The Effect of Egyptian Consumer Values & Lifestyles on Green Purchase Behavior

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Purpose –Study determines which values and lifestyles describe the green purchase behavior of the Egyptian consumers. Design/methodology/approach –data collected through structured questionnaire. Findings –Empirical results show that lifestyle have positive impact on green purchase behavior (GPB), while values had negative impact. Demographics had no impact. Tested through factor analysis, Regressions and Structural Equation Modeling. Originality/value –Attempt to test the VALS scale on the green consumers with a deep understanding of their demographics. Defining green consumer profiles. Implications –Results confirms importance of educating consumers about healthy lifestyle facilitate green behavior. Keywords Environment, Green Consumer behavior, Lifestyles, Egypt. Paper type Research paper

INTRODUCTION

There is an increasing businesses interest today for environmental issues (Lyon and Maxwell, 2004).companies figured out that people are willing to adjust their behaviors and change for the sake of the environment ,also willing to purchase environment friendly products. (Robert and Becon, 1997). In other words, such impact affected their purchase behavior which became greener. That is why many consumers and producers took serious actions in protecting and preserving the environment (Wong, 2012), in hope to live in "harmony with nature" (Robert and Bacon, 1997, p.79). As a result people are turning to be more ecological at all levels, there has been a demand on environmentally friendly products, or green products (Jansson, et.al., 2010), to promote the green purchase behavior of consumers. (Lee, 2011) stressed that green purchase behavior (GPB) is complicated, yet, green purchase behavior could be defined as who are worried about the environmental effect of the products they purchase or/and consume (Mostafa, 2007; Fraj and Martinez, 2006).

Accordingly, green marketing started to emerge and evolve around this new theme; trying to profile green consumers helping firms to reach this kind of segment. Very few attempts of this kind of study in Arab cultures, however, it was realized that most of these behavioral theories are bounded by culture values. So, many calls asked for validation of these theories in different cultures. This current study is a respond to these calls (Mostaf, 2007, Fraj and Martinez, 2006).

The most discussed variables that would affect green behavior are Values and Lifestyles (VALS) measurement. This VALS is a well-known and a primary way to perform psychographic segmentation. (Hoyer & MacInnis, 2008). Indeed, (Fraj and Martinz ,2006) found that, in general, companies use psychographic variables in terms of values and lifestyles to segment green consumers. These values and lifestyles assist the companies in identifying "the ecological consumer segment". (Diamantopoulos, et.al., 2003), discussed a set of demographic and personality characteristics variables that were employed for segmenting and profiling green consumers. In other words, profiling green consumers is still perplexing and there is no agreement on such profiling. However, this green consumerism has been discussed extensively in the western culture compared to the non-western, specifically the Arabic culture (Lee, 2009; Mostafa, 2007). To add more complexity, even though, such green movement started to emerge in developing countries, and despite the fact that many studies embarked on profiling the green consumers, such profiling is still under researched in developing countries (Chen and Lau, 2002), such as Egypt. The main goal of the study is to describe the Egyptian consumer profiling towards green consumption.

For Egypt, studies showed many environmental challenges, i.e. water and air pollution (Mostafa, 2007), consumers are seeing the importance to go green (Hopkins & Mehanna, 2000; Motavalli, 2005; Tantawi, et. al., 2006a; b). On the top of that, Egypt has experienced two revolutions which could dramatically affect not only the country, but also on consumer behavior. Therefore, there is an urged need to understand the green profiling of those Egyptian consumers after these two revolutions, and whether Egyptian people life styles and values affected their green purchase behavior or not. This is the gap that the current study will fulfill and test. Especially that (Ramzy & Ogden, 2011) confirmed that a population more than 91 million citizens would act as an attraction for companies to introduce green products and concepts.

It was clear that few studies focused on Arab culture characteristics when going green (Mostafa, 2007) in general and for the Egyptians in particular. Especially after the two revolutions that the country went through recently. With the hard economic conditions in Egypt, moving towards green, it would not be a priority in the Egyptian citizen consumer basket (Tantawi, et.al, 2006b). Therefore, it is strongly believed that such relationships are worth investigation. Therefore, this research will empirically test, whether there are any effect of psychographic variables; consumer values, consumer lifestyles, gender, age, income and finally education, on green purchasing behavior of the Egyptian consumers? In other words, the main aim of this current study is to profile the green Egyptian consumer in general after the two revolutions that the country went through.

