

Pro-Environmental Behavior: effects of visibility and group compliance

Keywords: Pro-environmental behavior. Psychosocial Theory. Affective Background.

Abstract

The pro-environmental behavior changes, according to different configurations, usually related to the social context to which the individual belongs. This individual lives in society, creating ties as influential-influenced, with the group. Therefore, there is a demand for studies on human (psychosocial) behavior, so that ideas capable of increasing engagement in pro-environmental behavior are shared. The purpose of this study is to research the effect the violation of social norms exerts on the affections of the transgressor individual himself. Affective Background is studied, such as affections aroused in the subject as a reaction to this infraction.

1. Introduction

Higher education has the fundamental role of promoting behavior and pro-environmental solutions, since it aims to raise responsible, competent individuals with knowledge, skills and values, to contribute to a sustainable environment, and improve the world (ADOMSENT, 2013; CORCORAN; WALSH, 2004; LOZANO et al., 2013). Researchers suggest that the more educated the individual is, the greater their concern for environmental quality (LOZANO, 2006; OLLI et al., 2001), that is, more educated individuals seem to have a higher level of environmental knowledge, which is based on the results obtained in the literature, which translates into pro-environmental behavior (SCHLEGELMILCH et al., 1996; VICENTE-MOLINA; FERNÁNDEZ-SÁINZ; IZAGIRRE-OLAIZOLA, 2013).

According to Myers (2014), with consumption and population coming to increase, rising pollution, global warming and environmental destruction seems unavoidable. So, for the Humans to survive and thrive, some behaviors must be modified.

A research carried out within Social Psychology, suggests that behavior is dynamic and situated (ROESER; GALLOWAY, 2002; VOLET, 2001). That is, people tend to exhibit certain types of behavior in specific configurations, due to the influence of the circumstance on their own behavior (BELTMAN; VOET, 2007; KAPLAN, 2000). Given the conceptual nature of behavior, the pro-environmental behavior can vary and change according to the different configurations. These settings are usually related to the social context. The individual, from its origin, is accustomed to living in society and depends on it, creating ties as influential-influenced, with the other individuals (MYERS, 2014).

Understanding how education and social psychology impact on environmental knowledge and thus on the development of pro-environmental behavior is an important issue for policymakers, marketers, green companies, educators and other stakeholders in the acceptance and improvement of behavior (VICENTE-MOLINA; FERNÁNDEZ-SÁINZ; IZAGIRRE-OLAIZOLA, 2013).

Thus, the above statements justify a greater need for studies focusing on human (psychological) and social behavior, so that ideas can be shared and diffused to increase the engagement of the individual, making their behavior more environmentally correct. For this reason, the present study has as objective to research the effect that the infraction of social norms exerts on the Affective Background of the own transgressor individual. Positives and negatives Affectives Backgrounds are proposed, as possible affects naturally aroused in the subjects, as consequences of non-environmental engagement.

According to Schultz (2014), there is a tool that promotes deeper changes in the behavior of individuals when it is related to social norms, called Social Modeling. Because of this, there is a greater need for empirical evidence to prove the use of this tool, in order to modify the behavior of individuals in a more profound way, in favor of the environment.

On the practical benefits of this study, it is intended to deepen the knowledge about non-environmental engagement, so as to obtain the opposite effect (engagement) within green marketing in companies that wish to improve performance within sustainability. In addition, it intends to contribute, in a theoretical way, with the existing marketing researches, focused on pro-environmental behavior, alerting on the importance of modifying the behavior, aiming at a better future.

2. Theoretical Reference

2.1. Consumer Engagement in Pro-Environmental Behavior

Pro-Environmental Behavior refers to attitudes that consciously seek to minimize the negative impact of one's actions in the natural and constructed world (KOLLMUSS; AGYEMAN, 2002). These negative actions, which the author refers to, are caused by the human being, considering only their immediate benefit or enjoyment in the short term without any concern for the future consequences and the environmental destruction that they trigger.

According to Schultz (2014), Community-Based Social Marketing (CBSM) is the ideal structure because it uses behavioral tools and methods, with the objective of reducing the barriers and increasing the benefits found, so that there is an engagement in pro-environmental actions (MCKENZIE-MOHR; LEE; SCHULTZ; KOTLER, 2012). That is, when benefits are high and barriers are low, a high percentage of the population should engage in pro-environmental behavior.

