

Investigation on Relation between Emotional Involvement and Locus of Control with Environmental Behavior (Case of Study: Urban Society of Ahvaz City)

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ABSTRACT

Psychologists believe that Different factors effect on environmental behaviors. Emotional involvement and locus of control are one of them. The aim of this article is investigating on relation between emotional involvement and locus of control with environmental behavior in Ahvaz city. Research method is survey and instrument is questionnaire. The sample consists of 400people of residing in Ahvaz city. They are selected through cluster sampling. Result of this research indicate that there is a significant relation between age and sex variable with environmental behavior but not within marriage statues and environmental behavior. Correlation coefficients for relation between emotional involvement and environmental behavior was 0/283 that show this relations is significant in 0/01 level. Also Correlation coefficients for relation between locus of control and environmental behavior was 0/342 that show this is significant in 0/01 level. Result of multiple regression show that this variable explains 15/8 percent of environmental behavior variance.

KEYWORDS: environmental behavior, locus of control, emotional involvement, environmental psychology

INTRODUCTION

Most of psychologists and sociologists discovered the direct and indirect roots of environmental behavior during 30 years ago. Answering to this question that “why people do environmental behavior (action) and which factors prevent of environmental behaviors?” is complicated. Pro-environment behavior, is behavior that consciously seeks to minimize the negative impact on the world's natural and man-made. (Reduction of energy and resource, use of non-toxic materials, reduction of waste production). Among the psychological factors affecting on bio- environmental behavior, are emotional involvement and locus of control, it can be affected on the environmental behavior of citizens along with other factors like social, economic and cultural factors. There are Different definitions of the locus of control. According to Nowak and Strickland locus of control, is one’ belief to abilities and inherent talents in the problem solving or the belief in chance and powerful external factors, and finally passive collision with the environment (Nowak and stricland,1989). locus of control is how the information seeking in the environment and processing practices related to life, events and issues (Lou, 1982). According to Levenson locus of control is a cognitive ability that based on individual with performing specific behaviors in a determined position gives rewards or it may be due to cognitive deficiencies won’t be able to this kind of control over events (Levenson,1981). Locus of control shows a person's perception of whether he has the ability to be able to change their behavior or not (Newhouse, 1991). Kollmuss & Agyeman believe the behavior of people with a strong internal locus of control can changed. On the other hand people with external locus of control feel their efforts are insignificant and only by others they can change. Such people tend to do function environmentally lower because they think their function is not impact (Kollmuss & Agyeman, 2002).

According to Chawla our responsibility feeling shaped by our values and attitudes and they influenced by locus of control. We classify our responsibilities. The most important of them for people is self comfortably and their family. When environmental behaviors are in line with personal classification, they are motivated to increase (for example, purchase of plant foods). If they don’t integrate with classification environmental action will occur lower (For example, living in a small house, in spite of you think You should try to live in a big house). Other effective factors on environmental behavior is emotional involvement. Emotional involvement is having an emotional reaction in the face of environmental degradation. In other words emotional involvement is person`s funds in the

face of environmental problems. Chawla researches (1999) show that such emotional relation is important for forming environmental beliefs, values and attitudes. Chawla had interviewed with several professional environmentalists in USA and NORWAY about their experience of life and people who influenced them to be environmentalist. In this study, which study people's retrospect, he discovered the factors affect environmental susceptibility of individuals. He defined

Environmental sensitivity as a having background interest for learning about environment, practical worried about it and protect it based on formed experience (Chawla, 1998). His researches show experiences of environment and family have greatest effect in childhood. During adolescence and early adulthood education and friends, as many have mentioned and during adulthood environmental organizations are effective (Chawla, 1999).

Chawla study is worthwhile science it has shown an emotional connection with the natural environment how much is important in forming environmental worries and environmental awareness.

Grob (1991) believes that how strong emotional reactions be more, individual more encourage to behave environmental. Women face environmental problems behave more emotionally than men (Grob, 1991, Lehmann, 1999). Though we are experiencing environmental degradation reaction may not operate environmentally yet. It may feel fear, sadness, anger and guilt in face of environmental degradation. Emotional reaction is stronger when we experience degradation directly (Newhouse, 1991, Chawla, 1999). In environmental behavior fear, sadness and anger are more likely than guilt. A decisive factor for action is locus of control. Strong feelings without inner sense will not due to act (Kollmuss & Agyeman, 2002).

