



Adapting Control Theory Approach for the Modeling of Pro-Environmental Consumer Behavior

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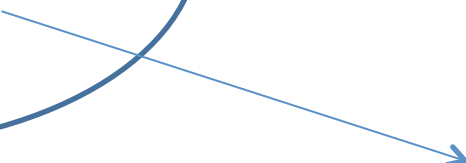
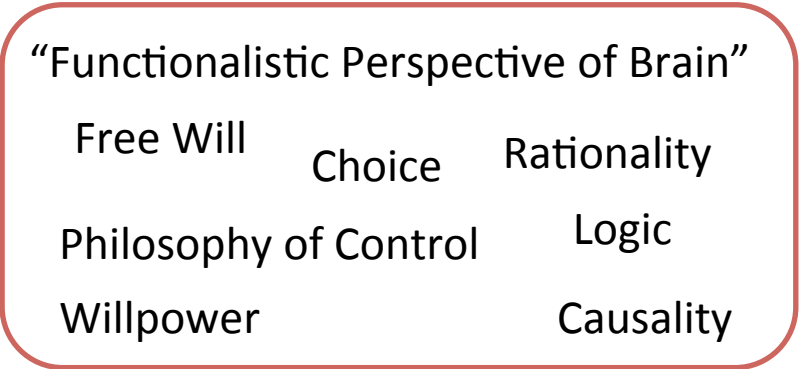
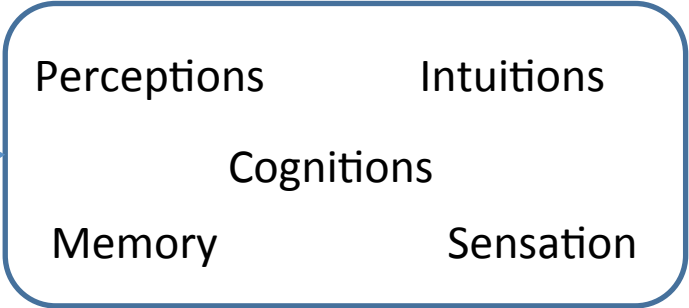
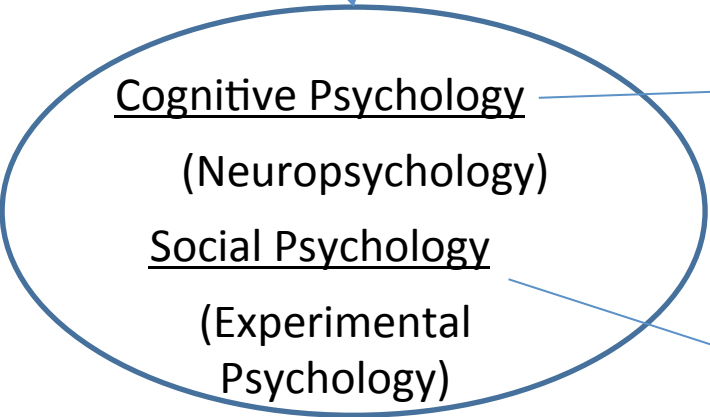
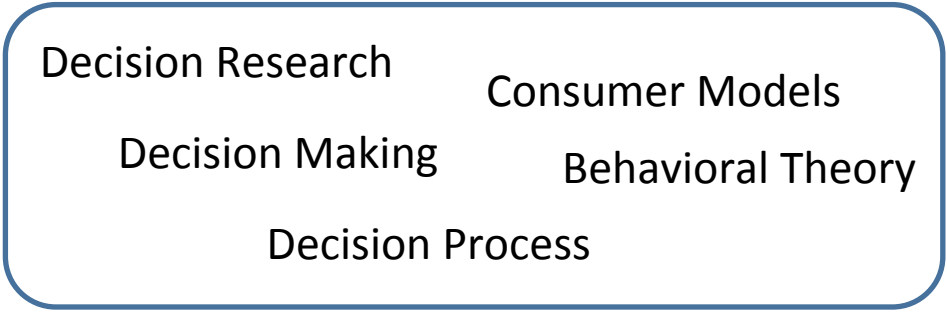
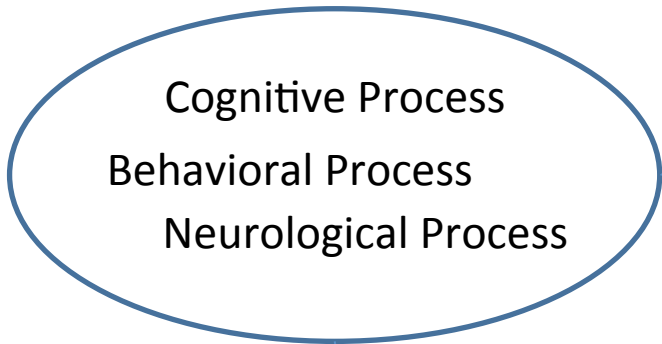
Behavior Energy and Climate Change Conference, Sacramento CA

