

**CHRIST**(DEEMED TO BE UNIVERSITY)  
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## Notice for the PhD Viva Voce Examination

Ms Aishwarya Iyer, Registration Number: 2270198, PhD Scholar at the School of Psychological Sciences, CHRIST (Deemed to be University) will defend her PhD thesis at the public viva-voce examination on Monday, 17 August 2026 at 02.00 pm in Room No. 628, 6th Floor, R&D Block,

**Title of the Thesis** : **From Risk Perception to Climate Action: Climate Concern and Normative Influences on Sustainable Mobility Behaviours**

**Discipline** : **Psychology**

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The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

**Registrar (Academics)**

**Place:** Bengaluru  
**Date:** 10 August 2026

## ABSTRACT

Global climate change is an immediate and urgent risk to the Indian public. Despite growing awareness of climate change over the years, individual and collective action has been slow. This thesis aimed to understand the psychosocial determinants of climate change concern and risk perception in the Indian public and encourage sustainable mobility behaviour through a social normative intervention. Study 1 harnesses secondary data from the N = 8780 survey dataset to track changes in climate change concern over the decade and identify its determinants in 2020. Climate concern exponentially increased from 2.6% in 2006 to 89.5% in 2020, predicted by education and preference for environmental protection over economic growth. While anthropogenic climate change beliefs, environmental protection preferences, trust in scientists and education predicted personal climate concern; belief in adequate government action and left-wing affiliation predicted concern about climate change for society at large. Study 2 conducted a pre-registered replication of the Climate change risk perception model (CCRPM) in N = 749 survey participants to predict climate change risk and health risk perception in India. Hierarchical regression findings highlight limited explanation (32.85%) of climate risk perception in the Indian psyche, largely predicted by experiential (affect, personal experience) and socio-cultural factors (prescriptive norms). Perception of climate-related health risks was lower than average and predicted strongly by gender, cause knowledge, experiential factors and prescriptive norms. Study 3 tested static and dynamic norm-based messaging to encourage sustainable mobility intentions and behaviours through a 3x2 experimental design in a community sample at Christ University. In N = 77 (Time 1, N = 20 at Time 3), the findings highlight that dynamic-norms are effective in improving intention to engage in sustainable mobility but not actual behaviour. While the intervention was ineffective in encouraging positive shift to sustainable modes of transport, “alarmed” participants and those that viewed 2 dynamic norm-messaging displayed the greatest improvement in mobility intentions after 6 weeks. Content analysis of open-ended participant responses indicated that mobility decisions are a nuanced mix of psychological and infrastructural factors in urban Bengaluru. The thesis systematically identifies predictors of perception of climate change as a risk to oneself and one’s community and empirically tests the intention-behaviour gap through a robust methodology. These findings implicate the relevance of testing global models in local cultural contexts and bring to the forefront the complex factors that contribute to sustainable mobility decisions in a developing country.

**Keywords:** climate change risk perception, sustainable mobility behaviour, pro-environmental behaviour, social norms, dynamic norms, climate change concern, experimental design, replication, CCRPM.

### Publications:

1. **Iyer, A.,** Jose, K. A., Frangline, F., Thomas, S., N, J. E., Gomes, F. & Lal, D. G. (2025). Testing experimental impact of habit on sustainable mobility behaviour change: A systematic review. Under Revision at Transportation Research Part F: Traffic Psychology and Behaviour
2. **Iyer, A.,** & Jose K, A. (2025). Climate change and health risk perception in India: A replication of the climate change risk perception model. *Journal of Environmental Psychology*, 104. Doi: <https://doi.org/10.1016/j.jenvp.2025.102626>
3. **Iyer, A.,** Jose, K. A. (2024). A decade of climate change concern in India: Determinants of personal and societal climate concern. *Environment and Social Psychology* 2024; 9(8): 2921. doi: 10.59429/esp.v9i8.2921