

題目：The Significance of Global Identity in Shaping Individual and Collective Action: Focus on Plastic Purchasing and Consumption Behavior and Policy

氏名：長谷川由弥オリバ

指導教員：大沼進

This research aims to clarify the role of Global Identity (GI) by incorporating it into existing models of pro-environmental behaviors (PEB) and extending the analysis to policy support. Research on PEB has evolved to explain discrepancies between attitudes and behavior. Recently, attention has also shifted to macro-level factors beyond individuals, with GI gaining attention as one such factor (Pong & Tam, 2023). GI refers to a sense of unity and belonging to the world and is suggested to enhance motivation to act on global environmental issues (Loy et al., 2021). While previous studies reported associations between GI and PEB and related factors (e.g., Chan et al., 2020), GI's positioning within a comprehensive model for explaining how such macro-level identification impacts individual-level PEB remains unclear. We employed the Comprehensive Action Determination Model (CADM; Klöckner, 2013) to examine the contribution of GI to behaviors among well-established determinants. Additionally, as a preliminary analysis, the relationship between GI and policy support was assessed to investigate the collective action aspect. The global plastic consumption and purchasing behaviors, such as single-use and alternative materials, were selected as the focal issue.

A web-based survey was conducted in February 2025 with participants aged 18 or older residing in Japan. The final valid sample consisted of 2,400 respondents. The questionnaire measured plastic-related PEB, psychological factors (goal intention, subjective norms, perceived behavioral control, behavioral intention, problem awareness, responsibility ascription, inefficacy), and GI (Renger & Reese, 2017; Strizhakova & Coulter, 2013; Der-Karabetian & Ruiz, 1997).

Structural equation modeling was used to examine the validity of the CADM extended with GI. The initial model showed poor fit; however, the revised model showed acceptable fit (CFI = .962, RMSEA = .100, SRMR = .075), which was in line with the original theoretical expectations. Consistent with the initial hypothesis, GI showed positive associations with problem awareness and responsibility ascription, and a negative association with efficacy. It also directly influenced goal intention and pro-environmental behavior, which was an unexpected finding. In a complementary analysis using a multiple linear regression model, GI positively predicted policy

support, exhibiting a substantial proportion of variance compared to responsibility ascription, behavioral intention, and problem awareness. These results suggest GI is an important factor not only for individual-level PEB but also for policy support as a form of collective action.

This study introduced a micro-macro-level perspective on GI, a sense of belonging to a global society as a key factor in individual-level environmental behavior, and collective-level policy advocacy. GI broadens a multi-level approach to addressing plastic issues. While this study did not examine GI connections with other identity levels, such as community or national identities, future research can build on these findings by integrating multi-level into environmental action models.