

Statistical Analytical Study of the Impact of Consumer Awareness Among the Students of the Faculty of Business Administration at the University of Kuwait in Consumer Protection and Its Relationship to Some Economic and Social Characteristics

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Abstract: Kuwaiti youth is an important element in the field of development in the Kuwaiti society, especially in the field of self-consciousness and social consciousness incident. As always said, that young Gulf inherently consumerist element of first degree because of abundant liquidity and reasonable level of income compared to others of non - Gulf societies. Therefore, this research aims to study and analyze the impact of consumer awareness among the students of the Faculty of Business Administration in consumer protection in terms of the current role and hoped to guide consumption and its relationship to some economic and social characteristics of the consumers. In particular it has been studying the impact of some of the qualifications for heads of Kuwaiti families, their total monthly income and their place of residency inhabited by the expressive factors of consumer awareness in college students as well as their impact on the degree of preference for quality of consumer goods in being a low-price, median-price or expensive-price. In addition, it has been studying the relationship of these social variables noted with the role of government and consumer protection associations through what they are doing to develop laws and policies directed to develop and educate consumers. To achieve these goals, a special questionnaire has been prepared especially for this purpose has been met from a random sample of students from the University of Kuwait. I have been using the appropriate statistical analysis to study these goals. Thus, some of the appropriate suggestions and recommendations are obtained to achieve the objectives of this research.

Key Words: Statistical analysis, consumer awareness, consumer protection, quality of consumer goods, economic and social characteristics.

1. Introduction

Gulf societies experiencing years ago a clear movements towards more openness, freedom and democracy, also, by increasing incomes and progressing the modern technology, the availability of goods for consumption has increased and thus became many options in front of the consumer as a result of the continued increase in the quantities and qualities

of those goods available for consumption. Consequently these movements led to give young people more openness and freedom to keep pace with this rapid and successive development in various fields of life.

In the Kuwaiti society, in particular, young Kuwaitis had more freedoms and openness to keep up with this massive and rapid development of modern technology and the multiplicity of different varieties of various goods and products put in front of them several options that led to a change in their behavioral

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pattern of consumer spending in addition to the loss of control to control their decisions during the purchasing process and thus led many young people to locate in the swamp of commercial fraud, which represents one of the most negative consequences for economic and social developments in the light of globalization, which was estimated globally at about 780 billion dollars, which represents approximately (5-10) % of the volume of global trade, which arrived in the Arab countries to 50 million dollars, representing about 6.4% of the global commercial fraud size (Shehata, and Sherbatly, (2010)), which need to be strategic and difficult decisions to be resolved by the government and consumer protection associations to combat the commercial fraud crimes in addition to the important role of the consumer guidance, which is located upon themselves to educate consumers about the importance of the quality of goods purchased from the specifications and standards or criteria to ensure quality because quality is the standard of excellence must be achieved and distinct because of quality assurance and food safety has become one of the consumer rights, which is a practical reliable process of the definition, guidance and awareness to guide consumers to goods with quality and importance to be acquired a swell as an approach to reduce the incidence of corruption and the extended fraud to products of all kinds, also to inform consumers of the main expressive factors of consumer awareness as the date of validity of the product and its most important components as well as its source being a local or imported product in addition to distinction of quality signs of this product and others in order to protect consumers of fraud and deception cases that they face daily in the various production, service, and commercial activities which are supposed to be standard specifications.

Also, Globalization has affected on every house where young people become a strong consumer and the victim of many food manufacturing companies, clothes, shoes and cosmetics companies and various

corrupted media of various kinds, which spreads the moral evil.

In addition to the role of advanced and rapid technology of Electronics, Mobiles, Computers, Internet, etc. which have a large share in the open young people's appetite for false buying and shopping to keep pace with development, which in turn leads to the absence of positive consumer awareness, which leads to the incidence of consumers in fraud and deception cases and not live in financial, economic and social safety.

Based on the foregoing and the correlation of consumer awareness among Kuwaiti youth with cultural, social and economic factors, it is expected that consumer awareness differs by these different properties and types of economic and social factors. Therefore, it becomes necessary to study and analyze the impact of consumer awareness among students of the Faculty of Business Administration on consumer protection in terms of the current role and hoped to the consumer guidance and its relationship to some of the economic and social characteristics of consumers in order to draw and direct protection and guidance policies to consumers for fear of falling into the fraud and deception cases which they are exposed daily.

2. Literature Review

The consumer awareness among young people is one of the main pillars in the culture of consumption, which is often linked to the cultural, economic and social characteristics of consumers and affecting different consumption patterns and consumer awareness of consumers and its impact on consumer protection through the role of government and consumer protection associations to provide consumer guidance for consumers and achieve them protection. Now we will review some of the previous studies, which have one way or another related to the subject of the study.

Al-Mallah and Zaghoul (1977) studied the impact of consumer awareness in consumer protection and

the role of government in achieving protection. The cross-sectional data were used for consumer properties Shubra al Kheimeh region in the Republic of Egypt and reached a positive relationship between the level of education and income level with quality preference and consumer protection. The study revealed no relationship between marital status and between consumer awareness and that the majority of consumers are seen that the consumer protection is the responsibility of the individuals and the government alike.

Stone (1954) studied the consumer standards for consumers and consumer behavior in the UK for the period between 1920 to 1938, where he focused in his study on the major differences in the way of the consumption and the different consumption patterns because of the change in the preference and also studied the impact of social and cultural variables on the different consumption patterns and showed the consumer pattern is positively affected with education and influenced positively with the increase of consumers incomes.

