

Abstract

This M.A. thesis aims at investigating the socio-psychological motivations and demographic factors related to how individuals perform energy conservation behavior in the household domain. For this reason, two approaches to this sociological issue, the Theory of Planned Behavior and Norm Activation Model, were comprehensively examined to be adequately combined into one experimental model that would determine and help to explain the motivations on the energy conservation behaviors in households. In total, 303 respondents were surveyed who have a residency in Prague by sharing an online-based questionnaire in various Facebook groups between April 28, 2021, and July 3, 2021. In order to test the created hypotheses according to the developed model of the research study, structural equation modeling and ANOVA analysis were employed. As a result, the findings show that combining the Theory of Planned Behavior and the Norm Activation Model gives promising results in explaining the socio-psychological motivations of household energy conservation behaviors. The author of the thesis concludes that social norms have a positive influence on personal norms, and further the personal norms have a positive impact on intentions, and therefore the intentions directly impact the household energy conservation behavior. In addition, a decrease is being observed in energy conservation behavior when the individuals have higher income and larger household size, whereas individuals with a high level of education tend to perform energy conservation more than individuals with a lower level of education.

Keywords

Energy Consumption, Household Energy Conservation, Pro-Environmental Behavior, Theory of Planned Behavior, Norm Activation Model, Structural Equation Modeling