Consumption Styles and Patterns and Resistive Economy

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Abstract

Which important according to consumption pattern and culture achievement in state is consumption pattern modification that needs determining strategies and policies to changing a law to a motto and actually achieving this fact is deep movement by authorities and all society members. Therefore, all should know this as principle and apt their activities along with this principle to reach this culture making case. What is emphasized by wise leader is that all people especially three power authorities and social individuals should plan and move toward consumption pattern modification in all fields to represent a significant symbol of accurate and managerial usage of people and their moods to the best. The present article tries to investigate patterns and styles of consumption pattern modification. First chapter is about issue, second chapter investigates necessity of surviving culture to moderate, and optimize level, and effect of consumption pattern modification is considered inevitable for state development. Then, consumerism is proposed in this era. Third chapter is suggestions and conclusion based on listed texts. Consumerism makes gap between various social levels and this increases social difference, foreigners dominance on country, because foreign consumed goods bring their identity and culture with themselves and having accurate plant in economic and living affairs whose accomplishment needs divine determination against problems, regular planning, and cooperation between people and government from one hand and coordination between cultural, religious, and national capitals means university and scientific centers one the other hand are the most important issues in Islamic society and basis of growth and excellence to increase the level of economic and cultural fields, appropriate education delivery models and principles to people through organizations and institutions concerned, fighting the West's cultural invasion and luxury-oriented in making unpleasant culture, worship with political and Islamic awareness and deepen the insights and vision of society, according to religious and national culture, create a healthy competitive markets within the community, satisfying various social classes, simple living culture of society, people's participation and increase awareness of the proper use of resources, the creative force and visionary community.

Keywords: consumption styles and patterns, resistive economy.
Chapter 1: Research Overview

The 18th century in Europe is different from others under the title of age of enlightenment and its significant feature which was experience approach century was lessefair motto (it means let boundaries be free). Its reason is vivid. Traders after saturation of domestic markets, tended toward foreign countries to supply initial materials and consequently foreign markets to sell their products. Traders asked government to reduce taxes of exporting goods which should be evaluated in today so-called third world countries. However, what made problems for colonization (modern colonization by culture) was tradition and common texture of these societies such as thick skin in resistance against modern products which the first penetration way to this skin is recognition traditions and customers as the first step; advertisement by this way should collapse penetration dam of these countries. These society members first believed on what they have is good against importing products and this was done precisely in advertisement used characteristics study. What makes “identity crisis” here was proposed and people questioned here is identity in traditions, treatment, and beliefs and in contrary changed achieving new identity changed itself to consumed products. He was induced to it but with that matter is not finished here and will become more miserable if we pay attention that culture of these societies are changing and finally change into crisis and shows itself in all society principles.

Consumption pattern can be known separated from systems, values, or social-personal or both norms which indicate consumer personality; however, the consumption selection of people in the third world are influenced by various resources especially guided by foreign resources, but it definitely shows their mentality. Without neglecting utilitarianism dimension of (satisfying mental needs) social consumption processes, symbolic means social meaning should be also considered. Goods and services have secret symbols besides their natural qualities and factors and are considered as indexes of a social level. Therefore, investigating consumption pattern making is important by mea-national companies. Actually, consumed services and goods are symbols giving meaning to main code of a person living society neglecting its economic and social development. Hence, consumption is an important field in forming mentalities, interpretation of cultural condition or identity by access to specific goods based on society norms and scales to be aware of their status besides others’. Objects or social performance is actually making difference based on objects or separating and social difference that classifies people and has social hierarchy. This symbol was observed based on different codes in all society levels and is not limited or a specific social class. In addition, imaginary aspect should be ended in consumption, because objects are fetish and scape tools that person imagine miracle life using them. Wishes are guided toward needs and satisfied in goods. Why advertisers try to make ideal imagination of goods in consumers’ minds is just that behavioral pattern accomplished in the middle of social texture. In other words, it is satisfied in relationship with other people with certain social-cultural life and mostly makes a nation. Fight with yourself and personal image, motivations, and values, in developing countries mostly represent failure of consumer what a person tries to find a way in consumption to cope with insufficiency interest and interest to enter society for social promotion. Human wishes to prove his existence and defines “I” and determines his role and status in relationship with others, seeks for products, trademarks, and images about who he is, should be, and will be by miracle to be proper and adapted. Then, symbols as pattern by which people determine their identities are expression of socialization.
This method of socialization originates not only from data and information that a person receives from society, but also from his social status which is for example related to his social status and job. The consumption pattern in all cases should be integrated with society culture completely. Of course different consumption patterns should be mentioned which are different for non-consistency of cultural-social system and social-economic classification range relatively. In the third world countries, the adaptation of social separation based on consumption is not just reflected just in cultural-social hierarchy, dynamics, and social motivation, but it represents in cultural intersections and controversy between “tradition and modernity” form. Introduction and extension of modernity by norm breaking, wishes, needs, and new formatting results in social dynamism. In this framework, communication pattern has direct relationship with consumption pattern. On one hand, consumption pattern is collection of messages and symbols forming people attitude and reflect in their consumption behaviors, on the other hand, it is a communicative pattern between human and society, human and human; however, as J. Atalli stated well “human stays inactive and silent, objects make his culture, code hierarchy system, and replace by conversation. Consequently, consumption pattern will be reflective according to traditional or modern, inherited or imported patterns and views.

