

Social and Cultural Factors Related to the Tendency toward Local Clothes (Costumes) Among Yasuj City's Citizens

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ABSTRACT

Sometime for special ceremonies, specific clothing is defined and society is faced with a kind of obligation. The clothing of any person is a symptom by which person is known and this process has sometime different meaning and shows a special ceremony. So, person clothing specially in modern society has turned into life style. Different choices have promoted this possibility. In this article, using field method and survey technique, we search for the response to the main question that what are social and cultural factors related to the tendency toward local clothes among Yasouj city's citizens? Statistical population of the present research is all the above 18 years old citizens of Yasouj that 350 subject were randomly selected as population sample. The results show that there is a relationship between the variables of cultural capital, economic base, social solidarity, using foreigner media, age and gender with the tendency toward local clothing.

KEYWORDS: local clothes, Style cover, Social factors, Cultural factors, Yasuj.

INTRODUCTION and PROBLEM STATEMENT

In any society, whether traditional or modern, or by any complexity there would be situations to distinguish social group and classes. This distinction causes creating meaning and identities which understood easily by the society people and due to perceiving subjective meanings related to these distinctions organize their social and human relations. But, in spite of general and similar social principles when we look at social distinctions and creating meaning at a closer angle we will find deeper differences. Although there is many definitions for social identities, as the social complexity decreases; firstly, the rate of social will be decreased and secondly, these limited groups will have more similarities and less differences and as result, the tool used for its distinction will be more limited. As societies are modernized, the process will be inverted. This means that both new living styles and abundance of social group and classes will be emerged (Hamidi and Faraji, 2007, 66).

This distinction is formed in various ways. However, even in easier societies the kind of clothing is something by which people are known. Usually, people who are belonged to special groups use similar clothing. Sometime for special ceremonies, specific clothing is defined and society is faced with a kind of obligation. The clothing of any person is a symptom by which person is known and this process has sometime different meaning and shows a special ceremony. So, person clothing specially in modern society has turned into life style. Different choices have promoted this possibility. By consulting to different book related to clothing, this issue emerges that one of clothing has been one of the changing and changeable fields in the world (Shahsahhani, 1995). Every day, new models are applied to the markets that absorb people to consumption (Ghanbari, 2007).

Generally, it can be claimed that by reaching the modern world, some of ostensible and body functions has been more important. In many postmodern cultural fields, body ostensible profile is due to traditional criteria and fixed standards and clothing style has been a means for person selection. According to Lise, the recent era of modernization is showing and visual culture (Azad Armaki et al, 2003).

We will see that the tendency toward new clothing and models caused that using traditional clothing, especially among nations who have special clothing has been decreased and the tendency toward nation identity has been delegated in result. This issue has resulted decrease in social solidarity and has increased the attention toward local clothing. In this research, we are searching social and cultural factors related to the tendency toward local clothes among Yasouj city's citizens.

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Theoretical basics

In this part, we will discuss about views and theories which is somehow related to the research subject in order to deal to theoretical frameworks and depicting the reasoning model. According to Veblen, consuming expense to show situation of self is more acceptable and it would be more practical. Consuming expense for clothing has an advantage over other ways that clothe is always viewed by the others and clarifies the person financial situation. The value of a material used in modern society depends on its updating and crediting and is less related to its mechanical function. So, it is so common that a person in a formal situation wears an unusual cloth to be seen handsome. Good clothing show good financial situation and the social value of its wearer. In contrast to men's wear, women's wear is more used to show and avoid more developed and progressed productive works (veblen, 2005). According to Simmel (1990), the deepest problem of the modern is rooted in the issue that person wants to remain his autonomy severely against social forces. These problems are seen especially and mega cities. The consumption patterns could be resulted in living in mega or other cities. So, because of this reason, persons grown in these cities are somehow concerning and bothering. Another person in mega cities prefers to consume more precisely to obtain a "sense of identity" which desires for it. For example, various decorations used by person are symptoms separated of others and through which the person wants to be known by others (Fazeli, 2004). Gaufman relates mode choice to different identities which modern people are obliged to do different roles. Mode is a situation to distant from formal role and causes other roles be emerged. As it was previously referred to postmodernism by Gaufman, clothing is the most important element in active situated system (Goffman, 1959).

