Sociological Explanation for Cultural Consumption Patterns, With Emphasis on the Study of the Book (The Case of University Students in Kermanshah)

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Abstract

With regard to the role of research, as a key factor in the process of knowledge transfer socialization and cultural reproduction, human development, economic development, social and cultural rights, this study consists of a questionnaire, to evaluate the pattern of study, as one of the cultural consumption. Statistical society is students from two public and private universities (Razi) located in Kermanshah city who have to access them, multistage stratified sampling method was used. Based on the results, the study of public university students studying during the day was more than the students in Azad University. In addition, the highest and the lowest study were related to public university students to study in subject areas such popular works and works of non-academic. In contrast, the highest and the lowest reading Azad University students, respectively, related to academic text books and books with humor theme. Then, the test results showed that the correlation between the two variables strains of students studying patterns are not random, but also sociological factors such as socio-economic and cultural capital base, to give it as positive and negative.

Keywords: Cultural Consumption, Pattern of Study, Cultural Capital, Social-Economic Status, Book.
1. Introduction and Statement problem

Consumption is a fundamental feature and one of the most important human needs. Humans for their survival consuming goods and services that meet basic needs. "Need" and "consumption" as a human constant in history, today have moved away from each other, and there is a gap between them, so that human consumption in not accordance with human needs, but it has turned into something much more. According to Bryson (1996) use commodities such as housing, clothing, food, music, etc., are not only essential for human survival, but also indicated social status. In other words, keeping in mind the tastes and preferences in the selection and consumption of goods can be found status (Quoted from Samim and Fatemi, 2007). In other words people today, their identities through what they consume, produce or rather impersonate. Unlike past consumption that the consumption followed the production, todays practices that are independently and with others, especially the culture and cultural features (and less or non-economic) cohesion is strong. In other words, the field of "consumer culture" has become one of the most important sociological researches and the study of cultural consumption, especially consumption, has opened the prospects for researchers in the field of sociology of culture on a novel management (Maleki and Rafeie, 2011: 2).

Books and consumption (study), as one of the items of cultural consumption is always a key factor in the transmission of knowledge and cultural interaction and ideas of the people and societies throughout history. During the period of late modernity due to the increased amount of rethinking (Giddens, 1997) and in the post-industrial information society, the domination of the economy according to the service economy surpassed the value of knowledge and expertise on the importance of the skills, has been doubled the importance of knowledge and information relative to previous periods. Because today's active and creative role and activism in "Age of a culture and a civilization" (Rajaie, 2013) With the development of more comprehensive information and communication technologies and the subsequent emergence of a network society (Castells, 1380), more in need of the most basic ways to gain genuine knowledge and expertise. In addition, the study as an important tool for the development of mental and personal capacities (Clark and Rambold, 2006 According to Fazeli, 2015) and increase human development, the way factor in economic development, social and culture. Because according to Bamberger (1975) development in all its dimensions in a nation depends on its people access to books and promoting reading habits among them. As Jokar and Karami (2004) have also proposed a sign of cultural and social development, benefiting society members of the People of the Book and study (Quoted from Fazeli, 2015).

Despite the inalienable importance of study in the process of development of each country's per capita study is very low. (Vaezi, 2013) So that the study of the subject in general, and specifically, even during leisure time, place in a large number of applications from members of the society (Bahrami, 1997). Level of study revealed that representation in the society to the extent that even among public librarians, educators and teachers as community (Gallup, 1999), promoters of health in the community (Liban et al., 2004), information literacy trainers (Clyde, 2002), and even as developers of e-government (Gibson et al., 2009), due to the lack of a comprehensive study program (Zerehsaz and Pazouki, 2012), easily and clearly visible. Based on the results of some internal studies (design and measure indicators of Culture, 2011; Fazeli, 2007) during the week, about 48 percent of the people (the public and the educated sections) without non-academic study and about 18 percent are less than 2 hours. In addition, the study specifically is on students of Tehran University, less than...
an hour during the day, and students in the country in general, a maximum of 3 hours per week (average 52 minutes per week). (Quoted from Fazeli, 2015)

