



Study of economical social factors on women perspectives relating to the role of advertisement on decreasing family consumption in Esfahan city

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ABSTRACT

The aim of present search is Study of economical social factors on women perspectives in Esfahan City relating to the role of advertisement on decreasing family consumption. Research method is survey one and statistical population are including all households in Esfahan. Sampling has been done by random method among women of above centers and their numbers are 284 women as a sample device of gathering info is questionnaire whose validity has been reported by professor study and omission vague questions (content validity) for estimating its reliability by Cronbach coefficient and it is 86%. For analyzing data we use descriptive or deductive statistics (Ki- Cho test) and variance analysis. Research results show that there is a relation among the type of skill and women employment their perspectives.

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Introduction

The term of attitude has different Persian synonyms like deduction, point view, feedback, and theory. Theory is one type of relatively stable and continuous mental readiness for reacting to objects, individual and special subjects. On the other hand, theory is to share positive or negative reaction against individuals, institution or events. (Mohseni2000, 19)

As Easer shows we feel ambiguous against individual, group or event, even if he can neither say why we feel nor convey its perception. We can told it by correct words , we assured that we think wrong common meaning of theory is attributed to is very close to meaning mentioned by social psychologists in the early researches. Theory means the general direction and valuation against given subject. (Taipei, 2000, 33) Whereas theory is accompanying wit valuation, social evaluation of people from individuals and events is in positive or negative views. People are indifferent what they don't know, but they know the person, object or event. Theory has been informed against the environment. Among them, every one finds his or her view about individual, object or event and put in the range of kindness or enmity.

Therefore, desirable or undesirable evaluation invokes people to react logically by people evaluation. So we can claim that theory is acquirable like so many reaction and human habits put inside like their specific aim (acquiring and eliminating it)

According to definition of theory and some features we conveyed, theory is embedded in the persons' behavior with his or her theory. Generally human behavior is a sign of his vies that we can consider it as readiness to act. Unless uncertainty in relation theory and behavior. it is assumed that there is one kind of conformity, as otherwise, regarding to cognitive dissonance every one imposes psychological conflict due to conformity between his or her view that results in anxiety and mental pressure. For example, if one religious person commits movements that are against his religious beliefs , he feel din

resulting from conflict against those factors.(theory and behavior) whereas relation between theory and behavior is one reciprocal (it means theory affects behavior and behavior affects on theory, by changing one other will be changed. For this reason, we can say that this point is based on advertisement. As millions dollars have been paid in the world. Because commercial organizations concluded based on scientific experiences and advertisement we make changing in perspectives and behaviors of people and their habits and behavior. By changing the costs that governments pay scientific advertisement and make changing in perspectives and behaviors of people. Therefore, high cost those governments pay scientific advertisement are resulting from cognition. Broadcasting programs that provided by eliminating costs deliver to consumer freely, their aim is change and conduct people's view. Magazines, books and discourses of all people are qualified in making disorders in the view. Disregarding motivations of advertisement, they apply intellectualism and brainwash. All of them show the fact that human view is basic case , because if theory is strong enough in mind and conscience of point view should be completely internalized and finally it would be effective to form their behavior. West politics try to show development as wish of governments by wide abroad advertisement and it is due to west development, it results in changing to west colony and native cultures of nations. Level and shape of consumption of people and society make their consumption. On the other hand, pattern of consumption is including quantity or quality of consumptive goods and social family. Increasing foreign commercial advertisement affect on level of consumption, but the level of its effect is variable on form of consumption.

On the other hand, if foreign commercial advertisement is exceeding, consumption of all considered goods is not increasing. For example in urban society increasing consumption of goods decrease the percent of costs relating to