Specifically, the current research focuses on exploring the dimensionality of values and lifestyle scales (Fraj and Martinez, 2006) and to examine the relationship between the subscales of the values, lifestyles and demographics, gender, age, income, and education, on green purchase behavior. Basically, the purpose of the present study describe the Egyptian consumer behavior, in terms of values, lifestyle and demographics in an emerging economy, Egypt, after the two revolutions that the country went through, and to influence such profiling on green purchase behavior. This identification will improve our understanding of the complex profiling of relationship between the green Egyptian consumers profile and their behavior, which would pave the road for the policy maker on how to convince the consumers with green consumerism.

This study is structured as follows; the literature review, the methodology, findings, testing hypothesis, followed by conclusion, implications and finally limitations and future research.

LITERATURE REVIEW

(National Geographic research, 2010) related consumer purchase behavior with environmental concerns this included 17,000 consumers from 17 different countries (the USA, Brazil, Argentina, Mexico, Canada, France, Spain, The UK, Sweden, Hungary, Germany, Russia, South Korea, India, China, Australia and Japan) (Akehurst, et.al, 2012). Other studies related the attitudes with the green purchase decisions (Bohlen et al., 1993), (Bohlen, 1994), and (Shlegelmilch, et.al., 1996) have concluded that customers attitude towards their environment affect their green purchasing decisions. An American

research, (Bang, et.al, 2000) explained more consumers concerns about the environment results in increasing willingness to pay for renewable energy.

(Lee, 2004, cited in Anand, 2013) defined green purchasing as "products and services that are not harmful to the health of individuals". While, more recently, (Mustafa, 2007: 98) defined green as not polluting and recycled products. Also, (Akehurst, et.al, 2012) defined the green consumer as individuals who know exactly what their actions will lead to regarding the environment. Based on this, it could be said that green purchasing is focusing or buying the products that are ecological.

(Mostafa, 2007), consumers could have the intention to buy green products but when it comes to actually purchasing the product, it could be something different. So, it is essential to understand the actual green purchase behavior of the Egyptian consumers especially after the two revolutions they went through. Indeed, (Gupta and Ogden, 2006) highlighted the need to zoom out to understand consumers' green purchase behavior in general rather than focusing on ecological purchase to reach more deeper understanding of the conversional facts over the environment.

Based on this, many researches (Chan, 2001, cited in Lee, 2009) have highlighted factors affecting green purchase behavior, for example, (Kotler and Keller, 2010) stressed that the psychographic segmentation; values and lifestyle, are among the most crucial factors to define a market segment when it comes to ecological behavior. According to (Karen, et.al, 2004), lifestyle differs from one individual to another depending on personal values, perceptions and one own behaviors. While (Jayawardhena, 2004), defined values as social cognition to adapt to a certain environment. (Kotler, 2010) argued that lifestyle segment include values, attitudes and life style and they lead to certain actions and behaviors.

Values were discussed differently focusing on two groups, this was according to (Rokeach, 1973), cited in (Fraj & Martinez, 2006) those were 1: terminal (focus on the goals that people would like to achieve); and 2: instrumental (focus on plans and the ways). Another research (Jansson, et.al, 2010) it was found that beliefs, values, habit, and norms, determine your choice to adopt eco-innovation or not. Another classification of Rokeach's work (Homer & Kahle, 1988) proposed values that are internal (self-fulfillment, emotion, sense of success, dignity) proved to be positive towards green consumption while the external (sense of property, safety, self-respect) proved to be negative towards green consumption.

Relating values from a social perspective had different grouping according to (Schwartz, 1992, 1994), complementing (Hofstede's, 1984) and based on Rokeach's research cited in (Schwartz, 1992) research, these were four dimensions; self-enhancement (power, achievement); self-transcendence (Universalism, benevolence); tradition (tradition, conformity, security) and openness (self-direction, stimulation, hedonism) Cited in (Fraj & Martinez, 2006).

Researches related values to green or environmental behaviors. (Kahle, 1996) claimed that values are shaped by people's experiences and learning process. Which means they will value buying green products due to their environmental experience? Cited in (Fraj & Martinez, 2006). Another research conducted by (McCarty and Shrum, 1993) proved determinants of recycling were the following values: self-respect, self-fulfillment and respect. In addition to the more important enthusiasm and enjoyment values were, the more important the reflection on ecological activity. Values were grouped differently by (Schwartz, 1992, 1994) into self-transcendence and self-enhancement affected the ecological behavior. Cited in (Fraj & Martinez, 2006).

