

# Applying the Theory of Planned Behavior to Study Tap and Bottled Water Consumption: Analysis of the Effects of Pro-Environmental Measures Adopted in a HEI

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**Abstract** – This research study explores tap and bottled water consumption in a Portuguese public Higher Education Institution (HEI). Based on a sample of 413 valid responses, collected in an online survey that took place during the first quarter of 2022, and applying the Theory of Planned Behavior (TPB) framework, the present study achieved relevant results. It is observed a positive and significant influence of individuals` attitudes, subjective norms, and perceived behavioral control in their intention to consume tap water, which has a positive and significant impact on tap water consumption behavior. Nevertheless, it is identified the existence of an intention-behavior gap, revealing that individuals still consume bottled water, despite their willingness to drink more tap water. Increasing the scientific information on the individuals` behavior regarding tap and bottled water consumption, allowing policy makers and educational institutions to adopt more effective measures and policies to change behaviors and promote more tap water consumption, thus avoiding the adverse environmental effects associated with the consumption of water in single use plastic bottles.

**Keywords:** Tap water; bottled water; Theory of Planned Behavior; Portugal