

COLLEGE OF BUSINESS AND ECONOMICS

SOCIALLY RESPONSIBLE CONSUMER BEHAVIOR IN THE STATE OF QATAR

BY

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ABSTRACT

Every single consumption choice that consumers make has an impact on the society and on the environment. By choosing products that have a limited impact on the environment and the society consumers can help saving the environment and help in having a sustainable resources, thus bring the changes they want in the marketplace. The purpose of this research paper is to identify what people in Qatar include in the concept of responsible consumption, with regard to many choices, and which are the responsibilities they think they have as responsible consumers. A questioner was developed and distributed to different category of the society to measure their social responsible consumer behavior. A total of 129 respond has been collected. The paper has concluded that there is no relation between different consumer groups and their social consumer behavior. The consumers in Qatar do not have much awareness in that filed due to many reasons. Society wealth, lack of awareness from the government and the social responsible culture might be some of reasons for that problem.

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CHAPTER 1: INTRODUCTION

There are currently over 6.9 billion people living on planet Earth. In order for us to live we need to consume goods. In general, it is in human nature to consume in an aggressive manner that risks the availability of natural resources in our planet. According to the current numbers, provided by The Living Planet 2010 report that was conducted by WWF International; humans will need an extra half of the current planet in order to sustain their current consumption levels.

Every day we make choices that has an impact on the environment and in the society. When we make a wise choice we can save the environment or help the society to grow. In this way, saving more resources will help the planet to grow and develop (IANS, 2013). Making wise choices will also help the ethical companies to survive and grow because the demand for their products and services will increase. As a consumer we have the power to help have a better world by every choice we make. Responsible consumption is an important citizens' effort. It has an influence on the behavior of all of the players in the supply chain (manufacturers, distributors and retailers) it also helps decision makers to adopt policies to ensure the protection of the environment and the citizens' well-being (National Academy of Sciences, 2007)

Globalization and market economy model of development has accelerated the growth in many parts of the world and faced increase in productivity, income and consumption level (Buckley & Ghauri, 2004.). This project will analyze the extent of how consumers in the State of Qatar consider social responsibility within their

consumption decisions. Generally, the Qatari market has faced such growth along with raising consumption rates of all types of goods and services. As we know that Qatar is hosting the world cup in 2022, which will require huge resources to be ready for such an event. Resources such as human capital, natural resources and raw material etc. will be essential during the event –as well as before. However, this will impact the environment to a very large extent.

In order to address the problem we need to define the social responsible consumer behavior. According to network for business sustainability, socially conscious consumers can be defined as consumers that prefer to spend their money on products and services that were produced responsibly. Responsible production can encompass a chain of social and environmental factors, such as ensuring labor practices are fair or that products are produced with the target of minimizing environmental repercussion. Consumers support socially responsible businesses by purchasing their products and services consistently. Whereas the unethical ones suffer low sales and profits due to their negative publicity that lead consumers to boycott them.

Responsible consumers always demand for environmentally friendly products. Hence, companies will fulfill the need of these products and service and deliver them in the market. For example if a consumer wants to purchase home appliances such as a fridge he/she should consider the amount of electricity that it will consume. The lower the consumption rate the better it is. Unfortunately most people do not conduct this approach in particular developing nations such as Qatar. Especially that in Qatar, electricity and water is free-of-charge to its citizens (Darwish, 2013).

Moreover, in many parts of the developing world, recycling is not well acknowledged. In Qatar, the recycling culture is limited since people do not fully utilize the product. For example, they do not devote effort to divide their waste to save the environment. People do not spend the minimum effort required to place the waste in the specific container(s). Due to the limited recycling culture, the consumers in general tend to find this aspect rather insignificant the problem. For instance, many households in Qatar are not aware of their consumption of resources such as water and electricity. Since they are free-of-charge, they are used inevitably which in the long run affects the environment negatively.

Promoting social responsibility within schools and educational institutes is very important; this will enable the future generation to respect the environment. Currently, the Qatari culture in certain aspects lacks social responsibility is about not having the social responsible culture where the citizen will feel the responsibility. The nation requires spreading the social awareness about the importance of social responsibility by incorporating it in educational programs, schools and universities. Though many institutes include social responsibility within their curriculum, it should be implemented on a national scale.

Most of the modern countries try to teach the children how to be social responsible consumer, so Qatar should take advantage by applying similar approaches in order to expand this sort of social awareness within its local society to benefit from social responsibility and save the environment. Thus, Qatar would be able to anticipate that its future generation would consist of many responsible consumers that make the righteous – wise- decisions when consuming resources.

Companies also have a role in by applying the Corporate Social Responsibility (CSR), according to the British assessments the concept of Corporate Social Responsibility can be described quite simply; “it is performing the right thing”. It is about how the organization existence affects stakeholders beyond the organization own benefits, recognizing the impact of its operation and what it deliver to the public in general.

Implementing CSR considers how the organization can use this impact in a positive manner, with sustainable growth and financial gains as well as giving back to the community and people. For example, helping in reducing the impact of poor environment such as pollution and carbon dioxide emission.

Alternatively, it could consider to develop the infrastructure and maybe building some public facilities such as hospitals and schools. This will help to support the human capital of the society. Over the years, CSR has become more significant and grasped global awareness.

Multinational companies such as Google, Pepsi and McDonald’s adopt CSR within its operations in order to enhance their public image and reputation since they cooperate in different local markets around the globe. Many organizations in Qatar are implementing CSR such as Qatar Petroleum (QP) as they contributing back to the society by investing in the infrastructure of the nation as well as sponsor numerous activities that benefit the social welfare. Private companies such as car dealers – Toyota Qatar have built some hospitals to provide services to the society. Know-a-day, consumers will

appreciate these principles and thus will persist on purchasing from these company's products and services.

The purpose of this research paper is to identify what consumers include in the concept of responsible consumption. As well as the specific responsibilities they believe they have as responsible consumers. The relevance of this study is given by the fact that there is limited research investigating this area of responsible consumption in Qatar.

Research Questions

The main research questions that I will try to answer in this research paper are:

- 1) What do the consumers in Qatar include in their responsibilities as responsible consumers?
- 2) What are the practices that consumers in Qatar take in order to be a responsible consumer?
- 4) What are the demographic criteria of a responsible consumer in Qatar?

CHAPTER 2: LITERATURE REVIEW

Socially responsible consumption has evolved into referring to the purchase of products and services, which the consumer perceives as having a positive contribution to environmental conservation. This implies that the concept of responsible consumption helps consumers to use their purchase power in order to express social concerns (Roberts,

1995; LeCompte & Roberts, 2006). On the other hand there are also some narrower definitions of the socially responsible consumption, which are based on consumers' perception of companies' corporate social responsibilities. A consumer is socially responsible if he/she avoids purchasing products or services from companies that negatively impact the society and actively searches the products of companies that have a positive impact on the society (Mohr et al., 2001). Nevertheless for the purpose of this study the broader definition of socially responsible consumption is adopted.

The behavior of consumption of goods and services in most households is changing, where most consumers take into consideration the social implications of the goods, the ethical concerns embodied in the goods and how the goods can respond to the environmental concerns (Croutte, Delpal & Hatchuel, 2006). These considerations have led consumers to make purchasing choices pegged on the implications that the goods bear in the realm of the ethical, environmental and social concerns (Gonzalez, Korchia, Menuet & Urbain, 2009). Thus consumers have started to put into consideration the price and quality of products when making the purchasing options, coupled with the constraints of the environmental, the social impact as well as ethical aspects. These types of purchasing behaviors have been identified as being part of the responsible consumption behavior (LeCompte & Roberts, 2006; Roberts, 2005).

Consumption behavior controls the instincts of a consumer, where it will determine the need for purchasing regional products, buying in small business, reducing ones consumption or buying products that do not harm the environment (LeCompte & Roberts, 2006). These recent developments are some of the reasons for the increasing

market shares, mostly in the developed countries, of the fair trade, organic products and locally grown products (Krier, 2005: 5; Willer, 2011; Martinez et. al., 2010).

Technological development has helped consumers to access information with regards to goods and services and how these goods address the concerns such as the goods that affect the environment and how they define the social and ethical concerns (Gonzalez, Korchia, Menuet & Urbain 2009). These factors underpin the choices that the consumers make when buying goods or when seeking for services, which influence their actual buying behavior. Firstly, consumers consider the environmental concerns that the goods bear and how well these goods or services can aid in the conservation of the environment. Such a consideration allows for opting to goods that have less environmental consequences like pollution or goods that cause less harm to the atmospheric balance (Delpal & Hatchuel 2007).

It is imperative that great majorities of people are willing to pay more for goods and services that uphold ethics, where shoppers put into consideration the moral principles that the goods bear among households. Furthermore, consumers put into consideration the societal matters like the culture and how the society perceive of these goods before paying for such goods and services (Delpal and Hatchuel 2007).