Chapter Two: Necessity of Surviving Mediator Culture and Consumptions Optimization

When necessary standards are obeyed in producing a product, the production has desirable and acceptable quality which supports domestic producers’ rights besides customers’ rights along with competition in domestic and foreign markets. Considering principles will result in producing consumed goods, reducing wastes, and consequently increasing productivity. Determination experts’ standards and this ministration interface in governmental systems are along with accomplishment consumption pattern modification motto. Meanwhile, considering standards in society needs making culture among people especially for new generation. Iran country is in rank of the highest energy consumption. Per capital energy consumption in Iran for each person is five times more than China’s per capital energy consumption with 1,300,000,000 people population and four times more than India with 1,220,000,000 people. The average energy consumption per m² in Iran is 2.6 times of per capital average in industrial countries. Some part is for lack of residential houses; therefore, energy pattern modification should be institutionalized in construction part by implementing regulations, and engineering laws such as article 19 in building regulation which refers to building optimization. Making sense of urging to consume domestic products and non-attention to low quality imported goods will pursue producers along with promoting qualitative and quantitative products.

Role of Consumption Pattern Modification in State Development

Nowadays, we are in part of Islamic Revolution of Iran that have passed various falls downs in political, social, and economic eras and from experience to growth and flourishment time. Reaching higher levels and development needs a national determination, because both managers and authorities and industrialists and producers and totally all people in society have great role in this matter; therefore, they should take great step using accurate consumption pattern and optimization and promotion methods and savings in God blessing resources. The precondition of using advanced industrial technologies in production cycle is using specialized forces and
guidelines of Saint. Leader of revolution to produce goods and provide proper condition of changing our country to a political and economic pole in the world.

**Consumerism in Present Era**

When there is not proper infrastructure and income, yet consumption is emphasized, various damages are imposed on society. In economic prosperous conditions and increasing in people buying power, consumerism becomes popular; however, cultural factors are so effective in its determination, important factors in controlling consumption, appraising people to saving, and investment is proposing accurate pattern for consumption and proper condition for economic activities. In Iran society, after revolution in spite of revolution spiritual orientation and nature, material values have become popular for various factors which have influenced spiritual values. Consumerism especially in industrial and developing countries have popularized after war intendedly and industry owners have focused on human as consuming machine first in developed then in developing countries through what to reach incremental benefit. Therefore, consumerism doesn’t guarantee anything except extra needs to give service in industry and industrial countries. If we can increase awareness and culture level, we will be able to increase productivity and prevents from consumerisms, and undoubtedly prevent from losing resources. This fact will yield resources to productive capacities affluent. As it was stated, consumerism makes gap in various levels among human. This class gap increases social difference and foreigners penetrations. As much unbalance as wealth distribution in society, consumerism spirit will previse and spread more quickly in society. In addition, income resource is the main factor for consumerism spirit. Therefore, huge incomes will obtained by many briberies, because income doesn’t obtain by production, so consumerism spirit increase son. Therefore, whenever economic, social, and legal evolutions are less, there is less probability for briberies so achieving extreme and huge wealth will be more difficult, so luxury-orientation will reduce. On the other hand, new technology makes new needs. Capitalism system won’t survive without consumerism, so searching consumption markets in different countries is in their agenda. Part of their responsibilities of governance is training accurate consumption in various levels and social training. Nonetheless, there has been no attempt to train it in media book, or movies, so education is weakened, and luxury-orientation and consumerism by broker and non-productive level of society increase.

