

Investigating the Relationship between Social and Economic Capital with Cultural Products Consumption among Students

Negin Gavili¹

Moeid Zandi²

Bahman Bayangani^{*3}

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Abstract

The purpose of this study is to investigate the relationship between social and economic capital and the consumption of cultural goods among students of Azad and Payame Noor universities in Sanandaj city. For this, a model is presented that includes the variables of social capital, economic capital and consumption of cultural goods. The statistical population of this study includes students of Azad and Payame Noor universities of Sanandaj and the number of statistical sample was 372 people that selected by random classification method. In this research, inferential methods (t-test, linear regression and analysis of variance) and structural equations methods have been used to analyze the data and test the hypotheses. SPSS software was used for this purpose. The results showed that the factors of social capital, social participation, social trust, social communication, economic capital and income are directly related to cultural consumption of cultural goods, but no relationship was found between quality of life and consumption of cultural goods.

Keywords: Cultural goods, Social capital, Economic capital, Cultural consumption.

¹.Department of Sociology, Sanandaj Branch, Islamic Azad University, Sanandaj, Iran, N.gavili2018@gmail.com

².Department of Management, Scientific & Applied University of Soroush, Sanandaj, Iran, Moeidzandi62@gmail.com

³.Department of Social Sciences, Faculty of Humanities and Social Sciences, Golestan University, Gorgan, Iran, Bahman.Bayangani@gmail.com (Corresponding Author)

1. Introduction

Consumption, and especially cultural consumption, is one of the tools of cultural domination and creating dependence in a society. Developments in recent decades in the mass communication have shown their effects in the field of cultural consumption more than other areas of consumption and have increased its importance more than ever (Zandi and Kazempour, 2017).

Consumption was once a phenomenon to advanced industrial and Western societies; but today, with the help of the spread of mass media, which in most societies work for the interests of the capitalist system, it has become a global phenomenon (Bayangani, 2018). Consumption at the end of the twentieth century has become a multi-dimensional reality that along with economic dimensions and requirements has many cultural meanings and social requirements (MajidElyasi et al., 2011). Consumption is social, cultural and economic process of the selection of good that reflects opportunities and obstacles of modernity (Ketabi, 2015). Consumption is a phenomenon that has long been considered a purely economic category and was considered only from this perspective.

According to Bourdieu, consumption is no longer just the satisfaction of a set of needs, but also includes signs, symbols, ideas and values (Bourdieu, 2005). About cultural consumption, people consume all kinds of valuable goods and symbols not because of their material value but because of their cultural value and in order to create desirable images of themselves in the minds of others (Ghan'ei Rad and Khavar, 2006). The increasing importance of consumption is due to the role which it plays in the daily lives of individuals and in the social structures of societies. Important structures such as the university are one of the most crucial social institutions of any society, especially after the Industrial revolution. In fact, the institution of the university is one of the constituent factors of culture and are in the context of culture and a part of the culture of that society and students are among the groups in society that are very sensitive and important in various political, social and cultural arenas and can benefit from their creativity and youth, they have proved their effective and serious presence in social scenes and are considered as one of the active members of their society (Akbari, 2001).

2.Review of Literature

2.1. Social Capital

Social capital is one of the characteristics of social life, networks, norms and trust that enable participants to pursue their common goals in a more effective way; More specifically, social capital seeks to contribute to collective action by increasing the potential costs of secession, strengthening strong bargaining norms, facilitating the flow of information, including information on the reputation of actors, and embodying past successes (Lin, 2001).

Although the concept of social capital has been used in the works of classical theorists, but the broad design of this concept owes to the discovery of theorists who have expanded the literature of this concept and opened new aspects to it. New theorists of social capital include Bourdieu, Coleman, and Fukuyama (Aram et al., 2010). Bourdieu defined social capital as the set of social relations that an individual or group possesses; this type of capital means establishing and maintaining relationships or it means being social.