Numerous consumers get involved in boycotts of products that they deem to have negative consequences on the environment or society or are against their ethical beliefs (Delpal & Hatchuel, 2007). Finally, consumers are more sensitive towards the ethical aspects of consumption, especially the moral principles that the goods uphold (Gonzalez, Korchia, Menuet & Urbain, 2009).

Manifestation of responsible consumption behavior has crept into most households, the most common being the boycotting goods and services from companies that do not relay products that are not within the limits of societal ethics, environmental concerns and the moral principles (e.g. use child labor, are involved in testing products on animals or pertain to the weapon industry) or of countries whose political actions are considered unacceptable (Roberts, 1995; LeCompte & Roberts, 2006).

The main motivational ones, referring to people's willingness to make a political statement, the cognitive ones, dealing with the ability of the consumers to get, process or recall information and the behavioral aspects. This takes into account the individuals' ability to find such products on the market (Valor 2008).

In the recent years the issue of responsible consumption has received increasing attention from academics due to the growing concern among the public towards the consequences of consumption (Gonzalez, Korchia, Menuet & Urbain, 2009). Nonetheless indication of ethical or socially responsible consumption trends exists from time immemorial (Crane, 2001). The academic interest of this kind of consumer behavior took shape in the early 1970's. The first definition of the concept of responsible consumption was given by Fisk in 1973; where his postulate of "responsible consumption" is elucidated as the efficient use of resources for the purpose of conservation of the respect upheld to the global human population". Nevertheless, his study veered through the actions of the suppliers showing how companies can uphold the spirit of reasonable production, which in turn contributes to responsible consumption.

Later, most of the studies shifted their focus on demand and how it influences responsible consumption as a consumer behavior. In 1975, Webster defined for the first time the socially responsible consumer, which formed the foundation for further research into the field of consumer purchasing behavior.

The concept of responsible consumption is diverse; where it takes into account the practices and actions of consumers as entities of definition of its complexity (Shaw, 2000; Newholm, 1999). At the beginning, responsible consumption was termed as social consciousness, as it represented the power of consumers to bring about comprehensible change in the social arena (Webster, 1975). Later on the socially responsible consumption concept was defined with regards and reference to the environmental consciousness or responsibility of consumers (Henion, 1976; Antil, 1984). Gradually, these two meanings became assimilated under the broader concept of socially responsible consumption (Engel & Blackwell 1982, Robert 1995).

The 1990's were periods that brought about attractions to the consideration of the impacts of the goods purchased on the moral ethics, which are determined by the purchasing behavior (Smith 1990; Roberts 1998; Crane 2001), which in turn laid the foundational ground for research in the area of consumption of goods and services with ethical concerns. This research bears its basis from the historical work that relays how consumer's proclivity towards environmental conservation is changing (Crane, 2001). Even though this stream of research refers to ethical consumption, there is a correlation between consumption basing on the ethics and social responsibility; there is a clear indication that both ethics and social concerns work separately in the face of consumer

behavior. The behavior of consumption that depends on ethics is a concept that ensures that the purchasing behavior of the consumers upholds agreed morals, while the goods are in congruency with a sound agreed perception of being morally just (Smith, 1990). On the other hand, the consumer behavior that is pegged on social responsibility (social and environmental responsible consumption) adopted in this study, assumes the cultural influences of the society and the effects that these goods or services have on cultural conservation (LeCompte and Roberts 2006).

It is rather clear that there are correlations between ethical purchasing and purchasing basing on the societal concerns. Nevertheless there are also some differences between ethical consumption and socially responsible consumption (LeCompte and Roberts 2006). While ethical consumption assumes that individuals have varied motivational grounds (e.g. altruism) (Cooper-Martin & Holbrook, 1993), socially responsible consumption can in turn be motivated by the personal interest of the contender (Smith, 1996). Thus even if these concepts are varied in textual representation; there is an evident overlap in the notions they bear.

Despite the fact that accountable use and other related concepts have been tabulated in literature with regard to the expressions and definitions applied, more research is supposed to aid consumers in creating motivational skills that are proactive towards these concerns.(e.g., “socially accountable consumption. Nevertheless all these terms seem to be concerned with the same concept. Since its inception, the concept of responsible consumption seems to have incorporated the social, environmental and the ethical aspects of consumption.

Therefore responsible consumption is a voluntary action that underlies the sphere of purchase and use of goods and services, which is achieved from the awareness of penalties, judged as negatives of consumption on the outside world to oneself. The consequences arise neither from the functionality of the purchases nor from direct personal interest” (Ozcaglar- Toulouse, 2005). This definition is the one adopted in this study. One of the originality aspects of the research in the area of responsible consumption is “that it assigns to the utilization a consequence that supersedes the only utilitarian components of the purchase” (Ozcaglar-Toulouse, 2007).

When it comes to the concept of “responsible consumer”, there are studies exploring only some of these tasks (e.g. socially aware customer or ecologically anxious consumer) as shown above. Much of the existing literature is focused on identifying the distinctiveness of the responsible consumer and creating their profile (Anderson & Cunningham, 1972; Webster, 1975; Roberts, 1995; Roberts, 1996). Yet there is little research giving an overview of which are the responsibilities included in the broader term of “responsible consumer”. Most of the time researchers define the concept of responsible consumer in different ways, but they do not investigate the extent to which the consumers would consider that behavior as being a responsible one. Moreover, in most cases, consumers’ responsibilities are defined from the perspective of businesses or policy makers and not from the consumers’ perspective. There is limited research in the field showing which responsibilities consumers actually admit they have. Some findings suggest that, for the consumers, responsible utilization appears as a definite goal, such as “responsibility as a way to balanced consumption”, “accountability as a way to

healthiness”, “responsibility as a way to save the nature”, “being lengthily responsible” (Joronen, 2010).

As shown until now the research in the area of responsible consumption is fragmented and there are few studies giving an overview of aspects included in this broader term. Based on the literature findings presented before, this study proposes that the notion of responsible consumption incorporates three main concerns, which consumers consider when making a buying decision, the social, environmental and ethical concerns. It can be observed that some authors have looked at only one of these notions while others have been defining both social and environmental responsibilities in the same study, in general, including these two under the term of socially responsible consumption.

The proposed diagram does not stand to suggest that the three terms included in the area of responsible consumption are interrelated. Each one of these terms has been independently used in some studies; however there is also general agreement in the recent literature that the social concerns and the environmental ones can be included under the broader term of socially responsible consumption (Engel & Blackwell, 1982; Roberts, 1995; Roberts, 1996; LeCompte & Roberts, 2006). Moreover there is substantial overlap between the behaviors included under socially responsible utilization and the ones pertaining to ethical utilization (LeCompte & Roberts, 2006). These aspects are acknowledged and the diagram has the purpose of giving an overview of notions that can be included under the broader term of responsible consumption, both when these notions are considered independently or interrelated.

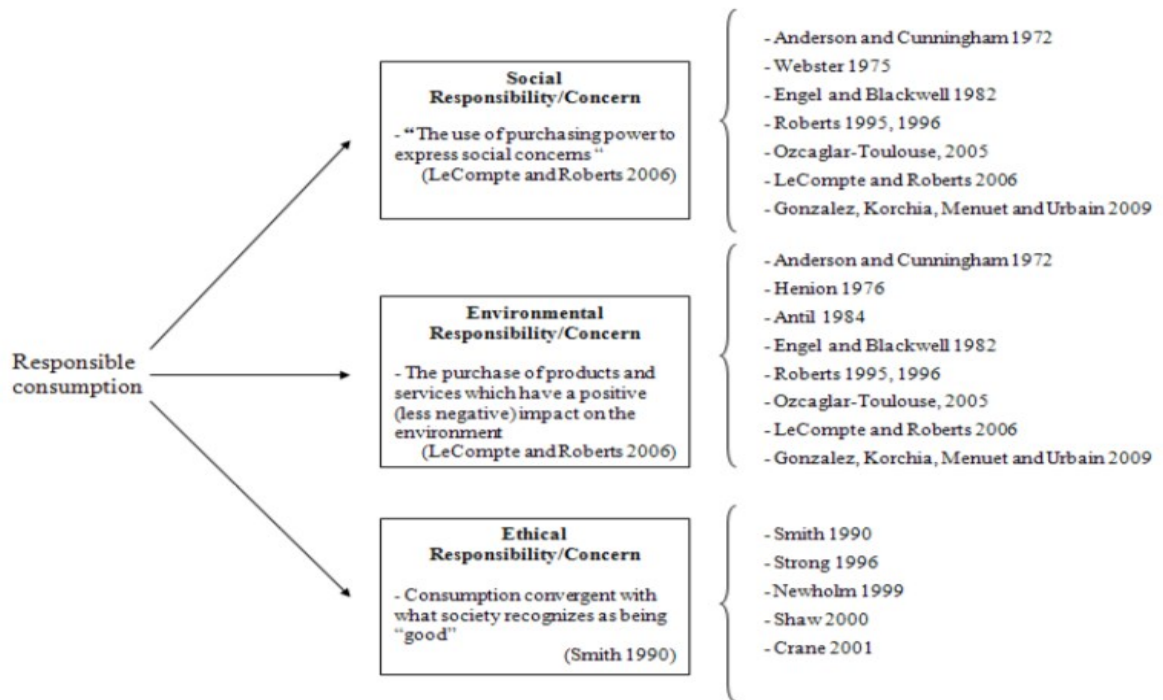


Figure 1 Concepts included by Literature in Responsible Consumption

Profile of the Responsible Consumer

In the existing literature in the area of responsible consumption, there are varied levels of research, which investigates the characteristics of the responsible consumer (Roberts, 1995; Roberts, 1996; Squires et al. 2001; Olli et al. 2001; De Pelsmacker et al. 2006; D’Souza et al. 2007). Both demographic and individual specific uniqueness have been researched, while the profiles of the socially/environmentally responsible consumer have been built, depending on the major characteristics. Such attempts occur often in the writing and they give findings that are reliable to some extent, particularly in the case of

the individual specific characteristics. The most relevant results of these studies are

