

MOTIVATION FOR PEOPLE TO BE MORE SUSTAINABLE IN CAMBODIA



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## **ABSTRACT**

The presented research uses statistics to find what motivates people in Cambodia to be more sustainable in their everyday lives. This was broken up into 3 different motivations, being Income, Mindset and Education. To achieve this, this study uses a Google Forms survey that is designed with carefully crafted questions that collect data on both the independent and dependent variables. Then Jamovi which is a powerful statistical software package was used for exploring, analyzing and interpreting survey data. The final results will then be interpreted and a final recommendation will be given at the end.

*Keywords: Sustainable Living, Innovation, Sustainability, Motivation to be Sustainable, Statistical Analysis, Questionnaire Survey*

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# CHAPTER 1

## INTRODUCTION

This chapter will talk about the problems and causes of sustainability. It will also address why it is important to solve this issue as well as provide some context to better understand it.

### 1.1 Background and Context of the Study

The problem of sustainability is one that is here to stay far into the future and cannot be solved overnight. This problem needs to be tackled quickly and decisively if we are to save both the environment and ourselves. The reason that there is a problem with sustainability is due to the ever-increasing population of humans on Earth. The population has exploded from the start of the industrial revolution, thus as more people are born, more resources are needed to sustain the population. However, the way these resources are used and harvested is not done sustainably and if it continues at the current rate then it will eventually run out and there would be no way to recover from it. To prevent this, action needs to be taken as soon as possible before it is too late. The problem of sustainability encompasses many different sectors such as; deforestation, food security, water resource management, mining of minerals and natural gasses and urbanization.

### 1.2 Problem Statement

As more and more people are born and the population of humans increases, there is a need for additional land to be used for both cattle farming and crop farming. This would be done through the destruction of forests and jungles to create a way for more land to farm and provide food for the growing population. However, most of the time these land clearing activities aren't done carefully and can lead to the loss of habitat of many animals as well as destroying trees that would help with the absorption of water in the ground to prevent natural disasters such as mud and landslides. These activities also increase the rate of climate change through the burning of forests and the loss of CO<sub>2</sub> absorption properties of plants.

Another factor of sustainability would be water resource management. Only a small percentage of all water on Earth is fresh and drinkable, most of these sources are quickly being contaminated through agricultural runoff and other pollutants such as those from mining. Water is vital for life everywhere and if we aren't careful, we will soon run out of water needed to farm and drink. Another resource we need to be careful with exploiting is natural minerals and fossil fuels. This is because it is not an unlimited source of resources and will run out if we keep on relying on it.

The scale of the problem can be too large sometimes to tackle all at once and so this paper will focus mainly on the Southeast Asian Region. So the question that stems from all of this is: Which factors of sustainable development that are viable motivate people the most to be willing to change their lifestyles?

### **1.3 Research Objective (RO) and Questions (RQs)**

The research objectives of this study were to investigate the relationship between disposable income and individuals' willingness to adopt a more sustainable lifestyle, to investigate the impact of government interventions on the transition to sustainable living, and to investigate the to identify the main motivations for doing so. Transform your lifestyle with an emphasis on sustainability.

Research questions for this paper could also be; Does having more disposable income contribute to people's willingness to switch to a more sustainable lifestyle? Does government intervention help with the transition to a more sustainable lifestyle? Which is the biggest motivator for people to change their lifestyles to be more sustainable?

### **1.4 Significance and Importance of the Study**

Given the scale of the sustainability problem, it is necessary to focus on specific regions such as Southeast Asia to effectively address the challenge. In this context, understanding the sustainable development factors that motivate people to change their lifestyles becomes an important issue. This study aims to provide valuable insights and benefits by investigating these factors and their effects.

Governments can benefit from research results by influencing political decisions and decision-making processes. Understanding the factors that motivate

individuals to adopt sustainable practices can guide the development of targeted policies, regulations and initiatives. This helps conserve resources, manage water sources, mitigate climate change, and promote sustainable land use.

Practitioners such as environmental groups and sustainability consultants can use this research to develop effective strategies to encourage behavior change. Identifying motivational factors enables the development of awareness campaigns, educational programs and incentive structures tailored to specific target groups. These efforts will encourage widespread adoption of sustainable practices. Additionally, this research will help improve resource management practices. Insights into the motivations behind lifestyle changes can help stakeholders in sectors such as agriculture; forestry and mining adopt more sustainable approaches. This will minimize negative impacts on ecosystems, water resources and climate change.

The research aligns with the United Nations Sustainable Development Goals (SDGs) by addressing critical issues such as deforestation, food security, water resource management and urbanization. Findings can support progress towards these goals by informing policies, practices and interventions that promote sustainable development and protect the environment. Academically, research advances scientific knowledge in the field of sustainability. We contribute to the existing body of knowledge by investigating the complex interplay between socioeconomic factors, motivations and sustainable behavior change. This will serve as a reference for future research activities and deepen our understanding of sustainable development.

### **1.5 Definition of Main Terms**

The definition of Sustainable Development goes back to the Brundtland Commission in 1972 where the concept of Sustainable Development was proposed as “Meeting the needs of the present without compromising the ability of the future generations to meet their own needs”. The definition has since evolved when needed. Then during the United Nations Earth Summit hosted by the United Nations Environment Program held in 1992 in Rio De Janeiro, it was further defined as “Improving the quality of human life while living within the carrying capacity of supporting ecosystems”.

The variables of sustainability that can be classified as problems will be identified through the United Nations Sustainable Development Goals and matched with the Principles of Sustainable Living. From these 6 goals have been identified which can be tackled in the region of Southeast Asia; Good health and well-being (Goal 3), Clean water and sanitation (Goal 6), Affordable and clean energy (Goal 7), Sustainable cities and communities (Goal 11), Responsible consumption and production (Goal 12), Life on land (Goal 15). Next, we would need to identify the variables that would affect people from shifting their lifestyles to more sustainable ones that align with our goals.

The next part of this paper will be the literature review, where we will analyze the relevant literature, theories, and previous research related to the research question or objective, analysis, and synthesize the literature. Then looking into the identification of gaps or limitations in the existing research and conceptual framework. Following this will be the methodology which will have a description of the methods used to gather and analyze the data. Then the results would be a presentation and analysis of the data followed by the conclusion which will have the findings and recommendations and lastly the references.

## **CHAPTER 2**

### **LITERATURE REVIEW**

Recent concerns about climate change and environmental deterioration have brought major attention to the issue of encouraging sustainable habits in daily living. People are looking for methods to incorporate more environmentally friendly decisions into their everyday routines as they become more aware of how their activities might affect the environment. The goal of this review is to look into the different social, psychological, and environmental elements that influence people to adopt sustainable habits. Additionally, it will identify topics for additional research in this area and evaluate the efficacy of various interventions and techniques for encouraging long-term behavior change.

#### **2.1 Mindset Literature**

This paper by Barr, Shaw, & Gilg (2011) proposes a two-way model of pro-environmental change, which includes the affective and cognitive pathways. The authors of this article argue that for behavioral change both pathways are important and to engage with individuals in both pathways, experimental strategies need to be used. Overall, this paper talks about pro-environmental behavior change and shows the essential motivations and engagement in behavioral change efforts.

This article begins with discussing the need for behavioral change in the face of environmental challenges such as resource depletion and climate change. They also noted that traditional approaches to changing behaviors are ineffective as they rely too much on information provision and persuasion. So instead, the authors have proposed a two-pathway

The cognitive pathway that is often associated with rational and analytical thinking can be characterized by conscious deliberation and the decision-making work that it does. The argument is that as this pathway is responsible for individuals understanding the consequences of their actions and making informed decisions, it is essential for behavior change.

