

Measuring Environmental Attitudes and Behaviours through Surveys

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Abstract

Survey method as a data collection method is widely used in social sciences. Surveys on environmental attitudes and behaviour may also lead respondents to respond to social desirability. It is rare for individuals to state that they have a negative attitude towards the natural environment. Similarly, participants may not indicate that they cause harm to the natural environment with their behaviour. In addition, the gap between environmental attitudes and behaviours has been the subject of many studies. The aim of this study is to explore the effect of displacement of the items on the results in the measurement of environmental attitude and behaviours. In this study, data were collected by survey method. In this research, three different questionnaire forms were applied to three different groups (one form for each group). The results indicate that the participants evaluated their friends' environmental behaviours as low as theirs, and when they first encountered attitude questions, their responses to their behaviours increased to higher scores (towards social desirability).

Keywords: marketing; marketing research; survey; environment; response style