



The Effect of Egyptian Consumer Values and Lifestyles on Organic Food Purchase Intention Applied on Z-generation

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Abstract

This Study investigates which determinants of values and lifestyles affects the organic purchase intension of Egyptian consumers especially below 25 years old (generation Z) and compare the result of this age category with the sample including people who are above 25 years old. Thus, this paper adds a scientific value to previous studies. Data of the questionnaire were collected in 2020 from a random sample of 186 individuals from the city of Cairo (Egypt). Findings - Empirical results (using factor analysis and regression models) showed that lifestyle and values have a significant impact on organic food purchase intension. As for demographic variables, age had a significant effect on some factors of values and lifestyle of the Egyptian consumers. Moreover age had a significant effect on organic food purchase intention. Concerning Z Generation consumer, the result indicated that Z generation age had no impact on values, while it had a significant effect on "healthy food eaters" (factor of Z generation consumer lifestyle). Originality/value-Attempt to test the VALS scale on the green consumers with a deep understanding of their demographics as well as defining organic food consumer profiles. Implications Results confirm importance of educating consumers about healthy lifestyle facilitate organic food purchase intention.

Keywords: Organic Food, Green Consumer Intention, Lifestyles, Generation Z Egypt..

Introduction

Over the last few decades, a huge number of consumers have changed their patterns of consumption and started using healthier and more sustainably products (Lago, Macron & Antoni, 2019). This behavior is considered a result of their awareness of environmental development and the scarcity of natural resources, since Unsustainable level of consumption globally leads to severe environmental sustainability issues such as global warming, water, air and land pollution, and waste generation which drive society to change their conventional consumption patterns and purchase behavior towards the pursuit of environmental sustainability (Jaiswal & Kant, 2018).

In addition, Consumer intention to purchase is a crucial topic, irrespective of consumerism. There are, numerous attributes affecting a consumer's intention to purchase green products, like environmental awareness, and it has been discussed in past decades (Chen and Tung, 2018). That is why many consumers and producers took serious actions in protecting and preserving the environment (Wong, 2012). As a result, analyzing the factors driving the green products purchase intention would be a value added to the academics and research sector. (Gayathree, 2016). Intentions are a matter of choice, where an individual decides on a future course of action (Drostky, Lenteu, and Lensburg, 2015).

The change in environmental attitudes and consumption behavior is a result of increasing importance in the common goal to cope with global challenges, because now emerging markets like Egypt that witnessed a growing youth society. Populations characterized by young age, below 35 years old, educated, and belief in youth leading the nation are known as 'YOUNGISTAN' (Jaiswal & Kant, 2018).

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Therefore, this study focuses on youth in Egypt; to examine to what extent their food purchase intention is affected by their lifestyles and values. Demographics and psychographic variables are crucial to gather a sense of how consumers are able to predict products frequency consumption and how to select organic food rather than choosing unsustainable products. According to (Assarut & Scrisuphaolam, 2012), the most discussed variables that would affect green purchase intention are attitudes toward product, environmental consciousness, and perceived product attributes. Indeed, the market share of organic food has been growing rapidly. For example, according to Egyptian statistics from the ministry of agriculture, the total agriculture area in Egypt has been increased to reach 9.3m Fadden, and 30,000 of them considered organic farming, despite of the struggling economy (Organic Trade Association, 2011). Many retailers have identified this market as a key growth opportunity, which explained why they offer organic products (Hwang, 2016). Sustainable Diets are those diets with low environmental deficiencies and which contribute to food and nutrition security and to healthy life for present and future generations (Gustavsen & Hegnes, 2019).

Organic food contains natural food items which are chemical free such as fertilizers, herbicides, antibiotics, and genetically modified plants. Additionally, organic food is not exposed to irradiation. Therefore organic food is considered as a healthy option as chemical materials are not used in organic production. Many terms are used to refer to organic food, such as "natural," "local," "fresh," and "pure". Organic farming has always been a healthy global choice to crop. Attitude of consumer is the most vital interpreter of intention to buy organic food and the relation between attitude and intention has been resulted to be positive and significant. (Hwang, 2016).

On a global level, Sustainable lifestyles can be broadly defined as "living well within earth's limits, encouraging sustainable lifestyles is a central strategy towards the 12th UN's Sustainable Development Goal of "Responsible Consumption and Production" (vanova; Quist; Undstrom; Stadler & Wood, 2019).

