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## The Impact of Environmental Culture on Algerian Consumer Behavior - A Study of a Sample of Algerian Consumers

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### **Abstract :**

In this study, we aim to understand the relationship between environmental culture and the behavior of Algerian consumers. To achieve this goal, we utilized the descriptive analytical approach and relied on the SPSS software for statistical analysis. We selected a random sample of 200 consumers from various provinces of the country. One of the most important results of the study is that environmental culture, with its various dimensions (environmental awareness, environmental responsibility, environmental education), has a statistically significant impact on consumer behavior. Additionally, there are statistically significant differences in consumer behavior among the sample members, which can be attributed to differences in their incomes.

**Key words:** environmental awareness, environmental responsibility, environmental education, consumer behavior.

**Jel classification:**I0 ;M31;Q51

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## 1. Introduction

Environmental culture and consumer behavior are closely interconnected topics that play a pivotal role in moving towards a more sustainable and environmentally conscious future. In recent decades, there has been a growing need to understand how different cultures influence individuals' and communities' behaviors towards the environment. This understanding is crucial for developing effective strategies to preserve the environment and improve consumption habits.

Individuals belonging to environmentally conscious communities are more inclined to adopt sustainable consumption behaviors. This is because an environmental culture encourages responsible consumption and supports decisions that reduce negative environmental impact. On the other hand, changes in consumer behavior can also influence the environmental culture at a societal level. When individuals collectively embrace sustainable consumption practices, it can lead to changes in social norms and values, thereby enhancing awareness and concern for environmental issues.

Despite the increasing global and local environmental awareness through the enactment of numerous environmental laws and regulations, as well as the emergence of various organizations and associations advocating for environmental preservation in recent times, preliminary surveys of individuals' behaviors in Algeria reveal a lack of commitment to environmental and ethical responsibilities towards the environment and society.

Through monitoring the consumption behavior of Algerian citizens, it becomes evident that these behaviors harm the environment. Natural resources and water are being used irresponsibly, in addition to purchasing products that consume large amounts of energy or contribute to environmental pollution through non-recyclable waste such as plastic and other materials. These behaviors have negative effects on the national economy by wasting economic resources and adversely impacting public health and environmental pollution.

- **The study Problem:**

**"To what extent does environmental culture influence Algerian consumer behavior"?**

- **Study hypotheses:**

**The main hypothesis:** There is a statistically significant effect of environmental culture on consumer behavior, with the following sub-hypotheses:

- There is a statistically significant effect of environmental awareness on consumer behavior.
- There is a statistically significant effect of environmental education on consumer behavior.
- There is a statistically significant effect of environmental responsibility on consumer behavior.

**The second main hypothesis:** There are statistically significant differences among sample individuals at a significance level of 0.05 in their consumption behavior attributed to income disparities.

- **Study methodology:** The descriptive approach involves collecting facts and data about the phenomenon through desk research and reviewing various references, books, and documents related to the topic. It also includes the analytical method by analyzing and interpreting the phenomenon to identify the relationship and impact between independent and dependent variables in order to reach solutions.
- **Study objectives:**

The study aims to elucidate the impact that environmental culture has on Algerian consumer behavior, as manifested in its various dimensions: environmental awareness, environmental education, and environmental responsibility.

The second objective of the study is to identify the different dimensions of environmental culture and determine which dimension has the most influence on the behavior of Algerian consumers.

The study seeks to test for the existence of statistically significant differences in the behavior of Algerian consumers that can be attributed to the income variable. This includes examining how income might influence the willingness to adopt environmentally friendly consumption practices.

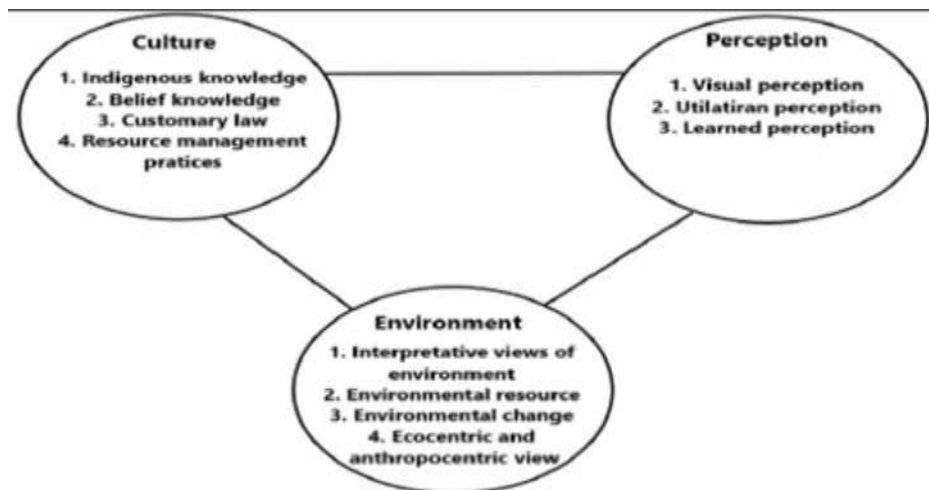
## 2. Environment culture framework:

