



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

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## Abstract

This research focuses on consumer behavior in Qatar and the individual social responsibility in support of environment. The research also describes the role of social media and CSR in promoting awareness campaigns and how effective they are in changing conceptions and behavior. This is measured by focusing on standards, emotions and actions of individuals and how they are affected by CSR campaigns launched by corporations and public sectors.

The study also measures the uses and impact of new media

## 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 2008, the establishment of various environmental agencies have increase rapidly. Qatar green building council, Eco-Qatar in addition to governmental sectors' 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.com).

## CONCEPT DEFINITION: CSR

Carroll (1979) defined Public Relations as a social responsibility of business owners that integrates economic, legal, ethical standards in support of society development. As the concept has witnessed a massive evolution by time, The World Business Council for Sustainable Development's (2008) stated that CSR is considered as a continuous effort and commitment that targets internal audience (workforce and their families) in addition to the external audience, which are the local community and society ( Goi, Yong, 2009).

## PROBLEM

Although social media has proven its effectiveness in marketing and consumers relation, some studies question the effectiveness of social media in CSR and behavior change. Curley & Noormohamed (2014) mentioned the efforts that should be enhanced in sustaining behavior and how companies should come up with new ways to guide and persuade consumers as they put in promotion strategies. Some companies dedicate a sufficient space in their social media channel, respond to comments and integrate the social marketing cause to their content. In addition, more media outlets such as their website, has contributed to generating awareness with behavior sustainability

With regards to Qatar 2030 vision, most of the corporations operating in Qatar has a clear policy about their CSR. Some of these efforts are practiced within the companies' internal policies but most of the audience do not know about it except by searching their own websites and read about their CSR. In addition, most of the corporation do not engage public in environmental campaigns. Therefore, the impact on individual behavior change in minimal.

## Research Significance

When it comes to social media use, most companies depend on their campaigns success by following social media strategies. Some of these campaigns succeed due to the high viewership and the high budget allocation of such campaigns.

On the other side, causes like sustainability are not visible to most of the social media users and not "trending". CSR efforts on social media aren't paying off when it comes to behavioral change.

Qatar has the highest social media penetration. As a result, more efforts need to be done to reach out social media users and persuade them to apply green concepts to their lives. The research will explore the response to social media campaigns done by major corporations in Qatar and see the message effectiveness towards behavior change and maintenance.

The research will also understand social media users behavior and the best strategy to use for green concepts and sustainability in