Indeed, the Arab countries encounter an environmental sustainability issues and environmental problems which is affecting and changing the consumption patterns of human life and activities. Organic marketing is a wide concept and includes different promotion tools to promote products, services, and organizations with ecological concerns. Organic marketing includes a wide range of activities like changes in the production process, packaging changes remodeling, modification in products, design and stylizing as well as modifying advertising activities and campaigns. The environmental concern for Arab countries emerges as key issue for consumers and businesses alike because of global warming. For this, many companies are seeking to seize this opportunity. (Alshura, Zabaa-di, 2016). Therefore, it is strongly believed that such relationships are worth investigation. Moreover, this study will empirically test, if there is any effect of psychographic (values & lifestyle) variables; gender, age, income and finally education, on green purchase intention of the Egyptian consumers? In other words, the main aim of this current study is to profile the organic Egyptian consumer in general. Moreover, Consumer intention researchers and scholars during the past three decades have given much importance to the green consumption related researches because they have major impact on the contemporary business world. The World Bank statistics of the global warming, CO2 emissions and deforestation has become controversial issues. (Gayathree, 2016)

Great contributions by researchers related to green marketing have been conducted, example: to explore consumers' green attitudes and behaviors to recognize the market for organic products to stratify the green market into different segments based on the needs of varied consumers, to develop green strategies; and to frame a green marketing program.

In this study, we attempt to elaborate and give variances to a set of consumer background factors for understanding the demand and supply of organic food. We use the analysis of personality and organic consumption in Egypt to influence such profiling on organic food purchase intention. 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 young consumers with green consumerism. Moreover, Egypt as a case to show that lifestyle is one of several variables and theoretical perspectives that should be included in the research on sustainable consumption since half of its population are youth. Our research question is: is there a relationship between consumer lifestyles, values, demographics (age, gender, educational background, and income) and organic purchase intention?

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

Literature Review

In general, Green purchasing is identified as obtaining products and services that most effectively minimize negative environmental effects over their life cycle of manufacturing, transportation, and recycling (Podvorica & Uka, 2019). While according to (Rashid, 2009) "Green purchase intention (PI) is conceptualized as the probability and willingness of a person to give preference to products having eco-friendly features over other traditional products in their purchase considerations".

In recent years a large body of literature has attempted to analyze drivers that underlie consumer demand for sustainable food, including positive attitudes to sustainability in food choices, personal norms, knowledge and involvement with sustainability and food (Verain et al., 2016). Focusing on organic a considerable amount of literature attempts to understand the drivers affecting consumers' attitudes and preferences using different approach (Rana & Paul, 2017).

(Nhu, Van & Thu, 2019) studied the Determinants which affect Green Purchase Intention in Vietnam, which applied the expert methodology and based on 20 experts as group discussions are to improve the scale and design of the questionnaire. The results of surveying 20 experts showed that all of them agreed with questionnaire. The study depended on sample size of 785 consumers processed. The findings of this study found that five factors affecting directly the Green Purchase Intention (GPI) with significance level 0.01. In details, the attitude coefficient ($\beta=0.386$), Environmental concern ($\beta=0.244$), Trust ($\beta=0.120$), Eco-labelling ($\beta=0.108$) and Perceived value ($\beta=0.097$). This study is to find out attitude ($\beta=0.386$) affected the strongest five factors with significance level 0.01 and three factors (Environmental concern, Eco-labelling, Trust) affecting indirectly the Green Purchase Intention (GPI) with significance level 0.01.

(Vega-Zamora; Torres-Ruiz & Parras-Rosa, 2018) study aimed to build trust in organic products by investigating the comparative effectiveness of different combinations of arguments, and through answering three key questions in the design of effective communication campaigns: how to say it, what to say, and who should say it, forms of application and sources on consumer trust. Also, this study relied on data with 800 randomly selected people in six large cities in Spain (Madrid, Barcelona, Seville, Salamanca, Valencia & Oviedo) to answer a group of questions, which measured consumer behavior towards organic foods in general, and organic olive oil in particular. A multiple analysis of variance was conducted in order to analyze the influence of the three variables considered the main argument, source and form of appeal on the dependent variables trust A and trust F. The results showed that the three variables have significant trust-building effects on the consumer, the most effective combinations for building trust are: the health argument put by an expert, the reality argument transmitted by a producers' union, the argument made by an expert and lastly, the social disagreement transmitted by a public specialist, using an emotional form of request in all four cases. In the same context (Konuk, 2018) considered it to be the "consumer's confidence in a particular organic food product's reliability, integrity and safety".

