ASSESSING THE VALUE ORIENTATION IMPACT ON THE CITY DWELLERS’ PERCEPTION OF THE ECOLOGICAL SITUATION

INTRODUCTION

Urbanization and motorization speed boost in the cities initiatives research in improving the ecological situation in the city (MILLER, 2020). Transport is one of the key pollutants in the city (LI, 2021). Reducing the impact of transport on the ecology of the city, and, particularly, reducing emissions and noise from cars, changing the transport infrastructure, introducing new types of transport, for example, electric buses, supporting and stimulating projects of the sharing economy require analysis and assessment (NEMOTO, 2021; POŁOM, WIŚNIEWSKI, 2021; QIN, 2011; SCAVARDA, 2019). The municipal government needs to assess the citizens’ attitude towards planned and implemented environmental initiatives (REAMES, 2019; SUSILO, 2012). The results of city dwellers’ surveys significantly contribute to the development of the municipal transport system. Such studies open up opportunities for generating new knowledge unsustainable development management based on marketing research.

The study set the following objectives:

- to identify the city dwellers’ perception of the ecological situation in the city;
- to identify segments of respondents using HLV-based cluster analysis;
- to study the differences in the perception of the ecological situation in the city, depending on the value orientations.

The following hypotheses were put forward:

Hypothesis 1 (H1): value orientations influence the assessment of factors that negatively affect the environment in the city

Hypothesis 2 (H2): value orientations influence the perception of the ecological situation

LITERATURE REVIEW

In recent years, a significant number of studies have aimed to develop analytical frameworks focused on collecting and analyzing qualitative data based on the city dwellers’ opinions (GAO, 2020; AL-THAWADI, 2021) and behavior (MÜLLER-EIE, BJØRNØ, 2017). Such studies form the foundation for a systemic approach to analyzing urban problems and identifying the most important areas for municipal governance (MYEONG, 2018).

Citizen Opinion Research provides valuable research material for researchers, can be utilized as a pathway for civil servants to reflect residents’ opinions on policy, and can help environmental organizations instill environmental awareness and develop environmental public opinions in residents (LEE, 2021).

As a rule, such studies examine the relationship between socio-demographic factors and the population groups’ perceived priority regarding environmental issues (BI, 2010). As Russian
and international studies show, concern about the environmental situation in the region and interest in environmental issues differ significantly in different age groups. Different age groups can be distinguished in different countries, which take the most active position concerning environmental problems. For example, according to TGI GLOBAL (green consumer satisfaction barometer), in France, these are mostly people over 55 and people aged 18-24. In India, Serbia, and the United States, these are mostly older people, while in Russia and China, the greatest response was received in the 25-34 age group (TGI GLOBAL Barometer, 2019).

It should be noted that, according to international studies, there are gender differences in attitudes towards environmental problems and environmental concerns (WEBSTER, 1975; RUIZ, 2001; HUSTAD, 1973). According to TGI (TGI GLOBAL Barometer, 2019), in the UK, for example, women have been more proactive about environmental issues than men. The level of education (a bachelor’s degree) also significantly influences the respondents’ response to the questions on ecology, while for this indicator, the results demonstrate a high level of response regardless of the country where the research was conducted (WEBSTER, 2007; LUKINA, 2010; LUKINA, 2018; BOURGEOIS, 1979; BERKOWITZ, 1998; SIMGEEMEKCI, 2019). Thus, it can be concluded that environmentally responsible behavior and concern about the environmental situation significantly depend on the main socio-demographic characteristics (age, gender, level of education).

