



## THE FEMALE STUDENT'S CONSUMER SENTIMENT AND USING OF MASS MEDIA

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### ABSTRACT

*The aim of this survey is recognition of the consumerism female's students with media. Today Consumerism is an important topic of research in the sociology and cultural studies and evaluates it as a matter of growing importance in Iran. Using the theory and models of persuasive communication to study the role of communication channels and the characteristics of individual contacts in the message consumption is discussed. The method used to survey and collect information from questionnaires and the sample of 420 students of Payam Noor University of Arak With multistage cluster sampling was conducted. The results show the characteristics of the individual variables, see the ads, self-promotion, there was a significant relationship with the consumerism. Varying degrees of consumerism has also been proposed as one of the messages and values remain in the media are more willing to absorb them. The results showed no relation between sex and watching variables and hypotheses Considered advertising campaigns and confidence to be confirmed in this regard.*

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**Keywords:** Consumerism, Mass media, Gender, Social communication, Satisfaction, Social trust.

### Contribution/ Originality

This study is one of very few studies which have investigated the consumerism female's students with media in Iran. This study is one of very few studies which have investigated sex, advertising campaigns and confidence.

## 1. INTRODUCTION

Consumerism of the concepts in the social sciences in the last two decades, there has been growing and expanding. Naturally, researchers from various points of view in that looked and

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explain the reasons for consumption, consequences and Effects. In the meantime, some of consumerism means of equating personal happiness with purchasing material possessions and consumption. In the process of consumerism, the West of ethics productive or morality Protestantism to consumption ethics. West of the consumer society and become productive as a result of the community, maximizing the use and hedonism. After the West, developing countries as a result of advertising and other factors became a consumer society (Movahed, 2011). Consumerism own symbols and signs reflect today's lifestyle, desires, thoughts and Ideal plasticizers and as a representation of the identity of the perpetrators, has new functions. Nowadays humans tend to your s Identity consumer goods and services that moved or diversity of consumption, especially the consumption of goods or services with brand names and Famous introduced. Given that the mass media play an important role in promoting the culture consumerism and this point that the impact of media on young homosexual sentiment is far more evident, this paper investigates the relationship between media use and consumer sentiment measures Arak PNU has male and female students.

Maybe the role of mass media in the development and production of industrial goods consumerism nothing less than the mass of the population is not, and mass production and mass media, wings spread as consumerism World .Today media with Persuasive messages to an Capitalist economic system tools for finding customers for the goods have become big. Various advertising by psychologists and creators Teaser For maximum impact on the audience made Among the programs aimed at television and radio media, and even the writing was aimed at looking humans persuading people to buy certain goods or services, change their attitudes and lifestyle choices humans, the goods that people need to be real and not merely on the basis of creating false needs to buy it that makes media it, Herbert Marcuse and the same distinction is made between real needs and false humans and to the cause of the false needs are the same media warned. (Marcuse, 2005)

The Effects of Media on consumerism people, especially students more clearly. The point that should be noted is that the influence of mass media such as radio, television, and press on consumerism, the younger generation is much more than other age groups. This paper studies the relationship between the mass media and consumer sentiment measures Arak PNU has male and female students.

## 2. LITERATURE REVIEW

Research on the topic of "consequences of consumerism in the Muslim community and offer solutions" in 2010 emphasized that in every community in the form of excessive consumerism, a social disorder that requires scientific knowledge and treatment is essential. In such a case is that the spread of Western culture and the use of expensive foreign luxury goods as civilized people is the mission. So named 2010 as the year of "reforming consumption", a sign of serious approach and our commitment to fundamental changes in the direction of God's ultimate goal is the prevention of waste and consumerism is. Finally, strategies for prevention and correction of consumerism, consumption patterns and the conclusions are presented (Jabar Zadeh and Mehdi Ali Tabar, 2010). A study of the relationship between the mass media and consumer sentiment oriented

young boys and girls in the shiraz city in 2011 have nowadays consumerism is an important topic of research in sociology and cultural studies, and evaluate it as a matter of scientific and expanding Iran is important. Accordingly, this study investigated the relationship between consumerism and mass media and the use of persuasive communication theories and models to study the role of communications and messaging contacts gender focused on consumerism.