Also, Shehata and Sherbatly (2010) examined the relationship of consumer awareness with certain economic and social characteristics of rural families and the current role and hoped to the consumer guidance in the villages of the Apis² and the tribal Khurshid in the province of Alexandria. The researchers has reached that about 67% of rural households of high income distinguished the goods with quality, and about 58 % of heads of university households do not buy a corrupt or fraudulent goods, and 72% of rural households that get their information from a variety of sources through the date of production and expiry date of validity, and that 76% of the small sized rural households distinguished the goods with quality. The study also revealed a direct correlation existed between each of the total monthly income of rural households, educational status of the heads of rural households, the number of sources of rural household information, the size of rural

households, and the degree of quality preference of durable and non-durable food consumer goods. The study also showed the importance of the role played by the government and consumer protection associations in protecting the rural household from the consumption of corrupt or adulterated goods that appear in the market through the actual application of the law of commercial fraud and activate the counselors who specialize in the field of consumer guidance to spread the culture of consumer awareness.

Fakhor (2010) pointed in his study to the most important functions of consumer protection associations which received complaints from consumers about the goods traded and services in the markets, and to propose appropriate solutions, and give special attention to issues related to consumer raised in various media protection, control markets, and conduct the required research and studies for goods and services provided in order to identify their impact on the consumer, as well as the spreading of consumer awareness to individual consumers and other.

The Shoaib and Meshaal (2010) study also showed the awareness of female-headed households to the government support services, and declared the lack of correlation between each of the age of the wife, the level of education, number of years of marriage, and between her awareness of aspects of government support for goods and services, while the study revealed an inverse correlation between the monthly income for families and their awareness of aspects of government support for goods and services. It also found a positive correlation between the aspects of government support for goods and services and between the areas of the household consumption rationalization.

There are many researchers who studied different topics in the field of consumer awareness of many different aspects, such as El-Assal (2001), (2002), Al-Garhi (1999), Al-Adawi (1984), and Hibbs (2003), Butler (1987), and others.

At the level of the Arab Gulf states, there is a shortage of scientific researches in the field of consumer awareness and its relationship to the protection of consumers from falling into the avarice and greed of the merchants, were only limited to seminars and some events in some of the Arab Gulf states in order to guide citizens to pay attention and to beware of falling into the pitfalls of pseudo products and not running behind the gleaming advertisements and commercials in various media as well as to guide the governments to develop clear policies to fight against greed and intensify the needed control to reduce these dangerous phenomena that have entered their countries as they are a strong consumer because of the presence of liquidity. While at the level of the State of Kuwait, it is often not much different from those in the GCC in terms of shortage of scientific researches. It is one of the countries where there is a consumer protection by the relevant ministries, and has no consumer protection associations and do not provide any financial support for consumer goods.

For example, Aisha Al-Gayar (2012) pointed out in an article that the Kuwaiti consumer living an experience which is different from other Arab countries. He is located between the protection of cooperatives and the fires of loans because of importing the majority of his food, and records unusual voracity spending, since it seems that there are multiple arms of government-led and cooperatives to protect consumers. On the other hand there are those who trying to breach this protection, and do not be surprised if we say: the Kuwaiti citizen is the first interested of this, even if the required protection becomes protecting him from himself. She pointed out that there is a legal framework for the operation of consumer protection in Kuwait, and the beginning was where it established the law of a government department issued a consumer protection 32 years ago, and followed other laws struggling commercial fraud, such as Law No. 20 of 1967, as another law was passed in 1995 to monitor the prices of discount sales,

advertising and promotion of goods and services. Thus, it has prompted the Central Bank of Kuwait to sound the alarm of worsening loan problems; this is made banks as well as finance and lending companies with credit information company to create what is called "Sai Net" where is through the registration of the full data transactions of each borrower, and then any lender party can make sure a person's ability to pay its debts and not accumulate, and this protection is for the lending company and the borrower himself who cannot resist the desire to borrow. In an attempt to limit the consumer gluttony, the government formed a team called "consumer change Kuwaiti society pattern", his mission is to change consumer habits after the Kuwaiti citizen recorded the highest number in the consumption of electricity, water, gas and oil in the world. According to reports of the Ministry of Planning, the average monthly household expenditure rose to 1604 Kuwaiti dinars in the year 2003 compared to 1595 dinars in the year 1999, and this coincided with rising per capita spending to 192 dinars a month compared to 175 dinars in the year 2000.

3. Objectives and Importance

The importance of this research in that it aims to study and analyze the impact of consumer awareness among college students as consumers of food goods, half durable commodities such as clothing, shoes, and durable commodities such as electrical tools on the consumer protection through the expressive factors of consumer awareness and the extent of his knowledge to the role of the government and consumer protection associations. More specifically, this research aims to:

- (1) Estimate the percentages of personal information which is represented by the age of the student, academic qualification of the family head, the family total monthly income, and place of residence.
- (2) Examine the relationship between some of the economic and social characteristics and the consumer awareness among college students.

(3) Examine the relationship between some of the economic and social characteristics and the degree of quality preference of consumer goods from the college students' point of view.

(4) Identify the role that should be played by the government and consumer protection associations to develop laws and policies to protect consumers and that lead to the development of consumer awareness from the college students point of view.

(5) Identify the current role and hoped for guidance in consumer awareness to the importance and quality of goods purchased from the college students point of view.

4. Study Sample and Procedures

The Population: The study population is the students of the Faculty of Business Administration at Kuwait University.

The Sample: The study sample consisted of a simple random sample of 477 students from the Faculty of Business Administration at Kuwait University. The study questionnaire was distributed at (500) students of the study population, where (477) of them are valid and the other (23) are excluded due to the lack of validity, making the response rate up to 95.4%, which is a high response rate.

The study Tool: It is consisted of a questionnaire of two parts, where the first part included a set of questions dealt with the personal information of sex, age, educational qualification of the household head, the gross monthly income of the family, and the place of residence. And the second part of the study group questions related relate directly and indirectly to the impact of consumer awareness among students of the Faculty of Business Administration at the University of Kuwait and its relationship to some of the economic and social characteristics, which are represented as follows:

- (1) The expressive factors of consumer awareness.
- (2) The degree of quality preference of consumer good.

(3) The role of government and consumer protection associations in dispreading the consumer awareness.

