

## **Sociological Evaluation of the Effect of Advertisement on the Amount and Kind of Consumption among Iranian Women**

**Talieh Khademian<sup>1</sup>**

*Department of Sociology, Tehran North Branch, Islamic Azad University, Tehran, Iran*

**Nayereh Mobarakifard<sup>2</sup>**

*Department of Sociology, Tehran North Branch, Islamic Azad University, Tehran, Iran*

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**Abstract:** *Today, commercial advertisements are emerged all around the world. They include radio, TV, magazines and newspapers. As it is obvious, advertisement is considered as a live process, an economic activity, industry or profession, and also it is a part of media's content. Advertisement is a social organization which has no effect on the people, structures, culture and whole community. In this paper we have tried to investigate the reasons of the effects of advertisement on the amount and kind of production consuming by Iran's girls and women from the view point of sociology. Commercial advertisement's concept internationally, is to give information and massages to people, which has been produced in the 18s and 19s and specially 20s. In this study, we have used survey method, in which we have applied a questionnaire along with interview. The case studies are Tehran University students from the Northern Tehran unit. Case study was a group of girl students of the BA level of social science major; the number of students was 4000, which were selected randomly. In this study, the main aim is to realize that, whether advertisement would have effect on the women's consumption; if so, to what extent it is. The aim of this study is to sociological investigation of effects of advertisement on the women consumption.*

**Keywords:** *Advertisement, tendency for beauty, cultural capital, social base.*

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### **Introduction**

Today trade is on the top of the life and government's plans; also it is valuable in the communities. All communities tend to provide welfare for citizens through importing and exporting essential goods and products. This approach is the beginning, and would be followed with some other processes. Imported goods need costumers and some individuals to consume these goods, so that the economic cycle would rotate and both parties would gain benefit. In this process often there are some extremes that lead to create some approaches such as cultural industry, mass culture, folklore, etc. here we demonstrated that women and girls pay more attention to advertisement comparing to men, also the reason for this would be determined. The first reason is that women have more tendencies for beauty and having a spruce up. On the one hand, some individuals pay a lot of attention to advertisements for buying goods; this means that they do not consider their own needs and position in the act of buying. On the other hand, there are individuals who need a good ,however, they do not buy it, in fact, they keep" the ideal self" and do not pay attention to their life. Consumption is a key concept revealing the problem of society, consumption is a valuable concept. Nowadays, the concept "open market" has been represented as a good society claiming that it is able to deliver goods and services to intellectual consumers. A humiliated aspect of consumption is referred to as "consumerism" this word includes all concepts of materialism, opportunism, selfishness and pleasure orientation (Bocock, Robert, 2002).

From the view point of sociologists, cultural capital would be divided to three categories including internalized cultural capital, objective cultural capital and institutionalized cultural capital. Media have an important role in our life and sometimes the fate and destiny of some individuals and factories

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<sup>1</sup> Email: T-Khademian@iau-tnb.ac.ir (Corresponding Author)

<sup>2</sup> Email: nmf\_01@yahoo.com

would be depended on the performance of audio-visual media. Consumption is a key concept which could be useful for modern community's understanding. Consumption is a valuable concept. In the modern world, open market has been considered as an appropriate community, which would provide goods and services for consumers. In contrast we could consider the dark and negative part of consumption in the words such as consumerism, objectivism, opportunism, narcissism, hedonism and so on (Bacact Rabert 2002). According to Bordioeu, social area is a set of fields whose main goal is to fight on gaining capital. Each kind of capital typically would be effective in creating changing and supporting life style. Cultural capital includes sustainable tendencies of individual which would be created during socialization. Bordioeu have been considered the education as cultural capital. Bordioeu would determine cultural effects on the consumption, activity and life style of individuals using differentiation theory. Due to this theory, owners of so much cultural capital, would distinct themselves from others using high art and culture (Fazeli 2003, p 101).

In the new communities, consumerism has become a main social activity. So much time, energy, money, creation and technology innovation would be applied for consumerism. Investigation of consumerism in the new communities is an important issue, because service and product's suppliers need to understand their features. Since current socialists, economists and psychologists would provide multi-lateral analysis for them (Pour Karimi 2008, p 311). Froum in the theory of market advantage taking believes that, to understand its nature we should consider the economic performance of market in the current society, which is not only effective in this orientation, but also is the main base for its extension in the mind of individuals. He believes that traditional markets are completely different from markets in the new capitalism system. New market is not a place for meeting and appointment, were as it is a mechanism with various and non identified demands, and judgment would be based on the supply and demand law. This law would determine the possibility of selling and good's cost. Supplier tends to estimate the rate of demand and also wants to control it even in the exclusive conditions. Since the regulator feature of market would have cultural and social effects. The concept of value includes also people and individual, emphasizing consumption value. Froum calls a manner market orientation which is originated in the personal experience as good and in personal value as exchange value. And states that in our time this market orientation was developing very fast and along with developing of new market, phenomenon of recent decades is the character's market.