Research findings show that the average consumer-oriented consumerism men more than women, skins, and this difference are statistically significant. The study shows that the rate of media terms of gender in women than men and show related between the gender and media. This finding confirms the theory, which is used in various Attributes people with different characteristics compared to the same Persuasive messages deals Reactions different symptoms and different levels of media are more prone to this tendency to absorb them. The findings showed no relation between sex and watching variables, and trust in advertising is advertising and Hypotheses have been proposed it is not confirmed in this regard. Send mass media channels such as theory elements are used. (Movahed, 2011)

Another study entitled "Factors affecting the consumption of cultural goods among the youth" to assess the factors affecting the consumption of cultural goods among youth in the 1390's. The main objective of the present study, the role of individual and social factors such as age, gender, occupation, education, leisure time, and socioeconomic status on the consumption of cultural goods among youth. This survey Population 18 to 29 years of the Gorgan (96,429 people) and a statistical sample of 400 youth. For sampling, cluster sampling method was used as the main tool for data collection "The question of self-made name was". The research results show that the difference between gender and consumption of cultural goods, so that more men than women in cultural goods they consume. The level of education, age, leisure time, and socio-economic status has a positive relationship with the consumption of cultural goods (Elias *et al.*, 2012)

The study in 2004 "with an expanding global consumerism effect of mass media and consumer-oriented advertising Values in China" sought to show how the advertising and the content of this media or media play an important role in the formation of Western origin Consumer-oriented measures among urban residents in China. Data analysis derived from the three cities of the most advanced Chinese cities, economically, showed that exposure to Western media content and media contain two values consumerism palatable taking quality and innovative consumer and commercial development, the development of positive attitudes towards advertising, leading to more consumption is developed. (Paek and Pan, 2004)

### 3. THEORETICAL FRAMEWORK

The mass media and the persuasion process Persuasion process valves in the media of boys and girls respond to the analysis result. Because the mass media try to persuade the audience focus, however this can be a satisfying political persuasion, religious or economic. On the other hand, a huge amount of messages media in the present economic, inspectors advertising and commercial in there and try to make the audience to buy a product, creating the need to it, and adopt the lifestyle persuasion. Create new needs and false goods is one of the functions of mass media in the modern

era has given rise to consumerism. Message if by any type of media are discussed more persuasion character (Lippa, 1994; Movahed, 2011)

### 3.1. Persuasive Communication Model

Perhaps the most direct approach to persuasion may see it as a process of communication. The approach that was adopted after World War II by a group of researchers. This model is derived from the theory of communication Lass well is focusing on four main elements involved in the review process of persuasion to convince meals. This four elements: 1- Communicator or source message 2- message 3-channel or 4 Audience (Lippa, 1994); (Myers, 2002) quoting (Movahed, 2011). The source of the message or Communicator The first element numerous persuasion process. Studies show deals with variable message source (e.g., reliability, expertise, understanding, confidence, perceived attractiveness) and characteristics Recipient the message, regardless of the content of the message, such as variables, is effective experimental and theoretical studies have been mentioned in various, source credibility (including the expertise to understand and make sense) and is an attractive source. According to the message content, including other important sections of persuasion topics in addition to the variables related to the source of the message, such as credibility, attractiveness and expertise, some message regardless of their source of persuasion messages are being message sense or reason, or relaxing with fear can have different effects (Myers (2002) quoting Movahed (2011)). In the final model, the message is persuasive communication. Because different people like to think of intelligence and different environmental conditions similar to message persuasive Reactions express different location. The research suggests that variables such as the motives of the audience and their particular strengths their difference in personality, age, intelligence, self-esteem and gender have a lasting impact on persuasion (Lippa, 1994; Brinol and Petty, 2005; Petty and Pablo, 2006). It is noteworthy that such variables may have different effects in different stages of persuasion to leave controversial. For example, may increase the intelligence of understanding of the persuasive message, but reduces the extent to which convincing case lie. It can be an intelligent person Arguments which are supposed to understand, in more detail, but persuasion when the message is simple and reduces volatility (Lippa, 1994).

