

## Understanding Environmental Perspectives: Attitudes, Values and Self Control

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### ABSTRACT

This research delves into the nexus of environmental attitudes, values, and self-control among BBA/BCom students, examining a sample size of 44 individuals for which equal number of males and females were studied. The study used a quantitative and qualitative research strategy using surveys which comprised, well-known scales like the Self-Control Scale (SC), the Environmental Values Scale (EPVQ), which had four subscales, and the Environmental Attitude Inventory (EAI), comprised of twelve subscales. Utilizing descriptive statistics, mean, standard deviation, and correlation, t-test analyses, the study aimed to unveil insights into how these factors interplay within the context of environmental consciousness. The findings revealed a low positive correlation between environmental attitudes and values among the sample population and negative correlation between self-control and attitudes, values, indicating a moderate alignment between their perceptions and ethical considerations regarding environmental issues. Furthermore, the t-test conducted to compare environmental attitudes and values between male and female students yielded a non-significant result, indicating that there were no significant differences in these variables based on gender within the sample group. Overall, these findings contributed to an understanding the complex dynamics of environmental consciousness and ethical considerations among business students, highlighting the need for targeted interventions and educational initiatives to foster stronger environmental awareness and values irrespective of gender differences.

**Keywords:** *Environmental attitudes, Environmental values, Self-control, BBA/BCom students, Descriptive statistics, Correlation analysis, T-test, Gender differences, Ethical considerations*

The intersection of environmental attitudes, values, and self-control is becoming increasingly relevant in today's society, particularly among young adults. With growing concerns about climate change, sustainability, understanding the attitudes and values of future business leaders towards the environment is paramount (Jones & Comfort, 2020; Stern et al., 2019). This study delves into the intricate relationship between environmental attitudes, values, and self-control among participants aged between 18-24, specifically focusing on BBA and BCom students. The exploration of these variables aims to uncover the nuanced dynamics that influence environmental decision-making processes within this demographic. Additionally, the study seeks to discern any notable differences or

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similarities in these factors between male and female participants, contributing to a more comprehensive understanding of gender-specific influences on environmental consciousness. Theoretical frameworks such as the Theory of Planned Behavior (Ajzen, 1991) and Social Cognitive Theory (Bandura, 1986) underpin this research, providing a lens through which to analyze how environmental attitudes and values interact with individual self-control mechanisms. Through a quantitative approach utilizing surveys and statistical analyses, this research aims to elucidate not only the individual contributions of environmental attitudes, values, and self-control but also their combined impact within the context of gender and academic specialization. Ultimately, this study endeavors to contribute to the growing body of knowledge surrounding environmental psychology and behavior, with implications for sustainable development and environmental policy.

To achieve these objectives, this paper will first provide a comprehensive review of the literature on environmental attitudes, values, and self-control, examining existing theories and empirical research (Kollmuss & Agyeman, 2002; Tang & Wang, 2019). Subsequently, the methodology section will outline the research design, sampling strategy, and data collection methods employed in this study (Larsen et al., 2020). Results and discussions will present the findings, exploring the correlations between environmental attitudes, values, and self-control among BBA/BCom students. Finally, implications for education, business, and future research will be discussed, highlighting the potential avenues for fostering environmental stewardship among business students.

By investigating these elements collectively, this study endeavors to offer insights that can inform targeted interventions and educational initiatives aimed at fostering environmentally responsible behaviors among young adults.

### REVIEW OF LITERATURE

Environmental attitude, values, and self-control play pivotal roles in shaping individual behaviors towards environmental conservation and sustainability. This literature review aims to explore existing research and theoretical frameworks concerning these constructs, highlighting their interplay and implications for pro-environmental actions.

#### Environmental Attitude

Environmental attitude refers to individuals' feelings, beliefs, and evaluations towards environmental issues and conservation efforts (Ajzen, 1991). Studies have shown that positive attitudes towards the environment are positively correlated with pro-environmental behaviors (Schultz, 2001). Various elements contribute to the formation of environmental attitudes. These factors encompass personal encounters with environmental issues, the level of education attained, the cultural context in which individuals are raised, and the extent of exposure to different forms of media. These influences collectively shape individuals' perspectives, beliefs, and feelings regarding environmental concerns, highlighting the multifaceted nature of environmental attitudes.

