

Are there gender differences in pro-environmental attitudes? Evidence from Croatia.

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ABSTRACT

The objective of this research was to investigate potential disparities between genders in terms of their pro-environmental attitudes and mindsets in Croatia. By employing an online survey through snowball sampling, a total of 263 adult participants from Croatia were recruited for the study. The findings in this research indicate that gender plays a role in influencing individuals' environmental attitudes and behaviors, as women exhibit a higher degree of environmental consciousness and environmentally positive manners. Specifically, women demonstrate greater concern for environmental issues in the country, show more support for policies aimed at recycling, and hold a more positive outlook toward health problems caused by ecological problems. This study provides valuable insights into the connection between gender and environmentalism in Croatia, making significant contributions to existing literature. Moreover, it offers implications for the development of policies targeting environmental management and recognizing the need to influence the environmental behavior of the opposite sex.

Keywords: Environmental Attitudes, Sustainability, Eco-Awareness, Consumer Behavior