



# **Sociological analysis of comparison of consumption patterns among occupational classes**

**(Case study: Ministry of Economic Affairs and Finance and Tax Affairs  
Organization of the country)**

*Akbar Ghasemi <sup>1</sup>, Bahram Ghadimi<sup>2\*</sup>, Hadi Shirzad <sup>3</sup>, Zohreh Nikfarjam <sup>4</sup>, Fariba Shayegan <sup>5</sup>*

*Received: 17 June 2023/ Revised: 28 July 2023/ Accepted: 29 August 2023/ Published: 31 December 2023*  
© Islamic Azad University (IAU) 2023

## **Abstract**

Today, consumption has become one of the most important global issues, so that the importance of consumption is so much that some define the way of life based on it. Consumption patterns are stable social behaviors related to the consumption of various goods, food, clothing and other cultural items in the society. Therefore, according to the importance of the issue of consumption, this research deals with the sociological analysis of the comparison of consumption patterns among job classes in the Ministry of Economic Affairs and Finance and in comparison with the country's tax affairs organization. The type of research is applied and based on analytical-survey method. A questionnaire was used to collect information. The results showed that the snack meal is observed more among the diploma and sub-diploma people. Less than half of the respondents pay attention to nutrients in food consumption. This issue is more common among men and those with sufficient income. The results showed that rice has the highest presence in the daily food basket of employees. On the other hand, the consumption of fish meat is less than other items. There is more consumption of soft drinks among the first occupational class and consumption of red meat among the sixth occupational class. People of the sixth class, who are part of the upper economic classes, consume less grains than others. The results showed that the attitude of the respondents regarding the consumption of foreign and domestic goods is negative only in order to differentiate themselves from others. Women (76.1%) use foreign clothes more than men (56.4%) due to their quality.

**Keywords:** Consumption Patterns, Clothing Patterns and Artistic Tastes, Ministry of Economic Affairs and Finance

## **Introduction**

Partial consumption has become inevitable in modern human life. For a long time, consumption is considered to be in

accordance with basic and vital needs, and far from any factors and elements in the society and without any pattern, humans consumed to meet their basic needs, but at the end of the

---

<sup>1</sup>Department of Social Sciences, Science and Research Branch, Islamic Azad University, Tehran, Iran. Email: qasemiakbar55@gmail.com

<sup>2</sup> Department of Social Sciences, Science and Research Branch, Islamic Azad University, Tehran, Iran.

<sup>3</sup> Member of the academic board of the Research Institute of Law Enforcement Sciences and Social Studies of the Law Enforcement Force of the Islamic Republic of Iran.

<sup>4</sup> Department of Islamic Jurisprudence and Law, Yadgar Imam Khomeini Branch, Shahr Ray, Islamic Azad University, Tehran, Iran.

<sup>5</sup> Department of Sociology, Amin University of Police Sciences, Tehran, Iran.

20th century, consumption turned into a multi-dimensional reality that It has many economic dimensions and requirements, cultural meanings and social requirements.

Due to its importance in modern society, consumption is considered as an indicator of the establishment and dominance of a new lifestyle (against or in continuation of the traditional lifestyle) and it is the place of investigation and study by sociologists and researchers in the field of cultural studies. In addition to this type of consumption or different patterns of consumption, it also indicates the methods and prevalence of different lifestyles and creates a kind of demarcation between different types of identities (Rabiei and Niroumand, 2014: 2).

In fact, people choose their consumption according to these different factors and in accordance with a certain pattern, and while people have turned to consumerism, they are also trying to introduce themselves in the society in this way; So that they try to represent their social identity in the society and with the way and diversity of their consumption - especially the consumption of luxury goods, they seek to introduce themselves distinctly in the society; In this way, a deep gap has been created between consumption and human needs, and consumption also has new functions such as: Showing the identity, distinctive lifestyle, tendencies and thoughts of people, and based on the studies conducted by social researchers, consumption has significant relationships with factors and variables such as social class and stratum, income and social base, social values, reference consumption patterns, It has contextual variables and the

level of development of the country; Therefore, according to Bourdieu and Baudrillard, consumption is considered as a symbolic element; In such a way that it is not only an economic process, but also a social and cultural process, and according to Veblen, consumption has found an extreme aspect and has shown itself in a showy and boastful way.

Keynes believed that various factors influence consumption decisions; but in the short term, the most important influencing factor is income. Consumption can be divided into different patterns, food consumption, artistic consumption, literary consumption, etc.

It seems that in societies like Iran, which is experiencing rapid changes in various fields, this issue is of special importance. Most of the experts consider the most obvious characteristic of Iranian society in the last hundred years to be in transition and analyze many social and cultural issues according to the logic of the transition period. But it is certain that this process has accelerated in the last decade due to factors such as globalization and the spread of mass media and has penetrated into wider areas of social life. In the meantime, it seems that the variety of consumer goods has expanded the possibility of consumption and also the range of choices of activists.

As a result, the question that is raised is, what consequences did this issue - the variety of goods and the expansion of the range of choices - have? Has this led to the weakening of structural factors such as: income, education, job, etc. in the formation of consumption patterns and consumption



choices, or are consumption patterns still determined by structural factors?

Considering the above, the current study aims to investigate and identify and compare consumption patterns, including diets, clothing patterns and artistic tastes, as well as the factors affecting them among occupational classes in the field of the headquarters of the Ministry of Economic Affairs and Finance and the Taxation Organization of the country.