Social capital is a set of networks of social relations and connections based on interpersonal and intergroup trust that facilitates the interaction of individuals with institutions and groups and their supportive actions in order to achieve individual and collective goals.

According to this definition, the dimensions of social capital at the micro level are: 1- Network of social relations 2- Social trust 3- Social interaction 4- Auxiliary actions. Social capital, with its moral rules and values and behavior in the fields of economics, binds individuals to interact, exchange and make decisions with each other in different social groups (Mirzakhani and Khoshfar, 2016). According to Hanifen, social capital is something or a phenomenon that lies in the relations among human beings and creates goodwill among them, motivates their empathy to each other, brings them together, and thus provides the ground for more connections and lasting relationships among them. Increasing or decreasing of social capital depends on the amount of goodwill and empathy and social interactions among human beings. There is a close and intimate connection between social capital and social relationship and social capital is hidden within the social relationship (Ejtehadi, 2007). In a way,

Bourdieu considers the social capital as valuable social relations among people. In fact, civic participation networks such as neighborhood associations, social connections, cooperatives, sports clubs, mass parties, etc. are the basic elements of social capital (Majidi and Lahsaeizadeh, 2006).

Putnam (2001) has talked about two basic components of this concept. Intergroup social capital and linked social capital, of course he knows Ross Gittel and Avis Vidal as the founder of these definitions. The intergroup type is used to express the value of homogeneous social networks and the linked type is used for heterogeneous networks. For example, criminal gangs creates intergroup social capital, while choirs and bowling clubs creates linked type, which Putnam has adapted the title of his book from them and he believes are declining. . It is argued that linked social capital can have multiple benefits for communities, governments, individuals, and groups. Putnam states that joining to an organization reduces the probability of death in the next year of membership (Putnam, 2001).

According to Bourdieu, social capital consists of two dimensions: networks and communication / social relations and socialization. Bourdieu believed that people should not be content with just having relationships with others, but should know how these networks work and how these relationships can be maintained and exploited over time. Bourdieu specifically emphasizes that social networks must first be created and then maintained with full skill in order to use their resources (Tamana and Samadi, 2016).

2.2. Dimensions of Social Capital

a) Trust

Trust is one of the most important aspects of human relations and is the basis for participation and cooperation among members of society. Trust accelerates exchanges in various economic, social, political and cultural fields. In Persian, trust is synonymous with relying, leaving the work to someone, confidence and belief. In the social sciences and sociology literature, the concept of trust has been conceptualized as characteristic of individuals, characteristic of social communication and characteristic of the social system, which emphasize on behavior based on interactions and biases at the individual level. Trust is a

social characteristic and is practiced in the institutional body of society. Trust can also be considered as a valuable collective good that is pursued by the interactions of members in society. Dimensions of social trust are: honesty, frankness, confidence, sharing, cooperative tendencies and trust. If this trust is transferred from the individual level to the organizational level, it is considered as a valuable asset. This capital reduces the level of costs of social and economic interactions and various actions.

B) Social Participation

The second indicator of social capital is participation, which means voluntary presence in public service activities at the community level, and is one of the main conditions for development. Participation means a purposeful and voluntary action with interactive characteristics between the actor and his social and environmental context and conscious acceptance of doing something or part of things in the form of assistance, cooperation and cooperation out of desire and need and with the aim of improving social life as one of the factors influencing the national development processes by experts Participation in any type, including social, cultural, political, economic and psychological participation, is one of the major indicators of development that has been used in the sources of sociology, social psychology and political science in independent and at the same time interconnected meanings. . In a more general sense, participation means participating in an activity or being in a group or organization. Social participation is defined as the voluntary activity of the members of a society in order to make decisions and accept a role in the affairs of their neighborhood, city, country and land, both directly and indirectly, and to shape social and political life. The issue of social participation in the broadest sense of the word involves a variety of individual and group actions to intervene in determining one's own destiny and that of society and to influence decision-making processes about public affairs.