The other pathway that is also important for behavior change as it can motivate individuals to act on their beliefs and values is the affective pathway. This pathway is characterized by emotional responses and intuitive thinking.

For individuals to engage in both pathways, experimental treatments such as immersive experiences and interactive simulations can be used. A simulated reality such as that of a polluted city can help individuals to engage emotionally and motivate them to take more action. Interactive simulations can come in the form of games that can engage individuals cognitively by allowing them to experiment with different behaviors and see the consequences.

Barr, et al. (2011) also discusses how behavior change can be affected by social norms and social identity. They argue that if individuals are consistent with their social identity and if they perceive it as normative in their social group then they are more likely to engage in pro-environmental behavior.

Overall, this paper gives a review of the literature on pro-environmental behavior change and also proposes a framework for understanding the different pathways to changing behaviors.

Moving on from previous literature reviews, this article not only provides an overview of environmental behavior change but also introduces a comprehensive framework for understanding the different behavioral change pathways. With this in mind, the article “Leading a sustainable lifestyle in a non-sustainable world” by Miller and Bentley (2012) contributes to the discourse by examining the concept of a sustainable lifestyle in a world without inherent sustainability. Focusing on the role of individual choices in influencing change, the authors argue that while lifestyle choices are important, achieving total sustainability requires systematic transformations.

Miller and Bentley (2012) provide a literature review on the subject of leading sustainable lifestyles in a world not designed for sustainability. is provided. The authors argue that individuals can effect change through lifestyle choices, but that systemic change is necessary for holistic sustainability.

The authors consider various theoretical frameworks that help individuals make sustainable decisions, such as the theory of planned behavior and the theory of social norms. It also explores various studies that have explored how lifestyle choices such as reducing energy use and waste can contribute to sustainability. The authors

emphasize the importance of individual values, attitudes, and subjective norms in motivating sustainable behavior. The authors also discuss the challenges individuals face in leading sustainable lifestyles, especially in a world not designed with sustainability in mind. These challenges include limited access to sustainable options, social pressure to conform to unsustainable norms, and difficulty changing ingrained habits. The authors suggest that individuals can overcome these challenges by developing resilience, building community, and engaging in systemic change.

In addition, the authors explore different strategies that can be used to promote sustainability at the individual level, such as education, behavior change interventions, and eco-labeling. We are also exploring how technology can be used to promote sustainability, such as using smart homes and renewable energy. Finally, the authors emphasize the need for systemic change to promote sustainability on a larger scale. They suggest that policymakers, businesses, and communities need to work together to build a more sustainable world. The authors also emphasize the importance of involving individuals in these large-scale efforts through campaigns, advocacy, and participatory decision-making.

Overall, the literature review conducted by Miller and Bentley (2012) provides a comprehensive overview of the challenges and opportunities associated with leading sustainable lifestyles in an unsustainable world. The authors emphasize the importance of individual action but also call for systemic change to promote sustainability on a larger scale. This review highlights the need for continued research and interdisciplinary collaboration to develop effective strategies to build a more sustainable world.

Building on a comprehensive literature review by Miller and Bentley (2012), which emphasizes the importance of individual action and systemic change, this article by Brick, Bosshard, and Whitmarsh (2017) examines the role of motivating individual behavior in the context of climate change. It explores different types of dynamics and their influence on behavior, adding valuable insights to ongoing research and the interdisciplinary collaboration needed to build a more sustainable world.

In this review article, Brick, et al. (2017) examine the role of motivation in driving individual action in the context of climate change. It outlines different types of motivation, from intrinsic to extrinsic, and explains how each type influences behavior.

We consider several important motivational theories, including self-determination theory, planned action theory, and value-belief normative theory. The authors argue that these theories provide valuable insight into the psychological factors underlying ecological behavior.

Brick, et al. (2017) also review empirical research on motivation-action relationships in climate change. Researchers found that intrinsic motivations such as caring for the environment and personal fulfillment were more strongly associated with environmental behavior than extrinsic motivations such as financial incentives and social pressures.

The authors also explore the role of emotions in motivating climate action and argue that emotions such as guilt, hope, and fear can be powerful motivators for action. They suggest that interventions aimed at evoking these emotions may be effective in promoting environmental protection behavior.

The article concludes with a discussion of the implications of these findings for climate policy and communication. Brick, et al. (2017) found that policies that appeal to intrinsic motivation, such as those that emphasize moral imperatives to combat climate change, can be more effective than those that rely on extrinsic motivation claims to be. They also point out that communication strategies that focus on emotions and values may be more effective than communication strategies that rely solely on scientific information.

Overall “Motivation and Climate Change: A Review provides a valuable contribution to the climate change literature. This paper provides a comprehensive overview of the role of motivation in driving environmental action and highlights the importance of intrinsic motivation and emotion in driving action against climate change. It is equally beneficial for researchers, policymakers and practitioners.

Expanding on a comprehensive literature review by Miller and Bentley (2012), which emphasizes the importance of individual action and systemic change, this article by Brick, et al. (2017) examines the role of motivation individual behavior



in the context of climate change. It explores different types of dynamics and their influence on behavior, adding valuable insights to ongoing research and the interdisciplinary collaboration needed to build a more sustainable world.

In this article titled "Climate Change Problem", Shalev (2015) considers the challenge of fostering motivation to act on climate change when the issue is abstract and elusive. The authors argue that the complex and global nature of the climate change issue makes it difficult for individuals to understand and address it, which can lead to a lack of motivation for change.

Drawing on the literature on motivation and behavior change, Shalev (2015) proposes a framework for promoting motivation in the context of climate change. This framework highlights the importance of considering both cognitive and emotional factors to motivate behavior change.

This article examines several motivational theories, including self-determination theory, planned action theory, and value-belief-normative theory, and discusses how these theories can be applied to the problem of climate change. Shalev (2015) argues that interventions that address an individual's values, emotions, and sense of identity are particularly effective in fostering motivation for change.

The paper also reviews empirical research on the effectiveness of various interventions to increase motivation to act on climate change. Shalev (2015) discusses the limitations of current approaches and excessive reliance on fear-based messages and failure to consider psychological barriers to behavioral change.

Overall "Climate Change Problem", Facilitating motivation for change when maps do not represent the region makes a valuable contribution to the literature on climate change communication and behavioral change. This paper sheds light on the challenges of promoting motivation in relation to complex and abstract issues such as climate change, and proposes a framework for addressing these challenges. The results of this paper have important implications for climate change communication and policy and should be of interest to researchers, policy makers and practitioners alike.

## 2.2 Education Literature

In this article titled “Defining goals and conditions for a sustainable world.”, Cairns (1997) explores the concept of sustainability and proposes a set of goals and conditions for achieving a sustainable world. The authors argue that sustainability is a complex and multidimensional concept that requires careful consideration of various social, economic and environmental factors.

Cairns (1997) draws on the sustainability literature to set a number of overarching goals, including maintaining ecological integrity, promoting social equity and equity, and striving for economic prosperity within ecological limits. The authors also propose a number of conditions for achieving these goals, including sustainable production and consumption practices, conservation of natural resources, and empowering marginalized communities.

This article examines several key concepts related to sustainability, such as ecological footprint, social metabolism, and environmental space. Cairns (1997) argues that these concepts help define the goals and conditions of a sustainable world, emphasizing the importance of taking a holistic and integrated approach to sustainability.

The document also discusses challenges in implementing sustainable practices and policies, such as the need for international cooperation and the difficulty of coordinating competing priorities. Cairns (1997) argues that addressing these challenges will require changes in values and attitudes towards sustainability, as well as the development of new technologies and governance structures.