Another perspective was the culture context and lifestyle , this was researched by , (Tao Sun, et.al., 2004) found out that consumers lifestyle in the individualist cultures were more brand savvy, satisfied with their lives, travel oriented, financially satisfied and optimistic, this was a comparison between collectivist cultures (China and Japan) and individualist cultures (Britain and the USA). According to (Haanpää, 2007), it was found that green commitment could be better explained by different lifestyles than traditional socio-economic background variables, it was measured by consumption styles and green commitment. (Ottman, 2005) used another lifestyle classification and used three distinct groups, planet passionate, health fanatics and animal lovers Cited in (Gupta and Ogden, 2006):

On the other hand, many studies focused on psychographic dimensions and behavior in general. For example, (Robert & James, 1999) findings indicate that psychographic criteria are a useful method in profiling ecologically conscious. (Kotler and Armstrong, 2010) stated that consumer's lifestyle reflect

your purchases, lifestyle dimensions focus is on self–orientation and resources. More explained through VALS; the first dimension –Self orientation, type of goals and behaviors, and refers to pattern of attitudes and activities that shape social self-image. (Hawkins and Mothers Baugh, 2012). Then, the second dimension- Resources-reflects values possessed which includes dimensions like physical, psychological, demographic and material means such as self-confidence, interpersonal skills, inventiveness, intelligence, eagerness to buy, money, position, education …etc. (Kotler & Armstrong, 2005)

Researchers have found positive relationships between values and lifestyles and green behavior. Indeed, (DeYoung, 1985-1986), for example, proved that moderate lifestyle was positively related to glass and paper recycling. In addition to conservative and religious values and lifestyles like to engage in society improvement stated by (Lievers, et.al., 1986). Individuals with liberal values have most environmental concern stated by (Dunlap and Van Liere, 1986) Cited in (Fraj & Martinez, 2006).

(Alonso, 1999) Cited in (Fraj & Martinez, 2006), concluded that consumers with great awareness to the environment and likes to adopt behaviors in respect to the nature are more likely to purchase and value ecological products, especially that people like to enjoy nature and are concerned about both physical appearance and keeping a balanced and healthy diet.

Based on this, it is assumed that:

H1: Consumer values positively impact green purchasing behavior

H2: Consumer life styles positively impact green purchasing behavior

Beside the values and lifestyles, many studies included demographics as well. For example, (Balderjahn, 1988) focused on the demographic, personality and attitudes of the West German consumers, and found that each behavior pattern had different cluster of predictors, behavior. Yet, generalizability was an issue in this study, due to the focus on only specific area in Germany. Similarly, (Pickett, et.al, 1993) proved no influence among respondents in terms of demographics unlike the Psycho-social variables where significant in relation to its effect on CONSERV scale, which is a self-reported scale of ecologically conscious consumer behavior. (Jain & Kaur, 2006) important research focuses on the link between demographic characteristics and environmental consciousness and this helps profiling different segments of green consumers, and facilitates marketers chosen segments to target (Anand, 2013).

Based on the above, in general, in developed economies, researchers found that being environmentally aware has a positive influence on acquiring green products. However, in emerging economies consumers were careless for environmental concerns and this was related to the higher cost for having green products (Tantawi, et.al, 2009). This result was challenged by (Jain & Kaur, 2006) who found that big cities in urban areas in India constitute major markets for green products than rural areas, due to literacy rates and income levels.

Studies had proven the significance of demographic variables according to (Kinnear, et.al., 1974), (Arbuthnot, 1977), (Borden and Francis, 1978), and (Antil, 1984a). For example, (Xiao and McKnight, 2007) main demographic predictors that influenced environment concerns were Age, gender, political ideology, educational attainment, ethnicity, and value orientation . The success of many researches in profiling the green consumer using geographic (Samdahl and Robertson, 1989), cultural (Webster, 1975), personality (Kinnear, et.al., 1974), yet, demographics; age, gender, income and education (Roberts, 1996; Chan, 1999; Diamantopoulos et al, 2003), helped to a great deal and were considered in this study.

According to the gender, (Maineri, et.al., 1997) cited in (Lee, 2009) proved that women were highly participated in environmental behavior and specific green consumption than men, Western study. As for (Akehurt, et.al, 2012) study women were more environmental sensitive than men. The research of (Zelezny and Bailey, 2006) added that women characteristics have proven to be more passionate about the environment than men and this was due to the following characteristics: interdependence, compassionate, nurturing, cooperative, and helpful in caregiving roles. Similarly, (Stern, et.al, 2005) cited in (Lee, 2009) claimed that women have stronger biospheric orientations (focusing on values that emphasize the environment and the ecosystem) than men. Furthermore, (Steves, 2009) highlighted studies in Japan and North America that revealed that adult women believe strongly in environmental issues and consumption more than men. An Egyptian study (Mostafa, 2007) found that women were more sensitive to

environmental concerns and green purchases. Lebanese study Females were more sensitive than males to issues of ethical nature. (Yusuf, et.al, 2009)

