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## **FACTORS INFLUENCING WATER SAVING BEHAVIOUR FOR SPANISH HOUSEHOLDS\*\***

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### **Abstract**

Freshwater is a fundamental natural resource. It is essential for sustaining life, supports the development of ecosystems and economies and is also used as a recreational resource. Therefore, its appropriate management is critical if we want to guarantee the long-term sustainability of the supply. The aim of this paper is to analyze the main aspects influencing water saving in Spanish households. To accomplish this goal, we start by developing a theoretical analysis of those aspects that affect water-saving behaviour. Following this theoretical approach, an empirical analysis is developed. Such empirical research is based on developing several logistic regressions that include different water-saving behaviours as dependent variables.

*Key words:* ecological marketing, environmental marketing, green marketing, sustainable marketing

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