According to Schwartz and Howard (1981), in a domestic environment, several layers of interconnection with other people are present, such as interconnecting with family, friends, neighbors and community members in general. Within this environment, there are Personal Norms and Social Norms, which are like feelings of obligation and general normative pressure perceived, highly salient and powerful. As a result, people tend to behave pro-environmentally mainly because of regulatory concerns in a home environment.

This study uses Social Psychology to better understand how the infraction of social norms by individuals operates, when related to environmental behavior.

According to Schultz (2014), within CBSM, among the best practices to promote behavior change for pro-environmental attitudes are the tools: Social Modeling, Incentives, Competitions, Education, Feedback, Prompts, Cognitive Dissonance, "Make it Easy," and Commitment. This study focuses on the Social Modeling tool to achieve an environmentally positive attitude change.

The Social Modeling tool includes studies on modeling, social norms and dissemination of the same. That is, there is a focus on behavior change based on attitudinal modeling and compliance with social norms. This tool tends to work best for individuals who are not yet motivated to engage in pro-environmental behavior because it acts more deeply on their behavior.

The public studied is not necessarily motivated to be involved in the pro-environmental behavior. Therefore, Social Modeling becomes ideal, acting in a deeper way in the behavior of this public. In addition, Social Modeling is directly related to the Psychosocial Theory, since the tool is deepened in social norms, aiming at the creation of implicit norms accepted by a group.

Schultz's (2014) research has brought the following conclusions about behavior change: A) The pro-environmental behavior can be altered; B) Some treatments are more effective than others; C) The effectiveness of a treatment is not even.

That is, different types of people respond differently to different types of messages. Because of this, it is mandatory to know how to combine a certain tool, with the studied public and with the behavior that one wishes to change. The ideal tool, will make the result obtained more efficient, effective and long-lasting.

2.2. The Compliance of Actions with the Group and the Visibility of Actions by the Group

According to Myers (2014), Social Psychology is a science that studies the influences of our daily situations, paying special attention to how we see and affect each other. That is, it is the scientific study of how people think, influence and relate to one another.

According to the above statement, we can confirm that one of the most important factors within Social Psychology, about human behavior, is social influence. The present study is focused on the influence the group exerts on the individual, both in the form of the visibility of individual actions by pairs, and in the compliance of actions of an individual with respect to the members of the group.

- *Compliance of actions with the group*

According to Myers (2014), Social Thinking is formed by the following ideas: 1) Each individual builds his own social reality; 2) Social institutions (for example, family, school, state) can influence behaviors (both positive and negative); 3) Attitudes shape and are shaped by behavior. Both Social Influence and the individual's dispositions shape behavior. That is, human behavior is formed by social behavior (experience gained by contact with others) and also by biological behavior (innate nature). Within the social relations, the Affective Background also develops, influencing actions of positive and negative forms.

For an individual to be part of these social institutions there is a need to share the same beliefs and attitudes practiced by the group, whether positive or negative. Those who distance themselves from the characteristics of the group end up being isolated (even subtly) and not recognized by their members.

The present study focuses on the compliance (yes/no) of actions, in relation to those practiced by members of the group to which the individual belongs.

- *Visibility of actions by the group*

Myers (2014) summarizes the concept of Social Psychology as the scientific study of Social Thought (how the human being perceives himself - self - and how he perceives others, beliefs, judgments, attitudes), Social Influence (for example: prejudice, aggression, attraction, intimacy and help).

Thus, constantly, human beings are observed and judged by one another. Attitudes, gestures, speeches of an individual are observed, which then passes through judgments (filters) by the person who observes them, and then classifies them in a positive or negative way. In a positive way, observed individuals can be seen as influencers, examples to be followed; in a negative way, can be ignored by the observer, or by the observer group.

The present study focuses on the visibility (high/low) of actions by members of the group to which the individual who practices them belongs.

- *Relation between Compliance of actions with the group and Visibility of actions by the group*

The present study focuses on (high/low) visibility of attitudes by members of the group to which the individual belongs, in combination with compliance (yes/no) of actions with this group. The intention is to check being in compliance with the group and how much the group's visibility of actions can affect attitudes, linking unsustainable actions to the possibility that later Affective Background will emerge.

