The Role of Corporate Social Responsibility in Restoring Green Concepts: Qataris Response to Social Media Campaigns.

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INTRODUCTION

Under the concept of balancing between development needs and protecting the environment, Qatar chooses one of its four pillars of its 2030 vision to focus on environmental sustainability. “Management of the environment: such that there is harmony between economic growth, social development and environmental protection” (General Secretariat for Development Planning, 2008).

The vision focuses on public awareness by increasing environmental protection agencies that work in the country and support international effort to alleviate major environmental topics. These agencies work in research development and campaign planning that target both business owners and consumers. Since 2006, the establishment of various environmental agencies have increase rapidly, Qatar green building council, Eco-Qatar in addition to governmental sector’s efforts such as Ministry of Municipality and Environment and Supreme Committee for Delivery and Legacy. In addition, Qatar Chamber of Commerce encourages companies to work on CSR with continuous support. The Chamber has a clear strategy, philosophy and policy in achieving the business sector objectives (Qatar Chamber of Commerce).

HYPOTHESES

Social media users in Qatar do not respond to CSR campaigns related to sustainability.

Campaigns on social media do not trigger the attention of social media users and hence, the behavior change is minimal.

Social media users maintain their sustainability behavior

Methodology

The Transtheoretical Model of behavior change by Prochaska and DiClemente (1983) was examined through a quantitative analysis on social media users.

An online survey were given to 214 social media users to investigate the effect of CSR campaigns related to green concepts and sustainability and how they respond to them. The survey also measures behavior change through social media campaigns and how users are affected by companies efforts vs. traditional media campaigns.

Result Analysis

- Social media has a significant role in commercial marketing while has a less significant role in social marketing.
- CSR green campaigns are less effective through social media, while more effective through interactive ones.
- When applying the Transtheoretical Model of Behavior, Qatari social media users experienced the Contemplation stage by understanding the concept of plastics and recycle, while they also passed through the preparation for the behavior by taking the action of starting with themselves. The majority of respondents have taken action when CSR campaigns were interactive while they failed to maintain their behavior.

Citation


