

In the Name of Allah, the Most Gracious the Most Merciful

Title of the Research	Role of Social group work in the Perspective of Behavioral Cognitive Approach for Consuming Development of Women
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First: Introduction to the problem of the study:

The whole society today is concerned with rationalization of consumption of the natural and unnatural environmental and human resources.

Women assumes direct responsibility in relation to consumption in several aspects. This appears clearly on the role of woman as wife, mother and housewife who manages the family affairs. Women plan family consumption of food, clothes, water, housing, children needs, medical care, personal care, feasts and entertainment...etc.

Second: Theoretical orientations of the study:

The theoretical orientations on which this study relies were represented in the behavioral cognitive approach.

Third: Problem of the study:

This study aims at setting proposed concept from the perspective of social group work to develop the consuming culture of women using the behavioral cognitive approach.

Fourth: Importance of the study:

- 1- To provide women with true knowledge and information about rationalization of consumption and understanding of all aspects of consumption process and its benefits.
- 2- To participate in enrichment of knowledge by the methods of social group work in relation to rationalization of consumption and development of consuming culture.

Fifth: Objectives of the Study:

- 1- Setting proposed concept from the social group work perspective to develop the consuming culture of women using the behavioral cognitive approach.
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Sixth: Questions of the study:

Main Question:

What is the proposed concept from the perspective of cognitive behavioral approach for the development of women consuming culture?

Seventh: Key concepts related to the study:

(1) The concept of women; (2) Concept of consuming culture; (3) concept of women consuming cultural development.

Eighth: theoretical framework of the study:

- A- Consuming culture, its objectives, topics, fields and factors that affect them.
- B- Social group work and consuming cultural development of women.

Ninth: Methodological procedures of the study:

- 1- **Type of the study:** Descriptive analytical study
- 2- **Methodology of the study:** comprehensive social survey methodology
- 3- **Tools of the study:** Questionnaire form
- 4- **Fields of the study:** This study includes the following fields
 - A- Field of place:

Nongovernmental organizations that work in the field of women in the North Zone, Cairo Governorate

- B- Field of humans:

(300) subjects

- C- Field of time: the period of data collection from 08/02/2014 to 23/03/2014

Tenth: Results of field study:

- 1- Role of social group work in the development of consuming culture of women including:

- A- Amendment of some false behaviors and ideas related to consumption.
 - B- Providing women with the knowledge and skills related to rationalization of consumption and saving methods.
 - C- Helping women on right consuming education of family members.
- 2- Reaching proposed conceptual framework using the behavioral cognitive approach for the development of women consuming culture.