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Tell me where you live, and I will tell you how green you are. Algerian citizens case study in Belgium and Algeria

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Abstract: The transition to a sustainable world is becoming necessary for the current population and future generations. This transition takes several forms and should include a change in consumption patterns. Nevertheless, with the development level gap between countries, approaches towards a sustainable perspective remain divergent, thus impacting these consumption patterns. Several studies have noted a disparity in green consumption behavior between populations within different countries (Shahriari et al., 2019; Clark et al., 2019; Segev et al., 2022). As part of a doctoral thesis, this research examines the differences in green consumption patterns within the same population, namely Algerians, in two samples: those who live in Algeria and Belgium. This, in order to question the living place impact on their green orientations. First, we realized three focus groups to develop a new variable that we call “consumer green orientation” and the phrasing of the other variables namely green attitude and behavioral intentions. Then, two quantitative surveys allowed validation of the model variables. Finally, thanks to statistical analyses (MCA, regression, etc.), we defined the role of green orientation and underlined some effects of living places on the green orientations of Algerian consumers in Algeria and Belgium.