Kollmuss & Agyeman believe the initial emotional reaction that we experience in dealing with environmental degradation is tragic. They lead to secondary psychological reactions that their aim is our realizing of these negative emotions. Often those negative reactions Impede us from environmental behaviors.

In this study we are looking for the following hypotheses according to history:

1. There is relationship between demographic variables (age, sex, marital status) and environmental behavior
2. There is relationship between emotional involvement and environmental behavior
3. There is relationship between locus of control (internal, oriented to powerful individuals, chances orientation)

and environmental behavior

Materials and Methods

This study in 2011 with survey method and using questionnaires was conducted in Ahvaz city. Population of this study constitutes all persons between 18 and 70 years of urban Ahvaz area. According to Iran Census center population of Ahvaz in 2011 is 1,059,461 people of whom 662,095 are between 18 and 70 years of age. Selected sample is 400 people which were calculated using Cochran formula. This number of samples from cluster method sampling between different areas of Ahvaz were selected and were given questionnaire them randomly. In this study for measurement of each variables were selected appropriate scales. Data with using SPSS software were analyzed in two levels of descriptive and inferential statistics.

For assessment of environmental behaviors was used a questionnaire that is compilation of thetarant and cordel(1999) feherer and wolffing (1997) questionnaires. This questionnaire included questions about how the actions of individuals such as recycling, energy conservation, and information about engaging people in environmental activities. This consolidated questionnaire is used in Ferdowsi and others researches in Iran, and its Cronbach's alpha coefficient obtained 0/75. In this study, obtained Cronbach's alpha coefficient for consolidated scale of environmental behaviors is 0/78. For measurement of emotional involvement is edited a researcher made questionnaire based on several different questionnaires used in different researches and its included questions about emotional reactions in face of environmental issues. In this study, obtained alpha coefficient is 0/76.

For measurement of locus of control is used of Levenson questionnaire (I.P.C.). this questionnaire has 24 questions, that based on Levenson theory people in analyzing causes of life events resort three locuses of control that include:

1. Internal locus of control (I) : Where people feel and analyze they influence and predominate on consequences of their actions, and positive events in the life are obtained in result of precise planning and rigorous effort, therefore they Acceptresponsibilityfor all acts and behaviors, their results and consequences that in this questionnaire is included 8 questions.
2. powerful individuals orientationof locus of control (P) : this variable in the questionnaire is included 8 questions that it`s measured related with powerful individuals control perception. High score in this section is for people who believe in success And failureBy external factors, especially powerful people tend to be determined.
3. Chance oriented locus of control (C): this variable included 8 questions in the questionnaire and it measures the measurement of peoples belief to chance factor in life consequents and high score in this variable is for people who believe in external factors especially chance. According to

Levenson locus of control has not one dimension and people can know two effective factors on consequences and events and know one non effective factor.

Research findings:

Table 1:

As shown in Table 1 sample concluded from 217 of men and 183 of women. Category of sample has shown by age, sex and marital status in this table.

Table 1: Demographic Profile of Respondents

Demographic variables - cognitive	Man	Woman
Sex	217,	183
Status/marriage	Single	77
	Married	140
Age	15 to 30	89
	31 to 45	58
	46 to 60	59
	More than 61	11

Table 2:

Table 2 demonstrates the distribution of individuals based on environmental behavior. Individual's mean of environmental behavior from maximum score that is 75, for total respondents is 73/50 that women's rate is 65/55 and men's rate is 63/47.

Table 2: Mean scores based on environmental behavior variable

73/50	Total	The mean score of Environmental behavior
65/55	Women	
63/47	Man	

Results of testing the relationship between demographic variables (age, sex, marital status) and environmental behavior has shown in table 2. The relationship between these two variables are significant according to correlation coefficient between age and environmental behavior $R = -0.428$ and given significance level 0/000, it means young people have shown environmental behavior better than older people. According to given t measurement the relationship between sex and environmental behavior $t = 0.321$ and significance level 0/000, the relationship between these two variables is significant, thus women demonstrate environmental behavior more than men. according to given t measurement for relationship between marital status and environmental behavior $t = 0.115$ and its significance level 0/071, The relationship between these two variables in 0/01 level is not significant.