C) Communication with Others

Man is a created social being; His relationship with others is natural. Man reaches the peak of worship and servitude to God and moral, social, emotional

and intellectual development through communication and interaction with others. The basis of this relationship is that in all social interactions with people, we always put ourselves in their shoes and do what we like for ourselves to others and dislike what we do not like for ourselves. Communication with others includes serving others, respecting others and respecting their rights, and so on.

2.3. Economic Capital

In Bourdieu's definition of economic capital, this type of capital includes income and types of financial resources that are expressed in the form of ownership. According to Bourdieu, economic capital includes financial capital, movable and immovable heritage, various assets and etc that a person has access to as a resource. For Bourdieu, having a house, a boat and a luxury car, or spending a vacation in luxury hotels are also special signs of economic capital. Economic capital which is accumulating gradually over a person's lifetime may be passed on through inheritance from parents. For Bourdieu, economic capital is the set of assets that determine economic power.

Economic capital refers to monetary income as well as other financial resources and assets and is institutionalized in property rights. Due to its nature in today's world, economic capital is like money and material objects that are used against the production of goods and services (Bourdieu, 2005). Bourdieu considers an important role for economic capital in the analysis of social space. He states that this capital plays an important role in differentiating among social spaces of agents (Karimi, 2016).

2.4. Cultural Goods and their Consumption

Cultural goods include those goods that show different ways of life and therefore include a special idea. In this field, we can refer to clothing models, decorative devices, having tools and technologies (home furniture, communication devices and etc.), and going to places that spreads ideas (cinemas, cultural centers, coffee houses, halls), sportsplaces, libraries and other cultural places or religious places (such as mosques, pilgrimage centers). Therefore, cultural consumption and choosing a style of life in the new era is a

way to show the social status and identity of individuals (Sedighi and Fathi, 2016). Bourdieu may be the only one who has created a strong theoretical foundation for consumption analysis. This foundation relies entirely on philosophical underpinnings, the relative clarification of theoretical presuppositions, a network of concepts, clear propositions, and finally an attempt to experimentally test this theory (Fazeli, 2003). Bourdieu believes that the consumption of cultural goods is based on the desire to social differentiation. The desire to accumulate symbolic capital makes it possible to explain cultural practices.

All empirical studies show that the predominant classes go to museums, operas and libraries more than other classes and buy books; And access to cultural goods is highly unequal between them. This inequality, in addition to economic inequality, reflects the strategies of differentiation, and therefore reflects the class struggle in cultural fields (Boitz, 2010). Bourdieu examined consumerism among different classes, classes that actually used different goods to reveal their position in the social structure. Since classes are constantly in competition with each other, goods play the role of weapons in this competition. Thus, there is a constant tension between "distinctive" goods and reputation, which threatens their distinctive position. Therefore, goods are subject to endless redefinitions of social status (Carrigan, 2017).

Consumption of cultural goods as one of the cultural life dimensions that is in individuals' action is due to social capital. In fact, people emphasize the goods consumption to show their relationship with others and groups (Bourdieu, 2017).

The university system is one of the main tools for reproducing the power system. It is understandable that academic power can often be independent of the scientific and cognitive capital which derived from it and be a transient power in a world that is specific to such a field of power (Bourdieu, 2017). Therefore, since that currently the consumption of cultural goods among different segments of society, especially university youth is one of the issues that are considered by cultural planners in the country and since the consumption pattern of society is one of the sustainable economic behaviors of society and have all the characteristics of sustainable social structure,

Therefore, its' roots are completely cultural. In the present study, an attempt has been made to answer the question whether there is a significant relationship between students' social and economic capital and the consumption of cultural goods by carefully examining the proposed theories and researches in the field of social and economic capital or not?

