Comparison of individual economic indicators in West and Iran

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Abstract

The wide range of human behavior and interaction can be achieved in communities for the provision of material conditions of life, with the help of relations and economic interactions. Attitudes, attitudes and behavior are decisive in the formation of these interactions, in short, as it is called in economic culture in the field of personal and social. Assessment of economic and cultural status quo and distance to the desired pattern drawn from Islamic teachings as overview, it requires indicators that can be offered using noble religious resources and knowledge of the current economy. This article will attempt to provide the most important shortcomings and cultural problems of production and consumption by the question what is the economic and cultural assessment indicators in the areas of production and consumption in Iran and the West? This article uses Analytical method for analyzing data.

Keywords: Economic culture, consumer culture, Production cultural, Economic culture making, Economic Lifestyle, Economic training.
Introduction
What emerges from the behavior of individuals in human society, its effect on vision and attitude towards the management of their relationship with God, other people and nature. The configuration of individual or collective insights of people, they are the most important determining factor in shaping attitudes. The wide range of human behavior making and interaction in the communities, it is about how the provision of material conditions of life and move on the path of growth and progress. Given the importance of economic culture, and behavior in the area of economy is an issue for years as it always has been considered for economic and social planners in developed countries and they have prepared a targeted policy to implement it in the field of education and culture; because the today's world has found that considering culture and training, is a kind of national investment and any country that does more work in this way, no doubt it will get the results in the future (Madandar Arany and Srkararany, 2009).

Also, reviews policy making organizations and custodian of culture in modern society it shows that they all have a education system and capability and effectiveness culture making and they are sensitive to any lack of understanding of concepts and skills related to decision-making and economic analysis and also arrange programs to deal with it at various points, even from childhood and pre-school age through formal and informal programs (Gardner, 1983, P. 10). For example, one of the oldest and most famous of these programs, their goal is to provide cognitive content and skills necessary to train people for the following:
- Productive members of the work forc
- Respsansible sittizen
- Knowledgeable consumers
- Prudent savers and investors
- Effective participants in a global economy
- Competent

Economic culture may be believed that the missing link in many behavioral abnormalities and the defeat or victory of economic policy. The main question of this article is that:
- What is the economic and cultural indicators in both production and consumption dimentions based on indigenous perspectives on Iran?
- What is the current and desired status of our society in these indicators?
- What is the difference between these indices and indicators in the West?

Materials and Methods

Consumption Culture
In the past, consumption was less important than production issues; but the development of societies, especially urbanization, has been noted the phrases and terms in various fields of social sciences and economics such as consumer society, consumer power in market, development of marketing and advertising, the complexity of consumer behavior, ethical consumption, sustainable consumption and so on.
In a simple definition, consumption includes taking advantage of something to satisfy more needs or the monetary value of goods and services purchased by individuals (Akhavi, 2001, P. 151). In the general sense and reasonable, the consumption has two categories in the knowledge economy, including:
1. The final consumption of goods and services aimed at increasing the utility (providing needs and desires) by final consumers (including households, government, public institutions, etc and even economic firms; 2) Intermediate consumption of goods and services by manufacturers to produce final goods and services or other intermediary.

This distinction is expressed in standard economic literature on both micro and macro levels. Specifically in microeconomics, the first alternative has been proposed in the form of consumer behavior analysis and the second part as the theory of the firm and producer behavior in terms of demand for production factors. Consumption (in the first sense) is the most important step is the allocation of resources, facilities and assets in each economy and in fact, the focus of economic activity.

Consumption has a special place in five stages allocation (including extraction, production, distribution, consumption and recycling) in other words, it is guiding the process, so that every event in the sphere of consumption, it is a signal to other stages and pushes operators to change their planning. What is remembered as the "Consumption Culture" it is a collection of human behavior created with the aim of meeting the needs and aspirations of the people and based on individual and collective shaping them. How it shaped Consumption Culture in different individual and collective identity, it is a matter of concern for economic and social scholars.

