Sociological Factors Tend to be Associated with Fertility (the Case of Women 49-15 Years Old in City of Masjed Soleiman)

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Abstract

This study aimed to assess factors affecting the consumption of cultural goods among young people. The aim of this study was to understand the role of individual and social factors such as age, gender, occupation, education level, leisure time, and socio-economic status, renewal, and family upbringing in the consumption of cultural goods among young people. The survey, the population of people 18-30-year-old city of Masjed Soleiman (25,935 people) and the sample of 380 young people. Data collection questionnaire "self-made", respectively. Describe the data using appropriate statistical methods. Level variables were measured. The findings of the study indicate. No significant relationship between socio-economic status, modernity, the type of upbringing within the family and there Aqat leisure and culture of communication there between gender and consumption.

Keywords: consumption goods, culture, youth, socioeconomic factors, leisure, modernity, upbringing in the family, gender.

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Introduction

In today’s world, social issues have become an integral part of human life. Different social issues such as urban pollution, social deviations, rural issues and human life is surrounded by a society such as Iran, have put steps in development of no exception. One of the most important ways to solve social problems or discuss them is the age of communication. Acceleration of social and cultural developments of the important features is the age of communication. Speed data exchange and ideological boundaries are transgressed, communities are faced with changes that had not previously thought of them Ndashtnd.az Therefore, young people in the face of these developments, confused, lonely, anxious and he , is seeking to make boundary with careful analysis and observation of light, the right to know their status and open a path to the future. In addition to being in Iranian society, as a result of the international community, turning traveled the pace of change in some areas, faster and louder to be heard. This change, especially in the past two or three years, many experts have drawn attention and the relationship between the change in the pattern of their lifestyle and consumption of cultural goods has prompted changes in the pattern. to get acquainted with methods of socialization of children adopted. This pattern is largely identify with the new generation of leisure and cultural products affected leisure. If today, by reducing the incentive to increase the number of married and unmarried boys and girls have faced, at times in reductionist view is returned to economic problems, primarily reflecting cultural changes and the displacement value of the modern world, the individualism and freedom of action, with the former rooted values, the tendency to assume the commitments and their relatives is growing as divorce, more than anything else, shows the new generation of identity transformation and overcoming individualistic tendencies and independence on group values and the sanctity of the family Is. Therefore, a better understanding of the world is in need of updating images. In this process of transformation, according to cultural experts, cultural goods is very important to the extent that some consider alternative culture. Check here we start with the basic question various aspects of socio-economic life of the society with the consumption of cultural products what is the relationship? According to Marx, the economic structure of society as a foundation and pattern of consumption of cultural products, as a part of the culture, the cultural superstructure of society is the social class, the objective economic structure and its base is private property, the effect of economic resources accumulated it is possible. These assets, just simple personal property is not something that can be valuable resources that help produce wealth and gains. In between social classes, the rich always tries to buy expensive goods to monopolize the social and educational benefits such as exclusive as far as cost is concerned, because the use of expensive goods, due to cost on being monopolized by the upper strata of society. Some cultural products, including radio, television, books, and newspapers, does not cost much, but we expect more expensive goods, such as satellite, music or theater and cinema, is limited to strata of society. The advocacy of music varies between sectors. On the other hand, to understand the differences between different religions in terms of their commitment to piety pointed and the use of cultural goods can be mamonism suggest that the various religions are different. Leisure time of young people associated with the consumption of cultural goods. Already some tools leisure time, such as music, drama and sports, was monopolized by the elite, but from the beginning of the last century, gradually and increasingly become more popular among young people, so time moves towards reducing class differences. Fill this time with cultural entertainment such as published sources, radio, television, video, cinema, music and computer area for young people in different societies with cultural officials for planning and policy-making is very important, Because young people constitute the majority of society and the future of every
country (Bakak, 1993). In the city of Masjed Soleimani, facing youth with industrial developments, which sometimes leads to confusion, loneliness and anxiety sent Who are looking to relax adherence to safe haven to get accurate analysis of their situation properly recognized and open up a path into the future, We have seen a number of social problems such as increase of tempo changes, divorce, suicide, addiction, industrial, cultural metamorphosis can be. More than anything else, that the new generation of identity transformation and overcoming individualistic tendencies of the moral values of society. Therefore, to better understand this process of transformation uneven, according to experts is very important culture of consumption of cultural goods, To the extent that some of the alternative culture of the nation and the pattern of consumption of cultural goods constitutes a significant part of the cultural superstructure is. Therefore, the use of leisure and cultural goods by type of goods (form and content) and duration of its use based on various factors must be studied. In view of the above, the main purpose of this study was to identify factors influencing consumption of cultural goods.

