# The Cultural Investment and Its Effect on Girl's Student Lifestyle in Secondary School Level

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## ABSTRACT

The concepts of cultural investment and lifestyle are subjected to one of the most common attitude in the recent decades. The cultural investment is the collection of the knowledge and advantages which individuals apply and preserve it to reach to their social situation; and also, the lifestyle is subjected to the collection of approaches, values and behavior patterns; in most cases, the elements of a life are gathered along together forming numbers of people; thus, the lifestyle can be defined as the social classes and groups which people follow these behavior, beliefs, norms and social values and patterns emerging particular establishment of cultural / educational symbols possessed to themselves as their social class. The main purpose of the study is to evaluate the effect of cultural investment on the lifestyle; the study is carried out as a scale-based approach. The required data were selected and gathered by a questionnaire from a 260 people sample of secondary school students in Markazi province; in addition, the study was taken up as a multi-step cluster sample. In the study, the theories of Anthony Giddens and Bourdieu were used to assess and measure the cultural investment and lifestyle. According to the indices like body management and consumptive norms forming lifestyle and going to movie, listening to the music, reading a book, going to the concert, visiting museum and photo gallery forming the cultural investment. Due to the main aim of the present study, the evaluation of cultural investment and lifestyle were strongly emphasized and the finding indicated that there is a positive significant relationship between respondents cultural investment with each dimensions of their lifestyle.

**KEYWORDS**: cultural investment, lifestyle, consumptive norms, body management.

## 1. INTRODUCTION

The lifestyle can be defined as a collection of behaviors which individuals apply it to meet their needs and provide necessary personal identification against others imaginations. The lifestyle is a term that is not used much in traditional culture, because it is involved a choice among many available possibilities. Speaking of the majority should not lead to the diversity of opining in all decisions opening to all people; or all of the decisions regarding their choice with full knowledge have seen taken up; the diversity of the lifestyle is possible for all groups of people doing their free traditional activities both in the fields of job and consumption; it is naturally that, the differences of lifestyle among groups as Bourdieu emphasized, have been considered as the preliminary structural forms for these social groups [1].

The emphasis on the bilateral relationship between social structure and personal agent and their lifestyle, the age and sex groups are considered as the special lifestyle origins which sociologists should consider these age and sex as the most effective agents of social groups and discriminations in their studies; the life styles are the individuals born of years experiences based on their investments and they can be transferred into the systems of social recognition and discrimination [2]. According to Bourdious' theory , the classical subjects in terms of consumption, using body, clothing, speech and other characteristics , social identity based on gender (male and female), social class(low and high) can determine the personal and social features; of course , it can be also imagined that, based on the symbols usages, there can be much unlimited lifestyles representing the complete intense personality and free choice of people particularly in the post- modernism community; but the diversity and number of lifestyles cannot prohibit the common directions in the relations and individuals social members attitude because the origins of lifestyles are similar with cultural investment; thus, the type of people consumption and what foods, clothes and cosmetics prefer to use provide us to recognize the real social situation of individuals in a community. One of the most well-known indices of modern community is consumptions trends. In these communities, the social identity is a mono-lateral process, and it is never subjected to social and structural factors exclusively.

The formation of identity in modern societies is mostly cultural in which it can be emerged in lifestyles affecting strongly from the consumption patterns. The adolescents and youngsters strongly define themselves

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with the choice of environmental elements; the shared points of entertainment consumption, makeup, body makeup and the difference of individuals consumption is completely as personal in the group level; other characteristics of the lifestyle is that their formation is based on overcoming social culture and sometime appearing against it. According to Miles (2000), the lifestyles are the cultural ecosystems which individuals activity rely on it to present their identity. The necessary elements of forming lifestyle is the regular basis of social participation and creative agents which the adolescents are the pioneers of the identity innovation.

The lifestyles are appearing as the sophisticated and objective cultures of individuals in a society. (the same: 19-25), in the other hand, according to many experts the cultural investment development is originated from the cultural development. Due to the importance of providing cultural investment, it is necessary for cultural policy- makers to recognize the complete resources of the investment meeting its growth in this regard; thus, the accurate study and recognition of the different cultural investment classes, the cultural and social affairs such as social identity, political participation, educational performance can be worthwhile in this regard. The main aim of the study is to evaluate the cultural investment relationship and the lifestyle; In other words, the study tries to answer the question whether the cultural investment can be touched and any relationship between their lifestyle and cultural investment or no?