Table 1 – Literature profiling the responsible consumer

Studies	Dependent variable		Independent variables				
	Construct	Operationalization	Demographic variables		Consumer specific variables		Variables with no significant effect
			Positive correlation	Negative correlation	Positive correlation	Negative correlation	
Berkovitz and Lutterman 1968	Social responsibility	8 item social responsibility scale	Education Income Occupation	Age	Involvement in community Religiosity	Isolation feeling Alienation	

The results presented in Table 1 show that the most common demographic variables studied are gender, education, income and age. These characteristics will be further investigated in this study, in relation to their effect on the responsible consumer. The highest consensus, among researchers, exists regarding the effects of gender and age on responsible consumption behavior. It seems that females are generally more responsible than males. Also, especially in the more recent studies, older people are more responsible than the younger ones. Moreover, there is also some agreement that education may influence the proclivity of a consumer towards socially/environmentally responsible consumption, with studies that found a significant connection between this demographic feature and the dependent changeable reporting positive relationships between the two.

Based on these findings it is *hypothesized* that the responsible consumer is most likely to be consumers with higher income and that the age has a direct impact on the level of responsible consumption behavior. Furthermore, it is expected that the highly educated consumers will report being more responsible in terms of avoiding products that will pollute the air choices than the consumers with lower education.

Thus there is consistency, to some extent, between the characteristics of the socially environmentally responsible consumer identified in different studies. However, there are also some inconsistencies, most visible in the case of some demographic variables. The most conflicting evidence has been found for the impact of income on the dependent variables. It can be seen that while five studies have found a positive relation between the income and the dependent variable, four studies identified a negative relationship between the same two variables and other three found no significant effect of the income.

Therefore, regarding the other demographic variable included in this study, the income, is also a factor that affects the consumer behavior in responsible consumption. This is evident from the fact that the level of affordability and preference are depended upon the level of income.

In addition to studying the effect of demographics some research has focused on identifying the effect of personal attitudes as a basic variable on the socially/environmentally responsible consumption behavior. The variables pertaining to this category and the direction of the relationship between them and the dependent variable can be observed in Table 1. The apparent customer efficiency and the tolerance are the ones included in the most studies and are, in general, reported to have a positive influence on the socially/environmentally responsible consumption behavior (e.g. Antil, 1984; Roberts, 1995). While the impact of such factors is acknowledged, these will not be further investigated in the empirical part of this study.

Several reasons could explain the lack of consistency between the results of the studies aimed at identifying the characteristics of the responsible consumer. First, and the most important reason is that there is the variety of methodologies that have been applied in identifying the socially/environmentally responsibly consumer. With regard to this matter, some studies have considered a consumer who purchases environmentally compatible products to be socially/environmentally responsible (Brooker, 1976), while others went as far as making use of attitudinal and behavioral items in identifying the responsible consumer (e.g. Webster, 1975; Antil 1984; Roberts, 1995; Roberts, 1996; Olli et al. 2001; D'Souza, 2007). Thus, a wide range of operations of the dependent variables has been used.

Secondly, in few studies, the dependent variable has been designed as a dichotomous one (Brooker, 1976) or to result in a dichotomous categorization (e.g. Anderson & Cunningham,

1972; Squires et al., 2001). Realistically, there can be different degrees of socially, ethically or environmentally proactive consumption behavior ranging from sound to the worst behavior, which in this respect is the careless or irresponsible behavior (Antil, 1984). Moreover some early studies fail to provide support for the reliability of their measures (Berkovitz & Lutterman, 1968; Anderson et al. 1974; Webster, 1975; Brooker, 1976).

Thirdly, there is the issue of using convenience samples. The use of rather small samples from limited geographic regions is a relatively common procedure for the studies in this area (e.g. Webster, 1975; Brooker, 1976; Squires, 2001; D'Souza, 2007). Using such samples is particularly problematic because there could be some regional specific factors whose influence could lead to biased results (Antil, 1984). These are some of the reasons that affect the possibility of comparing or generalizing the results and the ones that could explain the conflicting results reported in these studies.

Finally, the difference in time between the studies might be another factor leading to differences in these research findings. Since the 1970's when environmental and social concerns started to rise, changes in the level of concern among consumers have been registered. Over the years such concerns have been increasing, and most recently, consumers have started to be more and more aware of the social and environmental effects of consumers' characteristics on the responsible consumption behavior, compared to the literature evidence, may appear. This is one of the reasons for which the socio demographic characteristics of the responsible consumer will be investigated in this study.

Moreover, the existing studies define the responsible consumer in terms of either social or environmental responsibility. Since the responsible consumption is defined as the broader

notion referring to the social, environmental and ethical responsibilities of consumers, it was considered suitable to investigate if the responsible consumer defined in this way shares the same demographic characteristics as the ones found in this section.

There is no study in Qatar that highlights the socially responsible behavior of the consumers. Such a study will help the country to sustain the development. The study will help identifying the group of people who care about being socially responsible and the group of people who are not. After conducting the study, the people who are responsible can work on improving the socially responsible behavior of groups who doesn't care about being responsible and also by conducting such a study it will help finding ways to improve and enhance people social responsibility. The result of the study can be published in the newspapers in Qatar not only that but also can be brought to decision makers attention so they can know that we are facing a problem and they will be able to take decisions to overcome that problem and to motivate people to be socially responsible. According to the world bank Qatar is consider to have the highest CO2 emission per capita in the world with 44metric ton/ capita which is a very big number comparing to other countries in the world comparing Qatar to UAE there CO2 emission per capita is 20.4, USA has a 17 metric ton / capita, so the number in Qatar is very high. The people in Qatar should help the government to reduce the CO2 emission by being socially responsible consumers and that research will help identifying the problem and buy identifying it the solution will be easier to find and implement

Research Problem

The population in Qatar is increasing rapidly, according to the Ministry of Development Planning and Statistics, the population in Qatar is almost 2.5 million and that number is going to

increase in the upcoming years due to mega projects that are being developed for hosting the FIFA World Cup 2022. With that increase in the population the government should keep in mind the impact on the environment either by people or by developing the mega projects. In order to know the consumer's behavior a study should be conducted in order to measure their responsibility towards the society.

Research Hypothesis

Hypothesis 1:

- Null Hypothesis (H0): There is no differences among various nationality group regarding product that pollutes the air

- Alternative Hypothesis (HA): There is a differences among various nationality group regarding product that pollutes the air

Hypothesis 2:

- Null Hypothesis (H0): There is no difference among various education group regarding to the limit of the use of energy type that might pollute the environment

- Alternative Hypothesis (HA): There is a difference among various education group regarding to the limit of the use of energy type that might pollute the environment

Hypothesis 3:

- Null Hypothesis (H0): There is no difference among various age group regarding products that pollute the water

- Alternative Hypothesis (HA): There is a difference among various age group regarding products that pollute the water

Hypothesis 4:

- Null Hypothesis (H₀): There is no difference among various income group regarding the use of product that harm the environment

- Alternative Hypothesis (H_A): There is a difference among various income group regarding the use of products which harm the environment

CHAPTER 3: RESEARCH METHODOLOGY

Questionnaire

The questionnaire developed for this study is a web based survey, which has been designed using survey monkey website. The survey contained 31 questions from which only six of them were demographic questions and the rest are closed end questions.

In order to decrease the probability that respondents would be biased in their answers the questions have been randomized. The question had been designed as a close end questions in order to make it easier for the respondents to answer them not only that but also respondent are looking for a short survey so they can fill it in a short time, to make sure that we would have a good number of respondent the questionnaire was designed to be as simple as possible.

Furthermore, the “force response” option, had been used in the questionnaire in order to remind the respondent in case they forgot to answer any question.

The questionnaire has been *pilot tested*. The pilot test sample was consisted of 8 respondents, which were also asked to check the language of the questions and if they are relative to the title. The questionnaire was discussed with four respondent to make sure that the other respondents will understand the question as planned and they will respond accordingly.