(Thøgersen, 2017) examined how country of residence and food-related lifestyle (FRL) interact in shaping (un)sustainable food consumption patterns. In the line with aim of this study, a survey was carried out in ten European countries (N = 1000 in each country), covering the five regions North, South, East, West and Central Europe. A random third of respondents completed a questionnaire which included the food-related lifestyle (FRL) instrument. The following analyses are limited to these respondents (N = 335 in each country). Also, lifestyles, the survey also contained questions about a range of relevant background characteristics and behavioral outcomes related to sustainable food consumption as well as questions not pertinent to the present study. Furthermore, in the first step, the cross-national measurement invariance of the 23 lifestyle dimensions was investigated by means of multigroup confirmatory factor analysis. Finally, the analysis confirmed that the revised FRL instrument is able to identify meaningful cross-national lifestyle segments in the countries covered, but that the pattern of segments differs significantly between different European regions (Central Europe vs. Northern Europe vs. Southern and Eastern Europe). The results also

showed that the segments identified differ significantly and substantially with regard to the sustainability of everyday food choices and also with regard to their openness to new environmentally friendly food products (i.e., environmentally friendly food product innovativeness).

(Ahmed & Memar, 2014) This study identified and analyzed the factors which influence consumers' green purchasing intention towards buying an Eco printer in the Swedish market. Moreover, both primary and secondary data have been used to establish its findings. A questionnaire of 201 respondents was evaluated to answer the question. It determined that, there are several factors which have impact on the green purchasing intentions. Among these factors, green knowledge and Eco literacy, attitude and green belief, environmental laws and guidelines and willingness to pay are recognized as strong influencing factors while demographics were less strong factor. However, subjective norms and social influence found as a weak one.

(Massimiliano; Azzurra & Angela, 2018) This study aimed to analyses organic food buying practices to measure organic consumption intensity. The paper used two methodologies of analysis first "fuzzy logic" gave solid answers to problems posed in subjective or metaphorical formulations. Secondly "regression" that took a group of random variables, thought to be predicting Y, and tried to find a mathematical relationship between them. It depends on three variables "organic consumption intensity" (OCI), "the degree of food sustainability concerns" (FSCI) and "sustainability in consumer's lifestyle" (SLI). It appears that consumers with high level OCI is a higher level of sustainability concerns in their food products selections and have more sustainable lifestyle.

(Thøgersen, 2016) paper focused on exploring food related lifestyle (FRL) interacts in shipping sustainable food consumption behaviors. It took into consideration five variables "purchasing motives", quality aspects, cooking methods, ways of shipping and consumption situations. The methodology used via factor analysis are consequently first data collection and sample, measuring food related lifestyle then measure food related innovativeness and sustainable everyday food consumption and finally removing mischievous respondents. The analysis revealed that the outcome variables vary significantly across FRL segments, the direct effect of country class is highly significant for meatless suppers and marginally significant for buying organic food, but FRL segments the direct effect of country class is non-significant for eating beef and food innovativeness.

(Ferraz, 2017) studied if there is a difference between university student's behavior in Brazilian and Canadian universities, and to provide an analysis of the attitudes, intentions, and behavior of Brazilian and Canadian university students regarding the purchase of green products. Furthermore, Data of analyses were conducted using confirmatory factor analysis and structural equation modeling. The paper confirmed the positive relationship between intention and behavior. The literature records incentives and stimuli to help purchase behavior through features, such as quality, price, and availability. These were crucial variables which determined the relationship between intention and purchase behavior. Specifically, on green purchase intention (Puspitasari, Rinawati, Suliantoro, and Sutrisno, 2018) concluded that from a linear regression analysis showed that the green purchase intention variable dimension which has the highest rank for consumers in buying cleaner products is Environment Knowledge, Environment Anxiety and Perceived Product and Quality.

