

# the Effect of Algerian Socio-Cultural Factors on Green Marketing

الملتقى الدولي حول: الجزائر وحتمية التوجه نحو الاقتصاد الأخضر لتحقيق التنمية

المستدامة coll.eco2018@gmail.com

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**ADNANE HousseM – Maître assistant A –**  
*Abbas laghrour Khenchela University – Algeria*  
**0675113531**  
[HousseM\\_77@yahoo.fr](mailto:HousseM_77@yahoo.fr)

**Abstract:** the influence of culture over green behavior is a well discussed subjected in developed countries, whereas in Algeria the subject is considered to be new due to the low industrial and economic growth rate that made the policy makers neglect the subject as they see it an industrialization consequences. The current study will examine in the first part the relation between culture and green behavior and in the second part we will evaluate the ability of Algerian culture to accept and adopt a green marketing policy.

**ملخص:** من خلال استقراء الاستراتيجيات الاقتصادية الجزائرية السابقة و المتعاقبة، نرى انه كثير ما اعتقد ان مشكلة الاقتصاد الاخضر هي مشكلة تخص الدول ذات معدل النمو الاقتصادي و الصناعي العالي اذ ان دول العالم الثالث لم تصل الى مستوى نمو اقتصادي و صناعي مقبول و هو اولوية مقارنة بالاقتصاد الاخضر. في هذه الدراسة سنحاول عرض اهم المميزات الثقافية و السلوكية في الدول الرائدة في الاقتصاد الاخضر, و نحاول ايضا عرض المميزات السلوكية و الثقافية للمجتمع الجزائري لتحديد درجة التماثل بين ثقافة المستهلك الجزائري و ثقافة المستهلك في الدول الرائدة في الاقتصاد الاخضر على امل ان تعطينا هذه المقارنة نظرة اولية حول امكانية تبني التسويق الاخضر في الجزائر و هل المستهلك الجزائري الحالي بأرائه التي تترجم في ما بعد الى سلوكيات، هل هو مستعد لتبني التسويق الاخضر؟، اذا ان اعتماد التسويق الاخضر كاستراتيجية من طرف المؤسسات متوقف بالدرجة الاولى على طلب المستهلكين و مدى مقاومة هذا الطلب لارتفاع اسعار أو/و انخفاض نوعية المنتجات الخضراء مقارنة بالمنتجات الاخرى.

## **Introduction**

There are much scientific evidence that cultural characteristics including behavioral determinants influence the individual attitude in any case, however in our study the focus is on this particular influence on green products, and green marketing.

In our study we will answer the following question:

***Do Algerian cultural characteristics provide an optimistic environment to implement a successful green marketing strategy?***

To answer that question, we have divided to main question to two secondary questions;

1/ does the cultural characteristics of the top green countries have encouraged a green consumer behavior?

2/ does the Algerian culture have the similar green cultural determinants as the top green countries?

We have provided primary hypotheses for the study;

H1: yes the cultural factors have influenced the consumers toward the green behavior in top green countries.

H2: No the Algerian cultural behavior in most cases, encourage a non-environment friendly attitude.

We have used many related study to study those points from which we mention; carmen tanner, sybille wolfing kast, « promoting sustainable consumption: determinants of green purchases by Swiss consumers» that describes this exact influence in Switzerland society. The second study; sofia batista ferraz, cláudia buhamra, michel laroche, green products: a cross-cultural study of attitude, intention and purchase behavior», she described the same behavior predictors with the Canadian and the Brazilian students. the last one; zhonglian (cindy) qian, « the influence of culture on pro-environmental activities: comparing English, French and Italian Canadians » describes the influence of native culture vs Canadian culture over the green behavior.

The objective of this study is to evaluate the ability to implement a green marketing strategy in Algerian cultural climate, from a financial perspective, in simpler term, is the Algerian consumer a green one, can an Algerian consumer encourage the national companies to produce them, does the demand on green product resist to quality/price limitations. It is common sense for one to know that companies can't implement a green marketing strategy if the Algerian consumer is not yet ready to choose and encourage this type production, the validity of the Algerian consumer green choice is the main objective of this study.

In our analysis, the first point was a theoretical discussion about the relevant notions and concept to the study. The second point is a demonstration of green countries cultural determinants using cases like; Canada Brazil and Switzerland, in the last part, an evaluation has been made to evaluate the choices of an Algerian consumer and compare their behavior to the Swiss and Canadian consumers.

We have tried to procure an objective evidences on Algerian consumer behavior, however, the lack from cooperation from the Algerian consumer protection association and the difficulty to find honest responses or any responses in that matter made the results limited and reduced the efficiency and the productivity of a generalization process. The validity of the conclusion can be questioned due to difficulty to administer a controlled questionnaire.

