

The Stage Model of Self-Regulated Behavioural Change and its Contributions to Sustainable Transformations

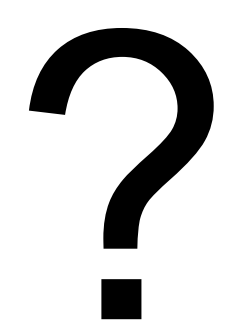
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- How can individuals be encouraged to change their current behaviour and adapt more environmentally-friendly alternatives?
- What motivates a person to critically reevaluate their current behaviour?
 - How does an intention to change something emerge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

The stage model of self-regulated behavioural change (SSBC, Bamberg, 2013)

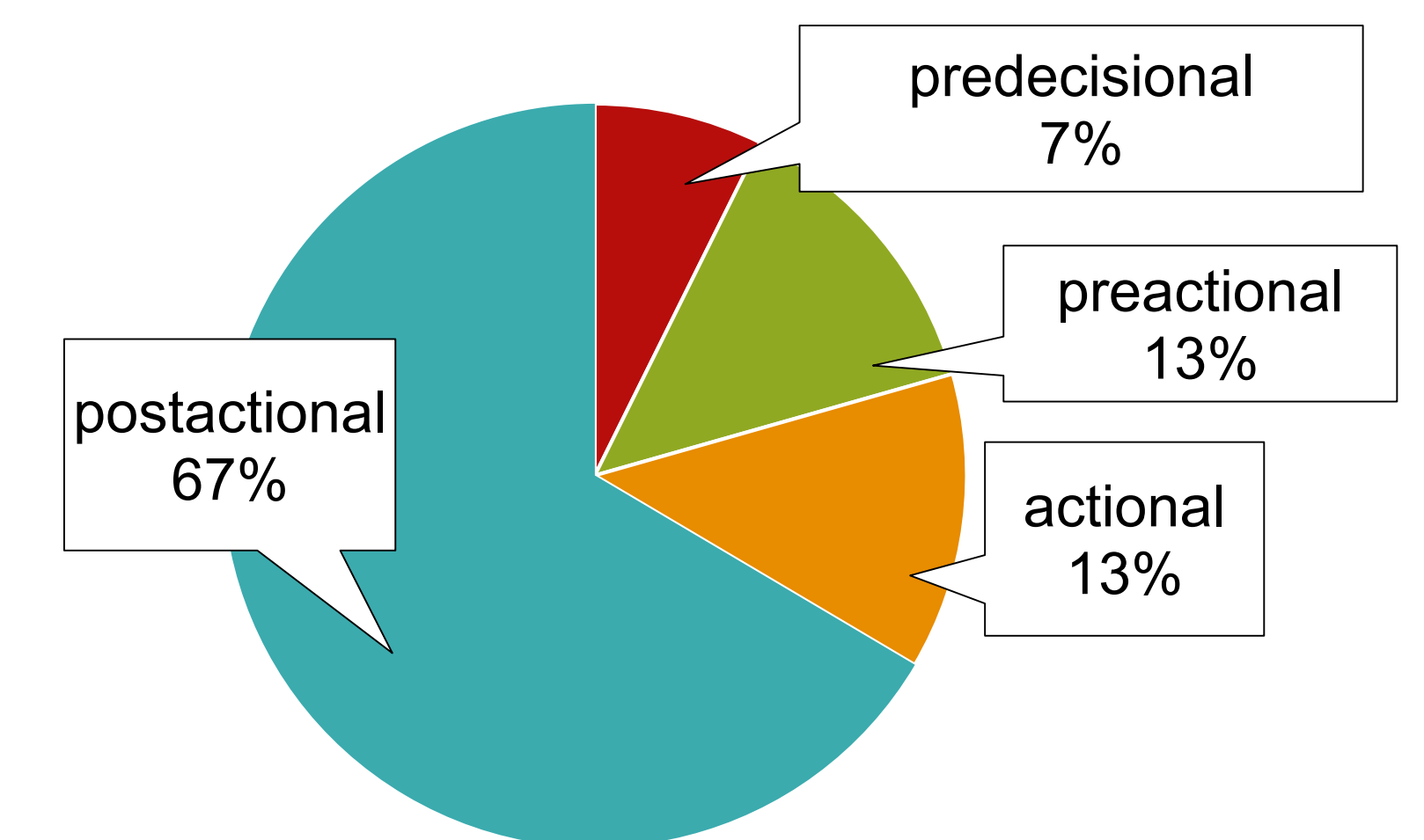
- focuses on the dynamic, temporal aspects of behavioural change
- describes the progression through **4 stages** of behavioural change towards environmentally-friendlier behaviour, each
 - characterized by specific intentions
 - influenced by psychological variables