Tool Reliability and Validity: In order to ensure the validity of the study tool, the questionnaire is initially distributed to five faculty members from the Faculty of Business Administration at Kuwait University, and asked them to express an opinion on the suitability of the tool for the study sample and the safety of the appropriate language and how the study questions are suitable for members of the sample. And the tool thereafter amended according to the faculty members' remarks and notes where some of those remarks are positive and some are negative ones.

For the purpose of ascertaining the external validity of the tool, the amended questionnaire is distributed to 50 students of the population as a pilot sample to ensure clarity and extent to respond to it. Some have made remarks on lack of clarity of some questions and then the tool is amended again.

In order to ensure the stability of the tool, the reliability coefficient (Krubach Alpha) is calculated and found to close to 0.923, which is high stability, and refers to an excellent degree of questions consistency. Then a group of college students, who have been trained, were asked to distribute the questionnaire randomly to students of the Faculty of Business Administration at Kuwait University.

5. Statistical Analysis

The SPSS statistical package was used in the statistical analysis to calculate the appropriate statistics such as the following:

- (1) *Percentage and ratios* through the frequency tables which used to calculate the percentages of personal information and the study variables.
- (2) *The Chi square test of independence*, which was used to know some of the personal relationships between the personal data and the study variables as described in the study objectives.

6. Study Results

6.1 The personal information and the extent of their relationship to each other

The relative frequency distributions were used to determine the personal information percentages of sex, age, education level of the household head, the total monthly income of the family and place of residence for members of the sample, where Table 1 below shows these percentages.

Table 1 shows that males accounted for 34.6% and females accounted for 65.4%. And the age group of 20-23 years accounted for a high percentage, followed directly by age group is less than or equal to 20 years, where their percentages amounted to 39.4% and

36.1%, respectively, while the age group of greater than 23 years has the less percentage accounted of 24.6%.

And, according to the Qualification of the household head, the distribution of the sample was found that most of the respondents were from the University level (Bachelor or its equivalent), where the percentage accounted to 51.3%, followed by Diploma (Institutes and Intermediate Community Colleges) and High School as equal percentages accounted to 16.2%, while the percentages are very close from the Less than High School and from the Higher Study (MSc or PhD) where reached a 5.7% and 8.1%, respectively, and those with No Qualification formed the less percentage accounted to 1.5%.

Table 1 The Percentages of Personal Information of the Study Sample.

Personal Information		Number	Percentage
Gender	Male	165	34.6
	Female	312	65.4
Total		477	
Age group	Less than or equal to 20 years	172	36.1
	Greater than 20 to 23 years	188	39.4
	Greater than 23 years	117	24.6
Total		477	
Qualification of household head	No Qualification	7	1.5
	Less than secondary	27	5.7
	High School	77	16.2
	Diploma (Institutes and Intermediate Community Colleges)	77	16.2
	College (BA or equivalent)	243	51.3
	Graduate (MSc or PhD)	43	8.1
Total		474	
Total monthly of household income	Less than or equal to 1000 KD	61	13.6
	From 1001 to 2000 KD	98	21.8
	From 2001 to 3000 KD	159	35.4
	From 3001 to 4000 KD	65	14.5
	From 4001 to 5000 KD	9	2.5
	Greater than or equal to 5001 KD	57	12.7
Total		449	
Place of residence	Capital Governorate	202	42.3
	Hawalli Governorate	109	22.9
	Al-Ahmadi Governorate	30	6.3
	Farwaniya Governorate	67	14.0
	Mubarak Al-Kabeer Governorate	54	11.3
	Al-Jahra Governorate	15	3.1
Total		477	

Regarding the total monthly family income, the distribution of the sample was found that the income class of 2001 to 3000 KD has formed a dominant percentage, reaching 35.4%, followed by income class of 1001 to 2,000 KD by 21.8%, while it followed by the income classes from 3001 to 4000 KD, less than or equal to 1000 KD, and greater than or equal to 5001 KD with somewhat low percentages, reaching 14.5%, 13.6%, and 12.7% respectively, and the class of 4001 to 5000 KD, recorded the lowest percentage, reaching 2.5%.

Finally, the table of sample distribution for the place of residence shows that the Capital Governorate formed the highest percentage reaching 42.3%, followed by Hawalli Governorate at 22.9%, and followed by Farwaniya Governorate at 14.0%, also followed by Mubarak Al-Kabeer Governorate by 11.3%, while Al-Ahmadi Governorate and Al-Jahra Governorate formed the of lowest percentages where reached a 6.3% and 3.1% respectively.

6.2 The Study Variables and the Extent of their Relationship with the personal information

In this section we will review the results of the study related to the study questions according to their various elements as well as the study of the relationship between them and between some personal information of the sample, which is the qualification of the household head and the total monthly income of the family.

6.2.1 The expressive factors of consumer awareness

The relative frequency distributions were used to determine the percentages for all items in this part of the study, as shown in table 2.1.

The above table shows that the percentage of those who answered yes to the items of this element were the majority in all cases, especially in the area of Distinguish goods of quality reaching percentage of agreement equals to 96.0%, followed by looking to the validity date of the product with of 94.3%, and followed by also buying imported goods with percentage equals to 88.0%, as well as the percentage of the knowledge damaged preservatives reached 65.4% and finally was attention to the content of fat by 60.0%.

Also, all of the awareness of food coloring, the interest in calories, and the follow-up awareness programs where the percentage of yes and no answers are low and very close ranging from 52.6% down to reach 47.0%, respectively. While falling into buying spoiled food, had a high percentage in no answers where amounted to 72.7%.

And using the chi square test to examine the relationship between the expressive factors of consumer awareness with Qualification of the family members head for the study sample, as in the table (3.1) (see the Appendix), the study revealed that there is no statistically significant relationship at the level of significant 0.05 among all of the attention to the content of fat, falling into buying spoiled food and distinguish goods of quality with Qualification of the household head. While the study showed that there is

Table 2.1 The Percentages of Expressive Factors of Consumer Awareness of the Study Sample.