In the West, Thorstein Veblen argues show off or show belonging to a specific group in society with highlight their differences with other groups is the emergence of some consumer behaviors among people (Gybynz and Reimer, 2002, p. 124). For example, people distinguish themselves from others by their class dress, makeup and jewelry (Veblen, 1383). From the Veblen's view, members of the upper class are always busy grandstanding and seek to bring others on the battlefield to increase the value and dignity of the official competition. Other events that occur in this competition, it is a waste product demonstrations, Time and Energy due to its function in the process of rivalry. From other specific consumption of cultural expression analyzed by Veblen, it is emphasis on precious as the most important criterion apparent consumption of the upper class. In this culture, the beauty of the product is dependent on its precious so that it specifies benefits in the consumption of a commodity in terms of aesthetic value.

The influence of this look, aesthetic and precious criterias are mixed together. The best example of such mixing is two criteria to wear clothes as emphasized and rely on dandyism to follow fashion. Veblen Goods are a group of commodities an increase in people buying preferences directly linked to the price contrary to the law of demand. Based on this, some senior producer, are Veblenian like diamonds, cars and luxury watches, because people's willingness to pay is reduced by lowering the price (Veblen Goods, 2009). But In the Muslim lands, although somewhat fresh debate about aspects of consumption culture; in the the field of consumption culture making and the formation of a community with specific consumer behavior, it is a backdrop to the prophetic mission. For example:

The verses that believes true ownership of everything in the heavens and the earth is associated with God (al-Baqarah, 284); it gives people ownership of their validity with the proviso maintain
and grow (Nisa, 5); the verses which prevents human beings from economic corruption including usury (Al-Baqarah, 287), low sales and deviations in weight and measure (Hud, 85). All implies that the Quran is considering a particular pattern of economic culture in accordance with the structure of human existence and growth and happiness in this world and the hereafter and he wants to lead man to the side.

**The status quo in the consumption culture**

Then we'll take a pass above the existing scientific literature and then we'll provide the indicators with a local approach.

**Consumerism**

Consumerism is the equalization of personal happiness with consumption and purchase of material possessions. According to Webster's dictionary definition, consumerism is of the view that an increase in the consumption of goods is economically desirable always (Merriam Webster, 2009). Vivien Brown (in his book "Emerging Economies") believes that eighteenth century is the era of the birth of the consumer society as it showed itself in fast transient modes modern appliances. He recounted facilitate communication and high growth promotion as the most important factors in the spread of consumerism and analyzing that how not only for the nobility consumption of imported and luxury goods in the mid-eighteenth century and even if a woman worker does not drink imported tea and not eat white bread with butter in the morning, he thought that breakfast has not been eaten (Brown, 1386, p. 43-41). Taste, lifestyle and preferences upstairs gradually became the criterion that all consumers were seek to mimic it. So imitation as a major component of modern consumerism, it caused the mainstream consumers are always looking for people above their benchmark (the social hierarchy); the poor tried to imitate the rich and the rich were looking to emulate the celebrities.

Among the factors contributing to the spread of consumerism, what should not be overlooked, it’s the effect of massive advertising, continuous and comprehensive by the media to change slow of value systems and individual and social beliefs about life styles and consumption. Massive propaganda system indirectly introduces a happy person, success and happiness as well as full-scale consumers.