Aaronic Guffman represents a theatrical theory; he uses theatrical metaphors to describe individuals. To him, social life is a collection of theatrical roles just like doing roles on theatrical scene. To him, face to face interactions are important (Guffman, 1959, p: 48) the appearance is seeable and the focus of attention in social interactions, therefore, appearance is used as a symbol to interpret actions. Guffman divided "self" into social and human aspects. This division is based on the difference between what people suppose us to do and what we do based on our will. (Kerasly, 1955, p: 139), moreover, it shows the aspect which is desired and accepted by others. Therefore, the "self" tries to show its qualifications and to manage its body gestures precisely, then, based on Guffman's idea, body gestures play an important role here. Acquiring body gestures help us to overcome conditions bringing about huge anxieties.

Michele Foucault (1926-1984), has analyzed body as a power and knowledge and has considered it as power and knowledge and believes that it is created by society. Foucault in his studies would consider the manner. He believes that body is a member of power relations, and mutually the power has surrounded the body. This would be useful economically and politically. However according to Foucault power relations are beyond the government, and body subordination is depended on certain political technology. Body's political technology, is a set of techniques which would relate the triple relations of power, knowledge and body. Foucault believes that, individuals try to subordinate it using body techniques (Saeidi 2008, p 171). From the given of structure-oriented individuals this result would be obtained that, main changes in the communities would lead to change in life styles. As it is obvious, rapid changes of modern world led to increase in life styles and consuming choices Kidness, Homan, Gibense and BoriNorbert Elias in his historical book titled "the civilizing process"(1939) studies the history of behavior and civilized behavior by referring to ceremonial books

related to the end of middle ages up to 19<sup>th</sup> century. To him, societies impose self regulation on individuals in the civilizing process, moreover, during the last periods people's self awareness toward necessity of self care has been increased, consequently both culture and characters are moving together in this path (Smith, 2004, p:235).

Relying on Parsons' structural functionalism viewpoint, since the individual ability to adapt him with national paradigms is a social norm and a dominant value; life styles are also in accordance with these predetermined structural values. Activists then accept these norms in order to fix these values in the society. Therefore, cultural consumption in the process of accompanying dominant values especially in the advertisement world would be absolutely directed. Harbert Markous, German socialist living in U.S, is one of the individuals who would criticize advertisement. He believes that, economics as a term for consuming has created a secondary nature in the people, which would encourage them to go toward advantage taking conditions more and more. According to the Markous statement "free purchasing and accepting limit occupations is not considered as individual freedom, because due to community's interferences in his/her life would be full of stress . If individuals change their needs in the industrial communities, it would not be a reason for autonomy (Pakdehi 2000). Lotfi Abolfazl in his thesis under the title of "Commercial advertising tricks and how to have effect on the audiences" would describe main body in this way: message advertising would accelerate the selling, people often could learn by repeating, consumers would pay more for advertised goods and products and commercial advertisements would train the life style. He describes main factors of advertisement creation as follows; 1- space between production and consumption 2- mechanism 3- mass production. He have used advertisement's theories to describe different kinds of advertisement as follows; 1- seasonal advertisement 2- advertisement on a new production 3- advertisement on the well known and continuous products 4- mass advertisement 5- educational advertisement 6- indirect advertisement. Elsewhere he has named several kinds of advertisement as follows; 1- advertisement for consumer 2- public advertisement 3- advertisement for immediate response 4- election advertisement 5- credit advertisement 6- white advertisement 7- gray advertisement 8- black advertisement 9- twist advertisement 10- inline ads 11- quantity advertisement.

Sadegh Vaziri Faraz, in his thesis under the title of "Mobile advertisement; view investigation, consumers and effective factors for creating a positive view" would describe the main body in this way: any creation would provide opportunities for marketing. Advertisement has been changed a lot because of the technological changes over the years. Among those changes we could name mobile which has become a main tool for advertisement. In this paper the aim is to investigate the view of audiences about mobile advertisement and also effective factors in creating a positive view. Today's media, especially TV, form a major part of life style through introducing cultural patterns; also commercial advertisements every day are encouraging public choices to challenge. TV would show a certain style of life by broadcasting different programs including entertainment, movie and series, sport, advertisements and educational programs except good's introducing, services and how to use them. Since different TV advertisements, specially commercial ads which have been designed previously, have the aim to transform information, change in audiences behavior, advertise for a certain good to sell it or publish certain features about good and relevant services, investigation of these ads would be important from the view point of content, representation form and its goal; because every day the number of audiences are watching these ads, which have certain aim and goals. The aim and the message of these ads should be considered.