**2.1. Definition:** Culture is the complex whole that includes knowledge, belief, art, law, morals, customs, and any other capabilities and habits acquired by humans as members of society. (L.mothersbaugh, 2010)

Afangideh, Joseph, and Atu (2012) conceptualized urban culture as the specific pattern of attitudes of the people, customs, beliefs, and overall atmosphere and sense of connection of people in urban centres. Moreover, Hosagrahar (2009) posited urban culture as a set of beliefs, practices, customs and behaviors that are found to be common among the majority of people living in a certain urban Centre. (Lecturer & Olutayo, 2021, p. 3)

Culture is the determinant of individual perception that constructs human expectations, needs, and values and influences an individual's perception. The varied perception that evolved into cultural settings also helps the person recognize their surrounding environment; the (environmental) worldviews that are rooted in culture influence the attitudes of humans toward anthropogenic impacts on the environment. As an example, the empirical investigation of Schultz et al. suggested that culture is an essential determinant of environmental attitudes. Several scholars (Boeve-De Pauw and Van Petegem 2012 have reported that culture influences environmental worldviews. Xue et al. (2014) asserted that "cultural worldviews are potentially important determinants of environmental risk perceptions." (Majumdar & Chatterjee, 2021, p. 3)

Figure 1. Culture, perceptions and environment: theoretical framework



Source: Koustab Majumdar; Dipankar Chatterjee; The cultural dimension of environment: Ethnoscience study on Santhal community in eastern India; International Journal of Anthropology and Ethnology; 2021.P4

**2.2. Environmental culture:** is a multifaceted framework consisting of codes, norms, and organizational structures that a society or social group adopts. It is acquired through education and socialization, helping to preserve environmental equilibria. This culture is expressed through various elements such as norms, beliefs, values, concepts, knowledge, habits, practices,

expectations, lifestyles, institutions, and patterns of social and economic organization (Spínola, 2021)

### 2.3. Elements of environmental culture:

The elements of environmental culture can be identified as follows:  
**a.environmental awareness** :the concept of environmental awareness is multifaceted and interpreted in diverse ways within scholarly works. Paul and Rana (2012) outline five dimensions of environmental awareness as identified by Zsóka, which include environmental knowledge, values, attitudes, willingness to act, and actual behaviors. According to their research, environmental awareness is fundamentally about recognizing environmental issues. The drive towards consumer action is tightly linked to the comprehension of these elements. (Zdenka Musova, 2021); Examples of behaviors that demonstrate environmental awareness include recycling, reducing plastic use, and carpooling or biking to work. Using reusable plastic bottles and bags can reduce waste and building with non-toxic materials will also protect the environment (Mccaw, 2023)

**b. Environmental Education (EE)**: is different from other disciplines in the education field in that it can be taught to all students with different levels. Sanera (1998) mentioned that (EE) is a complex process that aims to attain several goals at the affective, cognitive, metacognitive, and behavioral levels. Moreover, Stevenson et al. (2013) said that (EE) can be used to inform the school-aged population as well as the general population. In addition, Mosothwane (1992) indicated that the introduction of (EE) early into schools induced positive attitudes towards a quality environment that children learn, especially by observing adult behaviors. Moreover, Ramsey (1993) said that schools need to be involved so that students from a young age become aware of social and environmental issues in their local communities and around their 'world', and thus be motivated to take action to improve and maintain the environment. (Abdullah, 2021, p. 131)

