

STUDY ON EFFECTIVE ECONOMIC FACTORS IN MUSIC CONSUMPTION (CASE STUDY: CITY OF ISFAHAN)

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Abstract: Consumption of cultural goods especially music has been constantly under influence of various factors which these factors can be classified from individual and psychological variables including age and gender to effective sociological variables including people's social status. The most important effective indices in music consumption can be economic index, which in this research independent variables including the importance of complementary and alternative goods for the audience, the impact of ticket price of concert and music albums and the importance of copyright laws in the decision making by sample size for music consumption to use music sample size have been used to measure the index above. Results from research indicate that the variables including price of complementary goods, price of concert ticket and effect of subsidies on the field of music can be effective in regression estimation of music consumption hours at Significance (2-tailed) < 0.5 . Other important results from research can be this point that research and truancy in cyberspace among audience have been considered as the most popular alternative activities for music consumption. It should be noted that cross-sectional data have been obtained in 2016 via distributed questionnaires in Isfahan.

Keywords: Music consumption, economic variables, complementary goods, alternative goods.

INTRODUCTION

Now-a-days, few societies can be found in which the music is not produced, distributed and consumed. Melodies and musical voices have been intertwined in the fabric of everyday life and considered a part of the process of giving meaning to life. Music in general and popular music in particular develop a great deal of the man's leisure time in the modern era. Music consumption has been associated with recreation and relaxation and people use it to make friendly relationships with those with common taste in music, lifestyle and clothes. Music has associated with political issues and social changes (Mohammad pur, 2013). Cultural consumption especially consumption of music with its own symbols and signs, represents the lifestyle, desires, thoughts, and ideals, and found with new functions as representation of the identity of it *agents*. At the current age, the man intends to introduce who he is with the services and goods consumed by him. Thus, a variety of factors can be considered which affect directly and/or indirectly music consumption (go to a concert, buy the music album or download from the Internet at a cost) among people.

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Among these factors, a category has been considered as economic effective factors including people's income, price of commodity, price of *complementary goods* and alternative goods which have been examined, and each has been selected more based on theory of consumption and factors affecting consumption, explained in theoretical background.

LITERATURE REVIEW OF FOREIGN AND IRANIAN STUDIES

Mohammad Fazeli(2006) in a book entitled "sociology of music consumption" displays that cultural assets of parents(degrees and cultural goods available at home) affect music taste and how the person consumes music by means of two variables. Further, he says however the families enable to reproduce their cultural capital to a large extent in children through their cultural behaviors and creation of cultural space at home, the extent to which these variables affect music taste is very low. Cultural capital and intergenerational reproduction of it enable to explain 23% of the variance of music taste. However, this model indicates that cultural capital of family and in general cultural capital affect creation of music consumption behavior, this indicates that other variables, *i.e.* the variables which can work out of the family level and pave the way for effect of above variables, should be also considered to achieve the parametric explanations. Raverd Rad (2004) pointed out that a network of people to whom the person is in contact, the media space in which the cultural goods and messages are sent, more thorough study on the individuals' personal life characteristics including type of job, family conditions and events occurred in their life have a direct and significant effect on music consumption.

Bourdieu and Peterson (1985) in an experimental study indicated that despite class discrimination in music tastes, socioeconomic status has no direct role in determining the tastes in the final model, *i.e.* socioeconomic status works out merely through the cultural capital and cultural space in which the person internalizes his cultural consumption behavior. While, Bourdieu tends to merge two concepts of class and group of status, some believe in recent works of Bourdieu that cultural consumption associates to the status more than an issue associates to class (Goldthorpe & Chan, 2005). In addition, *Dimaggio (1971)* in a study showed that social status is almost derivative of type of the goods consumed by people, leisure activities pursued by people, the clothes worn, the food eaten by them and so on and this causes creation of the groups with homogeneous status in terms of lifestyle, cultural consumption and so on. On the other hand, a class-oriented theory of cultural consumption has grounded the assumption on strong class awareness or an efficient socialization process. Homology class-culture argument ensures that people's cultural performances enhance their commitment to their class. Weber puts emphasis that there is no pre-reason to give priority to class or status of consumers in research which engage in deterministic social factors in music consumption. With

