

I am currently doing research to understand various factors and the relationship between an individual's personality, pro-environmental attitudes, self-perceived environmental risks that affect an individual's health and finally their preferences for environmental investments.

1. Share your Finalized Topics, Hypothesis and objectives

Study aim:

- analysing the relationship between big-five personality traits and preference for environmental investments.
- examining the mediating role of pro-environmental attitudes between personality traits and preference for environmental investments.
- Constructing a first stage conditional process model and understanding the moderator role played by risk perception of environmental health issues to study the relationship between personality– pro-environmental attitudes and preferences towards environmental investments.

Potential Hypothesis:

H1(a) - Openness to Experience (O) will be positively related to preferences for environmental investments (EIP).

H1 (b) - Agreeableness (A) will be positively related to preferences for environmental investments (EIP).

Mediating role of Pro-environmental attitudes:

H2(a) - Pro-environmental attitudes (Attitude) mediates the relationship between O and preferences for environmental investments (EIP)

H2 (b) - Pro-environmental attitudes mediates (Attitude) the relationship between A and preferences for environmental investments (EIP)

Moderator role played by risk perception of environmental health issues:

H3 (a) - The relationship between Openness to Experience (O) and pro-environmental attitudes (Attitude) is moderated by Risk perception of environmental health issues (EHRP).

Risk perception of environmental health issues (EHRP) strengthens the positive relationship between O and pro-environmental attitudes (Attitude).

H3 (b) - The relationship between Agreeableness (A) and pro-environmental attitudes (Attitude) is moderated by Risk perception of environmental health issues (EHRP).

Risk perception of environmental health issues (EHRP) strengthens the positive relationship between A and pro-environmental attitudes (Attitude).

Conditional Indirect Effect (Moderated mediation)

H4 (a) - Risk perception of environmental health issues (EHRP) moderates the indirect effect of Openness to Experience (O) on preferences for environmental investments (EIP) through pro-environmental attitudes (Attitude).

H4 (b) - Risk perception of environmental health issues (EHRP) moderates the indirect effect of Agreeableness (A) on preferences for environmental investments (EIP) through pro-environmental attitudes (Attitude).

2. Preferred software for analysis

SPSS - (Hayes Process Macro, AMOS(maybe for SEM but not sure))

3. Kindly share the questionnaire and provide confirmation, whether the data coded in the Excel

Questionnaire Attached - yellow highlighted is the way it's named

In terms of data, I can provide either - the spss file or the excel one.

4. Any specific test needs to be done (if not we suggest as per the Hypothesis and objectives)

You can go as per the hypothesis and given information. But ensure validity and reliability tests, correlation, regression assumptions tests are conducted.

5. Kindly the sample size which you collected

Sample Size = 173. Demographic variables such as – age, gender, education level, income group and financial literacy were also asked in the survey. And it would be good to notice any interesting findings from these variables as well.

Have enclosed the Questionnaire also for your reference..

Require analysis, tables, graphs, methodology, results and analysis write up.

Appreciate you to send me the quote for the same and then fix a zoom call for further discussion

Let us continue with this same countryarea625@gmail.com email itself for further communication