In the present study, we seek to measure the impact of both social and economic capital on the consumption of cultural goods. Participation, trust and social communication are the factors that make up social capital in this study. On the other hand, income and quality of life are also the factors that form economic capital. The university-educated classes are the sample we are looking for in this study. Because of the education they receive, their attitudes toward the world, their expectations of their lives, their lifestyles, their relationships with the outside world, their expectations of life and their needs changes. According to the above, the proposed research model is drawn as follows:

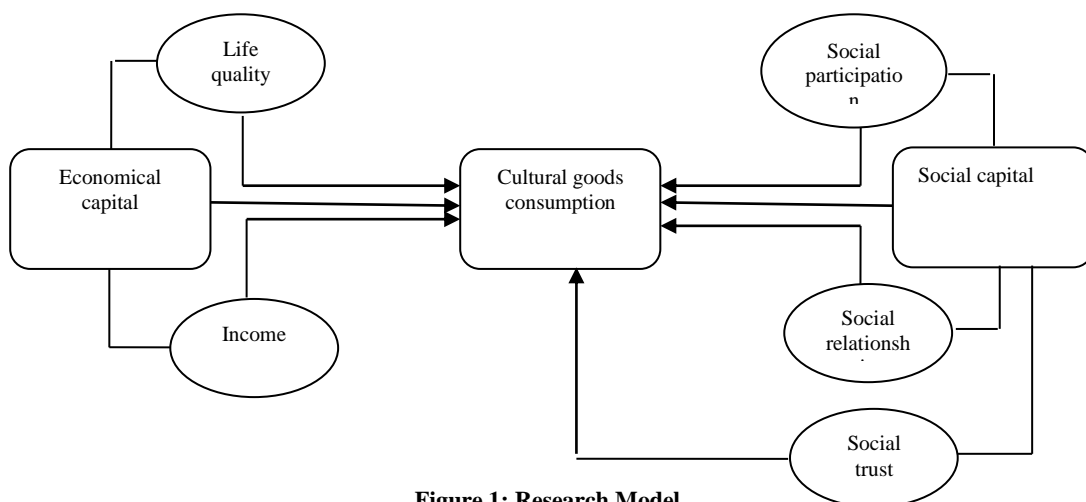


Figure 1: Research Model

2.5. Research History

Batwandi and Zar'e (2017) reviewed an article entitled "Study of cultural goods consumption among students of marine Sciences and Technology University of Khoramshahr. The results of this study show that there is a significant relationship between non-academic education, research journals and

student participation in sports in terms of place of residence. Rabi'ee and Niromand (2016) by examining the purchasing and consumption pattern of rural and urban customers in Iran showed that there is a significant difference between the consumption of books, Internet, satellite and radio between urban and rural communities. Sedighi and Fathi (2016) in an article have studied the relationship between social capital and consumption of cultural goods among students. Their findings showed that there is a difference in the consumption of cultural goods between public and non-public schools. Due to the amount of averages, public school students consume more cultural goods. There is also a significant relationship between socio-economic class of students and their consumption of cultural goods.

The results of Hajizadeh (2013) showed that the level of consumerism had a significant relationship with religiosity, lifestyle, fashionism and the use of mass media, but the relationship was not significant with the variables of social status (occupation, income, education), age, marital status and gender. Elyasi et al. conducted a research in 2011 as a study of the factors affecting the consumption of cultural goods among the youth of Gorgan city. Findings and research results showed that there is a difference between gender and consumption of cultural goods; So that men consume more cultural goods than women. There is also a positive relationship between education level, age, leisure time and socio-economic status with the consumption of cultural goods. Bai et al. (2015) conducted a study to better identify consumer decision making. In this study, they emphasized on three approaches of lifestyle, consumer typology approach, and consumer characteristics approach and concluded that there is a significant relationship among these three approaches and consumer decision making.