Although increase in the amount of consumption of different productions over the two decades could be a sign for economic development and public welfare improvement, this consumption sometimes becomes so illogical that it would be considered as a social abnormality. This would be obvious, particularly in women, and it should be investigated. Fashion is a phenomenon in the society which has a close relation with modernism concept. In the other word, this phenomenon has been created along with modernization, because in past fashion did not has a tangible place and importance as it has today. However, through an overview in the human history and tradition it would be obvious in the great civilization of the world. As it mentioned about Sumerian rich women, they had used expensive

accessories and clothes so much (Rezaee, 2008, p 217). According to above, and due to advertisement's performance on the women's life and the role of this ads and main factors, our target and main goal would be determined. The main aim is sociological investigation of the effects of ads on the amount and kind of consumption of women; here some questions would be arisen including what is the role of media in production's ads? And what is their function? The cultural and social position of individuals to what extent is effective in this tendency? Whether family could be effective?

### **Theoretical Consideration**

The international and informative concept of advertisement in a large scale which is known today and is accepted or accompanied by its addresses is in fact the product of 18<sup>th</sup>, 19<sup>th</sup> and especially 20<sup>th</sup> century. In other words, to follow the originality of advertising attempts in its organized form, from time aspect, we need to go back to at least several centuries ago, and from location aspect, we need to go back to western land governments and other special organizations which have been advertising for years with beneficial purposes in universal levels, it is also possible to use Factorial design using the elements of: attention, perception, attitudes, stimulation resulting in purchase of a good or service in order to evaluate advertisement. Here the mankind mind finds more time to think. The anthropologist, professor Leo Strauss believes that after providing the answer to primary needs among humans, it is time for another essential need( the need to be cared) to appear. It means that humans want others to care about them and pay attention to them. To achieve this goal, sometimes they try to be different from others and sometimes to be similar to them. Fashion is one of the ways that helps humans enter society and social activities and with sharing similarities with others move toward a social life. However, beside all these similarities, they also love to be different.

### **Research Method**

In this research, we have used the interaction theory; due to the issue and view points, behaviors and concepts, which are exchanged among women, this theory could be so useful in this research. This paper tries to investigate this issue from the view point of sociology. What would be the reason of such tendency toward consumption in the current world? The author believes that this issue is originated in the history of social and cultural changes of current 150 years. Statistic communities in this research are Tehran's school of social science and management. In this association there are two universities with various majors including 1- school of social science and management 2- school of humanities. In this research we have chosen the school of social science and management. In this school, we have chosen the statistics community from the social science major (social researcher, planning, cooperation and social welfare); management major (commercial, state). The statistic community was chosen from the girl and women from the age of 18 to 30 and more randomly, the total number of statistics community is 400.

In this research the sampling was randomly. This systematic and randomly sampling includes choosing each n person from a list. We should be careful that the provided list not be in arrange and have regular spaces. For this purpose we have applied best approach which is alphabet list approach. To measure the opinions of students from the school of social science and management about the effects of advertisement on women consumption, we have used a self-made questionnaire. Also to measure considered variables, we have applied a questionnaire with 69 various questions. The present research has been done in the library and field levels. In the library level we studied the research background. In the field level the survey method has been used. To analyze data, different descriptive and deductive methods have been used. Here, based on statistic tests and via software spss18 we analyze the collected data.

### **Discussion and Results**

Pearson correlation is used to study the correlation among main variables and their correlation with advertisements. Moreover, to study the effect of independent variables on advertisements, multiple linear regressions is used.

### Correlation Tests

Generally, to test assumptions related to the relation between advertising and each of the effective elements, Pearson correlation test have been used.

Assumption test on the relation between advertisements and tendency to beauty

**Table (1): correlation between advertisements and tendency to beauty**

		Tendency to beauty	Advertisement grade
Tendency to beauty	Pearson correlation	1	0.787**
	p-value	.000	
Advertisement grade	Pearson correlation	0.787**	1
	p-value	.000	

According to results of this table, we can say that tendency to beauty has direct relation with advertisement grade (positive relation). Meaning that with increase of tendency to beauty, the advertisement grade is also increased (R= 0.787, p-value=0).

