







environmental attributes of the product and remove barriers to their purchase. This study may contribute to the creation of green marketing strategy and help in market segmentation.

Inconsistencies in the statements of young consumers indicate a need for further studies that could explore the nature of the relationship between the cognitive, affective and behavioral elements of attitudes. This study gives a broader view of the ecological behavior of young consumers. Research shows new tasks for schools and universities, where young people derive much information about the environment, but at the same time they are not taught practical skills to apply that knowledge. In developing societies economic incentives may be an effective motivator of real environmental actions.

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