Widdop and Katz (2011) found that cultural presence was related to variables of education, income, and age. Thus, people with high cultural consumption have higher education, age and income compared to other consumer groups. This group of people is more inclined to participate in cultural activities. Dietz and Machado (2011) in a study have analyzed the consumption of cultural-artistic products and cultural services in Brazil. This study evaluated the characteristics of cultural-artistic products and services in

Brazil and considered this goal in general as an activity with positive effects on the consumer of society. Using the human capital-based assessment method, researchers have estimated a model in which the cost of cultural-artistic products and services depends on the educational, demographic and social characteristics of families and variables that determine the social status of the life place. These researchers argued that the microeconomic approach has recently raised important issues for the study of consumer behavior and shows that the choices made by a factor depend on the experiences and social forces. While in the traditional style, home consumption comprises the largest part of consumption and is along with products and services such as time and items that define human capital.

The results of Ming Cho and Yen Cho (2010) research in 41 countries showed that students in families with high cultural capital had more interest and academic progress than other students. Torch (2007) in a study in Canada examined the factors affecting on participation in cultural consumption that the results showed that family income, education and type of economic activity were effective factors in participation in cultural consumption. In addition, the findings indicated that people with had financial, managerial and business activity have the most participation in cultural consumption compared to other activities. Also, people who were engaged in manufacturing jobs and people who had educated parents were more involved. In addition to the mentioned items, the variables such as material class and life place have been influential factors on participation in cultural consumption. Bukodi (2007) in a study examined the social grouping and cultural consumption in Hungary. He pointed to three influential factors in reading the book: social status, education and income. The findings of this study indicate the fact that the tendency to study in people depends on social status, the individual and his family and there is a significant relationship between the consumption of cultural goods and high social status and higher education and sufficient income; This means the people with higher education, sufficient income, and high social status were more likely to consume cultural goods.

2.6. Research Hypotheses

This research includes two main hypotheses and five sub-hypotheses as follows:

A) The main hypotheses

- It seems that there is a relationship between social capital and the consumption of cultural goods among students of Azad and Payam Noor universities in Sanandaj city.

- It seems that there is a relationship between economic capital and the consumption of cultural goods among students of Azad and Payam Noor universities in Sanandaj city.

B) Sub-hypotheses

- It seems that there is a relationship between social participation and consumption of cultural goods among students of Azad and Payam Noor universities in Sanandaj city..

- It seems that there is a relationship between social communication and consumption of cultural goods among students of Azad and Payam Noor universities in Sanandaj city.

- It seems that there is a relationship between social trust and consumption of cultural goods among students of Azad and Payam Noor universities in Sanandaj city.

It seems that there is a relationship between quality of life and consumption of cultural goods among students of Azad and Payam Noor universities in Sanandaj city.

- It seems that there is a relationship between income and consumption of cultural goods among students of Azad and Payam Noor universities in Sanandaj city.

3. Methodology

In this research, stratified random sampling method has been used. The statistical population of this study includes all students of Payame Noor and Islamic Azad universities in Sanandaj in the academic year 2018. The number

of students at Azad University is about 7500, and the number of students at Payame Noor University is about 4500.

Considering that the number of the study population is 12,000 students of Azad and Payam-e-Noor universities of Sanandaj, so, the following Cochran formula was used to estimate the sample size with the total people of the statistical population:

$$n = \frac{N^2 pq}{(N-1)d^2 + t^2 p.q}$$

n: Statistical sample size

N: Volume of statistical population

d: Permissible error (usually assumed to be 0.05)

t: The value of the normal variable with confidence level $1-\alpha$. In the binomial test, the z value for the confidence level 95% is 1.96.

p: The ratio of having the desired attribute

q = (1-p): The ratio of not having the desired attribute. Usually p and q are considered 0.05.

By entering the number of students of Payame Noor and Azad universities (12000 people) in the above formula, we reach 372. Therefore, the number of samples in this study was 372 and questionnaires were randomly distributed among 372 students. Due to the fact that usually a percentage of the distributed questionnaires are not returned, and according to the use of structural equation method for data analysis, 420 questionnaires distributed, which 390 questionnaires were returned and finally, 372 acceptable questionnaires were used as the basis for the research. The questionnaires were distributed in both centers in Sanandaj according to the frequency of the population. The table below shows the statistical population and the number of selected samples in each university.