**Determination the Importance of Effective Religious Promoters Role in Obeying Consumption Pattern in Society**

One responsibility of religious promoters is about consumption pattern modification and removing social classes’ gaps. Using pure Islamic thoughts in economic plans by referring to Quran verses and stories, education jurisprudence regulations in economic aspect and its accurate interpretation are accomplished by aware and thoughtful forces, researching n origin of social justice, control and guide consumption manners in society, limitations in importing unnecessary goods, implementing constitutional law in economy, attention to human dignity according to originality of God deputation on earth, and God creation and trusteeship that can be strategies toward economic growth and flourishing in Islamic society. One religious promoter has many guidance tools to make positive motivations and remove negative motivations. Harmful and
corruptions can be prevented in society by stating religious comprehensive regulations and their implementation.

**Role of Consumption Role in Development**

One of effective cultural factor in development is consumption culture. There are two view about it: one view believes that prevalence of consumerism culture helps development and explicitly states consumerism as positive and effective factor in development. Their deduction is this factor has h positive effect in western world. When demand increases for consumption, demand for products and services increase so profitability increases so production is helped by this way. In addition, consumption increase by multiplier coefficient mechanism has positive effect on national production, since it was stated in economy, increase one consumption unit ds more than one unit on national gross production. Another view is that consumerism culture has negative effect on development, they deducted that prevalence of consumerism culture moves society consumption toward luxury goods that most of them are imported and exit national capital and weekend its spirit. These effects are harmful for developing countries and prevent their development. This view is in contrary with this thought that since economy developed in western society, each cultural element in west is useful for development, in answer it is said that: many opted cultural elements from west have antidevelopment effect or become antidevelopment effect for b option. So we should lean on our own culture in the first step. Consumerism culture which is adopted by contract of the third world countries with west, has been serious obstacles against economic development of these countries. This culture makes people use non-domestic goods (imported goods) and help to consumerism and luxury-orientation culture instead of helping to domestic production or economic bases. In other words, they damage their economy. Of course, the prevalence of consumerism culture (consumption increase) in western societies help their growth, because demand increase for goods and services have appraised domestic producers not to be satisfied to their domestic markets and tend toward foreign markets. This demand increase totally is a great help for their development; however, increasing consumerism spirit and consuming goods of other countries has changed into unsolvable problem for the third world countries since now. If we accept that this cultural element (consumption increase) has transferred to this country by contact to west and if we assumed that consumption culture in those countries have helped to growth and development at the beginning of development there is no doubt in this issue that they act as obstacle in the third world countries against development, because the third world countries need to increase investment and capital to increase production more than all other things that is the main index of economic development. But increase using foreign goods make problems for domestic productions, in addition, great part of national incomes are used for others products instead of domestic products and this procedure is antidevelopment. In addition that consumerism make improper consumption pattern in countries and its antidevelopment feature threatens Islamic cultures and values, it explicitly focuses on luxury and previse aristocratic and palace dwelling spirit. Since each consumed product has its specific culture, most consumerist people on imported luxury products will get their cultures. Actually culture of using these products has degenerating effects. Palace dwelling is one expression for promoting consumerism culture. Therefore, Imam Khomeini emphasized on this point that “palace dwelling spirit is dangerous” or “palace dwelling brings this spirit” and finally
emphasized that “of you want your nation to be everlasting and Islam is prevailed as what the great God wants, you should fight with people palace dwelling spirit. (Saint. Imam Khomeini, vol. 17, 1982-1989, p: 217) As it is seen, Imam Khomeini in his speeches prevented society from having palace dwelling spirit which previse consumerism culture, he pointed to effects of this feature and finally stated thee core of speech in one sentence that is palace dwelling spirit which is ethnical degenerating.