The results pertaining age were misleading, for example, (Akehurt, et.al, 2012) found that younger aged consumer were more environmental sensitive. On the contrary, (Sidani, et.al, 2009) proved that there is a trend indicating that moral development increases with age. This was supported by (Pinto, et.al, 2011) as they found that older aged consumers are more towards environmental products. Yet, for the developing nations, particularly the Egyptians, Ramzy and Ogden, 2010) found that because of the large youth population (about 42% of the population is under the age of twenty) who are accepting a more environmental friendly lifestyle. (Ramzy & Ogden, 2010).

The income variable; purchase behavior is influenced by Income levels (Terrell, 2002). According to (Kinnear, et.al., 1974) income level was important predictor to examine environmental attitude and behavior. Yet, more recently, (Akehurt, et.al, 2012) found that income is perceived to have a positive impact on green purchases. (Hopkins and Mehanna, 2000) supported that Egyptian consumer's rank first their economic concerns then environmental concerns. (Inglehart, 1990) and (Buttel, 1992) argued that once the wealthy people fulfil their basic needs of food and safety, then they start developing a set of environmental concern values. Based on this, it is predicted that developing countries, including Egypt should be less concerned about the environment than the western countries (Mostafa, 2007) cited in (Tantawi.et al, 2009).

The last variable considered, education level, another demographic variable to investigate the relationship with green purchasing behavior (Tantawi.et.al, 2009). (Akehurt, et.al, 2012) found a relationship between green behavior and education level. According to (Pinto, et.al, 2011) it was found that green consumers tend to have lower levels of education.

Positive relation between education and purchasing behavior was proven by (Straughan and Roberts, 1999), and supported as well by (Tantawi, et.al, 2009) which was a direct positive relation between higher education level and green purchasing behavior.

Building on the above, we hypothesized that

H3: Gender significantly influence green purchasing behavior

H4: Age significantly influence green purchasing behavior

H5: Income significantly influence green purchasing behavior

H6: Education significantly influences green purchasing behavior.

METHODOLOGY

Since all the scales mentioned in this current study have been developed and discussed in the literature, the most well-known and widely discussed ones will be used, for instance, scales of values, lifestyle and demographics were taken from (Fraj and Martinez, 2006). While, green purchase behavior scale has been adapted from (Lee, 2011). Data for the present study were collected in 2014, and were collected from a questionnaire passed to a random sample of 422 individuals from the city of Cairo (Egypt). A total of 138 were valid (32 per cent).

The questionnaire consisted of four large blocks. The first three blocks included questions related to values, lifestyle, and finally, green purchase behavior. These three parts were anchored by "Strongly agree" (5) and "Strongly disagree" (1). Finally, the fourth and last block included questions about demographic gender, age, income and education. As per the income specifically, according to (Straughan & Roberts, 1999), some studies showed a non-significant relationship between income and environmental awareness hence, there is a need to use monthly income level to investigate the consumers' green purchasing behavior.

Findings

In terms of the descriptive analysis, specifically gender, for the sample at hand the majority (72.7 percent) were males, while only 27.3 percent were females. As for the age, the majority are from "25 – 35" year old, followed by "36 to 45" as they represented 15.2 percent. Finally, "above 45" they were only

0.7 percent. As per the education, the majority has bachelor (73.2 percent), followed by Masters (14.5 percent). Finally, both "Doctor and other" had around 2.8 percent.

In order to test the hypotheses, and following (Fraj and Martinez, 2006), a factor analysis should be run first for Values items and another factor analysis should be conducted for lifestyle items. Then, a final factor analysis should be conducted for the green purchase behavior scale. This is due to not only the advise by (Fraj and Martinez, 2006), but also due to the fact that in most of the times such scales were tested in developed nations and very few studies used these scales in developing nations. Furthermore, This analysis assists in the dimensionality and purification of these scales, and reduces the items to smaller, more meaningful factors, and also allows us to examine discriminant and convergent validity. All this will assist us in investigating the hypotheses. Each factor generated was treated as a sub-scale. Item-to-total correlation and Cronbach alpha were calculated for each sub-scale.

