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SUMMARY

Awareness and Purchasing Decisions of Consumer toward Eco-Friendly Textile Products

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NahlaEssam Mohammed Abd EL-Fattah

The Study aims to identify Awareness and Purchasing Decisions of Consumer toward Eco-Friendly Textile Products.

This study was conducted on a accidental Sample Of 300 Consumer in Alexandria. The data were collected by using a questionnaire through personal interview. The data were analysed statistically using spss were percentages, frequency table and sample correlation coefficient .The study revealed that :-

- knowledges and practices of participants toward Eco-Friendly Textile products were low, Consumer Attitudes desire to choose Eco-Friendly products.
- Low percentage of the Participants with rational purchasing Decisions toward Eco-Friendly Textile products.

-There were statistically a positive significant correlation between knowledges, practices, and Attitudes of participants toward Eco-Friendly Textile products and the Level of Education, type of Housing at a probability of 0.01, also there were positive significant correlation between practices and Attitudes of participants toward Eco-Friendly Textile products and income at a probability of 0.05.

-The results showed a positive significant correlation between Awareness of participants toward Eco-Friendly Textile products and Level of Education, Income. at a probability of 0.01, and age, type of housing at a probability of 0.05