(Jaiswal & Kant, 2018) an Indian study was to operationalize the relationship of cognitive factors influencing on green purchase intention directly and indirectly through the attitude-intention behavior towards green products. The methodology used for analysis was "structural equation modeling" (SEM). There are four variables that the study depends on "green purchase intention" (GPI) which needed to be measured, driven by "attitude green products" (AGP), "environmental concern" (EC) and "perceived consumer effectiveness" (PCE). The results indicated a low level of green consumers and low awareness of environmental related issues even in young adult and educated segment of consumers. The findings stated that GPI was significantly affected by AGP, EC and PCE while PEK was insignificantly effect on AGP and GPI.

Methodology

Since there are mega trends of sustainable development and green consumption, this study tried to keep up with these trends, and to test the mentioned hypotheses. As discussed in the literature review, the following was used; scales of values, lifestyle and demographics were taken from (Seeuws, 2017). While, green (organic)

food purchase intention scale has been adapted from (Sharma, Aswal, 2017). Moreover, this study took into account the application on organic food. Data for the present study were collected in 2020 and were collected from a questionnaire passed to a random sample of 186 individuals from the city of Cairo (Egypt).

The questionnaire consisted of four large blocks. The first three blocks included questions related to values, lifestyle, and finally, organic food purchase Intention. These three parts were defined 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 (Duroy, 2017), showed income does not have major impact on environmental awareness hence, there is a need to use monthly income level to investigate the consumers' organic food purchase intention.

Hypotheses

- H1: Positive relationship between consumer values and organic food purchase intention.
- H2: Consumer lifestyle positively impact organic food purchase intention.
- H3: Consumer age positively impact values and lifestyle of green consumer.
- H4: Consumer age positively impact organic food purchase intention.

Results

According to the **descriptive analysis for demographic variables**, the results indicate that the majority of the sample is female with (63%) while males accounts for only (37%). As for the age, the results indicate that the age of the majority is ranging between (16-25) years old with (55%) followed by above 25 years old (43%), and finally below 16 years old (2%). Moreover, the analysis showed that the income of the majority is less than 10,000 per month (71%), followed by those whose income is ranging between (10,000-50,000) per month with (24%). Finally, concerning educational background, the majority have bachelor degree (66%) followed by those who are in the school level with (16%).

Alpha Cronbach's (Reliability analysis) for Questionnaire Items:

The result indicates that the Cronbach's Alpha value is (0.89). Moreover, Cronbach's alpha is most commonly used to assess the internal consistency of a questionnaire (or survey) that is made up of multiple Likert-type scales and items. A general accepted rule for the value of Cronbach's alpha is that 0.6-0.7 indicates an acceptable level of reliability, and 0.8 or greater a very good level.

Concerning the factor analysis for values, the results indicated the existence of six factors, which are "fashionable people" related to dressing more fashionable and in the latest

Table (1) Results of Factor Analysis for Values Dimensions

Factor 1: fashionable people	Factor Loading	
I like to dress in the latest fashions	.899	
I dress more fashionably than most people	.897	
I follow the latest trends and fashions	.847	
I want to be considered fashionable	.762	
Factor 2: Exciting people		
I like doing things that are new and different	.849	
I like trying new things	.838	
I like the challenge of doing something I have never done before	.669	
I like a lot of variety in my life	.562	
I would like to spend a year or more in a foreign country	.558	
Factor 3: creative people		
I like making things with my hands	.780	
I like making things of wood, metal, or other such material	.760	
I would rather make something than buy it	.724	
I love to make things I can use everyday	.584	
I am very interested in how mechanical things, such as engines, work	.514	
Factor 4: conservative people		
I am often interested in theories	.736	
I like to learn about things even if they may never be of any use to me	.675	
I am really interested only in a few things	-.507-	
Factor 5: Leaders		
I would like to understand more about how the universe works	.786	
I like to lead others	.749	
I am always looking for a thrill	.580	
I like being in charge of a group	.490	
Factor 6: adventurous spirit		
I have more ability than most people	.771	
I like a lot of excitement in my life	.641	
I consider myself an intellectual	.565	
I like to learn about art, culture, and history	.544	
KMO and Bartlett's Test for Green Consumer Values		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.625	
Approx. Chi-Square	2783.397	
Bartlett's Test of Sphericity	df	300
	Sig.	.000

fashions, "Exciting people" related to people who like to have excitement in their lives, "creative people", "conservative people", "leaders" related to items who like to be in charge and to lead people, and finally "adventurous spirit".

