

The Antecedents of Pro-Environmental Behavior and Its Impact on Subjective Well-Being

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Global warming is a serious threat to the entire ecosystem, human well-being, the economy and national security. Environmental problems, which are a global concern, have risen significantly over the years, further compounded by the recent COVID-19 pandemic, which challenged the mainstream agendas of economic development and environmental sustainability. To surmount the escalating environmental damage and risks, Malaysians needs to steer towards a more sustainable development path, by significantly changing human behaviour, a key determinant of the current state of the environment, to being more environmentally sustainable. This study is imperative, as it examines the antecedents of pro-environmental behaviour (PEB), which enhances the environmental responsibility of Malaysians, particularly youths, who are the backbone of the nation and the main agent in shaping the future of the country. As far as pro-environmental behaviour and well-being are concerned, research has found the two constructs to be related, though there are limited studies in this area, especially in Malaysia, reflecting the existence of a neglect-spotting gap in the literature. This study will not only address the gaps in the literature but will also provide an in-depth analysis of the factors that enhances or hinders pro-environment behaviour among Malaysian youths, as it examines the direct and indirect impact of affective factor (biospheric value), cognitive factor (environmental self-identity) and social factor (personal norm) on pro-environmental behaviour, and its resulting impact on subjective well-being. This study will also explore the moderating role of social networking sites (SNSs) on PEB. The theoretical framework of this study will be based on the integration between a parsimonious theoretical Value Identity Personal Norm (VIP) model and the Social Cognitive theory. The study will employ the non-probability sampling technique, whereby sample will be non-randomly selected based on the judgement of the researcher, with youths in Malaysia between the ages of 15 to 24 years will be considered as the potential respondent. Statistical software, the SPSS 26.0 (Statistical Package for the Social Sciences) statistical software package and AMOS 24.0 (Analysis of Moment Structures) software for data analysis purposes which included exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modelling (SEM) analysis will be employed for the current study. Two-step covariance-based structural equation modelling technique will be used to evaluate the measurement and the structural model. The results of the study will assist policymakers to plan, ratify and implement effective interventions to transform the mindset of Malaysians and augment their pro-environmental behavior to circumvent the adverse effects of climate change.

Keywords: *Biospheric Value, Environmental Self-Identity, Personal Norm, Pro-Environmental Behavior, Social Networking Sites, Subjective Well-Being*