At the same time, the analysis of the publications considering the influence of values on pro-ecological behavior emphasized that environmentally responsible behavior and concern over the ecological situation are not aimed at maximizing individual satisfaction but mainly benefit society and the environment (GROOT, STEG, 2007; GROOT, STEG, 2009). The researchers show that maximizing individual needs under certain circumstances can lead to environmentally responsible behavior, but they cannot “provide a more stable basis for pro-environmental behavior”. In several publications, authors consider personal values through the groups of egoistic, hedonic, altruistic, and biospheric values (WANG et al., 2021). At the same time, most studies on environmental behavior do not show differences “between biospheric and altruistic value orientations” (BARDI, SCHWARTZ, 2003; CORRALIZA, BERENGUER, 2000). Creating a link between egoistic, altruistic, and biospheric determinants of behavior based on marketing instruments could be one of the possible tools for pro-environmental behavior (SIDORCHUK, 2015).

In general, three main issues can be distinguished among the key environmental problems causing much concern in the majority of the population: global warming, air pollution, and an increasing amount of waste (ESPARCIA, GÓMEZ, 2021). Moreover, the first and second points are firmly associated in the minds of the urban population with the results of the transportation complex activities. Even though air quality directly affects the population’s quality of life, the processes that cause pollution remain unknown to ordinary people. In most publications, researchers conclude that “understanding of relationships between ambient air pollution exposure, public perceptions of air quality, and concerns about associated health risks is incomplete” (REAMES, 2019; OLTRA, 2017).

Additionally, as a factor affecting the environment and health of the population, the noise level is also closely related to the urban transportation system. However, noise pollution has not received enough attention from people, which has made noise pollution intensify (XING, 2019). Nowadays, we can state the growing attention of the population to environmental issues, especially ecology in urban agglomerations. This trend is becoming an objective response to the growth of cities and urban populations (HOU, 2021).

At the same time, municipal programs aimed at involving the population in the urban space transformation in compliance with the concept of sustainable development give significant results if consistently implemented. In addition to implementing the urban development projects, approved beforehand and accepted by the population, such a policy makes it possible to form additional knowledge about urban ecology issues in the population. That is, we can talk about the educational process that arises during participation in sustainable planning (MITRAN, 2019). Such an approach can become the basis for a radical change in the population’s habits, particularly an orientation towards more environmentally friendly types of transport (JAVAID, 2020).
Concurrently, approaches to the study of the value orientations of the urban population are most often considered as ways of solving problems related to the people’s orientation towards the use of urban public transport, improving transport policy in general, and assessing the changes introduced (DE OÑA, 2021). An amelioration of the system can improve users’ satisfaction and attract new users while simultaneously decreasing traffic congestion and pollution (ALKHARABSHEH, 2021). In addition, “understanding the behavioral intentions of public transit passengers is important because customer loyalty is seen as a prime determinant of long-term financial performance” (LAI, 2011).

It seems necessary to define approaches to clustering the population to study the differences in attitudes towards urban ecology issues in more detail and assess measures for the environmentalization of regions and the transport system.

**METHODOLOGY**

At the first stage, a study was conducted in Moscow by an online survey of the capital residents. Quotas ensured the sample representativeness by sex and age (MALHOTRA, 2007). In total, 2275 respondents participated in the survey. The study was conducted in March 2020. At the second stage, the attitude to the environmental situation and factors negatively affecting the environmental situation in the city were analyzed on the basis of respondents’ opinions. At the third stage, we applied the methodology of the projected assessment of high-level human values (HLV) (according to Schwartz) that was adapted according to (SIDORCHUK et al., 2017). In modeling, we use statistical forecasting methods described in the literature (SIDORCHUK et al., 2020). The results were analyzed using the descriptive (average) statistics technique to determine the groups of the personality types that were most and least similar to the majority of respondents. After that, a factor (component) analysis was carried out to determine the synthetic factors of high-level human values. The respondents were classified using cluster analysis to identify groups with similar value orientations based on the factors obtained.

At the fourth stage, differences in the perception of the ecological situation between representatives of different clusters were identified. The datasets were analyzed using the IBM SPSS Statistics 20 software package. The research hypotheses were tested using a projection questionnaire with four questions reflecting ten basic high-level values (HLV) according to Schwartz (SIDORCHUK, 2017). The projection technique implies four alternative answers for each question:

1. Does not look like me;
2. Abitlikeme;
3. Looks like me;
4. Very similar to me.
5. Based on descriptive statistics (averages), the personality types were identified that were most and least similar to the majority of respondents.

