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主　論　文　の　要　旨

論 文 題 目　Analyses of citizens' awareness, attitudes, and behaviors and the promotion of eco-policies in environmental model cities: The case of Toyota City（環境モデル都市における環境政策に関する市民の意識、態度、行動の分析と促進：豊田市のケース）

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論　文　内　容　の　要　旨

This dissertation intends to identify and address issues that Toyota City faces in promoting its eco-policy. The city has been designated as an environmental model city by the Japanese government in 2009. The purposes of this dissertation are twofold: 1) to analyze citizens' eco-awareness and eco-behavior levels regarding the city's eco-policy, and 2) to explore how to promote citizens' eco-behaviors, given the ultimate objective of eco-policy being the enhancement of citizens' eco-friendly behaviors. In this context, along with some social marketing approaches, this dissertation relies on a theoretical framework called the knowledge-attitudes-behaviors (KAB) model that environmental behavioral changes are brought by increasing environmental knowledge via environmental attitudes. Given that few studies about promoting Toyota City's eco-policy have been conducted, the current research attempts to fulfill this gap.

To begin with exploring how to promote eco-policy, this dissertation first describes environmental model cities, the KAB model, social marketing, and Toyota City's eco-policy, and then examines citizens' level of recognition of the city's eco-policy through questionnaires. This

part of the dissertation contributes to our understanding of the eco-awareness-raising activities of Toyota City by examining how citizens' awareness of eco-policy changed between 2012 and 2015, several years after the governmental designation of Toyota City as an environmental model city in 2009. Data collected from questionnaires were analyzed by year and residency, focusing on (1) how Toyota citizens' and non-citizens' awareness of eco-policy changed during the research period and (2) how awareness differed between Toyota citizens and those from elsewhere. Findings suggest some evidence that the city's activities may have been effective in increasing awareness of its eco-policy among its citizens. Awareness of the city's eco-policy was significantly higher among Toyota citizens in 2015 than in 2012 and among those from elsewhere in either period.

To explore how to raise public awareness of eco-policies, this dissertation next analyzes associations between socio-demographic factors (i.e., age, sex, education, and household income) and environmental awareness related to eco-policy in Toyota City. Whereas previous research has revealed that citizens' environmental awareness improved significantly after the city's designation as an environmental model city, such research has not considered socio-demographic factors, which can cause a considerable amount of variance in environmental awareness and help the city government identify and approach the population segment that are comparatively unaware of the eco-policy. The findings suggest that education and household income are significantly associated with environmental awareness. That is, citizens with higher education and middle or high household incomes tended to know more about the city's eco-policy.

This dissertation then turns to look at underlying gaps between environmental knowledge and behaviors and possible reasons why citizens act or do not act on eco-items comprising eco-policy while they are aware of them. After two pilot studies (one being a focus group with members of a largest environmental NPO based in Toyota and the other being interviews with Toyota citizens), a questionnaire study was conducted with Toyota citizens to extend the previous studies and continues to further explore reasons why citizens do or do not take actions on eco-items. The findings suggest that the reasons for acting or not acting on eco-items are economic, environmental, and others, but the majority of respondents act or do not act on eco-items for economic reasons. For instance, those who drive eco-cars find them energy- and cost-effective, while those who do not drive eco-cars find them expensive.

This dissertation finally moves onto the issue of promoting Toyota City's eco-policy. Previous studies illustrate that while the city has been successful overall to communicate its eco-policy to citizens, it has failed to do so with regard to some eco-themes such as industry or forests and also failed to transform citizens' behaviors into pro-environmental. That is, despite some improvement in awareness/knowledge, promoting the city's eco-policy, in

particular pro-environmental behaviors, remains a challenge.

This also indicates the limitation of the KAB model (the gap between awareness/knowledge and behaviors). Therefore, this part of the dissertation analyzes Toyota City's eco-policy by using strategic marketing approaches that may be relevant to promoting eco-policy in Toyota City to help elaborate on effective eco-policy making and promotion. This study then moves on to promote one of the eco-items comprising the eco-policy, the eco-family card/Toyota eco-points, as it is unique to Toyota City's eco-policy. Along with the literature review, the author conducted individual and group interviews and questionnaires with relevant stakeholders (e.g., the city personnel, directors of environmental organizations, and citizens) to elaborate on how to promote the eco-family card/Toyota eco-points. Based on findings from the current research as well as existing literature, this dissertation ends with some theoretical (i.e., development of the KAB model into the BAKAB model comprising surface behaviors, awareness, knowledge, attitudes, and deep behaviors) and practical (distribution of the eco-family card to as many as possible, for instance, at the City Hall, real estate agencies, schools, and events at Starbucks) suggestions to further promote Toyota City's eco-policy.