

Bridging the Green Gap: Mediators and Moderators of Public Awareness Campaigns on Sustainable Purchasing Behaviour in Oman

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Abstract:

This research examines the role of public awareness campaigns and information dissemination in shaping sustainable consumer behaviour, with a focus on identifying key predictors, mediators, and moderators that influence behavioural outcomes. The research investigates how consumers' awareness levels, perceived environmental responsibility, and behavioural intentions mediate the relationship between exposure to sustainability campaigns and actual sustainable purchasing practices. Using a quantitative survey in Oman and using Structural Equation Modelling (SEM), the study assesses the direct and indirect effects of awareness initiatives on consumption behaviour while considering moderating factors such as socio-demographic variables and access to sustainable alternatives. Key predictors include the frequency and clarity of sustainability messaging, while mediators such as environmental concern, perceived consumer effectiveness, social norms are expected to bridge the gap between awareness and action. The prospective outcome is a validated framework that delineates the pathways through which awareness campaigns effectively drive sustainable consumption. The findings will provide actionable insights for policymakers, marketers, and sustainability advocates to design targeted interventions that not only raise awareness but also facilitate tangible, long-term shifts toward environmentally responsible consumer behaviour.

Keywords:

Sustainable consumer behavior, Public awareness campaigns, Environmental sustainability, Environmental concern, Perceived consumer effectiveness, Social norms.