

## **What Factors Influence Preference for Climate Action over Job Protection in case of Conflict?**

**Steven Buigut**

*School of Management, Canadian University*

Email: [buigut.sk@gmail.com](mailto:buigut.sk@gmail.com)

**Abstract:** Climate concern has risen among the public but has no lead to sufficient climate action. It is challenging for individuals to sacrifice present utility for anticipated future gain. This study identifies variables that boost the willingness to prioritize climate change over the protection of short-term job opportunities. The study surveyed university students registered in 7 universities in Kenya. The respondents indicated if they agreed that climate action should be given preference over job protection in case they conflict. Results suggest that information, perception of personal risk exposure, and trust in the national government are important for climate action.

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