3 behavioural alternatives:

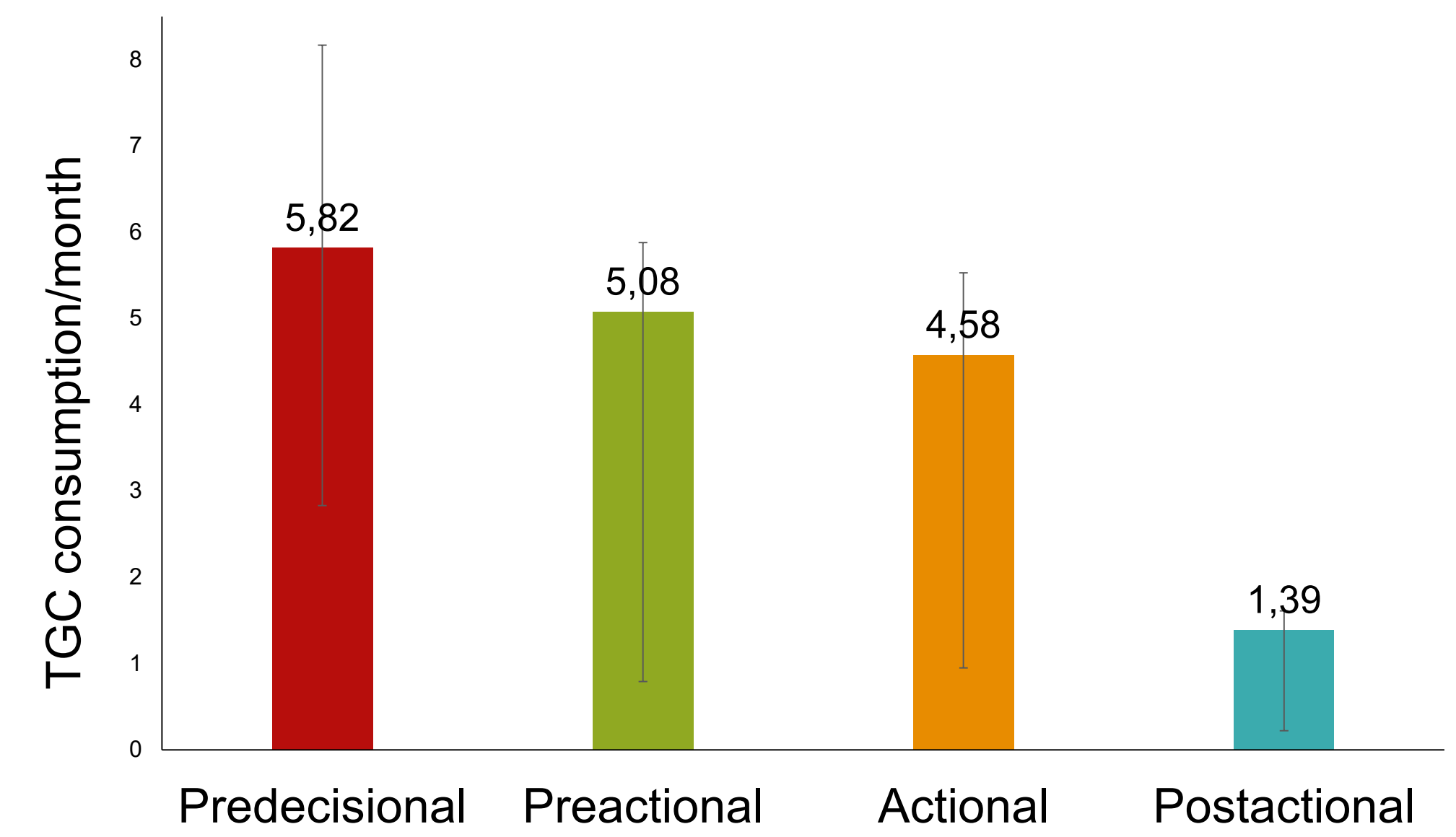


Results

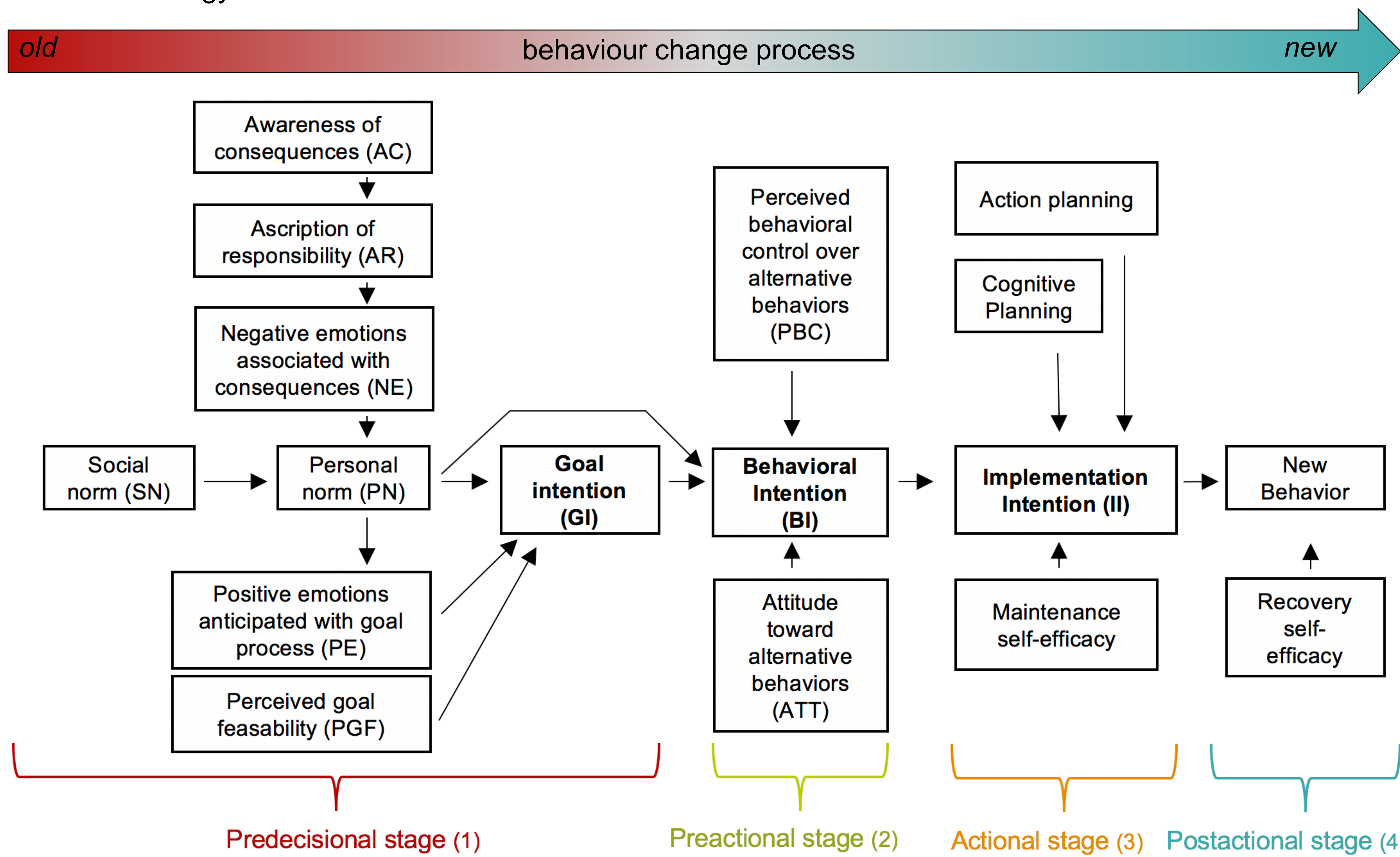
Stage diagnosis:



Actual Behaviour (H1):



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



- (1) various psychological variables lead to a **goal intention**, e.g.

“I want to use less single-use coffee-to-go cups.”

Intervention: enhancing problem awareness; increasing personal responsibility; making social norms salient; strengthening perceived personal ability to change current behavior