**c. Environmentally responsible behavior**: often referred to as pro-environmental behavior, is characterized by actions that minimize harm to the environment or even benefit. Over time, this kind of behavior and the concept of "green" consumption have been interpreted in various ways. For some, being "green" is primarily an attitude. Environmentally conscious consumers view the worsening environmental conditions as a global security issue. Conversely, those less aware of environmental issues often assume these problems will resolve themselves naturally. Research into consumer behavior frequently focuses on the environmental impacts at certain phases of consumer behavior. Onel & Mukherjee (2016) emphasize the importance of addressing consumer behavior in a broader context, examining the various stages and their effects on the environment, as well as their role in mitigating environmental challenges. (Zdenka Musova, 2021, p. 180)

### 3.1. Consumer behavior definition:

From an early age, you've been a consumer, with your role evolving over time. Initially, your consumption was guided by your parents, from the food you ate to the clothes you wore. As a toddler, you absorbed educational content like Sesame Street and began to express simple preferences during shopping trips. By your teenage years, you were making more assertive choices about personal style, influencing family decisions on purchases and vacations. Eventually, you took charge of your own decisions, selecting your field of study, choosing a university, and deciding on your academic path, demonstrating the evolution of your consumer behavior from dependence to independence.

Consumer behavior explores how individuals act in various purchasing situations, with several interpretations within the field:

1. Walters 1974 defines consumer behavior as: the process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services. (Kanuk)
2. It encompasses the actions consumers undertake when they seek out, buy, utilize, evaluate, and dispose of products, services, and ideas.
3. It's viewed as the sequence of actions, responses, and outcomes as consumers navigate through decision-making, make a purchase decision, and utilize the product.
4. Consumer behavior involves the complex interplay of emotions, thoughts, behaviors, and external factors as people manage the transactional aspects of their lives, specifically the visible actions taken by consumers.
5. It is characterized as the cognitive and physical activities of individuals, families, or decision-making units related to the ultimate consumption, which includes acquiring, producing, using, and sometimes disposing of goods and services. (Ling, d'alessandro, & winzar, 2015)

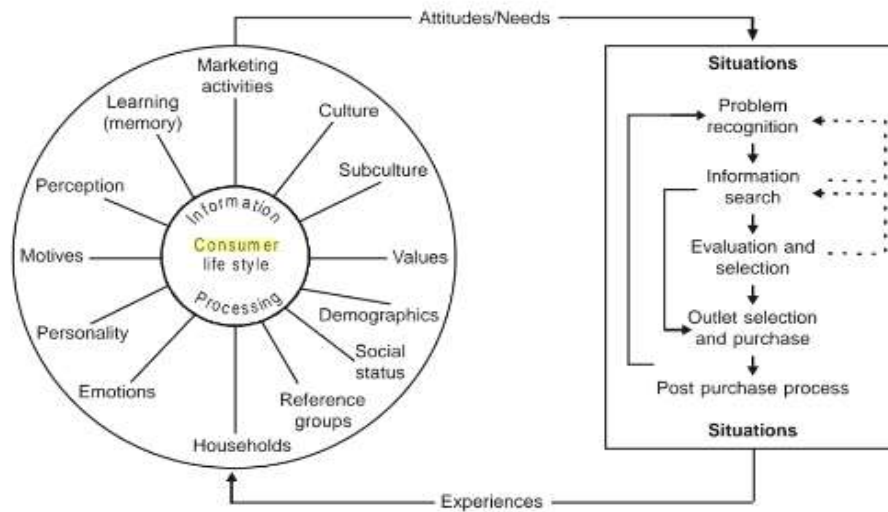
In exploring the buying process, it's important to recognize that not all purchases are for personal use. For instance, a mother's grocery choices are influenced by her family's preferences, highlighting that purchases often cater to the needs of others. The impact of children on shopping decisions underscores the complexity of consumer behavior, a subject further examined in this text. Additionally, buying decisions can be collective, involving input from various family members, and influenced by broader social interactions, including online reviews.

The distinction between the terms 'consumer' and 'customer' is crucial in marketing, with 'consumer' referring to anyone who purchases goods and 'customer' indicating a repeat relationship with a brand or retailer. This nuance is vital for marketers focused on building loyalty and repeat business, exemplified by the strategic shift in terminology used by the British railway system post-privatization to foster a closer relationship with travelers. (Priest & Carter, 2013)

### **3.2. Consumer behavior factors influencing:**

The literature on consumer decision-making identifies various factors influencing this process, which are categorized in different ways. Examples include a division into inner and outer factors, and a classification into three basic categories: personal, psychological, and social factors, with cultural factors added as a separate category by another author. Additionally, situational factors, which pertain to the specific context of the decision-making situation, are recognized. The focus of the discussed inquiry is on personal, psychological, and situational factors. (J. Stávková, 2008)

Figure 2. simplified framework for studying consumer behavior



Source: Khan, Matin; *Consumer Behavior*; 2<sup>nd</sup> edition; Inde: New Age International (P) Limited; New Delhi 2007; p8.