Therefore, considering the importance of the subject, this research deals with the sociological analysis of the comparison of consumption patterns among occupational classes (case study: the headquarters of the Ministry of Economic Affairs and Finance and the Tax Affairs Organization of the country).

## **Research Background**

**Consumption:** In a general sense, consumption includes all types of non-work and non-productive activities and refers to the process in which material goods and services are used to satisfy needs.

**Pattern:** Talking about a pattern also means searching for some kind of order in scattered and isolated phenomena.

**Consumption pattern:** Therefore, the meaning of consumption patterns is whether there are significant differences among the studied people in terms of the types of goods and activities used by people, their consumption methods and the criteria for choosing those goods or not? The consumption pattern in this article includes three components: diets, clothing patterns and artistic taste. Diets mean people's tastes

and preferences in choosing and consuming a variety of foods and drinks. Following Bourdieu's model in the distinctive book, we have divided people's answers into three taste categories: necessity, intermediate and luxury.

Clothing patterns are also divided into three functional, intermediate and aesthetic categories. Artistic taste also means preference or tendency towards certain items of artistic products and has three dimensions of literary, cinematic and musical taste. Artistic tastes are also divided into three categories: folk, medium and elitist.

The main legacy of Bourdieu's thought for the sociology of consumption and the analysis of lifestyles is the analysis of the combination of types of capital to explain consumption patterns and the class basis of culture and consumption. On the other hand, Bourdieu's emphasis on patterned consumption practices, which is the result of character requirements, has also inspired research techniques on lifestyle patterns (Fazli, 2012). In Bourdieu's theory, lifestyle, which includes classified and classifying actions of a person in areas such as division of day and night hours, types of entertainment and sports, ways of socializing, furniture and home, manners of speaking and walking, is actually objectified. And it is the embodiment of people's preferences. On the one hand, lifestyles are the ways of consumption of social agents that have different ratings in terms of social dignity and legitimacy. These consumption methods reflect the hierarchical social system; but as Bourdieu shows in the book "Distinction according to dialectical logic", consumption is not only a way to

show distinctions, but it is also a way to create distinctions (Rabiei et al., 2015: 6).

The pattern of food consumption includes a wide range of consumer behaviors related to food, including the usual amount and type of food consumption, cooking method, storage, and food waste. The food basket is a model that firstly contains the right amount of energy, and secondly, it meets the required level of minerals and essential compounds, and finally, its total composition is in balance and at the optimal level, so that it can provide the necessary energy for daily activities and the body's resistance against diseases. Provide A desirable food basket is a translation of sufficient and balanced food, which can be considered as a great goal in food security policies (Abdi et al., 2014: 160).

Arnaudeva et al. (2022) in a research investigated students' willingness to change their behavior regarding meat consumption, the results of a deeper insight into the dietary patterns, attitudes and knowledge of Swiss students about the impact of meat consumption along with specific practical interventions to target different clusters. And initiate and promote behavior change regarding meat consumption. Ideal recommendations depend on the current stage of behavior change.

However, to reduce meat consumption, policy makers need to set specific and measurable targets within defined time frames while involving a range of stakeholders.

Makonen et al. (2021) in a research on food consumption patterns, nutrient adequacy, and food systems in Nigeria. The results showed

that there were many deficiencies in the consumption of iron, vitamin B12 and riboflavin in people, followed by niacin, vitamin C and zinc with the corresponding probability of sufficiency between 0.48 and 0.58. In addition, the results showed that the ownership of a mobile phone by the head of the household, the household's access to electricity, the water sources for household consumption have improved, and the percentage of the community's access to sanitation has improved. But in general, there are heterogeneities in food groups and consumption of nutrients and stimulants of the food system in people.

Sujan Buhara et al. (2021) in a study investigated the determinants of unhealthy food consumption among adolescents in Pokhara Valley, Nepal and concluded that unhealthy food consumption among adolescent students in both public schools and private schools. It was remarkably high. Regardless of adequate knowledge about the harmful consequences of junk food, school-age teenagers consume junk food due to easy availability and ready packaging. Government of Nepal should standardize and regulate advertising policies and exaggerated health claims promoted by unhealthy food manufacturers. Appropriate intervention for adolescents is recommended to improve eating behaviors.

Yoon Hsu et al. (2020) have studied consumer interest in choosing sustainable food. The results show that support from family and friends and health motivation are two strong predictors of interest in purchasing sustainable food. On the other hand, access to price does not affect interest.



This is not to say that access to price does not affect behavior. It just means that it is not a factor that enhances interest. Once interested, one may still rely heavily on price access to purchase sustainable food.

It seems that in societies like Iran, which is experiencing rapid changes in various fields, this issue is of special importance. Most of the experts consider the most obvious feature of Iranian society in the past hundred years as being in transition and analyze many social and cultural issues according to the logic of the transition period. But it is certain that this process has accelerated in the last decade due to factors such as globalization and the spread of mass media and has penetrated into wider areas of social life. In the meantime, it seems that the variety of consumer goods has expanded the possibility of consumption and also the range of choices of activists. As a result, the question that is raised is, what consequences did this issue - the variety of goods and the expansion of the range of choices - have? Has this led to the weakening of structural factors such as: income, education, job, etc. in the formation of consumption patterns and consumption choices, or are consumption patterns still determined by structural factors?