Overall, *Defining Goals and Conditions for a Sustainable World* provide a comprehensive overview of the concept of sustainability and propose a set of goals and conditions for achieving a sustainable world. This paper highlights the complexity of the sustainability challenge and the need for a holistic and integrated approach to sustainability. The results of this paper have important implications for policy makers, researchers and practitioners working towards a more sustainable future.

In pursuit of a holistic understanding of sustainability, “*Defining Goals and Conditions for a Sustainable World*” stands out as a brilliant work. This document not only provides a conceptual overview, but also proposes a range of goals and conditions that set the stage for achieving sustainability. Highlighting the inherent

complexity of the sustainability challenge, the authors emphasize the need for a holistic and integrated approach. The ideas presented in this paper have important implications for policymakers, researchers and practitioners who are actively working towards a more sustainable future.

Complementing the discussion of sustainable lifestyles, the article titled “Helping People Make Better Choices” by Barr, Shaw and Gillg (2011) provides a review of the literature on policies and practices that promote such lifestyles. The authors argue convincingly that sustainable development is based on the promotion of sustainable lifestyles, as individual behaviors greatly contribute to environmental degradation and resource depletion. By exploring different theoretical frameworks, including the theory of planned behavior and the theory of social practice, they examine the important role that attitudes, norms, and habits play in shaping behavior. This review expands the knowledge base on sustainable living and provides valuable information for policymakers, researchers, and practitioners looking for effective strategies to promote sustainable living promote sustainable behaviour.

In this article, Barr, Shaw, and Gillg (2011) provide a literature review of policies and practices that promote sustainable lifestyles. The authors argue that promoting sustainable lifestyles is a key aspect of sustainable development, as individual behavior plays a key role in environmental degradation and resource depletion. They explore various theoretical frameworks that have been used to understand sustainable lifestyles, including planned behavior theory and social practice theory, which emphasize the importance of attitudes, norms, and habits in shaping behavior to review.

The authors also examine various policy approaches that have been used to promote sustainable lifestyles, such as awareness campaigns, green taxes and regulations. They point out that while these interventions can be effective, they often fail to take into account the social and cultural context in which the behavior occurs. The authors suggest that policies need to be designed with a more nuanced understanding of the social context of behavior, and that lasting change requires a more collaborative approach involving individuals and communities.

Additionally, the authors explore various practices used to promote sustainable lifestyles, such as community-based initiatives and eco-labels. They argue that these practices are effective in promoting sustainable behavior by providing individuals with information and social support. However, they also point out that these practices are often limited in scope and require systemic change for full-scale sustainability.

Finally, the authors emphasize the need for a more integrative approach to promoting sustainable lifestyles that considers both individual behavior and systemic change. They suggest that policies and practices need to be designed with a greater understanding of the social and cultural context in which behavior occurs, and that lasting change requires a more collaborative approach.

Overall, the literature review conducted on Barr, Shaw, and Gillg (2011) provides a comprehensive overview of policies and practices that promote sustainable lifestyles. The authors emphasize the importance of understanding the social and cultural context of behavior and the need for more collaborative and integrated approaches to promote sustainability. This review highlights the need for continued research and interdisciplinary collaboration to develop effective strategies to build a more sustainable world.

A literature review conducted on Barr, Shaw, and Gillg (2011) provides a comprehensive overview of policies and practices that promote sustainable lifestyles. They emphasize the importance of understanding the social and cultural context of behavior and advocate a collaborative and integrated approach to sustainability. This review highlights the need for continued interdisciplinary research and collaboration to develop effective strategies for a more sustainable world.

In a related study titled “Motivating individuals for Social Transition”, Thiermann and Sheate (2014) present a literature review of interactive models for motivating environmental behavior. They argue that while knowledge and information are important, they are not enough. The two-way model suggests that sustainable behavior is influenced by both cognitive and experiential factors. This research provides valuable insights in understanding the motivations for sustainable behavior and is consistent with the call for a holistic approach to promoting sustainability.

In this article, Thiermann and Sheate (2014) present a literature review on a two-way model for motivating environmental action. The authors argue that while knowledge and information are important for motivating sustainable behavior, they are not sufficient by themselves. A two-way model suggests that environmentally friendly behavior is influenced by both cognitive and experiential factors.

Cognitive pathways refer to the role of knowledge, values, and beliefs in shaping behavior. The authors review various theoretical frameworks that have been used to understand cognitive pathways, including planned behavior theory and value-belief normative theory. We also discuss the importance of environmental education in promoting sustainable behavior.

Experiential pathways, on the other hand, refer to the role of emotions, personal experiences, and social interactions in shaping behavior. The authors review different strategies that have been used to promote experiential learning, including environmental volunteerism and ecotourism. They also emphasize the importance of creating positive emotional experiences to motivate sustainable behavior.

The authors then propose a model that combines both pathways, suggesting that sustained behavior is influenced by both cognitive and experiential factors. They argue that strategies to promote sustainable behavior should focus on both pathways, and that interventions should be tailored to the unique cognitive and experiential characteristics of individuals.

Thiermann and Sheate (2014) also discuss the importance of social norms and social influences in shaping sustainable behavior. They suggest that social norms can be powerful motivators for sustainable behavior and that interventions should aim to promote environmental norms.

Finally, Thiermann and Sheate (2014) emphasize the need for a more holistic approach that considers both cognitive and experiential components to promote sustainable behavior. They noted that interventions need to be designed with a better understanding of the unique cognitive and experiential characteristics of individuals, and that lasting change requires a more collaborative approach involving individuals and communities. Suggests that there is overall, the literature review conducted by Thiermann and Sheate (2014) provides a comprehensive overview of a two-way model for motivating sustainable behavior. The authors emphasize the importance of

both cognitive and experiential components in shaping behavior and highlight the need for more holistic approaches to foster sustainability. This review highlights the need for continued research and interdisciplinary collaboration to develop effective strategies to build a more sustainable world.

In this article titled “Encouraging sustainability: Educational program for civil society”, Welfens, Liedtke, and Schaefer (2015) present an educational program aimed at promoting sustainability in civil society organizations. The program is based on the principles of Education for Sustainable Development and aims to enable individuals and organizations to make informed decisions and act towards sustainability.

Welfens, et al. (2015) first outline the background of the programmed, discussing the need for greater sustainability in civil society and the role of education in promoting sustainability. They argue that traditional educational approaches that focus on imparting knowledge are insufficient to achieve sustainable development and that a more comprehensive approach is needed.

The educational program proposed by Welfens, et al. (2015) is based on a participatory approach that emphasizes cooperation and dialogue among participants. The program is designed to promote the development of critical thinking skills as well as practical skills such as project management and communication.

The Welfens, et al. (2015) then describes the structure of the program, which consists of a series of workshops and activities. Workshops will cover a wide range of topics including sustainable consumption and production, energy efficiency and stakeholder engagement. Activities are designed to be interactive and engaging, and include games, role-playing, and other methods of participation.

Welfens, et al. (2015) provided examples of real programs and highlight the positive results achieved by the participants. They will discuss the program's role in fostering social innovation and fostering sustainable action in civil society organizations.

Finally, Welfens, et al. (2015) stress the need to strengthen cooperation among stakeholders to promote sustainability. They argue that education for sustainable development plays a key role in creating a more sustainable future and that programs like the one they propose can help foster change.

Overall “Encouraging sustainability: Educational program for civil society”, provides a comprehensive overview of educational programs to promote sustainability in civil society organizations. The authors emphasize the need for participatory approaches that foster collaboration and critical thinking, and highlight the positive results achieved by program participants. This article provides valuable insight into the potential of Education for Sustainable Development to foster social innovation and drive change towards a more sustainable future.