regard to a research by *Chalmers* and Hooke (1969), there are two dimensions for music consumption: specific genera which people listen them and their diversity of selection. These two dimensions together lead to a typology of music consumption which is enriched of number of consumed genera. It is evident that the one who listens to Jazz and classical music is not like a fan of rock and rap. A techno and jazz music fans are not like a rock, pop and international pop pro. According to the related works, the relative statistics have been obtained on clients of a variety of music styles and frequency percent of each one, but most of these statistics intend to examine frequency percent of the clients at each genera and the problems and barriers to the music suppliers and less sociocultural status and personal problems such as age, gender and etc. have been considered. Thus, this research has intended to resolve the defects at related works and examine how and to which extent each of social, economic and cultural factors affect tastes of the music clients.

Theoretical background of research

Bourdieu is one of the greatest scientists who have made significant comments in the field of cultural consumption. His general position for consumption starts with this term of the Book of differentiation “new economy demands a social world in which people who are evaluated based on their capacity in production, will be also evaluated equally based on their capacity in consumption” and “the new economics of ascetic morality denies production and accumulation in favor of *hedonistic ethics of consumption*”. In general, issue of consumption is presented at two micro and macro levels; at micro level, it is argued that the consumer regarding his income consumes in a way to gain the most benefits. For this, at micro level, it is stated that the principle goes with the consumer’s dominance; at macro level, the principle goes with the behavioral principle which specifies the consumption ratio with macro variables such as investment, saving, income distribution and economic growth(Baradaran Shoraka, 1997).

Keynes consumption theory or Absolute Income Hypothesis

Keynes believed that various factors affect consumption decisions, but income is the most effective factor in short term. Keynes believed that the interest role will have no role in this field. This view has been contrary to classical theories before him which believed in high interest rate as the cause of increase in investment and decrease in consumption (Shakeri, 2004). With regard to a principle of psychology, Keynes states that when the people’s income increases, they increase their consumption, but not to the extent of surplus of their income, *i.e.* ratio of increased consumption is less than increased income by increased income. Thus, income has been questioned from the clients of this research as the effective factor in consumption.

Dosenbery theory or relative income theory

People's consumption behavior has associated with each other and has not fallen independent from each other; in other words, two persons who live with the same current income in two different classes of income distribution will have different consumptions. Indeed, the person compares himself with other people and what affects his consumption is his status among people and social groups rather than his income consumption. Thus, the person feels improvements in his status in terms of consumption only while his average consumption increases than average society level. This spirit is called Demonstration Effect (Branson; 1980). The people's income will be increasingly important since it can represent the class of people. According to Dosenbery, the person finds himself in a better social status due to his obtained income, and his consumption type and rate will be influenced of this change. On the other hand, the person's economic capital has an inevitable role in his consumption. Money can be considered as a source of capital, i.e. if it is invested in productive activities, at least it produces more money for the owner. In this case, we can mention it as a financial capital. This is the nature of most of productivity processes which should be invested before receiving interest. A fledgling business before making the first sale requires purchasing and/or renting the building, employing staffs, purchasing materials and equipment; more economic capital leads to more income and also change in the pattern of consumption (Goodwin, 3, 2003). This theory argues that the current consumption not just depends on current income but also the past income, and people's consumption patten develops based on their maximum income. If the current income reduces compared to the past income, the consumers will not reduce their consumption rate to the extent of reduced income and will just reduce a part of their consumed expenses and indeed the consumers follow a standard level of consumption. For instance, a family who is accustomed to a high level can hardly reduce propensity to his consumption under contraction. Thus, he intends to remain average propensity to his consumption by reduced saving (Tafazoli, 1995, p. 130). But when income increases, consumers easily and quickly increased their consumption and matched it with maximum income level. Therefore, an asymmetry exists in consumption in high-income and low-income classes; This theory, in contrast to the theory of Keynes absolute income, believed that consumption changes have not been a function of absolute income, but they depend on other factors such as current income, the ratio of this income to the highest income in the previous period, the life of person in terms of income decile and so on that the person meets a relative position in terms of income (Sharif, 2008, p. 75). Since price of complementary goods might influence propensity to consumers' consumption, it has been considered as independent variable in this research. The price of complementary goods in the music may include charges that people pay to listen to music such as return price to the concert holding area

or Internet subscription fee when shopping online favorite music and etc. On the other hand, the recreations might be more fun or less costly than music consumption such as going to the cinema or roaming in cyberspace that the clients might select them as alternative goods for music consumption. For this, all above indices have been considered as economic factors which are considered as effective economic factors in music consumption.