- (2) choosing a behavioural strategy to achieve the goal leads to a **behavioural intention**, e.g.

“I want to use my own reusable cup instead of single-use coffee-to-go cups.”

Intervention: provision of knowledge about the pros and cons as well as the personal feasibility of behavioral alternatives; help selecting the most suitable alternative

- (3) actions required to implement the chosen behavioural strategy are planned and enacted, i.e. **implementation intention**, e.g.

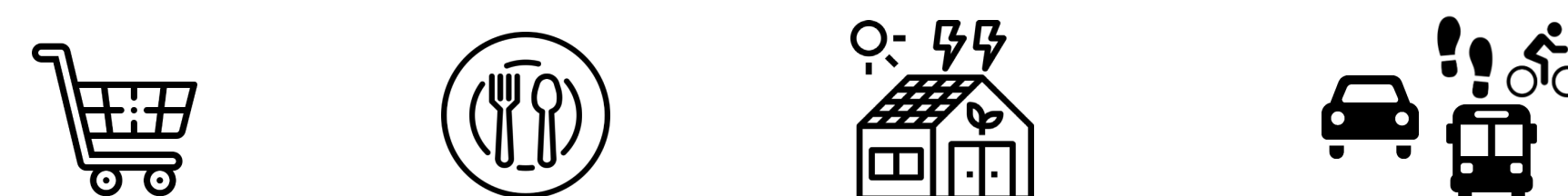
“Tomorrow, I will take my reusable cup with me to buy coffee on my way to work.”