### 3.2. Consumerism and Media

In the new world, the media function Entertaining addition, a key role in conceptualizing how the audience of social realities. Use of one of the concepts that the media's role in the creation of the play Unmatched. The media are searched. The doctrine such as temperance, frugality and Simple life that the pattern of consumption of basic principles. So the main question in this context is whether the national media using various media formats and can use the principles of Islam "to put the minds of your audience? According to the thinkers of communication can be a positive answer to this question. The first systematic analysis of the subjective approach to consumption Veblen (T. Veblen) at the beginning of the twentieth century, America was about the middle class. From this perspective, taking the city became one of the elements of differentiation in modern society. Bourdieu's use of the reproduction of social status and class person, along with other

economic factors studied in France. He also attempted to analyze how specific groups, in particular socio-economic classes, among many things, a variety of consumer goods, methods of preparing and eating food, furniture and interior decorating to apply to their distinctive way of life others express themselves. Bourdieu (1984) quoted Elias *et al.* (2012). Bourdieu and consumption patterns as an important criterion in determining one's place in the social space measures. Your use of the analysis of the rise of capitalism has evolved. (Baudrillard, 2001) as well as for analyzing the use of the concept (value), Marx begins. He argues that the use of object-oriented and functional strains to use them, but objects with symbolic meanings and symbols used. The thought of taking up the total size of all interactions that occur in modern humans. Modern human goods, services, experience, time, place, relationships, signs, and even "self" (through the idea of taking it - narcissism) uses to reproduce its identity and its consistency celebrated its opening. Hence, the "self" and "other" in the center of the debate are taking place. Because I think about myself as I thought of as my others. The same trick that advertising to lure consumers to apply. Desmond (2003) according to Elias *et al.* (2012) Trust in the media and advertising

" In general, the more trust in the media, the impact of media exposure and continuing relationship with the audience more. Institutions of social media in general and in particular the political system of each state in the country. Since the mass media, the main sources of information for the majority of the people, and the news media of activity devoted to recounting the activities of government agencies and the government, the audience trust the news media, especially public media, it is important as a result, when addressing public confidence in the news media, especially in the context of local news, loses, Distrust the political system increases. In some communities more readiness to trust the people, and in some communities, people are suspicious and lacking in confidence. "The decision whether to trust the self-confidence of the potential and the potential to be trusted or not, has always been a controversial issue" (Coleman, 1990). Usually the most important and the most common grounds for confidence that our goal is to estimate the reliability of it as "whether or not we trust?" Consider the case. Usually with a variety of "trust rate" face (Coleman (1990) quoting Kiani (2012)).

### 3.3. Theoretical Models

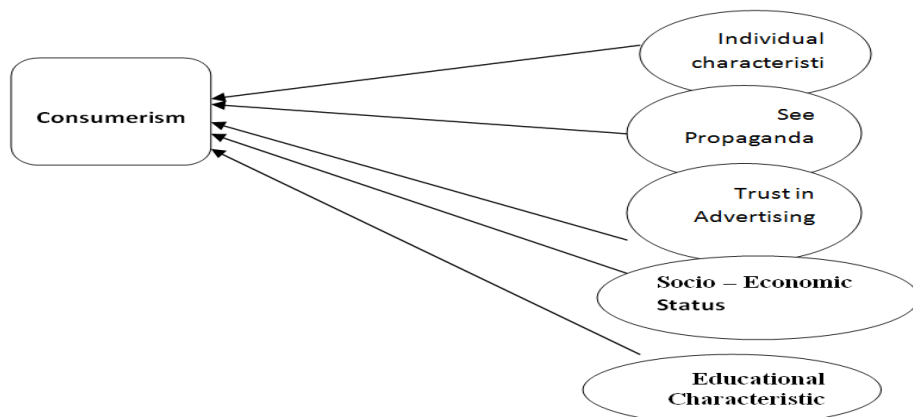


Figure-1. Theoretical models

### 3.4. Research Hypotheses

-1-It seems the demographic characteristics (gender, age, marital status, place of birth, residence) and consumption-oriented students Meaningful relationship

. 2. It seems to see advertising between consumerism rate among male and female students Meaningful relationship.

3. It seems the confidence in advertising and consumerism rate among male and female students Meaningful relationship.

## 4. RESEARCH METHODOLOGY

The statistical population studied in this paper are all male and female students PNU Arak. It should be noted, Payam Noor University, Arak 8878 with a BS degree students, undergraduate and graduate of the prestigious scientific centers in the central province is considered.

### 4.1. Sampling

In this scheme, a multi-stage cluster sampling method Participants were randomly selected proportional-for there if the student initially homogeneous divided into six categories. The students in order from highest to lowest age is included. The six categories, based on the areas selected by systematic random sampling and then were randomly selected students in this study is the number of male and female Respondents appropriate to allow a comparison to be provided. Put the volume number of the sample population formula 383 is calculated in this study, in order to avoid errors, data were collected from 420 students

### 4.2. Data Collection

Data collection for this study was a questionnaire. In this paper, to achieve the objectives of the survey were used to answer the research questions. In addition to the Library and Archives of survey methods used.