Rahmat Abadi and Aghabakhshi (2006), in a study about the lifestyle and social identity of the adolescents studied the indices of lifestyle determination through Delphi method and 13 ones country's university professors; the findings of the study showed that in the recent decades, the process of lifestyle and social identity is moving towards structural distraction transferring to reflective processes. Rabbani and Shiri (2009), in a study by the title of "leisure times and social identity", reviewed the social identity in the framework of " leisure-times" basic concepts as the general attitude of lifestyle; the results of the study representing the determining role of social class and the simultaneous combination of gender with class in terms of differentiation lines and the differences of leisure spending patterns. According to researchers opinions, the leisure times in Tehran is considered as the personal field in a limited circle of social class and gender; in their views, the intense correlation between the identity and social class and gender can be strongly tangible. In other words, the intense correlation between the identity and social class and gender meaning the rejection of post-modernism definitions in the social discriminations based on the consumption and lifestyle. Majidi (2010), in an article by the title of "adolescents lifestyle of  Mashad city and their relationship with parent cultural, economical investment" , studied 402 young citizens of  Mashad city with the eight indices as following:

Cultural consumption, body management, political behavior, criminal behavior, makeup consideration, clothing and shoe consumption, food consumption and religion considerations; and due to the main purpose of the article to measure the relationship of parents, it must be noted that the greatest differentiation of the lifestyle among high-class and low-class individuals can be observed; pohgolainen (2007), in a study by the title of "social participation and lifestyle", studied the happened changes in the field of social participation and lifestyle between different age groups. The longitude results of the study indicated that there is significant relationship between the whole educational age groups and the lifestyle and the subjects interests. The group study results representing that the correlation between the interest and education indices in young groups is lower than old groups. Askandeis (2004), in a study by the title of "the consumption of cultural commodities and cultural investment", state that the consumption of cultural commodities in going to theatre and operas, music, drama and visiting museums, … has a deep impact on the community which is already a proven hypothesis. The consumption of cultural commodities leads to a kind of personal identity which is a new term reducing the statistics of criminals. He also concluded that the consumption of cultural commodities can be considered as identity and happy times for people; the results of the study indicate that a new identity can be governed by the use of this reflective activity of cultural commodity consumption. Weblen is the leading researcher in the field of analysis of social and cognitive roots of behavior motivations in the framework of lifestyle and hidden functions (such as the incredible use of luxury commodity brands); although he separately carried out the concept of the lifestyle, but he applied the basic terms for his analysis in this regard; the following terms are subjected to the summary of his thoughts:

**Social foundation and lifestyle:**

Welden believes in the field of human society that individuals have to participate in a society to develop their cultural development; in a society, the adaptive methods of people are transferred to the environmental habits and customs which appear as the social foundations over time [3].

David Chani: the pattern of consumption and life style:

According to Chani's point of view, lifestyle means the study and type of community consumption.

Some experts believe that the classification of new societies should be based on the consumptive commodities; In David Chani's view, the lifestyles are totally belonged to the classical groups; since the social classification comes from the people profitable resources, hence, these lifestyles have been matched to the social foundations and consumption affaires making the trends, values and devoted interests high-potential through the new social groups [4].

Dimahio theory: Dimajio's theory suggests the regression theory of cultural investment study to evaluate the real status of social issues. In weber's theory, the class of a group does not relate to determined relations but in reverse, the foundation of people participation in a group along with its culture or behavior expectations are not separable in this regard. The different interests and preferable aesthetic attitudes make different lifestyles. Therefore, the lifestyle is a kind of systematic production that is perceived from the bilateral gap with different approaches transferring to symbolic system where evaluating a society's level: for example, the terms, respectable, shameful … [5].

**The theoretical framework:**

This study is being carried out under the theories of Anthony Giddens and Bourdieu; According to Giddens, the man of modernity era is facing with various choices and decisions; In his opinion, the greatest diversity make the cognitive privacy more complicated; thus, people have not to accept any urgent decisions but they should complete their choices based on regular basis of the options.

Giddens says that the lifestyle can be defined as the collection of functions being done by someone. These functions not only meet their needs, but also they consider personal identity for people.

In Giddens opinion, the lifestyle is a collection of cohesive behaviors and activities of a person in his/her daily routines [6].

According to Giddens as the "identity" and "self" are reflected as a project in traditional arrangements, the lifestyle is also reflective with its own features. According to the above suitable theoretical literature which based on the related results, making the research theoretical framework.