#### Values and Environmental Concern

Values, particularly environmental values, significantly influence individuals' environmental attitudes and behaviors (Stern et al., 1999). Environmental attitudes and values play a crucial role in shaping individuals' concerns and behaviors toward environmental issues. Research by Schultz, Gouveia, Cameron, Tankha, Schmuck, and Franěk (2005) highlighted the significance of values in understanding environmental attitudes. Their study found that values of self-transcendence were positively associated with environmental concern, while

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self-enhancement values showed a negative correlation. This distinction reflects a broader understanding of environmental attitudes, which can be categorized into egoistic, social-altruistic, and biospheric concerns. Studies by Dunlap et al. (1992) and Schultz et al. (2005) have highlighted the role of values in predicting environmental attitudes and responsible behavior. This suggests that understanding an individual's value orientation can provide insights into their likelihood to engage in pro-environmental actions. Schwartz's (1977) theory of basic human values posits that individuals prioritize values such as biospheric (e.g., concern for the environment) over other values like egoistic (e.g., personal gain). Research indicates a strong link between higher levels of environmental values and increased engagement in pro-environmental actions (Karp, 1996).

### Self-Control and Environmental Behavior

Self-control plays a crucial role in regulating impulsive behaviors and making decisions aligned with long-term goals, including environmental conservation (Vohs & Baumeister, 2016). Berger and Wyss (2021) conducted a study that sheds light on the intricate relationship between environmental attitudes, values, and self-control, particularly concerning pro-environmental behavior. The research addresses the persistent gap observed between individuals' positive environmental attitudes and their actual engagement in environmentally friendly actions.

Here's an overview of the key insights gleaned from their study:

- **The Significance of Self-Control:** An essential contribution of Berger and Wyss' research is their exploration of self-control as a critical determinant of environmental decision-making. Self-control, characterized by the ability to regulate impulses and align behavior with long-term goals, emerged as a crucial factor influencing the gap between environmental attitudes and behavior. Individuals with higher levels of self-control demonstrated a greater likelihood of translating their pro-environmental attitudes into concrete actions, especially when faced with conflicting motives or trade-offs between short-term rewards and long-term environmental goals.

### Interplay of Attitude, Values, and Self-Control

The interplay between environmental attitude, values, and self-control is complex and multifaceted. Research suggests that individuals with strong environmental values are more likely to develop positive attitudes towards conservation efforts (Stern et al., 1999). Understanding the dynamics between environmental attitude, values, and self-control has significant implications for environmental education, policy-making, and intervention strategies. Future research could focus on longitudinal studies to assess the long-term impact of interventions targeting these constructs on individuals' environmental behaviors.

### Conclusion

In conclusion, environmental attitude, values, and self-control are integral components influencing individuals' engagement in pro-environmental actions. The literature review highlights the interplay of environmental attitude, values, and self-control in shaping individual behavior towards the environment. Positive environmental attitudes, aligned with pro-environmental values, can be reinforced through self-control mechanisms to promote sustainable practices and mitigate environmental challenges.

## **METHODOLOGY**

### ***Problem Statement***

The study aims to investigate the relationship and interplay between the attitudes, values, and self-control of 18–24-year-olds, especially those in business programs like BCom and BBA.

### ***Objectives***

#### **Specific Objectives**

- To determine awareness attitudes towards national and global issues among BBA/BCom students.
- To identify key factors that shape environmental attitudes and values within the sample group.
- To explore the connection between environmental attitudes, values, and self-control among BBA/BCom students.
- To investigate gender differences in environmental attitudes, values, and self-control behaviors within the BBA/BCom student population, with a focus on whether male and female students exhibit different levels of environmental engagement.

### ***Hypotheses***

- There is a significant difference in awareness attitudes towards national and global environmental issues between BBA and BCom students.
- Specific key factors significantly shape environmental attitudes and values within the BBA/BCom student group.
- A positive relationship will be there between environmental attitudes, values, and self-control among BBA and BCom students.
- Significant gender differences will be there in environmental attitudes, values, and self-control behaviors within the BBA/BCom student population.