**a. Personality:** is created by inner characteristics and by behavior. This makes a person unique. Personal characteristics influence the way how people behave. It is, however, difficult to find a reliable connection between the individual personality and the behavior type. (J. Stávková, 2008)

**b. Demographics:** describe a population in terms of its size, distribution, and structure; Demographics influence consumption behaviors both directly and by affecting other attributes of individuals, such as their personal values and decision styles. Consider the demographics of the devoted high-end coffee shop crowd not surprisingly, marketers frequently segment and describe their markets on the basis of demographics and use that information to select appropriate media and develop effective promotional themes. As the opening example suggests, demographics are often related to values, lifestyles, and media patterns in important ways. (l.mothersbaugh, 2010)

**c. Attention:** Attention refers to the degree to which consumers pay attention to stimuli within their range of exposure. It is primarily the contents of short term memory which is derived from internal and external stimuli (Vainikka, June 2015)

**d. Motive:** refers to the internal force that directs human or consumer activities towards fulfilling needs or achieving specific goals. In the decision-making process, multiple motives are at play, not just one. However, a challenge in measuring or analyzing motives is that they often operate at the subconscious level. (J. Stávková, 2008)

Figure 3. Motivation Process



Source: Bianca vainikka; *psychological factors influencing consumer behavior; bachelor's thesis centria university of applied sciences; 2015; p9*

This simple illustration explain the motivation process operates, showing that needs and motives are key drivers behind actions or behaviors. These needs and motives shape a consumer's perception of what is significant, thereby affecting their feelings and emotions.

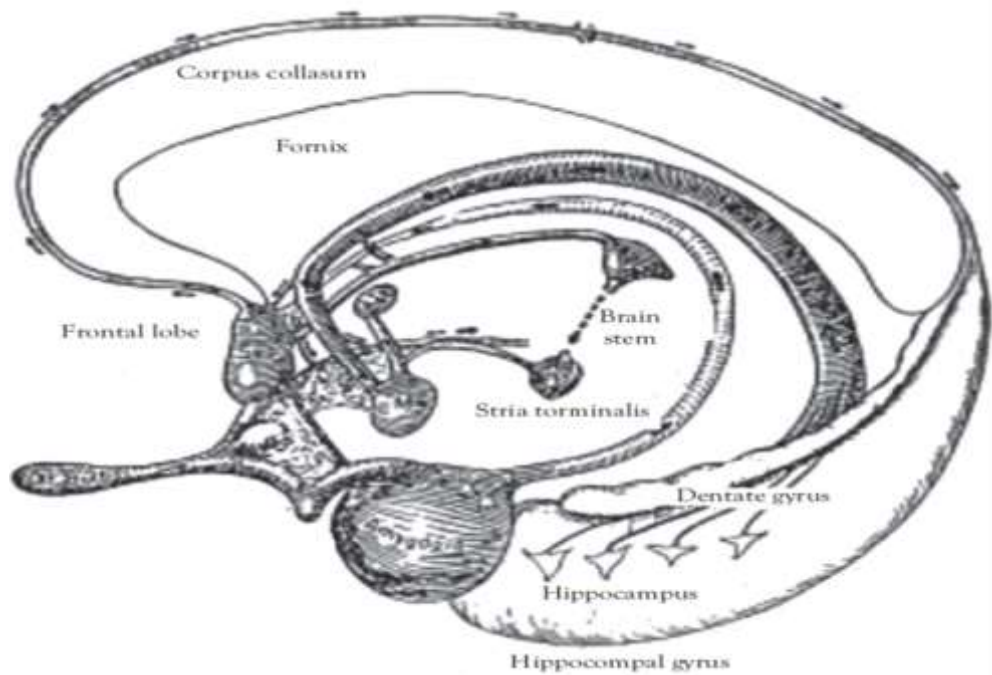
**e. Cultural factors and social status :** Kotler observed that human behavior is largely the result of a learning process ;Accumulated from family and societal socialization, leading to the adoption of specific values, perceptions, preferences, and behavior patterns. These foundational values, as outlined by Schiffman and Kanuk, include notions like achievement, success, efficiency, progress, and comfort in material aspects, practicality, individualism, freedom, humanitarian ideals, and the value of youth. These core values are further modified by the influence of various subcultures, such as those based on nationality, religion, race, or geographic location, each contributing its unique set of ethnic flavors, cultural inclinations, prohibitions, attitudes, and ways of living.