## 1. Theoretical Framework

In our study we will explain a certain theoretical notions that have a direct link to our study, in order to prove the existing link between “Green Marketing” and consumer behavior from a cultural perspective we have to shed the light on certain concepts such as; “green marketing”, “consumer behavior” “cultural characteristics”...

### 1.1 Green Marketing

In 1960's it was very hard to sell a green product, this fact is due to many perspectives; the general consumer was not aware of the idea of green product, and even the ones aware of it were not interested by the idea, even environmental preservation and awareness was not the main concern at the time. This in turn made it very hard for the companies to produce and market this type of products, there is not enough demand, and also not one of the famous actors and brands wants to associate themselves with those products due to the lack of the demand at the time. Later on many changes made the idea of green product overwarming for the society due to many emerging research's concerning the dangerous climate change, the effect of pollution on health, the association of many non-green products with terminal diseases such as many types of cancer, and the benefits of health preservation through rationalization of consuming habits using the green product to do so. After the acceptance of the idea the phase of marketing was soon followed and the green economy was a scientific field by itself.

#### A. Definition of Green Marketing

According to Peattie,(1995): *“the holistic management process responsible for identifying, anticipating and satisfying the needs of consumers and society in a profitable and sustainable way”*<sup>1</sup>

What characterizes this definition is that it asserts the role of marketing in providing a sustainable environment for the future generation while doing business and profiting in the meantime.

According to Mintu et al (1993): *“green marketing is the application of marketing tools to facilitate exchanges that satisfy organizational and individual goals in such a way that the preservation, protection, and conservation of the physical environment is upheld”*<sup>2</sup>

In this definition it is clear that the green marketing main focus is to support any action or industrial or/and logistical procedures that support and guarantee a safer and protected physical environment.

According to Polonsky (1994): *“green or environmental marketing consists of all activities, designed to generate and facilitate any exchange intended to satisfy human needs and desires, such that their satisfaction occurs with minimum detrimental impact on the natural environment.”*

According to Stanton et al. (1994): *“green marketing is any marketing activity of a firm that is intended to create a positive impact or lessen the negative impact of a product on the environment in order to capitalize on consumers' concerns about environmental issues.”*

According to Pride and Ferrell,(2010):*“green marketing is a strategic process involving stakeholder's assessment to create meaningful long-term relationship with customers while maintaining, supporting, and enhancing the natural environment.”*

Comparing the last three definitions we can conclude that definitions made between 1990 and 1997 were all focusing on the production part or the firm's point of view rather than the consumer's green education which is justified if taking into account the evolution of green marketing education, however Pride and Ferrell's (2010) definition we can notice that the definition is more focused on the customer by maintaining a good relationship using a positive environmental products and services due

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<sup>1</sup> Esakki, Thangasamy - Green Marketing and Environmental Responsibility in Modern Corporations, IGI Global, 18 Janv. 2017, P.109

<sup>2</sup> Ibid, P.109

to the late stage of green marketing evolution as a cultural concept which lead to a more attention to ecological matters in the process e.g. industrial ecology, environmental sustainability, social responsibility, product lifecycle analysis, material use and resource fluxes and eco efficiency .

## **B. Brief Historical Evolution of Green Marketing**

In the last century, many phenomes emerged such as; technological and industrial development that intensified the magnitude of human activity, accelerated demographic, human's biomass appropriation, climate changes, ozone layer depletion, planet degradation, loss of biodiversity and so on, those phenomena's made the change of the traditional methods of doing thing an imperative obligation and an urgent matter that has to be taken in to account in the nearest future, while that is a fact, most of the population were not yet engaged for that cause, it was only few scientists concern, even with that rapid dangerous evolution in lifestyle, it was until 1970's that the matter became an international issue attracting academic, business and social attention. In this context, the concept of "sustainable development" emerges. This concept became widely known in 1987, through the publication of a United Nations document, the report of the World Commission on Environment and Development entitled "Our Common Future". Sustainable development was defined as the development that is able to satisfy the needs of current generations, without compromising the ability of future generations to satisfy their own needs; this evolution impacted the traditional marketing concepts and procedures to the new marketing "green marketing" that evolved from this global awareness developing and marketing products and services that satisfy customer needs while taking into account environmental sustainability. *Lídia Simão* described the marketing change when she said *"It allows building a bridge between what the markets and customers want and the firms' environmental-friendly engagements and technological offerings [8]. Firms can focus on developing new and "cleaner" products. Yet, if those products are perceived as of lower quality, overpriced, or fail to deliver on the environmental benefits, they will not attract customers, and result in a negative turn on firms' performance. Hence, firms with green marketing try to look for specific customer needs, environmental aware customer profiles and ways of incorporating these insights into its offerings. While doing so firms can find ways to differentiate their products and even assist the foundation of known green brands"*<sup>3</sup>.

