

Study the cultural factors affecting the increasing in the consumption of environmental resources among rural women

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Abstract: As a result of community members, including rural women, using environmental resources randomly and unorganized, many problems, including the depletion of these resources as a result of increased demand due to population increase, rapid population growth, and a continuous increase in the rate of consumption above the natural rate, which led to an increase in the demand for environmental resources. **Aim:** To assess the cultural factors affecting the increase in the consumption of environmental resources for rural women. **Study design, sample and setting:** A Social survey by intentional sample of 200 rural women who come to Childhood and Development Association and Caritas association in Al-Fatah at Assiut Governorate was selected in this study. **Method:** An interview questionnaire was used to collect data from rural women about the factors that affect the increase in the consumption of environmental resources by them, and the aspects of consumption of rural women, including three resources, namely water, air and electricity. **Results:** The most important aspects of rural women's consumption of environmental resources, which reached a relative strength (69.44%), which is a medium percentage, and the sum of weights is (2.08) and ranked according to the strength of its impact: Water with relative strength came first (77.63%) from the study sample of rural women. In the second order, air with relative strength (75.15%) came from the study sample of rural women. Electricity came in the third order with relative strength (55.53%) from the study sample of rural women. **Conclusion and recommendation:** Rural women's consumption of water and air was among the majority of the study sample, followed by their electricity consumption, at a rate of about fifty percent. Creating effective communication channels between rural women, the external community, external institutions, and convincing them of the importance of the role of rural women in preserving environmental resources and wealth.

Keywords: culture, factors, consumption, environment, resources, rural women.

1. INTRODUCTION

The environment is the framework in which a person lives with other living creatures, from which he obtains the elements of his life, and exercises his various relationships with the sons of a race of human beings, and then it is not only a resource to which the person draws the components of his life, but also extends to the human relationship with it (Al-Khatib 2016).

The environment in which a person lives contains a lot of wealth, including soil, plants, water, marine resources, mineral and energy resources necessary for humans and other living organisms, and natural resources and the environment are resources that a person does not enter into their existence, yet he affects them and is affected by them. The modern concept of health indicates that the environment is seen as everything that is not genetic that surrounds man. The environment is considered a whole set of natural and social systems in which man lives and the jealousy of living things and derives his strength from them (Olanipekun, et al.,2016).

Man has tried hard since his appearance on the surface of the earth to exploit the resources of the environment in which he lives to the extent that his physical and mental capabilities and the degree of civilization and scientific and technological

superiority allow .Natural, and the degree of this exploitation increases in line with the increase and multiplication of the numbers and civilized progress (Al- Khatib 2016).

Environmental resources are all that a person consumes during the different stages of his life, as they represent quantities that may decrease or decrease due to human activity and exploitation of them. Also environmental resources are not all of the same degree of importance in a person's life, he may ensure a generous sustenance - his mercy has been manifested in people (Mustafa 2017& Piotr & et.al, 2019).

Hence the role of human elements in the province and the rationalization of the consumption of these resources. Rural women as one of those elements and the nature of their traditional historical role in our developing world are more closely related to these environmental resources than men, and they can play a dual role, one of which deals with the environment directly through her home and what she does and consumes. Of those resources the environment, and the various other activities related to the environment, at home in the field, and then the prominent role of rural women in the effective role in the environment and consuming these resources becomes evident, so the need to identify the level of awareness of rural women in preserving That resource environment and achieve development of the environment (Sattar & Samir Samir (2011).

Significance of the study:

The fact that this study studies an important segment in the Egyptian society, which is women in general and rural women in particular, and their role in society, as the percentage of females in society, according to the latest statistics of the Central Agency for Public Mobilization and Statistics, reached (49.4%) of the average Egyptian population **Central Agency for Mobilization and Statistics (2018)**. Increasing global and local interest in the environment, in order to increase rates of waste, consumption and environmental pollution resulting from mishandling of the environment, poor consumption, and the world's pursuit of environmental justice. This study is also considered a step in enhancing the role of social service in the environmental field. It also raises the theoretical and functional concepts of the social service profession in dealing with this field and those problems. The results of this study can be used to come up with realistic solutions to confront the problem of increased consumption, which can be placed in the focus of awareness programs on environmental resources.

Study aim: This study aimed to assess the cultural factors affecting the increase in the consumption of environmental resources for rural women.

Study questions:

1. What are the factors affecting the increase in the consumption of environmental resources by rural women?
2. What are the manifestations of rural women's consumption of environmental resources?