Giddens (1994) knew distinguishing between self and society as a problematic issue. He supposes that personal identity has difference with social identity.

In many pre-modernism cultures, clothing has revealed social identity not personal identity. Nowadays, clothing and social identity are not definitely totally unrelated. Clothing is a reason-oriented appliance showing gender, social class and dignity (Jenkins, 2003). There have been always resistances about life's style, body cosmetics and consumptions so as it is turned sometimes into independence and freedom from the prevailing patterns. Person makes decision consciously and chooses due to the values of "self" and chooses a style at life's style and consumption which is concomitant to his personal identity. Pierre Bourdieu (2002) also believes that any person has a habituation. It is meant by habituation a kind of practical preparation, implicit learning, intelligence and social training which make social factors learn, accept and be influenced by the spirit of principles, costumes, orientations, procedures, values and other fields. If social space be considered as a formation of levels and points, any point or level will have a level of habituation which is formed of favorite social situations.

According to him, there are two distinguishing principles at social space forming the most important axes of distinction system, including; cultural capital and economic capital. Economic capital refers to those mundane capitals belonging to the actors and social groups. Cultural capital also refers to the knowledge that is accumulated of education rooted in social basic. According to him, there is relationship between gusto and social structure. The structures refer to those social relations which are created among social factors with unbalanced powers and its aim is to continue and re-product governing. Gusto refers to cultural choices or in other words, refers to aesthetic evaluations reflexing governing structures. According to Pierre Bourdieu, life's style is more reflected in gusto distinguishing social factors and bordering at society. Pierre Bourdieu does not know man gusto as a natural and intrinsic factor but believes that this gusto is placed in the system rooted in distinguishing social and cultural hierarchies. The kind of gusto reflexes the person's social class; for example, there is a congruity among nutrition, clothing, house and car and all as our life's symptoms reflexes special subjective imagination we belong to (Chauvire, 2007). According to the previous text, clothing style is a kind of action which this action as other actions is influenced by special principles and according to psychological and sociological, doing an action is influenced by different factors. Regarding to these social principles and factors shows the view toward clothing in different groups and different subcultures.

MATERIALS AND METHODS

The present study based on collected and analyzed data, is a quantitative research examined the issue of dealing with and entering to through field study. The technique used in this research is the survey. In the field study, a questionnaire was used to collect the required information. Prior to the survey, the initial questionnaire was first tested and by using the results obtained, the final questionnaire was drafted and defects were resolved.

The population and sample population:

The sample population of the entire study consisted of all People 18 years and over in Yasuj. Since it was not naturally possible to view the entire study population, "sampling" method was used for theoretical explanation of the study population. Number of participants (n = 350) were identified as the representative sample population. In this

study, sampling method is cluster sampling and home to home systematic random sampling. After data collection, the analysis was performed by using SPSS statistical software. In order to test this hypothesis, statistical tests were applied according to each hypothesis.

In this regard, to ensure the reliability required in relation to efficient credit, benefit from masters and relevant experts and Cronbach's alpha test for reliability is attempted.

Hypotheses

Hypothesis 1-There is a relationship between cultural capital and tendency toward local clothing in Yasouj city.

Hypothesis 2- There is a relationship between economic base and tendency toward local clothing in Yasouj city.

Hypothesis 3- There is a relationship between social solidarity and tendency toward local clothing in Yasouj city.

Hypothesis 4- There is a relationship between foreign media usage and tendency toward local clothing in Yasouj city.

Hypothesis 5- There is a relationship between age and tendency toward local clothing in Yasouj city.

Hypothesis 6- There is a relationship between gender and tendency toward local clothing in Yasouj city.