### **1.2 Culture and Consumer Behavior**

In this section we will present a very brief theoretical illustration on the words "culture", "consumer behavior" and the interaction between them:

#### **A. Definition of Culture in Consumer Behavior Context**

Hofstede (1984) defines culture as, "The collective programming of the mind which distinguishes the members of one human group from another. The elements of culture consist of mutually shared operating procedures, unstated assumptions, tools, norms, values, Cultural Effects on Consumer Behavior, habits about sampling the environment, etc."<sup>4</sup> this definition was included as part of "the Encyclopedia of Applied Psychology", also examining many other definitions, the conclusion was that the characteristics of culture and its definition is similar comparing many point of views, so it is fear to assume that this definition is sufficient to shed the light on the concept of culture.

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<sup>3</sup> Lídia Simão, Ana Lisboa, « Green Marketing and Green Brand – The Toyota Case», international Conference on Sustainable and Intelligent Manufacturing, RESIM 2016, 14-17 December 2016, Leiria, Portugal, P.184

<sup>4</sup> Andrew J. Marsiglia, « CULTURAL EFFECTS ON CONSUMER BEHAVIOR: A survey of purchasing behavior as affected by the values consumers learn from society», Leadership Focus: A practical perspective to organization leadership and communication, December 26 , 2010, P.03

## **B. Consumer Behavior**

To provide a clear insight on the concept of consumer behavior it is important to first define the words consumer and human behavior and the scientific bond that lead to a new field of psychology by the name “Consumer behavior”;

### **B.1 Definition of “Consumer” from a Physiological Perspective**

According to *Walters (1974)*: "A consumer is an individual who purchases, has the capacity to purchase, goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants, or desires." As noted in this definition the focus of the consumer is first the individual so it is necessary to define the human behavior first. According to *Walters (1974)*: “the human behavior refers to the total process whereby the individual interacts with his environment”<sup>5</sup>, from that definition we will note that the human behavior encompass every thought or feeling or action by human individual.

### **B.2 Definitions of consumer behavior**

According to *Walters (1974)*: “the process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services”

According to *Mowen (1993)*: “the study of the buying units and the exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences, and ideas”

According to *Schiffman & Kanuk (1997)*: “The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas”

According to *Engel, Blackwell & Miniard (1990)*: “those actions directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions”<sup>6</sup>

According to *Kotler and Keller (2012)* “Consumer behaviour is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants”<sup>7</sup>

These definitions provides a sufficient clarity on the concept of consumer behavior, its characteristics, goals, importance in marketing strategies, nevertheless, our focus in the current study is on two elements of the consumer behavior; the first is consumer choices (attitude, purchase intention, buying behavior) and the second is the impact of culture on this behavior.

### **B.3 the Impact of Culture on Consumer Behavior**

In theory, the culture can affect consumer behavior in many ways, as many cultural components interfere with buying and consuming choices sometimes in a suggestive way e.g. *Berber dress, fashion and jewelry* which is a subcultural influence and sometimes in prohibitive way e.g. the prohibition of alcohol drinks and pork meat as Islamic as well as Jewish religion prohibits it. However to demonstrate the impact in much global point of view we will present a brief point on the cultural preferences of European consumers:

- ✓ *Case of European Reference Groups*; according to *Constantinescu et al. (2009)* “Reference groups influence consumer behavior and the Community in proportion to the perceived risk is very strong for products that express the social status of the client - such as cars and clothing. Sometimes the

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<sup>5</sup> Mostert, P.G, « Buying behavior of South African internet users», PHD thesis in Marketing and management, Department of marketing and communication management, faculty of economic and business sciences, University of Pretoria, may 2000, P.37

<sup>6</sup> Ibid, p.39

<sup>7</sup> PHILIP KOTLER, KEVIN LANE KELLER – Marketing & Management, Prentice Hall, 14<sup>th</sup> edition, 2012, P.151

*reference group may be transformed into one of belonging; the individual is included in the group, which radically changed his consumer behavior and buying purchasing. For example, public support for the ecological products can be obtained not only when such products are offered and made, but if customers have an ecological behavior in the group which included "green consumers". Green consumer is people who actively seek out products with a relatively low impact on the environment and with favorable effects on life quality. Mostly they are educated, informed and usually can even be opinion leaders guiding acre ecological your community living*"<sup>8</sup>. This statement underlines the strong impact of reference groups as a part of the cultural characteristics of the European society, which influence the ecological behavior of the consumer.

- ✓ Green consumer: according to *Donaire (1999)* "Concerns about the environment have restructured the marketplace creating a new market segment guided by environmentally friendly principles"<sup>9</sup> this segment is what represent the green consumer. affected by certain cultural and subcultural preferences that characterize one group from another e.g

## **2. The Role of Consumer Cultural Behavior in Top Green Countries**

In order to examine the link between the cultural characteristics of consumer behavior and the General Green attitude toward national and global issues including products, industry, marketing, and economy, we have to highlight the leading countries in the ecological and the environmental agendas.