Nov(12), 2012

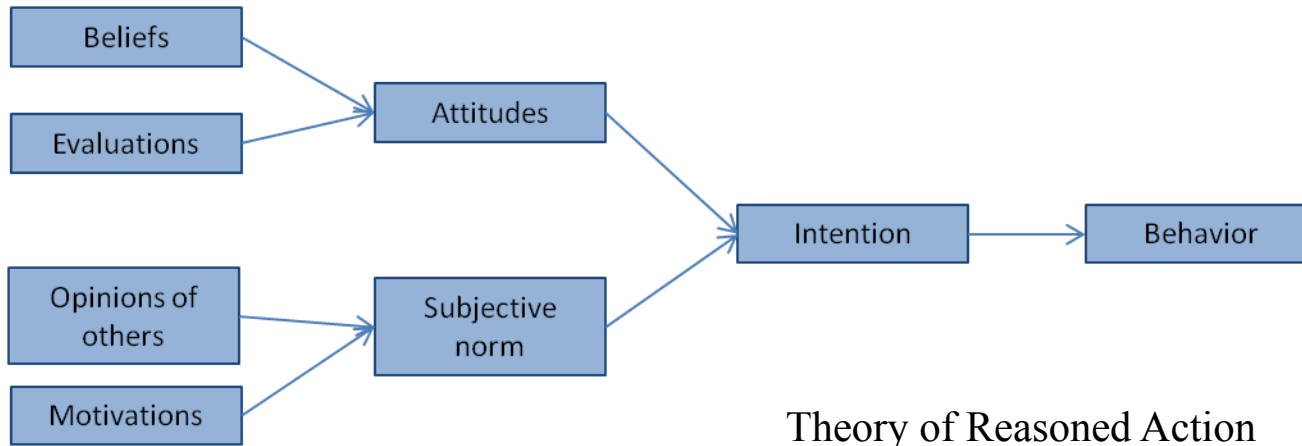
Control Theory
Cognitive Process
Decision Process
Cognitive Psychology
Behavioral Process
Social Influence
Social Psychology
Choice
Experimental Psychology
Free Will
Philosophy of Control

Decision Research
Decision Making
Neurological Process
Perceptions
Cognitions
Controller
Social Influence
Functionalistic Perspective of Brain
Motivations
Logic
Rationality
Cybernetics