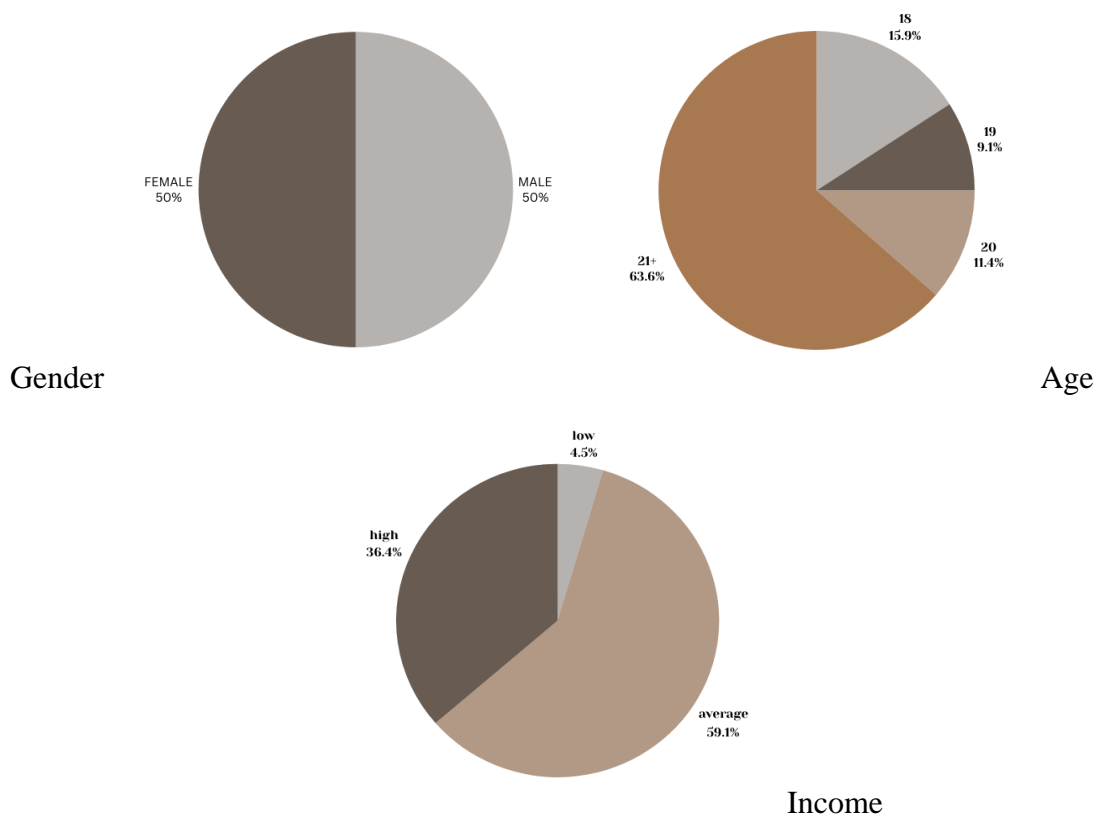
### ***Tools Used***

- The Measure of Self- Control Scale
- The Environmental Attitudes Inventory
- Environmental Personal Values Questionnaire

### ***Sample***

The sampling of this research involves purposive selection of students who are enrolled in BCom and BBA programs and are within the age range of 18 to 22. The sample size was concluded to be a total of 44 participants, 22 males and 22 females. Recruitment was done by the means of survey on online platforms and in person submission of survey form, ensuring willingness of the participant and informed consent. Efforts were made to achieve demographic diversity, including gender, academic year, age and socioeconomic background to enhance the sample representativeness. Each respondent had the freedom to choose their respective responses and where they choose to fill out the form. The comfortability of the participant was ensured and freedom was given to choose whether they want to participate or not without any external force.

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### *Statistical Analysis Techniques*

Statistical analysis was done in different sections or subscales and then for different genders through descriptive statistics (mean, standard deviation) was used to summarize participants' environmental attitudes, values, self-control scores, and pro-environmental behaviors. Inferential statistics, including correlation analysis and T-test analysis, was employed to examine the relationships between variables and test the study's hypotheses.

## **RESULTS**

### *Inferential*

VARIABLES	MALE MEAN	FEMALE MEAN	T-TEST
BIOSPHERIC VALUE	5.24	5.63	0.20
ALTRUSTIC VALUE	5.35	5.53	0.52
EGOISTIC VALUE	4.52	4.65	0.64
HEDONISTIC VALUE	5.30	5.48	0.57
EAI	4.69	4.47	0.10

*statistics: - t-test*

*NOT SIGNIFICANT*

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**Correlation Table: Grouped Correlation of EAI, EVPQ & SC**