RESEARCH METHOD

Research method in sake of aim

This research is conducted to give response to the most effective factors in music consumption which are used practically. The existing issue in cultural goods market especially challenges at music consumption market has obliged the researcher to conduct this research; with regard to what said above, the method used in this research is an applied method in sake of aim.

Research method in sake of method

This research examines whether a relationship exists between two or several quantitative variables or not, and if exists, it determines the extent to which a relationship exists between them. As a result, the research method is analytical-descriptive and casual correlation.

Data collection method

Two library and field methods have been used to gain data in this research. The questionnaire has been used in the field method. Statistical population (1800000) consists of citizens of Isfahan and the sample size (384) has been determined based on Cochran formula.

STATISTICAL POPULATION

Sampling method

In this research, simple random sampling has been used, such that the questionnaires have been distributed among citizens of Isfahan equally and the questionnaires have been distributed among social classes including old and young people, men and women in random. Indeed, 384 questionnaires have been distributed at each area via this method. Equal probability is given to each of individuals so as to be selected in the sample; in other words, if the population size represents with M and sample size represents with N, the probability to select each person of population will be N/M .

Sample size and the method to calculate it

This sample size equals to 384.078 using Cochran formula, which the sample size equals to 384. It should be noted that this calculation has been made at error level (5%). in some research, Cochran correction formula is used to correct the sample size (Derakhshan, 2012).

Descriptive analysis of data

Without doubt, economic factors refer to one of the effective factors in music consumption which are imposed on the person from society and beyond person authorities, led to people's unwillingness to music consumption. The questions have been divided into five levels in measuring economic, social and cultural indices, classified based on *Likert* scale.

Descriptive analysis of economic factors (concert ticket price)

In measuring change in ticket price and the extent to which it affects people's decision making to go concern and purchase music album, the clients were asked to specify the significance of ticket price to go concert at five levels (totally agree, agree, no idea, disagree, totally disagree). In *Likert* scale, the willingness of data into a code (1 and 5) which reveals significance or insignificance of ticket price can be a criterion to measure willingness of sample size.

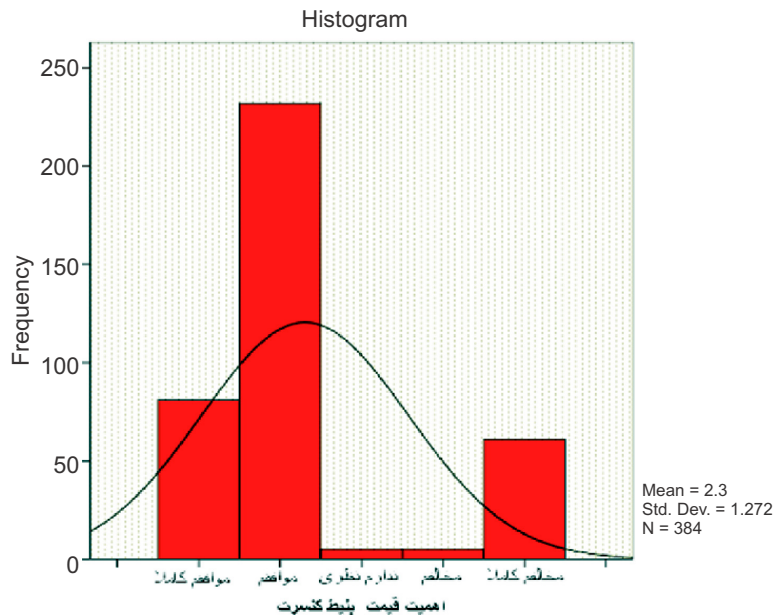


Figure 1: Frequency percent of *Likert* scale at each level for significance of ticket price

In figure above, the individuals to whom ticket price is important are more than those who are indifferent to the ticket price. The highest frequency percent belongs to those who have selected item 'agree' with 60%. As shown in fig 1, mean of data equals to 2.3 and skewness coefficient equals to 1.32 which indicates the skewness to the left side; indeed, ticket price is of great importance among clients and can be an effective factor in music consumption.