It worth mentioning that the six factors were resulted after re-running the factor analysis as the initial one has showed that some items including "the world literally was created in six days", "I often crave excitement" and "the government should encourage prayers in public schools" have to be removed. That's because they have less than (0.30) (the cut-off point) communalities level with other items and also, their factors were consisted of less than 3 items. Moreover, KMO test value which is equal to 0.625 is greater than 0.6, which indicates that the sampling is adequate.

As for the factor analysis of lifestyle items, the results indicated the existence of four factors. The first one is related to people who live in healthy way, and it is called "healthy way of life". The second factor is concerning "Healthy conscious people" and the third factor "Healthy food eaters" is related to people who like to eat healthy food. Finally the last factor "Ecological conscious" which includes items related to people who are ecology conscious, as illustrated in table (2). Moreover, KMO test value which is equal to 0.618 is greater than 0.6, which indicates that the sampling is adequate.

The last factor analysis was for Organic Food Purchase Intention dimensions and the results illustrated that all of the items were belongs to only one factor. Also, KMO test value which is equal to 0.808 is greater than 0.6, which indicates that the sampling is adequate.

As for Regression analysis, table (3) showing results of the first regression model where factors of green consumer values are independent variables and organic food purchase intention as a dependent variable. The result indicated values have a significant effect on organic food purchase intention. For illustration, the factors of "creative people" and "adventurous spirit" have a positive significant effect on organic food purchase intention.

Meanwhile, table (4) showing results of the second regression model where factors of green consumer lifestyle are independent variables and organic food purchase intention as dependent variable. The results illustrates that all of the lifestyle factors (healthy way of life, Healthy conscious people, Healthy food eaters and Ecological conscious) have a significant effect on organic food purchase intention as the p-value is less than 0.05.

Table (2) Results of Factor Analysis for Lifestyle Dimensions

Factor 1: healthy way of life		Factors Loading
I practice a vegetarian diet		.755
I regularly do exercise		.724
I regularly visit the dentist		.694
Periodically, I check my health voluntarily		.620
I control the salt ingestion		.579
Factor 2: Healthy conscious people		
I try to find the balance between work and my private life		.744
I try to take an arranged and methodical life		.708
I read the products labels		.672
I try to reduce stress		.609
Factor 3: Healthy food eaters		
I belong to a pro-environmental association		.719
I eat red meat moderately		.634
I try to eat food without additives		.547
Factor 4: Ecological conscious		
I prefer consuming recycled products		.753
I worry about the human activity consequences on the climatic change and act consistently		.737
The current civilization is destroying nature		.511
KMO and Bartlett's Test for Green Consumer Lifestyle Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.618
Bartlett's Test of Sphericity	Approx. Chi-Square	824.071
	df	105
	Sig.	.000

Table (3) Factors of Green Consumer Values as Independent Variables & Organic Food Purchase Intention as a Dependent Variable

R	R Square	Adjusted R Square	Std. Error of the Estimate		
.454 ^a	.206	.179	.90598019		
ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	38.077	6	6.346	7.732	.000 ^b
Residual	146.923	179	.821		
Total	185.000	185			
Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.966E-17	.066		.000	1.000
FAC1 fashionable people	.036	.067	.036	.538	.591
FAC2 Exciting people	-.054	.067	-.054	-.814	.417
FAC3 Creative people	.356	.067	.356	5.351	.000
FAC4 Conservative people	.072	.067	.072	1.074	.284
FAC5 Leaders	.095	.067	.095	1.424	.156
FAC6 Adventurous Spirit	.246	.067	.246	3.690	.000
Dependent Variable: organic food purchase intention					

Table (4) Factors of Green Consumer Lifestyle as Independent Variables & Organic Food Purchase Intention as Dependent Variable

