Statistical characteristics of environmental consciousness and pro-environmental behavior in East Asia

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Environmental consciousness is defined as a kind of attitudes toward the individual's recognition, value judgment and behavior intention concerning environmental issues. On the other hand, pro-environmental behavior is defined as any action that contributes to environmental preservation in daily life. Generally, "buying eco-goods", "recycling", "saving water", "saving energy", "riding a public transportation", and "using eco-bag" are considered as typical examples. This presentation aims to analyze the characteristic of people's environmental consciousness and the actual condition of their pro-environmental behaviors using a social survey data collected in China, South Korea, and Japan from 2009 to 2011. To clarify the characteristic of people's environmental consciousness, the association between environmental consciousness and pro-environmental behavior, and the impact of demographic attributes in three countries, multiple correspondence analysis and Logistic regression analysis have been employed in categorical data analysis. As for satisfaction with the quality of neighborhood environment and concern with global environmental issues, comparing to Chinese and South Korean, Japanese show a higher environmental satisfaction with the cleanliness of air and water, green resource, and amenity, and respondents in all three countries have a strong concern with global warming comparing to destruction of ozone layers, and acid rain etc. Moreover, results obtained from a series of analyses, have shown that the frequencies for carrying out the pro-environmental behaviors have significant differences among Chinese, South Korean, and Japanese, and the female has a strong tendency to perform pro-environmental behavior more active than male in all three countries. On the other hand, people with high household income do not practice pro-environmental behavior frequently like those with low or medium income. We also discuss what people should consider for maintaining and improving the environmental issues based on the result of analysis.

Key Words: Environmental issue, Multiple correspondence analysis, Logistic regression analysis, Cross-national social survey