Descriptive analysis of economic factors (music album price)

In study on table, as seen, influence of ticket price and album differ for different people. The highest frequency is for those who have no idea on price. On the other hand, the people who disagreed that price of recorded music has no effect on people's purchase are at second category of frequency number. To sum up, frequency percent of those who disagreed with significance of recorded music price in music consumption develop 36.5% of people in the society. On the other hand, number of individuals to whom recorded music price has been evaluated important is about 35%. As observed, it can hardly determine an exact criterion of people's opinion upon the recorded music price and its significance in purchase. Thus, with regard to mean of data, we can see the mean equal to 3.7. As a result, skewness of normal curve tends to opposite opinions.

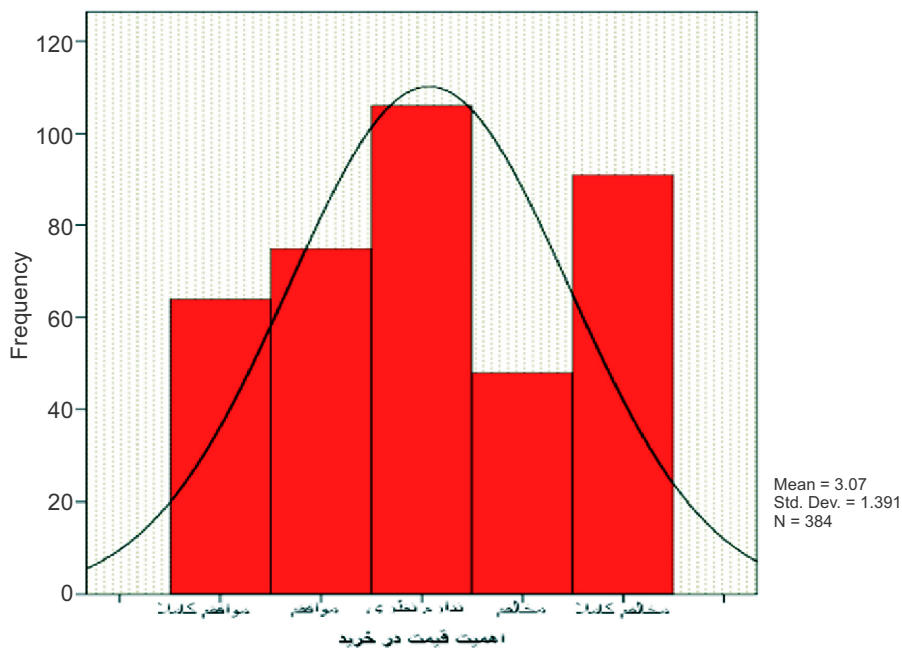


Figure 2: Frequency percent of *Likert* scale at each level for significance of album price

Descriptive analysis of economic factors (Government subsidy)

Since government subsidies play an important role in promoting and supporting the arts especially music, and without doubt more financial support leads to resolving most of concerns by operating staff at this area resulting in products with higher quality, the clients were asked to specify significance of subsidy to music area at five levels (totally agree, agree, no idea, disagree and totally disagree) so as to measure change in government subsidy to music area and the extent to which it affects people's decision making upon music consumption.