Hence considering the above facts, and referring to the 1996 Convention, UNESCO, as well as the study of a variety of books ranging from academic and non-academic position in society, as one of the basic tools of progress and development, tend to measure student subject to a variety of species (such as books, literature, religion, history, etc.) as well as the study of them during the day, the scientific and practical necessity would be great. In this regard, this study is trying to comparative analysis of the study at two universities (Razi and Azad) in Kermanshah (on the assumption of unequal academic level of the University) discussed the conditions of the study based on economic capital and cultural capital. So the questions of this study are as follows:

1. How much Azad and public university (Razi) students studying Kermanshah, during a day? (A few minutes)
2. Which the species is the subject of study in maximum and minimum government study among university students in free and Kermanshah?
3. Economic capital and cultural capital of Kermanshah Azad universities and state what they study is related to the pattern? (Type and amount)

2. Literature Review
2.1 Research history
Research results of studies and planning in Tehran (2013) showed that consumption of cultural goods (music, cinema, theater) has a significant relationship with education and cultural capital. Tavassoli and Khademian in the study (200) found that reading books on cultural consumption and, in particular, gender plays an important role. Adibi Sadeh and Shojae research (2008) also showed a positive relationship between level of education and leisure as well as the poor relation of social class, cultural consumption.

Chan and Goldtorpe (2007) has concluded that the upper strata of society, not just consume culture belongs to the elite culture, but also other kinds of consumption are really popular. In fact, to acknowledge them, through the use of various social strata single Compassionate and everything Compassionate differentiate themselves from each other. Research results Catz-Gerro and colleagues (2007) showed that culture is more than a function of their social status, social status depends on their parents. Research results Purhonen et al (2009) also showed that education, age and sex in particular, have special role in explaining patterns of literary and musical and literary.

In addition to the foregoing, other studies such as Fazeli (2007), Ghasemi and Samim (2008), Mousavi (2008), Nutall et al. (2011), and Cockrill and Liu (2013), examined the cultural consumption. But none of them individually, and emphatically to use and have not read the book, but also have viewed the study as a mode of cultural consumption, along with other items like music, cosmetics, film etc. So what distinguishes it is the leading research exclusively for comparative pattern found among students of two universities, and based on socio-economic status and cultural capital is examined.

2.2 Theoretical literature
History of study on the issue of smoking as a sociological category, dates back to the late nineteenth century and early twentieth century. Veblen, Weber and Simmel was one of the first sociologists to use the issue as a social phenomenon. Then people like Bourdieu,
Baudrillard, Campbell, Douglas and Ayshroved, Lacan, and many other theorists examined on consumption as one of the main axes of his sociological studies. In the meantime, according to the study, Bourdieu's theory seems more appropriate to answer questions and objectives of this study.

Bourdieu, created a solid theoretical foundation to analyze the phenomenon of consumption. In fact, the most coherent discussion on the use by Bourdieu suggests that consumers consider the most important element of the modern world (Fazeli, 2003: 44). Bourdieu's concept of capital has three dimensions: economic capital, social capital and cultural capital in the research, concepts of cultural capital and economic capital is concerned. Economic capital, including income and financial resources that are in the form of ownership (Bourdieu, 2012: 64). In addition, this capital refers to the economic situation and financial guarantees. The order of cultural capital of his views, beliefs and cultural traditions and knowledge related to certain standards of behavior that improves success in life. Cultural capital means the power of knowledge and the availability of cultural goods per person and so the person that includes sustainable tendencies in a person accumulates over time (Bourdieu 2001: 70). For Bourdieu, the concept of cultural capital has three main dimensions: 1. Dimension embodied or mental, which includes psychological tendency towards the use of cultural goods. 2. Dimension objective, which contains a set of cultural goods, such as works of art, scientific reports and the like, 3. Dimension institutional, which contains documents and degrees and scientific-cultural person (Shobreh and Fontaine, 2006).

