

## **Impact of Social Desirability and Environmental Awareness On Ecological Behavior among Students**

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### **Abstract**

In present scenario, Indian government has regulated many policies and pro environment action with an aim of being aware about environment under which we continue to live. Although, it is not only government responsibility towards developing pro environment attitude rather it should be emerges from us for our nature. However, people become more sensitive for their livelihood needs than environmental concerns which are remarkable notion. So, the present study attempted to study the pro environment attitude and ecological behavior dynamics with an influence of social desirability.

**Keywords-** Ecological behavior, Environmental awareness, Social desirability.

Shrinking natural resources, overwhelmed landfill sites, pollution, the depletion of the ozone layer, and the greenhouse effect challenge human existence. Not surprisingly, some surveys show that people's attitudes reveal quite a bit of environmental concern, suggesting that a general environmentalist attitude is becoming more and more prevalent (e. g., Kempton, Boster, & Hartley, 1995). Unfortunately, the relation between environmental attitude and ecological behavior appears to be, at best, moderate across different studies (e. g., Hines, Hungerford, & Tomera, 1986/87; Schultz, Oskamp, & Mainieri, 1995). Strictly speaking, a person's ecological behavior often does not match his or her attitudinal intentions (see Maloney & Ward, 1973). Despite the fact that a considerable amount of the environmental psychology literature deals with the attitude-behavior issue (Smythe & Brook, 1980), explaining the gap between environmental attitude and ecological behavior remains a challenge. Supplementary concepts have become promising, especially concepts derived from the realm of morality (see Fuhrer, 1995; Heberlein, 1972; Hunecke, 1996; Thøgersen, 1996). Because the environment is a common property that is available to all people, one individual's consumption of natural resources also affects other people. Abstinence from consumption is often at one's own expense, but betters the situation of others (e. g., Biel & Garling, 1995; Mosler, 1993).