Questionnaire flow

The first six questions were demographic questions that asks about the gender, age, nationality, income and education they are considered to be introductory questions in order to classify the respondent to make it easy for the analysis. The rest of the questions measure the extent of the responsibility of the consumers by asking questions about their daily behavior in terms of either their purchase or there recycle behavior

The Sample

A random sample was used in order to represent the general society more effectively. The only condition that was taken into consideration was that the participant had to be 22 years old or above. The final customer sample population consisted of 129 of general consumers in Qatar, and they belonged to different age groups.

Data collection

Data collection is a term used to describe a process of preparing and collecting data, the purpose of data collection is to obtain information to keep on record, to make decisions about important issues, to pass information on to others, (Patrick, 1991).

Data collection usually takes place early on in an improvement projects and there are two types of data collection method:

- 1) By Questionnaire.
- 2) By Personal Interview.

The first type of data collection was used because; it allows to collect a large number of information on a limited time. Note: The personal data, which was collected through the questionnaire, will be kept confidential. Two software's were used to analysis the data PHStat and Microsoft Excel.

CHAPTER4: ANALYSIS

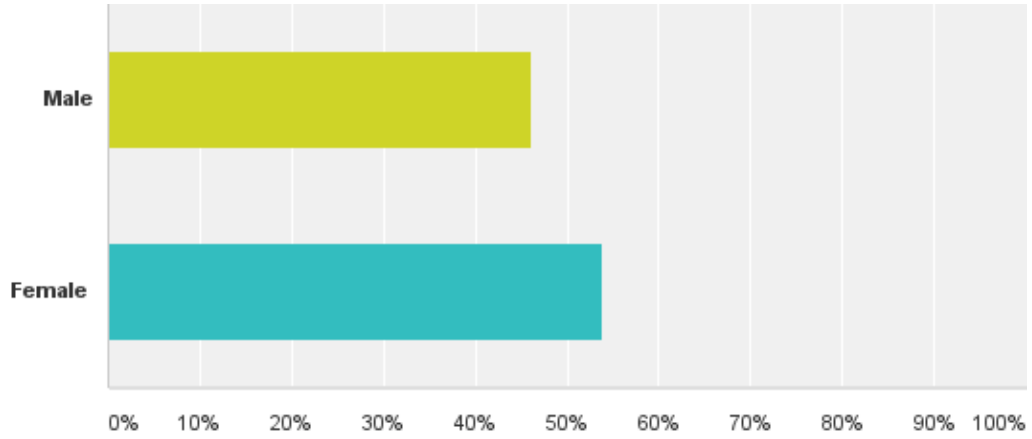


Figure 1 Gender

The total respondents were 128.46% were males and the other 54% were females

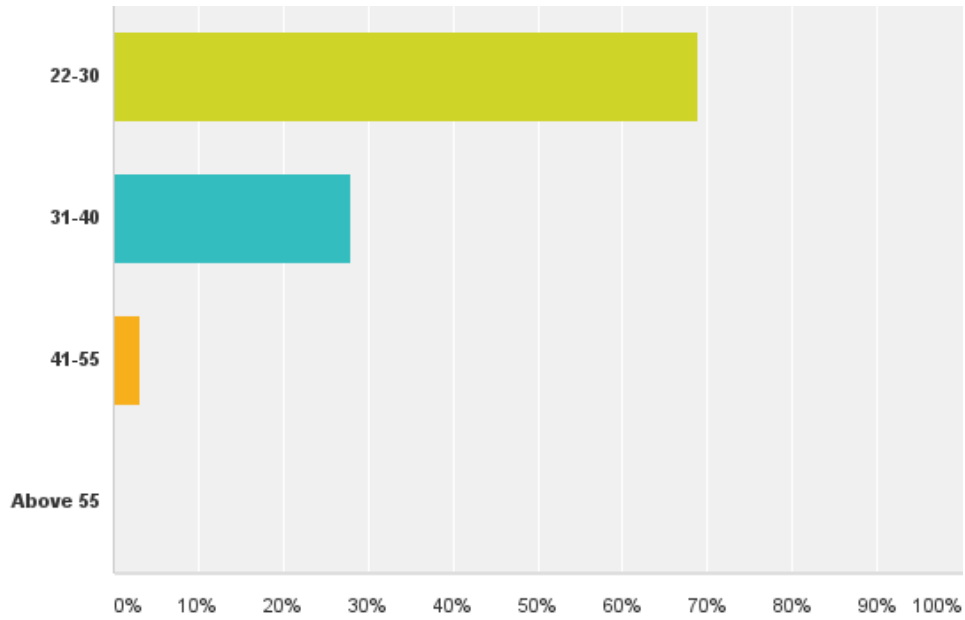


Figure 3 Age

The ages range varied but the biggest category was between 22-30, which acquired 69% and the next category was between 31-40 29% and the remaining percentage was for the rest

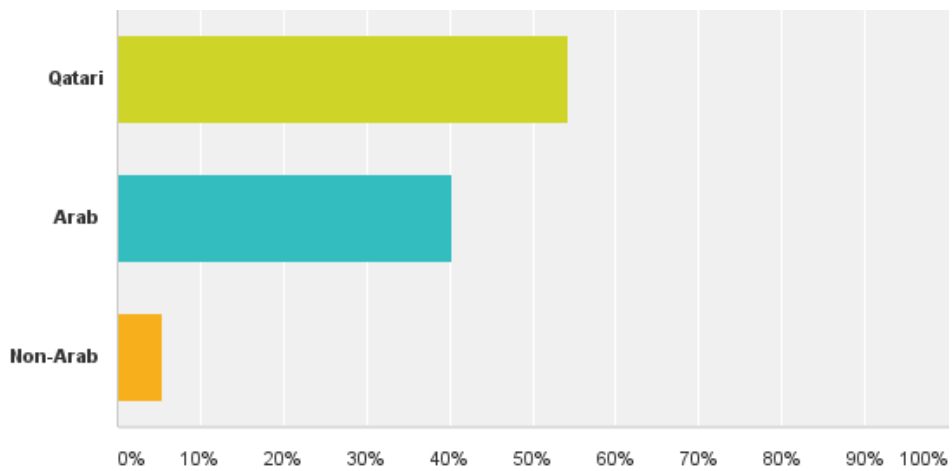


Figure 4 Nationality

In terms of nationality the biggest percentage went for the Qataris which they acquire almost 54% and 40% for Arabs 5.5% for Non-Arab

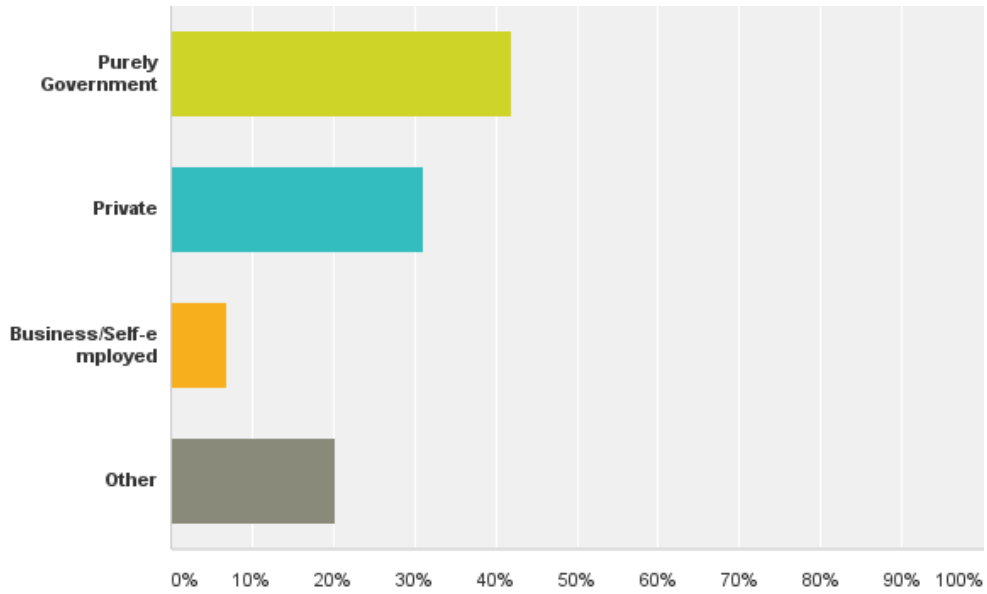


Figure 5 Employment section

In terms of the employment section most of the respondents are from purely government sectors that they accounted for 42% and the private sector that accounted for 40%

