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Enhancing consumers' environmental action by applying the SIMPEA

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The current climate crisis urges policy makers, industries and citizens to undertake actions and fight global warming. A social-psychological theory that bestows stakeholders with a suitable framework to tackle the problem is the Social Identity Model of Pro-Environmental Action (SIMPEA; Fritsche et al., 2018) that postulates a path from individual over social cognitions to environmental action. In the current study this path is investigated by administering questionnaires to students and residents living in dormitories and apartment blocks in Graz, Austria. They assess (i) respondents' appraisal of the climate crisis, (ii) their negative emotions towards the climate crisis, (iii) their perceived norms and goals regarding energy conservation, (iv) their perceived collective efficacy regarding the fight of the climate crisis, (v) their ingroup identification, (vi) their positive emotions towards their ingroup, and (vii) their intended environmental action. By means of a SEM the structure of the SIMPEA is validated with the collected data. Based on the results, recommendations for stakeholders are derived, how to involve societal groups in the fight of the climate crisis.

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