Man is a social being. As a result, the people around us have a large influence on our behavior patterns, likes, and dislikes. We constantly seek confirmation from those around us and rarely do things that are not socially acceptable. The social factors that influence consumer behavior are as follows: a) family, b) reference groups, and c) roles and status (Dua, 2021)

**f. Emotions:** emotions are defined as feelings with physiological and cognitive components that influence behavior. "Emotion is an acute disturbance of the organism, as a whole psychological in origin involving behavior, conscious experience and visceral functioning." Similarly, "Each emotion, a feeling and each is at the same time a motor set. Fear is set for escape, anger for attack, happiness to laugh, grief to cry." Emotions can be elicited by external stimuli

Initial investigations into the brain's emotional mechanisms highlighted specific regions, like the hypothalamus and the limbic system, as key to understanding emotional responses. These studies revealed that stimulating the hypothalamus could trigger both physiological responses and emotional behaviors, ranging from defensive reactions to feelings of pleasure. The limbic system, especially the amygdala within it, was identified as critical in assessing the emotional significance of stimuli. (Kapoor, 2015, p. 3.6)

*Figure4.the limbic system-structures and connections*



*Source: Avinash Kapoor, Consumer Experiences and Emotion Management, Business Expert Press, LLC,new York,p6*



**g. Perception:** Customer perception refers to the attitudes, emotions, and beliefs that consumers possess towards a brand. It is crucial for nurturing customer loyalty and retention, as well as for improving a brand's recognition and reputation. Essentially, it's the customers' feelings towards your brand and their interactions with it that define customer perception, independent of their real experiences. This underscores the significance of shaping and enhancing how customers view your brand to establish a robust, loyal clientele and a positive brand identity (Inabo, 2024)

#### 4. Research methods design

##### 4.1. The study community and sample:

The study community consists of Algerian consumers, where a random sample of 200 consumers, including males and females, was selected with a questionnaire retrieval rate of 100%, during the period from February 20, 2024, to March 15, 2024.

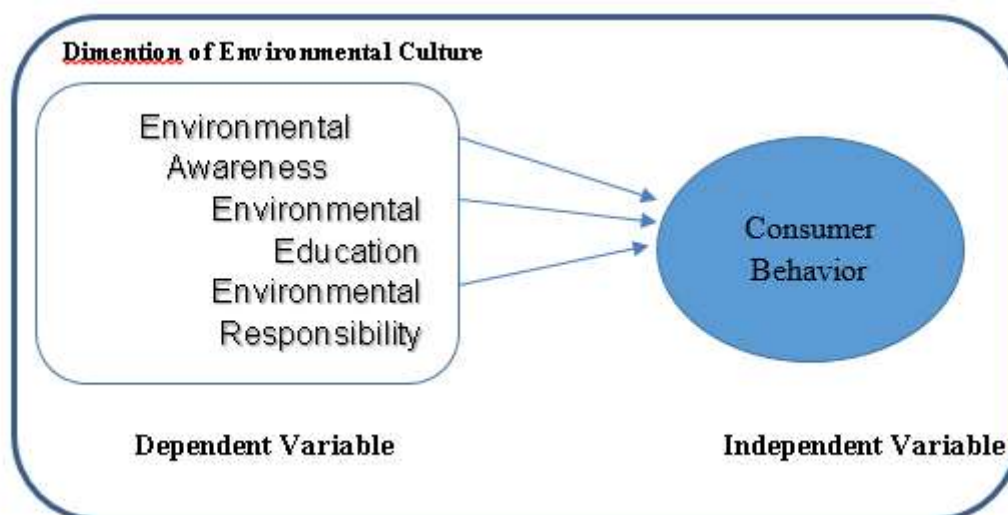
The questionnaire included 30 items divided into three main axes:

Axis 1: Concerning the general characteristics of the sample

Axis 2: Concerning the environmental culture dimension (environmental awareness, environmental education, environmental responsibility)

Axis 3: Concerning consumer behavior.