Study Design:

The current study relies on the social survey approach of the quality (comprehensive survey and sample), because it is suitable for descriptive studies, and that this approach is suitable for this study, especially since the social survey approach is one of the basic approaches in descriptive research as it is concerned with studying social conditions and phenomena at a specific time and a specific community ,to reach data that can be analyzed and interpreted to benefit from its results in generalization (Habib 2013).

Study Sample:

Social survey by intentional sample of rural women who come to the civil society within a month in which the selection was made for the application and their number (200) was selected and this sample was selected according to the following conditions:

- That rural women attend those associations that have been selected.
- You are a resident of the village, not in the city.
- To be within the scope of Assiut Governorate.
- That the age ranges from less than 25 to 40 and over.

Table1: shows the distribution of the study sample.

Institutions	The number of rural women
Childhood and Development Association in Al-Fatah	50
Caritas Association	150
Total study number	200

Study tool:

In this study, the researcher used a tool imposed by the nature of the method used, the type of study and the objectives of the study, and this tool is interview questionnaire for rural women. The questionnaire contained many questions that followed the triple weight gradient method, as follows:

(Always = 3), (somewhat = 2), (rarely = 1), in the case of positive statements, and in the case of negative statements (always = 1), (to some extent = 2), (rarely = 3).

This tool was designed to collect data from rural women in the research community about the factors that affect the increase in the consumption of environmental resources by them, and the aspects of consumption of rural women, including three resources, namely water, air and electricity, to clarify the aspects of their consumption of these resources.

2. DATA COLLECTION STAGES

A. Preliminary stage:

The researchers at this stage referred to a group of previous studies related to the study, and they also reviewed the forms and measures of these studies, and the researchers benefited from them in obtaining some variables related to the subject of the study (Muhammad, 2013 & Kamel2015).

B. The stage of formulating the form questions:

At this stage, the researchers formulated the questionnaire questions associated with each paragraph of the previous paragraphs, and at the beginning of the matter it consisted of (70) questions, and after presenting them to the supervisory authority and then amending them, by adding some new questions until the questionnaire reached (77) and it included the following dimensions:

- Primary data for rural women.
- Cultural factors affecting the increase in the consumption of environmental resources for rural women.
- Manifestations of consumption of environmental resources by rural women.

C. The verification phase of the form<

-1Access to many writings that dealt with rationalizing consumption and the factors that affect the increase in consumption.

-2As well as access to studies that dealt with aspects of consumption among rural women.

-3Aspects of agreement were reached between the viewpoints that spoke about the factors that drive rural women to consume as well as the most important aspects of rural women's consumption of environmental resources.

-2**Apparent validity:** where the researcher conducted the apparent validity of the form by presenting it to a group of referees from professors of social service at Assiut University, Helwan, Fayoum, Kafr El Sheikh, and Beni Suef, their number (17) * arbitrator, and in light of their comments, the researcher modified and reformulated some questions And responses and add others

Pilot study : The stage of verifying the stability of the form: The validity of this form was carried out by telling a random sample of (20) individuals from rural women, and the researcher applied the form to them and after (15) fifteen days, the form was applied to them again, and the stability factor was calculated according to the Spearman correlation equation to calculate Correlation coefficients (t).

Study period:

Data were collected from the field (the study population) from 01/10/2019 to 11/11/2019.

Statistical validity:

It is the square root of the reliability coefficient, and to verify the validity of the rural woman's questionnaire, the researcher calculated the self-validity coefficient by taking the square root of the reliability coefficient for each dimension of the questionnaire and the form as a whole, and the following table shows the self-validation coefficients for the dimensions of the form as a whole. A table below showing the values of validity coefficients for the questionnaire for rural women. It is evident from the above table that all the self-validity coefficients are high, where the values of the self-validity coefficients ranged between 0.876 and 0.926, indicating the high validity of the rural woman questionnaire.