Bourdieu states the effect of cultural investment on the consumption, activity and people's cultural lifestyle based on referring to the differentiation theory; according to this theory, the high cultural investment owners make themselves different than others; having high cultural investment meaning the high ability of cognition and it is categorazationally should that tendency towards the art and culture from the relationship meritness of these culture from the relationship meritness of these culture-oriented people lead to the curiosity and recognition of the cultural capacity to decode the cultural productions. Therefore, the sequence of cultural investment is specified from personal-intellectual path not social navigator- and fight-seeking attitudes [7].

In Bourdieu's theory, there are three main resources of cultural investment: family nurture, official education and job culture.

The pile up of cultural investment in individuals through these three sources makes differences among cultural investment owners.

**Types of cultural investment:**

In Bourdieu theory, the cultural investment can be formed in three ways: the concrete, organized and objective moods.

By the use sociological theory like Giddens and Bourdieu, the theoretical framework of the research has been formed; in the research, the lifestyle has been measured in two dimensions of "body management" and " consumptive norms"; and also, students cultural investment as a massive index has been also assessed through listening to the music, going to the movie, visiting museum and photo gallery and reading book.

## MATERIALS AND METHODS

The recent research is based on documentary and scale methods. Since the researcher has used many references and articles or books to evaluate the theories and hypotheses, hence, the documentary method have been also applied by the same researcher to collect authentic data about the subject. This method makes a researcher to be able to discover more comprehensive details and distributions of the study as well as the relationships between dependent and independent variables and the applied hypotheses; thus, the method is mostly based on a scale. In this scale method, after collecting data by the use of questionnaire techniques and data processing approach, the spss software and the type of hypothesis and the present variables, the spearman correlation coefficient was applied efficiently.

**Statistical community:**

The statistical community of the study is composed of the whole girl students of Arak city at secondary level using kokran formula 260 ones were selected as the sample of the study; of course, due to the features of the research and the related purposes, the cluster sampling method was used in the statistical community.

**Data collection method and tool:**

The related tools for gathering all data are included in books, articles and questionnaires. The questionnaire is designed based on the purposes and hypotheses of the research as "open and close" and for the adjustment of the research, the indices related to the dependent and independent variables were extracted and then each of the indices were included as a question in the questionnaire. The Likert range was used to measure the present concepts as well.

**Data analysis method:**

The analysis of the data was carried out in two descriptive and inferential levels. The descriptive statistics allow the researcher to adjust the data with significant effective method. This method provides tools for explaining the obtained statistical observations and reducing data as perceivable form; in descriptive level, the indices of distribution, percentage, mean, figure and diagrams were applied efficiently.

## RESULTS

Data description: Due to the obtained results, the highest distribution of consumptive norms, 31.7%, which moderately care of having special brand on their clothes, shoes and bags, and the lowest degree, 6.6% in relation to the long life of clothes, bag and shoe and the highest distribution 34% care of the appliances durability and the lowest 2.7% were responded as well. In relation to the obtained result, the greatest number of the subjects were cares about their shoes, clothes and bags, 30.9% and about 5.4% had the lowest degree in this regard. The distribution of the respondents based on fashion, price, clothes representing that the highest distribution, 32.8%, of the subjects are care of purchasing personal equipment based on fashion.

In addition, the lowest distribution, 2.7%, of the subjects had no any responses in this regard. Due to the obtained results, the greatest distribution was subjected to the management and its significance to face makeup 44.2% and 11.9%, the lowest degree were governed respectively. In relation to the hair makeup, the greatest degree, 33.6% and 10.4% were responded, respectively. The importance of face surgeries, 50.2% interested in and 6.2% had the highest degree of responses; also; in relation to fitness, 35.5 were the highest degree and 6.2% as the lowest registered and responded subjects and about 52.9% were care of their dental hyiegn and 3.1% as the lowest number of referring to physician annually but 32.4% had annually visiting of physician and 7.7% were in the lowest distribution degree.

Based on the obtained result, the highest distribution, 33.6% of the subjects interested in visiting photo-gallery exhibitions and art collections. About going to cinema, 29.7%, going to concert 31.7% and 28.6% reading book and 23.6% visiting museums and art galleries were recorded in the study. Again, based on the theoretical framework of the study, the consumptive normative indices were used to assess the lifestyle and also, the indices of going to the movie, concert, museum, reading book and listening to the music were used to evaluate the cultural investment scale in this regard. To evaluate the degree of consumptive norms, the question No.4 was asked from the subjects to determine the importance of consumptive norms; due to the importance elements of "brand", "durability". "price", "fashion" and other up-to-date appliances, the scores were provided from the total obtained scores through the respondents which consumptive norms 55.8% as moderate and 34.6% as high and 9.6% as low norms of importance consumption.

