

Bridging Awareness and Action: A Mixed-Methods Study on Environmental Consciousness and Sustainable Behavior in Abu Dhabi's Social and Economic Landscape

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Environmental awareness plays a crucial role in advancing sustainable development by fostering responsible environmental behaviors. This research explores the relationship between Abu Dhabi residents' awareness of environmental practices and the extent to which this awareness translates into their daily sustainable behaviors. Employing a mixed-methods approach, the study encompasses a total sample of 360 participants. Of these, 350 individuals were selected through a random cluster sampling method, while 10 participants were chosen intentionally through non-random sampling. The study aims to test the primary hypothesis that a statistically significant positive correlation exists between individuals' awareness of environmental practices and their commitment to sustainability behaviors. Qualitative data are analyzed through narrative interpretation based on insights from the 10 intentionally selected respondents, while quantitative data from the 350 survey participants are examined using frequency distributions and percentages to outline the demographic characteristics of the study population. To measure the relationship between awareness and behavior, the Pearson correlation coefficient is applied, alongside simple and multiple regression analysis to assess the influence of demographic factors on this relationship.

Keywords: Environmental Awareness, Climate Change, Sustainability, Sustainable Environmental Behavior, Environmental Responsibility.