### **2.3 Income Literature**

Moving on the next article by Oakley, Chen, and Nisi (2008) gives an all-around literature review on the subject of motivating sustainable behaviour titled “Motivating Sustainable Behavior”. The paper starts with the authors emphasising how sustainable behaviour and the roles of individuals can be an important role in reducing harm to the environment. Next, they talk about how to review different theoretical frameworks and empirical studies that could influence sustainable behaviour and how to intervene in the most effective way possible to promote this kind of behaviour.

Oakley, et al. (2008) consider various theoretical frameworks, including planned behaviour theory, social norm theory, and self-determination theory. They point out that these frameworks all emphasise the importance of attitudes, subjective norms, perceived behaviour control, and self-determination in motivating sustainable behaviour. They also point out that social contexts, including social norms and social identity, can be powerful motivators for sustainable behaviour.

From an empirical perspective, the authors review studies that explore the impact of a range of factors on sustainable behaviour, including personal values, environmental attitudes, environmental knowledge, social norms, and financial incentives increase. They point out that these factors can have a significant impact on sustainable behaviour, but are often influenced by contextual factors such as social norms and resource availability.

Oakley, et al. (2008) also examine different interventions that have been used to promote sustainable behaviour, including educational campaigns, social marketing, feedback and goal-setting and financial incentives. They note that interventions that combine different strategies, such as providing feedback and financial incentives, can be particularly effective in promoting sustainable behaviour. However, they also caution that interventions need to be carefully designed to be effective, and that sustainability efforts should not rely solely on individual behaviour change, but also involve systemic changes at the organisational and societal level.

Overall, the literature review conducted of the article by Oakley, et al. (2008) provides a comprehensive overview of the different theoretical frameworks, empirical studies, and interventions that have been used to promote sustainable behaviour. The authors conclude that while sustainable behaviour is influenced by a complex interplay of individual, social, and contextual factors, there are promising strategies that can be used to motivate sustainable behaviour at the individual level. They emphasise the need for continued research and collaboration across disciplines to develop effective interventions and promote a sustainable future.

Highlighting the broad range of research on promoting sustainable behavior, the literature review by Oakley, et al. (2008) provides a comprehensive overview of theoretical frameworks, empirical research, and interventions different. They recognize that sustainable behavior is influenced by a complex interplay of individual, social and contextual factors, and identify promising strategies to promote sustainable behavior at the level individual. The authors emphasize the importance of ongoing research and interdisciplinary collaboration in developing effective interventions that can pave the way to a sustainable future.

In keeping with the urgent need for sustainability, Speth's (2008) paper delves into the inherent unsustainability of the current global economic system. He argues that a transition to a more sustainable society is urgent, highlighting key challenges such as climate change, environmental degradation and social inequality that cannot be adequately addressed in the economic model current economy. By emphasizing the urgency of change, Speth (2008) adds weight to the call for sustainability, emphasizing the need for transformative approaches to addressing pressing challenges that humanity has to face.



In this article titled “The transition to a sustainable society”, Speth (2008) argues that the current global economic system is fundamentally unsustainable and that a transition to a more sustainable society is urgently needed. He outlined key challenges facing humanity, including climate change, environmental degradation, and social inequality, arguing that these challenges cannot be addressed within the current economic paradigm.

Speth (2008) advocates for a fundamental change in the economic and political system that puts the well-being of people and the planet at its center. He argues that we need to move beyond the narrow focus of economic growth and take a more holistic approach to development that includes social and environmental considerations.

This article provides a comprehensive overview of the various elements of a sustainable society, including renewable energy, sustainable agriculture, and green transportation. Speth (2008) stressed the need for policies and incentives to encourage sustainable practices and discourage unsustainable behavior, stating that a sustainable society is not only possible, but for the well-being of future generations argued that it was also necessary.

Speth (2008) also discusses the importance of leadership and social mobilization to advance the transition to a sustainable society. He argues that political will and public engagement are essential to produce the necessary political and institutional change.

Speth (2008) concludes with a call to action urging individuals, communities and governments to take bold steps towards a sustainable future. Speth (2008) argues that the transition to a sustainable society requires collective action and a commitment to long-term thinking, and that inaction will have dire consequences for the planet and its inhabitants. Overall, “The transition to a sustainable society” makes a compelling case for the need to move beyond current economic paradigms and adopt a more holistic approach to development. Speth's (2008) vision for a sustainable society is broad and ambitious, and his call to action is urgent and compelling. This article represents a valuable contribution to the sustainability literature and should be of interest to academics, policy makers and activists alike.

Overall, the reviewed literature articles were: promoting sustainable behavior, leading sustainable lifestyles, policies and practices for sustainability, motivating environmental behavior, educational programs for sustainability, it covers a wide range of topics related to transitioning to a sustainable society and promoting incentives to tackle climate change.

These articles provide a comprehensive review of theoretical frameworks, empirical studies, interventions and strategies that can be used to promote sustainable behaviors and lifestyles. They emphasize the importance of individual behavior, social norms, cognitive and experiential factors, education, systemic change and cooperation among stakeholders in promoting sustainability.