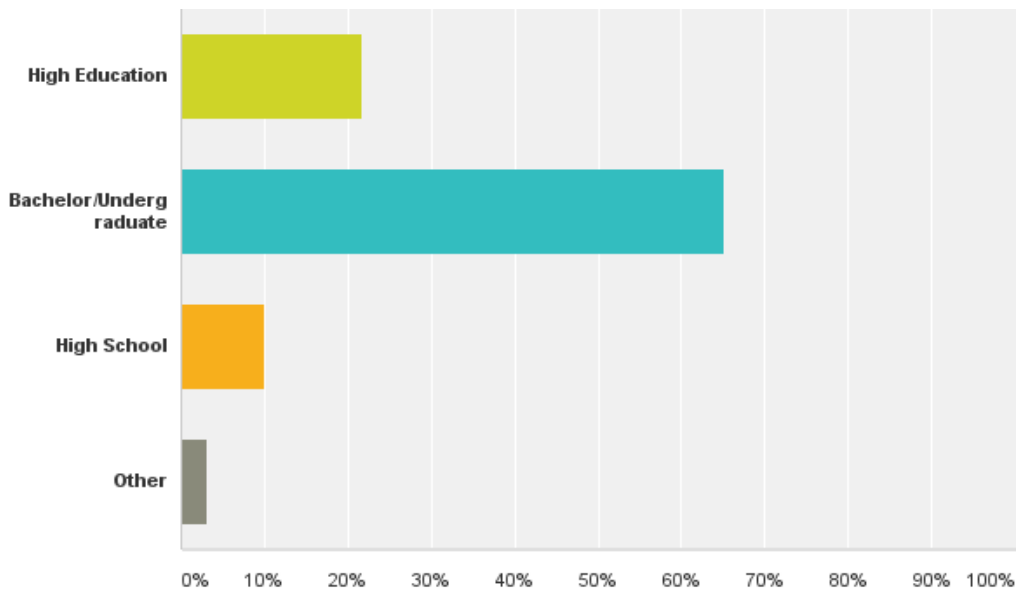


Figure 6 Education

Most of the people who replied to the questionnaire were holding a Bachelor degree which they accounted for 65% and then people who hold a high education which they accounted for 22%.

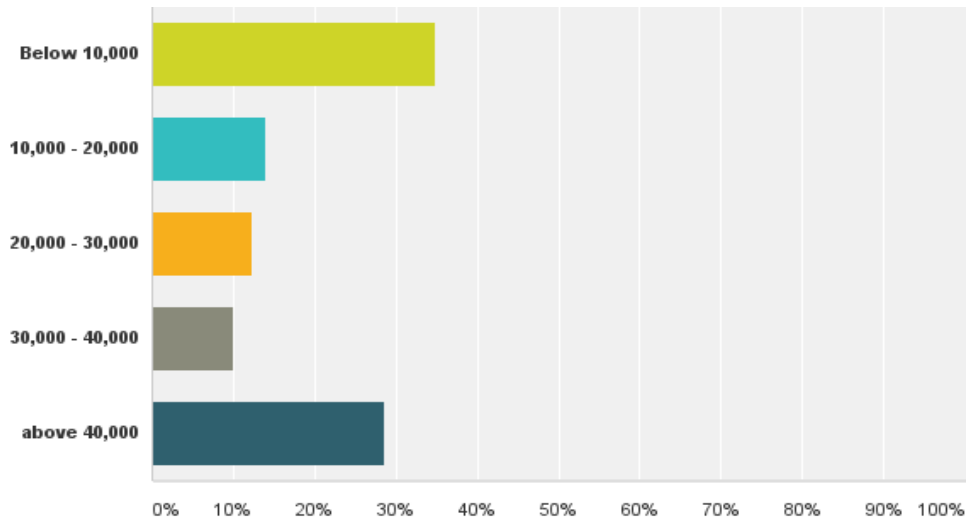


Figure 7 Income

In terms of income most of the people who answered the survey have an income below 10,000 QR which means they might be sponsored student studying at the university or low income workers. The second highest portion is for people who have an income, which is more than 40,000 QR that means that those people are highly ranked employee with high positions. That variety will help this research to obtain more accurate results.

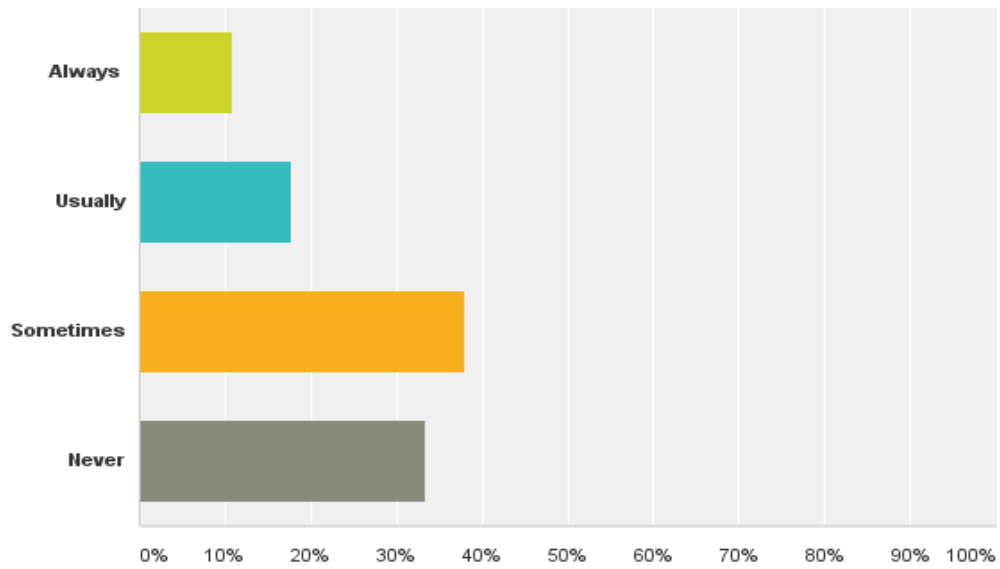


Figure 8 Recycling paper

For the first question which is “I recycle papers” most of answers were sometimes and never which gave a clear indication that people are not recycling or they are not interested in doing it

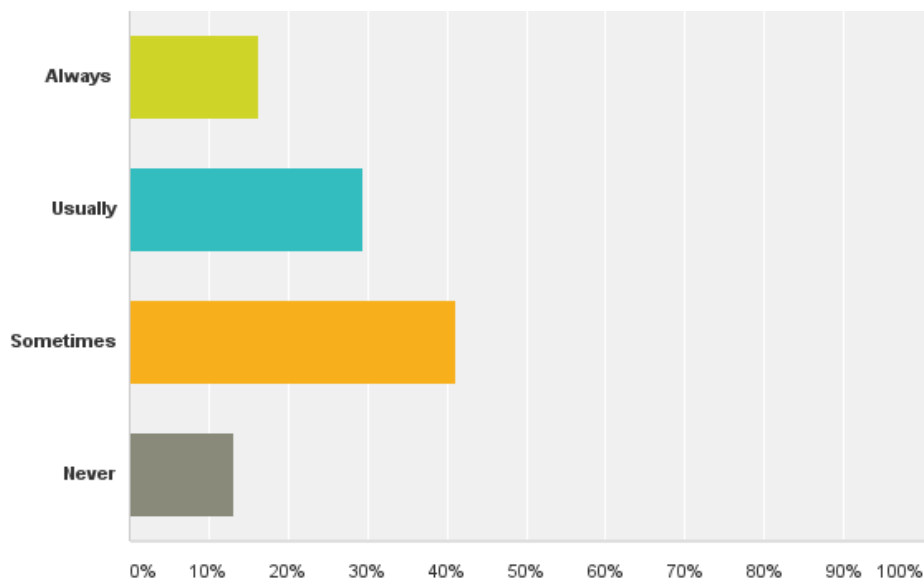


Figure 9 Product cause environmental damage

For the question “I make an effort to avoid products or services that cause environmental damage” it can be noticed that people are better in terms for the environment, they care about the environment, which is a very positive.

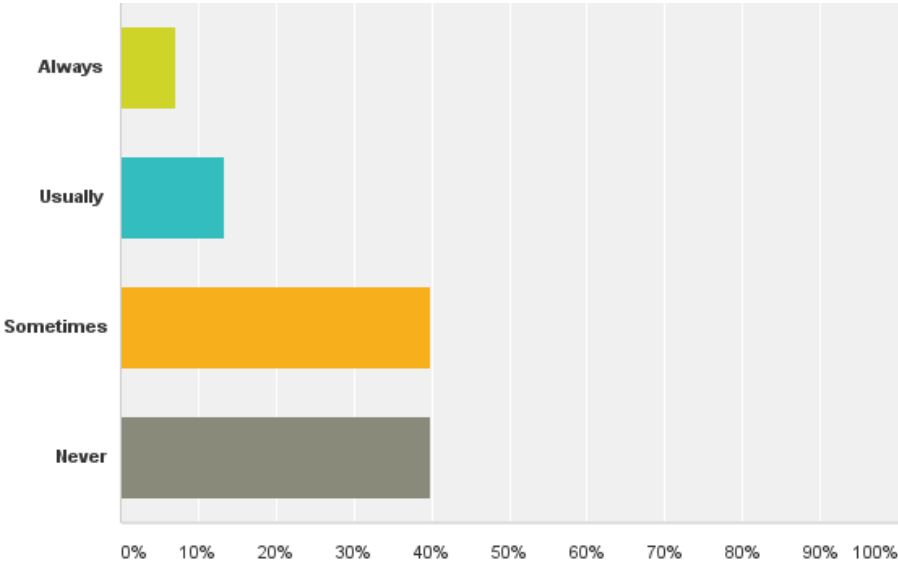


Figure 10 Recycle plastic containers

“I recycle plastic containers” it can be seen that people do not recycle there plastic containers they are not trying to utilize them and using them again, almost 80% of the people answered the question either by sometimes or by never

