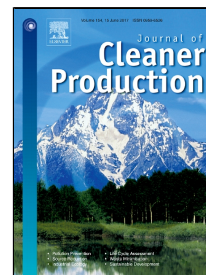


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Water conservation behavior and environmental concerns: evidence from a representative sample of Italian individuals

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Highlights

- We study the link between water conservation behavior and environmental concerns.
- We use an Italian representative dataset and univariate probit models.
- Water conservation behavior is linked to egoistic, altruistic and biospheric concerns.
- The results are robust to knowledge and social capital variables.
- Environmental knowledge is a driver of water conservation behavior.

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