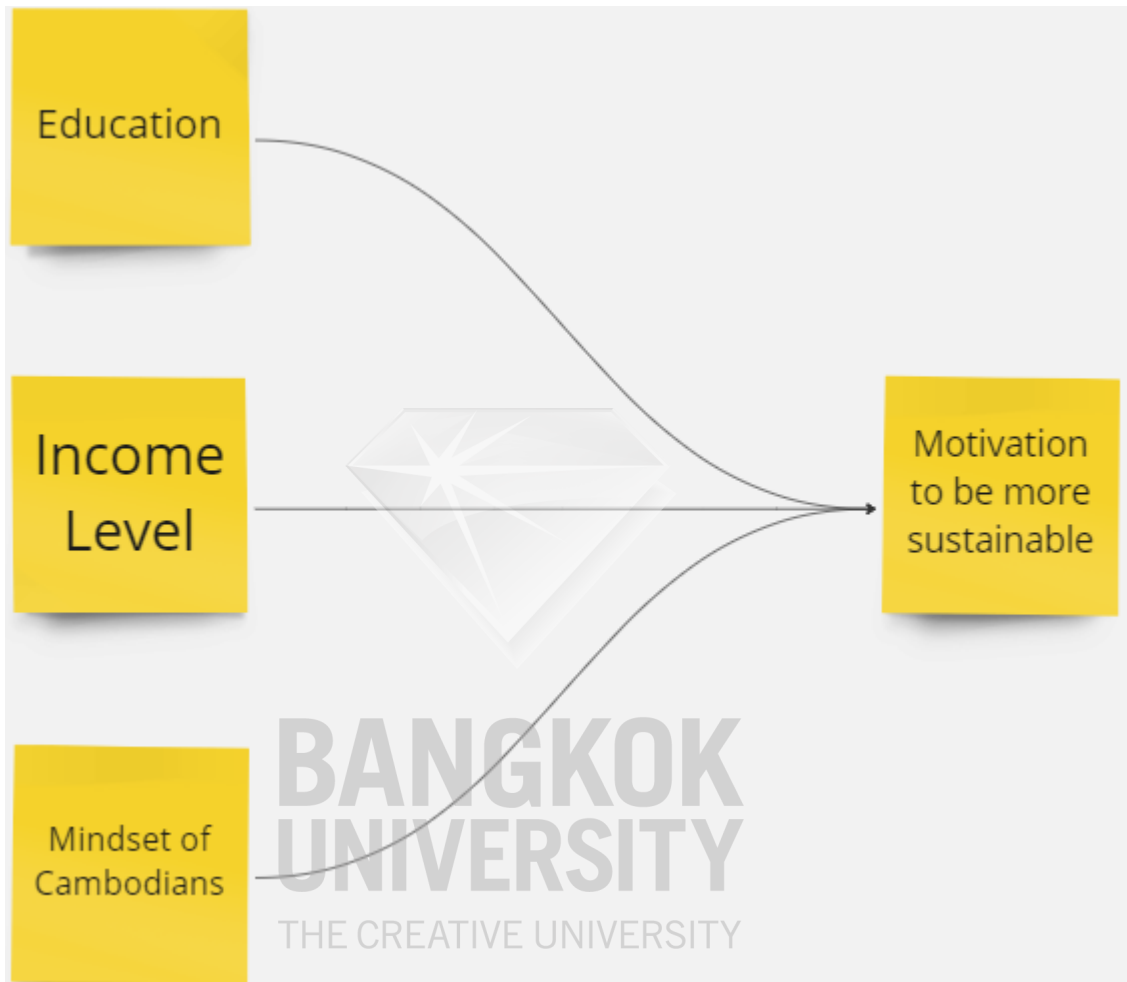
#### **2.4 Literature Review Summary**

The authors emphasize the need for ongoing research, interdisciplinary collaboration, and holistic approaches to promote sustainable action and meet the challenges of achieving a sustainable future. They seek consideration of political change, community engagement, and social, cultural, and emotional factors to motivate individuals and drive organizational change. This literature review contributes to our understanding of sustainable development, provides insight into effective policies, and underscores the urgency to take action to address environmental challenges. They are a valuable resource for academics, policy makers, practitioners and individuals interested in advancing sustainability and building a more sustainable world.

#### **2.5 Conceptual Model**

The conceptual model (figure 2.1) suggests that the independent variables (Income level, Wage gap, Education, and Mindset of Cambodians) could impact an individual's motivation to be more sustainable. For example, higher income levels and education could lead to greater awareness of sustainable practices and their benefits, while a wider wage gap and negative cultural attitudes towards sustainability could hinder motivation. However, the model does not suggest a direct causation relationship between the independent and dependent variables, as other factors may also impact an individual's motivation to be more sustainable.

Figure 2.1: Conceptual Model



## **CHAPTER 3**

### **METHODOLOGY**

A robust and well-designed methodology is essential for reliable and valid results in any research project. This chapter discusses the systematic approach used in this study to explore and address the research questions and objectives outlined in Chapter 1. The purpose of this chapter is to provide a comprehensive overview of the study methods, including study design, data collection procedures, and analytical techniques used.

This methodology serves as a guide throughout the research process, guiding researchers to make informed decisions, select appropriate tools and techniques, and ensure the accuracy and completeness of their results. It describes the steps taken to collect and analyze data so that researchers can draw meaningful conclusions and make informed recommendations.

#### **3.1 Research Setup**

The methodology is the systematic approach and set of techniques employed in a research study or investigation. It describes the overall strategy and particular actions taken to answer a research question, gather data, examine information, and come to a conclusion. A methodology gives researchers a road map for performing their research in an organized and structured way. It includes a variety of components, including research design, methodologies for gathering data, methods for analyzing that data, and ethical considerations. Replication and result verification are made possible by a well-defined technique, which also improves the validity and trustworthiness of research findings.

#### **3.2 Survey Design**

First, a research question and hypothesis should be formulated to clearly set the research focus. A Google Forms survey, once defined, is designed with carefully crafted questions that collect data on both the independent and dependent variables. Surveys are then piloted with small groups to identify potential problems and areas for improvement. After the pilot test, necessary changes are made to the study based

on feedback and observations. Once the final version of the survey is completed, it will be distributed to the target audience through appropriate channels such as email and social media. Ensures that data collection addresses ethical aspects.

The methodology of using Google Forms surveys to data analysis using Jamovi (R Core Team, 2021) can be justified for several reasons. First, Google Forms provides an easy-to-use survey design and data collection platform that enables efficient and standardized data collection from diverse respondents. This ensures that survey responses are collected in a consistent and systematic manner (The Jamovi Project, 2022).

Second, Jamovi is a powerful statistical software package that offers a wide variety of analytical tools and techniques for exploring, analyzing and interpreting survey data. It offers an intuitive user interface and a wide range of statistical tests, making it accessible to researchers with a wide range of statistical expertise. Jamovi's visualizations and statistical results enable researchers to gain insight into the relationships between independent and dependent variables in a clear and interpretable way.

Additionally, the combination of Google Forms and Jamovi enables seamless data integration. Survey data collected in Google Forms can be easily exported in spreadsheet format for analysis. This gives you the flexibility to cleanse and edit your data before importing it into Jamovi for statistical analysis. Streamlined processes from data collection to analysis ensure efficient use of collected data to draw meaningful conclusions. Additionally, using Jamovi as statistical software complies with open source software principles and is freely available to researchers. This promotes transparency, reproducibility and collaboration in research activities.

Overall, using Google Forms to collect survey data and using Jamovi to analyze the data offers an efficient, accessible, and robust approach. This allows the collected data to be systematically explored, facilitates the exploration of relationships between variables, and ultimately allows researchers to draw meaningful conclusions based on sound statistical analysis.

Once survey responses are collected via Google Forms, the data is exported to a spreadsheet format such as CSV or XLSX. Exported data is checked in a spreadsheet application and cleaned up to fix missing values, outliers, or

discrepancies. After data preparation, independent and dependent variables are identified based on the research question and hypothesis. The cleaned data are imported into Jamovi, a statistical software package that provides an easy-to-use interface for data analysis.

Jamovi performs data exploration and descriptive analysis on imported data to compute summary statistics, generate frequency distributions, and create visualizations to gain insight into the distribution and characteristics of variables. Inference analysis techniques such as correlation analysis, t-tests, ANOVA, and regression analysis appropriate to the research question and data type are then performed using Jamovi. The statistical results of these analyzes are interpreted considering the presence of statistically significant relationships, effect sizes, and patterns or trends in the data. Based on the results obtained, conclusions are drawn about the relationship between the independent and dependent variables. Findings are discussed in terms of their implications and limitations, and presented in a report or presentation to effectively communicate methodology, data analysis approaches, and key findings, using appropriate visualizations for clarity and understanding. is prepared. Throughout the process, it is important to document the data analysis steps, including data transformations and adjustments, and the rationale for the selected statistical methods used in Jamovi.

### **3.3 Sampling and Data Collection**

The target populations in Cambodia are young to middle-aged people living in the country. "Young to middle-aged" can be subjective, but usually refers to individuals between the ages of about 18 and her 45, who make up the majority of the adult population.

To further narrow the target group, specific demographic criteria can be considered based on research goals. This may include factors such as gender, educational background, occupation, and Cambodia's geographic location. Defining these parameters allows the study to focus on data collection from a more specific subset of young to middle-aged individuals, ensuring that findings are relevant and representative of the target population is guaranteed.

### 3.4 Hypotheses of the Study

The hypothesis for this research paper is that The Independent Variable of Income has an effect on the Dependent Variable which is The motivation to be sustainable. An alternate hypothesis would be The Independent Variable of Mindset has an effect on the motivation to be sustainable and the last alternate hypothesis would be The Independent Variable of Education has an effect on the motivation to be sustainable.

### 3.5 Data Analysis

For the first research question which is “Does having more disposable income contribute to people's willingness to switch to a more sustainable lifestyle?”. The Statistical Analysis techniques used are first, descriptive which will be calculated to summarize the variables related to disposable income and willingness to switch to a sustainable lifestyle. This analysis will provide an overview of the data distribution and central tendencies. Then, Correlation Analysis is used which is a correlation analysis that will be conducted to examine the relationship between disposable income and willingness to adopt a sustainable lifestyle. This analysis will determine whether there is a significant correlation between these variables. Lastly, Linear Regression will be performed to assess the impact of disposable income on the willingness to switch to a sustainable lifestyle. This analysis will help determine the strength and direction of the relationship, as well as the significance of the predictor variable.