No.	Dimensions.	Self-honesty coefficient
1	Water	0.904
2	Air	0.902
3	Electricity	0.926
The total score of the form		0.885

3. RESULTS**Table 1: Primary data for rural women (n = 200)**

Variables	No.	%	Variables	No.	%		
Age by year			Monthly income				
1	> 25	80	40.0	1	1000Less tan	96	48.0
2	25->30	51	25.5	2	1000 to 2000 from	72	36.0
3	30->35	30	15.0	3	2000 to less than 30000	19	9.5
4	> 35	39	19.5	4	More than 3000	13	6.5
Total		200	100.0	Total		200	100.0
Marital status			Have you heard about environmental improvement programs?				
1	Married	90	45.0	1	Yes	141	70.5
2	Single	85	42.5	2	No	59	29.5
3	divorced	9	4.5	Total		200	100.0
4	Widow	16	8.0	How did you hear about these programs?			
Total		200	100.0	1	From neighbors	38	27.0
Educational level			2	I saw it on TV	55	39.0	
1	Illiterate	70	35.0	3	From the local unit next to me	35	24.8
2	Read and write	62	31.0	4	From family members	13	9.2
3	Primary study	26	13.0	Total		141	100.0
4	Preparatory study	15	7.5	Are there environmental improvement programs in your village ?			
5	Secondary education	16	8.0	1	Yes	110	55.0
6	University Education and above	11	5.5	2	No	90	45.0
Total		200	100.0	Total		200	100.0
Work Status			Do you share such programs?				
1	Work	38	19.0	1	yes	68	61.8
2	Not Work	162	81.0	2	No	42	38.2
Total		200	100.0	Total		110	100.0

Number of family members			
1	> 3	33	16.5
2	3->5	59	29.5
3	5-> 8	55	27.5
4	≥ 8	53	26.5
Total		200	100.0

Table 1: This table show that majority of study sample was their age less than 25 year, married, illiterate, not work, low income, family member more than 5. About half of study sample answered by yes sharing in environmental improvement programs in their village.

Table 2: cultural factors affecting the increase in the consumption of environmental resources by rural women (n = 200)

No	Statement	Responses						Total weights	Mean	(%)	Arrangement
		Always		To some extent		Rarely					
		No	%	No	%	No	%				
1	The low educational level of rural women.	20	10.00	86	43.00	94	47.00	326	1.63	54.33	2
2	Low level of rural women's awareness of the importance of rationalizing consumption.	19	9.50	59	29.50	122	61.00	297	1.49	49.50	8
3	The absence of the media's role in educating rural women about the necessity and importance of rationalization.	22	11.00	71	35.50	107	53.50	315	1.58	52.50	4
4	Rural women's lack of awareness of the negative effects of the lack of rationalization of consumption.	24	12.00	68	34.00	108	54.00	316	1.58	52.67	3
5	The weak religious awareness of rural women when using these resources.	35	17.50	70	35.00	95	47.50	340	1.70	56.67	1
6	The lack of awareness programs for rural women on how to conserve environmental resources	13	6.50	81	40.50	106	53.00	307	1.54	51.17	6
7	The absence of the role of environmental institutions to educate rural women environmentally.	14	7.00	81	40.50	105	52.50	309	1.55	51.50	5
8	The weak role of NGOs in protecting the environment resources.	18	9.00	42	21.00	140	70.00	278	1.39	46.33	9
9	Low cultural level among rural women.	17	8.50	70	35.00	113	56.50	304	1.52	50.67	7
Total		182		628		990		2792			
Average		0.30		0.70		0.55		1.55			
Ratio		10.11		34.89		55.00		100			
Relative strength		51.70									

Table 2: It is evident from this table that the effect of cultural factors in increasing the consumption of environmental resources for rural women with a relative strength amounted to (51.70%), which is a medium percentage, and a total of weights (2792), and a weighted average (1.55)

Table 3: Total manifestations of rural women's consumption of the three environmental resources with rural women n = 200

Variable	Average total weights	Relative strength	Arrangement
Water	2.33	77.63	1
Air	2.25	75.15	2
Electricity	1.67	55.53	3
Total	2.08	69.44	

Table 3: This table shows the most important aspects of rural women's consumption of environmental resources, which reached a relative strength (69.44%), which is a medium percentage, and the sum of weights is (2.08) and ranked according to the strength of its impact: Water with relative strength came first (77.63%) from the study sample of rural women. In the second order, air with relative strength (75.15%) came from the study sample of rural women. Electricity came in the third order with relative strength (55.53%) from the study sample of rural women.

4. DISCUSSION

There are negative effects and risks that may result from the lack of rationalization that lead to risks that are not limited to the economic side only, but extend to the social and political side, with regard to the economic risks and negative effects resulting from the lack of rationalization of consumption and the prevalence of the consumption culture to the collapse of the basic components of growth in saving and investment **Huayed Mustafa (2017)**.