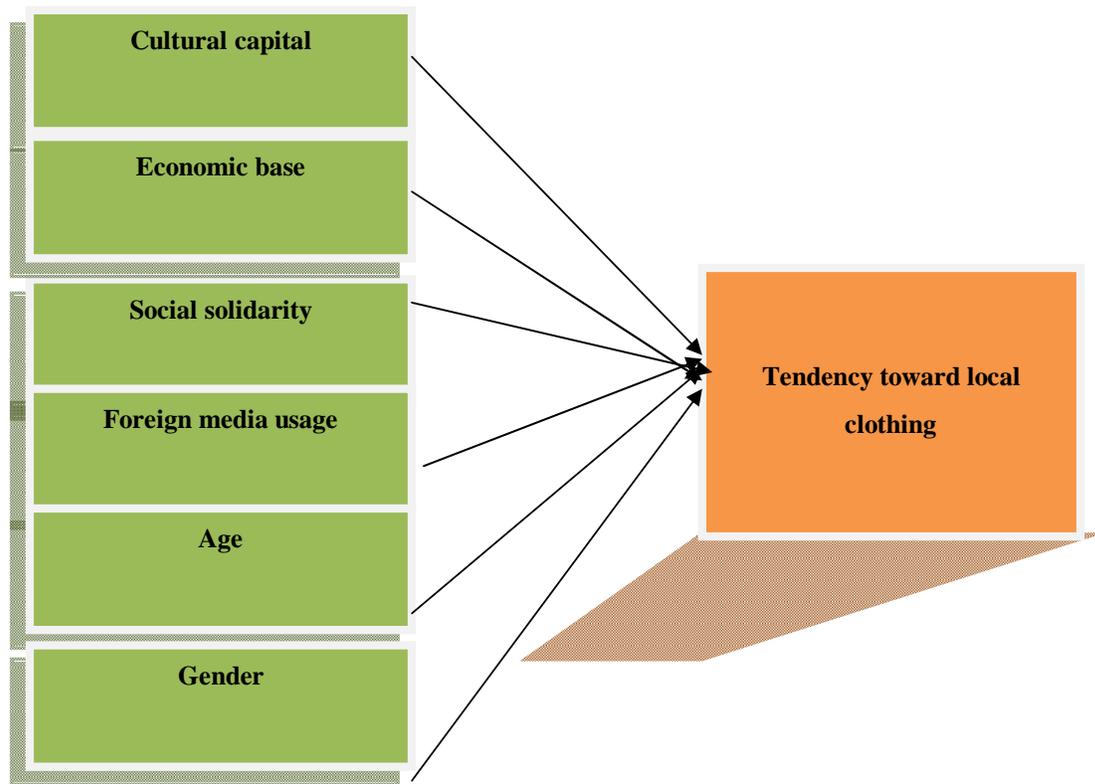


Figure 1. The theoretical model

Data Analysis

Analysis of research hypotheses

Hypothesis 1-There is a relationship between cultural capital and tendency toward local clothing in Yasouj city.

Formulate hypotheses:

$H_0: \rho = 0$

$H_0: \rho \neq 0$

Table (1). Pearson correlation results of the one hypothesis

| cultural capital | | tendency toward local clothing | |
|------------------|-----|--------------------------------|--|
| .354 | r | | |
| .000 | Sig | | |
| 350 | N | | |

The results show that because the correlation coefficient values ($r = .354$) at a significance level ($\alpha = .05$) is significant, therefore, the null hypothesis is rejected and the research hypothesis is confirmed with confidence level of 95%. So there is a significant relationship between cultural capital with tendency toward local clothing, and the relationship is positive and direct. The relationship is average.

Hypothesis 2- There is a relationship between economic base and tendency toward local clothing in Yasouj city.

Formulate hypotheses:

$H_0: \rho = 0$

$H_0: \rho \neq 0$

Table (2). Pearson correlation results of the one hypothesis

| economic base | | tendency toward local clothing |
|---------------|-----|--------------------------------|
| -.311 | r | |
| .003 | Sig | |
| 350 | N | |

The results show that because the correlation coefficient values ($r = -.311$) at a significance level ($\alpha = .05$) is significant, therefore, the null hypothesis is rejected and the research hypothesis is confirmed with confidence level of 95%. So there is a significant relationship between economic base with tendency toward local clothing, and the relationship is negative and reverse. The relationship is average.

Hypothesis 3- There is a relationship between social solidarity and tendency toward local clothing in Yasouj city.