Since the field of consumption and consumption actions best reflect the cultural changes created in the society, examining them in order to recognize the said changes is an undeniable necessity. Therefore, what is important is: first, identifying consumption patterns and significant differences in these patterns among the staff of the Ministry of Economy and Tax Affairs Organization of the country, and second, investigating the

factors that shape these patterns. Considering the above, the current study aims to investigate and identify and compare consumption patterns, including diets, clothing patterns and artistic tastes, as well as the factors affecting them among occupational classes in the field of the headquarters of the Ministry of Economic Affairs and Finance and the Taxation Organization of the country. . The focus of the research is to answer the following assumptions:

-There is a significant relationship between biological-psychological variables and consumption patterns in the occupational classes of the headquarters of the Ministry of Economic Affairs and Finance and the Tax Affairs Organization of the country.

- There is a significant relationship between objective-structural variables and consumption patterns in the job classes of the headquarters of the Ministry of Economic Affairs and Finance and the Tax Affairs Organization of the country.

- There is a significant relationship between the attitudes and patterns of consumption in the job classes of the headquarters of the Ministry of Economic Affairs and Finance and the Tax Affairs Organization of the country.

## **Methods and Materials**

The type of research is based on the applied nature and based on the analytical-survey method. The statistical population of this research is made up of all the employees of the Ministry of Economic Affairs and Finance and the Tax Affairs Organization of the country. The sample size according to the

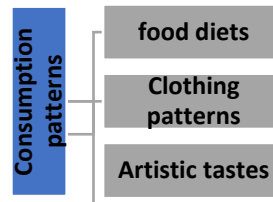
number of the statistical population and based on the use of Cochran's formula was 284 people. In order to achieve more certainty and eliminate outliers and errors, the sample size has been increased to 310 people. Out of 310 people in the statistical sample of the research, 54.1% were women and 45.8% were men. 2.9% of the respondents in the age range of 25 to 29 years, 12.9% of the respondents in the age range of 30 to 34 years, 13.9% in the age range of 35 to 39 years, 23.2% in the age range of 40 to 44 years and 23.9% in The age range is 45 to 49 years and 11% are in the age range of 50 years and above. The majority of the statistical sample of the research were at an age where the topic of the research was understandable for them. The average age was 41.5 years. Of the total statistical sample of the research, 79.4% were married, 14.5% were single, and 4.5% were single. 1.6 percent of respondents did not answer this question. Also, 7.7% of respondents have diploma and sub-diploma education, 13.2% of respondents have associate's education, 25.5% have bachelor's degree, 36.8% have master's degree and 13.9% have doctorate education. 70% of the respondents were Fars, 6.5% Turkish, 4.8% and 4.5%. 1.6% of the respondents mentioned other things. 12.6% did not answer this question.

The research respondents were selected according to the cluster sampling method.

The analysis of the monthly household expenses shows that the monthly expenses of 8.6% of the households are less than 50 million rials, the monthly expenses of 38.7% of the households are between five and 80 million rials, the monthly expenses of 16.8% of the households are between nine and 120 million rials, and the monthly expenses of 9% are between 120 to 150 million rials and the monthly cost of 11.9% of households is above 150 million rials per month. Also, 15.2% of the respondents did not answer this question. The analysis of the household situation shows that 15.8% have a household of one to two people, 72.3% have a household of three to four people, and 7.7% have a household of five to six people. The average size of the family was 3.3 people.

Based on the findings, 19.7 percent of the respondents stated that the income covers the living expenses and we also save. 46.8 percent said that income covers living expenses, but we do not have the possibility to save. 26.8% also stated that the income does not cover living expenses. 6.8% of the respondents did not answer this question.

To collect information, two major methods, library studies and field surveys, have been used. The tools of data collection are questionnaires and interviews, and the components and variables of the research are shown in the figure below. The data was analyzed using SPSS software.



**Figure 1.** The components examined in the research

The validity and reliability of the measurement tool was investigated based on the KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) test and Cronbach's alpha coefficient, which respectively found the validity and reliability of the research to be 0.801 and 0.781, which indicates the validity and reliability of the research tool.

## Results

Hypothesis investigation: There is a significant relationship between biological- On the other hand, there is a significant relationship between the income of employees and the type of car brand. So that 50% of those who said that their income covers their living expenses, but we don't

have the possibility to save, said that they use an Iranian car. On the other hand, 27% of those who stated that the income covers the living expenses and we also save, said that they use a foreign car. Psychological variables and consumption patterns in the occupational classes of the headquarters of the Ministry of Economic Affairs and Finance and the Tax Affairs Organization of the country.

According to the results, 81.8% of those who said that their income covers their living expenses and that they also save, said that they use Chinese clothes. Also, 58.7 percent of those who said that their income covers their living expenses, but it is not possible for them to save, use non-Chinese foreign bags and shoes.

