

# **Abstract**

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## **The Impact of new governmental food subsidies strategy on customer's current economic conditions**

Investigating the impact of the new food subsidies strategy applied by the minister of internal trade and affairs after the 2nd revolution on customers' satisfaction and future financial expenditure. The field study will be done using quantitative approach in order to assess the impact of the new strategy on Egyptian citizen's current economic conditions. Despite the significant academic and practical interest in food subsidies, this research is the first that investigates the relationships between governmental regulations and citizens' economic conditions after the 2nd Egyptian revolution. Also, this study contributes in adding to the body of knowledge regarding the relationship between governments' strategy, Customer satisfaction, and future financial expenditure plan within the Egyptian contexts.