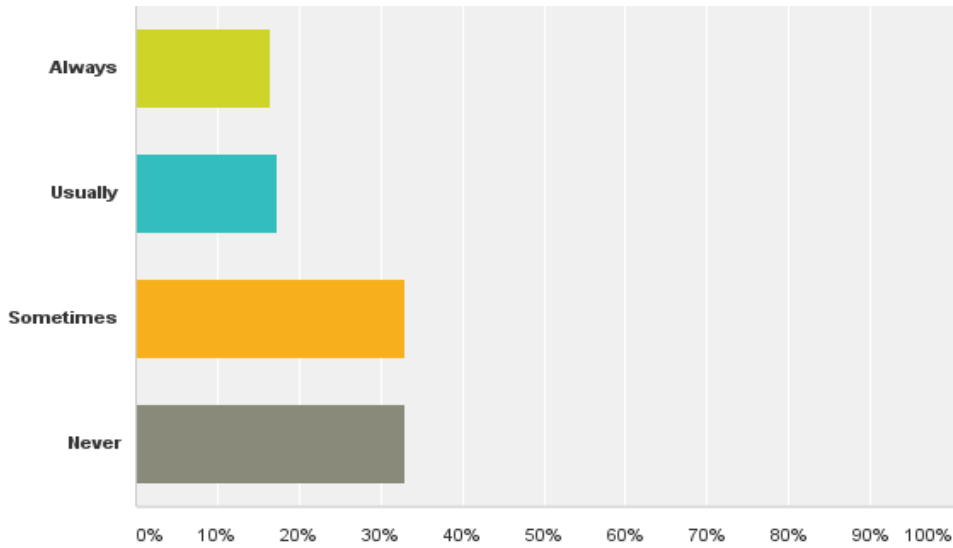


Figure 11 Products made using child labor

“I avoid buying products that are made using child labor” it seems as people responded to the question that they do not care about child labor almost 66% in the range of sometimes and never

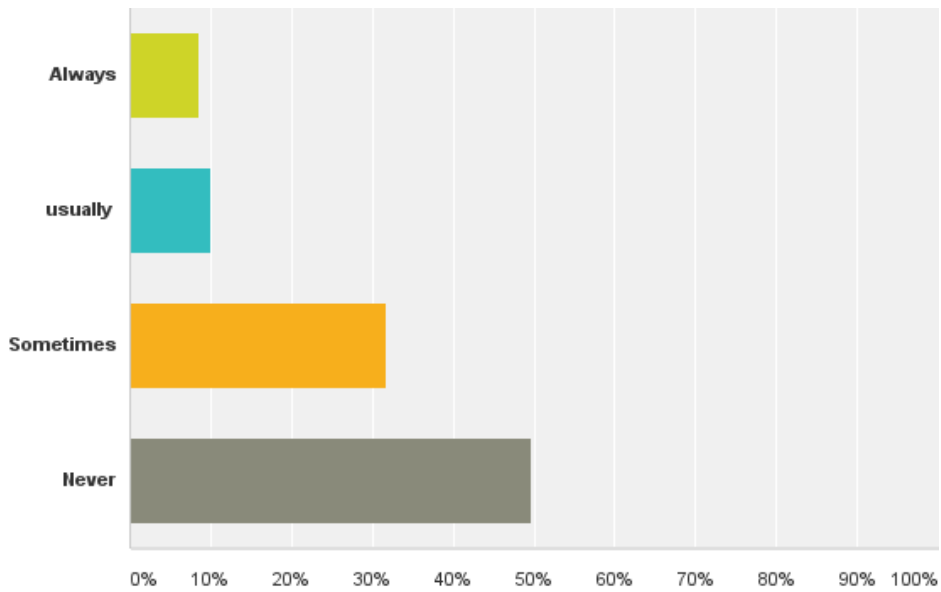


Figure 12 recycle magazines

“I recycle magazines” most of the people said that they never recycle a magazine which they account for almost 50%, 32% said that they sometimes recycle magazines

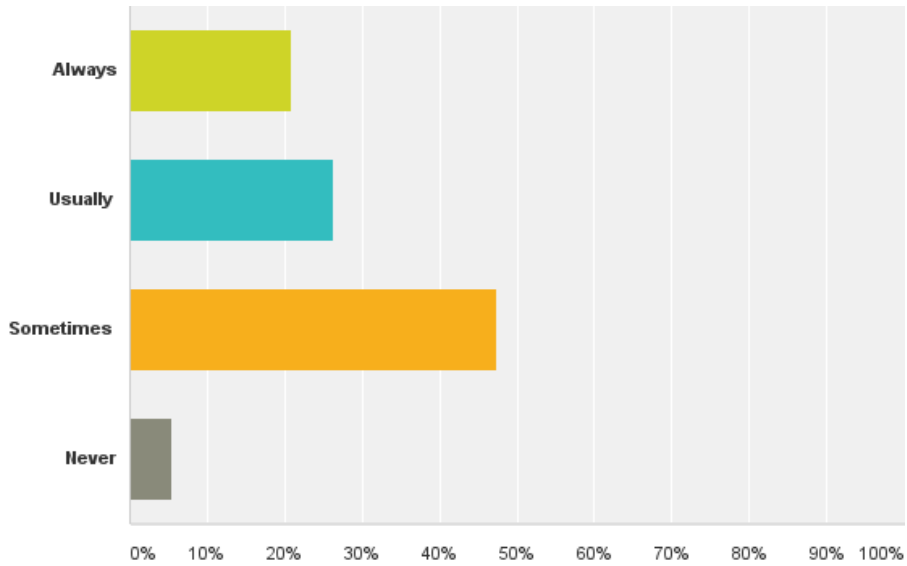


Figure 13 Brands that gives back to the community

“When given a chance to switch to a brand that gives back to the community, I take it” most of the people said that they sometimes switch to a brand that gives back to the community and the other majority said that they either usually or always try to switch.

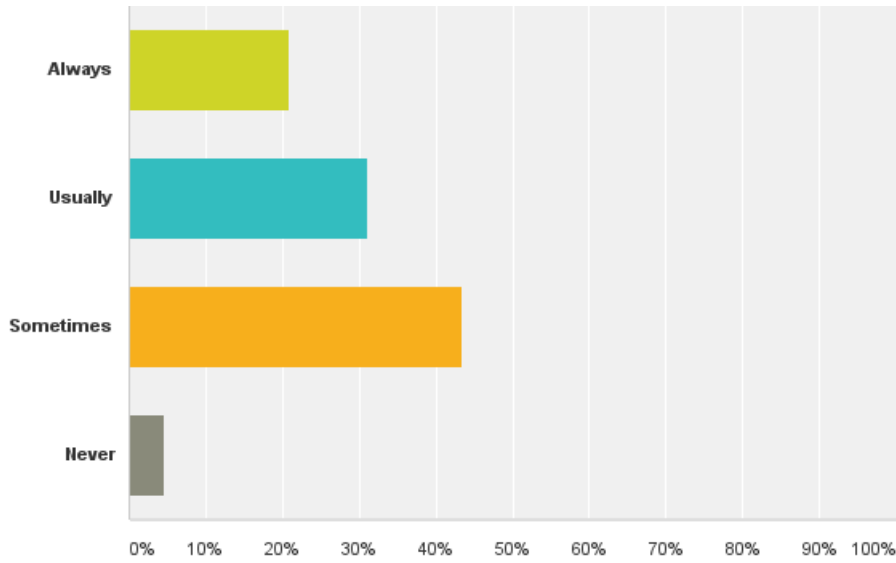


Figure 14 Brands donated to charity

“When given a chance, I switch to brands where a portion of the price is donated to charity” in terms of charity it can be noticed that most of the people do care about charity, the answer to the question came as sometimes with almost 44%, and “usually” to 31% .