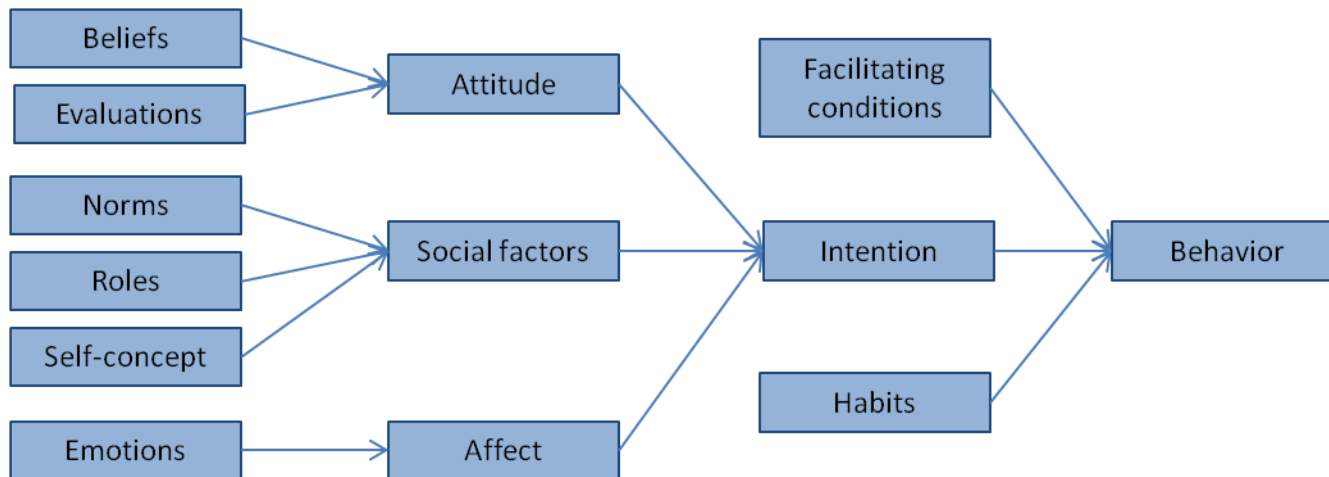
Consumer Models
Behavioral Theory
Intuitions
Memory
Sensation & Availability
Willpower
Norms & Beliefs & Values
Plant
Feedback
Causality



What is Behavioral Perspective?

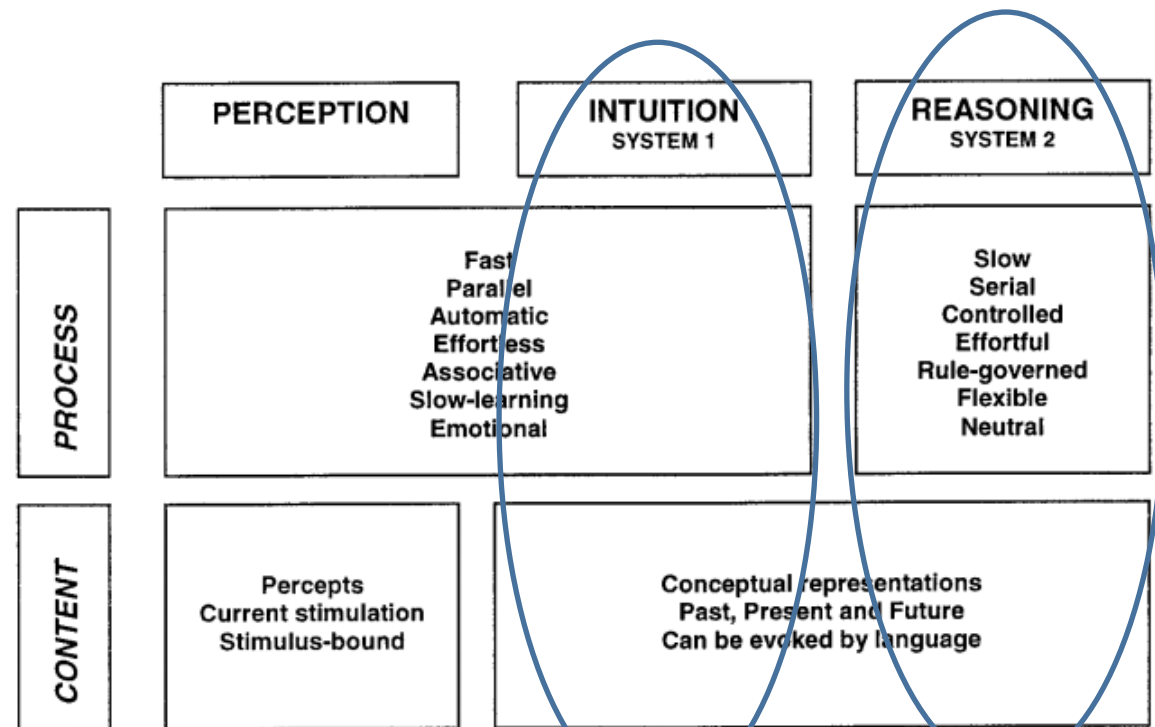


Theory of Reasoned Action
Fishbein and Ajzen (1975)