**Table1.** Measuring the relationship between employee income and clothing consumption patterns consumer goods

Consumer goods Background variables	shoes		bags			Clothing		
	Chinese product	Iranian Product	Non-Chinese foreigner	Chinese product	Iranian Product	Non-Chinese foreigner	Chinese product	Iranian Product
Income covers living expenses and we also save	27.0	12.7	30.4	36.4	18.0	14.1	81.8	21.7
My income covers living expenses, but we do not have the possibility to save	48.9	50.0	58.7	45.5	51.9	57.8	-	48.0

Income does not cover living expenses.	24.1	37.3	10.9	18.2	30.2	28.1	18.2	30.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Test type	Chi-square		Chi-square			Chi-square		
Test amount	10.399		9.983			26.415		
Sig	0.006		0.000			0.000		
Coefficient	0.191		0.142			0.230		

Source: researcher's calculations

Also, the results showed that 26.2 percent of those who said that their income covers their living expenses and we also save pay a lot of attention to nutrients in food consumption. Also, 43.5% of the people who said that their income does not cover their living expenses pay little attention to nutrients in food consumption.

The objective and structural variables in this research include the variables of gender, age, occupational classes, and ethnicity. The results showed that there is a significant difference between men and women

regarding the observance of the breakfast meal, so that more women than men stated that they observe the breakfast meal to a large extent. More men than women, 24-34 year old more than other age groups, as well as diploma and sub-diploma people more than other occupational and educational groups and classes have stated that they follow the snack meal to a small extent. Women more than men, as well as master's and doctorate people more than other occupational and educational groups and classes, observe the lunch meal to a large extent.

**Table 2.** Distribution of the respondents according to compliance with the breakfast and lunch meal according to contextual variables

Consumer Goods	Lunch							Breakfast						
	Occupational Class (Education)							Occupational class (education)					gender	
Backgro und variables	PhD	Masters above	Masters	Associat e degree	Diploma	man	woman	PhD	Masters above	Masters	Associat e degree	Diploma	man	woman
Low	17.1	16.7	33.3	37.5	20.8	12.1	32.1	23.3	29.8	43.0	43.9	41.7	26.8	42.3
medium	46.3	30.7	34.7	47.5	45.8	52.3	25.6	51.2	32.5	29.1	26.8	29.2	45.1	23.8
Much	36.6	52.6	31.9	15.0	33.3	35.6	42.3	25.6	37.7	27.8	29.3	29.2	28.1	33.9
total	100.	100.0	100.	100.0	100.0	100.	100.0	100.0	100.0	100.	100.0	100.0	100.	100.
Test type	Kendall to O.C						Test type	Kendall to O.C					Chi-square	
Test amount	Kendall to O.C						-	0.092					16.444	
Sig	0.169						27.623	0.053					0.000	
Cramer	0.001						0.000	-					0.230	





Men more than women and people aged 45 years and above more than other age groups said that they pay attention to nutrients in food consumption. More women than men have said that they do not drink soft drinks at all. Among the occupational classes, people with diploma and sub-diploma education (first occupational class) said that they consume soft drinks every day more than other occupational classes. That people aged 25 to 34 more than other age groups and also people with monthly expenses above 150 million rials per month said that they consume soft drinks every day. The amount of meat consumption is also different

according to job classes. 87.2% of those with occupational class 6 or doctor who are among the upper economic classes said that they consume red meat every day or several days a week, while this rate among the lower occupational classes (diploma and sub-diploma) is about 77.3%.

In the pattern of clothing consumption (Table 3), there is a significant difference in the purchase of Iranian or foreign clothing among different age groups and job classes. So that people 45 years old and older prefer Iranian clothes more than others. On the other hand, people aged 24 to 34 prefer non-Chinese foreign clothing.

**Table 3.** Distribution of respondents according to the purchase of Iranian or foreign clothing by age and job classes

Occupational Class (Education)					Age			Background variables
PhD	Masters above	Masters	Associate degree	Diploma and sub-diploma	above 45 years	35-44	24-34 Years old	
59.0	72.4	69.6	81.8	56.5	69.9	64.8	67.5	Iranian Product
2.6	-	2.9	-	21.7	-	10.5	-	Chinese product
38.5	27.6	27.5	18.2	21.7	30.1	24.8	32.5	Non-Chinese foreigner
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	total
Chi-square					Chi-square			Test type
35.385					14.951			Test amount
0.000					0.005			Sig
0.260					0.117			Cramer coefficient

Source: researcher's calculations

Among the occupational classes, people in the 6th occupational class (PhD) buy foreign non-Chinese clothes more than others. People 45 years and older have stated that Iranian clothing is of average quality more than other age groups. People aged 45 and older prefer Iranian bags and shoes more than others.

On the other hand, 24-34 year old prefer non-Chinese foreign bags and shoes more than other age groups. Among occupational classes, people with doctoral education are more likely to buy non-Chinese foreign bags and shoes. Following the pattern of consumption in buying clothes is different

between men and women. So that women buy clothes more than men to create variety or to get tired of previous clothes. On the other hand, men buy new clothes when the previous product is damaged.

There is a significant difference between objective and structural variables and consumption patterns in music consumption

and literary and cinematic consumption. Respondents' preference in the type of book or novel to read is different between men and women and occupational classes. So that women prefer books or romantic novels and poetry to read more than men. On the other hand, men prefer to read scientific and historical political books or novels.