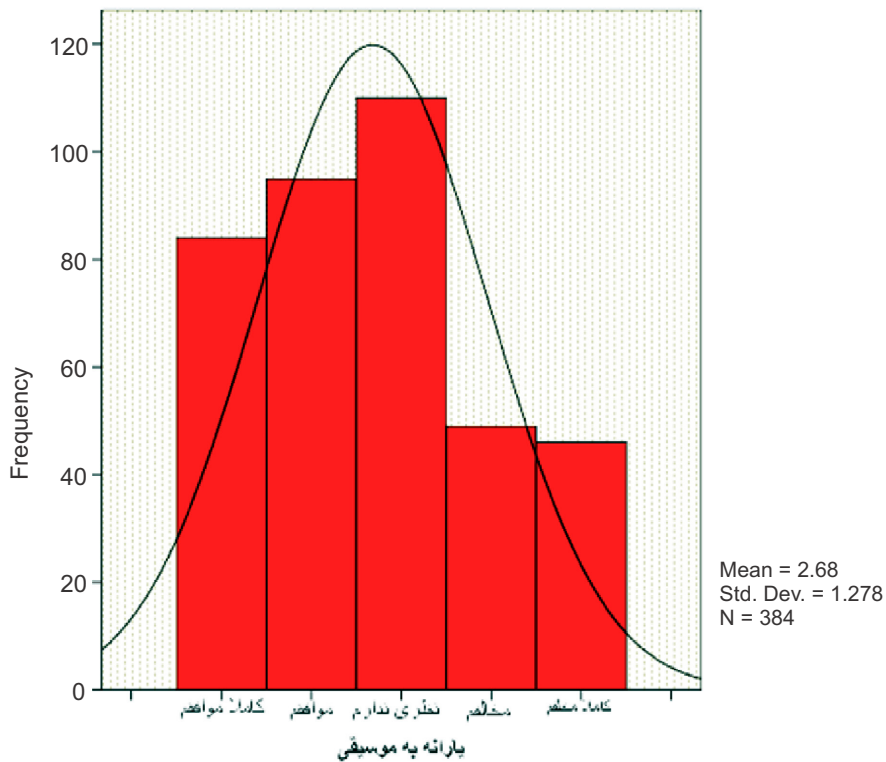


Figure 3: Frequency percent of *Likert* scale at each level for significance of subsidy

The number of those who agree giving subsidy to music area is about 47%. It should be noted that role of change in people's education is significant on giving subsidy to music, so that the people with higher degree more likely tend to give subsidy.

TABLE 1: RELATIONSHIP BETWEEN EDUCATION AND SUBSIDY

<i>Correlations</i>					
<i>Control Variables</i>		<i>Degree</i>	<i>Subsidy to music</i>	<i>Average monthly income</i>	
	Correlation	1.000	-.469	.353	
	Degree	Significance (2-tailed)	.	.000	.000
		df	0	382	382
-none ^a	Correlation	-.469	1.000	.113	
	Subsidy to music	Significance (2-tailed)	.000	.	.026
		df	382	0	382
	Correlation	.353	.113	1.000	
	Average monthly income	Significance (2-tailed)	.000	.026	.
		df	382	382	0
Average monthly income	Correlation	1.000	-.548		
	Degree	Significance (2-tailed)	.	.000	
		df	0	381	
	Correlation	-.548	1.000		
	Subsidy to music	Significance (2-tailed)	.000	.	
		df	381	0	

a. Cells contain zero-order (Pearson) correlations.

Table above indicates the relationship between education level and people’s agreement on paying subsidy to music sector. In table above, the change in people’s income level has been considered as control variable so as not to affect the relationship between two independent variable (education level) and dependent variable (subsidy allocation).

There will be error level (5%) regarding below:
 Significance (2-tailed) < .05

The equation above is true for all variables; the hypothesis under lack of relationship between variables is rejected because codes 1 to 5 belong to totally agree to totally disagree in change of subsidy and codes 1 to 4 display under-diploma to

master degree and above in change in education. If we control change in income level, we will see that there is convergence between two dependent and independent variables which equals to -0.54 , thus it can conclude that the higher education level, people will more likely agree with subsidy allocation to music area, thus correlation between these variables is inverse based on order of codes.

Descriptive analysis of economic factors (copyright law)

In *Likert* scale, mean of data approached to codes 1 to 5 reveals significance or insignificance of influence on copyright law, which this can be a criterion to measure willingness of total sample. On applying copyright law and its effect on music market from point of view of clients, it should say that majority of respondents are not well informed of dimensions of probability of applying copyright law and information on this field needs information more than public information of a typical person.