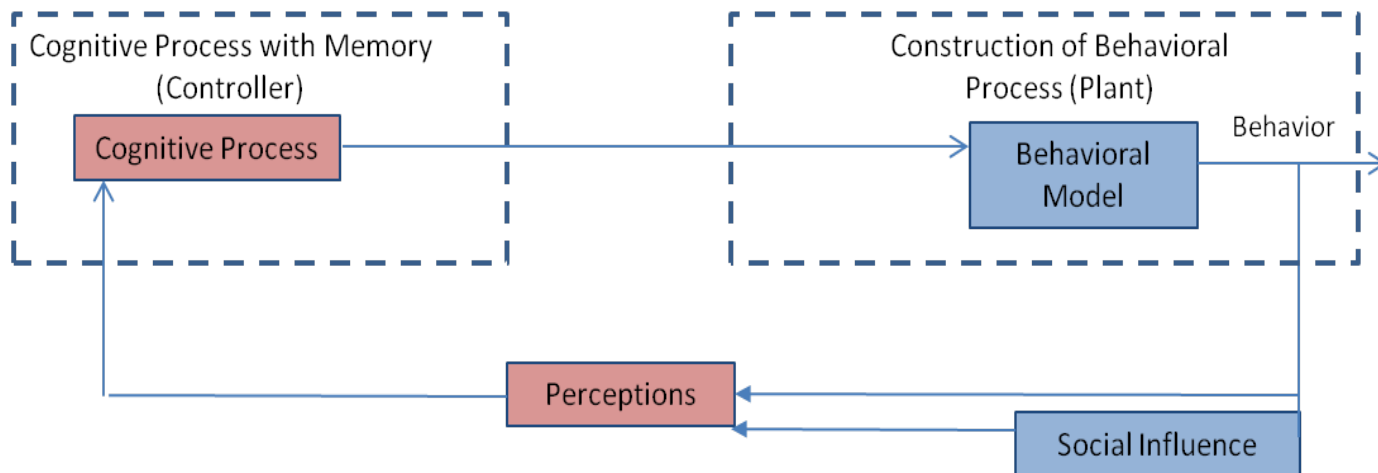
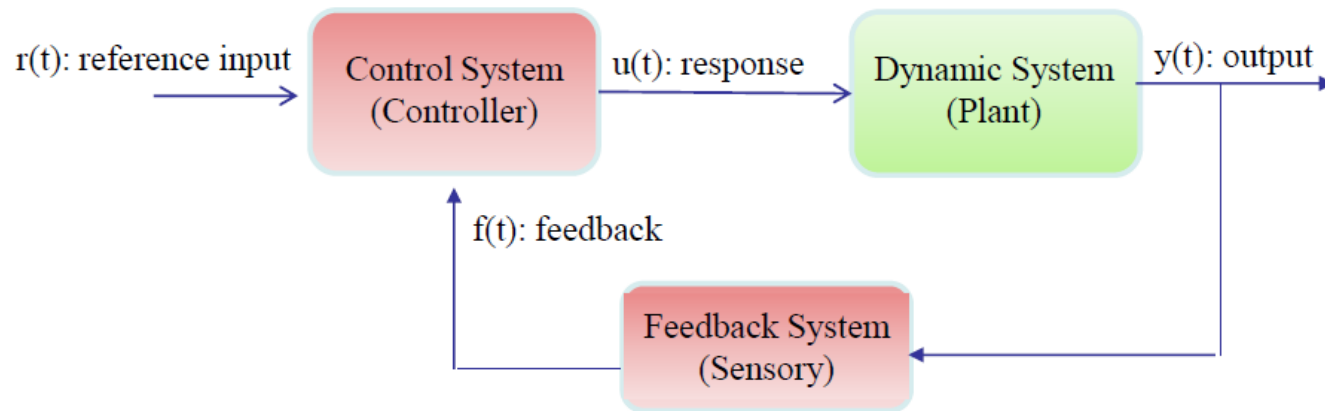
Theory of Interpersonal Behavior
Triandis (1977)

What is Cognitive Perspective?