No.	Expressive Factors	(1) Yes	(2) No
(1)	Looking to the validity date of the product.	94.3	5.7
(2)	Knowledge damaged preservatives.	65.4	34.6
(3)	Attention to calories.	47.8	52.2
(4)	Awareness of food colorings.	52.6	47.4
(5)	Attention to the content of fat.	60.0	40.0
(6)	Falling into buying spoiled food.	27.3	72.7
(7)	Follow-up awareness programs.	47.0	53.0
(8)	Distinguish goods of quality.	96.0	4.0
(9)	buying imported goods.	88.0	12.0

a statistically significant relationship at the level of significant 0.05 among all of the looking to the validity date of the product, knowledge damaged preservatives, attention to calories, awareness of food colorings, follow-up awareness programs, and buying imported goods with Qualification of the household head, where the university category of the household head accounted the vast majority, followed by the two categories of high school and the diploma, in interest to the expressive factors of the mentioned consumer awareness.

Also, using the chi square test to examine the relationship between the expressive factors of consumer awareness with the total monthly family income for the study sample, as in the table (4.1) (see the Appendix), the study showed that there is no statistically significant relationship at the level of significant 0.05 between the awareness of food colorings only with total monthly family income. While the study showed that there is a statistically significant relationship at the level of significant 0.05 among all of the looking to the validity date of the product, knowledge damaged preservatives, attention to calories, awareness of food colorings, attention to the content of fat, falling into buying spoiled food, follow-up awareness programs, distinguish goods of quality and buying imported goods with the total monthly family income, where the category of income from 2001 to 3000 KD has the vast majority, followed by each of the two categories of income from 1001 to 2000 KD and from 3001 to 4,000 KD, in interest to the expressive factors of the mentioned consumer awareness.

6.2.2 The degree of quality preference of consumer goods

The relative frequency distributions were used to

determine the percentages of the degree of quality preference of consumer goods of the sample in terms of being low-priced, medium-priced or high-priced for all items in this part of the study, as shown in table 2.2.

The above table showed that the food commodities and half durable goods such as clothing and shoes in terms of medium-price preference accounted for the vast majority reaching percentages of 82.0% and 64.4%, respectively, and in terms of high-priced preference accounted the low percentages of 13.1% and 29.7%, respectively, followed directly by durable goods like Electrical appliances in terms of both categories the high-price preference and in terms of medium-price preference with close percentages accounted for 51.0% and 46.2%, respectively. While the degree of quality preference of all consumer goods in terms of being low-price preference with percentages ranging from 5.9% down to 2.8%.

Now using the chi square test to examine the relationship between the degree of quality preference of consumer goods with Qualification of the family members head for the study sample, as in the table (3.2) (see the Appendix), the study revealed a statistically significant relationship at the level of significant 0.05 among all consumer goods: food commodities, half durable goods such as clothing and shoes, durable goods like Electrical appliances with Qualification of the household head, where the university category of the household head accounted the vast majority, followed by the two categories of high school and the diploma, in interest to the degree of quality preference of consumer goods for all of the mentioned consumer goods, especially in being a medium-price and sometimes high-price.

While in regard to the study of the relationship

Table 2.2 The Percentages of the degree preference of quality consumer goods of the Study Sample.

No.	types of goods	(1) Low Price	(2) Medium Price	(3) high Price
(1)	Food commodities.	4.9	82.0	13.1
(2)	Half Durable Goods like clothes and shoes.	5.9	64.4	29.7
(3)	Durable Goods like Electrical appliances.	2.8	46.2	51.0

between the degree of quality preference of consumer goods with the total monthly family income of the sample, the chi square test was used, as in the table (4.2) (see the Appendix), the results revealed a statistically significant relationship at the level of significant 0.05 among all consumer goods: consumer goods: food commodities, half durable goods such as clothing and shoes, durable goods like Electrical appliances with the total monthly family income, where the income category from 2001 to 3000 KD accounted the vast majority, followed by each of the two categories of income from 1001 to 2000 KD and 3001 to 4000 KD, in interest to the degree of quality preference of consumer goods for all of the mentioned consumer goods, especially in being a medium-price and sometimes high-price.

6.2.3 The role of government and consumer protection associations in dispreading the consumer awareness

Frequency tables have been used to calculate the percentages of the role of government and consumer protection associations in dispreading the consumer awareness as in the table 2.3.

Table 2.3 showed that the approval percentages was dominant on all the paragraphs where it was found that Considering commercial fraud a crime involving moral turpitude accounted for the vast majority with percentage 81.5%, followed directly by increasing the government campaigns to control markets by 73.6% and educating families through the media by 72.7%.

While the percentage of achieving laws to confirm the specifications and standards equal to 65.4%,

followed by the category of not to sell anonymous goods in any way by 61.8%. But each of achieving laws to protect the consumer with enough degree and achieving laws for quality formed the lowest percentages of approval by the sample in the role of government and consumer protection associations in dispreading the consumer awareness where amounted to 52.4% and 44.9%, respectively.

Now using the chi square test to examine the relationship between the role of government and consumer protection associations in dispreading the consumer awareness by Qualification of the family head of the sample, as in the table (3.3) (see the Appendix), the study showed a statistically significant relationship at the level of significant 0.05 between educating families through the media with Qualification of the household head. While the study showed that there is a statistically significant relationship at the level of significant 0.05 between the achieving laws for quality, achieving laws to confirm the specifications and standards, achieving laws to protect the consumer with enough degree, increasing the government campaigns to control markets, of not to sell anonymous goods in any way, and considering commercial fraud a crime involving moral turpitude with Qualification of the household head, where the university category of the household head accounted the vast majority, followed by the two categories of high school and the diploma, in interest to the role of government and consumer protection associations in dispreading the consumer awareness.

Table 2.3 The Percentages of the Role of Government and Consumer Protection Associations in Consumer Awareness of the Study Sample.