the foods and as a result, further part of increased income will be allocated to stable goods like car, radio, TV and other electrical apparatus. It is different in various societies. Basically one of basic discussion in all economical systems is certain and principle of all global evolutions is unfair distribution of income in the social classes. In fact, quality of income distribution causes that there is an unequal level of income in the social classes. In the society where incomes are distributed equally luxury oriented and unfair goods consume lower and there are few rich families and so many poor ones. In selecting goods, advertisement puts special place. Advertisement causes in the one has increasing people's awareness and on the other hand, changing interest and attitudes of person and families. In this changing, attitudes have been switched by luxury oriented goods from necessary ones and from deposits to consumption. Moreover, being popular one goods and method of presenting in the market can increase consumption of goods. Sometimes this situation reach to buy goods based on its prices. Consuming goods can be divided into necessary and luxury oriented goods. The definition of necessary is goods that not only naturally are necessary but also based on current rules of society in high or low levels. In other words, positive or negative changes of income in the society make relative low changes in consuming these goods. Unfortunately, Iran has changed to same changeable consuming markets and consumerism in our society has been stereotype and it is one of consuming market. Consumerism in the society means poverty of country and only solution of west for changing countries into consumerism market and finally affected by west countries. Importance and necessity of research: necessity of discussion is due to the relation between advertisement and consumption patterns and more precise cognition of the relation contribute to change economical – social affairs, because society culture or values can be effective on type of consumption, facilities and country abilities. Its opposition is also true. On the other hand, types of society consumptions can be follows by evaluating certain form of commercial advertisement. Briefly, necessity of discussion about consumption pattern is due to consumption and interaction and multidimensionality of consumption patterns with other society components. In the way, changing each one causes to change others. necessity of discussion is due to the relation between serious criticisms and complaints against the manner of consumption in people and different groups of society can be observed and because economical autonomy can be stable, change in consumption pattern is as a step for obtaining economical autonomy and we should consider following: if consumption patterns lead to higher consumption in the society, therefore great part of income in the consumption is as a step to boating economical autonomy. In this way, high consumption in one generation leads to lock of making necessary fields to generate next generations. Needful goods, their right are incurred and justice from one generation to others is eliminated. On the other hand, frequently consumption that is barrier to ext product, it means that consumption instead of growing the country leads to decline the society. It is obvious that there is no implicit frequency and product factors are imposed by limitation and shortage. Consumption can help to allocated resources and manner of applying manufacturing factors, as it is including necessary needs and effective to indexing and recognizing the level of importance of every need and provide necessary filed to use present equipments. Although facilities and empowerment of society are imposed by limitation ,the level of continuous

need is growing , because population show high rate of growth , shortage of facilities and increment of needs are acquire to increase the production and by existing insufficient product to distribute increasing population , the result will be poverty. Culture and society values can affect on type of consumption, population, and dwelling place and consumption level and facilities of countries on effective consumption. Its opposite is true as well. On the other hand, types of society consumption can affect on culture and values and level of consumption in the form of high or low per capita on determining growth rate of population organize and obtaining consuming goods and the manner of applying facilities and manufacturing empowerment of country. Usually manufacture is applied by consumption. Consumption is a way to apply goods and services to obtain human needs. If this usage is to provide goods and service it is called intermediately consumption and if using goods or services lead to provide human needs. It is called "final consumption".

If consuming goods are eliminated by first usage for example food that is unstable and conversely if it is eventually increasing .for example clothes, private car, house and so on are stable. Stable goods increase family possessions. The place of women in the society and consumption pattern:

Most important factor that leads to infinite consumption is fashion oriented and luxury oriented attitude. Luxuriate is one of basic factors of high consumption and basic inhibitor in true consumption and one of improper factors of consumption , the sense of deprivation based on jealous. We need strategic planning for eliminating this necessity and this women management can affect preventing national benefits.

Moreover, women have potential and productive role in family more than others that precise planning and development of country can increase development of country. Fashion oriented is one of most important trend in consuming society and show that there is least wealth and also legitimating for consumer and makes valid prestige. Right now, for rival classes to imitate and provide high motivations to develop consuming among social classes. Also strategic fashion shows social prestige for all classes, instead of very rich classes. As they want to distinguish between themselves and others. It is a case that Zimel called "dualism" and theory of "penetrate to down" means social classes from each other. (Zimel, 1975)

Briefly attention to "good fashion" aspects has changed life style, and this style life in different age groups especially among younger people help to define their values and perception. Consumption and lifestyle of younger persons make their identification and separate them from others. One of most important consequences of society is democrat ion of different aspects of life. In the society, degree of selecting people is increasing. The goods that are producing and delivering consider higher degree of selection for consumption. Other case is the growth of individualism that is appeared by increasing consumer right and consuming goods. Either cult or non cult programs increase individualism.

