

## PROMOTION OF THE DOMESTIC GOODS CONSUMPTION

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***Abstract:** Promotion the culture of Domestic consumption can play a vital role in the development and growth of manufacturing and service sectors of the country. Investigating the methods of promotion the consumption of domestic goods is the main purpose of this study. In this paper, cultural factors influencing the consumption patterns such as: social values advertising and reference groups are analyzed. Moreover, economic factors affecting the consumption patterns i.e. production rate, quality and variety of products distribution methods of productions were discussed. Therefore, to reform and promote the use of domestic goods the social, cultural and economic factors have critical roles.*

***Keywords:** Consumption, Domestic consumption, Culture, Economic*

### INTRODUCTION

In each of social system, if its leaders and programmers may forward according to the level of people awareness and thought, they will be more successful on accessing to their aims. Such a principle must be considered in the case of changing views and consumption patterns in a society. If we intend to change the problem in to an investigation subject, it should be said: "To study the Effective Domestic Factors for Increasing Iranian Attitudes for using Home-made Products". In this subject, we are looking to an independent and effective variable. So, in order to organize the study, these effective factors must be divided in two cultural and economic factors. Although we believe that can study these factors from standpoint of domestic and foreign, but for limiting the subject, it's better to consider some part of it.

A- Effective cultural factors on consumption patterns in a society are:

1-Social values and norms.

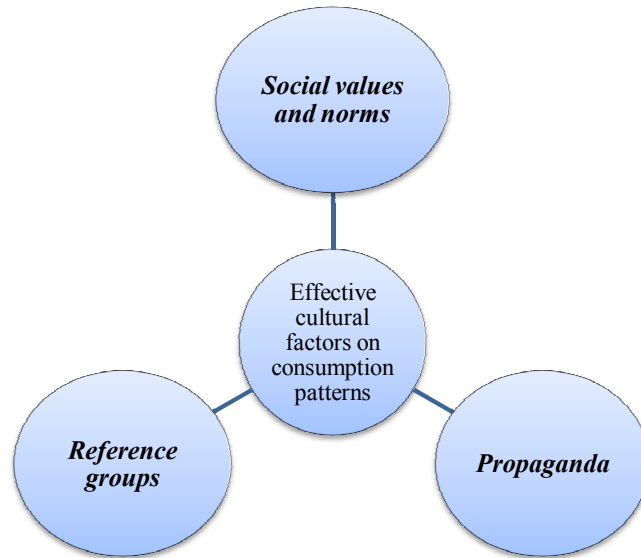
2-Propaganda

3-Reference groups

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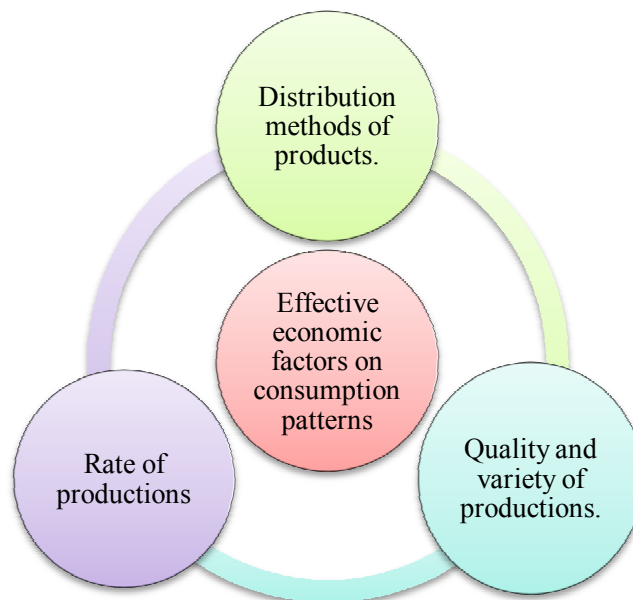
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**Figure 1: Effective cultural factors on consumption patterns**



B-Effective economic factors on consumption patterns in a society are

**Figure 2: Effective economic factors on consumption patterns**



- 1-Rate of productions
- 2-Quality and variety of productions.
- 3-Distribution methods of products.

*So there are six hypotheses:*

- Changing the social values and norms is resulted in changing the consumption methods of society.
- To present domestic products by reference groups influence the rate of using that product by people.
- To propagate domestic products may influence increasing consumption of those products.
- Rate of domestic productions affects on the rate of consumption by people.
- There is a relation between the quality and rate of people's consumption of products.
- Distribution method (availability) of products may influence the rate of consumption for a product.