For values, the initial analysis results showed that "I am often interested in theories", " I like a lot of variety in my life", " I love to make things I can use every day", "The world literally was created in six days", "I like to learn about art, culture, and history" have less than .50 (the cut-off point) communalities level with other items; therefore, it was removed and factor analysis was re-run. The second factor analysis was examined through the scree plot that was subsequently drawn and showed a major elbow after the fourth factor, thus supporting the existence of only four factors. Therefore, factor analysis was re-run after removing all items in factors after the fourth factor. This final analysis resulted in four factors with a reasonable KMO and communalities level among items and therefore proceeded with the analysis. This final factor analysis extracted, consisted of four factors, accounting for 66.65 percent of the total variation. Table 1, presents the results of both factor and reliability analyses. A label was given to each factor, based on the content of the items that loaded heavily on the respective factors.

As can be seen in table 1, and similar to (Fraj and Martinez, 2006), values scale revealed four dimensions; the first dimension included items that related to people who like to have excitement in their lives, and therefore, this dimension is called " Exciting people". This factor included five items, three of which were found in "Adventurous" factor in (Fraj and Martinez, 2006). Second, included items related to people who are creative and like to do their own things, so, it was named "Creative people". Third factor included items who like to be in charge and to lead people, so it is called "Leaders". Finally, two items related to dressing more fashionable and in the latest fashions were loaded on this factor; therefore, it is called "Fashionable People".

Testing Hypotheses

In order to test the hypotheses, due to the small sample size at hand many, regression tests took place as will be explained next: First, in order to test: "H1: Consumer values positively impact green purchasing behavior", a multiple stepwise linear regression was conducted where the four factors resulted from the values factor analysis were entered as the independent variables, while, the dependent variable was 'the green purchasing behavior", and was entered as factor. Yet, surprisingly, no factor was significant. However, when all the Values were entered in another stepwise regression, but as items, six items were significant, as shown in table 3. Even more surprisingly, only one item from the factors resulted in the factor analysis was found in this regression analysis, while the rest of the five items were not included in these factors. Thus, H1, is not confirmed.

TABLE 1
FACTOR ANALYSIS FOR VALUES DIMENSIONS

Items	Factor Loading	Reliability Analysis (α)
Factor 1: "Exciting People"		0.73
I often crave excitement	0.70	
I consider myself an intellectual	0.46	
I like trying new things	0.77	
I like a lot of excitement in my life	0.77	
I like doing things that are new and different	0.73	
Eigenvalue: 2.72		
Percentage of variance: 22.67		
Factor 2: "Creative People"		0.72
I would rather make something than buy it	0.70	
I like making things of wood, metal or other such material	0.80	
I like making things with my hands	0.81	
Eigenvalue: 2.03		
Percentage of variance: 16.98		
Factor 3: "Leaders"		0.72
I like being in charge of a group	0.83	
I like to lead others	0.88	
Eigenvalue: 1.72		
Percentage of variance: 14.39		
Factor 4: "Fashionable People"		0.70
I dress more fashionable than most people	0.87	
I like to dress in the latest fashions	0.89	
Eigenvalue: 1.52		
Percentage of variance: 12.69		
Kaiser –Mayer –Olkin (KMO) = 0.55		
Bartlett test of sphericity Chi-square= *426.08* (p=0.00)		

A similar factor analysis was conducted for the lifestyle items. Surprisingly, this factor analysis results in three factors, almost exactly the same as what (Fraj and Mrtinez, 2006). First factor included items related to people who like to eat healthy including fruits and vegetables, so, it is called "healthy food eaters". Then, the second dimension includes items related to people who are following a healthy way of living; this factor is called "healthy conscious people". Finally, the third factor is called "ecological conscious" as it included items related to people who are ecology conscious. All of which with accepted alpha. Finally, green purchasing behavior was entered and only one factor resulted with Cronbach Alph of 0.87.

TABLE 2
FACTOR ANALYSIS FOR LIFESTYLE DIMENSIONS

Items	Factor Loading	Reliability Analysis (α)
Factor 1: "Healthy Food Eaters"		0.73
I try not to eat pre-cooked food	0.72	
I Often eat fruits and vegetables	0.68	
I eat red meat moderately	0.61	
I try to eat food without additives	0.62	
Periodically, I check my health voluntarily	0.69	
Eigenvalue: 3.39		
Percentage of variance: 33.92		
Factor 2: "Healthy Conscious People"		0.60
I regularly visit the dentist	0.55	
I try to take an arranged and methodical life	0.78	
I read the products labels	0.76	
Eigenvalue: 1.50 ***Percentage of variance: 15.04***		
Factor 3: "Ecological Conscious"		0.67
I participate in environment conservation tasks	0.85	
I worry about the human activity consequences on the climatic change and act consistently	0.82	
Eigenvalue: 1.10 ***Percentage of variance: 10.99***		
Kaiser –Mayer –Olkin (KMO) ***0.76*** **Bartlett test of sphericity Chi-square=*271.67* (p=0.00)**		