For Bourdieu cultural consumption means that the reagents appropriation of cultural goods and information related to books and reading, going to the cinema, theater and literary and cultural venues, including the use of music and so on (Azad Armaki and Chavoshian, 2002: 64). Bourdieu, Cultural Consumption and Its People know that the application will create a distinction. He shows that the use, scope and significance of the struggle between classes and within specific patterns of cultural consumption is also used to create and maintain social distinctions (Kazemi, 2008: 152 and 153). In his view, cultural consumption, consumption of products that determines the taste of a person's need for resources and cultural capital.

In Bourdieu, cultural consumption and tastes, cultural, economic capital and cultural capital is a function of the talents is primarily cultural and aesthetic judgment on the choices people make and ultimately affects their culture (Tavassoli and Khademian, 2007: 54 and 55). In Bourdieu, actors affected by the economic capital, cultural capital are more logically to the clerk of equipment that they unconsciously elitist leads to the consumption of cultural products; because this works only for those cultural meaning and attractiveness that have the capability, they have the codes that cultural and artistic works have been encrypted with them. Implementation and evaluation of projects perception that visual culture and musical form, hidden condition detects internal logic works of art and aesthetic pleasure is in default. The viewer, listener or an audience that does not have the necessary codes, feels the chaos of sounds and rhythm, images and missing lines that have no logical order. initial layer of meanings that cannot be understood by ordinary experience, forgive and second layers of meaning, the meaning signified reach level, unless it is equipped with concepts that go beyond the tangible properties and properties work of art can introduce realistic style. The default is faced with cultural and artistic works, which is the act of knowing is a kind of decoding operations that imply the application of cognitive learning or cultural codes (Bourdieu 2011: 25). However, the laymen lack the competence and the ability to recognize their style. These people follow cognitive schemes that limit their aesthetic talents and keeps
their judgment than usual in the art (Shevireh and Fontaine, 2006: 20). So we can say, the economic capital and cultural capital in different will have a different, different consumer behavior and therefore life style.

Accordingly, the use and study of the book of (here students) is the function of the combination of the type and size of a person's economic and cultural capital; so it is expected that a different type and volume of the cultural and economic capital, consumption patterns have followed different books.

3. Research hypotheses

Hypothesis 1: there is a significant relationship between reading and consumption pattern book with the economic capital of Kermanshah Azad universities and government there.

Hypothesis 2: there is a significant relationship between consumption patterns and study the book with cultural capital of Kermanshah Azad universities and government there.

4. Research Methodology

4.1 statistical society and sampling method
Statistical society of this research, quantitative and survey methods (descriptive and explanatory) is done, students from the two universities Razi is located in the city of Kermanshah. According to Morgan table, and the 95% confidence level sampling, a total of 400 as the sample size was determined. The sampling method used was stratified multi-stage stratified; in the first case, statistical society in line with their education in any university schools (two universities) and then according to gender and educational level, the sample was chosen from among them.

4.2 Research tool
The data collection tool was a researcher-made questionnaire. In this study, the study book used both during the day and the type of books a subject was evaluated separately. To investigate the study during the day of a question, that "within a few minutes of your day?" used. Divided study topics, from 22 items in 8 general topic (1. Iranian literature; 2. Popular works; 3. Academic books; 4. Monuments, political and social; 5. Local effects; 6. Scientific works; 7. Religious works 8. Western works or World) was measured in Likert scale. To search for more accurate, more complete and more comprehensive economic capital variable (as one of the independent variables), social-economic status of the respondents was measured, which means having a position in society. This variable is used to measure the opening of five questions, respondents were asked to be the father, mother's occupation, father's education, mother's education, and to determine the amount of monthly income families. Respondents also the cultural capital of 20 questions based on Likert five-option (the option not too much) were measured.