**Table 4.** Distribution of respondents according to their preference in the type of book or novel to read by gender and job classes

occupational class (education)					gender		Variables
PhD	Masters above	Masters	Associate degree	Diploma and sub-diploma	man	woman	
38.9	35.5	22.5	40.0	23.8	36.4	29.3	Academic
22.2	31.2	40.8	23.3	14.3	25.4	32.9	Poetry
30.6	35.5	25.4	6.7	28.6	28.8	25.7	Historical and political
19.4	23.7	11.3	30.0	4.8	8.5	26.4	Romance stories and novels

Source: researcher's calculations

Listening to local music (Azeri, Kurdish, Lori ...) has a significant difference among occupational classes. So that the people of the first occupational class (diploma and sub-diploma) said more than others that they listen to neighborhood music (Azeri, Kurdish, Lori,) to a small extent. More women than men and people with monthly expenses above 150 million rials per month said that they listen to traditional Iranian music and ballads (Shajarian, Nazeri, Siraj, Ghorbani, Aghili, etc.) a lot. Respondents' preferences in watching movies are different among men and women, different educational groups and occupational classes (Table 5). So that men prefer to watch movies at home more than women. On the other hand, women prefer to watch movies with their family in the cinema more than men. The favorite genre of the respondents in

watching movies is different between men and women and occupational class. So that men more than women prefer police movies, comedy and women prefer action and western, meaningful and musical movies more than men. Therefore, according to the above, the hypothesis of the research, which was formulated in this way, "there is a significant relationship between objective-structural variables and consumption patterns in the occupational classes of the headquarters of the Ministry of Economic Affairs and Finance and the Tax Affairs Organization of the country" was confirmed. Hypothesis investigation- There is a significant relationship between the attitudes and consumption patterns in the job classes of the Ministry of Economic Affairs and Finance and the Tax Affairs Organization of the country.



**Table 5.** Distribution of the respondents according to their preference in watching movies according to contextual variables

Occupational Class (Education)					Age			Gender		Background  Variables
PhD	Masters above	Masters	Associate degree	Diploma and sub-diploma	above 45 years	35-44	24-34 Years old	man	woman	
24.4	4.4	5.3	2.4	-	4.9	9.2	-	3.5	9.5	I prefer to watch movies only in the cinema
22.0	24.8	38.2	56.1	52.6	48.5	30.3	10.2	31.2	36.1	I prefer to watch movies with my family in the cinema
-	9.7	6.6	2.4	-	3.9	4.6	16.3	0.7	10.1	I prefer to watch movies with friends at the cinema
53.7	61.1	50.0	39.0	47.4	42.7	56.0	73.5	64.5	44.3	I prefer to watch movies at home
100	100	100	100	100	100	100	100	100	100	total
Chi-square					Chi-square			Chi-square		Test type
45.148					35.221			21.751		Test amount
0.000					0.000			0.000		Sig
0.228					0.260			0.270		Cramer coefficient

Source: researcher's calculations

Based on this, there is a significant relationship between attitude and attention to food nutrients and meal compliance (breakfast, morning snack, lunch, evening, dinner and before bed). 56.4 percent of those who consume food in a large amount pay attention to their nutrients (energy, protein, carbohydrates, fat, cholesterol, vitamins, calcium, iron, etc.) (Breakfast, lunch, dinner,

dinner, and bedtime) should be observed in a large amount. And on the contrary, 24.5% of those who pay little attention to their nutrients (energy, protein, carbohydrates, fat, cholesterol, vitamins, calcium, iron, etc.) (Morning, lunch, evening, dinner, and bedtime snacks) are observed to a small extent.

**Table 6.** Measuring the relationship between the attitude towards nutrients in food consumption and compliance with each meal

High	Medium	Low	
7.7	23.8	24.5	Low
35.9	43.8	27.5	to some extent
56.4	32.3	48.0	Much
100.0	100.0	100.0	total
Kendall to her b			Test type
0.177			Test amount
0.001			Sig

Source: researcher's calculations

**Table 7.** Measuring the relationship between the attitude towards nutrients in food consumption and the way of consuming different food items

Soft Drinks (milk, buttermilk and yogurt)				Dairy				
we do not consume at all	several times a year	several days a month	Every day, several days a week	we do not consume at all	several times a year	several days a month	Every day, several days a week	
-	-	50.0	16.3	13.2	15.2	11.5	36.7	Low
-	-	-	40.3	13.2	31.6	39.6	45.6	to some extent
100.0	-	50.0	43.4	73.7	53.2	49.0	17.7	Much
100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	total
Chi-square				Chi-square				Test type
33.160				46.633				Test amount
0.000				0.000				Sig
0.238				0.283				Cramer

Source: researcher's calculations

Based on the results of the above table, there is a significant relationship between the attitude towards nutrients and the way of consuming food items. 73.7 percent of those who pay a lot of attention to nutrients in food (energy, protein, carbohydrates, fat,

cholesterol, vitamins, calcium, iron, etc.) said that they do not drink soft drinks at all. Also, 50% of those who pay a lot of attention to nutrients in food consumption, said how many days a month they consume dairy products (yogurt, milk, etc.).

**Table 8.** Measuring the relationship between the attitude towards nutrients in food consumption and the way of consuming different food items

Vegetable				Fish				
we do not consume at all	several times a year	several days a month	Every day, several days	we do not consume at all	several times a year	several days a month	Every day, several days	
100.0	100.0	26.2	14.8	50.0	27.8	19.9	-	Low
-	-	21.3	40.8	27.8	37.5	33.3	35.7	to some extent
-	-	52.5	44.4	22.2	34.7	46.8	64.3	Much
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	total
Chi-square				Chi-square				Test type
42.924				30.481				Test amount
0.000				0.000				Sig
0.271				0.230				Cramer

Source: researcher's calculations



Based on the results of the above table, 64.3% of those who pay a lot of attention to nutrients in food (energy, protein, carbohydrates, fat, cholesterol, vitamins, calcium, iron, etc.) said that they eat fish a few days a week. . Also, 50% of those who pay little attention to nutrients in food consumption said that they do not eat fish at all. Also, 100 percent of those who pay little attention to nutrients in food consumption said that they eat vegetables several times a year.

