

Environmental Awareness and Green Consumption Behaviour in Saudi Arabia: Perceptions and Associations

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ABSTRACT

This study explores the association between environmental awareness and green consumption behaviour in Saudi Arabia. Utilising a cross-sectional study design, data was collected via an online questionnaire from 682 participants across various regions of the Kingdom. The survey assessed demographic characteristics, levels of environmental awareness, and green consumption behaviours. A strong positive correlation ($r = 0.81$, $p < 0.001$) was found between environmental awareness and green consumption behaviour. Also, gender and age were significant determinants for the aforementioned variables, with males and individuals aged 35-54 and 55 and over showing higher levels of environmental awareness and green consumption behaviour compared to other groups. This study shows the important role of demographic factors in increasing sustainable consumption practices. Recommendations include targeted awareness campaigns and policy initiatives to promote eco-friendly behaviours, particularly among younger populations. Future research should investigate additional factors influencing these behaviours and evaluate the causal relationships in different population groups.

Keywords: *Eco-friendly products, environment, awareness, green consumption, green purchasing behaviour.*

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