

Research Title	The Impact of The Economic Reform Program on Changing The Consumer Strategy of the Egyptian Family during the period 2016-2018.
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Abstract	The present study aimed at identifying the impact of the economic reform program on changing the consumer strategy of the Egyptian family. In order to achieve this, the study asked the extent of the impact of the economic reform program on changing the consumer strategy of the Egyptian family. This study is part of the analytical descriptive studies. It is adopted in its methodology to analyze and interpret its problem on the comparative monetary method, using the social survey methodology of the selected sample of 246 families residing in rural and Fayoum. Their results were derived from a selection of statistical treatments that provided anatomy for quantitative data. The study found that the consumer map of the Egyptian family during the period 2016-2018 witnessed a radical change in consumption levels from Compulsory consumption to service consumption Ending with Recreational consumption, and the announcement of a new consumer born as the "national consumer".
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