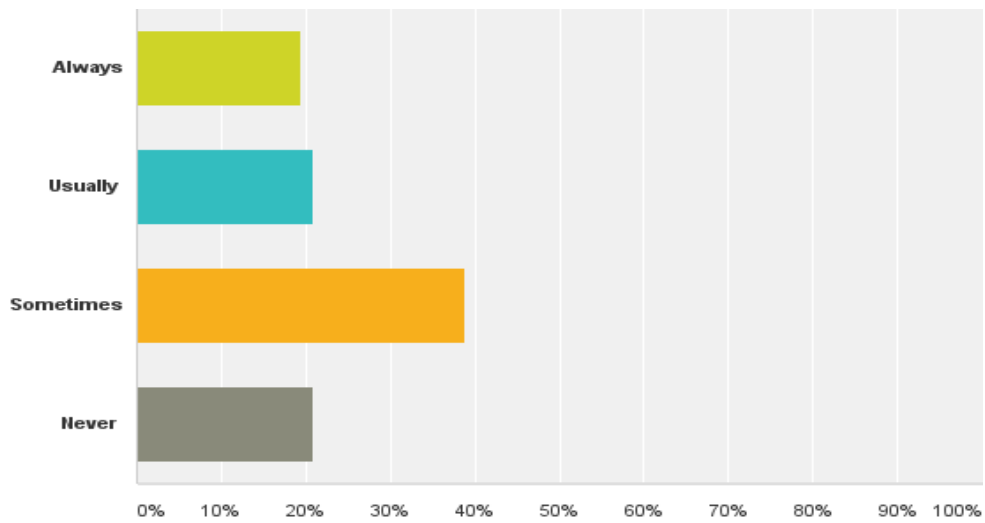


Figure 15 Companies that harm endangered plants or animals

“I avoid buying from companies that harm endangered plants or animals” the answers to this question is almost the same except for sometimes which is account for almost 40%

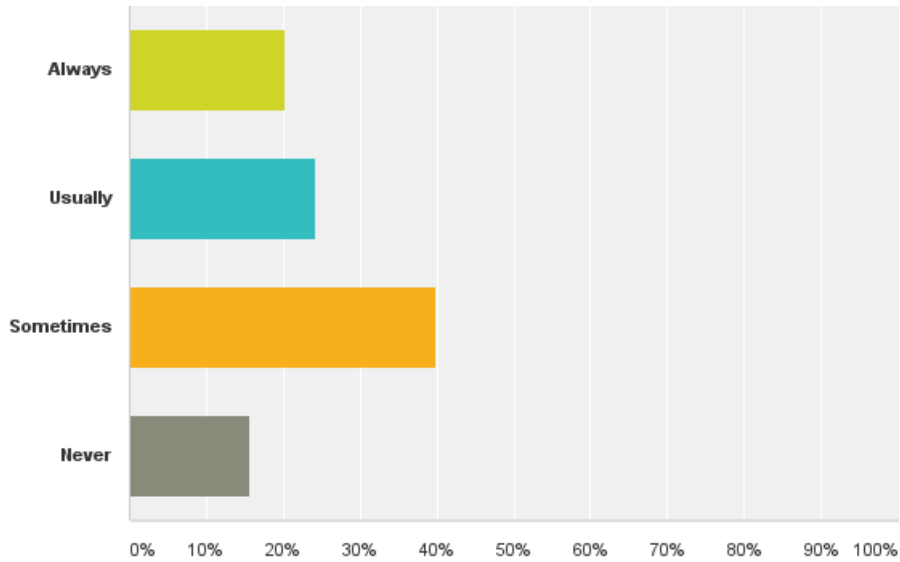


Figure 16 Products that pollute the water

“I avoid products that pollute the water” most of the people who answered this question are trying to avoid products that will pollute the water, which gives a good indication that people care about the environment.

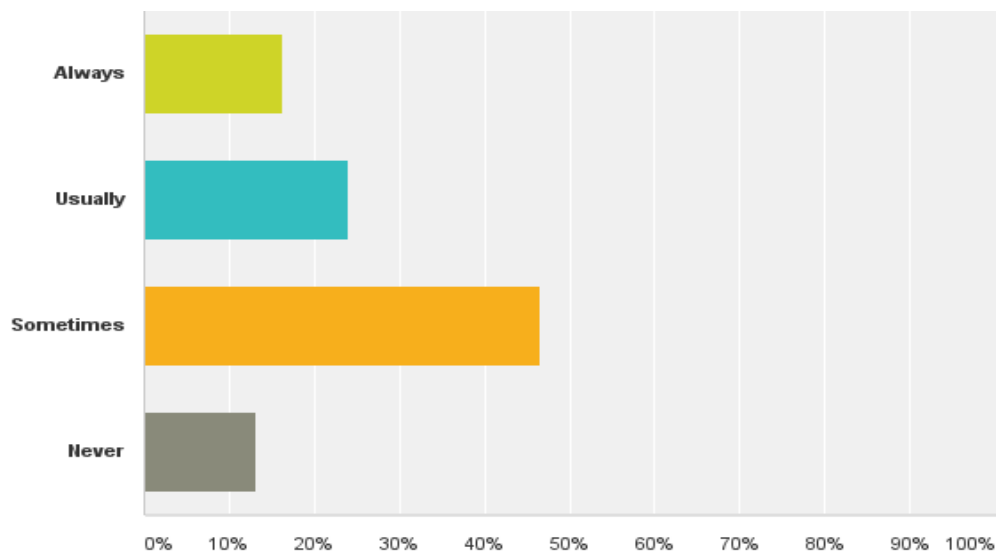


Figure 17 Products that pollute the air

“I avoid using products that pollute the air” ” most of the people who answered this question are trying to avoid products that will pollute the air, which gives a good indication that people care about the environment

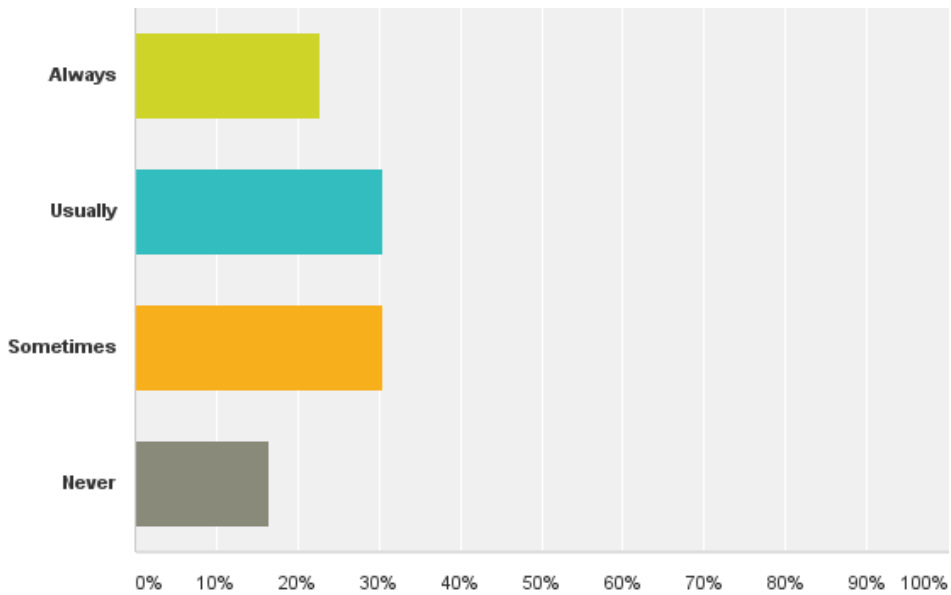


Figure 18 Limit the use of energy

“I limit my use of energy such as electricity or natural gas to reduce my impact on the environment” it can be seen for the above data that people care about reducing the impact on the environment. Most of the people who answered the question by always, usually and sometimes.

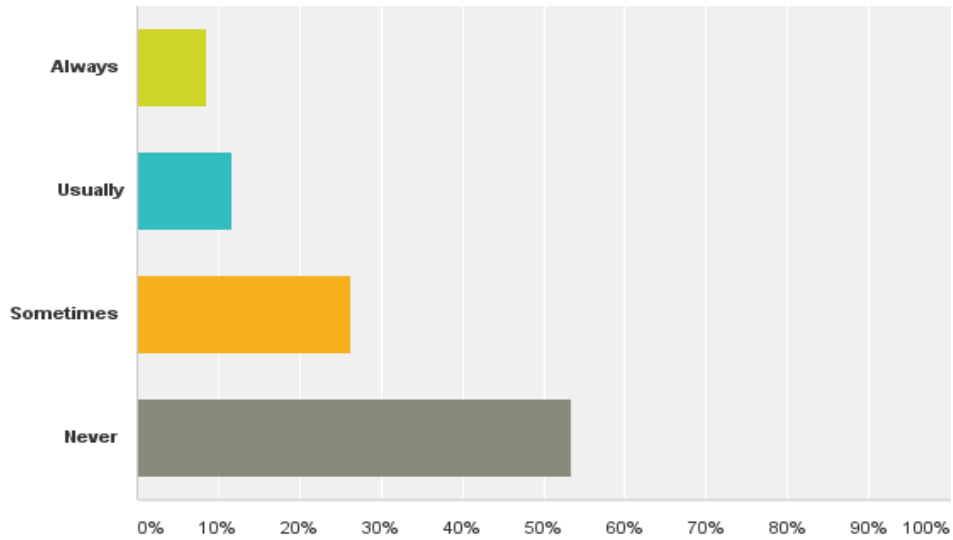


Figure 19 Recycle aluminum cans

“I recycle aluminum cans” most of the people said that they never recycle an aluminum can what can be concluded from that question that most of the people do not care about recycling the cans

Table 2, Nationality vs. Recycle paper

Nationality	Recycle Papers			
	Never	Sometimes	Usually	Always
Qatari	30	23	12	5
Arab	13	24	7	8
Non-Arab	0	2	4	1

After studying the relation between nationality and the tendency to recycle the papers, it can be noticed that most of the Qataris do not care about recycling the papers, also it can be seen that non-Arab care more about recycling the papers which is something not unusual because in most of the cases they are socially responsibly consumer in their home countries.