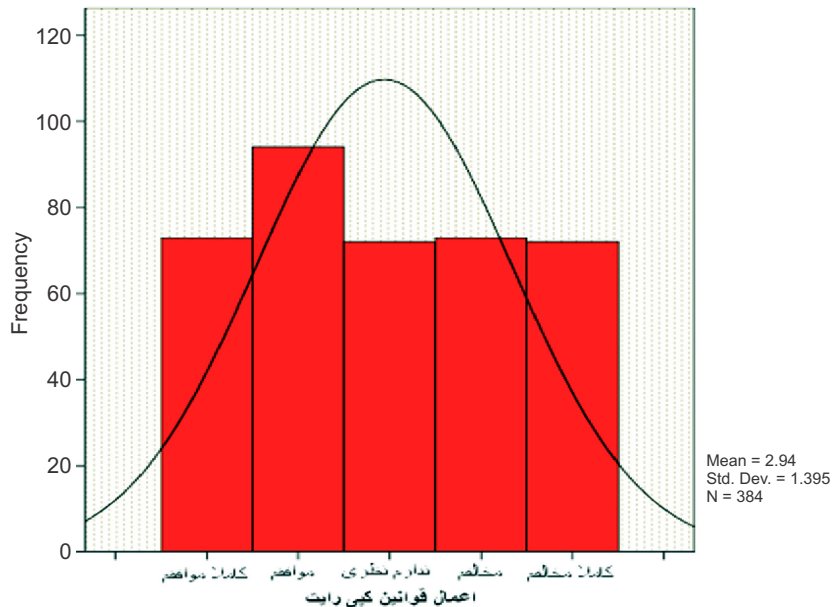


Figure 4: Frequency number of *Likert* scale at each level for significance of applying rules

Descriptive analysis of economic factors (price of alternative good)

If the music consumption to people of society has more cost than cost of consumption of alternative goods, this might induce the clients to use of alternative goods. In general, alternative activities for music differ depending on people's taste and their economic conditions. However, this index can be considered in group of social and cultural variables.

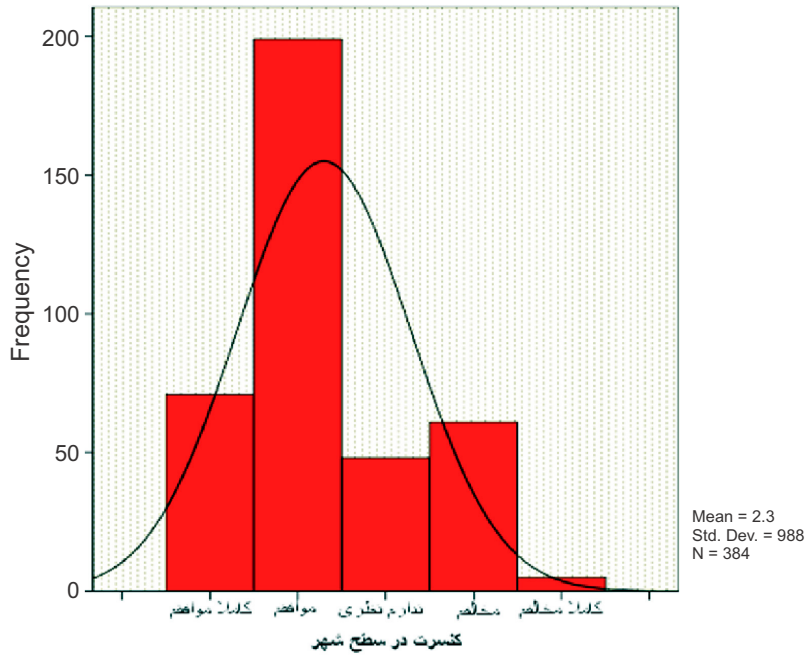


Figure 5: Frequency number of *Likert* scale at each level for significance of alternative goods

Descriptive analysis of economic factors (how to access)