**Background**

Elías and colleagues (2011), in a study called the factors affecting the consumption of cultural goods among the young individual and social factors on the consumption of cultural products among young people engaged in Gorgan The results of this study show that consumption of cultural goods between men and women, as well as positive Hey interface level of education, age, duration of leisure and socio-economic base, had a consumption of cultural and artistic goods.

Kalantri & el (2013), in his research entitled "Education and cultural consumption" which aims to examine differences in Tehran cultural consumption and cultural consumption patterns in terms of education levels among citizens of Tehran, showed that cultural consumption at different levels

Mosasi and et al (2011), as estimated in a study cinema and Analysis of Factors Affecting Demand of Tehran Case Study Given the importance of the film industry and consumer culture as a commodity supply and demand in the cultural economy, particularly in Tehran, have observed The demand for the past two decades has been downward since the issue is discussed in an article in this research is the method used According to the theoretical foundations of the theory of demand and ordinary least squares techniques have been used econometric models based on time series data (2010-1985) demand function is taken to the cinema in Tehran. The results show According to estimates by a logarithmic equation with no intercept and Cinema in Tehran as the demand has been introduced All the estimated coefficients and variables in this equation symptoms accordance with the theoretical foundations and demand is expected to

Torch (2007), research on the relationship between social status and cultural consumption as a case study done in Chile In this study, income and education and its relationship with socio-cultural (newspapers, journals, databases written a book), paid survey methodology and questionnaire have been made to re-entry vehicle The findings indicate that education is an important factor in consumer book. The book was also a large impact on consumption, researchers said That it applies to a large extent on the poorest countries and can not be generalized as a model for other countries In general, social status is a key factor affecting the use of books In countries such as Chile the tradition of reading the top floor is reserved for the elite
Still taking the book can be seen as a class, and investigators use Max Weber's theory that consumption is affected by the social base knows confirms The study results show that social status, income and education have much impact on the consumption of non-traditional magazines and newspapers as the class of the twentieth century was not in Chile In the tradition of consumption of newspapers and magazines in Chile along with the elite upper class, lower middle class people and also have a tendency to consume magazines and newspapers. This can be traced back to the role of income in consumer magazines and newspapers due to their lower cost base as consumption is reduced.

kryviola and el (2009), by raising the question of whether men and women really are different buying behavior, to explore buying habits of people in India have attempted in 2721 by Favorite consumers shopping center in seven cities in India, the differences between gender identify. The findings show that behavior shopping, which can be significant differences related to gender.

In general, women have a more positive attitude to Places centers and products purchased to date than for men. But men are more searching and more time and money to spend. While women and men spend about 2-4 hours in shopping centers, reports indicate that men spend more time. Places see more diverse. The results of this study, an analysis is that men may spend your money and time for business to fashion, but more analysis is that men spend more than women and consume.

Theoretical and research models

Our life changed so precipitous that a better understanding of the world needs to update its image In this process of transformation in accordance with the cultural experts of cultural goods of great importance to the extent that some cultures consider it replaced Here are basic questions we start the socioeconomic aspects of life of community members what the relationship would be with the use of cultural goods. According to Marx, the economic structure as the foundation of society and culture as a part of the culture of consumption goods is considered among the cultural superstructure The objective is social class and economic structure of private property is the foundation of economic resources is stored. These assets are not only simple personal property resources that can be used to generate wealth and gains valuable things from the other side of the floor only after there is no objective It also refers to the subjective factors and class-consciousness. Superstructure consisting of any structure that embodies ideas that affect human life. So the educational system and the media is part of the superstructure in a new era as a means by which people learn ideas And the information they have gained. He also refers to the consumption of foreign goods that it consumes called globalization or the global art which makes the need for people not only from domestic But also by creating new areas to increase their dependence on foreign intellectual and material products. That's why promises in the areas of intellectual and cultural rise of world literature. Weber addition to the economic dimension of social structure, political and social aspects of attention In between classes, the rich always tries to buy expensive goods to monopolize and social and educational advantages useful as far as the cost is exclusive dealing.Because the use of expensive goods because of high cost monopoly only in the upper strata of society. Although all cultural products, including radio and television, books and newspapers does not cost much but there Accordingly expect Which is more expensive goods like satellite, music or theater and cinema is limited to strata of society. As well as fans of music in between classes is different.
Weber in determining social stratum addition to the common wealth of prestige and honor refers also to be verified by the community. In total, according to Weber stratification is based on three main factors: Indicators of economic status, access to property, family, work, capital and place of residence, social status, including a life, eating, science, housing, clothing and briefly specially trained in the broad sense of the word. The third dimension of power that is socio-economic status, such as property ownership phenomenon is not objective and legal powers that are usually associated with a given role. So much of the power sources can be used to analyze a person's social role. Weber, in addition to objective criteria to individual perception and importance of their class position, because personal impression is reflected in the behavior of individuals.