Intervention: motivating people to plan when, where, and how to enact the intended new behavior

- (4) actually performing the **new behaviour** leads to reflection of experiences and coping with the temptation to relapse into old behaviour.

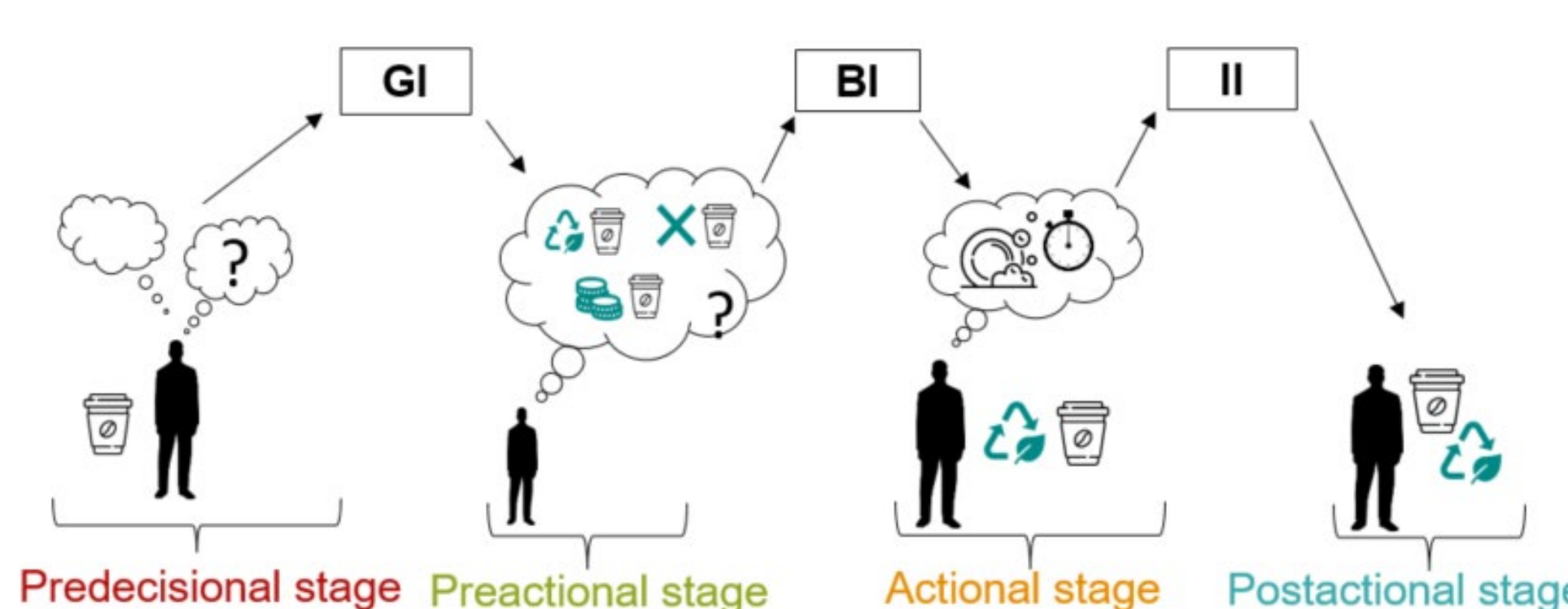
Intervention: feedback on success; help in coping with the temptation to relapse to the old behavior

Previous SSBC research (literature review, Keller, Eisen, & Hanss, 2019) behavioural domains:



- ✓ The structure of the model was largely supported.
- ✓ Stage-tailored interventions promoted behavioural change more effectively than non-stage-tailored interventions.

Application of the SSBC to reducing coffee-to-go cup (TGC) consumption



Hypotheses:

- H1:** TGC consumption decreases with stage progress.
- H2:** On each stage, influencing factors are associated with respective intentions.

Method: online survey

N = 573 participants (238 male, 335 female)

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

- Bamberg, S. (2013). Changing environmentally harmful behaviors: A stage model of self-regulated behavioral change. *Journal of Environmental Psychology, 34*, 151–159.
- Keller, A., Eisen, C., & Hanss, D. (2019). Lessons learned from applications of the stage model of self-regulated behavioral change: A review. *Frontiers in Psychology, 10*, 1091.
- Keller, A., Köhler, J. K., Eisen, C., Kleihauer, S., & Hanß, D. (2019). Why consumers shift from single-use to-go-cups to environmentally-friendlier alternatives: An empirical application of the stage model of self-regulated behavioural change. *Under review.*

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