By investigating these factors, we conclude in order to convince the people for doing some work, the infrastructures must be changed that may resulted in changing consumption patterns and trends. Of course, these factors reflect some parts of the whole reality and study them briefly.

### **Definition of Consumption of Domestic Goods**

“Consumption is a major concept in economics and is also studied by many other social sciences. Economists are particularly interested in the relationship between consumption and income, and therefore in economics the consumption function plays a major role” (Rogoff, 1992).consumption of domestic goods includes the goods and services we buy and use on a daily basis in domestic level, from appliances to the food and beverages we consume, and the transport we use to make our daily trips to and from home. Domestic comprise just one sector of the economy and, arguably, consumption by individual households contributes minimally to environmental degradation (Hazari,1993).

### **Effective Cultural Factors on Forming Consumption Patterns**

#### **1. Social values and norms:**

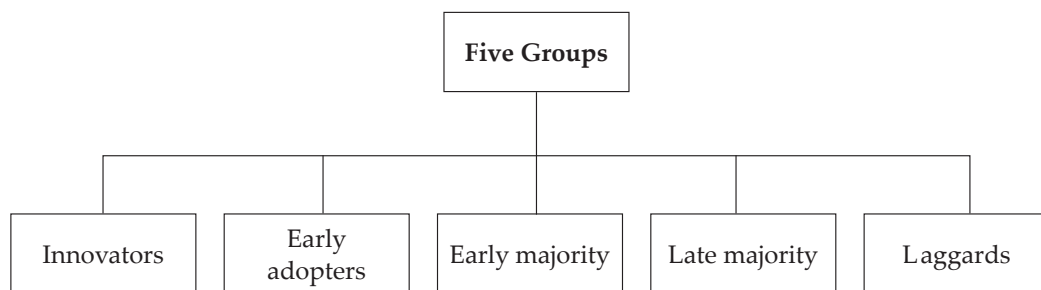
Historic studies show that value system of our society according to religious and believes infrastructures has been inclined to simple life, low consumption and

leaned on native or local productions, so not only poorness and low consumption is not bad, it but also is considered as a value. Some years after war, we observe the values change which have been resulted gradually, that only through a section of time, we understand such changes include from external to depth. Now, there is a basic question :

Why have been happened such changes in social value system? Why have those people with simple life competed for more consumption of foreign products?

Many theorists consider the values transformation as a turning point or maybe the most important character for a revolution. (Kohan, Tayeb, 1953, p. 26), although values change is viewed as a usual case, but the quality and results of changing is significant.

We believe that, once the values are protected by sanctions and are at the focus of attention by leaders and programmers, they will be changed to the accepted norms and violators against the norms might be punished. As much as loss of punishments, the field of appearing new behaviors and patterns opposed to former values is expanded and then we observe the change in values and the norms of society. It is right about using foreign products and by losing the limitations or values, more consumption of foreign products is being increased. Because having these products due to “replacement cycle of values from focus to margin” is considered as values for top stratum and then the other groups of society. Rogers has divided the members of a society who obey some phenomena gradually into five groups:



- Innovators
- Early adopters
- Early majority
- Late majority
- Laggards

1. A phenomenon is changed to value for a minority (Innovators), because it often satisfies some their needs (physical needs or demands of self-respect and self-displaying...)
2. Then early adopters who are more near to innovators behave the same. After that, spreading cycle (diffusion) is set out automatically.
3. Then early majority and later, the late majority will follow the phenomenon which is going to be a norm (Rafipour, 1952, p.234). In a way, about how this spreading is started, it is said that it refers to the protection and sanction system. So, starting the change in values is depended on the rate of control and punishment at first.
  - If importing luxury items and spreading conditions (commercial centers) are provided and,
  - If displaying assets are not rebuked ... (same reference, p. 235), this trend from innovators will be expanded to laggards. Therefore, managers, programmers and elites' attitudes to values have changed and have exited from focus of attention, that it is a logical outcome.

Thus, we will have:

1. Considering a branch
2. Being a sanction for following values following values and change in to norms in the society.

## **2. The Role of advertisements in appearing consumption patterns:**

When the mass communication and advertisements by them are discussed, they have a meaning in them and that is the role of media for convincing all people. When we turn on TV or radio, read news paper or magazines, we find someone is encouraging us to purchase some goods. (Eronson, 1982, p. 51). A basic question is: how much can the propagations influence their addressees?