The importance of basic human values for the respondents was assessed on the basis of average ratings. The factor (component) analysis was used for a deeper study of the questionnaire results and determining the synthetic factors of value orientations. As a result of processing the survey data, seven factors were identified that together explain 56% of the variance, and their eigenvalues exceed 1. The respondents were classified on this basis using a two-stage cluster analysis, and four clusters were identified.

**RESULTS**

The respondents aged 18 to 59 years old made the largest share, 85% of the total. This age can be attributed to the active population. More than half of the respondents work full-time (51%). The total share of the employed is 63%, 23% of the respondents are retired.

Figures 1 and 2 show the respondents’ assessments of the ecological situation in Moscow and its changes.
Only 5% of respondents assess the environmental situation in Moscow as good, while 38% assess it as bad. However, 49% of respondents believe that the environmental situation has worsened, versus 26% who believe that it has improved.

Figure 3 shows an assessment of the factors that negatively affect the environment in Moscow from the respondents’ viewpoint.
The main negative factors include vehicle exhaust gases (46%), industrial emissions (29%), and waste landfills and processing plants (28%). In addition, 0.4% of the respondents independently single out the effect of anti-icing reagents. After clustering, we can offer the following description of their profiles regarding HLV:

- the 1st cluster (21% of respondents) - “Ambitious traditionalists”, striving to achieve a high position in society and adhering to traditional views;
- the 2nd cluster (34%) - “Concerned about safety”, striving for safety, their position in society is not important;
- the 3rd cluster (28%) - “Apathetic individualists”, not interested in equality and care for others;
- the 4th cluster (17%) - “Brave persons, walking their own way”, striving to develop and get satisfaction from life, not interested in safety and traditions.

After identifying the respondents’ clusters, their link with the environmental situation perception was verified with contingency tables using the chi-square test (5% significance level). There were no statistically significant differences in the attitudes of the representatives of different clusters to the ecological situation in Moscow (Table 1).

### Table 1 - Distribution of assessments of the environmental situation in Moscow by clusters of attitudes towards basic values

| Assessment of the environmental situation in Moscow | Share of respondents for each cluster of attitudes towards basic values, % |
|-----------------------------------------------|-----------------------------------------------|
|                                               | Ambitious traditionalists | Concerned about safety | Apathetic individualists | Brave persons, walking their own way |
| The environmental situation is bad             | 5                             | 4                     | 7                      | 4                                  |
| The environmental situation is satisfactory   | 63                            | 55                    | 56                     | 53                                 |
| The environmental situation is good            | 32                             | 41                    | 37                     | 43                                 |
| Total                                         | 100                           | 100                   | 100                    | 100                                |

**Source:** Search data.

The attitudes of the representatives of different clusters to changes in the ecological situation in Moscow over the past five years differ (Fig. 4).
Among the representatives of the “Brave persons, walking their own way” cluster, the share of respondents who believe that the environmental situation in Moscow has worsened is maximum (55%). It should be noted this cluster consists almost by a third of young people (31% from 18 to 29 years old) and women (almost 60%). The largest share of respondents who believe that the environmental situation has improved is among the representatives of Ambitious Traditionalists (31%). Young people are also concentrated in this cluster (51% are respondents aged from 18 to 39 years old), but here men make a large proportion (almost 55%). Thus, the change in the ecological situation is most acutely recorded in clusters, where young people occupy a significant share. At the same time, in the cluster where women prevail, the change in the situation is seen as a deterioration, while in the cluster where there are more men, the ecological situation in the city is believed to improve. The research revealed no significant differences in the attitude of representatives of different clusters to factors that negatively affect the environment in Moscow (Table 2).