### **2.1 The Ranking of Countries in the Environmental Performance Index**

Reviewing many articles and global organization reports we have found that the ranking differ on the basis of study and ranking methodology, index factors, variable weights and so on. but using many theorists opinion in the matter, it was clear for us that the Yale (University of Yale one of the top ten world universities) EPI ranking is the most famous, official and recognizable one, therefore, many scientific references uses its data regularly as ranking criteria that everyone agrees upon. So we will present the relevant parts to our research from the 2022 and 2018 world ranking countries in the environmental performance index:

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<sup>8</sup> Constantinescu Lucreția Mariana, Goldbach Ioana Raluca, Gavrilă Grațiela, « CULTURE - MAJOR DETERMINANT OF THE EUROPEAN CONSUMER BEHAVIOR», *Annales Universitatis Apulensis Series Oeconomica*, 11(2), 2009, P.1020

<sup>9</sup>SOFIA BATISTA FERRAZ, CLÁUDIA BUHAMRA, MICHEL LAROCHE , *Green products: a cross-cultural study of attitude, intention and purchase behavior*», *Mackenzie Management Review*, 18(5) • São Paulo – SP • Sept./Oct. 2017, P.17

**Table 1: 2022 Yale EPI Ranking of the Top Countries**

RANK	COUNTRY	SCORE	REG
1	Denmark	77.9	1
2	United Kingdom	77.7	2
3	Finland	76.5	3
4	Malta	75.2	4
5	Sweden	72.7	5
6	Luxembourg	72.3	6
7	Slovenia	67.3	1
8	Austria	66.5	7
9	Switzerland	65.9	8
10	Iceland	62.8	9

Source: <https://epi.yale.edu/downloads/epi2022report06062022.pdf> (consulted in 01/01/2022)

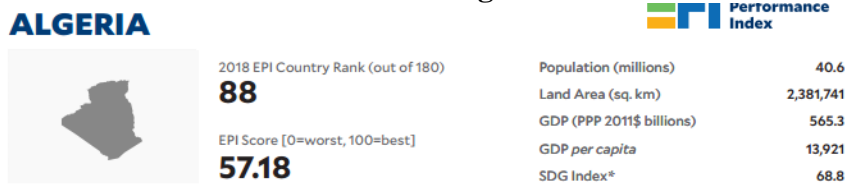
**Table 2: 2022 Yale EPI Ranking of Algerian and Saudi Arabia**

1	141	Lesotho	32.3	30
19	142	Lebanon	32.2	11
3	143	Ethiopia	31.8	31
4	144	Eritrea	31.7	32
2	144	Mozambique	31.7	32
12	146	Guinea	31.6	34
20	147	Fiji	31.3	16
4	148	Kenya	30.8	35
21	149	Laos	30.7	17
5	149	Oman	30.7	12
13	151	Angola	30.5	36
22	151	Burundi	30.5	36
5	153	Cameroon	30.2	38
23	154	Cambodia	30.1	18
24	155	Algeria	29.6	13

Source: <https://epi.yale.edu/epi-results/2022/component/epi> (consulted in 01/01 /2022)

As we can conclude from the first table, it is clear that the most industrialized countries have taken measures to be in the top countries in green economies with some exceptions, the example of china (ranked 160<sup>th</sup> with score of 28.4). Another conclusion may be drawn from the table if not early to state that there is a significant positive relation between the economic growth and the environmental ranking as the first top countries in this index also are the ones with the higher growth rate, the same conclusion can be applied in the case of the second table, were Saudi Arabia and Algeria are the highlighted countries among that list, both countries have low growth rate with less industrial economic frame. However, for the scientific purposes, further studies on the subject must be conducted to confirm or disaffirm the hypotheses in question.

**Table 3: Detailed Review on the Algerian Environmental Score of 2018**



**Country Scorecard**



Source: <https://epi.yale.edu/epi-results/2022/country/dza> (consulted in 02/01/2022)

The same report in 2018 have included a much more detailed methodology for raking index, however it is not pertinent to elaborate in procedure in our current research, therefore it is sufficient to state that the case of Algerian is characterized by its highest score on air quality and its lowest one in forests. also compared to 2022 the air quality have dropped 39,40 and the forests have dropped to 5,10 due to the last years ( 2022 and 2021 ) wildfires in many regions of algeria .

**2.2 First Case Study: Determinants of Consumer Behavior toward Green Products (Case of Swiss Consumer)**

In the table one, the Switzerland raking was the best among all countries, therefore, an analytic studies must be conducted to determine the different behavioral factors that shape the green tendencies in a Swiss consumer to use it as basis of comparison later in a less developed countries case of Algerian market practices.