	EON	SCP	EMA	AC	S&T	ET	ALN	PCB	HDN	HUN	EC	POP	BIO	ALT	EV	HV	SC
EON	1																
SCP	0.13	1															
EMA	0.47	0.45	1														
AC	-0.43	-0.03	0.03	1													
S&T	0.01	0.04	-0.05	-0.49	1												
ET	0.49	0.22	0.33	-0.30	0.14	1											
ALN	-0.28	-0.06	-0.06	-0.21	0.29	-0.04	1										
PCB	0.48	0.23	0.32	-0.32	0.14	0.28	-0.09	1									
HDN	-0.33	-0.51	-0.33	0.02	-0.09	-0.04	-0.01	-0.23	1								
HUN	-0.48	-0.46	-0.37	0.32	-0.29	-0.45	0.01	-0.53	0.46	1							
EC	0.45	0.28	0.41	-0.37	0.34	0.52	-0.09	0.33	-0.36	-0.56	1						
POP	0.11	0.29	0.43	-0.11	0.25	0.34	0.22	0.02	-0.40	-0.14	0.49	1					
BIO	0.37	0.13	0.30	0.09	-0.17	0.28	-0.01	0.09	-0.29	-0.13	0.25	0.26	1				
ALT	0.15	0.09	0.11	0.13	-0.03	0.23	0.16	0.02	-0.27	-0.17	0.30	0.26	0.78	1			
EV	0.10	-0.08	0.25	0.41	-0.26	-0.20	0.04	0.05	-0.11	0.12	-0.04	-0.03	0.54	0.57	1		
HV	0.17	0.19	0.16	0.13	-0.15	0.19	0.06	0.00	-0.32	-0.08	0.16	0.32	0.62	0.75	0.51	1	
SC	-0.08	0.03	0.01	0.05	0.04	-0.07	-0.26	0.15	-0.07	-0.31	0.10	-0.26	-0.08	-0.05	-0.06	-0.05	1

Significance level- 0.05

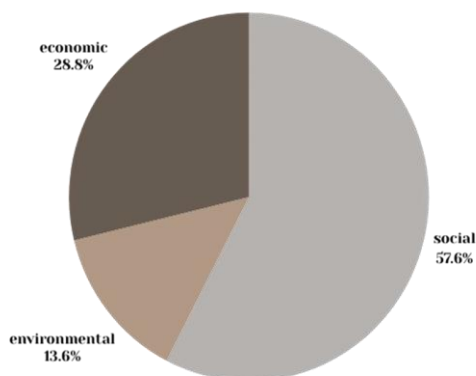
Threshold value- 0.3

### Descriptive statistics: mean & standard deviation

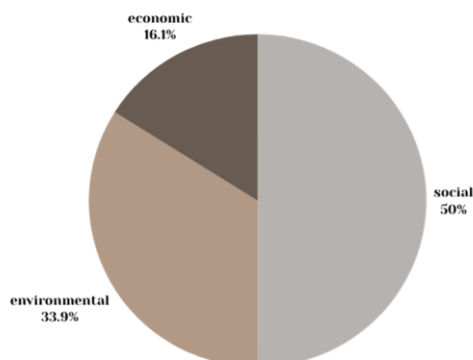
ATTITUDES : EAI	MEAN : GROUPED	STANDARD DEVIATION
EON	5.78	1.16
SCP	5.06	1.16
EMA	5.26	1.16
AC	3.40	1.65
S&T	4.55	1.35
ET	5.40	1.23
ALN	3.76	1.14
PCB	5.13	1.12
HDN	3.47	1.29
HUN	3.22	1.34
EC	5.10	1.50
POP	4.85	1.57

VALUES : E-PVQ	MEAN : GROUPED	STANDARD DEVIATION
BIOSPHERIC	5.43	0.98
ALTRUISTIC	5.44	0.92
EGOISTIC	4.58	0.88
HEDONISTIC	5.39	1.04

### NATIONAL ISSUES



### GLOBAL ISSUES



## DISCUSSION

Environmental attitudes, values, and self-control are crucial factors that shape individuals' behaviors and perceptions towards environmental issues. In this study, we aimed to investigate the nexus of environmental attitudes, values, and self-control among BBA/BCom students and what are the significant differences and relationships among those, and to understand the interplay between them. The specific objective of this study was to investigate the awareness attitudes towards national and global environmental issues among BBA and BCom students. The hypothesis proposed that there would be a significant difference in awareness attitudes between these two groups. However, the results of the study led to the rejection of this hypothesis.

