



## **Ecological behavior**

**Manju.J<sup>1</sup>, Beeralingaiah.G<sup>2</sup>**

<sup>1</sup>Assistant Professor, SKMK College of Education, Kuvempunagara, Mysuru

<sup>2</sup>Assistant Professor, Shankaragowda College of Education, Mandya

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### **ABSTRACT**

Ecological behavior encompasses actions taken by individuals, groups and communities to reduce environment and promote sustainable living. It is crucial factor addressing global challenges such as climate change, biodiversity loss and pollution and resource depletion. These behaviors are shaped by combination of personal values, attitude, knowledge, social influence and structural factors. Theories like the theory of planned behavior highlight the role of attitudes, subjective norms and perceived behavioral control in influencing ecological actions. While social cognitive theory emphasizes observational learning, self efficacy. The theory of citizenship integrates civic responsibility into environmental stewardship, promoting collective actions for the common goal.

Promoting ecological behavior requires multifaceted approach, strategies include educational campaigns to raise awareness, economic incentive and penalties, policies enforcement and leveraging social norms. Nudging techniques such as green default or visible co-friendly practices, further encourage sustainable choices. Community engagement technological tools and leadership also play key roles in driving behavioral change. For example initiative like recycling programs, renewable energy adoption and water conservation efforts illustrate the practical application of ecological behavior in daily life.

Despite this efforts, challenges remain including the gap between environmental awareness and actual behaviour, cultural variations and systematic barriers. Addressing these challenges requires creating supportive infrastructures, empowering individuals through self cultural ships toward sustainability.

Ultimately, ecological behaviour is essential for achieving a balance between human needs and environmental protection. By aligning individuals actions with collective goals, ecological behaviour contributes to preserving ecosystems, promoting equitable resource use and ensuring environmental security for current and future generation. Expanding and integrating these behaviour across can create a sustainable future and mitigate the impact of environmental degradation.

**Keywords:** Ecological behaviour, Sustainability, Environment Stewardship, Pro Environmental actions, Resource Conservation, Environmental awareness, Social norms, Self efficacy and environmental policies, Recycling

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## Introduction

Ecological behaviour refers to actions and practices that individuals or groups adopt to reduce their negative impact on the environment and promote sustainability . It involves conscious choices aimed at conserving natural resources, minimizing pollution and protecting ecosystems. Such behaviour includes activities like recycling ,conserving energy ,reducing waste, using eco friendly transportation and supporting sustainable products and life cycles. ecological behaviour is influenced by environmental awareness, values and sense of responsibility toward future generations. Social norms, education and policies also play a critical role in encouraging sustainable practices with growing concern over climate change ,biodiversity loss and environmental degradation, fostering ecological behaviour is essential for ensuring between human needs and ecological preservation. By adopting environmentally responsible actions, individuals and societies can contribute to be more sustainable and resilient planet .Cultivating these habits helps ensure a healthier planet and a better quality of life for all living beings.

## Ecological behaviour

Ecological behaviour refers to actions that are environmentally friendly and help to preserve the ecosystem.

## Definitions

1 according to Axelrod and Lehman, ecological behaviour is defined as “actions which contribute towards environmental preservation and conservation”.

2 according to Steg and Vlek, ecological behaviour refers to sustainable behaviour that reduces

Environmental impact promote resource conservation and supports the preservation of natural Systems.

## Characteristics of ecological behaviour

1. **Environmentally conscious:** ecological behaviour stems from awareness and concern for environmental issues, such as pollution, climate change and resource depletion.  
Individual choices to minimize their impact on the planet.
2. **Sustainability oriented:** it focuses on actions that promote the sustainable use of natural resources to ensure to environmental preservation for future generations.
3. **Intentional and voluntary:** Ecological behaviour is deliberate and stems from personal or collective decisions, rather than being driven solely by external factors like laws and regulation.
4. **Diverse actions:** it includes a wide range of practices, such as conserving energy, recycling, reducing waste, using eco friendly transportation and supporting sustainable products or businesses.
5. **Pro social and ethical:** ecological behaviour often reflects ethical and moral considerations, recognizing the responsibility to care for the environment and ensure equitable resource distribution.

6. **Knowledge driven:** it is influenced by environmental awareness and education, where understanding the consequences of one's actions motivates sustainable choices.
7. **Adaptability:** ecological behaviour evolves with changing environment challenges and advancements in technology, encouraging continuous improvements in sustainable practices.
8. **Influenced by social norms:** it is shaped by societal attitude, cultural values and peer influence, which can encourage or discourage environmentally friendly actions.