Previous studies in the relation between culture and consumer or individual preferences has focus on psychological aspects such as knowledge environmental concerns attitude norms and values, similarly the recent studies in the field of consumer behavior has analyzed the consumer attitude to search for identifiers or predictor variables of the green consumer attitude, Those specific variables that have been posited to have a relevant impact on environmental behavior can be classified into four categories:

## **A. Previous psychological Studies of Green Consumer Behavior**

Before we present the findings of *Carmen Tanner & Sybille Wolfing Kast (2003)* on the Swiss consumer green behavior it is indispensable to examine and explore the psychological factors affecting the green behavior in general outside the Swiss sociocultural context.

### **A.1 Measures of Specific Attitudes**

*Research indicates that measures of specific attitudes (e.g., judgments about products or behaviors) rather than general measures of environmental concern (e.g., judgments about environmental problems) are likely to manifest in environmental behavior. A consumer survey by Mainieri et al. (1997) clearly supports the suggestion that specific consumer beliefs predict environmentally friendly consumer behavior more accurately than does general environmental concern.*

This study asserts the fact that the judgmental moral beliefs can be considered as stronger motives to encourage green behavior than the general belief in environmental protection, in simpler terms; an individual who is always judging other individuals about their lack of green behavior or their non-green consuming habits is likely to manifest a green attitude in his daily purchases than an individual who has a belief that the environment should be protected in general terms rather than specific and detailed actions.

### **A.2 Perceived Barriers**

*Several studies have posited that notions of perceived control or perceived behavioral barriers are additional significant predictors of environmental behavior. This suggests that in order to motivate behavioral changes, consumers must be convinced that their behavior has an impact on the environment or will be effective in fighting environmental degradation.*

This point refers to the moral value resulting from a good action, the perceived barriers in this context are psychological relief that a consumer feels when he believes that his green attitude or green purchases have significantly positive impacts on his surrounding environment.

### **A.3 Knowledge**

*Environmental knowledge has been found to be positively related to environmental behavior, but the literature also reports contradictory findings on the question of how ecological knowledge is related to environmental behavior. Research demonstrated the importance of distinguishing between knowledge about facts and knowledge about actions. The term factual knowledge refers to knowledge about definitions and causes/consequences of environmental problems (e.g., what is the greenhouse effect?), whereas action-related knowledge is used to refer to information about possible actions (e.g., which human behaviors are related to the greenhouse effect). Unlike factual knowledge, action-related knowledge is more likely to affect behavior.*

As the previous arguments suggest, action-related knowledge is more likely to have a positive impact on consumer behavior than the factual knowledge, as the latter is theoretical general knowledge concerning the definitions, causes, and characteristics, whereas the action-related knowledge is the detailed action plan that leads us toward the goal of a green environment.

## A.4 Personal Norm

*Numerous studies have revealed that a personal norm—a feeling of moral obligation—is a powerful motivator of environmental behavior. In a recent study on recycling and consumerism, found that the degree to which people feel obliged to recycle is related to conservation-related product attributes. These investigations suggest that environmentally friendly behavior may be characterized as morally demanding. Overall, a large body of studies asserts that personal factors are necessary and essential to foster behavioral changes, even though the correspondence between attitudinal variables and behavior is often moderate.<sup>10</sup>*

In the same subject research has revealed that contextual factors can overcome the personal motivation for green behavior. The contextual factors according to *Carmen & al (2013)* in this study context refers to the social, economic and physical factors that can keep environmental pro action from being expressed although the personal feelings and beliefs support such actions, in my opinion those contextual factors can be called a circumstantial barriers as they have the particularity of being out of the consumer control and they prevent or at least make the green behavior much harder and require more financial or physical or time efforts to accomplish e.g. a motivated consumer to buy green products cannot accomplish this action if they are not accessible or the store that sells them is in inconvenient geographic location, or the buying action can take a lot of time, or even the research for those green product in hypermarkets is difficult to achieve, or if the quality of those good is inferior or the price is too high ...etc.

## B. The Findings of the Study “ Determinants of the Swiss Consumer Green Behavior”

- 1) Positive attitudes toward environmental protection, fair trade, and local production are major facilitators of green purchases.
- 2) Perceived time barriers restrain one’s motivation to buy green products.
- 3) Action-related knowledge is an additional predictor of green purchases. Even though the relationship between knowledge and behavior was not strong, the study provides evidence that some sort of appropriate knowledge is needed for taking appropriate behavior.
- 4) Cost does not play a role in green purchases, which indicates that people with a high environmental motivation are less sensitive to price.
- 5) The social class and the income class differences do not have any significant effect on green behavior regarding the Swiss consumer sample
- 6) .Consumers who mainly shops in supermarkets shows a lower level of green purchases. Because of moral costs of searching and finding the right green food rather than buy the easiest choice with minimum cost, which means that what people buy is strongly related to where they shop.
- 7) And lastly, supermarket use actually diminishes the likelihood of green food purchases despite the recent shift in Swiss supermarket practices toward supplying more environmentally friendly goods.