Table 1: the number of samples from universities

university	Azad	Payam Noor
Total number of student	7500	4500
The number of sample	232	140
Total number of student (statistical society)		12000
Total number of selected sample		372

In this study, Cronbach's alpha method was used to determine the reliability of the test. According to the variance of each question and also the total variance of the test that was obtained, Cronbach's alpha coefficient was calculated by SPSS software, which its value for the total questionnaire was 0.959. Table 2 shows the Cronbach's alpha coefficients for each factor separately.

Table 2: Cronbach's alpha coefficients

Variable	Cronbach's alpha coefficient
Social participation	0.805
Social connection	0.840
Social trust	0.876
Social capital	0.863
Income	0.815
Quality of life	0.780
Economic capital	0.793
Consumption of daily time	0.935
Use of mass media	0.903
Use of computer, laptop, mobile	0.942

In inferential statistics section, t-test in one group (or single sample), two-sample t, Pearson correlation, analysis of variance (ANOVA), Kolmogorov-Smirnov test and multivariate regression were used, which finally to analyze and application of these tests SPSS software were used.

4. Findings

According to the results of this table, 176 of the 372 sample are male, which constitutes 47.3% of the total sample. The remaining 196 (52.7%) are women.

The frequency distribution of education variable shows that based on the results in the table above, 310 people have bachelor degree, which constitutes 83.3% of the total sample. The majority of people with a master degree are 52 in the sample, which is 14% of the total sample. And 10 people have a doctorate degree, which the frequency of this category is 2.7%. Also, 232 people are students of Azad University, which constitutes 62.4% of the total sample. The frequency of people who are students of Payame Noor University is 140 people in the sample, which constitutes 37.6% of the total sample.

To determine the acceptability of measurement patterns, we must first analyze all measurement patterns separately. General indices of pattern fit for measurement patterns (confirmatory factor analysis) are presented in Table 3.

Table 3: General indices of pattern fit

Quality of life	income	economic capital	Social relation	Social trust	Social participation	Social capital	Total cultural consumption	indicator
11.390	0.849	1.366	4.343	16.462	4.231	1.23	3.423	CMIN
0.250	0.654	0.510	0.114	0.071	0.103	0.0231	0.312	P
0.969	0.996	0.995	0.982	0.954	0.981	0.968	0.973	GFI
0.037	0.014	0.023	0.022	0.040	0.032	0.028	0.039	RMR
0.994	1	1	0.940	0.963	0.972	0.988	0.953	CFI
0.046	0	0	0.024	0.043	0.021	0.028	0.033	RMSEA

After reviewing and confirming the model, Pearson correlation was used to test the relationship between variables. Hypotheses with correlation coefficients and values of partial indicators related to each hypothesis are given in the table below.

Table 4: Correlation coefficients (results of hypotheses test)

hypothesis	hypothesis	Correlation coefficient	sig	result
1	Social capital with consumption of cultural goods	0.589	0.000	confirmed
2	Economic capital with consumption of cultural goods	0.286	0.032	Confirmed
3	Social participation with consumption of cultural goods	0.436	0.000	confirmed
4	Social relations with consumption of cultural goods	0.378	0.000	confirmed
5	Social trust with consumption of cultural goods	0.240	0.007	confirmed
6	Quality of life with consumption of cultural goods	0.004	0.093	rejected
7	Income with consumption of cultural goods	0.415	0.030	confirmed

The findings show that, the significance value for all hypotheses except Hypothesis No. 6 is less than 0.05, and the correlation coefficient of all hypotheses is also positive. Therefore, all hypotheses of this research are confirmed except hypothesis No. 6 (relationship between quality of life and consumption of cultural goods). Therefore, it can be said that the independent variables of social capital, economic capital, social participation, social relationship and income are directly related to the consumption of cultural goods, but, relationship between life quality and consumption of cultural goods

is not significant. The closer the correlation coefficient of the variables is to one, the stronger the relationship. As we can see in the table above, the social capital variable with a correlation coefficient 0.589 is the most.