### **Benefits of Ecological behaviour**

1. **Resource conservation:** reduces over exploitation of natural resources like water, forests, and fossil fuels.
2. **Pollution reduction:** decrease air, water and soil pollution by minimizing waste, recycling and using eco-friendly products.
3. **Biodiversity production:** helps safeguard ecosystems and endangered species through sustainable practices.
4. **Cost savings:** energy and water conservation reduce utility bills, repairing and reusing items lowers expenses.
5. **Boost to green economy:** creates demand for eco friendly products and services, fostering innovation and job creation in sustainable industries.
6. **Improved air and water quality:** leads to fewer health issues like inspiratory diseases and waterborne illness.
7. **Ethical fulfillment:** provides a sense of purpose and satisfaction by contributing to a better planet for future generations.
8. **Increased awareness:** promotes environmental literacy and mindfulness about human impact on nature.

### **Types of Ecological behaviour**

Ecological behaviour can be classified into the following types based on actions and areas of focus-

1. **Conservation behavior:** Actions aimed at conserving natural resources like energy, water and raw materials. Ex: turning off lights, using energy efficient appliances, reducing water consumption and limiting resource waste.
2. **Recycling and waste reduction:** Behaviour that involves reducing, reusing and recycling to minimize waste and pollution. Ex: sorting household waste, composting organic materials, reusing products and avoiding single use plastics.
3. **Sustainable consumption:** Choosing eco-friendly, sustainable and ethically produced goods and services. Ex: buying organic food, using reusable bags, supporting local products and avoiding over consumption.
4. **Eco friendly transportation:** Actions that reduce carbon emissions and fuel consumption through sustainable transport options. Ex : walking, cycling, carpooling, using public transportation and adopting electric or hybrid vehicles.
5. **Environmental protection and restoration:** Direct actions to protect or restore natural ecosystems and biodiversity. Ex: planting trees, participating in environmental cleanups and protecting wildlife habitats.

6. **Advocacy and activism:** Engaging in activities to promote environmental awareness and influence policies. Ex : joining environmental campaigns, supporting NGOs, signing petitions and advocating for sustainable policies.
7. **Technological and behaviour adaptation:** Adopting innovations and habits that reduce environmental impact. Ex : using renewable energy sources (solar or wind power), smart water systems and eco friendly technology
8. **Community based ecological behavior:** Participating in group efforts to address environmental issues locally and globally. Ex : community gardening, neighborhoods recently drives and collective conservation project.

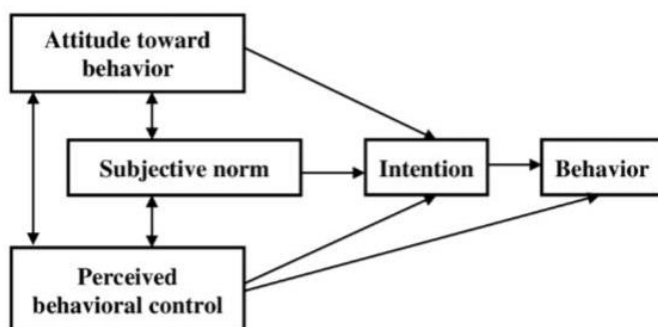
#### Factors influencing ecological behaviour

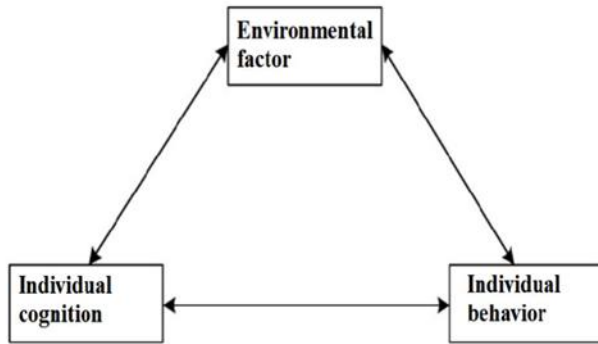
1. **Knowledge and awareness:** understanding the impact of one ' s action on the environment and having access to information about sustainable practices.
2. **Attitude and values:** holding Pro environment attitude and values, such as sense of responsibility to protect the environment.
3. **Social norms and influence:** being influenced by social norms and the behaviors of others such as friends, family and community members.
4. **Economic and political factors:** being influenced by economic and political factors such as government policies, economic incentive and access to resources.

#### Models of Ecological behaviour

1. **Theory of planned behavior:** It is a psychological model developed by Icek Ajzen (1991) to explain how human behaviour is influenced by individual attitudes, social pressures and perceived control over the behavior. It is widely used to predict and understand various behaviors, including ecological and environmentally responsible actions.
2. Social cognitive theory: It is developed by Albert bandura, explains human behaviour as a dynamic interaction between personal factors, environmental influences and behaviour

Itself. In the context of ecological behaviour, social cognitive theory provides a framework for understanding how people adopt sustainable practices by observing, learning and being influenced by their social and environmental surroundings.