## 2.2 Second Case: Situational factors: availability, price and perceived quality (Brazilian Students of Canadians Students)

In this study we will demonstrate the case of cross cultural analysis between Canadian and Brazilian students between 21 and 25 years old to analyze the influence of the culture over the green behavior of a consumer. They used an administrated survey between February and June (2011) and

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<sup>10</sup> Carmen Tanner, Sybille Wolfig Kast, « Promoting Sustainable Consumption: Determinants of Green Purchases by Swiss Consumers», *Psychology & Marketing*, Vol 20, October 2003, P.886

then they assess the purchases of the sample 30 days after this period to examine the effect of the study on their behavior.

#### **A. Theoretical framework of the study:**

We will present brief theoretical notions using small talk points with little elaboration, due to the relevance of the subject:

1. As mentioned in the previous study, the theory of green consumer behavior asserts again that there is no significant relation between intention toward the environment and the real life actions that support green protected environment.
2. Many authors confirmed the fact that there are perceived negative features which limit the purchase of green products, including price, quality, performance, availability, and convenience including Kotler (2011), in the contrary, companies price the pro-environment products much higher over reaching for the price insensitivity of the green consumer. This in turn can explain why environmental intentions might not lead to green product purchase behavior.

#### **B. The Findings of The Study**

We will also present the finding in brief points:

1. The results show Canadian students are willing to pay more for green products and abdicate higher quality products to favor the environment than Brazilian students.
2. According to (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975); *“The Theory of Reasoned Action (TRA) supports the results of this study concerning the relationship between attitudes and intentions to purchase green products. That theory asserts the more favorable the attitudes toward an object are, the greater will be the behavioral intentions towards it”* The current study is also in line with Laroche et al. (2001) who state that attitudes are the most important predictors of the willingness to pay more for green products. Among the attitudinal dimensions, this research highlighted the value of the variable *“cognition”*. Laroche et al. (2001) explained this in concluding *“that the greater the knowledge about environmental issues, the greater will be the propensity to buy green products”*.<sup>11</sup>

### **2.3 Third Case: the Influence of Culture on Pro-Environmental Activities (comparing French, English, and Italian Canadians)**

#### **A. Theoretical Framework**

In its theoretical frame work the study classified the Canadian people based on two differentiating measures, the first measure is their origins e.g. in this study the sample includes French Canadians, English Canadians and Italian Canadians. And the second measure is how strong are they related to their native culture, based on that they divided them into three categories, based on their daily used language e.g. the Italian were categorized into strong Italian (Italians who speaks Italian 63% of the time) and the second category is French Italians’ and the third is English Italians’, the same has been done to French and English sample; whoever according to the study; the strong English is the one who speaks English at least 73% of the time and the strong French is the one who speaks French 45 % of the time.

The study also pointed out that most cultures include a mixture of individualistic and collectivist elements, as a person can use its individual characteristics in certain situation as can use the

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<sup>11</sup> SOFIA BATISTA FERRAZ et al, op.cit. P.20, P.30

collectivist behavior in other situations, with respect to difference in cultures, e.g. the study point out to certain facts regarding cultures, Italians' are much more resistant to change and they hold their native beliefs and culture in the majority of circumstances, in opposite to the English people who have a much more individualism in almost all circumferences, and the French people are characterized by a high level of collectivism in more situations than the others.<sup>12</sup>

## **B. Results and Findings**

According to *Zhonglian (Cindy) Qian* the results were as shown below:

1. *Strong French hold positive attitudes toward the environment and are more knowledgeable on all environmental issues than strong Italians, however similar to strong English, strong French purchase more environmentally friendly products, but participate less in energy-saving and environmentally friendly activities than strong Italians.*
2. *English Italians and strong English are found to have very similar knowledge scores.*
3. *French Italians purchase less environmentally unfriendly products.*
4. *Italians are more collectivistic than English and French Canadians.*
5. *The study found that strong French are more individualists than strong English, opposite to the theory presented in the same study.*

## **3. Evaluation of the Algerian Cultural Determinants of Green Tendency**

Before we evaluate the caricaturists of Algerian green culture, its necessary to mention that the Algerian green economic ranking is 88<sup>th</sup> among the world raking, also in the previous section I presented a detailed review of the Algerian environmental situation according to Yale environmental index method.

