

# THE BELGIAN GEOGRAPHERS



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**BOOK OF ABSTRACTS**



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## **A question of Place! Exploring consumption of green products:**

### **Algerian citizens case study**

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**Keywords:** green orientation; consumption behavior; space living; Algerian consumers; geomarketing.

**Abstract:** In recent decades, green consumption has become an important trend among people in developed countries. This phenomenon is beginning to spread worldwide, particularly to developing countries. Due to the development gap between developed and developing countries, consumption behavior in these countries remains quite divergent. Another unexplored divergence is the difference in consumption between populations of the same country, according to the living neighborhood and its geographical characteristics. This doctoral research scrutinizes the differences in green consumption between populations in the same emerging country, Algeria, and questions the effect of living place/location (Question of Place) (Johnston, 1991) on consumers' green orientations.

First, the research explores the main ideas relating to green consumption among young Algerian students through focus-groups. The aim is to set up a measurement scale for the new concept of green orientation : an innovative variable of consumer behavior towards green products that expresses a mental inclination including cultural, environmental, social and economic factors, and, supporting consumers in specifying their consumerist beliefs to regulate their consumption behavior (Ayoun et al., 2017). Secondly, an e-survey constructed on the determinants will question a diverse population. The research highlights a new driving variable including a spatial component. The aim of the survey are to assess the new variable in a green consumption behavior model in order to examine its position among the Algerian population; in particular, to analyze the effect of the space living (urbanity, rurality, accessibility, ethnic diversity, economic level of the area) on the green behavior of Algerian consumers with regard to green products.