

Reasons for Increasing Consumer Behavior in Qatar Society

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Abstract

This study aims to shed light on the reasons for increasing consumption in the Qatari society by studying some Qatari households, by focusing on the head of the household or the main breadwinner of the household. It mean choosing one person from the family, and try to diversify the selected sample of the Qataris, such as gender, age, educational and social level and an attempt by the researcher to better represent the Qatari community. The questionnaire was applied to 150 citizens by using the SPSS program. The study found that the higher the income, the more consumption, there is a lack of awareness of society about how to control consumer behavior and how affect the future. In addition to increasing income and the trend towards global well-being, in most families, two phones per person became normal, with many luxuries, like cars and having more thanhousemaid and others. The important opening words are defined in study (the concept of consumption, concept of consumer behavior, and the concept of consumption patterns).

Introduction

The impact of modernization and the application of globalization policies at the global level on developing and Arab societies in particular. International trade and its various forms have grown. On production as much as consumption. As well as the activation of some goods from brands and well-known names of international multinational companies. In additional, the culture of simulation has become a part of many in our Arab societies in general, especially in rich societies such as the Arab Gulf states. Qatar is one of the Gulf countries, and as a rich and developing country aspires to be a developed country in the future, but also suffers from an increase in per capita consumption rather than production and saving. Consumer culture may affect the overall development process of the State

of Qatar. Therefore, the study sheds light on the reasons for increasing consumption behavior in the Qatari society through sociological analysis of a random sample of Qatari households.

Study Problem

In light of the ever-increasing global changes and transformations and their impact on Arab society, one of the most important outputs of these global changes is the trend towards consumption in the Arab society in general and the Qatari society in particular and the growing impact of consumer behavior on society. Based on the vision of the State of Qatar in the development system 2030. The research attempts to study the reasons for increasing consumption in the Qatari society.

The proposed study attempts to provide a realistic analysis of the nature and manifestations of consumption in the Qatari society in terms of the causes of consumption, and to identify the most important social factors affecting this culture.

Objectives of the study

This study seeks to identify the causes of consumption in the Qatari society in the sense of identifying the various factors that overlap to lead to increased consumption in the community.

Sample volume:

The sample was randomly selected and included 150 Qatari households to ask the head of the family whether the husband or wife or the main breadwinner of the family.

Time limits:

The questionnaire conducted between February and April in 2019.

Spatial limits:

The study conducted on a random sample of households in the North area, Doha, Al Rayyan and Al Wakra.

Research Concepts

Concept of Consumption

The concept of consumption occupied a central place in all human sciences, from economics, through sociology, psychology and crime. The same effort in which he consumed money any spent and perished. (Khalil, 2006, p. 6, p. 7)

“Deisbury” said “Consumption is a social phenomenon in the sense that the groups that the individual consumer knows, is associated with, or even belongs to, and does not directly interact with them direct their consumption and savings behavior.”. (Almallah, 2007, p. 21).

Concept of consumer behavior

Consumer behavior is defined as the study of consumers and the selection of products and services for consumption. Consumer behavior discusses many sciences (psychology, sociology, biology and economics). (<https://www.marketingteacher.com/what-is-consumer-behavior/>)

Previous studies

-Ahmed Zaid and others. (1991)."**Consumption in Qatari Society Patterns and Culture**" The study aimed to identify the consumption patterns and aspects of culture associated with the people of Qatar without residents assuming that residents have different consumption patterns may be non-permanent as well as the diversity of their culture and consumer patterns. In the community on the one hand and cultural forms developed on the other. The study used a standardized questionnaire, in-depth interview tool a sample of 330 individuals adopted, and the sample selected stratified by quota method. The study concluded that there are some aspects related to what is public and global and what is local special in the culture of consumption. The study concluded that there are important items for the Qatari family. These items include travel, servants, cars and events. (Zaid, 1991)

- SaidaObaid Salman Obaid (1997):"**The Effect of Consumer Culture on the Modernization Process in the UAE Society**".Objectives of the study to identify the effects of the spread of the culture of consumption on the values of work, production and savings. In addition, measure the relationship between income and trend to consumption.- The study applied to a sample of 371 families. The study found that the pattern of household consumption in the UAE reflects a consumer boom due to the increase in income at the individual level and the country resulting from the emergence of oil, and there is a positive relationship between the media and propaganda and the trend towards consumption and increase the traditional tendency in society. There is a positive relationship between consumption patterns and the socio-economic level of the family. (Obeid, 1997)

- Mohammed Yasser Al-Khawaja. (2009)"**Globalization and the Culture of Consumption**" **Field study in an Egyptian village.** The study aimed to clarify contemporary sociological analyzes that deal with the phenomenon of globalization as a new theoretical concept that attempts to understand the many economic, social and cultural transformations taking place in different human societies and the impact of this on Egyptian society. Identify the most important areas in which globalization interactions are taking place in increasing consumption patterns. The study found that opening up to the global market has led to the consumption of different kinds of consumer goods produced by developed countries to our societies in an unprecedented way. (Al-Khawaja, 2009)

-Lydia Martens. (2004)"**The Impact of Consumption Culture on Parent-Child Relations**" **A Theoretical and Applied Study,** The study aimed at a set of topics that understand more contemporary childhood and consumption processes. The study started with the need to provide awareness that children have a special consumer culture and consumer structures of their own. Therefore, there must be processes, theoretical guidance, and other process governing their consumer choices. The study stressed the importance of conscious education of consumer behavior for both parents and children, considering that consumption is a pattern and way of life. It has explained how consumption cultures affect children and parents and build concepts of childhood. In addition, the study found a kind of dynamic and not static in the lifestyle and style, both for adults and for young people govern the consumption process. (Martens, 2004).