It is assumed that, in high visibility situations, the negative (positive) Affective Background will be higher (lower) for those individuals who did not act in accordance with the group, than for those individuals who acted in accordance with

the group. Thus, in high visibility, negative Affective Background will be greater for individuals who have not acted in accordance with the group. In a low-visibility situation, negative Affective Background will be the same, both for the individuals who did not act in accordance with the group, and for the individuals who acted in accordance with the group.

Studies on the visibility of actions by the group and compliance of actions with the group become necessary because, increasingly, due to technology, the human being becomes the target of observation and influence for the others. He is all the time connected and exposing information about what he does, consumes, eats, where he visits, with whom he is, among other situations. Even those who do not openly expose their actions end up making their data available in an indirect way. That is, practically 24 hours a day, in physical or digital form, individuals are being observed and consequently judged.

Regarding pro-environmental behavior, according to Vicente-Molina, Fernández-Sáinz and Izagirre-Olaizola (2013), some individuals may believe that their own efforts will significantly mitigate environmental problems, while others may think their efforts will not make any difference. That is, some individuals may not believe in the effectiveness of a single person's behavior within a context of pro-environmental attitudes. However, the fact that particular behavior is practiced by a group of people may have a greater weight in their decisions, both by the influence the group exerts and by the belief that change happens when many (and not only one) adhere to the attitudes.

2.3. Consequences of Non-Engagement in Pro-Environmental Behavior

According to Myers (2014), everywhere, humans prefer to live with other people - in families and communal groups – instead of living alone. This affirmation demonstrates the importance that the group exerts on the individual, that is, being in coexistence with peers and according to the social norms practiced by the group, arouses positive affections in human beings. In an antagonistic way, one can think that the fact of not feeling part of a group, causes that negative affections are awakened in a subject.

The author states that the subjects form their self-concept from many social influences, among them can be highlighted: comparisons made with others; successes and failures of their acts and; judgment of their actions by peers (MYERS, 2014). Because of this, there is a great possibility that subjects who did not engage in pro-environmental behavior perceive that they are not acting according to the social norms practiced by the group to which they belong and may feel, in a second stage, affections negative. Conversely, the compliance of action with the group of individuals to which the subject belongs supposedly can arouse positive affects.

Thus, in relation to the environmental behavior, Affective Background is proposed as consequences awakened in the subject, from the positive and negative relations that originate from the compliance (yes/no) of actions of the individual with

the group, and the visibility (high/low) of the actions of the individual by members of this group to which he belongs. Social Modeling will be present as the tool used for motivation, aiming at pro-environmental engagement.

Based on these statements above, in this item, the definition of positive and negative Affective Backgrounds, which arise when social norms are not followed or when they are violated, will be addressed in this item.

- *Affective Background*

"Affection" is defined by Eagly and Chaiken (1993), in essence, as the evaluative aspect of attitudes. It is an explicit or implicit "taste" for some object, person or position (COHEN, 2006), that is, "affections" leads the object, which until then is "unknown" (represented in a diffused form), to become a concrete social representation, through emotional experiences. Consequently, this emotional experience brings to bear emotions with positive connotations (for example, love, friendship, gratitude, and happiness); as well as those with negative connotations (for example, fear, anguish, repentance, and guilt).

According to Lyubomirsky, King and Diener (2005), positive and negative Affective Backgrounds are defined as the intensity and frequency with which people experience emotions. Watson (2005) states that individuals with high levels of positive affect are related to intense and frequent experiences of pleasure. In an antagonistic way, subjects with high levels of negative affect experience more intense episodes of intense displeasure.

Gadermann and Zumbo (2007) have shown that some people have positive and negative mood swings over time, while others experience little mood swings. Large mood swings can occur even at short intervals of time, but most of the time, people have stable levels in the perception of their affections or Affective Background (LYUBOMIRSKY; KING; DIENER, 2005). That is, according to the authors, there is a predominance of positive or negative Affective Backgrounds, which is natural for each individual. However, after a stimulation, or within a given context, affects may change, more or less temporally.