Hence, the role of human elements in the province and the rationalization of the consumption of these resources. Rural women as one of those elements and the nature of their traditional historical role in our developing world are more closely related to these environmental resources than men, and they can play a dual role, one of which deals with the environment directly through her home and what she does and consumes. Of those resources the environment, and the various other activities related to the environment, at home in the field, and then the prominent role of rural women in the effective role in the environment and consuming these resources becomes evident. So the need to identify the level of awareness of rural women in preserving. That resource environment and achieve development of the environment. So this study aimed to assess the cultural factors affecting the increase in the consumption of environmental resources for rural women.

When we looked at our results, we found that cultural factors affecting the increase in the consumption of environmental resources by rural women, the first order came the weak religious awareness of rural women when using these resources, with a relative agreement of (56.67%) of the total opinions of the study sample of rural women, and a weighted average of (1.70), due to the weak role of religious institutions such as mosques and churches in dealing with the issue. Rationalizing consumption, preserving environmental resources, encouraging people in the countryside to do so, and weakening the religious beliefs of rural women. This is what was mentioned in the writings of **(Ibrahim 2010)** on the effect of religious awareness on consumption as agreed with the study also by **(Abd-Ahamid 2017)** which emphasized the importance of the religious aspect in rationalizing consumption, and the effect of the absence of the role of religion in increasing consumption. The decrease in the educational level of rural women, according to a relative agreement of (54.33%), out of the total opinions of the study sample of rural women, with a weighted average of (1.63). It may refer to customs and traditions in villages that may prevent women from completing their education. As well as the lack of sufficient numbers off schools in the countryside and the distance from the place of residence Also the desire of women in the countryside to early marriage, and thus prevent her from completing her education, which is reflected in her knowledge of rationalization of consumption and knowledge of the risks of consumption This study agreement with studies **(Moneim 2010 ;Abd Elsalam 2007 & Mahmoud 2017)**

The results of the study found that there are statistically significant differences between the mean scores of the sample for their level of education and their attitudes towards guiding consumption at a confidence level of 99% in favor of women who obtained more education .The absence of the role of environmental institutions in educating rural women environmentally, with relative agreement amounting to (51.50%) of the total study sample of rural women with a weighted average of (1.55), and this is what **(Lai & Ho 2020)** study indicated that, in the absence of the environmental institutions do to educate women about environmental hazards.

Resources came in the last order, according to a relative agreement of (46.33%) of the total opinions of the study sample of rural women, with a weighted average of (1.39). This may be due to the presence of many civil associations within the

governorate, but they may have names. And it is practicing another activity, especially after the researcher has counted these associations and found a large percentage of them that have a number of months, but they are closed, and they may be open and practice a different activity and thus do not have a major role in preserving the environment and its resources. To find out the extent of the impact of civil societies in raising awareness of citizens in preserving the environment in the rural and urban community to the failure to provide community development associations in the village or a rural pioneer or local leadership enthusiastic for the participation of women, which affects insulting the participation of rural women, as agreed with the study (Ahmed &Taha 1995; Essam El-Din, 2018).From the above, it is evident that the relative strength of the cultural factors affecting the increase in the consumption of environmental resources is (51.70%). Globally we can finalized the results of our study that the results of the study proved that the most important manifestations of consumption among rural women of environmental resources came first in the water ranking, came in the second air ranking, and came in third place electricity.

Limitation of study:

The difficulties faced by the researchers:

1. The far distance for data collection.
2. Difficulty getting a large number of women at one time.
3. Some women do not understand some of the questions.

5. CONCLUSION

The results of this study indicated that the most important aspects of rural women's consumption of environmental resources reached a relative strength (69.44%), which is a high percentage, and a total weight (2.08). The second order: air with relative strength (75.15%) from the study sample of rural women, and in the third order electricity with relative strength (55.53%) from the study sample of rural women.

6. RECOMMENDATIONS

- Creating effective communication channels between rural women, the external community, external institutions, and convincing them of the importance of the role of rural women in preserving environmental resources and wealth.
- The necessity for the integration of all the different efforts of the ministries concerned with services, each in his field of specialization.
- Supporting the existing agencies in those societies with technical and professional expertise and advice, to help increase the investment of their efforts in satisfying their needs for rural women.
- Increasing the awareness of the authorities, institutions and ministries of their needs and problems for rural women.
- Providing all the material and human resources necessary to rationalize the consumption of rural women.
- Developing appropriate and implementable plans so that these rural communities can play the role assigned to them to rationalize consumption.

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