Comment on previous studies

It is clear after reviewing the following studies:

1 - The previous studies concerned with the study of consumption behavior in economic and social terms, but did not concern the study of the impact of this behavior on development, especially in rich developing countries that aspire to be a developed country in the future. This study intends to highlight

the reasons for the increase in consumer behavior in high-income communities and the State of Qatar is a model for these communities.

2 - Also the importance of this study in trying to provide an objective basis on the reasons for increasing consumption behavior in the Qatari society, and the analysis and study of these behavior can help to identify the pros and cons of the transformation of society into a consumer society. Moreover, the impact of such behavior on the future and sustainable development.

Methodological procedures of the study:

Study Methodology: The study is a descriptive study, the social survey approach will be used to measure household attitudes towards a culture of consumption.

Study tools: This study will rely on more than one methodological tool in order to achieve the objectives of the study and answer its questions.

Questionnaire: It is a restricted or codified questionnaire. It consists of closed questions, identifying alternatives from which the respondent can choose. It is possible to identify trends of sample opinion from Qatari households.

The interview: The researcher conducted a dialogue with some of the sample of the study, especially the illiterate (uneducated) and less educated, to clarify the paragraphs of the questionnaire through a simple explanation of a set of questions to answered by the people involved in the research.

Data analysis methods: The study relied on two methods to analyze the data and data of the field study: quantitative method and qualitative method.

Study population

The study applied to a number of 150 citizens in the Qatari society where a random sample selected for 150 families from most areas of the country. In addition to taking into account that the questionnaire fill the head of the family only, whether the husband or wife or the main breadwinner of the family.

Table (1): Distribution of Sample Members by Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	76	50.7	50.7	50.7
	female	74	49.3	49.3	100.0
	Total	150	100.0	100.0	

It is clear from the previous table that the study sample of males reached 50.7% of the total sample compared to 49.3% of females and it is clear that the qualitative ratios in the sample.

Table (2): Distribution of sample by age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-29	14	9.3	9.3	9.3
	30-39	44	29.3	29.3	38.7
	40-49	70	46.7	46.7	85.3
	50+	22	14.7	14.7	100.0
	Total	150	100.0	100.0	

It is clear from the study that the highest percentage of the sample was limited to the age between 40-49 years by 46.7%. This followed by the age ratio between 30-39 and 29.3% of the total sample.

Table (3): Distribution of sample according to educational qualification

Distribution of sample according to educational qualification					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Illiterate	6	4.0	4.0	4.0
	Secondary and lower	21	14.0	14.0	18.0
	BA	102	68.0	68.0	86.0
	Higher Diploma	3	2.0	2.0	88.0
	M.A	15	10.0	10.0	98.0
	PhD	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

It is clear from the previous table that the study sample of higher qualifications was the highest percentage of the total sample by 68%. Followed by secondary and lower by 14% and then the proportion of the sample with a master's degree by 10%. Then illiterate by 4% of the sample and the proportion of both diploma and doctorate by 2% each.. This indicates that the study will rely more on higher qualifications above 80%, which may benefit the study because a large proportion of them will be highly aware.

Table (4): Reasons for the increase in consumption in the Qatari society

SD	Mean	Strongly agree	agree	Some time	not agree	Strongly Disagree	
1.18	2.22	5.3%	12.0%	14.0%	36.7%	32.0%	The blockade on Qatar makes me buy goods to store
1.08	2.96	8.1%	21.5%	39.6%	20.1%	10.7%	Advertising promotes my consumption
1.05	3.17	9.5%	27.9%	40.8%	13.6%	8.2%	Social media influenced my choice of goods
1.35	3.46	24.2%	37.6%	12.8%	11.4%	14.1%	I did not attend any training courses on consumption in society
1.42	3.09	20.1%	25.5%	16.8%	18.8%	18.8%	Having two phones in my view is essential
1.24	3.61	30.4%	27.7%	22.3%	12.2%	7.4%	Having more than one means of transport I have is necessary
1.20	3.57	28.7%	24.7%	26.0%	16.0%	4.7%	The higher salary has increased my consumption

It follows from the above table that:

- The blockade on Qatar did not affect the purchase of goods and consumption in Qatar, where 32% were strongly disagreeable and 37% disagreed.
- As for the commercial advertising and its contribution to increase consumption, the sample's vision increased by 40%.The rate of 21.5% for the approval and 8.1% for the strongly approved and the percentage of non-approvers by 30.8%.
- As for the influence of communication sites on the selection of goods, the sample's point of view was 40.8%, sometimes affecting consumption, followed by 28% of the approval and 9.5% of the strongly agreed. It is clear from this that there is an impact of communication sites on consumption.
- I did not attend any training courses on the aspects of consumption in the community was the largest proportion of consent and followed strongly agree, and it is clear that there is a lack of interest by the community courses on consumer aspects and consumer behavior.
- The presence of two phones in my view is necessary was the largest proportion of OK by 25.5%, followed by strongly agree by 20%, sometimes followed by 17%, and this indicates an increase from the normal consumption in the use of mobile phones, which is impractical to rationalize consumption.
- Rising salary increased my consumption strongly by 28.7%, sometimes by 26%, followed by 25%. This confirms the economic hypothesis that the more income increases consumption.

Linking the base variable (consumption to other variables)

Table (5): Linking the educational qualification and the blockade on Qatar makes me buy goods to store

Total		The blockade on Qatar makes me buy goods to store					Educational qualification
		Strongly Disagree	not agree	Sometimes	agree	Strongly agree	
	100.0%	33.3%		16.7%	33.3%	16.7%	Illiterate
	100.0%	28.6%	33.3%	19.0%	9.5%	9.5%	Secondary and lower
	100.0%	33.3%	36.3%	13.7%	12.7%	3.9%	BA
	100.0%	33.3%	33.3%		33.3%		Higher Diploma
	100.0%	33.3%	53.3%	6.7%		6.7%	.M.A
	100.0%		66.7%	33.3%			.PhD
Total		32.0%	36.7%	14.0%	12.0%	5.3%	Total

Notes from Table (5):

- The highest percentage of people who agree that the blockade against Qatar makes me buy goods, they are from Illiterate. The ratio divided between 33.3% and 16.7%, sometimes 16.7%.
- Followed by the percentage of those with a higher diploma, with 33.3% of the approval and there is no vote strongly or sometimes approved.
- In contrast, the percentages were lower as there was no approval from the PhD holders, Sometimes they crossed (33.3%), then those who got the masters were (6.7%) and sometimes (6.7%).
- Since the majority of the sample is educated, The table shows that the total disagreement with the argument that the blockade on the State of Qatar makes me more willing to buy goods to store them the most by 69%.

Table (6): The relationship between the source of income and the saying (I did not attend any training courses on aspects of consumption in the community)

Total	I did not attend any training courses on consumption in society					Source of income from
	Strongly Disagree	not agree	Sometimes	agree	Strongly agree	
%100	11.8%	9.2%	14.3%	42.0%	22.7%	Government sector
%100	18.8%	12.5%	12.5%	37.5%	18.8%	private sector
%100	50.0%	25.0%			25.0%	free business
%100	16.7%				83.3%	retirement
%100	33.3%	66.7%				social Security
%100	14.2%	10.8%	12.8%	37.8%	24.3%	Total

Table (6) indicates that there is a statistically significant relationship between the source of income and the quotation (I did not attend any training courses on the aspects of consumption in the community) at a level less than 0.05

-The statistical analysis indicates that there is the largest percentage of those whose income comes from retirement 83.3% for those who strongly agree with the statement followed by the government sector with 42%.

-The total did not attend training courses on the aspects of consumption in society is 62.1%, and sometimes by 12.8%.

-It is clear from the above analysis, whether retirement or the government sector, who earn their income from the government consistently who did not attend any training courses on consumption, and may be the result of lack of community interest in raising awareness of the government sector in the field of consumption and consumer behavior.

General results

- 1- The higher the income, the more consumption.
- 2- Lack of awareness of society on how to control consumer behavior.
- 3- Increasing the openness of the Qatari society to many cultures and increasing the possibility of access to the international media and propaganda.
- 4- Increasing the openness of the Qatari society to many cultures, increasing the access of international media and propaganda in every home, in addition to increasing the youth and family's use of social media significantly in the recent period, which increased consumer desire within Qatari families.
- 5- With the increase in income and the trend towards global luxury, such as the presence of two phones per person is normal within each family in addition to many luxuries such as luxury cars and others.
- 6- There is no impact on consumption in Qatar as a result of the blockade, either upward or downward, which also indicates that consumer goods in the country are not affected by the blockade, resulting in no new engines for consumption, acquisition and storage of goods in the home, which also indicates Raise awareness among Qatari families.

Recommendations

1. We must work to increase the interest of the community in the quality of the courses that raise the awareness of the community of pressing issues in society, such as raising the level of awareness of the culture of consumption and rationalization, and raise the level of awareness of the disadvantages of flaunting and luxury.
2. Focus on denouncing boasts such as having more than one car and carrying more than one phone.
3. Work to find courses and workshops for couples who target consumer behavior. Moreover, targeting males more.
4. Focused on young men and women from an early age, raising awareness of the seriousness of future negative consumer behavior.
5. Incorporate the consumption culture behavior into the School curricula.