For the second research question which was “Does government intervention help with the transition to a more sustainable lifestyle?”, the Statistical Analysis Techniques used were first, descriptive statistics which will be computed to summarize the variables related to government intervention and the transition to a sustainable lifestyle. This analysis will provide an overview of the data distribution and central tendencies. Next would be the Independent Samples T-Test that can be conducted to compare the mean scores of individuals who have experienced government intervention with those who have not, regarding the transition to a sustainable lifestyle. This analysis will assess whether there are significant differences between the two groups.

For the third research question which is “Which is the biggest motivator for people to change their lifestyles to be more sustainable?”, the Statistical Analysis Techniques used was first the descriptive statistics again which was already mentioned before, then the frequency analysis can be conducted to determine the prevalence of each motivator. This analysis will help identify which motivator is the most commonly cited by individuals seeking to adopt a sustainable lifestyle.



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## CHAPTER 4

### FINDINGS

The survey had a total of 100 responses, indicating a high level of engagement from the participants. A whopping 90 out of 100 respondents said yes, demonstrating a clear bias towards the content and topic of the survey.

Furthermore, it is noted that all 90 respondents successfully passed the screening criteria, thus the screening questions used in the survey effectively excluded irrelevant or ineligible participants worth it. This demonstrates the effectiveness of screening questions to adequately respond to survey subjects. A majority of the respondents answered as expected with most agreeing that they care about sustainability. Moving on to Jamovi results now, all 19 independent and dependent variable questions were converted to Continuous measure type and categorized into 3 different independent variables and 1 dependent variable; Income, Mindset and Education, and Motivation to be more sustainable. However, moving past this some of the 90 results had to be excluded due to normality issues.

#### 4.1 Respondent Profile

Respondents in this study are Cambodian residents representing a wide range of demographic and socioeconomic factors. From a demographic perspective, the sample consists of 68 males and 32 females, representing approximately 68% and 32% gender distribution, respectively. Respondents range in age from her under 18 to her over 65. Regarding marital status, about 60% of the surveyed were single and unmarried, 34% were married, and 6% were living together in a civil partnership.

Regarding socioeconomic factors, respondents' monthly income levels ranged from \$300 to \$1,500. This income diversity represents people from different socioeconomic backgrounds, indicating different levels of disposable income. Respondents work in a variety of professional fields. About 69% of respondents work full-time, 16% work part-time, and 13% are students. This structure makes it possible to include people with different employment patterns and educational backgrounds.

When it comes to transportation, we find that respondents rely heavily on their own vehicles. Specifically, 48% of respondents use a car for transportation, and

a similar number, 48%, use a motorcycle. This indicates that respondents primarily prefer individual electric mobility options.

Taken together, these demographic and socioeconomic factors provide a comprehensive profile of the respondents who participated in this survey. It is important to consider these multiple characteristics when considering research questions and drawing conclusions related to research objectives.

#### 4.2 Principal Component Analysis (PCA) – Factor Analysis

After identifying the three motivations using principal component analysis (PCA), the next step is to create a composite variable for each motivation. Questions associated with each motivation are grouped into one variable and their values averaged. By creating these compound variables, you can simplify your analysis and explore the effect of each motive on the dependent variable.

Table 4.1: Rotated Components Matrix

Component Loadings	Component			Uniqueness
	1	2	3	
Mindset 4	0.870			0.240
Mindset 6	0.849			0.269
Income 5		0.781		0.378
Income 7		0.711		0.453
Education 2		-0.540		0.542
Mindset 1			0.741	0.385
Income 1			0.722	0.392

Note: 'varimax' rotation was used

[4]

Once the composite variables representing motivation are established, they are entered into a linear regression model. Linear regression is a statistical technique for determining relationships between independent and dependent variables. In this case, the goal of linear regression analysis is to assess whether motivation is a reliable

predictor of the dependent variable. A dependent variable is a variable that you want to explain or predict based on previously identified motivations.

### 4.3 Linear Regression

The results of linear regression analysis show the importance of each motive. Significance is assessed using p-values. The p-value measures the probability of getting a result as extreme as the one observed when there is no relationship between the independent variable (motive) and the dependent variable. A p-value below the specified significance level (usually 0.05) suggests that motivation has a significant effect on the dependent variable.

In this case, the analysis shows that none of the three motives are significant predictors of the dependent variable. For motivation 1, the p-value is 0.309, which is above the significance level. Similarly, motivation 2 has a p-value of 0.146 and motivation 3 has a p-value of 0.934, indicating that both motivations are not significant

Table 4.2: Linear Regression

Model Fit Measures

Model	R	R <sup>2</sup>
1	0.220	0.0482

Model Coefficients - Compound Dependent Variable

Predictor	Estimate	SE	t	p
Intercept	2.06305	0.4864	4.2417	< .001
Motivation 3	0.00690	0.0834	0.0827	0.934
Motivation 1	0.14573	0.0993	1.4680	0.146
Motivation 2	0.05979	0.0583	1.0254	0.309

Furthermore, the adjusted R-squared value is very low at 0.00913. The fitted R-squared represents the proportion of the dependent variable's variance explained by the independent variables (motives) in the model. A low adjusted R-squared value indicates that overall motivation explains only a small percentage of the variation in the dependent variable. This would also mean that conceptual model has no predictive power.

Based on these results, we can conclude that the motives identified from PCA do not have a significant and meaningful effect on the dependent variable. The p-value and low adjusted R-squared value indicate that the relationship between motivation and dependent variable is not statistically significant.

Moving on from these results we had to do something to try and salvage the results. So, we did another linear regression with the compounded IVs and DVs. This again showed the P value for compound 1 income with 0.621, compound 2 education with 0.711 and compound 3 mindset 0.156. All of these values would show that all three are not significant enough to show any effect on the DV as well as this, the adjusted R squared is also -0.00145 which again is not significant enough. The Assumption Checks also showed there to be a Tolerance value for 0.992, 0.918 and 0.926 for each compounded IV respectively.

#### **4.4 Pearson's Correlation**

Now that we can see that all 3 compounded IVs have no effect, we used the Correlation Matrix to see if any of the three compounded IVs have an effect on each other. This showed that the compound IV of mindset had either a mediating or moderating effect on the Dependent Variable and that Education had either effect on the compounded IV of mindset.