Mills and Dahrendorf as are discussions of power, Weber continued to insist decisive power over conduct Mills the power elite, including the big capitalists, Army and senior managers. In order to determine the strength of his social class or job training time Dahrendorf notes that this under control poses an important cause of inequality. The control is legitimate and has always been supported by the law.

Parsons and exchange of information related to cyber and energy between subsystems, believes that culture as it is at the forefront of data storage. When the organism through the education system or deal with the culture of the family, educated, and with the internalization of cultural forms. This process converts desires into cultural and moral standards, integrated. This makes actors desires to do things that are offered in the accepted or rejected.

when the location determining factor in terms of social class, The low areas with a high level of education and income are to validate the claim merits a higher level of consumption-based lifestyles are supposed to follow This can include consumption patterns of cultural goods as well. In this way, people claim to a higher level in terms of social status is recognized. This can include consumption patterns of cultural goods as well. In this way, people claim to a higher level in terms of social status is recognized.

Cheney's view of life style for new topics under the headings along class, caste and socio-economic status has already been And now in capitalist societies lifestyle is the name of this concept in a more general framework is called the culture of consumerism. Because your lifestyle and others used to describe the action and for action to be based upon the patterns are shown for binding or differentiation of consumer goods groups assert that Lifestyle, proper recognition criteria for a new society that is based on the use of commodities, Because tastes have become the responsibility by which people are judged and find the identity Lifestyle based on consumerism is the new way to respond to the lack of jobs also meant that everyday life is one of its ingredients Previously, consumption was due to the necessity of But after this manipulation fashion and sales agents and people get to buy the rivalry. Gender and marginalization are two other factors to determine consumerism, For women sensitive to high stimulation and with it the duty of care given to family members and family life for women. Men, on the contrary, organizational or public sphere attachment. That is why large stores to attract customers to his wife rely on them more than their female employees This distance between home and work, especially in the suburbs more.

Leisure time is also linked with life style changes but spared Already some leisure practices such as music, drama and sport monopolized by the elite, but from the early century has been gradually and increasingly more common Therefore Leisure move towards reducing the differences between classes Fill out this time using cultural entertainment such as published sources, radio, video and film and music industries to detect leisure lifestyle are important producers of these goods are That are able to access and manipulate data talents, maintain their distinct yet.
Of research analytical model

Hypothesis
1. the socio-economic base and consumption of cultural product there.
2. the type of upbringing within the family (collaboration / authority) and consumption of cultural product there.
3. It seems that between modernity and consumption of cultural commodities Dadrd relationship.
4. It seems that there is a relationship between leisure and consumption of cultural products.
5. It seems that there is a relationship between gender and consumption of cultural commodities.

Methodology
Survey method includes: gathering information about individuals, groups and communities through interviews (in person) for direct data acquisition and interpretation of results in statistics

Statistical Society
The study population consists of youth 18-30 years of Masjed Soleiman city of which 25 935 persons.

The sample and determine sample size
A sample of the total number of elements in the sample and the sample population and is divided into the total population According to Cochran formula was that about 378 people and achieved in terms of convenience sampling, sample volume brought to 380 persons.
Inventory structure

The data collection tools in this study, consumption of cultural goods that form questionnaire with Likert scale questions designed respondent can range much agree, agree, somewhat, low and very low select an answer. The questionnaire contains 41 questions and is designed based on hypotheses.

