

Examining Personal Values Influence on Purchase of Green Foods in Egypt: Sustainability-Based Perspective*

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Abstract

The study aimed to examine the green food purchase behavior in Egypt. Considering the theory of planned behavior (TPB), the study tested the impact of personal values (egoistic, altruistic, and bio-spheric), intention to pay a premium, and green food availability on green food purchase behavior. In addition, the study tested the impact of green food availability as a moderator between green food purchase intention and green food purchase behavior. A total number of 366 survey questionnaires were collected online from customers who buy green food in Egypt. The data were analyzed by structural equation modeling to test the research hypotheses using Smart PLS 4.0. The findings showed that biospheric values positively influenced green food purchase behavior, while egoistic and altruistic values don't have that significant impact. Additionally, the willingness to pay more for readily available green food options increased eco-friendly purchasing behavior. However, green food availability as a moderator does not significantly impact the green food intention-behavior relationship. Nonetheless, the study supported the TPB by showing that positive attitudes towards green food successfully translate into the intention and the act of purchasing it. This study tried to explain green food purchase behavior in Egyptian society from a holistic perspective. It provided insight for marketers to help them understand customer behavior and build suitable strategies for green food purchases.

Keywords: Theory of planned behavior, green food purchase behavior, green food availability, Egypt.