

ABSTRACT

The technological advancements and increased industrialization has also exposed the world to overexploitation of natural resources and unsustainability of the environment. Human behavior is one of the main reasons for this environmental degradation. University students as the most educated part of the community are one of the most important stakeholders in this case. They have the ability to change this situation with their technical knowledge and inventions. Therefore, it is of significant concern to understand the factors which can encourage them to act pro-environmentally to make the environment more sustainable for the future generations. In order to better understand the pro-environmental behavior of human beings this study draws on the relevant literature. For investigating the behavior of university students it has used the combination of Norm Activation Model and Protection Motivation Theory. Using a survey, primary data were collected from the students taking education in different universities of Pakistan. The data were analyzed through explanatory factor analysis and multiple regression techniques, and accordingly hypotheses were tested. The results have revealed that there is no significant difference in the behavior of university students on the basis of gender, age and education except for socio-economic status. Psychological factors of the environmental education, environmental awareness, personal norms and perceived behavioral control are found to have direct and positive impact on the pro-environmental behavior of university students. Although, other factors like social norms, attitude and values came out insignificant in this case due to lack of facilities and environmental ethics in them. Overall, though the consideration of environmental knowledge, environmental awareness and perceived behavioral control being the stimulators of pro-environmental behavior, government and educational institutions could protect the natural environment by making strategic policies like conservation behavior, Environmental movements and opportunity measures for students to take part in environmental activities.