R	R Square	Adjusted R Square	Std. Error of the Estimate		
.715 ^a	.511	.500	.70697294		
ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	94.534	4	23.634	47.285	.000 ^b
Residual	90.466	181	.500		
Total	185.000	185			
Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-1.990E-17	.052		.000	1.000
FAC1 healthy way of life	.381	.052	.381	7.334	.000
FAC2 Healthy conscious people	.562	.052	.562	10.804	.000
FAC3 Healthy food eaters	.182	.052	.182	3.507	.001
FAC4 Ecological conscious	.131	.052	.131	2.516	.013

Table (5) Age (Demographic Variable) as an Independent Variable & Values Factors as Dependent Variables.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
FAC1 fashionable people	Between Groups	6.111	2	3.055	3.126	.046
	Within Groups	178.889	183	.978		
	Total	185.000	185			
FAC2 Exciting people	Between Groups	24.570	2	12.285	14.013	.000
	Within Groups	160.430	183	.877		
	Total	185.000	185			
FAC3 Creative people	Between Groups	11.523	2	5.761	6.078	.003
	Within Groups	173.477	183	.948		
	Total	185.000	185			
FAC4 Conservative people	Between Groups	3.271	2	1.635	1.647	.196
	Within Groups	181.729	183	.993		
	Total	185.000	185			
FAC5 Leaders	Between Groups	3.651	2	1.825	1.842	.161
	Within Groups	181.349	183	.991		
	Total	185.000	185			
FAC6 Adventurous Spirit	Between Groups	.931	2	.465	.463	.630
	Within Groups	184.069	183	1.006		
	Total	185.000	185			

The following tables showing results of other regression models which aims to measure the effect of age (demographic variable) as an independent variable on values and lifestyle factors as dependent variables. As for the factors of values, the results indicated that age has a significant effect on factors of fashionable people, Exciting people, and Creative people. On the other hand, age doesn't have a significant effect on factors of Conservative people, Leaders, and Adventurous Spirit, as the p-value is greater than 0.05.

As for factors of lifestyle, the results showed that age has a significant effect on only the factor of Healthy conscious people, while the other factors are not significant, as the p-value is greater than 0.05.

Moreover, the following regression model aims to investigate the effect of age (demographic variable) as an independent variable on organic food purchase intention as a dependent variable. The results indicated that age has a significant effect on organic food purchase intention, as the p-value is less than 0.05, as illustrated in table (7).

The following part of the analysis is concerning Z generation age Hypotheses:

- H1: The effect of Z generation age on values and lifestyle of green consumer
- H2: The effect of Z generation age on organic food purchase intention

Note: 105 individual of the sample were classified as below 16 and at an age ranging between 16-25 years old, which accounts for about (57%), while the percentage of the persons with age above 25 years old reached about (43%). Hence, the following regression analysis will depends only on the individuals who are less than 25 years old in the sam-

Table (6) Age (Demographic Variable) as an Independent Variable and Lifestyle Factors as Dependent Variables

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
FAC1 healthy way of life	Between Groups	2.248	2	1.124	1.125	.327
	Within Groups	182.752	183	.999		
	Total	185.000	185			
FAC2 Healthy conscious people	Between Groups	22.017	2	11.008	12.360	.000
	Within Groups	162.983	183	.891		
	Total	185.000	185			
FAC3 Healthy food eaters	Between Groups	.043	2	.022	.021	.979
	Within Groups	184.957	183	1.011		
	Total	185.000	185			
FAC4 Ecological conscious	Between Groups	1.693	2	.847	.845	.431
	Within Groups	183.307	183	1.002		
	Total	185.000	185			

Table (7) Age (Demographic Variable) as an Independent Variable and Organic Food Purchase Intention as Dependent Variable

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		11.737	2	5.869	6.198	.002
Within Groups		173.263	183	.947		
Total		185.000	185			

ple, in order to get a profile about z generation concerning values, lifestyle and organic food purchase intention.

Running the factor analysis for values and lifestyle of green consumer as well as organic food purchase intention:

Concerning the factor analysis for values, the results indicated the existence of four factors, which are “fashionable people” related to dressing more fashionable and in the latest fashions, “Exciting people” related to people who like to have excitement in their lives, “creative people”, and finally “conservative people”. As for KMO test value, it is greater than 0.6 indicates that the sampling is adequate, as its value equal to (0.638).