TABLE 3
VALUS (ITEMS) AS PREDICTORS AND THE DEPENDENT VARIABLE: GREEN PURCHASE BEHAVIOR

Multiple R=.65 $\Delta R^2 = 0.03$	$R^2 = .42$ F=11.04	*Adj.* $R^2 = .38$ p = .00	
Items	***B***	***Beta***	***t-value***
I am very interested in how mechanical things such as engines work	0.25		3.81
I like the challenge of doing something I have never done before	0.60		5.06
I follow the latest trends and fashions	0.31		3.83
I like to learn about things even if they may never be of any use to me	0.31		3.24
The government should encourage prayers in public schools	0.24		2.67
I would rather make something than buy it*	0.20		2.23
*** Was included in the second factor of Values**			
Dependent variable: Green Purchase Behavior			

Then, in another regression analysis, the three factors of lifestyle were entered as the independent variable, while the green purchase behavior as factor was the dependent. Surprisingly, the three factors were significant, as shown in the table below. In this respect, (H2: Consumer life styles positively impact green purchasing behavior) is confirmed.

TABLE 4
LIFESTYLE (FACTORS) AS PREDICTORS AND DEPENDENT VARIABLE: GREEN PURCHASE BEHAVIOR

Multiple R=.55 $\Delta R^2 = 0.06$	$R^2 = .30$ F=15.78	*Adj.* $R^2 = .28$ p = .00	
Items	***B***	***Beta***	***t-value***
Healthy Food Eaters	0.40		5.18
Ecological Conscious	0.26		3.31
Healthy Conscious People	0.23		3.05
Dependent variable: Green Purchase Behavior			

Followed by a third regression, where lifestyle items were entered as variables, but the green purchase behavior was the dependent as factor. Five items were significant, as shown in table 5, yet, only three of them belong to the lifestyle factors discussed earlier.

TABLE 5
LIFESTYLE (ITEMS) AS PREDICTORS AND DEPENDENT VARIABLE: GREEN PURCHASE BEHAVIOR

Multiple R=.72	*R^2= .53*	*Adj. R^2= .50*	
ΔR^2 = 0.02	F=20.38	p = .00	
***Items**	***B***	***Beta***	***t-value***
Periodically, I check my health voluntarily*	0.28	)	3.39
I try to reduce stress	0.44	ł	4.70
I control the salt ingestion	0.27	)	3.23
I often eat fruits and vegetables*	0.25	!	2.67
I read the products labels*	0.15	)	2.14
*** Was included in lifestyle factor**			
Dependent variable: Green Purchase Behavior			

In another regression analysis, and in order to test the third, fourth and fifth hypotheses, gender, age and income were the independent, while the green purchase behavior was the dependent. As shown in table 6, only age was significant. Thus, hypotheses 3, 5 and 6 are not confirmed, while only H4 is confirmed which states that (H4: Age significantly influence green purchasing behavior). Table 6 depicts the results.

TABLE 6
DEMOGRAPHICS AS PREDICTORS AND DEPENDENT VARIABLE: GREEN PURCHASE BEHAVIOR

Multiple R=.27	*R^2= .07*	*Adj. R^2= .06*	
ΔR^2 = 0.07	F=8.52	p = .00	
***Items**	***B***	***Beta***	***t-value***
Age	0.70	'	2.92
Dependent variable: Green Purchase Behavior			

Finally, in order to have a complete idea about all different involved factors, a multiple linear regression took place where the four factors of the values, three factors of lifestyle and also the demographics, age, gender, income and education, were entered as the independent variables while the green purchase behavior was the dependent variable.

Table 7 depicts the results. Similar to(Fraj and Martinez, 2006) it was found that only two values factors out of the four; “exciting people” and “leaders” were negatively significant, while all the three lifestyle factors are significant. Even more surprisingly, none of the demographics was significant.

TABLE 7
LIFESTYLE, VALUES (AS FACTORS) AND DEMOGRAPHICS (AGE, INCOME, EDUCATION AND GENDER) PREDICTORS AND DEPENDENT VARIABLE: GREEN PURCHASE BEHAVIOR

Multiple R=.62	*R^2= .39*	*Adj. R^2= .37*	
ΔR^2 = 0.02	F=17.25	p = .00	
	B	***Beta***	***t-value***
Healthy Food Eaters	0.47	4	6.28
Health Conscious	0.38	5	4.88
Ecological Conscious	0.36	3	4.74
Exciting People	-0.18	7	-2.34
Leaders	-0.17	7	-2.30
Dependent variable: Green Purchase Behavior			

Furthermore, in order to test the whole model, setting up a structural model where all the factors previously obtained will be utilized; four Values factors, three Lifestyle factors, age, gender, income and education to test their effect on green purchase behavior. Figure 1 presents the final model, and table 8 depicts the satisfied results obtained, where none of the demographics was significant. The final model presented satisfied results GFI 0.98, AGFI 0.94, CFI 0.99, RMSEA .02.

