

## Abstract

The concept of sustainable behavior has been examined for the last two decades, and the findings provided a foundation to create approaches motivating pro-environmental attitudes and behavior and supported meaningful measures to affect climate change. The focus of the study is to expand the existing knowledge of how the perception of environmental and social problems may differ in people's behavioral patterns and quality of life and how stress or mental pressure impacts those relations. The research question of the Master Thesis was addressed by surveying respondents from Russia and the European region. Representatives of these two regions were expected to demonstrate varying cultural values, well-being and stress levels, and sustainability awareness.

Focusing on the barriers that hinder people from shifting their environmentally harmful behavior to a more sustainable one, the Master Thesis provides a foundation for policymakers into how social psychology can increase awareness regarding environmental and social issues without harming an individual's quality of life. Additionally, the impact of stress or mental pressure on the behavior and attitudes of the respondents was studied. For this purpose, the author applied an online experiment within the survey to affect the experimental group with a stimulus to change the physical and emotional strain. The results indicate positive as well as negative impacts of political and technological aspects of social norms on sustainable behavior. More precisely, the findings showed that technological optimism has a negative effect on indignation due to environmental damage and pro-environmental behavior. In contrast, components of political aspects of social norms showed positive correlations with consideration of future consequences, a feeling of indignation, and frugal behavior of the respondents. Moreover, the moderating effect of the political dimension of social norms has been confirmed for the relationship between consideration of future consequences and quality of life. However, the analysis of the collected data has not provided solid evidence to conclude an impact of stress on the studied figures or to confirm a moderator effect of the stress on the researched relationships.