### **3.1 Algerian Consumer Culture**

According to many research on the Algerian consumer behavior, we can deduce certain points that characterize this special comportment:

- Very rapid and significant increase in the consuming attitude in the Social special days e.g. wedding ceremonies and religious feasts, which will negatively affect the rationality of the consumer to choose green products.
- The eating habits of the Algerian individual in most cases exhibits a strong dependence to the cultural background of this consumer e.g. couscous however the new merge between the traditional Algerian culture and the occidental ones have created a varieties of new habits in both food and behavior e.g. fast-food.
- Consumer imitating behavior: in the study conducted by *Taybi ratiba*<sup>13</sup> (2014) the results show that very high percentage of the Algerian consuming behavior is determined by imitating other consumer with no actual need for that good or service. According to her, this behavior is a psychological need for the Algerian individual to satisfy his ego (self-esteem).
- According to *Food and Agriculture Organization of the United Nations* "Of the 243 million hectares of agricultural land resources in the Mediterranean region, 63 percent are located on the southern shores but only 39 percent are deemed to be arable land. This area is decreasing

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<sup>12</sup> Zhonglian (Cindy) Qian, « THE INFLUENCE OF CULTURE ON PRO-ENVIRONMENTAL ACTIVITIES: COMPARING ENGLISH, FRENCH AND ITALIAN CANADIANS », Master of Science in Administration at Concordia University, Montreal, Quebec, Canada, August 200, 1 P.25, P97

<sup>13</sup> طايبي رتيبة « الثقافة الاستهلاكية و انتشارها في المجتمع الجزائري في عصر العولمة », مجلة "الأبحاث الاقتصادية" لجامعة البلدية - العدد 2 ( 11 ديسمبر ,

*under the pressure of urbanization and the rapid development of tourism, and soil quality is deteriorating due to the erosion from wind and rainfall and the intensive use of irrigation (risks of salinization”.*<sup>14</sup>

- According to a study about the Algerian consumer, there is a positive significant and strong relation between the advertising campaign; advertising budget and the consummation rate; in simplest terms, Algerian consumer buys what's advertised regardless of how green the product is or how will affect the environment and the sustainable future of the next generations.<sup>15</sup>

### **3.2 Cross-Cultural Comparison between High Ranked Countries in Green Environment and Algeria**

To compare and evaluate the differences between presumably two types of cultures (as the developed countries differ between them in cultures) to determine the key differences that hypothetically influence the the green behavior of an individual, we choose the world hypothetical because another complementary study has to be conducted to confirm whether the impact of culture on green behavior is really the most significant one between other possible variables.

#### **A. Study Methodology**

We have sent a request for interview to *the Algerian Consumer Protection Organization*; unfortunately we received a rejection in that matter.

Also we sent a detailed questionnaire to many concerned parties including the businessmen and the consumer protection organization's members and regional offices, also we did not get any form of response.

The third method was to ask the most four relevant questions to the subject according to the previous literature review using an electronic survey tool provided by Facebook page.

A.1 *the Sample*: the sample consists 276 anonymous Algerian individuals (nationality confirmed by the web page administrator), however, we must note that due to the Facebook survey tool it is impossible to differentiate between responder's gender, age and other demographic informations, also in the literature review, we did not found any mention of green consumer behavior variables and predictors that were effected in any way be those demographic informations.

A.2 *the Survey tool*: we used Facebook popular page, to produce an electronic survey, whith knowen limitation e.g. you can't ask more than one question at the same time, no information on the responders. Also the survey was posted by the page administrator for period of one week 27 and 31 october 2022

A.3 *The Survey Questions* : the First question ; do you know what is green products, Q2 ; with similar prices and quality do you choose to by a green product over environment harmful products, Q3 ; with the same quality but higher prices for the green product, would you choose to buy it. Q4: with similar prices and inferior quality of the green goods would you choose to buy it.

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<sup>14</sup> Food and Agriculture Organization of the United Nations, « Mediterranean food consumption patterns Diet, environment, society, economy and health », CIHEAM, 2015, P.17

<sup>15</sup> غالم عبد الوهاب, « الاشهار و الثقافة الاستهلاكية في الجزائر: مؤسسة جازي نموذج », مذكرة ماجستير, جامعة وهران, كلية العلوم الانسانية و الحضارة الاسلامية, قسم الاعلام و الاتصال - 2006 - 2007, P.205

## B. Results and Findings

Figure 1: the results of the Green behavior Survey in the Context of Algerian Culture



Source: my work based on the survey results.