FIGURE 1
THE FINAL RESEARCH MODEL

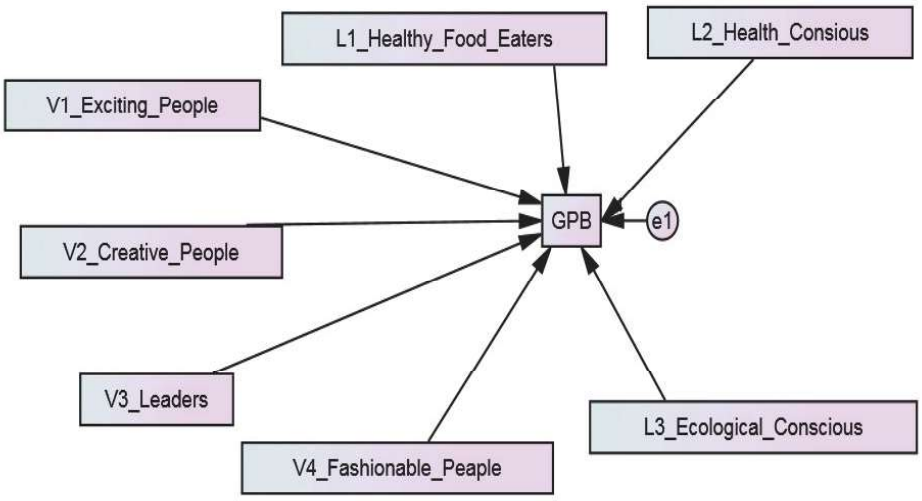

TABLE 8
OUTPUT OF SEM

		Estimate	C.R.	P
GPB	**Exciting People**	-.18	-2.42	.01
GPB	**Leaders**	-.17	-2.36	.01
GPB	**Healthy Food Eaters**	.47	6.47	.00
GPB	**Health Conscious**	.38	5.03	.00
GPB	**Ecological Conscious**	.36	4.86	.00

DISCUSSION

After the two revolutions that the country went through, many changes took place and green movement is one of them. Consequently, it seems that the "go green" spirit has lit the Egyptians at heart. In other words, the findings of this current study represent a paradigm shift in green consumer behavior. Indeed, previously it was asserted that environmental concern is only limited to "wealthy people" who have satisfied their food and safety needs (Mostafa, 2007), yet, it seems that the revolutions and strikes could have affected their perceptions not only politically but also environmentally.

The present study aimed at providing international marketers with information concerning the green lifestyle and values of the Egyptian consumers after the two revolutions they went through. The main purpose of this current study is to explain which psychographic variables; values and lifestyles, and demographics in terms of age, gender, income and education would explain the green purchase behavior. In more details, in this study a model was developed that explains the green purchase behavior of the Egyptian consumers in an attempt to understand their green behavior after the two revolutions Egypt faced.

Similar to (Haanpää, 2007); (DeYoung, 1985-1986); (Lievers, et.al., 1986); (Alonso, 1999); the multiple regressions showed that top three positive predictors are lifestyle factors "healthy food eaters", "health conscious people", and "ecological conscious with the GPB. In other words, it was found that the exogenous variables, which gather aspects related to healthy diet, have the strongest influence on GPB. This means that people who are concerned with healthy lifestyle and concerned about their personal hygiene and their diet tend to have a more involvement in environmental issues and purchases.

This finding further consolidates important role of "feeling great" or "feeling satisfied" message to encourage green consumerism that was discussed by (Lee, 2009). Results of the present study showed that Egyptian green purchase behavior provides stronger identity experiences and sense of self worthiness and "feeling great" rather than voluntary more than protecting the environment. This may imply that Egyptian green purchase behavior is mainly motivated by intrinsic personal values to stay and eat healthy followed by environmental protection reasons.

Also, similar to (Fraj and Martinez, 2006), the multiple regression showed two negative predictors of green purchase behavior are values factors: "exciting people", and "leaders" respectively. Despite the fact that (Lee, 2011) suggested that general green purchase behavior illustrated social meanings, it was not the case for the Egyptian consumers, on the contrary, our results reveal that people who are looking for adventures have negative significant impact on GPB. This might imply that such people do not find the incentives to behave pro-environmentally and do not care about the environment, in the contrary, in fact, the more they are adventurous the more they are unwilling or do not care about the environment.