Table 2 - Attitude of the representatives of different clusters to factors that negatively affect the environment in Moscow

| Factors that negatively affect the environment in Moscow | Share of respondents for each cluster of attitudes to basic values, % |
|--------------------------------------------------------|---------------------------------------------------------------------|
|                                                        | Ambitious traditionalists | Concerned about safety | Apathetic individualists | Brave persons, walking their own way |
| Vehicle exhaust gases                                  | 30                       | 32                     | 31                      | 29                              |
| Industrial emissions                                    | 21                       | 18                     | 20                      | 18                              |
| Waste landfills and processing facilities              | 20                       | 16                     | 20                      | 21                              |
| Insufficient landscaping                               | 11                       | 14                     | 11                      | 14                              |
| Construction sites                                     | 10                       | 11                     | 11                      | 11                              |
| Unsatisfactory cleaning of urban spaces (the household waste in the yards) | 7                        | 8                      | 6                       | 6                               |
| Other                                                  | 1                        | 1                      | 1                       | 1                               |
| Total                                                  | 100                      | 100                    | 100                     | 100                             |

Source: Search data.
**DISCUSSION**

The research findings confirm in many respects and expand the conclusions of previous studies. Studying the citizens’ opinions allows us to better understand their attitude to the urban ecology, their understanding of environmental problems, and the most significant pollution of urban areas from the residents’ viewpoints, which largely confirms the results of Lee (2021). The data we obtained comply with the conclusions of Castillo Esparci (CASTILLO ESPARCI, 2021) that the most significant pollution for city residents is associated with the transport complex activities (46% of respondents consider vehicle exhaust gases causing the most significant pollution), and with the growth of waste (28% of respondents note landfills and waste processing facilities as significant urban pollution). In addition, our research has shown that the respondents rank industrial emissions as the second most important factor of pollution in Moscow (29%). Consequently, we can say that municipal programs aimed at involving city dwellers in changing the urban transportation system, programs for removing industrial enterprises from the city’s territory and aimed at reducing waste, separate waste collection in the interests of sustainable development of the territory will find understanding among residents.

Moreover, researchers say that programs involving residents in implementing such programs will form and develop the residents' environmental behavior (MITRAN, 2019; JAVAID, 2020). Therefore, we can conclude that understanding the city dwellers’ attitude to environmental problems will make it possible to elaborate programs that will be easier for citizens to accept, easier to implement, and form new eco-friendly patterns of behavior, change their habits, developing an ecological culture in the population. Our study did not show any significant differences in the perception of the ecological situation in the city and in assessing the significance of environmental pollution depending on the value orientations. Thus, approaches to the study of the city dwellers’ value orientations as a way of solving problems related to changing environmental behavior, particularly with the orientation of the population towards the use of urban public transport, proposed by a number of authors (DE OÑA, 2021; ALKHARABSHEH, 2021) are impractical for Moscow, at least at this stage of the perception of environmental problems by residents.

**CONCLUSION**

The online survey of Moscow residents showed that more than half of the respondents assess the environmental situation in the city as satisfactory. However, 38% believe that the environmental situation is bad. At the same time, 49% of respondents believe that the environmental situation has worsened, only 26% believe it has improved. The estimates obtained cannot be called satisfactory. The ecological situation needs to be clarified for the city dwellers. There is also an opportunity for awakening awareness and the formation of environmental behavior patterns in residents as a response to the threat to life safety in the city.

Vehicle exhaust gases (46%), industrial emissions (29%), and waste landfills and processing facilities (28%) are the most significant factors negatively affecting the city’s ecology. As a result of the analysis, four clusters with differences in value orientations were identified: the 1st cluster (21% of respondents) – “Ambitious traditionalists”, striving to achieve a high position in society and adhering to traditional views; the 2nd cluster (34%) – “Concerned about security”, striving for security, their position in society is unimportant; the 3rd cluster (28%) – “Apathetic individualists” who aren’t interested in equality and care for others; and the 4th cluster (17%) – “Brave persons, walking their own way”, striving for development and getting satisfaction from life, not interested in safety and traditions. The verification of the hypotheses gave the results enabling us to draw the following conclusions:

Hypothesis 1 was not confirmed. The research revealed no statistically significant differences in the perception of factors that negatively affect the ecological situation in the city, depending on the value orientations.