Multiple Linear Regression is used to investigate the degree of explanation of independent variables. The results of the multiple regression tests are given in the tables below:

Table5: summary of Multiple Linear Regression model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
Total cultural consumption	.689 ^a	.083	.278	9.92353	1.938

The findings show that the correlation coefficient ($R = 0.689$) and the coefficient of determination ($R \text{ Square} = 0.083$) as well as the "Adjusted coefficient" ($\text{Adjusted } R \text{ Square} = 0.278$) have been calculated, it seems that the regression model is appropriate. The closer these value to 1, the greater the relationship between the dependent and independent variables. The following analysis of variance for the regression model is performed.

Table 6: Multi regression of ANOVA

model	Sum of Squares	df	Mean Square	F	Sig.	
	regression	3307.476	2	1653.738	16.793	.000 ^b
Cultural consumption	error	16337.844	169	48.477		
	total	39645.320	371			

In Table 6, the analysis of variance for the regression model is performed. Given the value of F and the value of $\text{Sig} = .000 < 0.05$, we conclude that the regression model will be appropriate. Because, the most changes in the dependent variable have been see in regression model. This means that the contribution of the model (Regression) in the total changes seen in the last row (Total) and column (Sum of Squares) is much higher than the contribution of error or residual. Estimation of coefficients and characteristics related to their test can be seen below:

Table 7: multivariate regression coefficients

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
Cultural consumption	constant	43.177	3.156		13.683	.000		
	Social capital	.475	.082	.288	5.772	.022	.995	1.005
	Economic capital	.015	.129	.196	.118	.036	.995	1.005

The Coefficients table shows the estimation of coefficients and their test properties. As you can see in the table above, the constant value in the model is 43.177. It is also clear that the coefficients of each variable are positive and due to Sig value of each variable is smaller than 0.05, so, Zero hypothesis is not accepted, this is a reason for the appropriateness of the regression model. The Unstandardized Coefficients column, which shows the actual coefficients, is created according to the unit of measurement of each variable. Therefore, it is not possible to determine the significance of the relevant variable in the regression model based on the magnitude of each of the coefficients. For this purpose, we use the Standardize Coefficients Beta column. Any coefficient with a larger beta is more important in the regression model. Thus, it becomes clear that the social capital variable is the best variable for predicting the dependent variable. The contribution of each variable in each dimension is specified to express the distribution of the response variable.

Table 8: Collinearity Diagnostics of multivariate regression

CollinearityDiagnostics ^a						
Model	Dimension	Eigen value	Condition Index	Variance Proportions		
				(Constant)	Social capital	Economic capital
Cultural consumption	Cultural consumption	2.936	1.000	.00	.00	.01
	Social capital	.046	7.955	.01	.40	.67
	Economic capital	.018	12.942	.99	.60	.32

In the table of "Collinearity Diagnostics" the contribution of each variable in each dimension is specified to express the dispersion of the response variable. According to this position, it can be said that social capital is the first variable that has the largest contribution in the expression of variable response, this contribution is about 40%. This amount is about 32% for economic capital. Of course, here, the contribution of each variable in the changes of the dependent variable is considered separately and in each dimension.

5. Conclusion

In this study, the average consumption of cultural goods in the two societies of men and women were 56.5816 and 58.3125, respectively, with a significant value of 0.990, which shows that the consumption of cultural goods is not significantly different between men and women. Also, in this study, the average consumption of cultural goods based on the type of university, occupation group, marriage or celibacy, etc., no significant difference was observed between the groups of respondents.

Considering that it is reasonably expected that the consumption of cultural goods among high-income people is more than low-income people, but in this study, no significant difference was observed between the consumption of cultural goods in these income groups. There are probably other variables involved that needs to be considered.

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