Galbraith an economist at the famous institutional, he believes that the use of advertising is handicapped need to stimulate demand and the need for mass consumption after the end of World War II and offset declining demand in times of war. Therefore, manufacturers have moved advertising techniques and methods related to the war period to the area of Branding and Marketing to create enthusiasm in consumers. He believes that increasing access to bank credit is another factor that had led to the possibility of consumption of future earnings and the formation of the current mass consumption expenditure for those who are not current income adequacy of compliance with advertising (Galbraith, 1998, p. 156; Waller & Robert, 1988, p. 44). An important effect created by advertising along with creating a false sense of need in addition to economic failure in his audience its poverty among people who are not really poor (Research Department to strengthen cultural and social, 2006, P. 18-19).
Production Culture
Production in dictionaries translated with the word parity, create and create. Human is only creature has Creativity and he can create things or in the term, he can produce. What is the purpose of the production in the economy among five stages of resource allocation are two stages of extraction and reclamation, as well as production. The first phase includes materials that are consumed directly (such as fish caught from the sea) or that are imported to manufacturing process such as cotton which enters to spinning process for clothes. More resuscitation phase applies to the natural resources such as fertile land and forests. Also advantage of enjoying the temperate climate, the ability to produce energy from sun, wind or inhibit the flow of rivers and etc are examples of the use of natural resources. Natural resources are sometimes exploitable directly and sometimes it is necessary to perform processing operations on them for production. But in the stage production of raw materials means potential inputs productivity capacity, it comes to processes that convert them into final goods and services or the intermediary. The order of the processes, is arrangement and make inputs so that their productivity capacity to be actual. Culture governing the relations of production in the world today can be summed up in one short phrase: A big effort to maximize profit. Therefore, any process to generate the maximum profit and personal gain, it is correct.

Production Cultural Gaps
Shortcomings can be summarized in a few cases:
- Personal character and social education problems such as risk aversion, lack of accountability;
- Low efficiency in the use of factors of production;
- Lack of rule of rationalization on manufacturing decision such illegality, lack of long-term look at social, imbalance expectations;
- Lack of a framework of belief, moral and religious in production decisions;
- Lack of entrepreneurial spirit;
- Lack of proper education about religious and scientific aspects of economic activity.

Common indicators in the economic culture
Today, the concept of selection has become more important in the economy knowledge as far as economy is as a selection science; in other words, economics is the study of how the choices of individuals, firms, organizations and governments in society and thus determine the use and application of resources, facilities and assets and answers to key questions in economics about who, what, how much produce and how are distributes these products and who consumes (Walsh Stiglitz, 2006). The following are indicators that seem to use to assess the current and appropriate to the economic culture.

Results and Discussion

1. The necessity of a framework of belief, moral and religious in all elections and economic decisions
Muslim man selections first are defined in the context of natural theology and developmental rules and traditions in the world, secondly, part of her choices is also bound by the judgments
and orders of religion so that is asked of the person and the Islamic community to ply worldly, otherworldly and Salvation desirable by practice. Existence of insight about religious faith issues in the economy such as notions of divine provision, existence of afterlife and a posteriori works and etc in addition to the institutionalization of ethics such as simplicity, contentment, higher than their non-targeting economic issues, production and consumption and finally, compliance with laws and religious orders leads to go the way of development and prosperity and the people and communities achieve salvation and redemption.

2. Due to the interdependencies and correlation of mass
Human has born as a social being; so many of his choices form in the collective interaction and interdependence or are affected by it (including family, institutional, national and global). So link to a kind of happiness with others and he is responsible for their collective identity and some of the responsibilities and duties of economic, political, cultural and social projects is of the order and they are ruling on their choices. But in addition to this, materials should always be considered in these collective identities in each production and consumption selection otherwise, personal happiness will be elusive.
Therefore, if a decision has hurt consumption or production is appropriate for the community containing personal and have a personal interest, should be revised. Log in many areas of expenditure such as luxury goods consumption and in the absence of any consumer unit provides employment in the community, or the employment businesses unhelpful and sometimes harmful for society such as brokerage and intermediation useless, will not be accepted in this respect.