Another manifestation of consumerism prevalence is wastefulness infecting such society, wastefulness is inadaptable with development. Waste means violation the society consumption balance level. Wastefulness prohibition make a society to stay in balance level, people consume up to necessary level and save the rest capital that investment or recommended actions such as charity and recommended forgiveness helps better income distribution. (Saint Imam Khomeini, vol. 15, 1982-1989, p: 232)

**Third Chapter: Conclusion**

Islam religion trainings recommend people to consider balance and faith in all life dimensions and the most important anxiety of a Muslim is “being” not “having”. Real Muslim flight toward God by thinking to himself since he came from heaven and goes there again. Above all, Islam never prohibit Muslims from using world blessings and always invite them to dynamics, useful, and accurate economy, provides extensive facilities to grow other human talents and not having economic system and its non-efficiency disturbs growth and flourishment the other life parts, as it is deserved, we won’t reach to desirable perfections. The form and level of products consumption (people, families, agencies, government, etc.) are influenced by consumption, income, social situation standard effect, monotheism thought, defending root of Islamic society, fighting with ethnical corrosions, and providing public health are all dependent on healthy economy.

**Suggestions:**

1) One precondition of this path to get desirable result is mental and cultural conditioning for various social classes. Today, each society member should know to use material resources optimally in its activities for country to each 20-year landscape purposes and all- dimension flourishment is accomplished in all national dimensions. Therefore, without making culture of this task, design, and provide its necessities absolutely won’t guide us to success, because consumption pattern modification in a country won’t be practiced at one night and suddenly. Hence, making permanent culture is the main condition of consumption pattern modification movement.

2) Having managerial and intellectual management that is emphasized by Saint. Leer is another initial necessities. Authorities shouldn’t amused just by holding several conferences and publishing articles by preventing from leaning on mottos. Therefore, having curate and intellectual management in macro level to guide, formulate, and select a technical strategy, according to the emphasized path by Saint. Leer, will be precondition of national and futuristic design that guarantees state development and justice promotion as inevitable necessities.
3) Another main preconditions in consumption pattern modification is drawing purposes, dimensions, and strategies to issue, and determination indexes to evaluate procedure and development of affairs should prevent consumerism and losing resources, opportunities, and cost in all fields and documents. Strategic maps should be prepared and ordered. It means managers, commanders, and authorities can put themselves in path of accomplishing this important fact by preparing this document and using modern methods and procedures.

4) Attracting people participation and increase their awareness than accurate consumption of facilities and other resources is another way to correct consumption pattern and have healthy economy. Actually, consumption pattern medication is possible and will provide great resources for society by participation and obligation of per society members to be promised to accurate consumption of resources.

5) Modification in educational system, of state as much educational levels ascends, more awareness and identification about perception and necessity of consumption pattern modification is obtained.

6) Using and utilizing TV and media programs along with modifying consumption pattern

7) Enlisting consumption pattern modification in state development and designated plan. It means al governmental systems should accomplish spirituality of Saint. Leer permanently.

8) Providing a proper educational pattern for people by subordinated organizations and institutions. For example, electricity organization can train by optimum consumption in electricity bills of subscribers to provide proper consumption pattern to modify it.

9) Providing proper consumption pattern including all ministration and private authorities of country.

10) Changing present consumption culture and showing consumption base on religious trainings anti-value.

11) Fighting with western cultural attack in making unpleasant consumption culture and luxury-orientation by making people aware and deep political and Islamic insight for all society members.

12) Considering consumption pattern modification and healthy economy as valuable, pervasive, permanent, and actualized movement that needs making culture, control, and evolution in family consumption pattern. This fact will be possible by promoting women management and women consumption pattern. Therefore, consumption pattern modification of family can be research bass of this necessary and valuable movement. According to principal and sensitive women presence situation and unique role of family in cultural, social, economic, and political-security life in state macro designs, principal and active participation should be greatly mentioned in considerations and opportunities center.
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