According to Bagozzi et al. (1999), the term affection is a concept that encompasses a set of other specific mental processes, including emotions, moods and (possibly) attitudes. Some of the main differences between emotions and moods, according to the author, are in the duration of the factor and the intensity in which it appears. Moods are more durable than emotions, but they flourish with less intensity than they do. In addition, moods are not directly related to explicit action or trends of actions, as some emotions are. Attitudes, however, are related to evaluative judgments. Thus, it can be said that the Affective Background is considered conceptually broad and encompasses emotions, moods and possibly attitudes.

According to McCrae and John (1992), affection levels are also directly associated with personality traits. A personality model strongly associated with affects is that of the Big Five Factors, also known as Big Five. The Big Five consists of five general personality factors: neuroticism or emotional instability, extroversion, achievement, socialization, and

"openness" to experiences (for example, meeting new people and places, initiating new activities). It is perceived that, among the Big Five factors, at least two of them ("extroversion", "socialization") are related to the contact and the direct approximation between the individuals, conjunctively, interpersonal. This fact demonstrates the importance that society exerts on the affective personality of the individual, that is, it is related to factors of Social Psychology (personality).

According to Myers (2014), within Social Psychology, the individual regulates his behavior, according to the circumstances described by the environment and according to certain social requirements represented through Social Norms. Thus, the violation of these social norms by individuals, can result in the awakening of negative Affective Background.

The present study relates Affective Background, as personal consequences for the subject to have violated the social norms practiced by the group to which it belongs. It will be focused on the behavior of individuals when they are in compliance (and noncompliance) with the social group of which they are part, and in the situation of (high/low) visibility of actions of the subject, as pointed out in the bibliography discussed in previous topics.

2.4. Hypothesis Development

The purpose of the present study is, within an environment-related context, to study the causal relationship between positive and negative Affective Backgrounds as dependent variables; and the visibility factors (high/low) of the actions of an individual by group members and compliance (yes/no), of the actions with respect to the group, as independent variables. The following hypotheses were formulated based on the theoretical framework and the relationships proposed above:

H1: In high visibility situations, the negative (positive) Affective Background will be higher (lower) for individuals who did not act in accordance with the group, than for those individuals who acted in accordance with the group.

H2: In a low visibility situation, the negative Affective Background will be the same for both the individuals who did not act in accordance with the group, and those individuals who acted in accordance with the group.

3. Experiment

3.1. Method

The present study uses the experimental method. The two factors were combined, with two possibilities each (high visibility/low visibility and compliance/noncompliance), so that the effect they exerted on the Affective Background could be verified, forming four fictitious scenarios. The four scenarios presented at random to the respondents were used to test the hypotheses formulated. According to Myers (2014), the experiment is the most appropriate method to develop this

quantitative research project related to social psychology, within consumer behavior, since it becomes possible to control the factors (variables, moderators, mediators) to analyze the cause-and-effect relationship they exert in various combinations.

The experiment was composed by the following steps: Introduction of the four scenarios, in a random way to each respondent, and each individual had contact with only one scenario. Then, four questions were asked for manipulation check (related to the independent variables - compliance and visibility - that were manipulated). After this step, the respondent had contact with two Likert scales of 7 points (Emotion Scale and Buy Intention Scale). And finally, the respondent is asked about his / her age and gender.

The Emotions Scale was used to measure Affective Background, and the Buy Intention Scale measured the consequences for consumption, relating all dependent variables. All these scales are ratified, originated from high impact literature and are in the Likert 7 point format.

Two days of data collection were carried out with students from a large university in the State of São Paulo. Obtaining: 155 respondents (or 155 complete answers, n=155, 65% male), with an average age of 26.82 years. As an exchange for responding to the questionnaire, chocolates (identical) were handed over to all participants.