4.3 Validity and reliability
Validity and reliability of the statements of the variables, respectively, through the methods of face validity and Cronbach's alpha coefficient was used. Results related to the reliability of variables in Table 1 below.
Table 1. Number and reliability coefficient of the statements of the research variables

<table>
<thead>
<tr>
<th>Variable</th>
<th>Dimensions</th>
<th>Items</th>
<th>Cronbach alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study topic reading by</td>
<td>Iran literature</td>
<td>2</td>
<td>0.63</td>
</tr>
<tr>
<td></td>
<td>Pop books</td>
<td>6</td>
<td>0.81</td>
</tr>
<tr>
<td></td>
<td>Academic books</td>
<td>2</td>
<td>0.58</td>
</tr>
<tr>
<td></td>
<td>Political, historical and social books</td>
<td>3</td>
<td>0.66</td>
</tr>
<tr>
<td></td>
<td>Local books</td>
<td>3</td>
<td>0.71</td>
</tr>
<tr>
<td></td>
<td>Scientific books</td>
<td>2</td>
<td>0.61</td>
</tr>
<tr>
<td></td>
<td>Religious books</td>
<td>3</td>
<td>0.84</td>
</tr>
<tr>
<td></td>
<td>Global books</td>
<td>4</td>
<td>0.79</td>
</tr>
<tr>
<td>Cultural capital</td>
<td></td>
<td>20</td>
<td>0.84</td>
</tr>
</tbody>
</table>

4. Research Findings
4.1 Descriptive findings
Of the total respondents, 50% female and 50% male. 53 percent of respondents were from the State University of Azad University 47%. Among the participants in the age category 24-18 years the percentage 60.6, 32.3 per cent in the age group 31-25 years and 7.1 per cent in the age group 38-32 years. In addition, the percent of respondents in degrees, 64.4, 21.6 and 14.0 percent percent of master's degrees, doctoral school were enrolled. 61.46% of respondents in the average level of socio-economic base, high levels of 20.34 percent and 21.20 percent was low. The results of the study during a day (Table 2) showed that the study of both universities during a day, and among them there are not alike. If the amount of public university students to study a little more than the study of Azad university students during the day.

Table 2. Shows the study respondents in one day for each of the two universities

<table>
<thead>
<tr>
<th>Reading during a day</th>
<th>Public university (Razi)</th>
<th>Azad university</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td>Percent</td>
<td>Frequency</td>
<td>Percent</td>
</tr>
<tr>
<td>Lower half an hour</td>
<td>31</td>
<td>43</td>
<td>147</td>
</tr>
<tr>
<td>Half an hour to one hour</td>
<td>27</td>
<td>33</td>
<td>119</td>
</tr>
<tr>
<td>One to two hours</td>
<td>22</td>
<td>10</td>
<td>63</td>
</tr>
<tr>
<td>Two to three hours</td>
<td>11</td>
<td>8</td>
<td>39</td>
</tr>
<tr>
<td>Three to four hours</td>
<td>5</td>
<td>4</td>
<td>20</td>
</tr>
<tr>
<td>Four hours and more</td>
<td>4</td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
<td>400</td>
</tr>
</tbody>
</table>

4.2 Study subjects and different genres of books
To answer the question of whether students study the same subjects as diverse and varied books or not, Friedman test was used. As shown in Table 3, according to the number of
different species in different categories, we can say that the respondents, different species subject to a size not study.

Razi University students study topics of interest to state as follows:
1. "Novels emotional, love etc."
2. "The Psychology of success, social relationships, etc."
3. "Political literature"

In contrast, most Azad University students in their study include:
1. "College textbooks"
2. "Books, tuition"
3. "Emotional novels, love etc."

In addition, the lowest reading for students of public universities on the theme "philosophical books", "Contemporary World Literature", and "exact sciences" and for Azad university students, on the theme "religious books, statutes, treatises, etc.", "Contemporary Literature world ", and "comic book "format.