Based on the results of the table below, there is a significant difference in the attitude of the respondents regarding the consumption of foreign branded goods in order to differentiate themselves from others and their preference in buying Iranian and Chinese goods and clothes. So that 78.9 and 78.2 percent of those who said "I try to use foreign branded goods when buying clothes to make me different from others" respectively. They have been against it, they prefer to buy Iranian clothes, bags and shoes.

**Table 9.** The relationship between the attitudes of the respondents regarding the consumption of foreign branded goods and the preference in buying goods and clothes.

Bags and Shoes			Clothes			
Non-Chinese foreigner	Chinese product	Iranian Product	Non-Chinese foreigner	Chinese product	Iranian Product	
34.1	100.0	78.2	47.8	54.5	78.9	Against
65.9	-	21.2	52.2	45.5	20.6	Neither against nor in favor
-	-	0.5	-	-	0.6	agree on
100.0	100.0	100.0	100.0	100.0	100.0	total
Chi-square			Chi-square			Test type
38.136			24.637			Test amount
0.000			0.000			Sig
0.221			0.279			Cramer

Source: researcher's calculations

Based on the results of the above table, there is a significant difference in the attitude of the respondents regarding the consumption of domestic branded goods in order to differentiate themselves from others and their preference in buying Iranian and Chinese goods and clothes. So that 64.6 and 63.7 percent of those who said "I try to use domestic branded goods when buying clothes to distinguish me from others" respectively.

They have been against it, preferring to buy Iranian clothes, bags and shoes. 81.8% prefer to buy Chinese bags and shoes.

Based on the results of the above table, 91.8 percent of those who said that durability and quality are more important to me than their brand when buying goods. They prefer to buy Iranian clothes. From this group, 83.9% prefer to buy non-Chinese foreign clothes. On the other hand, 94.6% of those who said

that durability and quality are more important to me than their brand when buying goods. They prefer to buy Iranian bags and shoes. From this group, 65.9% prefer to buy non-Chinese foreign clothes and 63.6% Chinese bags and shoes.

Therefore, according to the investigated items of the research hypothesis, "- there is a significant relationship between the attitudes and consumption patterns in the job classes of the headquarters of the Ministry of Economic Affairs and Finance and the Tax Affairs Organization of the country." It is confirmed.

### **Conclusion and suggestions**

The type of consumption or different patterns of consumption indicate the methods and prevalence of various lifestyles. Consumption patterns are stable social behaviors related to the consumption of various goods, food, clothing and other cultural items in the society. Until now, various theories (both classic and late) have been said about the category of consumption, but since consumption is a multi-dimensional category (economic, social, psychological), there is no theory that addresses all aspects and dimensions of consumption. Therefore, the theoretical framework and foundations of consumerism require a combination of multiple theories.

Simmel pays attention to fashion in the category of consumption and considers fashion as a factor for distinguishing from others and matching with the group and superiority over other people in the group. Fashion within the society is a factor for distinguishing a group or class from other groups or classes. Following fashion causes

the people of a society to consume certain goods, and the consumption of those goods brings a kind of inner satisfaction to a person, and the fact that fashion It became universal and widespread, the person prefers to consume another product that is not widespread, and Veblen in his theory refers to the consumption of display and vicarious dignity, consumption that is practical and functional in everyday life and not out of need, but a display to gain the dignity and superiority of a person. It is relative to other people and members of the society.

The results of the research showed that among the types of meals, lunch is observed more among the employees and job classes in the headquarters of the Ministry of Economic Affairs and Finance and the Tax Affairs Organization of the country. And only 7.4 percent follow the morning meal. Snack and lunch meals have a significant difference among job classes. Diploma and sub-diploma people (occupational class 1) more than other occupational and educational groups and classes, snack meal and masters and doctorate people (occupational class 4 and 5) more than other occupational and educational groups and classes, meal they follow the lunch food in a small amount. Paying attention to nutrients in food consumption has no significant difference among occupational classes. Attention to nutrients among 26.2 percent of those whose income covers living expenses and also save; is taken into consideration, the results of the research are consistent with the research of Alizadeh Aghdam (2008). Also, those whose monthly expenses are 15 million and above, 35.3% of them prefer to use non-Chinese foreign



clothes and 23.6% prefer to use foreign cars. In this context, it can be said that consumption patterns have a significant relationship with economic capital. The results of the present study are consistent with the study of Abdulahi and Moradi (2012), who believed that the relationship between consumption patterns and economic capital and income is more significant than other variables. Examining the consumption of goods and food basket shows that rice has the highest presence in the daily food basket of employees. The consumption of fish meat is less than other items. The daily and weekly consumption of red meat is 75.8%, chicken meat is 77.4%, and fish meat consumption is 18.1%. 45.5% of respondents eat fish a few days a month. The results of the research regarding fish consumption are consistent with the results of Yousefi and Shariati (2008), who stated that the monthly per capita consumption of fish in households living in Mashhad is very low (130 grams per month) and a significant percentage of households (51.4%) also do not eat fish. The results of the present research on the consumption of meat and vegetables are in agreement with the results of Cockerham's (2004) research, which stated that women consume more vegetables and fruits than men, and working people and high-class people consume more fruits, vegetables, and meat than others. They say it is consistent.