Table 2: results of correlation test for demographic variables and environmental behaviors

Variable name	Type of test	The test	Significant	Test
Age	Pearson	428/0-	000/0	Significant relationship
Gender	t	321/0	000/0	Significant relationship
marriage Status	t	115/0	071/0	Not significant

Table 3:

Table 3 illustrates the relationship between emotional involvement and environmental behavior. obtained correlation coefficient is 0/283 and significance level is 0/000. Obtained results express between two variables of emotional involvement and environmental behavior have positive and significant relationship and it has been assumed, there is relationship between these two variables in higher level of 99 percent. It means that people who have more emotional involvement with environment have better environmental behaviors.

Table 3: Correlation between the “emotional involvement” and “environmental behavior” variables

Variable name	Pearson	Significant
Emotional involvement & environmental behavior	283/0	000/0

Table 4:

Table 4 Represents the correlation between locus of control and environmental behavior. Obtained correlation coefficient is 0.342 and significance level is 0.000. Results express there is a positive and significant relationship between locus of control and environmental behavior, and the hypothesis is accepted in the level of more than 99 percent. It shows people who had higher level of locus of control they had shown better environmental behavior. Also relationship between internal locus of control and environmental behavior were significant obtained correlation coefficient for these two variables were achieved 0.472 in significance level of 0.000. Obtained correlation coefficient for the relationship between locus of control oriented to powerful individuals and environmental behavior is 0.08 and significance level is 0.112 which Shows the relationship between two variables is not significant. And finally obtained correlation coefficient for the relationship between locus of control oriented to chance and environmental behavior is 0.07 and significance level is 0.121 which Shows the relationship between two variables is not significant.

Table 4: Correlation between "locus of control" and "environmental behavior" variables

Variable name	Pearson	Significant
Locus of Control & environmental behavior	0.342/0	0.000/0
internal locus of control & Environmental behavior	0.472/0	0.000/0
strong people locus of control orientation & Environmental behavior	0.08/0	0.112/0
Chance locus of control orientation & Environmental behavior	0.07/0	0.121/0

Regression analysis:

Using multivariate regression analysis, the effect of each independent variable on the dependent variable can be determined. Relative importance of each independent variable on the dependent variable using standardized regression coefficient (beta) statistical indicator are estimated. Standardized regression coefficient shows each unit change in the independent variable, how much change created in the dependent variable. Based on calculated determination coefficient 0.158 of variance is related environmental behavior and environmental involvement variables and locus of control were expressed. Results are shown in Table 5.

Table 5: The results of multiple regression

Index And Variables	B	The standard error	beta	The t	Level Significant	R Multiple	R ²
(Constant)	574/29	268/2		038/13	000/0	398/0	158/0
Emotional involvement	088/1	305/0	170/0	568/3	000/0		
Locus of Control	722/0	111/0	310/0	506/6	000/0		

Conclusion

Environmental Protection psychology Brings out the researches result of environmental psychologists. Prophecy of this new knowledge is encouraging man for protecting of environment and giving necessary motivation to them for performing this act. This new knowledge provides harmonious relationship between man and his natural environment. purpose of this paper is to investigate the relationship between emotional involvement and locus of control with environmental behaviors of Ahvaz Citizens. Research results indicated environmental behavior is different between men and women and women have better environmental behavior status than men. The reason is because of biological structure of their body, production and reproduction, familiarity with pain and proximity to nature more than men. So they better deal with the environment. The results showed that the higher level of education we will have better status of environmental behavior. Thus it's necessary to provide the opportunities for Participating people with lower education in educational classes about environmental issues, including water, electricity and gas consumption and efficient use of non-biodegradable materials in nature, in order to strengthening their environmental knowledge. Results also showed that young people have better status of environmental behavior. Because of younger people in Ahvaz city have higher level of education has been shown better dealing with environment toward old and traditional people. In this paper the relationship between emotional involvement and environmental behavior is significant. This means that the emotional relationship with the environment is affecting on forming the environmental behaviors. This relationship coincide with Grob(1991) and Kollmuss&Agyeman (2002) opinions, so The emotional reaction of individual is stronger he encourages to do more environmental behaviors. Also there is significant relationship between locus of control and environmental

behaviors. Between the three dimensions of locus of control just internal locus of control has significant relationship with environmental behaviors and this matter coincide with Kollmuss&Agyeman (2002) opinions, they believe that behaviors of people with internal strong locus of control can be changed. On the other hand, people with external locus of control feel their effort is insignificant and they feel just by others can be changed. Such people tend to act lower environmental because they think their action is not effective.

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