



# Raja Kifaya

## KEY-WORDS:

GREEN BEHAVIOUR ,GREEN  
 PRODUCT, GREEN  
 MARKETING, GREEN SKEPTICISM

## PROFILE

I am a marketer fascinated by environmental issues. For me, marketing isn't merely an important part of business success – it is a powerful tool to arouse keen interest in environmental issues. My biggest goal is to actively participate in filling the literature on green marketing studies in Tunisia where the ecological / organic food market is quite unexplored.

## AFFILIATION

-Department of Agri-food economics  
 Agriculture ,food and environmental  
 science,  
 Università Cattolica del Sacro Cuore  
 -Laboratory of Economics and  
 Management of the West UBO  
 france

## LANGUAGES



Mother language



Level C1



Level C1

## HOW TO REACH ME

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## Reference Contact

Prof. Daniele Rama

Prof .Marine Le Gall-Ely

## PROJECT TITLE

### The role of skepticism in green purchase behaviour

## Steps of the research

- Research problem was formulated in a comprehensive way relying on ABC model which is based on the social psychology of environmentalism.
- The detrimental effects of green skepticism on consumers' responses to organic issues are discussed .
- The behaviour of green consumers has been examined at two levels: concern and knowledge
- Model proposed and tested in three different cultures..

## Research values

The first study that addresses green skepticism and green purchase behaviour in the form of an exploration and comparison involving three different cultures.

## Research Contribution

Our research adds to the green marketing literature by providing some answers about the utility of skepticism in understanding the consumer's behavior, and assists business and environmental management experts in promoting the wider adoption of green consumption.

## Collaborations

Université de Bretagne Occidentale (UBO) France 2020  
 Prof. Marine Le Gall-Ely

## Why should you care?

A growing number of consumers are skeptical about the environmental performance and benefits of green products. This may cause them to forgo the opportunity to contribute to environmental sustainability and limit the growth of the market for environmentally friendly . So, the biggest challenge is to understand and fight against it