

REVEALING THE MOTIVATIONAL FACTORS FOR RENEWABLE ENERGY USE AND ENERGY EFFICIENCY – A TERRITORIAL COMPARISON ON THE TWO SIDE OF HUNGARIAN-CROATIAN BORDER

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Research on environmentally relevant behaviour often focuses on social psychological, socio-cultural and socio-economic constructs such as attitudes, values, social norms and social identities. Besides, a wide range of geographical, economic and sociological perspectives have also been applied to understand motivations.

Beside several scholars' investigation on motivational factors for pro-environmental behaviour, there is a wide range agreement on the usefulness of Ajzen's (1991) Theory of Planned Behaviour (TPB) that is proper for explaining various types of pro-environmental behaviour. On the other, we have to mention that there is a significant inconsistency among different domains of pro-environmental behaviour (one may behave in environment-friendly in waste recycling; while behaving in an environment-burdening manner in the transport domain). Scholars usually investigate one or two factors from (TPB) and maybe other additional potential one(s), but looking through the literature we did not find any attempt that made for revealing all the factors in TPB at the same time. Formerly we also made an attempt to analyse secondary data (e.g. Eurobarometer), however, in these surveys do not include all the questions that help to reveal all the factors of a certain (e.g. waste management) pro-environmental behaviour at the same time either.

Due to the above mentioned findings, in the HUHR Interreg V/A RURES project we elaborated a survey with questions that meet all the factors of TPB (and more). The survey was conducted in two counties of the Hungarian-Croatian border, bearing similar socio-economic situation but with different socio-cultural heritage. The sample was represented by the two rural areas for settlement structure, age group and gender equally. The survey focused on the potential use of renewable energy and energy efficiency as a topic. The analysis of the survey showed – in some cases – significant differences in attitudes and behaviour between the two territories baring different socio-cultural heritage. The results of correlation analysis can also show the factors (and their territorial differences) in predicting pro-RES and pro-energy efficiency behaviours.

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LOCAL COMMUNITY AS AN ACTOR IN SHAPING REGIONAL SOCIAL INFRASTRUCTURE SERVICES

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The role of local community is growing in shaping the environment of living area, enhancement and implementation of changes in social infrastructure services. Social infrastructure is a key part of areas social and economic system, the development level of which predetermines satisfaction of needs of local residents, fulfilment of their range of choices and alternatives. Though social infrastructure is the most important elements of living area which determines mobility of local people, their choices, availability and accesibility of various services – what makes preconditions for accepting the decisions related to SI shaping in the regions – however the analysis of the role of local community in the science is still limited. The following research question has been addressed – what is the potential contribution of rural community towards promotion in shaping social infrastructure servces in the regions. The research object – the role of local community in shaping social infrastructure services in the regions. The research aim – to analyse the role of local community in shaping social infrastructure services in