How people access the desired music has a significant effect in music market; if people provide their considered music from authentic websites and/or market by paying cost, formation of supply and demand increase the music market boom (it should be noted that this variable as an effective factor in dependent variable which is the extent of music consumption has not been put in regression and has been put to present descriptive statistics). On the other hand, if the people prefer preparing their desired music via friends, colleagues and classmate which this is not in favor of producer, this will have a negative effect on music market. Without doubt, there is a mutual relationship between how people access and change in applying copyright law. In measuring how to access and the extent to which it affects music market, the clients were asked to specify how they access to the desired music at four levels; these four levels include:

1. Internet and social networks
2. Market
3. Friends
4. Internet market

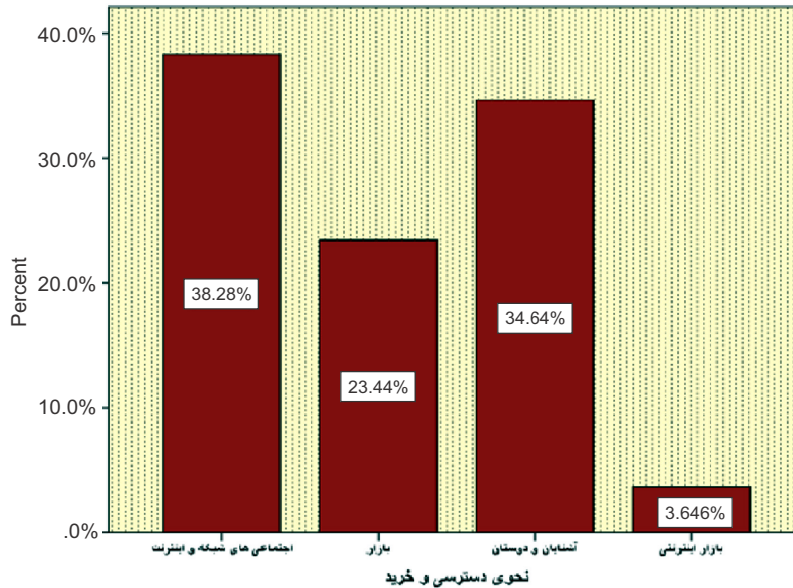


Figure 6: Frequency percent of a variety of access methods to music

As predicted, majority of people provide the desired music from internet and social networks which the frequency percent of these individuals is 38%. Item 3, preparing music from friends and relatives is in second group with 34%. About 23% of people in the society obtain their desired music from market via traditional way. Just 3.6% of people of society prepare music via internet by paying cost.

Descriptive analysis of economic factors (price of complementary goods)

In measuring change in price of complementary goods of music concert and the extent to which it affects people's decision making to go concert and/or purchase the recorded music, the clients were asked to specify significance of price of complementary goods such as return cost to concert holding area, parking cost of concert holding area, cost of coffee and snacks used before and after concert and all the costs imposed on people to watch concert.

As seen in figure 7, the highest frequency belongs to the people who have not been indifferent to significance of complementary goods, developed 44% of total sample size. Those agreed or disagreed with influence of price of complementary goods in going to music concert have been 42%. The least frequency percent belongs to the people who have believed in influence of price of complementary goods in going to music concert. Mean of data equals to 3.33, specified that normal distribution indicates insignificance of price of complementary goods for majority of people in sample.

