How can individuals be encouraged to change their current behaviour and adapt more environmentally-friendly alternatives?

- What motivates a person to critically reevaluate their current behaviour?
- How does an intention to change something emerge & transform into a concrete strategy?
- How can individuals overcome problems during the implementation of their chosen strategy?

Stage diagnosis:

- Prefocus: perfection stage:
  - 67%
- Preactionals: 13%
- Actionals: 34%
- Postactionals: 5%

Influencing factors were associated with and largely predicted respective intentions on each stage (H2).

The SSBC describes the behavioural change from single-use TGCs to environmentally-friendlier alternatives adequately.

Next steps
1. Development and implementation of a refundable cup system
2. Stage-tailored intervention

Discussion
The SSBC can be effectively used to:
- understand individual behavioural change in the pro-environmental behaviour domain.
- identify relevant influencing factors.
- design effective behaviour change interventions tailored to a person’s stage of change.
- Using the SSBC requires:
  - knowledge about the behaviour domains and behavioural alternatives.
  - diagnosis of individuals according to their current stage.
  - extensive research about the factors influencing behaviour.

References

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