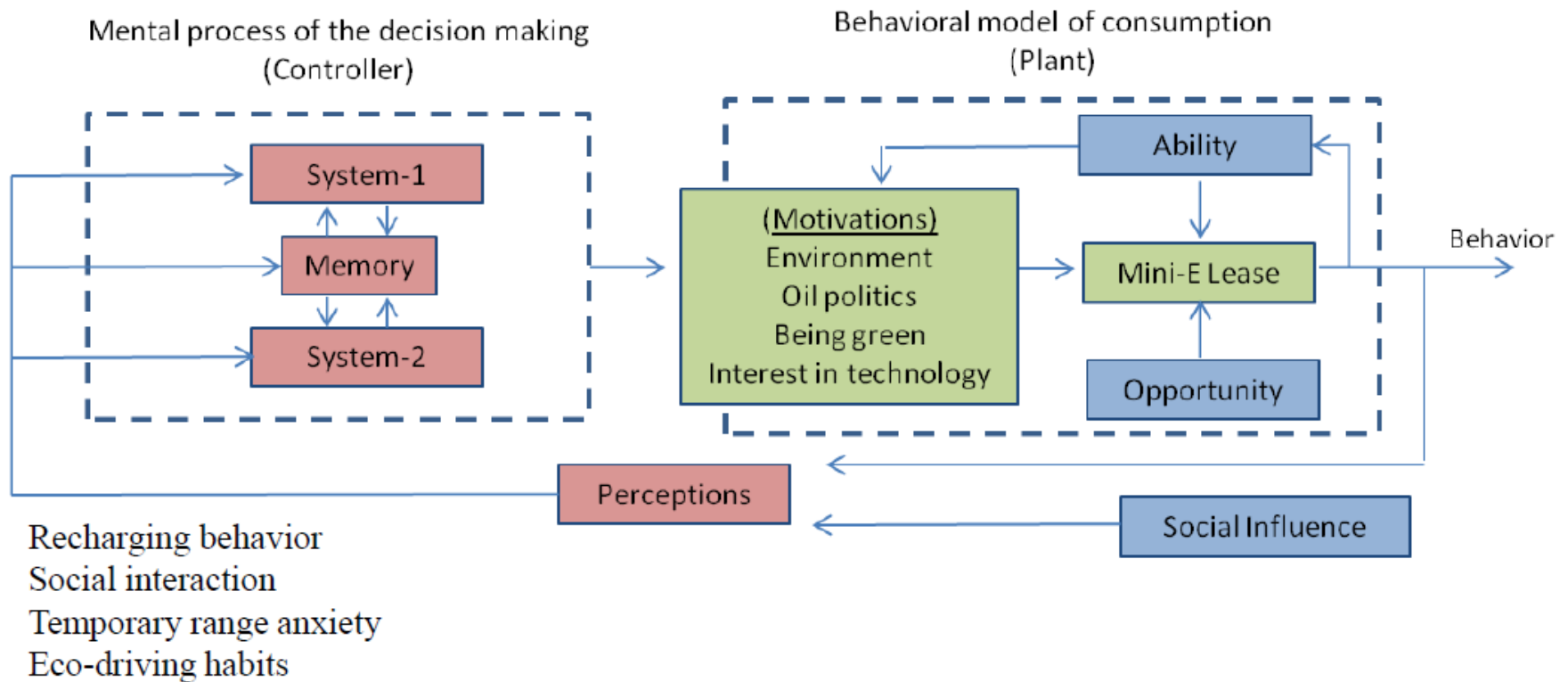


Kahneman's (2003) Model of 2-Systems

What is Control Theory?