## 5. FINDINGS

48/6per cent of 420 respondents (204) were male and 4/51 percent (216) were female. Marital status, 4/41 percent (174) was married and 6/58 percent (246) were single. The students also were thus: 2.0 in associate degree, undergraduate 3/93 percent and 5.5 percent were in graduate school studying. The results show that the maximum amount of advertising related to Internet advertising by 17.4 percent, with 15.5 percent of television advertising, advertising Satellite 11.4 per cent, with 11 per cent of newspaper and magazine ads, radio ads Iran 8 / 4 percent and 9.2 percent are foreign radio advertising. Based on the results obtained, the lowest confidence advertisements related to satellite Advertise with 9/56 per cent, with 54 per cent foreign radio advertising, internet advertising with 2/36 percent, with 22.6 percent of Iranian radio advertising, newspaper and magazine ads and television commercials with 16.7 percent with 15.5 percent.

In this study, 17.9% of Internet TV Satellite 9.7 percent, 1.3 percent, newspapers and magazines, radios 7.0 -7.1 Iranian radios and outdoor use. The results show that 25% of people do, 8/44 of low, medium and 5% to 24% too much interested in advertising.

### 5.1. Hypotheses Testing

The other results of the multiple relationships between variables is discussed, including the relationship between individual characteristics (age, sex, marital status, place of birth, residence) and the amount of consumption, see the link between advertising and consumption oriented, relying on advertising and the relationship between consumerism and consumption has been driven. First hypothesis: the relationship between individual characteristics (age, sex, marital status, place of birth, residence) and Consumerism Individual characteristics of age, gender and marital status of the respondent. It is noteworthy that the age, gender and marital status variables are nominal. The definition is therefore meaningless correlation tables' agreement for nominal variables and the amount per use. The results of the correlation between age and the amount of advertising on consumption are summarized in the table below. According to the table 1. the relationship between the media consumption and age is meaningful (-0/11) and correlation is reversed. This means that with increasing age, the impact of the advertising media consumption is reduced.

**Table-1.** Relationship between consumerism and Age

| N   | Sig   | Pearson correlation coefficients |
|-----|-------|----------------------------------|
| 325 | 0/049 | -0/11                            |

**Table-2.** Relationship between consumerism and sex and marital status

|   | Total | The use of advertising consumerism |          |      |      | Items              |         |         |
|---|-------|------------------------------------|----------|------|------|--------------------|---------|---------|
|   |       | Hig h                              | Ave rage | Low  | Ever |                    |         |         |
| $\chi^2 = 5.38$<br>$df = 3$<br>$sig = 0.146$<br>$phi = 0.114$ | 202   | 35                                 | 33       | 70   | 64   | Abundance          | Man     | Gender  |
|   |       | 31                                 | 31/5     | 81/4 | 58/1 | Expected frequency |         |         |
|   | 215   | 29                                 | 32       | 98   | 56   | Abundance          | Woman   |         |
|   |       | 33                                 | 33/5     | 86/6 | 61/9 | Expected frequency |         |         |
| $\chi^2 = 18.47$<br>$df = 3$<br>$sig = 0.00$<br>$phi = 0.21$  | 244   | 49                                 | 43       | 80   | 72   | Abundance          | Single  | Marital |
|   |       | 37/4                               | 38       | 98/3 | 70/2 | Expected frequency |         |         |
|   | 173   | 15                                 | 22       | 88   | 48   | Abundance          | Married |         |
|   |       | 26/6                               | 27       | 69/7 | 49/8 | Expected frequency |         |         |

Results Correlation between nominal variables is summarized in the table below consensus. According to the results, the amount of advertising on consumption with marital status was meaningful.

The table.2 shows that gender and consumerism and advertising in both cases no significant effect. Changing relationships can be used.

**Table-3.** The use of advertising in relation to advertising and consumerism

| Sig   | F       | Mean square | Df  | Set square | Source changes   |
|-------|---------|-------------|-----|------------|--|
| 0/001 | 3/5     | 1/179       | 7   | 8/256      | Modified model   |
| 0/000 | 940/287 | 315         | 1   | 315        | Intercept  |
| 0/745 | 106     | 0/036       | 1   | 0/036      | <b>Gender</b>  |
| 0/001 | 5/306   | 1/778       | 3   | 5/334      | See the advertising  |
| 0/015 | 3/51    | 1/176       | 3   | 3/528      | The interactive effects of gender and degree of seeing ads |
| -     | -       | 0/335       | 408 | 136/71     | Error  |
| -     | -       | -           | 416 | 1431/25    | Total  |

According to the model sig corrected in the first row of the table represents the combined significance of gender and the interaction between the independent variable on the dependent variable of seeing ads and ads in consumerism children. The amount of advertising on consumption, there is no significant difference between men and women. The rate and extent of advertising consumerism there seems to advertising. The use of advertising to advertising and consumerism are meaningful relationship.