The rejection of the hypothesis implied that there was no statistically significant difference in awareness attitudes regarding national and global environmental issues between BBA and BCom students in the study sample. This finding had several implications and raised interesting points for discussion, as the social issues were on the priority of BBA and BCom students for both Global and National issues, according to the findings.

The next specific objective of the study was to identify key factors that shape environmental attitudes and values within the sample group of BBA and BCom students. The hypothesis proposed that specific key factors, significantly shape environmental attitudes and values within this student group. The study results supported this hypothesis, indicating that age, gender, and income play significant roles in shaping environmental attitudes and values among BBA/BCom students. Wherein there were not much gender differences among the environmental attitudes, values among the population, but age and income level of an individual slightly shaped the attitudes and values. Younger students may demonstrate heightened environmental awareness due to increased exposure to sustainability initiatives or evolving societal norms regarding environmental responsibility. On the other hand, older students may showcase different perspectives influenced by their life experiences and generational attitudes towards environmental issues.

Further, next objective of the study was to explore the connection between environmental attitudes, values, and self-control among BBA/BCom students. The hypothesis proposed a positive relationship between environmental attitudes, values, and self-control in this student group. However, the findings revealed a more nuanced relationship, with positive correlations observed between attitudes and values but negative correlations between self-

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control and attitudes/values. This discrepancy indicated that the initial hypothesis was not entirely supported by the data.

- **Positive Correlation Between Attitudes and Values:** The study's findings align with existing research highlighting a positive correlation between environmental attitudes and values, which was found to be significant. Individuals who hold strong environmental attitudes often possessed corresponding values emphasizing sustainability, conservation, and ecological responsibility. This positive relationship suggested that environmental attitudes and values may reinforce each other, driving pro-environmental behaviors and decisions.
- **Negative Correlation with Self-Control:** Contrary to the hypothesis, the study identified negative correlations between self-control and environmental attitudes/values. This unexpected finding suggests a potential conflict or trade-off between self-control mechanisms and environmentally conscious attitudes/values among BBA/BCom students. Individuals with higher levels of self-control might prioritize personal goals, immediate rewards, or convenience over long-term environmental considerations, leading to a disconnect between their attitudes/values and actual behaviors.

**Implications for behavioral change:** The negative correlation between self-control and environmental attitudes/values underscores the complexity of translating positive attitudes into sustainable actions. Behavioral change interventions targeting BBA/BCom students might need to address factors influencing self-control, such as impulsivity, time preferences, and decision-making processes. Strategies promoting self-regulation and environmental consciousness simultaneously could bridge this gap and facilitate more consistent pro-environmental behaviors. In conclusion, while the hypothesis of a positive relationship between environmental attitudes, values, and self-control was not fully supported, the study's findings contribute valuable insights into the intricate connections and potential conflicts among these constructs. Addressing these complexities is essential for fostering more consistent and impactful pro-environmental behaviors among BBA/BCom students.

The next specific objective of this study was to investigate gender differences in environmental attitudes, values, and self-control behaviors within the BBA/BCom student population. The hypothesis posited significant gender disparities in these aspects, anticipating that male and female students would exhibit varying levels of environmental engagement. However, the findings indicated non-significant differences in environmental attitudes, values, and self-control behaviors between male and female students. The t-test analyses revealed no significant gender differences in environmental attitudes, personal values, or self-control mechanisms. The standard deviation values further indicated slight variations in these constructs between males and females, with personal values showing higher variability compared to environmental attitudes.

## CONCLUSION

This study delved into environmental attitudes, values, and self-control among BBA/BCom students, aiming to understand awareness attitudes, key influencing factors, gender differences, and the connection between attitudes, values, and self-control. The findings revealed: Age, gender, and income significantly shaped environmental attitudes and values, emphasizing the importance of demographic factors. Additionally, while a positive correlation existed between environmental attitudes and values, the expected positive relationship between attitudes, values, and self-control was not fully supported, indicating a

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complex interplay. Contrary to expectations, no significant gender differences were found in environmental attitudes, values, or self-control among BBA/BCom students.

These findings highlighted the necessity of customized treatments that take into account contextual factors and individual variability in order to encourage students to adopt sustainable behaviors. Long-term alterations and within-group variations could be the subject of future research. In conclusion, this study offered valuable insights into environmental consciousness among BBA/BCom students, highlighting the need for multifaceted strategies to foster environmental responsibility.

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### Conflict of Interest

The author(s) declared no conflict of interest.

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