The respondents' attitude towards clothing shows that most of the respondents were against the consumption of foreign and domestic branded goods in order to differentiate themselves from others. Most of the respondents (75.8%) buy clothes and

goods considering their durability and quality. And only 17.1 percent of the respondents believed that Iranian clothes are better than foreign goods in terms of quality and durability. The people of the 6th occupational class or PhD were more against the consumption of foreign and domestic branded goods in order to differentiate themselves from others. Women (76.1%) use foreign branded clothes more than men (56.4%) due to their quality.

60.6% of the respondents use Iranian goods when buying clothes for themselves and their families. Among those who use Iranian goods (Iranian clothing), 59% of them have evaluated the quality of Iranian clothing as average. Among the job classes, people in the 6th job class (PhD) buy foreign non-Chinese clothes more than others. 66.5 percent of the respondents use Iranian products when buying bags and shoes. Among those who use Iranian bags and shoes, 54.9% of them rate the quality of Iranian bags and shoes as average. This ratio for those who use foreign goods (Chinese and non-Chinese) is 26.3 percent. Examining the compliance of the consumption pattern among the staff of the Ministry of Economy and Tax Affairs Organization shows that most of the respondents buy when the product is damaged. So that 48.4 percent of the respondents buy clothes when the previous product is damaged. 37.4% buy clothes to create diversity, 11.3% because of boredom with previous clothes and 7.7% when new models arrive. Women are more likely than men to create diversity or to get tired of the previous clothes and clothes, and among the job classes, the people of the first job class

buy more clothes to create variety and the people of the fifth job class buy clothes more with the arrival of the previous new models. The results of this research are consistent with the research of the Iranian Students' Opinion Survey Center (2016). In this research, 55.6% buy clothes when the previous product is damaged, 25.5% buy it for variety or because they are tired of the previous clothes and clothes, and 18.8% buy clothes when new models arrive.

Examining the tastes and artistic consumption patterns of the respondents shows that less than ten percent (7.7%) of the respondents always and every day read cultural and artistic newspapers or magazines. 16.1 percent do not read cultural and artistic newspapers or magazines at all. 41% of the respondents said that they always (every day) listen to music. 28.4 percent rarely (once a month) read non-curricular books (novels, stories, poems, etc.). The preference of 27.1 percent of the respondents in reading books or novels is scientific books, 24.5 percent prefer poetry, and 22.6 percent prefer historical and political. Among the job classes, people with a higher job class (senior and PhD) prefer to read historical, political, romantic and scientific books or novels. 21.6 percent of respondents do not listen to Iranian and foreign (traditional and pop) silent music at all. 18.4 percent of the respondents listen a lot to traditional Iranian music and ballads (Shajarian, Nazeri, Siraj, Ghorbani, Aghili, etc.). 41.6 percent said they don't go to music concerts at all. 54.2 percent are not active at all in artistic cultural centers (musical, literary, etc.). A point that should be noted in this context is that due to the spread of the

corona virus, the activities of many of these centers have been disrupted or closed or they operate with minimal time. Also, people visit such centers less or not at all due to the fear of contracting the corona virus. The people of the first job class (diploma and sub-diploma) more than others said that they listen to local music (Azeri, Kurdish, Lori,) to a small extent. People with monthly expenses above 150 million rials per month said that they listen to traditional Iranian music and ballads (Shajarian, Nazeri, Siraj, Ghorbani, Aghili, etc.) more than others. In general, music taste has no significant relationship between occupational classes. This situation can be caused by the conditions of music production and consumption in the new and contemporary society. At one time, music could be heard in live performances and there was no means to record and listen to it at any time and place. Therefore, the range of places that could be exposed to music was limited. At the same time, the range of production and variety of music was also small. In this way, people were limited in choosing and listening to their favorite music. But today, you can listen to music at any time and place. In addition, there are so many music producers that one can be exposed to any kind of musical experience. Access to all types of music is possible for all people from different social and occupational classes. In such a situation, perhaps the emphasis on class distinctions is exaggerated to a great extent. Because music experience is easily possible for all classes. Examining the movie taste of the respondents shows that 50% of the respondents said that they rarely go to the cinema in the current situation (corona era).





33.9 percent do not go to the cinema at all. On the other hand, 60 percent of the respondents do not go to theaters to watch theater at all. Respondents' preference in watching movies shows that 51.9% of respondents prefer to watch movies at home. 32.6 percent prefer to watch movies with family in the cinema. There is also a significant difference in the preference of respondents in watching movies among different groups of job classes. So that people with doctoral education (level 5) prefer to watch movies at home more than other educational groups.