Figure 5. Study variables:



Source: Prepared by researcher

##### 4.2. The validity and reliability of the study tool:

First, the external validity was ensured by presenting the questions to a group of expert reviewers in the field of study.

Second, the internal validity and reliability of the study tool were established through Pearson correlation coefficient and Cronbach's alpha coefficient.

**4.3. The normal distribution of data:** is a probability distribution that is symmetric about the mean, showing that data near the mean are more frequent in occurrence than data far from the mean.

**4.4. The correlation coefficient spirman** is used to measure the strength of the relationship between the independent variable and the dependent variable.

**4.5. Kruskal-Wallis Test:** is a non-parametric statistical test used to determine if there are significant differences between the distributions of three or more independent groups.



**5.Results and discussion.**

**5.1. Cronbach’s Alpha Reliability Test Results:** The following table shows the Cronbach's alpha coefficient.

*Table 01.Reliability Statistics*

Cronbach's Alpha	N of Items
.900	30

*Source: Prepared by researcher based on the SPSS 22 outputs*

We notice from the table that the Cronbach's alpha coefficient reached 90% for the entire survey, which is a high percentage indicating the stability of the survey. Therefore, all dimensions are characterized by stability and sufficient reliability to achieve the targeted results.

**5.2. Normal distribution test for data:**

Kolmogorov-Smirnov test was conducted to ensure that the data follows a normal distribution, as a necessary test for parametric tests,

*Table 02.Tests of Normality*

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Environmental_awareness	.245	200	.000	.822	200	.000
environmental_education	.205	200	.000	.859	200	.000
Environmental_Responsibility	.147	200	.000	.896	200	.000
cosumer_behavior	.125	200	.000	.934	200	.000

*Sig ks >0.05*

*Source: Prepared by researcher based on the SPSS 22 outputs*

It is evident from the table that the probability value sig for various questionnaire dimensions is less than the significance level of 0.05, which necessitates rejecting the null hypothesis H0 that the data follows a normal distribution and accepting the alternative hypothesis H1 that the data does not follow a normal distribution. Therefore, we will use non-parametric tests in the analysis.

**5.3. Analysis of study variables and testing hypotheses:**

The following tables illustrate the means and standard deviations of study variables representing the degree of sample individuals' agreement with the questions and explain the extent of dispersion of sample individuals' responses.

*Table 03.means and deviation of environmental awareness*

<b>Environmental Awareness</b>	<b>mean</b>	<b>Std.deviation</b>
• I commit to the rational use of various resources like water, electricity, and gas.	4,4050	,6187
• I boycott products that pose a threat to the environment.	2,6800	1,1287
• I read product information and ingredients carefully when purchasing.	2,4250	1,4934
• I understand the need of future generations for scarce and rare resources.	2,5650	,9110
• I realize that keeping the environment free from pollution allows me to live healthily.	3,3440	,5154
• I always participate in environmental campaigns and tree planting initiatives.	2,9750	,8878
• I contribute to spreading environmental awareness among children.	2,9822	,936
• I constantly stay informed about new policies and initiatives regarding pollution reduction.	2,7800	1,240
• I understand that using alternative energy resources helps reduce pollution.	2,6650	,7037

*Source: Prepared by researcher based on the SPSS 22 outputs*

We notice through the table that the arithmetic averages of environmental awareness vary among the respondents' answers, ranging from 2.42 to 4.40. This explains that Algerian consumers lack environmental awareness, as they do not care about boycotting environmentally harmful products and do not read product ingredients before purchasing, except for respondents with high income and high educational levels.

