

Vijit Supriat  
Jan 20, 2017

## ABSTRACT

This is a study done to see if organizational behavior goes in line with how consumers are behaving. The main objective is to find out how many people actually are using the straws that 7-ELEVEN are distributing and if the procedure it is done under are what the customer wants. Another objective was to find out if this is in line with 7-ELEVENS own guide lines of conduct and if they are doing this unethically.

The study shows that there are a large percentage that end up throwing away the straw without ever using it. It also shows that it is related to origin, gender and age. The older people get the more they are just throwing away the straws without ever using them. Males tend to do this with a higher tendency than women and foreigners are doing it at higher tendency than Thais.

The study gave the result that 11.5% of the Thai male population are likely to get the straw and throw it away (the number is likely to be higher since the male Thai respondents mainly where in the two lower age groups that could be chosen). Amongst the female Thai respondents 6.25% said they threw away the straw without using it or giving it away. This number is also likely to be higher in the overall female Thai population due to that the two major age groups where the same as for the males. Amongst foreigners the numbers where higher and it was a larger tendency for males not to use the straws and to throw them away than for females. Age did not have as much of an impact for the result amongst the foreigners but it can be mentioned that there was a bigger variation of ages in the Thai study.

A surprisingly large percentage wants a change or would not mind if a change would come to the procedure they have both amongst Thais and foreigners where foreign females were the ones most keen to having a change. A large percentage of Thai males where irritated by the procedure 7-ELEVEN have and a much smaller number of Thai females were irritated by it constantly but when it came to the number that where it sometimes it was a close call.

It is evident that either 7-eleven or the store owners are losing money unnecessarily and that they are contributing to an unnecessary impact on the environment. When it comes to the loss of money it is not that much for a multinational company like 7-eleven but it is still money and in the long run it would end up to be huge numbers. The negative impact on the environment is however a concern since it do not go in line with their own guidelines and the irritation level and wish for new options shows that they do not know the end consumers behavior.