

## Investigate The Relationship Between Customers' Cultural Capital And Decision To Buy Foreign Goods(Case Study Border Market Marivan)

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**ABSTRACT:** In this paper is investigated, the relationship between cultural capital and its components with the decision to buy foreign goods among customers of border markets Marivan. The conceptual frame work of this paper has been selected based on a compilation of the views of Pierre Bourdieu on cultural capital and Kotler & Armstrong in the decision to buy. Statistical population of this study was Marivan border market and was used simple random sampling method to select respondents. The sample size was 384 people obtained by using Cochran formula. Results of this study showed that the cultural capital of our customers of border markets of Marivan on average has been 2.99 and the decision to buy foreign goods, the average 3.59 and among the different components of cultural capital, embodied cultural capital component plays more explanatory effect on the decision to buy foreign goods among customers of border markets Marivan.

**Keywords:** culture, cultural capital, purchasing decisions, border markets, Marivan

### I. INTRODUCTION

Today the consumption of foreign goods has negative consequences on social life. Excessive consumption of foreign goods has the opposite effect on production and employment. Reduction in domestic production due to lack of demand, while the effect on GDP leads to unemployment of manpower and other unequal competition, leaving no incentive for economic productive investment. (Bolourdi, 2012:5). By purchasing the products of a country by citizens, they feel that this will help to their country's economy. In addition, when a consumer feels controllable reason of an event (such as war) she/he indicate his/her opposed they not using of that country products. Intend to buy a customer, and product choice by his/her is a free choice, then customer tastes has the more important role from company customer (Rahman et al., 2011:421).

Some people willingness of consumer to foreign goods know better quality foreign goods but the fact is that consumer desire in our country to use foreign products is derived from a set of factors, one of which is factor of false culture on society (Baqeri, 2012:1).

The concept of culture has a very long history and is very important. Of describing the importance of culture in communities and the different levels, it is enough that recently Geoffrey Hartman, the dead professor of English literature and Yale University has stated that culture is sedition words. In some cases it can even stand a real war (Milner and Bravyt, 2006:10). Cultural capital is a new concept, which is unlike the concept of culture, assessment various domains of it has not a long history. (Fokouhi, 2002:300, citing the Niaziet al., 2007:56).

The concept of cultural capital represents transplants the area of economic and cultural and in fact the marketization is the field of culture (Fazeli, 47-48: 2003 quoting Bayngani and Kazemi, 2010:1) Disregard for the cultural capital and the overall play a decisive role of values and culture on economic behavior, one of the factors of Iran's underdevelopment. (Ali Nia, 2012:9).

The importance of cultural capital, due to the fact that the typology of cannot explain the diversity of the social world. However, due to be arisen changes in theoretical and experimental approaches. It can be concluded that the concept of cultural capital is alternative or replacement, for structural concepts such as social class of people. Cultural capital is the concepts that do not operate in a vacuum but a force that does its role in abroad social structure. In Bourdieu pattern of complex societies the concept of cultural capital along with social and economic capital is a central place, accordingly has been to date, various definitions of cultural capital have been done based on various factors and indicators (Ebrahimi and Behnavi, 2010:11-12).

As Marivan at the border, has the marketplace, so cross-border trade is the most important economic activity in frontiers man villages people and the most important way of livelihood in border rural areas, particularly

under investigation region, climate and social and cultural conditions caused the formation of specific business culture. On the contrary, the trade also affected on the social cultural environment, then proposed this issue and addressing to it is important for the following reasons:

-The impact of culture on the economy:

Cultural investment is including threads interwoven and far-reaching that attention in the gap between several important interdisciplinary fields. In fact this concept is equivalent and close manifestation of the concepts, such as cultural policy, culture economy, culture sociology and popular understanding (Rohani, 2007: 1).

-The importance of cultural capital on the decision to buy foreign goods:

Cultural capital is called a set of symbols, habits, attitudes, language practices, education and training qualifications, talents and tastes. Cultural capital is unit of the objective, internal and institutional or criteria dimensions (Bourdieu 1986:47 quoted Mohammadi et al., 2012:3). Today, people live in a world growing in terms of consumption culture, where consumption has become the part of the personal, social and economic life (Black, 2003, quoting Mai and Smith, 2012:52). In the global market is evidence that consumer behavior on buying foreign products throughout different cultures (Anget et al., 2004, quoted in Mostafa, 2010: 348).