**Table 1:** Respondent's distribution based on consumptive norms

| consumptive norms | Abundance | Percent | Percent Cumulative |
|---|---|---|---|
| High | 90 | 34.6 | 34.6 |
| Average | 145 | 55.8 | 90.4 |
| Low | 25 | 9.6 | 100.0 |
| Total | 260 | 100.0 | |

In terms of body management, based on the obtained results and scores, the statistical community individuals can be categorized in three groups as following:

**Table 2:** Respondent's distribution based on body management

| body management | Abundance | Percent | Percent Cumulative |
|---|---|---|---|
| High | 90 | 34.6 | 34.6 |
| Average | 145 | 55.8 | 90.4 |
| Low | 25 | 9.6 | 100.0 |
| Total | 260 | 100.0 | |

Therefore, the respondents were cared of their body management based on the body management scales: 55.8% moderate, 34.6 high and 9.6% low. In this research, five options were used to evaluate the cultural investment. Each option from "very high to very low" was measured; thus, the responding score which had the greatest cultural investment 109, was registered. The calculation of the respondents scores indicate that the greatest distribution 43.8% belonged to those respondents whose cultural investment was low and only 14.2% had the highest degree of cultural investment.

**Table 3**: Respondents distribution based on cultural investment.

| Cultural Capital | Abundance | Percent |
|---|---|---|
| High | 37 | 14.2 |
| Average | 109 | 4.9 |
| Low | 114 | 43.8 |
| Total | 260 | 100 |

**Table 4:** According to the obtained results, it can be said that there is a relationship between cultural investment and consumptive norms.

| Cultural investment | | Consumptive norms |
|---|---|---|
| Cultural investment | Correlation coefficient | 290** |
| | Significant | 000 |
| Consumptive norms | Correlation coefficient | 290** |
| | Significant | 000 |

The obtained results showed that there is a significant relationship between cultural investment and body management.

**Table 5:** Table of spearman correlation coefficient between cultural investment and body management.

| Cultural investment | | Consumptive norms |
|---|---|---|
| Cultural investment | Correlation coefficient | 290** |
| | Significant | 000 |
| Body management | Correlation coefficient | 290** |
| | Significant | 000 |

**Table 6:** There is a significant relationship between the cultural investment and lifestyle in the result of the table.

| Cultural investment | | Consumptive norms |
|---|---|---|
| Cultural investment | Correlation coefficient | 251** |
| | Significant | 000 |
| Life management | Correlation coefficient | 251** |
| | Significant | 000 |

**Conclusion**

According to the result of each options related to consumptive norms and the significance level P<5%, it is indicated that, there is significant relationship between the variables of cultural investment and consumptive norms. The indices of consumptive norms has been measured based on Giddens theories. Based on the obtained data, these indices (importance of buying personal appliances such as bag, shoe and clothes, brand, price and durability), about 58.5% respondents were cared of consumptive norms as moderate level. The obtained results from the responses of four options in the field of measuring consumptive norms indicate that how the degree of student's lifestyle is getting high, they strongly pay attention to consumptive norms. In Giddens theory one of the most common lifestyle dimensions as the highest level is related to the body. According to the obtained scores of the respondents about the body management, their establishment can be situated at moderate level; the most incredible point in the field of body management is that due to the moderate level towards high level of the respondents in relation to their appearance (except aesthetic surgeries, 0.2% who were not interested in these surgeries), the results represent that the imagined investment can be defiend as different arts and skills, going to concert and cinema, reading books, visiting art galleries and museums; Due to the results and the smaller level of significance (P<5%) representing that there is a significant relationship between the related variables. The indices of cultural investment in the research were evaluated and measured based on Bourdieu's theories. Based on the obtained results from the indices of cultural investment, about 43.8% had the lowest cultural investment; the results from the responded answers to five options designed to measure the cultural investment indicate that how the degree of students cultural investment is getting low, they will fulfill the lowest degree of cultural activities, too. (Such as going to the movie, concert and photo gallery …).

The result of study are matched to the research of Majidi (2010), research aws about to evaluate the lifestyle of citizen adolescents of Mashad and its relationship with economical- cultural investment of parents; it the study carried out to measure the relationship of the lifestyle and parents economical-cultural investment, this relationship was confirmed strongly.

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