Attitudes Towards Green Banking in Qatar

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The marketing field has shifted towards using different technologies that allow for higher levels of customer interaction and satisfaction. The Quick Response Code (QR Code) is a modern marketing technology that promotes customer engagement. QR Code is a fairly accessible and affordable tool as it is compatible with most smartphones and can be easily acquired for free through application stores. Our research surveys customers' attitudes towards green banking in Qatar by investigating their willingness to use QR code readers instead of printed brochures. We hypothesize that the age, level of education, and environmental awareness are contributing factors in customer's attitudes towards using such technologies. The study was conducted at the largest bank in Qatar, Qatar National Bank, with a sample size of 380 respondents. The findings of the study pave the way for future research and experimental work to look into consumer behavior in adopting such technologies in Qatar. Moreover, they can inform the banking sector and the work of marketing professionals in the State of Qatar.

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