Democracy of luxury oriented is other consequent of consuming society. In this situation, so many groups achieve specific goods. Consuming society is growing by existing great shopping based on urban intermediate class. All of them affect on style life and causes appearing different styles as well as legitimating of ideal society. In consuming society, we cannot percept social constitutions based on subjects like social classes, gender, race and age. It is also based on identification that different styles of life means perception, values, behavioral

methods against everything like music, art, clothes. In the modern consuming, enjoyment of consumption is followed by mental experience; pleasure of wanting objects is more than enjoying them. Consumption is a unlimited cycle, because experience of consumption is always back to consumption imagination. In view of Abu Darya, "consumer is not passive addressee ". He or she is one member of society through consuming and contributing its facilities. Recognition of real needs and observation of balance and providence in exploiting facilities convey true pattern of consuming. Consumption in the society has important role in determining type, level and form of product and distribution. Therefore, it is necessary to claim points about necessity of taking true pattern of consumption.

At first, for preventing from improvidence study shows consequences to recognize following factors: first stage in correcting cp is to inform people in all dimensions that require precise and scientific planning and it is including people authority. Because challenging with consumerism in the society is a public task and the aim of officials relating to people role in consuming extremely water, petrol and cosmetics. Also high growth in family and consumption among women has social and historical origins. But conducting important part of providence is on officials. Because officials 'behavior causes to patterning. When they are attracted by luxury, consumption and luxury oriented will be prevalent and historical root is development that west countries have been founder in Iran, while the city is full of advertisements of luxury oriented west goods. First stage of eliminating providence and modifying consumption patterns is self awareness; it means that people consider it as correct management and control of resources.

They are conducted into correct consumption pattern according to providence among Iranian families and by crowding the cities, best way to conduct it is time and spending frequency time to reach desirable result and in short time we can proper result, we should use minimum facilities for maximum profit and don't remove anything and use home devices and even consuming in electricity, water, gas and even telephone. It cannot receive positive response in short time. Moreover, being indifference against financial resources is one problem that society encounter and the role of women to economize. Revenue in the society is like correct paying cost of living as well as preventing massive useless costs, also observing providence and revenue in the house. Women are effective to impress others' behavior at home. As a result, proper upbringing conducts family to fair economic and for providing this importance, younger persons can study economy ways before gathering married and even parents can train economy ways to their children. Civilization is one of preliminary effective constitution and families and children can be habituated to correct consumption and remind them basic points as well as claim sacred books' trainings of Islam. By reaching to youth and the age of adolescence it is extended to other sections of social. Lack of the correct culture of consumption causes to eliminate resources and half of families consume more than standard while loss of feeling it women with basic roles in the family try you optimize the costs and as an active member of social life they can be encourager of younger generation and paying high costs of ceremonies, parties and weddings and it is indicator of extending consumerism, national wealthy spends for inattention, egotism, luxury oriented and lack of attention to the future and obvious the important of making cult and the role of women and mothers in determine economical.

Precise planning of officials causes to inform and empower women, controlling family economics in the best ways to prohibit them in all institutions and systems. Also the discussion of making culture can be started by second institution on that children impose for example Ministry of Education and ministry of sciences, researches and technology. Most beneficent factor of modifying consumption patterns is undertaken broadcasting mass media, newspapers, mosques, institutions, unions can remove luxury oriented and consumption by precise planning and effective advertisement. Also women go to the margins due to be vulnerable and one of luxury oriented reasons and more consumption among women is to be far way and deprived from social privilege and it is the role of media that invite women in all areas and whatever is considerable. Lack of self trust of women, particularly in management posts and media should try to show women in beneficial management post due to family responsibilities and involvements and make correct culture in the society and identification that is compatible with religion and human center view.