Hypothesis 2 was not confirmed. The research revealed no differences in the perception of the ecological situation in the city depending on the value orientations. At the same time, the perception of changes in the ecological situation in the city is different. For example,
representatives of the “Brave persons, walking their own way” cluster believe that the ecological situation in Moscow has worsened (55%). Among the representatives of “Ambitious Traditionalists”, the majority (31%) believe that the situation has improved. In our opinion, it is important that these two clusters mostly consist of young people aged from 18 to 39 years old.

Thus, the change in the ecological situation is most acutely recorded in clusters, where young people occupy a significant share. In the cluster where women prevail, the changes in the environmental situation are seen as a deterioration, while in the cluster with the majority of men, the environmental situation in the city is believed to improve. Together they make up about 38% of the city's population. Despite the differences in the perception of the direction of changing ecological situation in the city, they can become opinion leaders and disseminators of new environmental behavior. Our findings can be used in making managerial decisions, developing programs aimed at sustainable development of the city, and considering the residents' opinions and perception of environmental problems. According to researchers, such an approach will systematically solve urban environmental problems (MYEONG, 2018). At the same time, the lack of a clear link with basic values may have local reasons; therefore, comparative studies of the HLV impact in other countries should be continued.

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Avaliando o impacto da orientação de valor na percepção dos moradores da cidade sobre a situação ecológica

Resumo
A percepção da situação ecológica na metrópole de Moscou foi estudada por meio de uma pesquisa online dos moradores da cidade. A amostragem de cotas, proporcional à idade e composição sexual de cada distrito administrativo municipal, foi utilizada para garantir a representatividade. A influência dos valores de alto nível (básico, HLV) segundo Schwartz e fatores sociodemográficos sobre a percepção dos entrevistados sobre a situação ecológica na metrópole foi estudada durante a pesquisa. Os resultados obtidos não mostraram diferenças estatisticamente significativas na percepção de fatores que afetam negativamente a situação ecológica em Moscou, dependendo das orientações de valor. Ao mesmo tempo, a percepção de mudanças na situação ecológica na cidade difere em diferentes aglomerados com base em indicadores sociodemográficos. A mudança na situação ecológica é mais agudamente registrada em aglomerados, onde os jovens ocupam uma parcela significativa. Notavelmente, no aglomerado onde as mulheres prevalecem, a mudança na situação é vista como uma deterioração.

Palavras-chave: Ecologia da cidade. Orientações de valor. Valores humanos. Comportamento ambiental.

Keywords: Ecology of the city. Value orientations. Human values. Environmental behavior.

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Assessing the value orientation impact on the city dwellers’ perception of the ecological situation

Evaluación del impacto de la orientación al valor en la percepción de la situación ecológica por parte de los habitantes de la ciudad

Resumen
La percepción de la situación ecológica en la metrópoli de Moscú se estudió utilizando una encuesta en línea de los habitantes de la ciudad. Se utilizó un muestreo de cuotas, proporcional a la composición por edad y sexo para cada distrito administrativo municipal, para garantizar la representatividad. Durante la investigación se estudió la influencia de los valores de alto nivel (básico, HLV) según Schwartz y los factores sociodemográficos en la percepción de los encuestados sobre la situación ecológica en la metrópoli. Los resultados obtenidos no mostraron diferencias estadísticamente significativas en la percepción de los factores que afectan negativamente la situación ecológica en Moscú, dependiendo de las orientaciones de valor. Al mismo tiempo, la percepción de los cambios en la situación ecológica de la ciudad difiere en diferentes conglomerados en función de los indicadores sociodemográficos. El cambio en la situación ecológica se registra de forma más aguda en los grupos, donde los jóvenes ocupan una parte significativa. En particular, en el grupo en el que predominan las mujeres, el cambio de la situación se considera un deterioro.

Keywords: Ecology of the city. Value orientations. Human values. Environmental behavior.