

ANALYSIS OF PREREQUISITES FOR MOTIVATION OF MOTOR VEHICLE GREENING

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Road transport is one of the most important components of the national economy. However, its functioning is associated with certain environmental and economic problems that are expressed in the pollution of the atmosphere, water and land, changing the chemical composition of the soil microflora and, in the use of natural resources, the allocation of heat into the environment, creating high levels of noise. Analysts estimate that total annual economic losses of more than 20 billion in Ukraine due to the negative impact of transport on the environment.

Pollution traffic environment tends to increase. In recent years significantly increased the total number of vehicles and, consequently, the amount of harmful emissions. Of the total number of vehicles that are within Ukraine many of them is almost completely worn out and closed down. In addition, model cars produced in Ukraine are 8-10 years behind in all major indicators (efficiency, environmental performance, reliability, security) of cars produced in industrialized countries.

Poor technical and ecological condition of vehicles is the direct cause for morbidity increase. It is known that the main wealth of any nation is its human and natural (including area) capital. We believe that the basis of human capital is health, which today is due not only to material wealth, but also negative environmental impact (20-25%). It is believed that in our time, from an environmental point of view transportation is one of the most dangerous and the closest sources of pollution to the environment of human existence.

The issue of environmental safety and reduce environmental and economic damage caused by the negative impact of transport on the environment and public health necessitate improved methods of environmental management in road transport and increased motivation to its ecology.

We know that from the point of view of psychology at the source of influence on the formation and activation motifs distinguish internal and external motivation. Internal motivation (VM) driven by needs, inclinations, interests, desires of the person without any external pressure. It is believed that the VM is the source of human development as basis for its motivation, whereas extrinsic motivation does not encourage appropriate development and converts any activity on need. For orientation (sign) extrinsic motivation is divided into external negative motivation (ZNM) and external positive motivation (ZPM). As numerous surveys for high performance of a particular activity is a more favorable ratio between the three types of motivation: $BM > ZPM > ZNM$.

Countries with developed economies mostly use motivational mechanisms, which are based primarily on internal and external positive motivation. However,

most domestic scholars believe that the most effective methods of motivation are economic, and VM only intensifies their effect. This is due to the fact that the activation of the VM is difficult and time-consuming task. Thus, the choice of human behavior is guided by their own prevailing motives, and for their change required time. Man feels safe, because not fully understand the implications of the final ecodestructive activities and boundlessness of their own needs.

According to our belief, on top of the list of factors that contribute to poor environmental performance of the transport industry should put environmental ignorance of the population. Of course, there are other influencing factors - lack of investment and limited funding from state and local budgets environmental development, lack of funds for the simple reproduction of fixed assets as a result of lowering their cost and lack of depreciation, lack of investment in terms of concessions, public-private partnerships; imperfection leasing arrangements. However, these reasons are derived from our environmental ignorance.

It is a well known fact that the least hazardous substances emitted by vehicles while driving at speeds of 70-75 km / h. With the decrease in speed from 60 to 30 km / h emission increases by 2.2 times, and with an increase of up to 80 km / h - 3.7 times. However, due to low levels of environmental education most drivers do not follow this rule.

We believe the negative impact on the environment is only possible by changing personal and social values. To place these changes in human consciousness, a person must be environmentally educated. Only the accumulation of environmental knowledge is the path to full human development, especially in its economic development.

For most citizens of Ukraine the level of environmental awareness is still very low. At every stage of personality development transition from basic ecological knowledge, ideas preschool level to their deep understanding and practical implementation is almost not happening. People continue to use cars that have been in operation for over 20 years and have long not meet modern environmental standards. This fact can be explained by the low standard of living, but environmentally educated person understands that her ecodestructive behavior today will pay future generations, and therefore limits its consumer instincts.

Thus, to facilitate preventing negative economic and social impacts caused by the operation of motor vehicles, can be achieved by changes in social consciousness and thinking.

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