



Análisis de la influencia de las variables relacionadas con el proceso de compra en el consumo de productos ecológicos: un estudio del País Vasco [

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text (article)

Analítica

The aim of this paper is to analyse the determining factors that distinguish consumers with an environmentally responsible behaviour from the rest, focusing especially on the variables that determine the buying process of environmentally friendly products. The sample was formed by 638 persons in the Basque Country, and the analysis shows the importance of those variables that discriminate between both types of consumers. The results will help the companies in the environmentally friendly sector better address the needs of potential customers

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