Actually, nowadays people are known by their consumption choices and this forms their identity. Therefore, we can suggest; People seek to create a distinction between themselves and others, or they want to show that they belong to a certain group by their food consumption, and by consuming some foods or in some places such as coffee shops, they show their class and social status. They show so food and the experience of eating can lead to social distinction and shape people's identity. Therefore, the government can shape different lifestyles by examining the consumption patterns among occupational groups and classes and adjust and implement the policy-making system accordingly. So that Bourdieu considers both the position of a person in the class to determine the type of consumption and the type of consumption as a representative of the position of the individual. It seems that despite the removal of all the obstacles against the free movement of goods, it is possible to manage the unbridled consumption and control its character and enjoy a hidden order. In fact, taste directs consumption, and with the

direction of consumption, different lifestyles are formed, because taste constantly turns necessities into priorities. And regardless of any kind of mechanical determination, it provides a set of choices that organizes lifestyles.

In general, concepts and dimensions such as distinction, taste, horoscope, class hierarchy, lifestyle, class, gender, age, ethnicity, social and economic base, need, identity, value, race, thoughts and attitudes of capital, income, etc. Among the influential components in consumption and consumption patterns in terms of food, clothing and artistic tastes, which have been pointed out by sociologists and thinkers in different fields. Therefore, the current research also examines the subject in the scope of the target based on these identified components.

### **Suggestions for future research**

According to the reviewed items, the following items are suggested for future research

- Paying attention to a component in the research and examining its complete and comprehensive dimensions
- Examination of diet among occupational classes in organizations
- Examining clothing patterns among job classes in organizations
- Investigating artistic tastes among job classes in organizations
- Examining the type and amount of use of virtual social networks among job classes in organizations
- Qualitative review of the topics discussed among the respondents

## Research limitations

To conduct any type of research, the first and most basic step is to prepare a comprehensive and complete plan in this field. Usually, doing this step is very difficult for many researchers. A group believes that preparing a research plan is actually "research orientation". In order to conduct the desired research, the problem must first be identified and matched with the current situation and the society. Therefore, there are limitations for conducting this research. First, there are fewer examples of such research in the country.

Therefore, a lot of time should be spent on collecting theoretical foundations, relevant literature and research background. This it requires a lot of labor. Also, due to the low participation of the country's civil society in the preparation and implementation of the development plans of this research, especially in the field of information gathering, it created some limitations in the research process. Also, due to the wide scope of this research, which included job classes in the headquarters of the Ministry of Economic Affairs and Finance and the Tax Administration of the country, it included a large statistical population and a large sample size, and the collection is of information in this field was also accompanied by limitations.

## References

- Bakak, Robert (2011) Consumption, translated by: Khosro Sabri, Shirazeh Publications, first edition.
- Rabiei, Ali, Niromand, Mona, Kiadeh, Nasser (2015) Pattern of purchase and consumption of Iranian goods by urban and rural customers of the country, two quarterly scientific research journals of business management explorations, 8th year, number 15.
- Sultan-Abadi, Masoumeh, Hashemian, Seyyed Mohammad Hossein (2014) Studying the experiences of women in implementing the ideal model of consumption in the family (with emphasis on the statements of the Supreme Leader regarding consumption), two scientific and research quarterly journals of religion and cultural policy, number five .
- Sharafuddin, Seyyed Hossein (2014) Consumerism in modern and religious lifestyle, two scientific and specialized quarterly journals of lifestyle research, first year, first issue, fall and winter 2014.
- Abdulahi, Mohammad, Moradi, Sajjad (2018) Sociological analysis of consumption patterns among the residents of Tehran, Social Development and Welfare Planning Journal, Volume 3, Number 9.
- Askari Nadushan, Abbas, Seyyed Alireza Afshani, Razia Zakarihamaneh, Samia Askari Nadushan (2019) Women's consumption tendencies in Yazd city, Women in Development and Women's Research Policy, Volume 9, Number 1.
- Fazli, Mohammad (2004) Sociology of Music Consumption, Quarterly Journal of the Iranian Association for Cultural and Communication Studies, first year, number 4.
- Kalantari, Abdul Hossein, Rostamalizadeh, Wali Elah, Nasim Afza, Azam (2015) Education and Cultural Consumption in Tehran, Journal of Social Studies and Research in Iran » Number 1.
- Veblen, Torstin (2016); Theory of self-centered class, translated by Farhang Irshad, Tehran, Nashrani.
- Eliyasi, Majid, Pardadar, Fatemeh, Tarshizi, Sodeh, Khoshfar, Gholamreza, Denko, Mohid (2013) Investigating factors affecting the consumption of cultural goods among young people, Cultural Research Society,



- Research Institute of Humanities and Cultural Studies, second year , Second Issue.
- Cockerham, William.C, Hinote, Brian P, Abbott, Pamela, Haerpfer, Christian, 2004, Health Lifestyles in Central Asia: The Case of Kazakhstan and Kyrgyzstan, Social Science & Medicine, 59, 1409- 1421.
  - Paterson, Mark (2006). Consumption and everyday life, Routledge.
  - Felix Godinez, 2022, Professor at Ana G. Méndez University (SUAGM), Hollywood, Florida, United States.
  - Robert Bocoock, 2008 the book analyzes the main post-war features of consumption.
  - Thorstein veblen, 2020, Thorstein Veblen's theory of evolutionary change - Edgell - Cited by 88.
  - Anita Khoshroo1, Islamic Azad University (IAU) 2022 Abstract Using waste recycling management, various ' Investigating Factors Affecting Successful Waste Recycling i Management (Case Study: Shiraz's Municipality, Iran)' Agricultural Marketing and Commercialization Journal