

## Modeling Effective Factors on the environmental ethical behavior of villagers with an emphasis the theory of value-conscience-normative (Case: Alishravan and Misha Khas in Siwan from Ilam city functions)

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### ABSTRACT

The occurrence of environmental problems and its increasing trend has become a major concern of international organizations and experts in this field. Since human behavior is the main cause of environmental hazards, in recent years, the type of human behavior with the environment has been at the forefront of international attention. Therefore, the purpose of this study was Modeling Effective Factors on the environmental ethical behavior of villagers with an emphasis the theory of value-conscience-normative. The statistical population of this research included all the supervisors of villages of Alishravan's and Mishan Khas's family in Siwan in the city of Ilam. Using the Cochran formula, 332 people were sampled. Finally, 335 questionnaires were collected and analyzed in a proportional sampling method. The present study was carried out using a questionnaire. Validity of the questionnaire was confirmed by a survey of experts and its reliability was confirmed by Cronbach's alpha test. In order to test the structural model presented in the theoretical framework of the research the path analysis technique was used by maximum likelihood method using AMOS software (V 20). Structural Equation modeling showed the optimal fit of the structural model. In total, the variables of research explained 72% of the variance of environmental ethical behavior of villagers.

**Keywords:** Environmental Ethical Behavior, Value-Opinion-Normative Theory, Environment

### Objectives

The occurrence of environmental problems and its increasing trend has become a major concern of international organizations and thinkers in this field. Environmental degradation can be considered as disturbing the ecological balance between all the factors involved. Man has disturbed this balance by infiltrating and seizing beyond the threshold of environmental tolerance. Therefore, the relationship between man and nature in recent years has attracted more sensitivity and attention. For this reason, much of the current environmental problems are the result of humanitarian and unethical behaviors. On the other hand, many environmentalists say that to solve environmental problems, need to move from the physical and ecological sciences to the ethical and behavioral sciences, Because these sciences seem to have a high potential for improving environmental conditions. Therefore, the purpose of this study was Modeling Effective Factors on the environmental ethical behavior of villagers with an emphasis the theory of value-conscience-normative.

### Methodology

The statistical population of this research included all the supervisors of villages of Alishravan's and Mishan Khas's family in Siwan in the city of Ilam. Using the Cochran formula, 332 people were sampled. Finally, 335 questionnaires were collected and analyzed in a proportional sampling method. The present study was carried out using a questionnaire. Validity of the questionnaire was confirmed by a survey of experts and its reliability was confirmed by Cronbach's alpha test. Confirmatory factor analysis was used to assess the validity of the measurement model. In order to test the structural model presented in the theoretical framework of the research the path analysis technique was used by maximum likelihood method using AMOS software (V 20).

### Results and discussion

Confirmatory factor analysis results indicated good fit of the data with the model and consequently the accuracy of the study measurement model. Based on the results of structural equation modeling and the values of the fit indices, the validity of the structural model of the study was also confirmed. Finally, the research results based on value-belief-norm theory Showed that the variables of the villagers' perceptions of the environment, Villagers' awareness of the consequences of their activities, their sense of responsibility, and their personal norms about the environment, affect their environmental ethical behavior and in total, the variables of research explained 72% of the variance of environmental ethical behavior of villagers.

### Conclusion

Some of the research suggestions are as follows:

Considering the positive and significant effect of villagers' awareness of the consequences of their activities on their sense of responsibility, suggested to increase the responsibility of the villagers to their environmental ethical behavior, their awareness of the consequences of environmental immoral behavior via tangible presentations of these consequences by using methods such as group discussions with subject matter experts, field visitation of the consequences, increase using virtual space capabilities to exposure of videos, photos, and text messages to accurately justify negative consequences.

Given the predominance of the God-centered view of the villagers, It is recommended that the clergy be asked to disclose the principles of Islamic environmental ethics to them at every opportunity by citing verses, hadiths and narrations.