

The Saudi Female University Student Tendency Towards Consumption Rationalization “An Applied Study in the Department of Social Studies King Saud University”

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Abstract

This study aims to identify the Saudi female student tendencies towards the consumption rationalization culture and knowledge about it. Sources of this knowledge and the student's contribution to the enhancement and dissemination of this culture.

The field study consists of a sample of 550 students at the department of Sociology. Studies in the female student's university studies center. The aim is to test the before mentioned objectives through a questionnaire designed within the appropriate questionnaire characteristics. The study has concluded a number of important results including the following:

The knowledge about the culture of consumption rationalization is obtained from limited resources. In addition, the students play a very limited role disseminating this culture.

The statistical analysis of the study's results indicates a statistical relevance between the social background and adoption of the student and her knowledge of the consumption rationalization culture.

The study also shows lack of interest in the civil society of this culture.

The study develops several recommendations and suggestions for the university, the society and the family based on the general results it reached.

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For the paper in Arabic see pages (175-210)