Formulate hypotheses:

$H_0: \rho = 0$

$H_0: \rho \neq 0$

Table (3). Pearson correlation results of the one hypothesis

| social solidarity | | tendency toward local clothing |
|-------------------|-----|--------------------------------|
| .524 | r | |
| .000 | Sig | |
| 350 | N | |

The results show that because the correlation coefficient values ($r = .524$) at a significance level ($\alpha = .05$) is significant, therefore, the null hypothesis is rejected and the research hypothesis is confirmed with confidence level of 95%. So there is a significant relationship between social solidarity with tendency toward local clothing, and the relationship is positive and direct. The relationship is average.

Hypothesis 4- There is a relationship between foreign media usage and tendency toward local clothing in Yasouj city.

Formulate hypotheses:

$H_0: \rho = 0$

$H_0: \rho \neq 0$

Table (4). Pearson correlation results of the one hypothesis

| foreign media usage | | tendency toward local clothing |
|---------------------|-----|--------------------------------|
| -.451 | r | |
| .000 | Sig | |
| 350 | N | |

The results show that because the correlation coefficient values ($r = -.451$) at a significance level ($\alpha = .05$) is significant, therefore, the null hypothesis is rejected and the research hypothesis is confirmed with confidence level of 95%. So there is a significant relationship between foreign media usage with tendency toward local clothing, and the relationship is negative and reverse. The relationship is average.

Hypothesis 5- There is a relationship between age and tendency toward local clothing in Yasouj city.

Formulate hypotheses:

H₀: ρ = 0

H₁: ρ ≠ 0

Table (5). Pearson correlation results of the one hypothesis

| age | tendency toward local clothing | |
|------|--------------------------------|--|
| .211 | r | |
| .004 | Sig | |
| 350 | N | |

The results show that because the correlation coefficient values (r=. /211) at a significance level (α=. /05) is significant, therefore, the null hypothesis is rejected and the research hypothesis is confirmed with confidence level of 95%. So there is a significant relationship between age with tendency toward local clothing, and the relationship is positive and direct. The relationship is average.

Hypothesis 6- There is a relationship between gender and tendency toward local clothing in Yasouj city.

Table (6) statistical indices of T-test to compare the mean of two independent variables

| Standard error of the mean | SD | mean | Number | Gender |
|----------------------------|-------|------|--------|--------|
| .243 | 4200. | 3.01 | 190 | man |
| .227 | 0.410 | 3.52 | 160 | woman |

Table (7). T-test to compare the mean of two independent variables (man and woman)

| SD | Difference of the mean | Significant level | Degree of freedom | t | Significant t level | F | | |
|-----|------------------------|-------------------|-------------------|------|---------------------|------|---|-------|
| .17 | .41 | 0.004 | 516 | 4.19 | .573 | .301 | By the assumption of equality of variances | input |
| .19 | .52 | 0.004 | 515.1 2 | 4.26 | | | Without the assumption of equality of variances | |

As can be seen, the calculated t with 516 degrees of freedom at the level of 0/05 for the gender variable is greater than the critical value t (98/1). Thus, this can be said with 95% confidence that there is a significant difference between the mean observed. The significant difference is observed between women scores in tendency toward local clothing and regarding to the average, this amount is more for men than women.

Conclusions

As we have seen generally, it can be claimed that by reaching the modern world, some of ostensible and body functions has been more important. In many postmodern cultural fields, body ostensible profile is due to traditional criteria and fixed standards and clothing style has been a means for person selection.

Given the importance of the issue in this article, using field method and survey technique, we search for the response to the main question that what are social and cultural factors related to the tendency toward local clothes among Yasouj city's citizens? Statistical population of the present research is all the above 18 years old citizens of Yasouj that 350 subject were randomly selected as population sample.

The results indicate that test hypotheses:

- there is a significant relationship between age with tendency toward local clothing, and the relationship is positive and direct. The relationship is average.
- there is a significant relationship between economic base with tendency toward local clothing, and the relationship is negative and reverse. The relationship is average.
- there is a significant relationship between social solidarity with tendency toward local clothing, and the relationship is positive and direct. The relationship is average.
- there is a significant relationship between foreign media usage with tendency toward local clothing, and the relationship is negative and reverse. The relationship is average.
- there is a significant relationship between cultural capital with tendency toward local clothing, and the relationship is positive and direct. The relationship is average.
- More men than women tendency toward local clothing and this difference is significant.

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