No.	Subject	(1) Disagree	(2) Neutral	(3) Agree
(1)	Achieving laws for quality.	23.2	31.9	44.9
(2)	Achieving laws to confirm the specifications and standards.	10.3	24.3	65.4
(3)	Achieving laws to protect the consumer with enough degree.	20.3	27.3	52.4
(4)	Educating families through the media.	6.5	20.8	72.7
(5)	Increasing the government campaigns to control markets.	10.9	15.5	73.6
(6)	Not to sell anonymous goods in any way.	9.9	28.3	61.8
(7)	Considering commercial fraud a crime involving moral turpitude.	8.4	10.1	81.5

Also, using the chi square test to examine the relationship between the role of government and consumer protection associations in dispreading the consumer awareness according to the total monthly family income of the sample, as in the table (4.3) (see the Appendix), the study revealed that there were no statistically significant relationship at the level of significant 0.05 between achieving laws for quality, with total monthly family income. While the study showed that there is a statistically significant relationship at the level of significant 0.05 between each of achieving laws to confirm the specifications and standards, achieving laws to protect the consumer with enough degree, educating families through the media, increasing the government campaigns to control markets, not to sell anonymous goods in any way, and considering commercial fraud a crime involving moral turpitude with the total monthly family income, where the income category from 2001 to 3000 KD accounted the vast majority, followed by each of the two categories of income from 1001 to 2000 KD and 3001 to 4000 KD, in interest to the role of government and consumer protection associations in dispreading the consumer awareness.

6.3 Statistical Measures and Confidence Intervals

Using statistical descriptive measures to compute the pinch marks for the survey results, the mean and the standard deviation were calculated for all the paragraphs of the study grouped as well as for each element of the fundamental elements of the study

questions: the expressive factors of the consumer awareness out of 2 points, the degree preference of quality consumer goods out of 3 points, and the role of government and consumer protection associations in spreading consumer awareness out of 3 points. Also, the 95% confidence intervals were computed for average points of the results of the questionnaire in total and to each element of the fundamental elements mentioned. The table 5 shows that.

6.4 Statistical Differences Tests

The one-way analysis variance technique is used to test whether there is a statistically significant difference among the average points of study questions for each element of the fundamental elements of the study data, as well as to identify these differences, if it exists, as they appear in the table 6 and 7 respectively.

Note that Table 6 shows that there are no statistically significant differences at the level of significance 0.05 between the average points of the results of the questionnaire for all study questions according to different personal information of gender, age group, qualification of the household head, total monthly family income, and place of residence.

Also, results show that there is no statistically significant differences at the level of significant 0.05 between the average points of the results of the questionnaire to the study questions of the expressive factors of consumer awareness and the study questions of the quality degree preference of consumer goods as

Table 5 Some Descriptive Statistical Measures and the Confidence Intervals for Average Points to Study Questions.

No. Subject	Number of data	Mean	Standard Deviation	95% Confidence Interval	
				Lower Limit	Upper Limit
0 All study questions	477	1.9281	0.19408	1.9106	1.9456
1 The express. factors of cons. awar.	477	1.3574	0.18599	1.3407	1.3742
2 The degree preference for quality	472	2.2677	0.33883	2.2370	2.2370
3 The role of government and cons. prot. assoc. in spreading the cons. awareness	477	2.5184	.43794	2.4790	2.5578

Note, Table 5 shows that the average points of all results of the questionnaire are ranging between 1.3574 and 2.5184. This concludes that the study sample was highly compatible with the various paragraphs of the study. Also, all the 95% confidence intervals are acceptable at their lower limit of 1.3407 and their upper limit of 2.5578.

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Table 6 Summary of Results of Analysis of Variance Tables to Study the Statistical Differences between the Average Points of the Study Questions to the Study Sample According to Different Personal Information.

Personal Information		Significance Level			
		All study questions	The expressive factors of consumer awareness	The degree preference for quality	The role of gov. and cons. protec. assoc. in spreading the consumer awareness
Gender	Male	0.928	0.722	0.992	0.928
	Female				
Age group	Less than or equal to 20 years	0.958	0.826	0.832	0.958
	Greater than 20 to 23 years				
	Greater than 23 years				
Qualification of household head	No Qualification	0.961	0.784	0.601	0.961
	Less than secondary				
	High School				
	Diploma (Institutes and Intermediate Community Colleges)				
	College (BA or equiv.) Graduate (MSc or PhD)				
Total monthly of family income	Less than or equal to 1000 KD	0.977	0.905	0.358	0.977
	From 1001 to 2000 KD				
	From 2001 to 3000 KD				
	From 3001 to 4000 KD				
	From 4001 to 5000 KD Greater than or equal to 5001 KD				
Place of residence	Capital Governorate	0.987	0.815	0.699	0.987
	Hawalli Governorate				
	Al-Ahmadi Governorate				
	Farwaniya Governorate				
	Mubarak Al-Kabeer Governorate Al-Jahra Governorate				

* There is a statistically significant difference at the 0.05 level

Table 7 Summary of Results of Analysis of Variance Tables to Study the Statistical Differences between the Average Points of the Study Questions to the Role of Government and Consumer Protection Associations in Spreading the consumer awareness of the Study Sample According to Different Personal Information Containing Statistical Differences.

Personal Information	First Variable	Second Variable	Significance Level
Total Monthly Family Income	Less than or equal to 1,000 KD	From 2001 to 3000 KD	0.030*
	Less than or equal to 1000 KD	From 4001 to 5000 KD	0.011*
	Greater than or equal to 5001 KD	From 2001 to 3000 KD	0.018*
	Greater than or equal to 5001 KD	From 4001 to 5000 KD	0.007*

* There is a statistically significant difference at the 0.05 level

well as the study questions of the role of government and consumer protection associations in spreading the consumer awareness by different personal information of gender, age group, qualification of the household head, and place of residence, except for the total monthly family income, where it was found that there

is a statistically significant difference at the level of significant 0.05 between the results of the questionnaire to the study questions of the role of government and consumer protection associations in spreading the consumer awareness according to the total monthly family income.