In contrast, women who have no informed awareness of quality of providence and distribution of energies are more careful than men. They have enough knowledge and ability for training and extending correct culture by using all resources and equipments among family members and try to solve problem. Strong women are persons who have innovation and knowledge. For eliminating false habits, its study causes to save energy, cost, time and human force.

Research purposes:

- determining demographic characteristics of studied women
- Determining situation of advertisement's programs in the view of women
- Presenting guidelines and suggestion for enforcing positive dimension of advertisement in presenting proper pattern of consumption.

Research questions:

- Is there a relation between impression off propagandistic programs of women and their demographic characteristics?
- Is there a relation between impression off propagandistic programs of women and level of their usage?
- Is there a relation between level of women usage and social institutions?

Research method, society and statistical samples:

In the research, survey research has been used. Statistical parts is all household women in Esfahan.

Sampling is randomly conducted and among people who are receives propagandistic programs and also likes to participate in the research and their number is 284 persons.

Device of gathering info and statistical methods

In the research, questions are used for gathering information by questionnaire and orally they are asked and questions are completed. For analyzing information, methods of descriptive statistics have been used for describing tables and plotting tables and calculating central inductive indexes. (Test of variance analysis, test Ki Cho, Parson correlation coefficient)

Results of above table show that all sample persons are among marriage women in the age range of 20-25 years old and single ones in the same age is 15.2.

Table data show that 33.3% women have low consumption and 31% moderate consumption. Just 8.4% of sample persons have high consumption and direct relation has been studied between employment and level of women consumption.

Results show that there is direct relation between social institution and level of effect of propagandistic programs on consumption

Calculated value F (2.55) has 2% over probability and is a sign of relation of age consumption level. Present difference in age group 20-25 is similar to group of 25-30 years old. In this way, assumption H1 will be confirmed based on relation of age and consumption level.

Suggestions and consequences

Unfortunately nowadays there are no propagandistic programs for decreasing consumption regularly not only for all people in the society, but also for women or sometimes it is very low. It is suggested that officials and providers of propagandistic programs should implement enterprises. Based on results of research, propagandistic programs have more influence on younger persons. Therefore, it is suggested that executive

planning can provide the bed for younger persons to know economize.

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Table (1) sample distribution based on age and usage level

Level of consumption /age	High consumption		Low consumption		Total	
	percent	frequency	percent	frequency	percent	frequency
20-25	15.2	40	20.6	68	34.7	108
25-30	7.4	24	16.4	46	49.2	70
30-35	10.6	34	11.4	34	22	68
40-45	2.7	18	3.6	20	6.3	38
total	4.08	102	59.2	148	100	284

Table (2) sample distribution based on occupational status and consumption level

Level of consumption /occupational status	Unemployed person		Employed person		Total	
	percent	frequency	percent	frequency	percent	frequency
Very low	7.8	22	4.6	12	11	34
Low	20.4	60	12.7	34	33.1	34
Moderate	16.9	48	14.1	40	31	94
High	8.5	24	14	20	15.5	44
Very high	5.6	20	2.8	4	8.4	24

Table (3) distribution of sample people based on social institution and level of effect of advertisement programs in consumption

Level of effect of advertisement on consumption/social constitution	effect of advertisement high		effect of advertisement low		Total	
	Frequency	percent	Frequency	percent	Frequency	percent
High	12	8.5	14	8.9	26	18.3
Moderate	31	21.8	27	19	58	40.8
Low	41	28.9	17	12	58	40.8
Total	41	28.9	17	12	58	40.8

Table (4) analysis of variance if age on level of respondents' consumption

Source of Variation	DF	Sum of Squares	Mean Squares	F ratio	FProb
Intra group	8	3.81	1.34	2.55	26%
Inter group	276	72.14			
Total	284	75.95			

Table (5) relation between levels of impression of advertisement on consumption and dwelling place

Level of effect of advertisement on consumption/dwelling place	City		Village		Total	
	Frequency	percent	Frequency	percent	Frequency	percent
High	94	33.1	58	20.4	152	53.5
Moderate	48	16.9	38	14.1	86	31
Low	26	9.2	20	6.3	46	15.5
Total	168	59.2	116	40.8	284	100

X²=2/56

df=2

sig=0/234