The reliability and validity study

To evaluate the reliability of the questionnaire should be to broadcast a number of questionnaires (30 questionnaires) among the population And the so-called pre-test, the number of respondents in the pre-test preparation is affiliated to the researchers Given the importance of the case and other similar cases prepared cofactor of the 30 randomly selected. After collecting the questionnaires to obtain Cronbach's alpha coefficient analysis using SPSS statistical software is analyzed.

Table 1: The internal validity in this study

<table>
<thead>
<tr>
<th>Cronbach's alpha</th>
<th>Item</th>
<th>Statistical indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.765</td>
<td>4</td>
<td>Socio-economic status</td>
</tr>
<tr>
<td>0.796</td>
<td>8</td>
<td>Type of education authority / Partnership</td>
</tr>
<tr>
<td>0.827</td>
<td>8</td>
<td>Modernism person</td>
</tr>
<tr>
<td>0.862</td>
<td>7</td>
<td>Leisure</td>
</tr>
<tr>
<td>0.884</td>
<td>27</td>
<td>The entire questionnaire</td>
</tr>
<tr>
<td>0.941</td>
<td>16</td>
<td>Inventory consumption of cultural products</td>
</tr>
</tbody>
</table>

Research findings

1. the economic base - social and consumption of cultural goods there.

Table 2: Correlation between database connections socio - economic and consumption of cultural goods

<table>
<thead>
<tr>
<th>Consumption of cultural goods</th>
<th>Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>sig</td>
<td>The correlation coefficient</td>
</tr>
<tr>
<td>0.001</td>
<td>0.423</td>
</tr>
</tbody>
</table>

To analyze this question from the test. Pearson correlation coefficient was used. The results of these tests indicate that the significant level (α= 0.001), variable economic status socio - cultural goods consumption rate (correlation coefficient= 0.423) are related to
each other; And the kind of analysis that the intensity of the correlation between the two variables is 0.432 moderate correlation and correlation between the two variables of direct (positive) and Also calculated and statistical significance \( \alpha = 0.001 \) is less than 05/0 (P>0.05) which indicates the significance of the relationship between the two variables. According to the results we can say that the variables related to economic and social - there is a significant connection with the consumption of cultural goods. This hypothesis is consistent with the theory of Karl Marx, Max Weber

2. partnership between upbringing in the family - there is authority and consumption of cultural goods.

Table 3: Correlation between communication training in collaborative family - authority and consumption of cultural goods

<table>
<thead>
<tr>
<th>Variables</th>
<th>Consumption of cultural goods</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>sig</td>
</tr>
<tr>
<td>Training in collaborative family – authority</td>
<td>0.001</td>
</tr>
</tbody>
</table>

To analyze this question from the test. Pearson correlation coefficient was used The results of these tests indicate that the significant level \( \alpha = 0.001 \), variable training in collaborative family – authority with the consumption of cultural goods to the \( (550/0 = \text{correlation coefficient}) \) are related to each other; And the kind of analysis that the intensity of the correlation between the two variables is 0.550 moderate correlation and correlation between the two variables of direct (positive) and significant level calculated as \( \alpha = 0.001 \) less than is 0.05 (P<0.05) which indicates the significance of the relationship between the two variables. According to the results it can be said that the partnership between the variables of education in the family - there is a significant relationship authority with the consumption of cultural goods.

3. There is a relationship between modernism person and consumption of cultural goods.

Table 4: Correlation between individual relationship between modernity and consumption of cultural goods

<table>
<thead>
<tr>
<th>Variables</th>
<th>Consumption of cultural goods</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>sig</td>
</tr>
<tr>
<td>The modernization of the base</td>
<td>0.001</td>
</tr>
</tbody>
</table>

To analyze this question from the test. Pearson correlation coefficient is used The results of these tests indicate that the significant level \( \alpha = 0.001 \), the consumption of cultural goods to the individual variables modernity base (correlation coefficient= 0.562) are related to each other, and the kind of analysis that strongly 0.562 correlation between the two variables that moderate correlation between the two variables is a direct correlation (positive) and significant level calculated as \( \alpha = 0.001 \) is less than 0.05 (P<0.05) which indicates the
significance of the relationship between the two variables. According to the results we can say that a significant relationship between the variables modernization of the consumption of cultural goods there.