In particular, the results show in Table 7 that there are statistically significant differences at the level of significance 0.05 between the average points of the results for each of the category of less than or equal to 1000 KD with both categories of 2001 to 3000 KD and 4001 to 5000 KD, as well as between the category of greater than or equal to 5001 KD with both categories of 2001 to 3000 KD and 4001 to 5000 KD.

7. Discussion of Results

The findings of the study showed the following things:

First: The majority percentage of the participants were female accounted to 65.4%, and from the category of greater than 20 to 23 years with percentage 39.4% and from those with qualification of family head of a college category (BA or equivalent) with percentage 51.3% and those from families whose average total monthly income is from 2001 to 3000 KD with percentage 35.4% and those distributed over all the governorates with a majority in the Capital and Hawalli governorates.

Second: Regarding the expressive factors of consumer awareness, we note that distinguish goods of quality has received a high percentage This is due to the fact that the Kuwaiti society, especially young people enjoy obsession with buying and the fact that the female percentage was dominant in the study and their nature loves spending and pleasure purchase knowing that the multiplicity of different types of goods tastes works to entice women to buy. Also, looking to the validity date of the product, which also had a high percentage because of their affiliation to the families of college-qualified and because of the large number of different and multiplicative products, especially foods, as well as buying imported goods and this is due to the availability of liquidity and the availability of multiple goods of clothes. Also, Knowledge damaged preservatives and attention to the contents of fat received very high percentages, and this due to youth culture and the large number of food goods and fast foods, consisting of different materials,

some of which may be harmful to human being such as fat and others.

While there were not clear interest in other factors like attention to calories, awareness of food colorings and follow-up awareness programs and this because of the weakness in the purchasing culture and real quality by the government, consumer protection associations and the family in particular. While falling into buying spoiled food has received a very low percentage, and this is due to the weakness of government control and consumer protection associations as well as not putting strict laws to limit the spread of this pest.

Third: As for the degree of quality preference of consumer goods, the results showed that the quality preference of food commodities and the half-durables goods such as clothing and shoes in being a medium-price have received the very high percentages, and this is due to the repeated and continuous spending on these goods needed by young people over the short extent and because of the multiplicity of products and their rapid development. While the degree of quality preference of durable goods like Electrical appliances in being a high-price have received the very high percentages too, because it goes somewhat through a long-term purchasing cycle, therefore, they prefer a high-price product because the prevailing belief that the rise in the price of these commodities indicates the high quality and usually the type and the manufacturing country play an important role in the quality of Goods and its durability.

Fourth: As for the role of government and consumer protection associations in dispreading the consumer awareness, the results showed that considering commercial fraud a crime involving moral turpitude has received the vast majority, and this shows that consumers are caught in the traders greedy nets and who are manipulating in the livelihoods of traditional people, and was followed by increasing the government campaigns to control markets and educating families through the media at high percentages, and this is due to the weakness of

government controls over traders and markets as well as the absence of various audio-visual and video media for its role in consumer education and guidance to right direction to prevent people from falling into greed merchants traps.

While the results also showed that both the achieving laws to confirm the specifications and standards, as well as not to sell anonymous goods in any way have been received percentages of accepted approvals. In this sense, it should be activated the laws that control and increase research in the various sources of goods and verified them and to prevent the spreading of any product from an unknown source.

But as for the achieving laws to protect the consumer with enough degree and regarding achieving laws for quality have received a very close percentages and somewhat lower, and the percentages of neutral answers more than of disagree ones. This shows the ignorance of the participants of these things, and the extent to which the government and consumer protection associations can develop appropriate laws and their application in the full protection to the consumer and in the quality of goods.

Fifth: As incase of the average points of the results of the questionnaires, the results showed the following:

(1) The results of the questionnaires were all distributed with mean of 1.9281 and standard deviation of 0.19408, which is a high value and indicate that the response of the participants were all generally in the right direction.

(2) The 95% confidence interval for the average points of results of the study was between 1.9106 and 1.9456.

(3) The average points of the results of the questionnaire were distributed among all of the fundamental elements in the study data, where averages ranged between 1.3574 and 2.5184.

(4) The study revealed that there were no statistically significant differences between the average points of the results of the questionnaire for

all study questions study by different personal information of gender, age group, qualification of the household head, total monthly family income, and place of residence at the significance level of 5%.

(5) The study showed that there is no statistically significant differences between the average points of the results of the questionnaire to the study questions of the expressive factors of consumer awareness and the study questions of the quality degree preference of consumer goods as well as the study questions of the role of government and consumer protection associations in spreading the consumer awareness by different personal information of gender, age group, qualification of the household head, and place of residence, except for the total monthly family income, where it was found that there is a statistically significant difference between the results of the questionnaire to the study questions of the role of government and consumer protection associations in spreading the consumer awareness according to the total monthly family income at the level of significant 0.05.

8. Suggestions and Recommendations

In light of the discussion of the study results, it was possible to reach some of the following suggestions and recommendations:

(1) What was found from the results of the study concerning the expressive factors of consumer awareness which showed that distinguish goods of quality has received a high percentage This is due to the fact that the Kuwaiti society, especially young people enjoy obsession with buying and the fact that the female percentage was dominant in the study and their nature loves spending and pleasure purchase knowing that the multiplicity of different types of goods tastes works to entice women to buy. It is important to activate the role of consumer guidance by consumer protection associations to provide advice and counsel to work on the promotion of a cultural consumption in the field of quality of goods purchased.

(2) Activating the role of consumer protection associations to spread the real cultural consumption as well as to encourage consumers and to direct them to looking to the validity date of the product, especially in the field of food commodities and introducing them to knowledge damaged preservatives, attention to the content of fat, attention to calories, and awareness of food colorings as in goods of canned foods and fast foods consisting of different materials where some of which may be harmful to humans like fat and others.