3.2. Scenarios

The four hypothetical scenarios, made known at random to the respondents, were as follows:

Part I: Introduction (Presented in the same way in all four scenarios):

"Imagine you're going to buy your ticket for Lollapalooza music festival. As students, you and your friends are entitled to half-entry. There is a ticket type called "Pro-Environmental Ticket" for Lollapalooza, which grants the buyer a 50% discount on the entire ticket, through a donation of another R\$20 to raise funds for a project aimed at recovery of the Tietê river. You choose not to buy the "Pro-Environmental Ticket" by buying the traditional student ticket. At the closure of the event, through the screens, the public is informed that the minimum collection expected to start the Tietê river recovery project was not reached and those who opted for the "Pro-Environmental Ticket" would be reimbursed. Unfortunately, the initial stage of the project would not be implemented this time. The final sentence projected on the big screens was: "The organization of the event gratefully acknowledges all those who bought the "Pro-Environmental Ticket" and regrets that despite the high adhesion, we fell short of the target, and therefore the project had to be postponed until the next edition of the festival.""

Scenario I: Noncompliance/High visibility.
Part I: Introduction.
Part II: "You meet your friends at the event and realize that all of them, except you, have bought the "Pro-Environmental Ticket". Everyone in the group realizes that you were the only one who did not buy the "Pro-Environmental Ticket.""

Scenario II: Compliance/Low visibility.
Part I: Introduction.
Part II: "You meet with your friends at the event and realize that like you, none of them bought the "Pro-Environmental Ticket". No one in the group realizes that you did not buy the "Pro-Environmental Ticket.""

Scenario III: Noncompliance/Low visibility.
Part I: Introduction.
Part II: "You meet your friends at the event and realize that all of them, except you, have bought the "Pro-Environmental Ticket". No one in the group realizes that you were the only one who did not buy the "Pro-Environmental Ticket.""

Scenario IV: Compliance/High visibility.
Part I: Introduction.
Part II: "You meet with your friends at the event and realize that like you, none of them bought the "Pro-Environmental Ticket". Everyone in the group realizes that you did not buy the "Pro-Environmental Ticket.""

With the scenarios developed, there was an attempt to test the influence that the group exerted on individuals, relating the feeling of noncompliance of actions with the group, and high visibility of actions by the group, to the possible awakening of negative Affective Background. In an antagonistic way, it was intended to test the influence the group exerts on subjects, relating the belonging to the group with positive Affective Background.

3.3. Data Analysis

In the first block, after reading the scenario, the participant was asked to answer four questions, in order to verify their understanding of the scenario. The manipulation check was done by means of Chi-Square, since the intention was to evaluate if the independent variables (compliance and visibility) were confirmed by the responses of the respondents. That is, if there is an association between the stimuli intended to be done through the scenarios and what was actually felt by the respondents. The manipulation check was confirmed as shown in tables 1 through 4, as follows:

Table 1 - Chi-Square - Cross tabulation for factor Compliance

	In the situation described above, it is clear that:	In the situation described above, it is clear that:		Total
	You were the only one who did not buy the "Pro-Environmental Ticket"	Neither of your friends nor you bought the "Pro-Environmental Ticket"	I do not know how to answer	
Noncompliance	69	6	3	78
Compliance	4	69	4	77
Total	73	75	7	155

Source: Author.

Table 2 - Chi-Square Tests for Compliance Factor

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	110.938 ^a	2	0.000
Likelihood Ratio	132.483	2	0.000
Linear-by-Linear Association	82.325	1	0.000
N of Valid Cases	155		

a. 2 cells (33.3%) expect counts lower than 5. The minimum expected count is 3.48.

Source: Author.

Table 1 indicates that among the 78 participants confronted to the condition of noncompliance with the group, 69 (88.46%) stated that they were the "only ones who did not buy the "Pro-Environmental Ticket"", only 6 (7.69%) indicated that they felt that "none of the friends nor did himself buy the" Pro-Environmental Ticket" and 3 (3.84%) individuals did not know how to respond. Of the 77 participants confronted to the condition of compliance with the group, 69 (89.61%) indicated that they felt that "none of the friends nor did they themselves buy the "Pró-Ambiental Ticket", 4 (5.19%) indicated

that they were the “only ones who did not buy the "Pro-Environmental Ticket"”, and 4 (5.19%) individuals did not know how to respond.

It can be restated, according to Table 2 (Pearson's Chi-square and Likelihood Ratio <0.005), that the null hypothesis is rejected, that is, the stimulus generated by the scenario in relation to compliance, was performed in an effective way.