As for the factor analysis of lifestyle items, the results indicated the existence of four factors. The first one is related to people who live in healthy way, and it is called “healthy way of life”. The second factor is concerning “Healthy conscious people” and the third factor “Ecological conscious” includes items related to people who are ecology conscious. Finally, the factor of “Healthy food eaters” is related to people who like to eat healthy food. It worth mentioning that the KMO test value is (0.604).

The last factor analysis was for Organic Food Purchase Intention dimensions and the results illustrated that all of the items were belongs to only one factor, with KMO value of (0.770).

Concerning regression analysis, the first regression model of this part aims to measure

Table (8) Z Generation Age Distribution in the Sample

	Frequency	Percent	Valid Percent	Cumulative Percent
below 16	3	2.9	2.9	2.9
16-25	102	97.1	97.1	100.0
Total	105	100.0	100.0	

Table (9) Results of Factor Analysis for Values Dimensions

Factor 1: fashionable people	Factor loading
I like to dress in the latest fashions	.937
I dress more fashionably than most people	.851
I want to be considered fashionable	.817
I follow the latest trends and fashions	.796
I would like to understand more about how the universe works	-.598
Factor 2: Exciting people	
I like the challenge of doing something I have never done before	.933
I like doing things that are new and different	.881
I like trying new things	.853
Factor 3: creative people	
I would rather make something than buy it	.819
A woman's life is fulfilled only if she can provide a happy home for her family	.737
I like a lot of variety in my life	-.693
Factor 4: conservative people	
There are too much unethical matters on television today	.672
I love to make things I can use everyday	-.661
I would like to spend a year or more in a foreign country	.742
KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.638
Bartlett's Test of Sphericity	Approx. Chi-Square 982.712 df 91 Sig. .000

Table (10) Results of Factor Analysis for Lifestyle Dimensions

Factor 1: healthy way of life	Factor loading
I belong to a pro-environmental association	.836
I control the salt ingestion	.818
I try to eat food without additives	.686
I practice a vegetarian diet	.676
Factor 2: Healthy conscious people	
I try to take an arranged and methodical life	.862
I read the products labels	.712
I regularly visit the dentist	.695
Factor 3: Ecological conscious	
The environment deterioration will be irreversible if the necessary measures are not taken	.510
I try not to eat pre-cooked food	.767
I worry about the human activity consequences on the climatic change and act consistently	.735
Factor 4: Healthy food eaters	
I regularly do exercise	.763
I eat red meat moderately	.717
Periodically, I check my health voluntarily	.498
KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.604
Bartlett's Test of Sphericity	Approx. Chi-Square 595.434 df 78 Sig. .000

Table (11) Z Generation Age (Demographic Variable) as an Independent Variable & Values Factors as Dependent Variables.

		ANOVA Table				
		Sum of Squares	df	Mean Square	F	Sig.
FAC1 fashionable people * Your age	Between Groups (Combined)	2.534	1	2.534	2.573	.112
	Within Groups	101.466	103	.985		
	Total	104.000	104			
FAC2 Exciting people * Your age	Between Groups (Combined)	1.492	1	1.492	1.499	.224
	Within Groups	102.508	103	.995		
	Total	104.000	104			
FAC3 Creative people * Your age	Between Groups (Combined)	.891	1	.891	.890	.348
	Within Groups	103.109	103	1.001		
	Total	104.000	104			
FAC4 Conservative people * Your age	Between Groups (Combined)	.408	1	.408	.406	.525
	Within Groups	103.592	103	1.006		
	Total	104.000	104			

the effect of Z generation age (demographic variable) as an independent variable on the factors of values as dependent variables.

The results indicated that z generation age does not have a significant effect on any factor of green consumer values, as the p-value of each of them is greater than 0.05.

The results indicated that z generation age does not have a significant effect on any factor of green consumer lifestyle except "healthy food eaters", as the p-value is less than 0.05.

Finally, the following regression model aims to investigate the effect of Z generation age (demographic variable) as an independent variable on organic food purchase intention as a dependent variable.

The results indicated that z generation age doesn't have a significant effect on organic food purchase intention, as the p-value is greater than 0.05.

Discussion

Many economic events had been witnessed in Egypt and many changes took place, green movement is one of them. Therefore, it seems that the organic products and green products have lit the Egyptians at heart. In other words, the findings of this current study represent a paradigm shift in green consumer behavior and intention. Indeed, previously it was asserted that environmental concern is not only limited to rich people who have satisfied their food and safety needs, but it seems also that middle income category in Egypt became interested on such products.