(3) Activate the role of government and consumer protection associations to increase the governmental control to put strict laws to reduce the incidence of youth and families in falling into buying spoiled food, where this pest has become widespread, as well as working on the development of appropriate guidance programs in order to spread the real cultural and awareness of purchasing.

(4) Activate the role of government and consumer protection associations in spreading consumer awareness and work on considering commercial fraud a crime involving moral turpitude to protect consumers from falling into the traders greedy nets, who are manipulating the livelihoods of traditional people and increasing the government campaigns to control markets as well as educating families through various audio-visual and video media to educate consumer and direct him to the right direction in order to not falling in the greed merchants traps.

(5) Activate the work of control agencies and centers of specifications to do their duties in the control of local and imported goods to protect consumers from fraud and traders monopoly to have appropriate prices in accordance with laws and regulations in force in the country to be safe valve for the consumer. In this sense, it is necessary to issue laws governing the work of control agencies and tighten the control to be applied.

(6) Activate the role of the state institutions that are directly involved in consumer protection associations,

through the issuing the laws and regulations governing the work of these associations so that force them not to disrupt the fundamental rights of the consumer, which represent its needs of various commodities, and to ensure his health when using the product or getting service, and to get information and guidance and proper announcement of everything presented to him of products and services, educating and awareness of their rights and economic responsibilities as well as guidance in terms of consumption and ways of development, and to ensure the use of his rights in the proper choosing of the product and the service available to him in the market, according to his wishes, also representing him by the association and listening to his views with those dealing with his interests and others. And then, accounting all of those breaks the rights of the consumer by placing a strict punishment law.

(7) Activate the role of consumer guidance in awareness of young women in the importance of the quality of goods purchased through some of the associations and unions of various trained mentors and guides as well as specialists in this field so that they can do some visits to places where young presence and meet with them in order to provide them all what they need from information, guidance, advices and answers to some special inquiries in the quality and consumption of goods.

(8) Activate some special tasks related to consumer protection associations so as to conduct research and studies necessary for goods and services and to identify their impact on consumer interests, through the work of inspection tours and field visits to markets and spreading the consumer awareness and monitoring changes in the prices of domestic and foreign goods and conduct research and studies that deal with consumer in cooperation with agencies concerned with consumer protection, and verify of unfair business practices and report them to officials, in addition to propose appropriate solutions for consumer complaints.

(9) Publish some important programs and announcements in the field of consumer awareness in daily newspapers and magazines as one of the most preferred ways for young people to get consumer information, especially in the field of identification of the expressive factors of consumer awareness and the degree preference in quality of consumer goods in being a food commodities, half-durable like clothes and shoes, or durable like electric appliances.

(10) Stimulate organizations and bodies of the civil work to launch campaigns in the field of consumer awareness for young people such as: Together for the conscious consumer culture, citizens against price rises, together for the criminalization of commercial fraud, and others.

Finally, we should not forget that the Islamic religion, traditional environment, culture, customs, traditions and community values are considered the first defense line of the community from extinction and the decline in the era of globalization that have succeeded in imposing negative economic values, especially in the field of the culture of consumer awareness among young people, the massive and fast technological development, the Internet revolution, and others.

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Appendix: Statistical Tables

Table 3.1 The Percentages and the Significance Level of Expressive Factors of Consumer Awareness on the Qualification of Household Head of the Study Sample

Subject	Qualification of household head	P-Value						
			No Qualification	Less than secondary	High School	Diploma (Instit and Intermediate Community Colleges)	College (BA or equivalent)	Graduate (MSc or PhD)
(1) Looking to the validity date of the product.	Yes	0.004*	7	22	75	76	225	43
	No		0	5	2	1	18	0
(2) Knowledge damaged preservatives.	Yes	0.000*	7	8	53	52	156	34
	No		0	19	24	25	87	9
(3) Attention to calories.	Yes	0.010*	7	14	29	32	119	26
	No		0	13	48	45	124	17
(4) Awareness of food colorings.	Yes	0.004*	7	13	39	28	137	26
	No		0	14	38	49	106	17
(5) Attention to the content of fat.	Yes	0.123	7	18	42	40	151	26
	No		0	9	35	37	92	17
(6) Falling into buying spoiled food.	Yes	0.120	0	2	23	21	71	12
	No		7	25	54	56	172	31
(7) Follow-up awareness programs.	Yes	0.000*	0	10	39	54	106	14
	No		7	17	38	23	137	29
(8) Distinguish goods of quality.	Yes	0.080	7	25	73	70	237	43
	No		0	2	4	7	6	0
(9) Buying imported goods.	Yes	0.005*	7	26	60	70	221	33
	No		0	1	17	7	22	9

Table 4.1 The Percentages and the Significance Level of Expressive Factors of Consumer Awareness on the Total Monthly of Household Income of the Study Sample.

Subject		Qualification of household head						P-Value	
No.	Expressive Factors	Answer	Less than or equal to 1000 KD	From 1001 to 2000 KD	From 2001 to 3000 KD	From 3001 to 4000 KD	From 4001 to 5000 KD	Greater than or equal to 5001 KD	
(1)	Looking to the validity date of the product.	Yes	54	98	142	64	9	56	0.001*
		No	7	0	17	1	0	1	
(2)	Knowledge damaged preservatives.	Yes	48	80	70	45	7	45	0.000*
		No	13	18	89	20	2	12	
(3)	Attention to calories.	Yes	14	40	71	39	7	41	0.000*
		No	47	58	88	26	2	16	
(4)	Awareness of food colorings.	Yes	34	45	78	34	4	36	0.376
		No	27	53	81	31	5	21	
(5)	Attention to the content of fat.	Yes	26	71	95	32	3	39	0.001*
		No	35	27	64	33	6	18	
(6)	Falling into buying spoiled food.	Yes	15	12	44	35	4	10	0.000*
		No	46	86	115	30	5	47	
(7)	Follow-up awareness programs.	Yes	22	48	68	37	3	35	0.033*
		No	39	50	91	28	6	22	
(8)	Distinguish goods of quality.	Yes	61	85	158	62	9	57	0.000*
		No	0	13	1	3	0	0	
(9)	Buying imported goods.	Yes	59	76	140	62	9	50	0.001*
		No	2	22	18	3	0	7	

Table 3.2 The Percentages and the Significance Level of the degree preference of quality consumer goods on the Qualification of Household Head of the Study Sample.