4. There is a relationship between Leisure and consumption of cultural goods.

Table 5: Correlation between the relationship between Leisure and consumption of cultural goods

<table>
<thead>
<tr>
<th>Variables</th>
<th>Consumption of cultural goods</th>
</tr>
</thead>
<tbody>
<tr>
<td>sig</td>
<td>The correlation coefficient</td>
</tr>
<tr>
<td>0.001</td>
<td>0.451</td>
</tr>
</tbody>
</table>

To analyze this question from the test. Pearson correlation coefficient was used. The results of these tests indicate that the significant level (α= 0.001), variable Leisure consumption of cultural goods (correlation coefficient= 0.451) are related to each other; And the kind of analysis that the intensity of the correlation between the two variables is moderate correlation and correlation between the two variables of direct (positive) and significant level calculated as (α= 0.001) less than 0.05 (P<0.05) which indicates the significance of the relationship between the two variables. According to the results, we can say that the relationship between leisure time there is a significant connection with the consumption of cultural goods. This hypothesis is consistent with the theory of Pierre and David Cheney.

5. There is a relationship between gender and consumption of cultural goods.

Table 6: independent t test, mean and standard deviation gender difference with the consumption of cultural goods

<table>
<thead>
<tr>
<th>sig</th>
<th>Df</th>
<th>T</th>
<th>The standard deviation</th>
<th>Mean</th>
<th>Number</th>
<th>Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.877</td>
<td>374</td>
<td>-0.155</td>
<td>1.03</td>
<td>2.9</td>
<td>226</td>
<td>Man</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1.04</td>
<td>2.92</td>
<td>150</td>
<td>Female</td>
</tr>
</tbody>
</table>

Data table number, mean, standard deviation and independent t-test results of degrees of freedom and significance level for gender and consumption of cultural goods shows. The results of descriptive statistics indicate that the average consumption of cultural goods is almost identical in men and women. According to the results of the independent t test (-0.155), and achieved significance level (0.877) can be said between the consumption of cultural goods, there is no significant difference between men and women. Since more than 0.05 is achieved significance level between gender and consumption of cultural goods can be concluded that there is no significant difference. This hypothesis with the theory of David Cheney.
Conclusion

Contemporary human identity according to social theorists Anthony Giddens and many other character of "open-sighted or reflection" is, Reflectivity means the fluidity of identity and identity change as a result of cultural and social change, the emergence of knowledge, especially knowledge and communication technology and new media. Every day we are exposed to new knowledge and understanding in different fields of nutrition, health, housing, child care, employment, clothing and footwear, education and other life issues are, The process gradually alters the "lifestyle" we will change our mood.

The economic and social status of the family is an important factor in maintaining and expanding lifestyle taken into account. In between classes, the rich class always tries to buy expensive goods and privileges to monopolize social and educational species useful as far as it deals exclusively with the cost .Because the use of expensive goods because of high cost monopoly only in the upper strata of society. Although all cultural products, including radio and television, books and newspapers does not cost much But there Accordingly, it is expected that more expensive goods such as satellite television, cinema, theater, luxury goods, Sports expensive and limited to strata of society. As well as fans of music in between classes is different.

Some of the tastes and behavior patterns with some special education classes or grades or both of them are related. Therefore, education, employment and economic causes a specific taste and particular interest (for example, about how they spend their leisure time) is. All differences in behavior patterns of people somehow connected to the values and Value Orientation. The individual values from parents, friends, work and school environments and through social institutions, during the different stages of a person's social and transmitted.

Suggestions

1. Since television is the most consumed cultural goods, it is necessary to program both qualitative and quantitative considered and programs that have the necessary diversity Provide satisfaction to the consumer via the TV can be raised in all fields of knowledge as well.
2. Since education had the greatest impact on the consumption of cultural goods Can be achieved by raising public awareness through the media and mass communication, people with low education also encourages the consumption of these goods
3. Because the price of some books and cinema tickets can also be of less use of them So that through measures such as the establishment of cultural centers and public libraries where the books available Can be helped to increase the consumption of these products.
4. provide culturally specific products for women and men
5. Theatre production of appropriate programs to make citizens, production of educational, scientific, religious for citizens in their home theater
6. visiting the city library and exhibitions by children and adolescents with planning officials to encourage more of them are using this cultural goods.
7. leisure needs further research in the field of knowledge in general and youth in particular.
8. motivate and encourage youth and young adults to consume cultural goods.
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