Can the propagations and media make a special consumption pattern or omit it? The answer of this question is found by great expenses which are spent annual by companies and manufacturers. We have observed many Times that the children have been tempted by some commercial propagations for toys, or people are willing to purchase those products because of propagation (the same reference, p. 51). There is not necessary harmony between what we propagate and what are showed as symbols or indications of top groups of society on TV, our expectation is improper. When possessing luxury, various and foreign products is introduced as a symbol for top level families, we have made this as a pattern for other groups of society and logical outcome is, when low groups of society follow or try for accessing such symbols.

Thus, mass media have a significant role for change in views, tastes, style and the rate of consumption of their addressees.

In other words, mass media for attracting addressees or possibly funding are transformers and propagator of accepted norms and values in the society (possibly rich people that pay propagation expenses), and the aforesaid trend, moving from innovators to laggards, is performance. 3-The Role of Reference groups in forming consumption patterns : Reference group is the group, that everybody attempts to being displayed as same as it. In other words, as an ideal and desire, somebody tries to achieve those behavior patterns and performance ways. The reference group may be an evidence for a child or teenager in a country and nation.

Sometimes a common reference group for an age or professional group and even a nation can provide consistency and correlation (for example, once an external or internal reference group, becomes important for teenagers, it is resulted in intra-consistency and as well as separating from other groups). Now, introducing reference groups is important that is done greatly by leaders, programmers and mass media. Of course, in every society, it is tried to reference groups are formed according to accepted norms and values by regime and society.

In Iran the situation of reference groups at the beginning of revolution and during the war was referred to Islam prophet and religious leader and we had a powerful evolution and referring to our religious tradition and social identity. (Rafipour, 1952, p. 44), which was observable in all fundamentals in the society. But today there are many evidences mean basic changes have been happened in the field of Iranians references groups ...and the cloths, cars, decorations,... have become more foreign (the same reference, p. 442).

We cannot study these changes without considering the other components of change and the mentioned elements (change in values and propagation). When external things and assets are perceived as value in a society, those groups are accepted as pattern or reference that display such outlooks. So, according to the replacement cycle of values from focus to margin, at first the innovators and then laggards imitate these patterns.

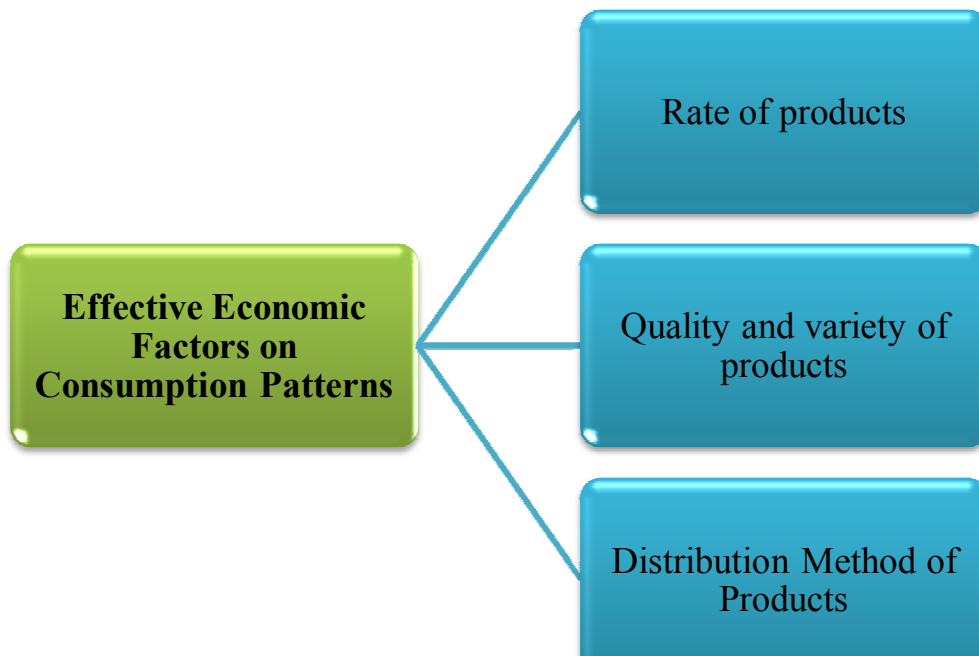
Now, if a social system could present proper reference groups and parallel to its own values to the society, will be able to control the consumption and quality and vice versa a system is presenting external patterns would not control the performance of its people, so, once the technology and rate of investing in capitalism societies for leading such patterns is more than us, they are winners in this field. This is an art for a society to present patterns according to interests, tastes and ideological values of different generations. While Islamic society for patterns in comparing to west societies have had a weak performance, which must not be happened with that powerful history in them.