Table 3 – Chi-Square - Cross Tabulation for factor Visibility

	In the situation described above, it is clear that:	In the situation described above, it is clear that:		Total
	Your friends did not see that you did not buy the "Pro-Environmental Ticket"	Your friends saw that you did not buy the "Pro-Environmental Ticket"	I do not know how to answer	
Low Visibility	57	11	4	72
High Visibility	16	62	5	83
Total	73	73	9	155

Source: Author.

Table 4 - Chi-Square Tests for Visibility Factor

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	58.28 2 ^a	2	0.000
Likelihood Ratio	63.064	2	0.000
Linear-by-Linear Association	38.922	1	0.000
N of Valid Cases	155		

a. 2 cells (33.3%) expect counts lower than 5. The minimum expected count is 4.18.

Source: Author.

Table 3 indicates that among the 72 participants confronted to the low visibility condition before the group, 57 (79.16%) stated that they felt that "their friends did not see that he did not buy the "Pró-Ambiental Ticket"”, only 11 (15.27%) indicated that they felt that "friends saw that he did not buy the "Pro-Environmental Ticket" and 4 (5.55%) did not know how to respond. Among the 83 participants confronted to the condition of high visibility to the group, 62 (74.70%) indicated that they felt that "friends saw that they did not buy the "Pró-Ambiental Ticket", only 16 (19.27%) indicated feeling "Friends did not see that he did not buy the "Pro-Environmental Ticket" and 5 (6%) individuals did not know how to respond.

It can be stated, according to Table 4 (Pearson's Chi-square and Likelihood Ratio <0.005), that the null hypothesis is rejected, that is, the stimulus generated by the scenario, was performed effectively, this time, in relation to visibility.

Subsequently, the second block of the experiment was designed to measure the dependent variables (positive and negative Affective Backgrounds). For this, it was instructed that the respondent indicated the answers that best suited his situation, post stimulus. Table 5 summarizes the relationships between ANOVA, dependent variables (positive Affective Background), and compliance of actions with the group and visibility of actions by the group (independent variables).

Table 5 - Experiment: Results Summary

Dependent Variable	Result
Positive Affective Background	Marginally Significant
Positive Affective Background ("Part of the Group/Happy/ Pleased")	Significant
Positive Affective Background ("Part of the Group/Happy")	Significant
Buy intention	Not Significant

Source: Author.

The results of the significant relations will be detailed, item by item, as follows:

The results of ANOVA (Table 6) show that there is a marginally significant effect (df = 1; F = 7.171; sig. = 0.008) in relation to the independent variables (visibility and compliance) and to "Positive Affective Background", illustrated by Figure 1.

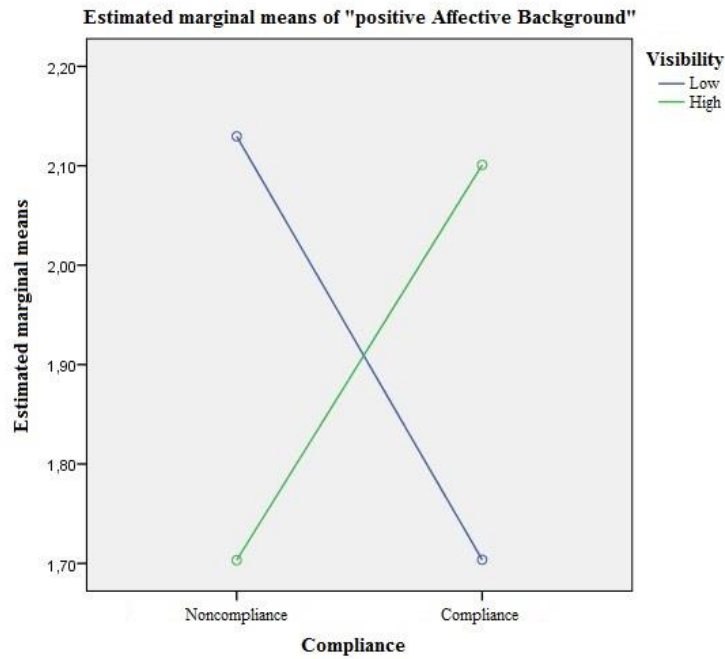
Table 6 - ANOVA test between "Positive Affective Background" and Compliance vs. Visibility

	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	6.402 ^a	3	2.134	2.397	.070
Sorted in source	548.936	1	548.936	616.695	.000
Compliance	.008	1	.008	.008	.927
Visibility	.008	1	.008	.009	.924
Compliance * Visibility	6.383	1	6.383	7.171	.008
Error	130.849	147	.890		
Total	685.278	151			
Corrected Total	137.251	150			

a. R squared = .047 (R squared adjusted = .027)

Source: Author.

