

## **Perceived self-efficacy and its role in fostering pro-environmental attitude and behaviours**

### **ABSTRACT**

**Research aims:** This study examines perceived self efficacy and its role in fostering pro-environmental attitude and behaviours. **Design/Methodology/Approach:** This study employs a quantitative approach to explain the relationship among the variables. The data of 500 individuals are collected and then analysed through the partial least squared (PLS) approach. **Research findings:** Results show that perceived self-efficacy has a positive influence on attitude; it enables individuals to orchestrate their capabilities in pursuing pro-environmental behaviours. **Theoretical contributions/Originality:** This study expands on previous literature by adapting lifestyle-centric pro-environmental behaviour and social cognitive theory to identify the factors that motivate pro-environmental behaviours. **Practitioner/Policy implications:** This study provides insights for marketers and other policy makers to better understand how perceived self efficacy impacts the attitude and pro-environmental behaviours of individuals. The results imply that practitioners need to include attitude change campaigns and intervention programmes that can increase self-efficacy so as to encourage individuals to engage in more challenging environmental behaviours. **Research limitation:** Since this study focusses on the urban population of Malaysia only, the general is ability of the findings may be restricted. Future studies need to incorporate a larger and more diverse samples.

**Keyword:** Attitude; Intrinsic motivation; Perceived self-efficacy; Proenvironmental behaviours; Social Cognitive Theory