Table 4.3: Correlation Matrix

## Correlation Matrix

Correlation Matrix

		Compound 1 Income	Compound 2 Education	Compound 3 Mindset	Compound Dependent Variable
Compound 1 Income	Pearson's r	—			
	df	—			
	p-value	—			
Compound 2 Education	Pearson's r	-0.087	—		
	df	74			
	p-value	0.453			
Compound 3 Mindset	Pearson's r	-0.006	0.267	—	
	df	75	75		
	p-value	0.956	0.019		
Compound Dependent Variable	Pearson's r	0.057	0.086	0.213	—
	df	75	75	76	
	p-value	0.625	0.457	0.061	

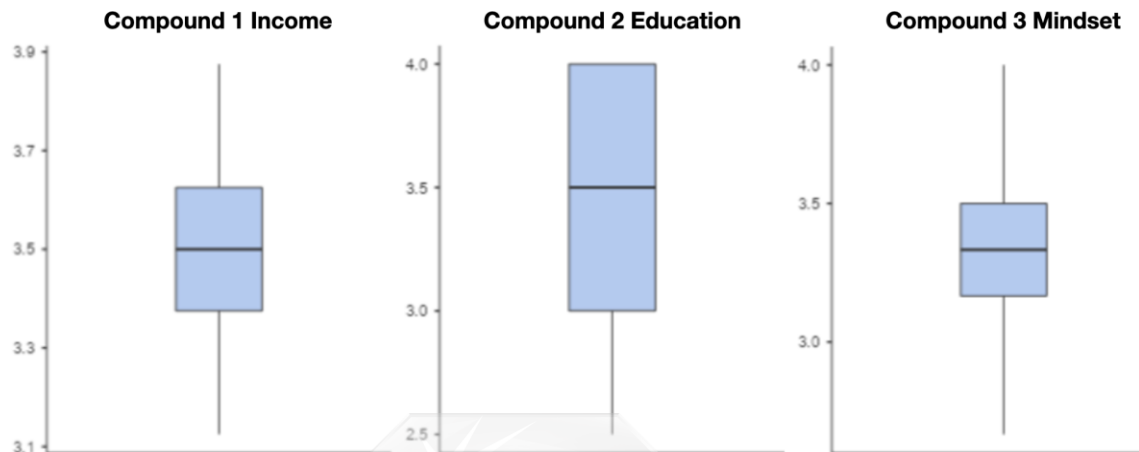
#### 4.5 Mediation Analysis

To determine which effect Education had on Mindset we used a descriptive test which then showed the normality of a few entries of survey data which caused the Plots of Compound 1 Income and Compound 3 Mindset to be skewed. For Compound 1 these were the data entry rows of 6, 14 and 56 then for Compound 3 these rows were 33, 29, 34, 6, and 71, all these data were removed as they were outliers.

Table 4.4: Descriptive Overview of the Independent Variables

Descriptives			
	Compound 1 Income	Compound 2 Education	Compound 3 Mindset
N	77	77	78
Missing	1	1	0
Mean	3.48	3.52	3.37
Median	3.50	3.50	3.33
Standard deviation	0.191	0.425	0.292
Minimum	3.13	2.50	2.67
Maximum	3.88	4.00	4.00
Skewness	-0.0937	-0.472	-0.352
Std. error skewness	0.274	0.274	0.272
Kurtosis	-0.460	-0.560	-0.291
Std. error kurtosis	0.541	0.541	0.538
Shapiro-Wilk W	0.947	0.841	0.959
Shapiro-Wilk p	0.003	<.001	0.013

Figure 4.1: Box-Plots to Test for Outliers



Another Linear Regression was then run with the updated data set and updated Motivation 1 2 and 3 now named with new at the end. This again showed there was no significant change in the data and the Motivations were still not significant enough with the P values for each motivation being 0.223, 0.404, and 0.162 and the adjusted R squared being 0.0145.

Lastly, we performed 3 tests to determine where the effect from the previous descriptive test was either mediating or moderating. The first test conducted was a mediation test and it showed that mindset had an effect on the main factor. As well as this the mediator education also had an effect but only on mindset and not the Dependent Variable.

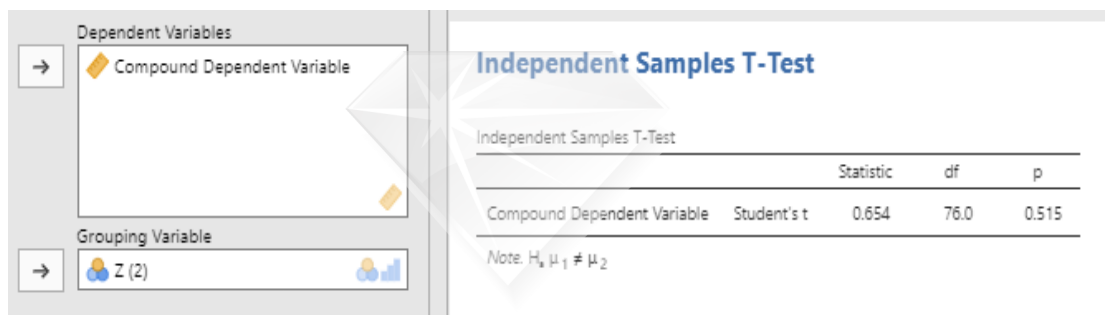
Figure 4.2: Mediation Test

Mediation				
Mediation Estimates				
Effect	Estimate	SE	Z	p
Indirect	0.00797	0.0304	0.263	0.793
Direct	0.20349	0.1129	1.802	0.072
Total	0.21146	0.1089	1.942	0.052

#### 4.6 Testing for Statistically

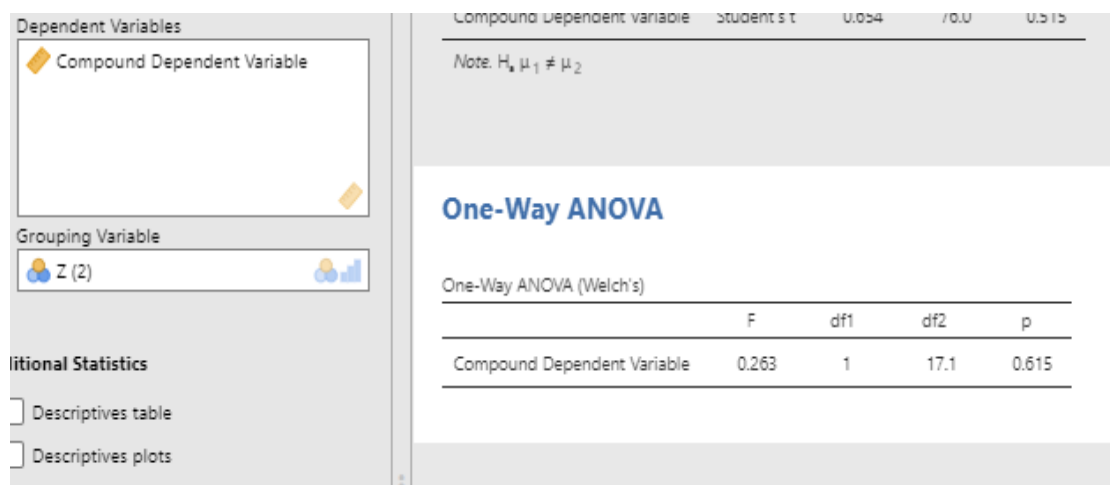
The next test that was performed was an independent samples t-test which is used to determine whether there is a statistically significant difference in the means between two groups. In the context of research questions, t-tests can be used to compare the means of a given variable across different groups. This showed that neither Mindset nor Education had an effect on the DV,

Figure 4.3: Independent t-Test of Compound Dependent Variable



The last test we used was the one-way ANOVA which again showed no significant data.

Figure 4.4: BoxANOVA Test of Compound Dependent Variable





Concluding from all of these tests, we have to reject all hypotheses and alternative hypotheses. Which would mean that Mindset, Income and Education do not have an observable effect on the Dependent variable which is the motivation to be sustainable

Table 4.5: Hypothesis

Hypothesis 1	The IV has an effect on the motivation to be sustainable	Rejected due to the outputs not being significant enough
Hypothesis 2	The Independent Variable of Mindset has an effect on the motivation to be sustainable	Rejected due to the outputs not being significant enough
Hypothesis 3	The Independent Variable of Education has an effect on the motivation to be sustainable.	Rejected due to the outputs not being significant enough

## **CHAPTER 5**

### **CONCLUSION AND DISCUSSION**

#### **5.1 Summary of Key Findings**

From these regressions, it can be concluded that the composite variable “income” has a non-existent and inconsistent relationship with the dependent variable in all three analyses. Although there are cases where income exhibits a statistically significant association with the dependent variable, the size of the effect is generally small, suggesting that income explains only a limited amount of the dependent variable's variance. These results emphasize the need for further investigation or consideration of additional factors that may contribute to the relationship between income and the dependent variable.