Figure 1 - Relationship between "Positive Affective Background" and Compliance Vs. Visibility



Source: Author.

Because of the marginally significant result found, referring "Positive Affective Background" to the independent variables, a new analysis was made using only the variables that showed the greatest differences in the averages between the groups of respondents. The results presented by ANOVA (Table 7) relating visibility and compliance, with the affects "part of the group", "pleased" and "happy", show a significant result ($df = 1$; $F = 8.740$; $sig. = 0.004$), confirmed by Figure 2, in sequence.

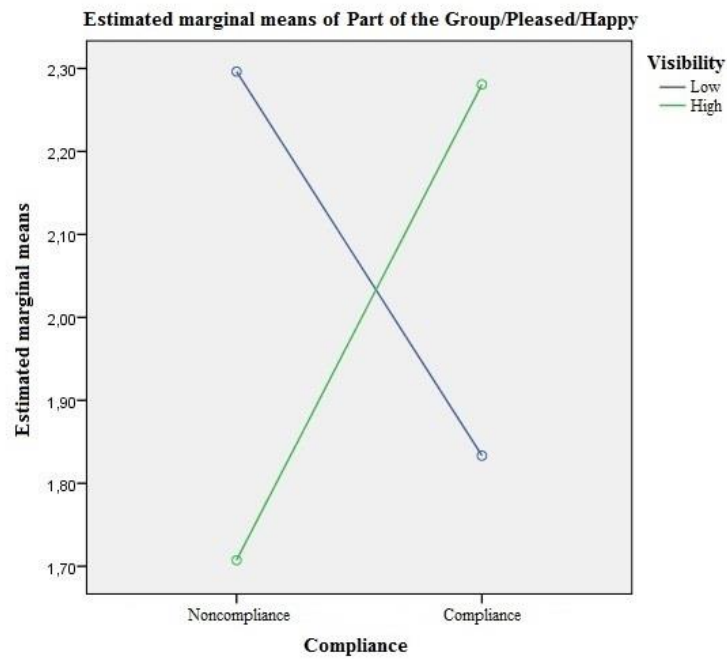
Table 7 - ANOVA test between feeling "Part of the Group", "Pleased" and "Happy" and Compliance vs.

	Visibility				
	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	10.593 ^a	3	3.531	3.053	.030
Sorted in source	620.132	1	620.132	536.232	.000
Compliance	.115	1	.115	.099	.753
Visibility	.189	1	.189	.163	.687
Compliance * Visibility	10.107	1	10.107	8.740	.004

Error	170.000	147	1.156
Total	798.000	151	
Corrected Total	180.593	150	

a. R squared = .059 (R squared adjusted = .039)
Source: Author.

Figure 2 - Relationship between "Part of the Group" + "Pleased" + "Happy" and Compliance vs. Visibility



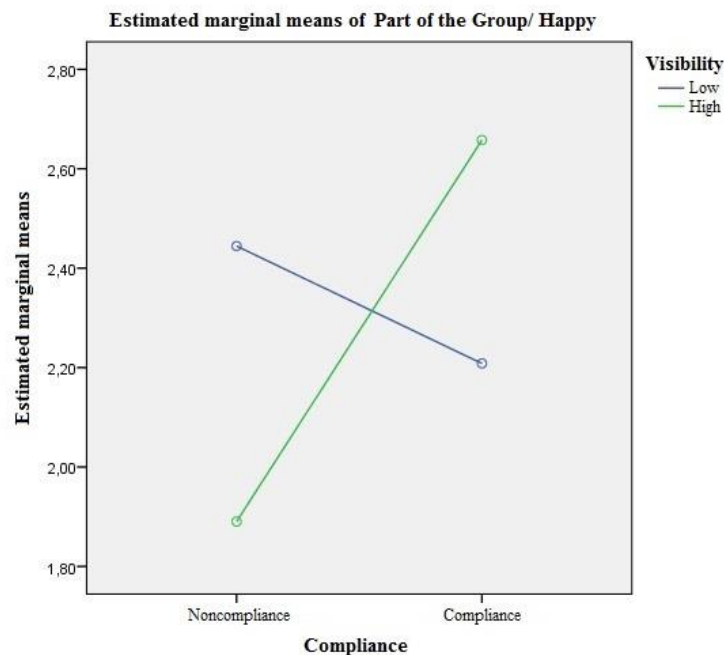
Source: Author.