Assumption test on the relation between advertising and cultural capital

**Table (2): correlation between advertisement grade and cultural capital**

		Cultural capital	Advertisement grade
Cultural capital	Pearson correlation	1	0.745**
	p-value	.000	
Advertisement grade	Pearson correlation	0.745**	1
	p-value	.000	

According to results of the table, we can say that there is a direct relation between cultural capital and advertisement grade, meaning that with the increase of cultural capital the amount of advertisement grade highly increases.(R=0.745, P-value=0)

Assumption test on the relation between advertising and social and financial position of family

**Table (3): correlation between advertisement grade and social and financial position of families**

		social and financial position of families	Advertisement grade
social and financial position of families	Pearson correlation	1	0.123**
	p-value	0.014	
Advertisement grade	Pearson correlation	0.123**	1
	p-value	0.014	

According to the above table, we conclude that there is a meaningful positive relation between social and financial position of families and the advertisement grade. It means that with the increase of social and financial position of family, the advertisement grade increases a little. (R= 0.123, p-value= 0.014)

Assumption test on the relation between advertising and public media

**Table (4): correlation between advertisement grade and public media**

		Public media	Advertisement grade
Public media	Pearson correlation	1	0.670**
	p-value	.000	
Advertisement grade	Pearson correlation	0.670**	1
	p-value	.000	

According to this table we can conclude that there is a direct (positive) relation between public media and advertisement grade. It means that with the increase of public media, the advertisement grade highly increases as well. (R=0.670, p-value=0)

Assumption test on relation between advertisement and job

**Table (5): correlation between advertisement grade and job**

		Job	Advertisement grade
Job	Pearson correlation	1	0.290**
	p-value	.000	
Advertisement grade	Pearson correlation	0.290**	1
	p-value	.000	

According to the result of the above table, it is true to say there is a positive (direct) relation between job and advertisement. However this relation is not strong. (R= 0.290, p-value= 0)

Assumption test of relation between advertisement and mental and behavioral health

**Table (6): correlation between advertisement grade, and mental and behavioral health**

		mental and behavioral health	Advertisement grade
mental and behavioral health	Pearson correlation	1	0.767**
	p-value	.000	
Advertisement grade	Pearson correlation	0.767**	1
	p-value	.000	

According to this table we can conclude that there is a (positive) direct relation between mental and behavioral health, and advertisement. It means that with the increase of individuals' mental and behavioral health, the advertisement grade is highly increased as well. (R= 0.767, p-value= 0)

## Conclusion

In present study, we were attempted to make the first question about the effect of commercials on females, and to response this question some hypotheses titled in which female's behavior follows the reasonable rules. It could be mentioned that the reasonable behavior needs to be involved a reasonable relation between the behavior and characteristics of personal and intrinsic behaviors, and the rules which are in the society's unions manifesting in the reactions of individuals's behavior. In the other word, females while watching commercials through various ways, in this case they would be influenced of the commercials in a direct or indirect way, which these effects would be manifested in their life style. in our society, females while are in different situations, have to go through their routine affairs, in such a way that they have to know how wear the clothes, which devices have to be used by them, and at what time they have to use these devices, and how to use them as well, for

instance they have to know how to use the material goods such as clothes , bag , shoes , and electronic goods such as mobile phone , and personal devices such as luxuries devices for house such as curtain , furniture , kitchen devices and other consumption materials which we could use them in our daily life , particularly electronic devices , and also intrinsic goods such as studying the book , watching television , listening to music , going to cinema and theater , and using internet and radio , and etc are all necessary to be used in daily life . Eventually, we have to say that within using these devices, they could live and continue to living, thus society's circumstances could make the appropriate situation for them to live, and the relation between individuals could specify the consumption. we tried to answer the question about effect of commercial advertisements on women and girls. To answer this question, some assumptions were considered, according to these assumptions, women's and girls' behaviors follow several logical principles. According to these principles, there is a logical relation between women's and girls' behaviors and advertisements. In fact, women and girls are surrounded with different commercial advertisements. Consequently, they are influenced by these commercial advertisements directly or indirectly, these effects are revealed in their life styles as well. Women and girls need to consume in order to be accepted in family and society. If they do not move in this direction, they would be far from friends, family and society. Consumption is a predetermined program for them; they have no role in determining it. In order to arrive at personal identity and independence, they need to consume. Moreover, to have a suitable job and an ideal life they all have to consume (goods and services).

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