The trust relationship between advertising and consumerism

The study of gender and confidence in the use of advertising and advertising on consumerism no significant effect of both. In this hypothesis, we can use two-way ANOVA.

**Table-4.** The trust relationship between advertising and consumption levels

| Sig   | F       | Mean square | Df  | Set square | Source changes  |
|-------|---------|-------------|-----|------------|---|
| 0/00  | 10/6    | 3/325       | 6   | 19/951     | Modified model  |
| 0/00  | 1265/48 | 396/8       | 1   | 396/8      | Intercept   |
| 0/099 | 2/74    | 0/86        | 1   | 0/86       | Gender  |
| 0/00  | 19/922  | 6/24        | 3   | 18/74      | Reliance on advertising                                       |
| 0/2   | 1/61    | 0/506       | 2   | 1/013      | The interactive effects of gender, level of trust advertising |
| -     | -       | 0/314       | 403 | 127/932    | Error   |
| -     | -       | -           | 415 | 1435/5     | Total   |

The table indicates the significance of the combination of gender and the interaction between the independent variable on the dependent variable of trust advertising and advertising consumerism in children. The amount of advertising on consumption, there is no significant difference between men and women. Advertising trust between the people and the use of advertising consumerism there seems to trust advertising. Between gender, self-promotion and advertisement usage consumerism there is no meaningful relationship. The amount of advertising on consumption, there is no significant difference between men and women. Between the use of advertising media usage and consumption of media usage is a meaningful relationship. Also on the



results of the correlation as well. Show ads and sex 0109/0 variable correlation, the correlation between trust in advertising and Sex 25/0 and the amount of media and gender: 16/0.

#### 4.6. Multiple Regressions

To fit a suitable model variables backward method used. Fitting the appropriate model of advertising on consumption of the dependent variable, gender, marital status, age, term, education, mother's education, level of education, income, place of residence, self-promotion, profession, place of birth, occupation, see advertising. Using multiple regression models, the effect of independent variables on the dependent variable is measured. Multiple correlation coefficients of the combined effects of the independent variables on the dependent variable are measured. The adequacy of the model to test out the camera Watson represents a suitable model.

**Table-5.** Table standardized coefficients in terms of the independent variables

| Significant level. | The t test | Standardized coefficients | Standardized coefficients are not |        | Variables                  |
|--------------------|------------|---------------------------|-----------------------------------|--------|----------------------------|
|                    |            | The beta                  | Variance                          | B      |                            |
| 0/016              | 2/49       | -                         | 0/644                             | 1/6    | Constant                   |
| 0/00               | 3/89       | 0/46                      | 0/141                             | 0/55   | See advertise              |
| 0/049              | 1/44       | 0/245                     | 0/12                              | 0/16   | Individual characteristics |
| 0/003              | -3/13      | -0/23                     | 0/19                              | -0/25  | Location                   |
| 0/04               | -1/23      | -0/184                    | 0/196                             | -0/196 | Advertising Trust          |
| 0/004              | -3/027     | -0/324                    | 0/196                             | -0/593 | Using the media            |

#### 5. CONCLUSION

The main objectives of this research have been considered include: whether the media's influence on consumerist tendencies and that it has to do with sex, whether or not relation to gender, using the media. In this study, using the theory of persuasion and persuasive communication model, the phenomenon of consumerism and to analyze the response of men and women. In this model, the researchers sought to determine the role of each of the four variables in the message source, message, channel, message content and the message in the communication process, which, in this study only examines the role of message channels (mass media) and messaging contacts (depending on gender) consumerism in persuading people to be explored. The results show the characteristics of the individual variables, see the ads, self-promotion, there was a significant relationship with the consumerism. Varying degrees of consumerism has also been proposed as one of the messages and values remain in the media are more willing to absorb them. The results showed no relation between sex and watching variables and hypotheses Considered advertising campaigns and confidence to be confirmed in this regard.

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