Table 3. Significance test different types of music consumption average rating of respondents

<table>
<thead>
<tr>
<th>Students of azad university</th>
<th>Students of public university</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average of score</td>
<td>Studied threads</td>
</tr>
<tr>
<td>16.71</td>
<td>Emotional novels, love etc.</td>
</tr>
<tr>
<td>15.25</td>
<td>Political books</td>
</tr>
<tr>
<td>11.03</td>
<td>Local socio-political books</td>
</tr>
<tr>
<td>10.80</td>
<td>Iranian ancient literature</td>
</tr>
<tr>
<td>9.70</td>
<td>Iran socio-political books</td>
</tr>
<tr>
<td>7.90</td>
<td>Exact sciences like physics and so on (as the study of non-teaching)</td>
</tr>
<tr>
<td>17.75</td>
<td>College textbooks</td>
</tr>
<tr>
<td>6.88</td>
<td>Religious books, statutes, treatises, etc.</td>
</tr>
<tr>
<td>6.38</td>
<td>Comic books</td>
</tr>
<tr>
<td>9.49</td>
<td>Local History</td>
</tr>
<tr>
<td>10.24</td>
<td>Theology and mysticism</td>
</tr>
<tr>
<td>13.80</td>
<td>Success psychology, social relations, etc.</td>
</tr>
<tr>
<td>14.49</td>
<td>Poetry and folk literature</td>
</tr>
<tr>
<td>13.3</td>
<td>Iranian national history</td>
</tr>
<tr>
<td>10.63</td>
<td>Global socio-political books</td>
</tr>
<tr>
<td>15.00</td>
<td>Classical literature West</td>
</tr>
<tr>
<td>9.00</td>
<td>Iranian literature</td>
</tr>
<tr>
<td>6.59</td>
<td>Contemporary World Literature</td>
</tr>
<tr>
<td>8.61</td>
<td>Biography and Memoir</td>
</tr>
<tr>
<td>8.46</td>
<td>world history</td>
</tr>
<tr>
<td>7.25</td>
<td>Philosophy books</td>
</tr>
</tbody>
</table>
4.3 The relationship between socio-economic and cultural capital base pattern study
To investigate the relationship between the pattern book study research variables and two strains Pearson correlation test was used. The results showed that independent variables with the pattern book of students' reading, correlation and significant relationship, but not in all its dimensions, because they relate to some aspects, positive and negative with some other dimensions, yet with some aspects of the relationship was not significant. Finally, according to results of a study of the book can be said that both universities, not randomly, but also according to some sociological variables and social-economic status and cultural capital here, accept diversity.

Table 4. Results bilateral correlation coefficients (Pearson) research variables

<table>
<thead>
<tr>
<th>Different topics of book</th>
<th>Variables</th>
<th>Social-economic database</th>
<th>Cultural capital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iranian literature</td>
<td></td>
<td>0.265</td>
<td>0.315</td>
</tr>
<tr>
<td>Popular works</td>
<td></td>
<td>0.438</td>
<td>0.111</td>
</tr>
<tr>
<td>Religious works</td>
<td></td>
<td>0.092</td>
<td>0.233</td>
</tr>
<tr>
<td>Scientific books</td>
<td></td>
<td>0.029</td>
<td>0.308</td>
</tr>
<tr>
<td>Academic works</td>
<td></td>
<td>0.172</td>
<td>0.09</td>
</tr>
<tr>
<td>Historical, political and social</td>
<td></td>
<td>0.259</td>
<td>0.303</td>
</tr>
<tr>
<td>World Heritage</td>
<td></td>
<td>0.335</td>
<td>0.356</td>
</tr>
<tr>
<td>Local effects</td>
<td></td>
<td>-0.174</td>
<td>-0.163</td>
</tr>
<tr>
<td>The study during the day</td>
<td></td>
<td>0.081</td>
<td>0.268</td>
</tr>
</tbody>
</table>

** Relationship is significant at 99% / * Relationship is significant at 95%.

5. Discussion and Conclusion
Unlike past consumption, consumption was followed by the production, and practices that are independently and with other matters, especially culture and cultural features (and less or non-economic) cohesion is strong. This attention to the "culture" is so important that some contemporary thinkers such as Baudrillard believed that everything in social life is "culture"; in other words, the field of "consumer culture" has become one of the most important sociological research and the study of cultural consumption, especially consumption, has opened the prospects for researchers in the field of sociology of culture on a novel management.