-The importance of border markets:

Border markets have a significant impact on the economic development of different regions of the country although the function of these markets has an insufficiency, but now in the trade exchanges between border provinces, with the other countries have an important role (Alikhani, 2004:10) actually border markets is part of the foreign trade, which is intended for border exchange of frontier. With regard to laws and regulations relating to exports and imports, for commercial activity of this group has been considered special facilities. Among the objectives of border markets, the possibility of establishing healthy communication and continued business with neighboring countries, build economic prosperity, enhance security coefficient borders of the country, flourishing local talents, created and spread productive jobs. The activities of these indicators, not only is preventing the migration of residents of border areas and increase the welfare of the borders and the development of commercial and political ties with neighboring countries but also prevented the development of the contraband (Abdi et al., 2009:92).

Frontiersmen has many problems in their life, which has led them tend to have top problems like immigration and smuggling of goods. In order to deal with these problems, the government established the joint border markets in 1988 informally and in 1993 formally, which has already reached the number of these markets to 52 markets across the country, among these can be noted border market of Marivan (Naderi, 2011:2). Due to being Marivan at the border, cross-border trade and border market of the city in recent years is utmost importance. So that cross-border trade has become the most important economic activity of frontiersmen of the city. In this situation the main goal of the present study is describe the amount of cultural capital and the propensity to buy foreign goods of buyers in this market on the one hand and in the other hand evaluate the effect of cultural capital as an important dimension of culture on the decision to buy foreign goods among the buyers.

The conceptual and theoretical framework research

Cultural capital is a new concept that cognitive dimensions of it have not been still fully investigated. Extensive application of the concept in West sociology became common during the second half of the twentieth century and is intended means the ability the power to recognize and usability of cultural goods despite being it a new concept, has found a special place in scientific circles, especially in the social science researchers (Rezaei et al., 2011: 1737).

Since the introduction of concept of cultural capital by Bourdieu, more than any other area has been used in the field of education and is created a great deal of empirical research and theoretical considerations. However it has been used a lot than other disciplines, a lot of the researchers in their study used this concept, and have addressed to develop moderated of the concept of cultural capital (Bayangani and Kazemi, 2010:9).

Cultural capital of Bourdieu refer to the knowledge and skills that social agents through training and cultural background achieve to it (Trasebi, 2003:74-68, quoting the Rohani, 2009: 16).

In Bourdieu's theory cultural capital are three forms:

1. Embodied cultural capital (internalized) can be achieved by the effort, experience and individual talent with the death will disappear its owner and can not be transferred to others. In other words, cultural capital in its embodied form, take a form of capability or ability that it can not be separated from its carrier. In fact, the acquisition of embodied cultural capital is require spending time to learn or teach for example, a student who is studying a degree in art history, obtain ability that take the form of cultural capital.

2. Objective cultural capital: a collection of cultural legacies such as art works, machine technology and scientific laws that such as books, documents and objects is in the possession of private individuals and families. The peculiarity of this form of cultural capital is that capable of transmission to others.

3. Institutionalized cultural capital: this form of cultural capital with the help of social norms and provide valid titles acquisition of the position for people; Such as degree of education and professional certification, this capital is not assignment, and obtain it depends on certain conditions. (Bourdieu 1986:47 quoted Mohammadi et al., 2012:8).

According to Bourdieu, Cultural capital has three sources: the family upbringing, formal education and, work culture. Cultural capital accumulation through these three sources leads to the differences among its holders and those who lack of it (Ibid: 8).

Dependent variable of this study is a decision to buy foreign goods. According to the definition Schiffman and Kanuk (2004), the decision is the selection of a way of two or more possible options when the choice between buying or not buying, choose between brand A or brand B or a choice to spend time to do the work A or B, it is said that person is in a position to make decisions. (Lin and Chen, 2009:30).

There are different theories about the decision to buy one of the most important of them is the theory of Kotler and Armstrong. According to Kotler and Armstrong consumer to decision making pass 5 stages include: understanding the problem, research to gather information, evaluate options, purchase decision and post-purchase behavior according to this model, buying process starts before the actual realization of buying and will continue after the shopping. This means that marketers should instead focus on making a purchasing decision, consider its full process (Kotler & Armstrong, 2012:211).

## II. LITERATURE REVIEW

### *-Internal Investigations*

-Mohammadi and others (2012) in a study entitled "cultural capital relationships and lifestyle: a survey among middle-class citizens of the city of Sanandaj," refer to this point, that lifestyle organized according to type and cultural capital amount. The results showed that education variable plays a key role in providing receiving capitals and type and amount of cultural consumption.

-Ebrahimi and Petrucci (2011) in a study titled "leisure time, cultural capital and women (the case study of women in Jouybar)" showed that the average participation of women in active leisure time (1.91 of 4) is more than participation of women in inactive leisure (1.3 from 4). This study has shown that the rate of women's participation in leisure activities is lower than average. The result of multivariate linear regression in this study has shown that of the three aspects of cultural capital, two aspects (Objectified cultural capital and institutionalized) has a significant impact on their leisure time.