3. According to the principles of rational choices and decisions, including the principle of scarcity, opportunity cost, the need for cost - benefit (in the form of socio-individual, spiritual-financial, temporal - worldly, short-term - long term), considering the cost of shotten and etc
What makes the necessary of selection in the economy knowledge; it is a element the scarcity in resources, facilities and assets. Scarcity is the necessary for life in financial world so that it can not hold everything together and can not do everything together. Therefore, we are forced to choose from the various options which make it imperative to select the best.
It should be noted that there is difference between scarcity and shortage. The shortage occurs when the demand is not equal to the amount of supply to meet the needs, if so, the need for some people, remain unanswered. Although infinite blessing but there are number of shortcomings in certain times and places. But the scarcity is rare for any type of choice in the material world; because there are different options for every choice and action so selecting any of them; it meant the loss of others.
A farmer devoted to the cultivation of product A in his land, he loses other options for cultivation. Existence of scarcity leads to a kind of trade off on each selection and for deciding on the amount of more than one thing, must be accepted a lower value on the other. The need of this trade off is paying an implied cost about something that has been accepted less value or lack thereof. This implicit cost is called "opportunity cost". So, a farmer who cultivated the product A, he did not choose the product B and certainly, the lack of choice would have cost for him. The concept of "opportunity cost" represents the main interface between scarcity and choice; because
if none of resources, goods or services needed by people not suffering from the scarcity and limitations and responded to every request them, is not need to choose from among two or more options and subsequently not considered an opportunity cost as well. So when prioritizing choices can be addressed to the cost of opportunity so, the cost of the best choice has been missed (Stiglitz Walsh, 2006). What is expected from a Muslim man, is that given the range of human life in this world and the Hereafter, in making their decisions, instead of analyzing the costs and benefits as purely personal, materialistic, secular and short-term, he must pay attention to an analysis of material-spiritual, individual-collective, secular-worldly and short term - long term about the costs and benefits of decisions. Because decision making is not only personal positions and the way of his happiness is human decent growth in the form of homework servants.

1. for each choice: consult with experts, decision and determination, along with trust in God (Al-Imran: 159);
2. There is no shortage in the divine blessings (as opposed to the "scarcity" is inevitable, due to limitations of time, space and matter) (Ibrahim: 34) (Hajr: 21).

4. Based on the results and consequences of short-term and long-term options
Individual and collective choice of short and long term has consequences for the future at any time. Our current situation is the result of our past work function; while sometimes the choice today is creating opportunities for future elections. So, for each choice should be noted to its sequel by foresight and we try to choose by trust in God, patience and perseverance on the path of action to achieve the desired result and do homework.
1. Etraf leads to failure and destruction in communities (Al-Isra: 16).
2. Individual-economic false choices makes to corruption in society (Hud: 85).

5. Existence of succession and continuity in the choices and decisions
Human choices often form in a context from social relationships and interactions with others. So that these relationships are continuous and repeated often; this means that, all elections on the one hand is faced with a series of reactions from others; while on one level, these interactions rarely ends and usually has persists and sequence for the next steps. This leads to a lot of people are trying reputation for memorize the sequence and continue their relationships with others.

6. Awareness and compliance with laws and regulations
Manage and regulate of human interaction in society, it needs rules, laws and regulations. Because people have different needs and requirements for achieve your goal and purpose in life so that meet them through social life and collective cooperation; however, a conflict of interest leads to conflicts so that makes them requires the existence of a series of rules for define the rights and duties towards each other. Collective life organizes only a shadow of respect, commitment and action to the rules and regulations and individuals reach their goal (Tabatabai, 1995, P. 286). Major problems and issues that we face with it, it is the result of unfair rules which has been ruling without proper consideration of the purpose of individual and social life relations and economic interactions ranging from property, trade, competition and so on. In some cases, these laws and regulations have led to the concentration of wealth in the hands of a few
and Existence of huge gaps in social class. For remedy the situation, a series of laws have been legislated with the aim of establishing rules and correct social system for the existence of a just social order so that it ensures individual and social growth and prosperity. So if religion has confirmed for certain transactions in the legislation provisions or usury transactions are prohibited, it is due to the proper observance of the rights of individuals and the Prevention of Cruelty that humans may be entered due to incorrect rules.