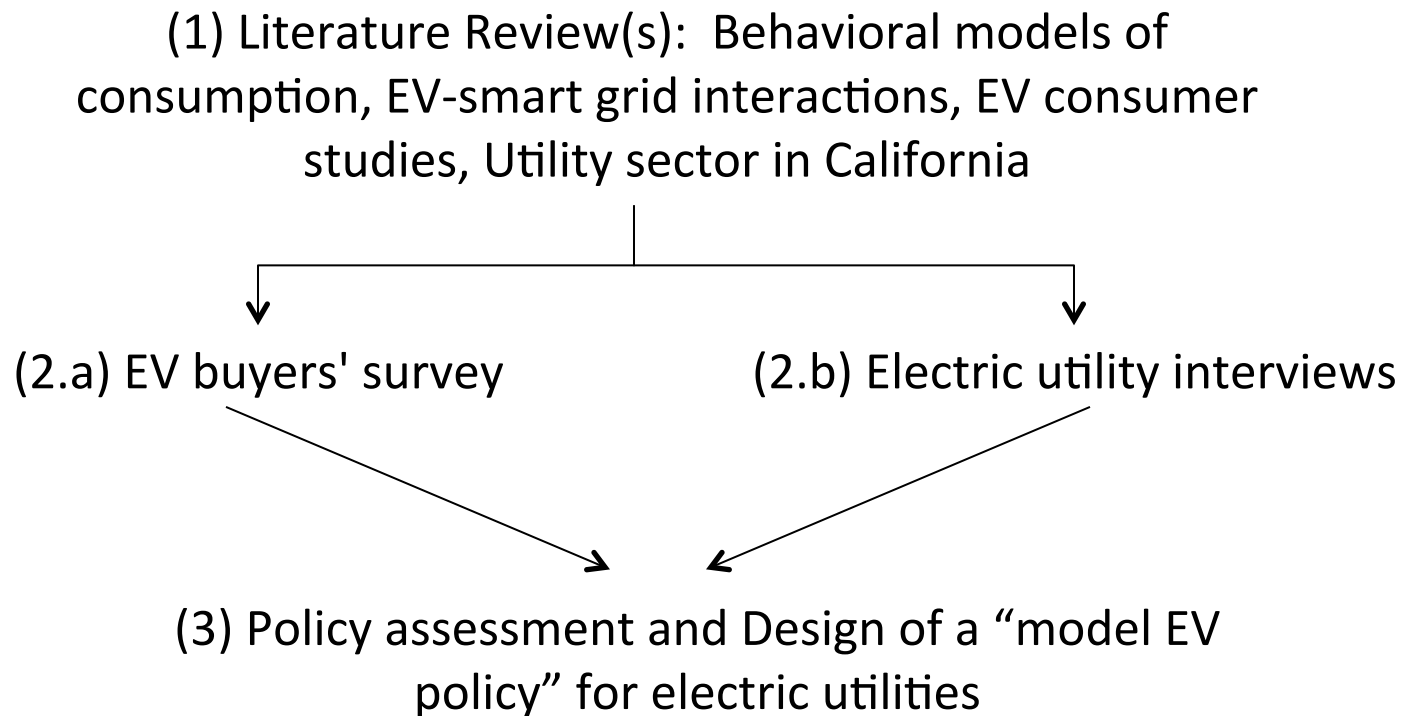
Application on “EV Purchase”



Challenges...

- Dual-Process theory is incomplete
 - The interaction between system-1 and system-2 is unknown.
 - The relationship of system-1 with the memory is interpreted differently in the literature.
 - The brain's ability to switch between two systems is not defined.
- Logical flow chart (LFC) model for the dual-process theory is new to the literature.

And the NEW DIRECTION: Electric Utilities in Supporting EV Adoption



Applied, cross-sectional and mixed-mode research

Thanks...

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