#### **5.2 Implications and Recommendations**

Going forward, several recommendations emerge from the limitations identified in this study, providing direction for future research efforts. First, the sample size should be increased in subsequent studies to improve the generality of the results. By recruiting a larger and more diverse group of participants, researchers can capture more perspectives and potentially uncover stronger relationships and patterns. Larger sample sizes also improve statistical power and reliability.

Second, researchers should prioritize improving their proficiency in analytical software, such as Jamovi or other related tools. This can be done through targeted training programs, seminars or in partnership with experts in the field. By developing a deeper understanding of the software's capabilities and using advanced analysis techniques, researchers can ensure accurate and rigorous data analysis, leading to in-depth results sharper and more reliable.

Third, alternative measurement methods should be explored to capture the structures under study. Incorporating qualitative methods, such as interviews or focus groups, can provide richer insights into participants' experiences and perspectives. In addition, the use of some objective measure or indicator can reinforce the validity and reliability of the results. Researchers should carefully consider different measurement

strategies and choose the most appropriate ones based on their research goals and specific context.

Fourth, the variables mentioned in this paper could be used in future research to increase sustainable practices, some that come to mind could be a government campaign to show people the impacts of overuse of water, land and energy and how it can impact us in the future. If this study were to prove successful and show that for example Mindset has an effect on the motivation to be sustainable then we could start to do a few things to change the mindset of how we live every day, how we do business and how we govern.

### **5.3 Effects on Key Stakeholders**

To do this we can first focus on the people, we can emphasize the benefits of sustainable practices for individuals, communities and the planet. It shows how sustainable choices lead to lower costs, better health, a cleaner environment and better quality of life. Emphasize that sustainability is not just about making sacrifices, it is also about creating a positive and prosperous future.

For governments, we can present case studies and success stories from other regions and countries that have successfully implemented sustainable policies. Highlight the positive outcomes, cost savings and quality of life improvements resulting from these efforts. Specific examples serve as inspiration and proof of concept for government officials. As well as this we can work with government officials by building partnerships across the public, private and non-profit sectors. Collaboration helps fill knowledge gaps, leverage expertise, share resources, and jointly develop and implement sustainable policies and programs.

For businesses, we can encourage them to engage with stakeholders such as customers, employees, investors and communities. Listen to their concerns, values and expectations regarding sustainability. This effort will help companies align their practices with the interests of their stakeholders and build a stronger business case for sustainability. As well as this we can also create incentives such as tax breaks, subsidies and subsidies to encourage businesses to adopt sustainable practices. We offer certification, awards or recognition programs to companies committed to

sustainability. Financial and non-monetary incentives can motivate companies to prioritize sustainability and turn it into a competitive advantage.

#### **5.4 Relation to Innovation**

Sustainability motivation and innovation go hand in hand, and both play an important role in driving positive change and addressing environmental challenges. The motivation to move from a linear “pick-up-make-dispose” model to a circular economy drives innovative approaches to product design, manufacturing and waste management. Drive the development of innovative business models focused on resource conservation, product reuse and recycling. Innovations such as redesigning products to make them easier to disassemble, material recycling technologies, and sharing economy platforms stem from this motivation. The pursuit of sustainability often requires the development and deployment of new technologies. Motivated by the need to reduce environmental impact and resource consumption, innovators strive to develop more efficient and environmentally friendly technologies. This can lead to breakthroughs in energy efficient systems, clean technology, green materials and smart solutions that improve sustainability. Finally, the desire to be sustainable drives companies to adopt environmentally friendly practices. This includes reducing carbon emissions, minimizing waste generation and optimizing resource efficiency. Such motivations stimulate innovative strategies and processes such as eco-design, environmentally friendly supply chain management and sustainable packaging, resulting in increased operational efficiency and reduced environmental impact.

#### **5.5 Limitations of the Study and Future Research Opportunities**

This study acknowledges and addresses several important limitations that need careful consideration when interpreting the results. These limitations provide valuable information for future research and highlight the need for continued exploration and refinement in this area.

First and foremost, a notable limitation of this study is the relatively small sample size. The number of study survey participants was limited, raising concerns about the ability of the findings to generalize to a broader population. With a larger and more diverse sample, more perspectives and variations in response can be

captured, potentially providing a more complete understanding of the phenomenon under study. However, within the limited sample available, the study produced valuable information that contributes to the existing knowledge base.

The second limitation concerns researchers' proficiency with analytical software, especially Jamovi. Expertise and familiarity with the software may have influenced the selection and implementation of certain analytical techniques, potentially introducing a degree of subjectivity into the data analysis process. To alleviate this limitation, researchers made a conscious effort to improve their skills through training, seeking advice from experts, and following established best practices in the field data analysis. By demonstrating transparency and rigor in their analytical methods, the study aims to minimize any potential bias regarding the researchers' software mastery and to ensure validity and reliability of the results. In addition, an additional limitation lies in the measurement method chosen for the dependent variable. Although the method chosen was carefully considered and appropriate for the research objectives, it is important to realize that other methods of measurement may produce different results and provide additional information. . Exploring alternative methods, such as incorporating qualitative interviews or observational data, can yield a more complete understanding of the underlying concepts. However, despite this limitation, the study used recognized and validated measurement tools, thus ensuring the accuracy of the data collected and the validity of the conclusions drawn.

By acknowledging these limitations, this study promotes transparency and scientific accuracy. It also highlights areas for improvement and suggests directions for future research. Although the small sample size, the researcher's proficiency in using the software, and the measurement methods may pose limitations, they should not affect the value and significance of the study results. Instead, these limitations emphasize the need for further investigation and refinement for a deeper understanding of the topic. Future studies may address these limitations by incorporating larger and more diverse samples, improving analytical skills, and exploring alternative methods of measurement. That way, researchers can advance their knowledge in the field and provide more robust and complete information about the phenomena being studied.

## 5.6 Concluding Remarks

The research process has yielded valuable lessons and insights that have deepened my understanding of both the research process itself and the subject at hand. A key lesson is the importance of larger samples. Recognition that larger sample sizes improve the expressiveness of results and improve their generalizability highlights the need to prioritize enlisting larger and more diverse participants in future research rice field.

Additionally, research highlights the value of including a broader range of independent variable questions. Including a broader and more diverse range of independent variables will enable researchers to better understand the multiple factors that influence an individual's willingness to adopt a sustainable lifestyle. This lesson emphasizes the importance of considering a wider range of variables when studying complex phenomena.

The use of statistical software, Jamovi, provided valuable insight into the analysis process. Exploring all of Jamovi's analytical tools and features has opened up possibilities for more advanced data exploration, visualization, and statistical analysis. This experience has prompted researchers to further explore the potential of statistical software to maximize the insights gained from collected data.

The results of this research led to consideration of expanding the target audience beyond Cambodia. By involving participants from different geographical locations, future research can gain a more comprehensive understanding of sustainable lifestyle choices in different cultural contexts. This broader perspective helps develop more nuanced and contextually relevant insights.

Finally, the survey process highlighted the importance of fine-tuning survey collection techniques and survey questions. By carefully designing and refining data collection methods, researchers can ensure more accurate and reliable data, increasing the validity and reliability of research results. These findings highlight the need for continuous improvement in survey design and data collection methods. Overall, this research project not only contributed to our understanding of this subject, but also provided valuable insights for future research. Including larger samples, expanding the range of independent variables, making effective use of statistical software,

considering wider coverage, and improving survey techniques are the areas of future research in this area important considerations for improving the quality and impact of the study for future research.



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