions about environment and behavior, female and old people were key

predictors of attitudes towards performing PEBs. The results of PEB comparison between Bangkok, known as a developing city, and Seoul and Tokyo, known as developed cities demonstrated similarities and dissimilarities in PEB domains undertaken by the respondents between developing and developed cities. The comparison also indicated what was a major reason for conducting most PEBs in each city, and what PEBs were influenced by similar motivations and obstacles across three cities.

The results of support for environmental campaigns showed that many campaigns were well recognized, but only few campaigns were observed high participation rates. Age, education and family income were major factors relating to degrees of campaign participation; however, the factor of perceptions was not. Factors to campaign development were determined through face-to-face interviews with the campaign initiators. The results reconfirmed the issue with evidence to extant knowledge; promotion and advertisement, and campaign's budget and financial support played great part in public acknowledgement.

To promote PEBs, information provision based on LCT was examined its effectiveness on two target behaviors: doing waste separation and purchasing refill products. The effects of LCT-based information were investigated in comparison with other information types. The information was distributed through a questionnaire survey, and the results showed that LCT-based information was recognized more useful than alternative information in both target behaviors. The effects of LCT-based information were different depending on the target behavior. LCT-based information can have positive effects on people's change of attitudes and intentions, but additional support is needed to enhance people's behavior practices.

The findings of the present study added to understanding of PEBs from the perspective of developing city, especially how they are different from the developed cities. The study also contributed to literature on disseminating information based on LCT concept to foster PEBs. These findings have implications for policy makers and practitioners, as well as recommendations for future research.