Subject		Qualification of household head							P-Value
No.	degree preference of quality consumer goods	Answer	No Qualification	Less than secondary	High School	Diploma (Institutes and Intermediate Community Colleges)	College (BA or equivalent)	Graduate (MSc or PhD)	
(1)	Food commodities.	Low-Price	0	2	6	1	11	3	0.000*
		Median-Price	7	24	21	60	210	32	
		High-Price	0	1	50	16	17	8	
(2)	Half Durable Goods like clothes and shoes.	Low-Price	0	0	13	7	7	1	0.000*
		Median-Price	0	20	44	64	150	24	
		High-Price	7	7	20	6	81	18	
(3)	Durable Goods like Electrical appliances.	Low-Price	0	0	6	1	6	0	0.000*
		Median-Price	0	6	36	40	121	12	
		High-Price	7	21	35	36	111	31	

Table 4.2 The Percentages and the Significance Level of the degree preference of quality consumer goods on the Total Monthly of Household Income of the Study Sample.

Subject		Qualification of household head							P-Value
No.	degree preference of quality consumer goods	Answer	Less than or equal to 1000 KD	From 1001 to 2000 KD	From 2001 to 3000 KD	From 3001 to 4000 KD	From 4001 to 5000 KD	Greater than or equal to 5001 KD	
(1)	Food commodities.	Low-Price	0	6	8	4	0	0	0.000*
		Median-Price	59	64	140	50	8	43	
		High-Price	2	23	11	11	1	14	
(2)	Half Durable Goods like clothes and shoes.	Low-Price	0	19	7	2	0	0	0.000*
		Median-Price	58	49	115	47	5	10	
		High-Price	3	25	37	16	4	47	
(3)	Durable Goods like Electrical appliances.	Low-Price	0	7	5	1	0	0	0.002*
		Median-Price	31	42	77	32	1	15	
		High-Price	30	44	77	32	8	42	

Table 3.3 The Percentages and the Significance Level of the Role of Government and Consumer Protection Associations in Consumer Awareness on the Qualification of Household Head of the Study Sample.

Subject		Qualification of household head							P-Value
No.	Gov. and Consumer Protection Assoc. Role	Answer	No Qualification	Less than secondary	High School	Diploma (Institutes and Intermediate Community Colleges)	College (BA or equivalent)	Graduate (MSc or PhD)	
(1)	Achieving laws for quality.	Disagree	0	1	39	21	45	4	0.000*
		Neutral	0	9	19	18	96	9	
		Agree	7	17	19	38	102	30	
(2)	Achieving laws to confirm the spec. and standards.	Disagree	0	1	18	4	24	2	0.000*
		Neutral	7	2	23	14	57	10	
		Agree	0	24	36	59	162	31	
(3)	Achieving laws to protect the cons. with enough deg.	Disagree	0	8	40	23	22	3	0.000*
		Neutral	7	0	19	15	82	6	
		Agree	0	19	18	39	139	34	
(4)	Educating families through the media.	Disagree	0	1	4	2	23	1	0.086
		Neutral	0	4	21	10	51	11	
		Agree	7	22	52	65	169	31	
(5)	Increasing the gov. campaigns to control markets.	Disagree	0	1	14	5	30	1	0.000*
		Neutral	0	1	6	7	47	13	
		Agree	7	25	57	65	166	29	
(6)	Not to sell anonymous goods in any way.	Disagree	0	1	4	22	20	0	0.000*
		Neutral	0	9	8	15	89	3	
		Agree	7	17	55	40	134	40	
(7)	Considering commercial fraud a crime involv. moral turpitude.	Disagree	0	1	6	8	25	0	0.004*
		Neutral	0	3	5	17	16	7	
		Agree	7	23	66	52	202	36	

Table 4.3 The Percentages and the Significance Level of the Role of Government and Consumer Protection Associations in Consumer Awareness on the Total Monthly of Household Income of the Study Sample.

Subject		Qualification of household head						P-Value	
No.	Gov. and Consumer Protection Assoc. Role	Answer	Less than or equal to 1000 KD	From 1001 to 2000 KD	From 2001 to 3000 KD	From 3001 to 4000 KD	From 4001 to 5000 KD	Greater than or equal to 5001 KD	
(1)	Achieving laws for quality.	Disagree	0	25	37	21	3	15	0.180
		Neutral	28	32	53	20	2	12	
		Agree	30	41	69	24	4	30	
(2)	Achieving laws to confirm the spec. and standards.	Disagree	0	11	27	8	3	0	0.000*
		Neutral	17	31	28	13	3	17	
		Agree	44	56	106	44	3	40	
(3)	Achieving laws to protect the cons. with enough deg.	Disagree	7	24	41	12	3	9	0.000*
		Neutral	14	27	57	12	4	8	
		Agree	40	47	81	41	2	40	
(4)	Educating families through the media.	Disagree	2	3	22	1	1	2	0.000*
		Neutral	18	14	29	25	3	0	
		Agree	41	81	108	38	5	55	
(5)	Increasing the gov. campaigns to control markets.	Disagree	10	11	26	2	1	0	0.000*
		Neutral	1	5	46	8	1	8	
		Agree	50	82	87	55	7	49	
(6)	Not to sell anonymous goods in any way.	Disagree	0	12	21	11	0	1	0.000*
		Neutral	7	20	64	17	3	16	
		Agree	54	66	74	37	6	40	
(7)	Considering commercial fraud a crime involv. moral turpitude.	Disagree	1	10	25	4	0	0	0.000*
		Neutral	2	12	11	10	4	1	
		Agree	58	76	123	51	5	56	