1- It is a section of the prophetic guidance in the teachings of divine religions and state legislative rules to set and regulate economic relations in human society such as small retail and carefully weigh and measure (Motafeghin: 1).

2- It is seriously in some legislative provision due to the multiple effects and social foundations of the oppressive and corrupt influence on society such as the prohibition of usury, gambling, etc. (al-Baqarah: 278).

3- Some rules are followed due to the prevention of conflicts and accurate details such as the issue of inheritance (Al-Nisa': 1).

7. The effect of motivation on economic choices
Invariably internal and external motivation factors impact on individual and collective decisions in the form of incentives or penalties as well as information and expectations about the benefits and costs arising from the choice and directed them. For example, the desire to go to heaven or fear of hell or achieve the pleasure divine for a believer could be the basis for the formation of many choices and calculate the costs and benefits depending on the level of his faith. Therefore, the motivational factors and effects on the behavior and choices of individuals can be converted to an indicator in assessing the economic culture.

1. It is doubled and multiplied divine promise of reward to motivate spiritual and encouragement to carry out charitable activities and useful for the individual and human society such as promoting the charity and loan (Al-Baqarah: 245) (Hadid: 18);

2. The behavior of the Prophet in economic activity is a motivating pattern for the believers such as Imam Ali (AS) has established a lot of gardens by himself and dug many wells and dedicated them (Kafi, Vol. 5, P. 74).

8. Adhere to Productivity
Productivity in plain language means that good work, be performed as well. Therefore, it is necessary in every field, first select the best type of activities (production or consumption) and secondly the good work done in the best way. The purpose of productivity is efficiency with effectiveness. At every election, effectiveness means doing it the best way while efficiency refers to making the best choices.

1- It is necessary productivity (good performance of good works) be respected in all elections (even charity and charitable interactions). Extravagance and wastage are the symbol of bad done of things (Al-Furghan: 67).

2- Ungrateful for the favors divine is one of the causes of stagnation and economic decline on communities (An-Nahl: 112).

3- Charity means doing the right thing and doing things makes the optimality of (Al-Baqarah: 195).
4- Observance of the norms of law and in accordance with divine customs makes the consistency and economic stability in society (An-Nisa': 29).

5- Extravagance is meant to be used in non proper place like wearing decent clothes in place banal (Al-Khasal: Vol. 1, P. 93).

**Conclusion**

Economic culture and its components in a variety of topics such as consumer culture, production cultural, business culture and etc is a product of attitudes, behaviors and trends shaping economic interactions in the field of personal and social. Providing an assessment of the current situation and measuring its distance from the ideal situation, needs to develop indicators to measure. The most important cause of failure in the consumer culture is the lack of a framework of belief, moral and religious in consumer choice, modeling of undue influence media advertising, consumer goods, rumors and etc and their consumerism.

There are education problems in the field of production cultural in social and individual personality such as risk aversion, lack of accountability, lack of participation, laziness, low efficiency in the use of production factors, lack of rule of rational principles on production decisions such as illegality, lack of long-term and social view, the imbalance expectations, the lack of a framework of belief, moral and religious in production decisions and the absence of entrepreneurial spirit including risk-taking and creativity.

Selection and discretion are accepted as a core element and about the economic choices and decisions, a number of benchmarks are raised, the need for a framework of belief, ethics in all economic choices and decisions is important. In addition to these indicators, can be accept the principles of rational economic choices and decisions as an indicator including acceptance of the principle of scarcity, and considering the opportunity cost, the need for cost - benefit and etc. as accepted that endorsed knowledge economy on them. Other indicators include:

- Attention to the interdependencies and collective correlations;
- Attention to the results of short-term and long-term consequences;
- Existence of succession and continuity in the choices and decisions;
- Attention to the intertemporal decisions and present and future exchanges;
- Awareness and compliance with laws and regulations;
- The impact of information and knowledge on economic choices and decisions;
- The effect of motivation on economic choices.
References