Thus, one of the most significant determinant factors to incline people for using domestic products is presenting these products by powerful reference groups for:

- Increasing the rate of accepting domestic products among different groups of society.
- Using Iranian products is not only infra dig for them but also it is a proud and getting social prestige.

### Effective Economic Factors on Consumption Patterns

Figure 3: Effective Economic Factors on Consumption Patterns



#### 1. Rate of products:

Parsonse in following functionalists of twenty century, believes that a social system can endure when at least there are for fundamental conditions that one of them is “necessary conditions for achieving aims : In order to a social system can endure, there must be provided necessary field for achieving personal and public aims. In other words, the durability of a society will not possible, if basic demands are not provided...”. (Adibi and ansary, 1974).

There are two methods for providing these fundamental needs:

A: To provide the people's demands of social system inside and lean on domestic products.

B: Importing necessary products.

Certainly, when a society has not enough domestic production, it must look at importing. That's a logical trend and the society must continue to its life.

## **2. Quality and variety of products:**

There is no problem in the case of providing essential needs inside or outside, but there is a question: How and why the willing for consuming foreign products has been made, while there is enough domestic production?

For answering to this question, it's better to consider, (1) quality of products, (2) variety of products.

Human is a perfectionist one who only doesn't think over providing needs, he (she) wants to provide the needs in a best way, therefore he is searching products with more quality and variety, in order to satisfies his intrinsic inclination. When a consumer finds that with the same expense can produce more quality products, so, it's wise to continue this trend and he is looking about it on foreign and domestic products. When there is a monopoly for some products (For example Iranian car), people buy them unwillingly, and if they get any opportunity, change those products to foreign.

The important problem is: who introduces these products? In other words, if representative of a product (typical quality) is a powerful reference group that consumer tries to similarize herself with that group, certainly she(he) will be convinced mere easily to use that product. Of course, if a reference group find a product (excellent quality) her inferiority, usually the rate of consumption will be reduced. Thus, for representing a product, it's better that top class people introduce it, because these people display cultural values or social ideals which are desire for others (Mosavati, Azar, 1954).

## **3. Distribution Method of Products:**

One of factors for increasing rate of consumption is easy access to requisite products. This case is found during the shopping in large markets with more variety. For example, you buy goods that it was not your intend. The other problem is the role of middlemen between manufacturer and consumer which influence the price of products. One of critical problem in our society is the price of a domestic product which is supplied inside more expensive than outside (Pegout, samand cars,...)



what's the season? Isn't the number of middlemen less for supplying inside than outside? Which factor has influenced to demand domestic products?

## CONCLUSION

In studying the effective inner factors on increasing the willing of Iranians for using domestic productions, two groups of factors as independent variable and effective elements were considered:

1. Cultural factors (studying social values and norms variables, reference groups and propaganda).
2. Economic factors (were expressed by the rate of production, quality and variety of products, and distribution methods).

Although, we believe many other factors including inner or outside are effective, these mentioned cases were more important.

According to the base of "replacement cycle of values from focus to margin" and the people follow innovators, supplying domestic products must be done by them (innovators) they are considered as a reference group, and propagation and investing are significant factors, to display high quality products as index for top classes of society in propaganda. Because such indirect effects is more effective than persisting or advice to consume domestic products. When a family of top class has decorated their house with various foreign products, it is difficult to encourage other people of society for using domestic products. While we know the innovators are greatly from top classes, and have a reference role. If we take the initiative and make an effective pattern through mass media, and decorate a modern house with domestic products, it will be induced to people that using these products is a symbol of social prestige. Furthermore, it is necessary to consider the standards, colors variety and guarantee services which may encourage a customer to purchase. Surely, the best propaganda for each product is the rate of customers' satisfaction. Presenting reference groups who are ideal for the society and introducing domestic products (Clinching Effect) (Sarrokhanly, 1954 p. 113), are the best methods to increase the willing for using domestic products. But it must be considered that if the products are not desirable and high quality, they will not be attractive, and according to the law of "stigmata theory" (the same reference, p. 2), the people would lose their confidence to the products.

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