

Lecture 3 :Electricity Conservation in Saudi Arabia-Enhancing Consumer Awareness

by

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The speaker emphasizes on the importance of spreading electricity conservation in addition to expanding generation .The following issues pertaining to the behavior and awareness of the consumers are addressed:

How realistic or reasonable is the consumers' demand?

What about future demand projections?

Does all this demand really have to be met?

Need versus luxury.

Consumer behavior and awareness based on type of society.

How excess and shortage in availability of resources affect the consumer behavior

The European Example and the North American Example.

Other issues related to electricity conservation are also discussed