Among the forms of cultural consumption, study a variety of subjects as well as the study of the book because of its particular position, it is of fundamental importance. Because as a central factor in cultural exchanges and transfer of knowledge and ideas, people and societies throughout history, played a key role. In addition, its role in the development of mental and personal capacities, increase human development, and economic, social and cultural importance is inalienable.
Based on the above facts and also on the increasing importance of knowledge in today's world, the importance of the study and model study of a particular position. Since human actions in general and consumer actions, in particular, do not operate in a vacuum and are always in interaction and interaction with social context, in this study, the relationship between socioeconomic factors and cultural capital base, according to Pierre Bourdieu, students study examined the pattern. Two universities, located in the city of Kermanshah, were selected as Statistical society. The reason for the two universities which, based on the assumption that the level of the two, not to a level between the two universities there are differences in the level of their knowledge. Based on Bourdieu's theory, it is hypothesized that the use and study of the book of (here students) a function of a combination of the type and volume of the cultural and economic capital; so it is expected that a different type and volume of the cultural and economic capital, consumption patterns have followed different books.

Investigation results showed that in the study during the day, there are differences between both universities; if the amount of public university students to study more students of Islamic Azad University. Based on this result, given the unequal level of the university, was consistent. Freedman's test results showed that both universities on the subject of their study interests differ. It can be said that the two universities and the prevailing environment, such differences in the amount and the type of study is due. Because according to the result of the test, students at Azad university pay more time to study textbooks and academic and non-academic study their students than public universities, were lower. However, the state university students in addition to textbooks and academic study, the largest study of the novels in the field of emotional, love and non-lesson books. On the other hand we can say that consumers actively engaged in studying the issues being studied and from the local to the global level between the various subject areas. Hence, given the distinction of both universities in the study and in various subject areas, consumers can be considered active agents, in line with their values and meanings and frameworks also influenced by social context, social-economic and cultural capital, make choices, engage and interpret the subject being studied. To investigate the relationship between independent variables and model study, Pearson correlation test was used that its results showed a significant negative correlation in some aspects and the relationship was statistically in some other dimension. With the study during the day is also the only cultural capital was positively correlated for it. If that is the cultural capital of the students increased their reading rate increases during the day. Finally, with regard to the issues raised and the results obtained, it can be said that the pattern of respondents read books, do not occur randomly, but also according to some sociological variables and social-economic status and cultural capital here are different.

In this case, the social-economic status and cultural capital are both positive and negative correlation with the pattern and the role of incentives and disincentives together two urban wetland in the pattern. Based on the research findings, recommended that the relevant institutions, especially universities, offering cultural programs and activities at the university level, to promote students' level cultural capital, because the cultural capital increase during the day and increase the amount of research in the fields of religious, literary, scientific, or political-social and Western world. In addition, it is suggested that future research work is the subject of solidarity cultural capital and local literature for a closer look deeper and therefore and explain why negative correlation between the two, and finally, a solution to the growing positive correlation between the two variables in order to enhance and increase the studies and works of folk literature offer, because local effects, special delicacies and cultural and local identity with the historical record show and the reproduction component of identity over time.
and thus maintain them. Also, since the relationship between socio-economic bases by studying local impact is negative, it is suggested that this topic is more closely together. In the end, it is necessary to emphasize that today, with the advent of technological changes, political, social and cultural spin on local to global levels and the growing importance of cultural factors in explaining social practices and identity, the role of economic variables such as class, is declining day by day. So important cultural variables such as species and collective identity as the dominant ethnic identities three urban wetland, nationally and globally, as well as religious identity and gender in determining the pattern of study are examined.
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