Table 2, Nationality vs. Pullout the air

Nationality	Pullout the air			
	Never	Sometimes	Usually	Always
Qatari	13	34	14	9
Arab	4	24	14	10
Non-Arab	0	2	3	2

Looking at Table 2 that represent the relations between the nationality and products that pollute the air it can be notice that nationality makes a difference because there is no non-Arab who answered this question by saying Never which again indicates that they really care about the environment. Looking at the Arab's and the Qatari's in both of these nationalities some participants had said never which gave a bad indication that some people really do not care about their environment and they do not spend some efforts to choose products that might reduce the impact.

Table 3, Education vs. Pullout the environment

Education	Pullout the environment			
	Never	Sometimes	Usually	Always
High Education	3	7	15	3
Bachelor/Undergraduate	16	26	20	22
High School	1	6	2	3

Table 3 illustrates the relation between different education group and their choices to products that harm the environment. People with high education degrees care more about products that might affects the environment it is expected that people with high education level care more about the environment and also people with high school care less about the environment because of their education and knowledge level.

Table 4, Age vs. Pollute the water

Age	Pollute the water			
	Never	Sometimes	Usually	Always
22-30	15	32	24	17
31-40	5	17	6	8
41-55	0	2	1	1

Table 4, shows the different age group and their choices of products that might pollute the water. It can be notice that the older the participant the more responsible he/she is. The table above can support the assumption, which is realistic because when people become older they are more responsible.

Table 5, Income vs. Products harm the environment

Income	Products harm the environment			
	Never	Sometimes	Usually	Always
Below 10,000	2	25	13	5
10,000 - 20,000	2	7	3	6
20,000 - 30,000	2	6	6	2

30,000 - 40,000	2	2	6	3
above 40,000	9	13	10	5

Table 5, shows the relation between different income groups and their choice of products that might have a negative impact on the environment it seems from the sample that we have that there is no any relation between the income and the choice of the products.

CHAPTER 5: RESEARCH RESULTS AND DISCUSSION

Using the PHStat data analysis has been conducted in order to test the hypothesis K_i^2 method has been used to calculate the P value.

Table 6, Hypotheses 1

Results	
Chi-Square Test Statistic	7.32
<i>p</i>-Value	0.29
Do not reject the null hypothesis	

After testing the first hypotheses, it showed that there is no relation between the nationalities and choosing the product that might pollute the air.

Table 7, Hypotheses 2

Results	
Chi-Square Test Statistic	12.36
<i>p</i> -Value	0.054
Do not reject the null hypothesis	

Testing hypothesis two, it can be concluded that there is a difference between the education level and limit the use of energy type that might pollute the environment. The more educated the person the more responsible he/she is to the society

Table 8, Hypotheses 3

Results	
Chi-Square Test Statistic	3.00
<i>p</i> -Value	0.81
Do not reject the null hypothesis	

Testing hypotheses three showed that there is no relation between different age group and their choice of products that might pollute the water.

Table 9, Hypotheses 4

Results	
Chi-Square Test Statistic	18.28
<i>p</i> -Value	0.11
Do not reject the null hypothesis	

Testing hypotheses 4 prove that there is no relation between different income group and their choice of products that might harm the environment, so income is not an important factor in choosing the products.

Discussion

In this study the researcher examined four hypotheses that measure the relation between age, income and education level and their impact on the social responsible consuming behavior. After testing the hypotheses all of them were rejected, which mean that there is no relation between different groups and social behavior. The results were not expected to be in that way because the literature review says that there should be a relation. That will prove that the consumers in Qatar do not have the social responsible behavior even if there income is high. Education factor is not affecting the social behavior even though the literature shows that more the educated is the consumer the more responsible he/she is, in the research it shows that there is no relation, maybe one of the reasons is the social awareness, in Qatar the consumers have a limited awareness regarding the social behavior, which really has a negative impact. The government should try to work more on the awareness programs to help people being more responsible. Incentives is another way to increase people awareness about the issue, schools and universities could honor the people that care more about the environment. Similar to the sport day the government could allocate one specific day for the environment where people will appreciate the environment more; they will focus on the environment and the products that could affect it in a negative way. Key peoples in any organization should be an example for others to show them how to care and what is the importance of being a social responsible consumer.

After analyzing the data it shows that people in Qatar regardless of their nationality, age, income and education does not care a lot about being social responsible consumer. There might

be many reasons for that; one of them could be wealth of the society, most people in rich countries do not care about being responsible because they think that all of the recourses are secure for them, so they do not pay attention to the environment. Social responsible culture is not enforced in the Qatari society; schools and universities should spend more effort in enhancing the responsible behavior in the new generations. Most of the people who answered the survey are will-educated people but still most of them do not have the responsible behavior.

CHAPTER 6: CONCLUSION

This study was successful in answering the research question by offering insight into the processes through which consumers make socially conscious consumer decisions, and the factors that play a role. Using an online experimental procedure, consumers in Qatar were asked to answer the survey and to show their responsible behavior and what they consider as a social responsible behavior. The findings of the research acknowledge the fact that consumers have different levels of social responsibility behavior, and that they process these socially conscious decisions in different ways. It will help in developing the social concern with in the consumers in Qatar by providing the decisions maker with more information about the consumers.

This paper is a start in fully understanding the relationship between the consumers in Qatar and their social responsibility and is a first attempt in uniting these different research areas. The findings from this study also provide practical tools that government can use. Understanding the underlying processes behind socially conscious consumer behavior will ultimately assist government in encouraging consumers to make more socially conscious purchase decisions.

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Appendix: Survey Questionnaire

1. Gender

- Male
- Female

2. Age

- 22-30
- 31-40
- 41-55
- Above 55

3. Nationality

- Qatari
- Arab
- Non-Arab

4. Employment Sector

- Purely Government
- Private
- Business/Self-employed
- Other

5. Academic Qualification

- High Education
- Bachelor/Undergraduate
- High School
- Other

6. Monthly Income

- Below 10,000
- 10,000 - 20,000
- 20,000 - 30,000
- 30,000 - 40,000
- above 40,000

7. I recycle paper

- Always
- Usually
- Sometimes
- Never

8. I make an effort to avoid products or services that cause environmental damage

- Always
- Usually
- Sometimes
- Never

9. I recycle plastic containers

- Always
- Usually
- Sometimes
- Never

10. I avoid buying products made using child labor

- Always
- Usually
- Sometimes
- Never

11. I recycle magazines

- Always
- usually
- Sometimes
- Never

12. When given a chance to switch to a brand that gives back to the community, I take it

- Always
- Usually
- Sometimes
- Never

13. When given a chance, I switch to brands where a portion of the price is donated to charity

- Always
- Usually
- Sometimes
- Never

14. I avoid buying from companies that harm endangered plants or animals

- Always
- Usually
- Sometimes
- Never

15. I avoid buying products that are made from endangered animals

- Always
- Usually
- Sometimes
- Never

16. I recycle cardboard boxes

- Always
- Usually
- Sometimes
- Never

17. I avoid products that pollute the water

- Always
- Usually
- Sometimes
- Never

18. I avoid using products that pollute the air

- Always
- Usually
- Sometimes
- Never

19. I limit my use of energy such as electricity or natural gas to reduce my impact on the environment

- Always
- Usually
- Sometimes
- Never

20. I avoid buying products or services from companies that discriminate against women

- Always
- Usually
- Sometimes
- Never

21. I recycle aluminum cans

- Always
- Usually
- Sometimes
- Never

22. I avoid products and services from companies that discriminate against minorities

- Always
- Usually
- Sometimes
- Never

23. I recycle metal cans

- Always
- Usually
- Sometimes
- Never

24. I try to buy from companies that help the needy

- Always
- Usually
- Sometimes
- Never

25. I try to buy from companies that hire people with disabilities

- Always
- Usually
- Sometimes
- Never

26. I try to buy from companies that make donations to medical research

- Always
- Usually
- Sometimes
- Never

27. When given a chance to switch to a retailer that supports local schools,I take it

- Always
- Usually
- Sometimes
- Never

28. Whenever possible, I walk, ride a bike, car pool, or use public transportation to help reduce air pollution

- Always
- Usually
- Sometimes
- Never

29. I make an effort to buy products and services from companies that pay all their employees a living wage

- Always

- Usually
- Sometimes
- Never

30. When I am shopping, I try to buy from companies that are working to improve conditions for the employees in their factories

- Always
- Usually
- Sometimes
- Never

31. I try to buy from companies that support victims of natural disasters

- Always
- Usually
- Sometimes
- Never