*Table 04.means and deviation of environmental education*

<b>Environmental Education</b>	<b>mean</b>	<b>Std.deviation</b>
• I collaborate with my family and friends to preserve the environment.	2,3700	,9259
• Since childhood, I have received advice and guidance on environmental conservation.	3,6850	,6987
• I try to present new ideas on environmental conservation to everyone.	2,3650	1,1035
• I seek to improve my skills and knowledge by attending training courses on conserving natural environmental resources.	2,8950	,9636

<ul style="list-style-type: none"> <li>I understand the great importance of natural resources and the danger of their rarity and depletion.</li> </ul>	4,2300	,5083
<ul style="list-style-type: none"> <li>I adhere to the environmental laws imposed by the state without hesitation.</li> </ul>	1,5050	1,2071
<ul style="list-style-type: none"> <li>I understand environmental issues such as desertification, global warming, harmful rays, ozone layer depletion, and polar ice melting.</li> </ul>	4,2750	,5105

Source: Prepared by researcher based on the SPSS 22 outputs

We notice through the table that the Algerian consumer is aware of various environmental issues, as we observe that the arithmetic means for the last question reached 4.27 with a standard deviation of 0.51. It recognizes the significant importance of natural resources and the danger of their scarcity, yet it does not contribute to environmental protection and the application of its specific laws, despite receiving a form of environmental education

Table 05. means and deviation of environmental responsibility

Environmental Responsibility	mean	Std.deviation
<ul style="list-style-type: none"> <li>I share the responsibility of protecting the environment with others.</li> </ul>	2,4000	1,0797
<ul style="list-style-type: none"> <li>I report any practices that violate established environmental laws.</li> </ul>	2,500	0,8667
<ul style="list-style-type: none"> <li>I dispose of waste in designated areas.</li> </ul>	3,5800	1,1533
<ul style="list-style-type: none"> <li>I avoid using plastic bags in my purchases.</li> </ul>	1,8250	,5621
<ul style="list-style-type: none"> <li>I encourage recycling waste.</li> </ul>	3,0600	,5727
<ul style="list-style-type: none"> <li>I prefer to buy from companies that adopt environmental standards.</li> </ul>	1,7500	1,1935

Source: Prepared by researcher based on the SPSS 22 outputs

The table indicates that the Algerian consumer is not environmentally responsible, as evidenced by the averages of the questions posed. It is observed that the consumer does not care about purchasing from institutions that adopt environmental standards, nor does it care about disposing of waste in designated areas or reporting any environmentally harmful practices. On the other hand, it encourages recycling, making the Algerian individual contradictory in terms of his environmental responsibility and its implementation.

Table 06. means and deviation of consumer behavior

Consumer Behavior	mean	Std.deviation
<ul style="list-style-type: none"> <li>I care about the price when buying products and do not prioritize environmental responsibility.</li> </ul>	4,0250	1,2255

• I try to buy healthy products, but the prices are high.	4,0650	,2471
• I always look for healthy products to buy.	3,4000	1,0656
• I purchase most of my products from trusted places, especially medical products.	4,3850	,4878
• I avoid buying products of unknown origin and counterfeits.	4,1300	,56722
• I consider the environmental impact when purchasing a specific product.	2,7700	,8780
• I boycott products that rely on environmental rights violations such as deforestation, water pollution, and air pollution.	3,0750	1,1774
• I am willing to go further to buy environmentally responsible products.	1,4250	1,1667

Source: Prepared by researcher based on the SPSS 22 outputs

We notice from the table that the arithmetic means ranged from 1.42 to 4.40 regarding consumer behavior, which explains that the Algerian consumer does not care much about the environmental aspect when making purchasing decisions but is more concerned with the price. This can be attributed to the fact that the income is average to weak, excluding individuals with high incomes and high educational levels who possess some environmental awareness, and their purchasing decisions are based on environmental and health dimensions.

**Correlation between Variables:**

Since the data does not follow a normal distribution, we will rely on Spearman's correlation coefficient ( $-1 \leq R \leq +1$ ) to determine the relationship between environmental culture and consumer behavior after converting the quantitative data to ordinal data.

Table 07. Results of correlation

		Environmental_awareness	cosumer_behavior
Spearman's rho	Correlation Coefficient	1.000	.557**
	Environmental_awareness Sig. (2-tailed)	.	.000
	N	200	200
cosumer_behavior	Correlation Coefficient	.557**	1.000
	Sig. (2-tailed)	.000	.
	N	200	200

\*\* . Correlation is significant at the 0.05 level (2-tailed).

Source: Prepared by researcher based on the SPSS 22 outputs

We observe from the table a statistically significant relationship at a significance level of 0.05, where the Spearman correlation coefficient was 0.557. This indicates a moderate positive relationship between environmental awareness and consumer behavior, explaining that Algerian consumers do not possess a high level of environmental awareness when making their purchasing decisions. The significance level in the table is 0.00, which is lower than  $\alpha=0.05$ . This leads to rejecting the null hypothesis H0 and accepting the alternative hypothesis H1, indicating a statistically significant effect of environmental awareness on consumer behavior.