The present study aimed at providing international marketers with information concerning the green lifestyle and values of the Egyptian consumers. 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 intention. In more details, in this study a model was developed that explains the green purchase intention of the Z generation Egyptian consumers in an attempt to understand their green intention of the organic food within applying economic reform program.

Empirical results showed that lifestyle and values have a significant impact on organic food purchase intention. Concerning demographic variables, age had a significant effect on some factors of values and lifestyle of the Egyptian consumers, as well as, age had a significant effect on organic food purchase intention. As for Z Generation consumer in the sample, the results of regression analysis indicated that Z generation age didn't have a significant effect on values, while it had a significant effect on "healthy food eaters" (factor of Z generation consumer lifestyle).

For instance, the multiple regressions showed that lifestyle factors as "healthy food eaters", "healthy way of life" and "ecological conscious" had a positive impact on organic food purchase intention. In other words, it was found that the exogenous variables, which gather aspects related to healthy diet, have the strongest influ-

Table (12) Z Generation Age (Demographic Variable) as an Independent Variable & Lifestyle Factors as Dependent Variables

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
FAC1 healthy way of life * Your age	Between Groups (Combined)	2.953	1	2.953	3.010	.086
	Within Groups	101.047	103	.981		
	Total	104.000	104			
FAC2 Healthy conscious people * Your age	Between Groups (Combined)	.472	1	.472	.469	.495
	Within Groups	103.528	103	1.005		
	Total	104.000	104			
FAC3 Ecological conscious * Your age	Between Groups (Combined)	1.756	1	1.756	1.769	.186
	Within Groups	102.244	103	.993		
	Total	104.000	104			
FAC4 Healthy food eaters * Your age	Between Groups (Combined)	9.633	1	9.633	10.514	.002
	Within Groups	94.367	103	.916		
	Total	104.000	104			

Table (13) Z generation age (demographic variable) as an independent variable and organic food purchase intention as dependent variable

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
organic food purchase intention * Your age	Between Groups (Combined)	1.742	1	1.742	1.755	.188
	Within Groups	102.258	103	.993		
	Total	104.000	104			

ence on organic food purchase intention. This means that people who are concerned with healthy lifestyle and their diet tend to have a more involvement in environmental issues and purchases.

Furthermore, similar to (Nhu, Van Thu, 2019) results of the present study showed that Egyptian green purchase intention of organic food provides stronger identity experiences and sense of self worthiness and "feeling great" rather than volunteer more than shielding the environment. This may imply that Egyptian green purchase intention for Z generation is mainly motivated by intrinsic personal values to stay and eat healthy followed by environmental protection reasons.

Conclusion

This paper examines the values, lifestyles and demographics of the Egyptian green purchase intention of the organic food especially for those less than 25 years old (Z generation). Even though it could be said that in developing countries green purchase intention and organic food are not as advanced nor deeply embedded in consumer behavior as in the developed countries, yet the developing countries are taking steps towards such behavior.

International marketers now should consider a new segment in the Egyptian market that not only considers buying organic 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 health conscious concept and exciting people of the importance of being green and following green lifestyle.

Implications

From conceptual standpoint, the current study provides a full understanding and profiling of the organic products intention of the Egyptian consumers. The results that the current study has reached support the strong effect of values and lifestyles on organic purchase intention of the Egyptian consumers. On the other hand, age as a demographic variable had a significant effect on organic purchase intention.

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 "Organic products" 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.

In this respect, those companies aiming to introduce organic 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 take part in environmental society responsibility and sponsorships. Also, universal sellers would send the message that "you are in control of the environmental problems", to give the logic of control to the decision makers to inspire them to get involved into such environmental consumerism. Their followers will follow.

Focusing on the organic products consumers in terms of psychographic variables would help the marketers to identify the ecological consumer segment that would be interested in organic products. Thus, 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 should depend on organic products campaign and keep in touch with healthy supporters with environmental concerns. In this case, companies should not only involve environmentally friendly practices, but also offers a path to empirically test the guilt impact accompanied with the effectiveness feeling to the green consumption intention of young consumers. (Kabadayı, Alan, Tuğer, 2017)

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