Furthermore, slimier to exciting people, leaders who would like to be in control and to lead others are not willing to get involved in green consumerism, maybe this is due to their feelings that they are not in control of the environmental problems due to the lack of information which makes them less interested in engaging in such green behavior. Such people look for social acceptance, and it seems they do not find it in being green. In this case, getting those leaders involved in the environmental challenges is crucial and

essential. This could take place by sending them the right marketing messages, getting them involved in the environmental issues and increase their knowledge of local environmental could make them feel in control and more accountable about environmental problems.

CONCLUSION

This paper examines the values, lifestyles and demographics of the Egyptian green purchase behavior after the two revolutions that the country went through. Even though it could be said that in developing countries GPB is not as advanced nor deeply embedded in consumer behavior as in the developed countries, still, in developing countries it is taking steps towards such behavior.

International marketers now should consider a new segment in the Egyptian market that not only considers buying green products but also deeply following such green healthy lifestyle in their daily routine.

On the other hand, still, there is a challenge that international marketers are facing, which is convincing leaders and exciting people of the importance of being green and following green lifestyle. Such encouragement would not only create the "buzz", but also would enlarge green consumers segment as it will drag both the leaders and their followers as well. Indeed, as the collectivist culture, which Egypt belongs to, might rely on WOM more than individistic culture, so it is recommended to encourage this green WOM (Lee, 2011)

IMPLICATIONS

From conceptual standpoint, the current study provides a fuller understanding and profiling of the green purchase behavior of the Egyptian consumers after such political turbulent the country went through. The results that current study has reached support the strong effect of lifestyles on green purchase behavior of the Egyptian consumers. On the other hand, values had negative effect on the GPB. Furthermore, all the demographics in terms of age, gender, income and education had insignificant effect on GPB.

Based on the conceptual contribution of this current study, there is an important managerial implication; mainly that green consumers in Egypt could be a lucrative segment as it attracts the attention of the managers to the importance of when targeting green consumers. However, this could take place only knowing that it is not enough to inform them of the "green" effect of the products they are selecting, but also when designing the advertising for the products, it is important to integrate the product into the consumer's daily healthy routine life and also stress the environmental effect of the product in an effort to provide more value to the product. This could be through both hygiene and rational appeal when promoting for environmental related products. For instance, using green rational appeal to be more persuasive and build this green conscious inside the lifestyle of not only ordinary people but also into the leaders. Furthermore, educating customers and improving their environmental image all of which could result in Word Of Mouth (WOM), which developing and collectivist culture strongly believes in. Such approach would facilitate brand recall when actually existing in the retail which will greatly improve the probability of purchasing decision.

In this respect, those companies aiming to introduce green products in the Egyptian market should focus their marketing campaigns and communication messages on health issues, habits and environmental awareness and responsibility. Ecological conscious should also be reflected in their labeling and packaging. Companies might as well engage in environmental society activity and sponsorships.

Furthermore, international marketers should send the message that "you are in control of the environmental problems", to give the sense of control to the leaders to encourage them to get involved into such environmental consumerism. Their followers will follow.

Identifying and profiling the green consumers in terms of psychographic variables would help the marketers to identify the ecological consumer segment that would be interested in green products. In essence, companies should focus their efforts on those healthy conscious people who care a lot about

healthy eating habits and who are ecological conscious. Focusing on such segment would stress their positive involvement with environmental concerns. In this case, companies should not only adhere to environmental friendly practices, but also should make sure that such segment are aware of these practices, by using different channels (Fraj and Martinez, 2006) such as labeling, advertising, and even testimonials.

LIMITATIONS & FUTURE RESEARCH

In terms of limitation, the relatively small size would affect the generalizability of the results; therefore future research is advised to have larger sample size. Furthermore, it would be interesting to validate this model in different culture by repeating similar studies in other similar Arabic countries, i.e. Tunisia, to compare the results. Also, similar to (Mustafa, 2007) the current study relied on self-reporters of past behavior and predictions about future actions, which could represent a fairly idea of actual behavior, however, it could over report it. So, it is recommended for future research to use qualitative data collection method such as focus groups, interviews to get more insight.

In order to get a more in-depth understanding of such complex issue, as green purchase behavior, it is recommended to include more constructs, especially contextual factors, that could affect such decision, for example culture, peers, family, medial law and ideology.

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