Table 08. Results of correlation

		environmental_education	consumer_behavior
Spearman's rho	Correlation	1.000	.791**
	environmental_education Coefficient		
	Sig. (2-tailed)	.	.000
	N	200	200
	consumer_behavior Coefficient	.791**	1.000
	Sig. (2-tailed)	.000	.
		N	200

\*\* . Correlation is significant at the 0.05 level (2-tailed).

Source: Prepared by researcher based on the SPSS 22 outputs

It is evident from the table that there is a statistically significant relationship at a significance level of 0.05, where the Spearman correlation coefficient reached 0.791, This indicates a strong positive relationship between environmental education and consumer behavior. This can be explained by Algerian consumers' environmental education, reflected in their concern for natural resources, awareness of their scarcity, and understanding of environmental issues, which influence their consumption behavior. The significance level in the table is 0.00, which is lower than  $\alpha=0.05$ , leading to the rejection of the null hypothesis H0 and acceptance of the alternative hypothesis H1. This indicates that there is a statistically significant effect of environmental education on consumer behavior.

Table 09. Results of correlation

		Environmental_Responsibility	consumer_behavior
Spearman's rho	Correlation	1.000	.756**
	Environmental_Responsibility Coefficient		
	Sig. (2-tailed)	.	.000
	N	200	200
	consumer_behavior Coefficient	.756**	1.000
	Sig. (2-tailed)	.000	.
		N	200

\*\* . Correlation is significant at the 0.05 level (2-tailed).

Source: Prepared by researcher based on the SPSS 22 outputs

We notice from the table that there is a statistically significant relationship at a significance level of 0.05, where the Spearman correlation coefficient reached 0.756, indicating a strong positive relationship between environmental responsibility and consumer behavior, The level of significance in the table indicates 0.00, which is lower than the  $\alpha = 0.05$  , This leads to the rejection of the null hypothesis H0 and the acceptance of the alternative hypothesis H1, indicating that there is a statistically significant effect of environmental responsibility on consumer behavior.

Table 10. Kruskal-Wallis Test

Ranks			
	income	N	Mean Rank
cosumer_behavior	دج 15000 إلى 30000 من	126	71.95
	دج 30001 إلى 50000 من	27	109.44
	دج 50001 إلى 80000 من	18	170.50
	دج 80001 إلى 120000 من	8	127.50
	120000 فوق	21	190.00
	Total	200	

Test Statistics <sup>a,b</sup>	
	cosumer_behavior
Chi-Square	110.840
df	4
Asymp. Sig.	.000

a. Kruskal Wallis Test

b. Grouping Variable: الدخل

Source: Prepared by researcher based on the SPSS 22 outputs

Kruskal Wallis Test was used to analyze the environmental culture based on income level and its impact on consumer behavior. As observed in the table, at the significance level of 0.05, there are statistically significant differences between the means due to variations in individuals' income. This resulted in the calculated  $df=4$  at the significance level 0.000, leading us to reject the null hypothesis and accept the alternative hypothesis that there are statistically significant differences among the sample individuals in their consumer behavior attributable to the income variable.

## 6. Conclusion

In conclusion, the impact of environmental culture with its various dimensions on consumer behavior is profound and multifaceted. We find that the Algerian consumer, despite the intensive efforts made by the Algerian government in environmental protection policies and promoting development such as increasing green spaces, encouraging the use of renewable energy sources, and awareness campaigns for education and instilling environmental culture, is still considered environmentally irresponsible. This can be attributed to several reasons, including low income levels as well as limited availability of environmentally friendly products in local markets,

Accessing it may require greater financial resources, which can hinder his environmentally conscious thinking and purchasing more sustainable products, as well as his environmental awareness and level of consciousness, which is increasing at a weak level among young people and educated groups influenced by the available information through the media and social networks.

### 6.1. Study recommendations:

- ✓ More focus on spreading environmental awareness and responsibility among Algerian consumers through educational curricula and awareness campaigns.
- ✓ Encouraging companies to adopt environmentally friendly production and marketing policies at a cost suitable for Algerian consumers.
- ✓ The government should encourage individuals who adopt environmental standards such as reducing taxes on eco-friendly products and promoting resource recycling and educating consumers about the importance of choosing eco-friendly products.

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