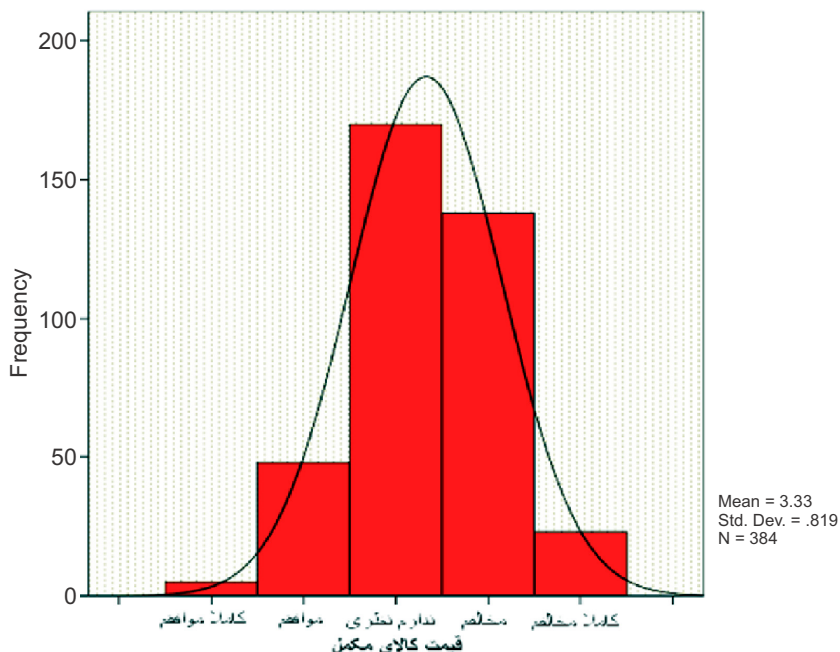


Figure 7: Effect of price of complementary goods to go concert

Regression estimation of effective economic factors in music consumption rate

In this research, the regression equation used in the effective economic indices in type of consumed music includes : (it should be noted that less significant variables removed from regression equation of economic factors have been presented in appendix).

$$EF = \beta_0 + \beta_1 SUGP + \beta_2 ITP + \beta_3 SUTM + \epsilon$$

TABLE 2: INTRODUCING THE VARIABLES USED IN REGRESSION EQUATION OF ECONOMIC FACTORS

نام تغییر	توضیح
EF	Personal factors
β_0	Constant
SUGP	Supplement goods price
SUTM	The subsidy to music sections
ITP	The importance of ticket price
ϵ	Error

TABLE 3. RESULTS OF ESTIMATION OF MODEL AND COEFFICIENTS OF INDEPENDENT ECONOMIC VARIABLES

		<i>Coefficients^a</i>				
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	2.264	.429		5.282	.000
	Monthly average income	.045	.057	.035	.797	.426
	Price of complementary good	.178	.092	.106	1.937	.053
	Applying copyright law	-.013	.049	-.013	-.271	.786
	Significance of concert ticket price	.491	.052	.455	9.394	.000
	Subsidy to music	-.358	.058	-.332	-6.174	.000
2	(Constant)	2.247	.423		5.306	.000
	Monthly average income	.050	.054	.038	.919	.359
	Price of complementary good	.177	.092	.106	1.933	.054
	Significance of concert ticket price	.486	.048	.450	10.023	.000
	Subsidy to music	-.363	.055	-.337	-6.588	.000
3	(Constant)	2.389	.394		6.060	.000
	Price of complementary good	.171	.092	.102	1.872	.062
	Significance of concert ticket price	.471	.046	.437	10.292	.000
	Subsidy to music	-.370	.055	-.344	-6.790	.000

a. Dependent Variable: hours consumption

DISCUSSION AND CONCLUSION

As the age of the population increases, importance of price of complementary goods increases for individuals. The significant point is that people's income has a significant relationship with price of complementary goods, i.e. the more people's income increases, significance of price of complementary music goods increases. Price of concert ticket has been evaluated so important to the majority of people and ticket price to go concert has been evaluated significant. Despite concert ticket price, music album price in purchasing or not purchasing it is not of great importance to people of society. 40% of people of society believe that giving subsidy to music area can help for improvement in quality of works and 26% of people of society disagree with this. 29% have no idea on this field. Further, at error level(5%), it can argue that the more people's education level, their success to giving subsidy to music area increases. on average, most of individuals in the sample group have no specific idea on applying copyright laws and have no special influence on quality of works. On alternative activity to listen to music, it can say based on frequency percent, individuals have selected studying, roaming in cyberspace, watching film and exercising as alternative activity. According to this research, 38% of individuals gain their desired music from social networks and internet freely. 23% of individuals have provided their desired works from physical market and just 3% of individuals have provided their desired music online and by paying cost. Majority of individuals in sample group believe that price of complementary goods cannot have any effect on music consumption by purchasing album and going to music concert.

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