The same thing happened with the relationship between the independent variables (visibility and compliance) and the "Positive Affective Background" of feeling "part of the group" and "happy" (df = 1; F = 6.226; sig. = 0.014), Table 8.

Figure 3 confirms the significance of this relation.

Table 8 - ANOVA test between feeling "Part of the Group" and "Happy" and Compliance vs. Visibility

	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	12.794 ^a	3	4.265	2.800	.042
Sorted in source	796.684	1	796.684	523.092	.000
Compliance	2.659	1	2.659	1.746	.188
Visibility	.103	1	.103	.068	.795
Compliance * Visibility	9.482	1	9.482	6.226	.014
Error	223.885	147	1.523		
Total	1029.500	151			

Figure 3 - Relationship between "Part of the Group" + "Happy" and Compliance vs. Visibility

Source: Author.

4. Discussions

Individuals in the high visibility condition, that is, when everyone in the group visualized that "Pro-Environmental Ticket" was not purchased, demonstrated higher positive affects than those awakened in low visibility individuals when they acted in accordance with the group. Also, individuals with a high visibility condition showed lower positive affects than those with low visibility, when they did not in accordance with the group.

That is, the results demonstrated, with emphasis, the importance of Social Influence for the participants of the experiment, as described by Myers (2014), within Social Psychology. The compliance of actions with the group and the high visibility of actions by members of the group caused positive Affective Background: "part of the group" (belonging), "pleased" and "happiness"; significantly, despite the action being environmentally negative.

The emotion of feeling "part of the group" is directly related to the group's compliance conditions and high visibility. This result demonstrates the comfort of the respondents because they perceive that they are acting according to the actions practiced by the group, in an antagonistic way, distancing themselves from negative affects, even if the condition is not to adhere to the "Pro-Environmental Ticket". Thus, in the specific case of this experiment, it can be inferred that being in

compliance with the actions practiced by the group has become more important for the respondent – arising Positive Affective Background – than acting to the benefit of the environment, when this group is aware of this compliance.

Regarding the Buy Intention, a relation of significance was not found, that is, this last factor, can be approached in a different way in future studies.

Regarding the fact that negative affects have not been strongly aroused in the individual as a consequence of non-adherence to the “Pro-Ambiental Ticket”, two possible explanations arose, which may serve as suggestions for future studies. First, this finding may be motivated by the fact that respondents did not have the opportunity to choose (between the options: "Pro-Ambiental Ticket" and traditional student ticket). Possibly negative Affective Background will be most strongly felt when the subject practices action (or not, in the case of inaction), but by their free will, which, in the case of the scenario, was not possible. Secondly, the students' involvement with the Tietê River (São Paulo) may not have been enough to cause a significant level of negative affect.

Another suggestion for future studies would be the opportunity to deepen knowledge about Cognitive Dissonance, another tool of CBSM, which indicates a difference between what the individual wanted at a given moment and what he considered correct to do, within the norms social, moral, ethical and values. This tool could be the cause of negative Affective Background, since it focuses on the conflict between desires and social norms, and thus, can cause this discomfort to become environmental engagement. Affective Background may be suggested guilt and regret (dependent variables) as aroused affects on the subject after experiencing Cognitive Dissonance.

The scenarios and the questionnaire can be reworked so that the respondent feels greater responsibility for his actions, in order to better understand this relationship of social influence, pro-environmental behavior and Affective Background. It is expected to be able to better explore this relationship of variables, bringing contributions both to the academic area and for green marketing.

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