



(Research on Lifestyles, Values and Environment)
UNIVERSITY OF SURREY, Guildford, Surrey GU2 7XH

FORTHCOMING SEMINAR

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University of Surrey

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The Influence of an Ecological Worldview on Consumers' Pro-environmental Attitudes, Behaviours and Choices: What's Love Got to Do with It?

At this point in human history our ongoing destruction of the natural environment and degradation of the planetary living systems, is reaching catastrophic proportions, and there seems little doubt that much of this degradation has been at the hands of humankind. Coupled with a growing recognition of and concern for the significant threat to the natural environment, there has been a so-called "greening" of the market and the consumer, reflected in the growing demand for environmentally friendly products and services including nature based leisure experiences such as ecotourism.

This research found empirical evidence that an ecological worldview, comprising pro-environmental values and love and caring for nature, significantly influenced consumers' pro-environmental attitudes, behaviours, and choices, including preferences for ecotourism type leisure experiences. Moreover, love and care for nature as the emotional aspect of the human sense of connectedness with nature, was found to be the most important determinant of consumers' willingness to make personal sacrifices in their daily lives in order to protect the environment. Love was more important in this respect than either values or beliefs especially as greater levels of effort or commitment were required.

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