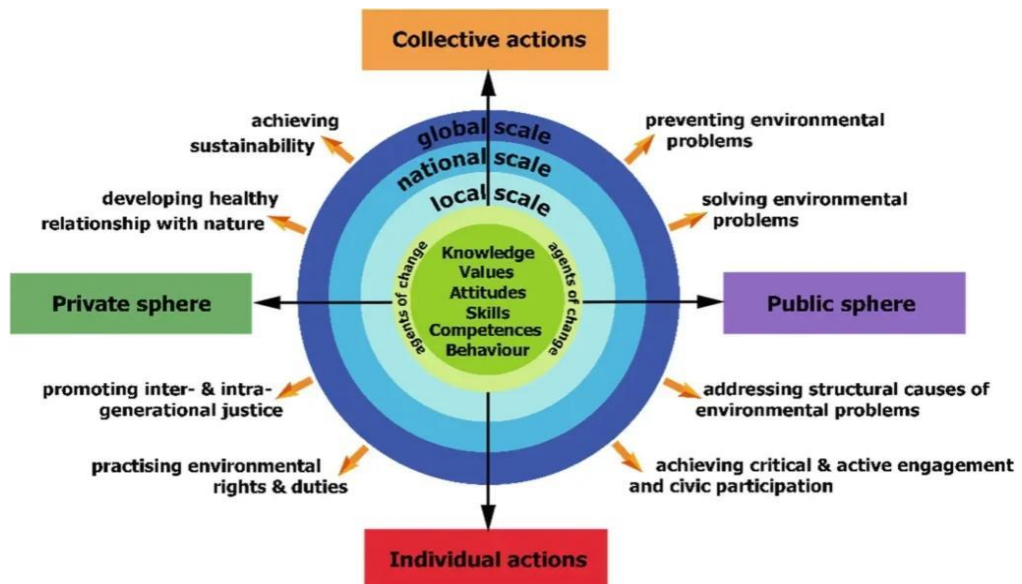




3. **The theory of citizenship:** It is applied to ecological behaviour focuses on the idea that individual's sense of responsibility, rights and duties as citizens extends to environmental Stewardship. This theory explores how civic rules, social engagement and collective identity influence people to adopt sustainable and Pro environmental behaviour.

### Strategies for promoting ecological behaviour

1. **Education and awareness rising:** Providing information and education about environmental



issues and sustainable practices and highlights the benefits of ecological behaviour such as energy saving or better health. Ex : schools introducing environmental education programs or public campaigns like “ Reduce, Reuse, Recycle” .

2. **Incentives and rewards:** Use financial or material rewards to encourage ecological behaviour and offer tax incentive for adopting renewable energy. Ex : supermarket offer in discounts for customers who bring reusable bags.
3. **Nudging:** Subtly guide individuals toward ecological behaviour without restricting their choices. So use green defaults ,such as automatic enrollment in paperless billing. Ex : restaurant offering plant based meals as the default option.
4. **Social norms and peer influence:** Leverage the power of social norms to promote eco-friendly actions. So encouraging social competition, like neighborhood energy saving challenges. Ex : apps that allow users to compare their energy consumption with neighbors
5. **Enhance accessibility and convenience:** It makes eco friendly choices more convenient and accessible by providing public infrastructure like electronic vehicles charging stations. Ex : cities offering well connected public transport system to reduce car use.

6. **Regulation and policy:** It enforces ecological behaviour through loss and policies. So banning single use plastics or implement carbon taxes. Ex : government banning plastic straws and encouraging biodegradable alternatives.
7. **feedback and monitoring:** It provides real time information to reinforce ecology behaviors. So use smart meters to track energy use and show progress. Ex : apps that monitor carbon footprints and suggest ways to reduce emission.
8. **Use technology and digital platforms:** It leverages technology to spread awareness and facilitate eco friendly actions. So it develops apps or website that promote sustainability practices, use social media to create viral campaign about environmental responsibility. Ex : apps that help us find eco friendly products or calculate their ecological footprints.
9. **Economic disincentives:** It penalizes behavior that harm the environment. It introduces fine, illegal dumping or exceeding energy limits. Ex : plastic bag Levi's or congestion charges in urban area.
10. **Role modeling and leadership:** it influences behaviour by showcase in prominent individual or organizations as eco leader's highlights celebrities, influencers or community leaders practicing sustainability. Ex : a mayor who cycles to work inspires residents to adopt biking.

### **Conclusion**

In conclusion, ecological behaviour place a crucial role in addressing the pressing environment challenges of our time, such as climate change, resource depletion and biodiversity loss. This behaviors, driven by a combination of individual attitudes, social influences, policies and structural support are essential for creating a sustainable future. Encouraging ecological behaviour require a multifaceted approach, integrating education, incentives, technology, social norms and policy measures to empower individuals and communities to act sustainably. Importantly, fostering a sense of responsibility collective action is vital, as environmental stewardship extends beyond personal gains to global and intergenerational well being. So by prioritizing ecological behaviour in our daily life, we contribute not only to environmental preservation but also to the long term survival and prosperity of humanity.

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