## 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

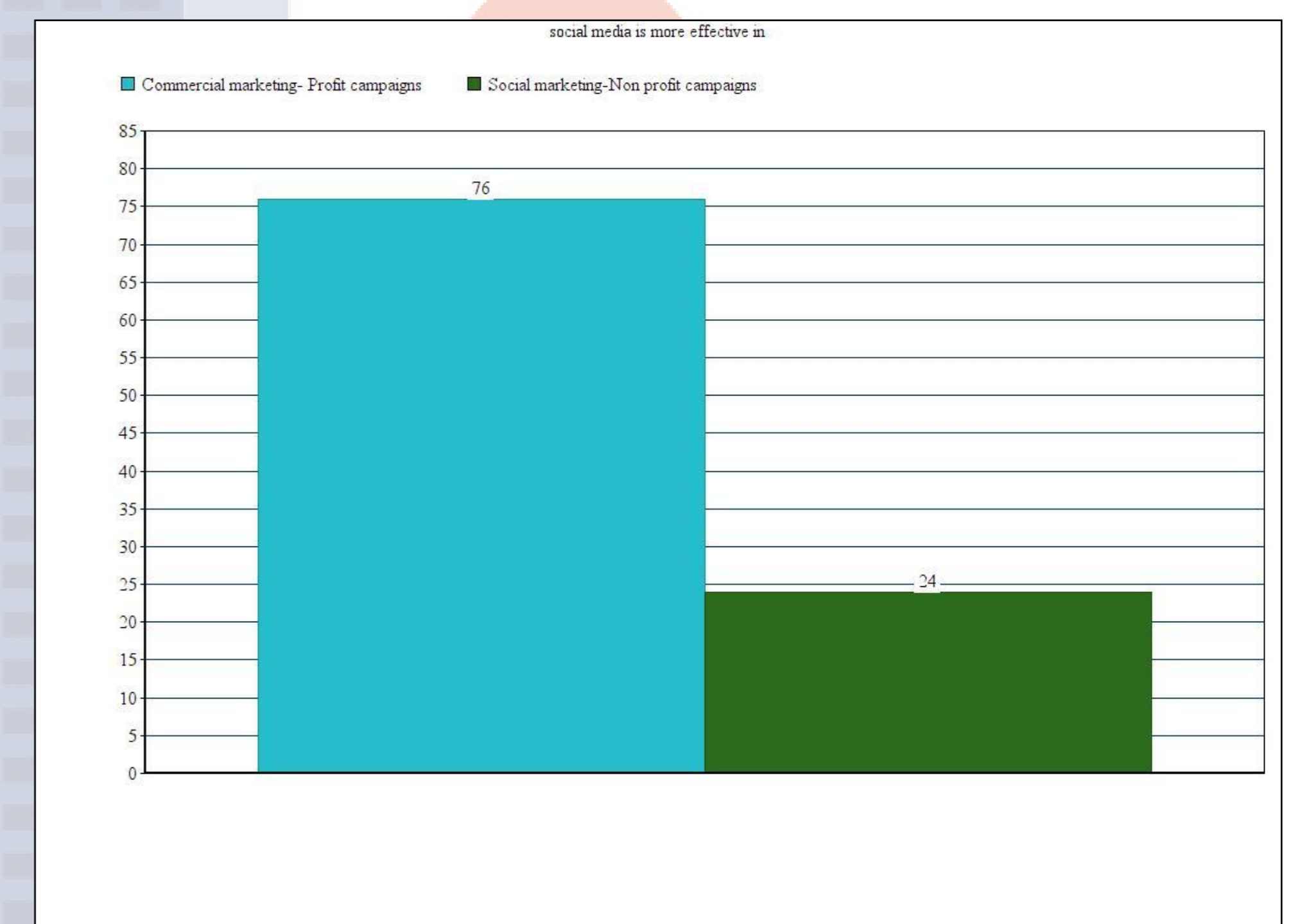
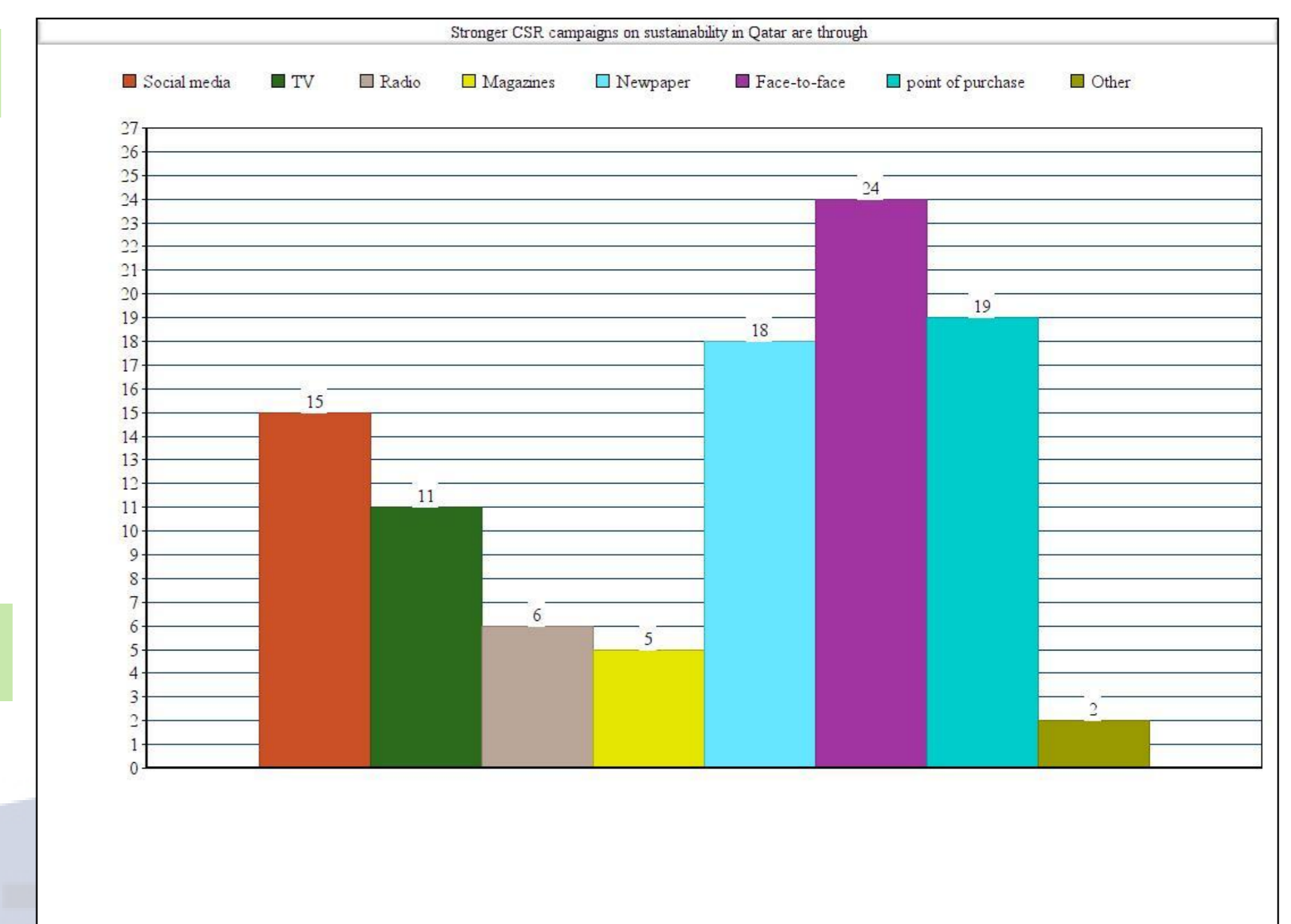
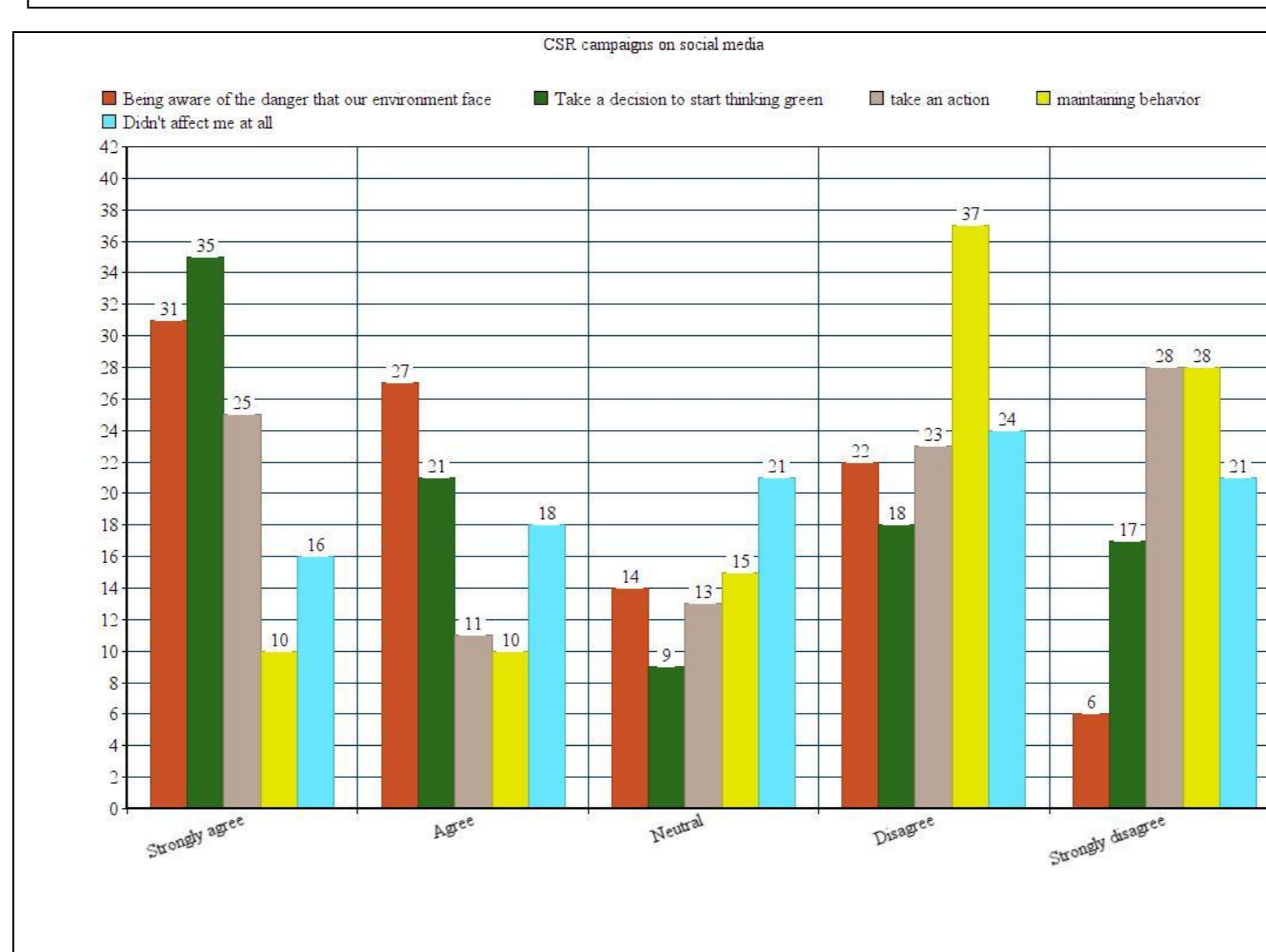
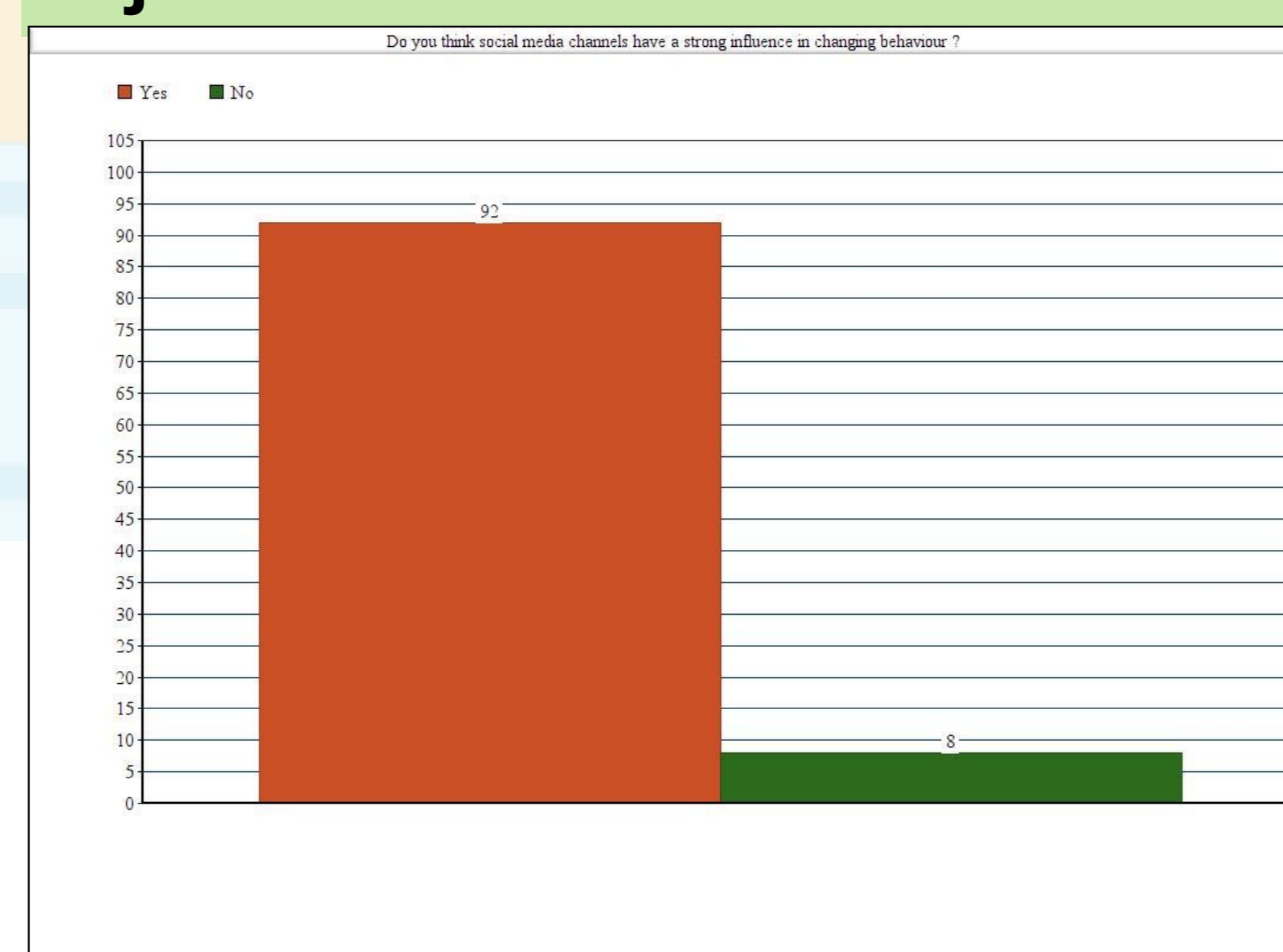
The Trans theoretical Model of behavior change, by Prochaska and DiClemente (1983) was examined through a quantitative analysis on social media users.

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.



The Trans theoretical Model of behavior change, by Prochaska

## Major Results



## 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 decision of starting with themselves. The majority of respondents have taken action when CSR campaigns were interactive while they failed to maintain their behavior.

## Citation

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