## C. Discussion

We will present the argument and the analysis of the findings in brief way using the table below:

**Table 4: Cross Cultural Comparison (Algerian green behavior Vs top Green Countries)**

Top Green Countries Consumer Behavior	Algerian Consumer Behavior
<p><b>Case 1 Swiss Consumer</b>  <b>(Knowledge):</b> the action related knowledge is more likely to have a positive impact on consumer behavior than the factual knowledge, as the last one is theoretical general knowledge concerning the definitions, causes and characteristics,</p>	<p>We can deduct from the survey that 58% of Algerian Consumer were not aware of green product, this is an evidence that the majority of Algerians lack factual knowledge, much less the action related knowledge</p>

whereas, the action related knowledge is the detail action plan that lead us toward the goal of green environment	
<b>Personal norm</b> The contextual factors according to <i>Carmen &amp; al (2013)</i> in this study context refers to the social, economic and physical factors that can keep environmental pro action from being expressed although the personal feelings and believes support such actions	In Algerian social and economic environment, there are many contextual factors, or barriers to facilitate the green purchases The most important one is the lack of green products,
Swiss consumer: Cost does not play a role in green purchases, which indicates that people with a high environmental motivation are less sensitive to price. The social class and the income class differences do not have any significant effect on green behavior regarding the Swiss consumer sample Supermarket use actually diminishes the likelihood of green food purchases despite the recent shift in Swiss supermarket practices toward supplying more environmentally friendly goods.	The same fact can be deduced from the survey, 57% of the responders' exhibit non-sensitivity to neither the costs nor the prices in their choice of buying green products. This is a measurement of loyalty to the green products "premium price". However a much extensive study must be conducted to determine the exact premium price of each green product. Concerning the supermarkets, much of our products are imported and we lack scientific evidence to determine whether the local products are in fact green or not.
<b>Case 2 Canadian vs Brazilian:</b> The results show Canadian students are willing to pay more for green products and abdicate higher quality products to favor the environment than Brazilian students	The same results were presented in the figure above.
<i>The Theory of Reasoned Action (TRA) supports the results of this study concerning the relationship between attitudes and intentions to purchase green products. That theory asserts the more favorable the attitudes toward an object are, the greater will be the behavioral intentions towards it</i>	According to that theory, the intention of the Algerian individuals displays strong positive attitudes toward green products, which will result in positive actions.
<i>that the greater the knowledge about environmental issues, the greater will be the propensity to buy green products</i>	From the data gathered on Algerian consumers, the green knowledge is not sufficient to guarantee the prosperity of green products.(58% does not know what is a green product)
<b>Case 3: cross cultural study in Canada:</b> <i>English Italians and strong English are found to have very similar knowledge scores. French Italians purchase less environmentally unfriendly products.</i>	Algerian knowledge score are less encouraging toward green products, and also 13% of Algerian sample choose to buy a non-green products despite the similarities in prices and qualities, which negate any financial or non-financial cost of choosing a green product. To us this fact is a cultural and psychological anomaly that must be investigated separately.

Source: my work based on a comparison between the previous study and the Algerian case study.

## Conclusion

This work has provided an insight on the cultural factors that have positive and negative effect on the green behavior; also the study has illustrated the predictor variable of Algerian green behavior in light of the comparison with more advanced countries in the field.

The results of the theoretical study; the knowledge about the exact action that procure a green environment is much more influential on consumer green behavior than the knowledge about the theoretical green environment. Also, attitudes motivate actions in most cases including green attitude, cost and price does not influence green Swiss consumer, and the green consumer is less sensitive to prices. In the second case shows non sensitivity to prices of green products, which reflect in positive green attitude of the typical educated Canadian individual. The third study; shows that the native and the traditional culture is far stronger to predict a green behavior than the culture e.g. the Italian culture is more influential on Italian Canadian individuals than the Canadian culture.

The statistical results shows that the Algerian consumer have positive as negative cultural and psychological behaviors that influence his attitude and actions toward the environment issues, which make it hard to predict with an exact verdict, the ability of green cultural adaptation. The negative points can be summarized to; lack of green knowledge, the choice of non-friendly products despite the absence of any type of costs or obstacles, and the decrease in quality can overcome the green attitude in inferior quality green products. The positive ones are; the ability to accept and adopt a green economic policy similarly to the Swiss and the Canadian consumers.

We have confirmed the first hypothesis; that the cultural characteristics positively and significantly influence the green attitude. That in turn has encouraged the adoption of green marketing strategy in Switzerland and Canada.

We have rejected the second hypothesis that there are no similarities between the Algerian and the Swiss/Canadian attitudes toward the green products, which mean that most of the influential cultural and behavioral characteristics present in Swiss/Canadian green consumer are also present in the Algerian consumer culture and behavior. The logical deduction would be the ability of the Algerian people to imitate and reproduce the Swiss example in the context of green economy and cultural similarities.

We recommend that all the economic agents have to provide the green products and services for the green consumer to facilitate their choices, and preclude the barriers that make the non-green products seem the easiest and the most convenience choice, as it proclaims more perceived value. Also we recommend that a green education campaign must be initiated to negate the effect of ignorance about green product and environment issues, using the action related knowledge as much as possible to stimulate the green behavior.

Finally, some study subjects must be pointed to to complete the current study; e.g. the behavioral analysis of anti-environmental consumer, the Algerian green cultural positive determinants, the religious and sub cultural influence over the green behavior.

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