

Green awareness and young consumer purchasing - an application on Egyptian students in some private universities

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Abstract

Egypt as one of the developing countries which confront a lot environmental challenges, environmental issues and green products culture is not a priority, spreading the ideas of going green and expanding the culture of green product purchase (GPP) is very important step which it need awareness campaign for green marketing to clarify for new generation the benefit of purchasing green products. Our paper will investigate how much young Egyptians university students are aware about green product (GP), if the awareness impacts their green purchase (GPP) and how it might influence their consumer behavior; we will discover what kind of factors could affect Egyptian university students buying behavior of green products and green services.

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