-Choubtarash (2012) in the master's thesis pay to "The Relationship between mental conflict of consumers and purchasing decisions (mobile)" Analysis of data showed the research hypothesis in other words there is a significant between the dimensions of mental conflict of consumer interest in the product, value based on enjoyment, symbolic value, the importance of risk, risk probably with buying decisions.

### *-External research*

-Carlo Barone (2006) in a study pay to determine the "social origin effect on student achievement" He by using international data plan that implemented to evaluate students of 25 countries, concluded that cultural capital offer appropriate explanation about the social inequalities but this explanation is not exhaustive; In addition, the explanatory power of Bourdieu's theory dramatically across cultures are the same. He also believes that, in order to provide a more satisfactory explanation, it is necessary that at least two other factors to consider: career aspirations and economic resources. Mehus (2005) research on "the relationship between cultural capital and various forms of sporting consumption on different three sports viewers in Norway" and has concluded that a negative relationship between cultural capital and sporting consumption and positive relationship between sport participation and sporting consumption. These results differ from the results of previous studies, which have shown a positive relationship between cultural capital and sporting consumption. This result may be explained with counting tastes as social media in a society where mass consumption leads to obscure decisive boundaries between different social groups.

-Fakharmanesh and Ghanbarzadeh (2013) in a study entitled "purchases of foreign goods: the role of brand image, ethnicity and hostility" tried to examine factors such as hostility and ethnicity that have rarely been studied with concepts derived from consumer behavior, such as brand image and purchase intention. Results showed that while brand image positively effect on consumer purchase intent, In addition, it was found that consumer ethnicity negative effect on brand image and consumer hostility not have any significant effect on brand image.

### *The research goals and hypotheses*

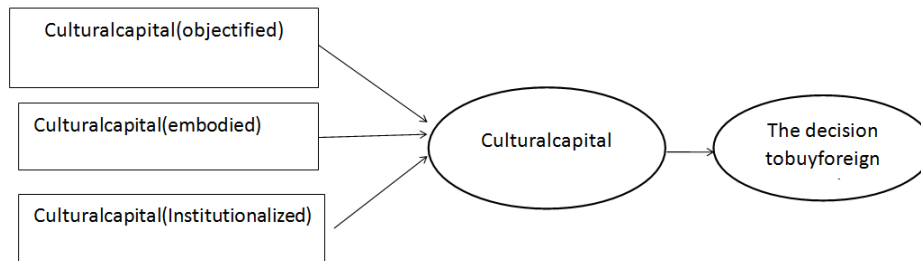
Express goal or goals is an important part of research; because this part of the study, indicate that the researcher what to consider and what is generally sought. Without the expressed goals, there is no possibility to evaluate the work of a researcher (Delavari, 1999:279).

The goal of this study is to investigate the effect of cultural capital on the decision to buy foreign goods at border markets in Marivan city. For this purpose, we will study the role of influential components of cultural capital on the decision to buy. Therefore, this study aimed to:

- evaluate the effect of cultural capital on the decision to buy.

- Identify amount of cultural capital among buyers
- Identify amount of tendency to buy foreign goods
- evaluate the effect of cultural capital (objectified) in decision to buy foreign goods
- evaluate the effect of cultural capital (embodied) in decision to buy foreign goods
- evaluate the effect of cultural capital (Institutionalized) in decision to buy foreign goods

To assess the relationship between different aspects of cultural capital and decided to buy foreign goods, based on the theoretical foundations of research, conceptual models are drawn:



According to what was said earlier as well as the conceptual model, proposed hypothesis in the study is as follows:

- 1- It seems there is a relationship between cultural capital and the decision to buy foreign goods.
- 2- It seems there is a relationship between cultural capital (objectified) and decided to buy foreign goods.
- 3- It seems there is a relationship between cultural capital (embodied) and decided to buy foreign goods.
- 4- It seems there is a relationship between institutionalized cultural capitals and decided to buy foreign goods.

### III. METHODOLOGY

This research is descriptive and correlational. To assess the current status of the variables of the sampled statistical population and on this basis sample study was conducted and then generalized to the whole of society, in terms of gathering data in survey approach. On the other hand in terms of goal, this research is applied, because the expected results, of it can be used in methods of market exposure. Because, the conducted study has been done once and only in 2013 so in terms of time it is a cross-sectional study.

#### **Statistical population**

Statistical population included a group of people who have one or more common attributes that this attribute is considered by researcher, and may be selected for the study (Bast, 1995:24). Based on this statistical population of the study all customers from who has come from all over the country to buy into Marivan and its market.

#### **Sample and sampling methods:**

In this study, with knowing that, the total statistical population of customers, on average, more than 8,000 people, sample size was considered 384, but taking into account probability that some of questionnaires completed incorrectly or not answered, so the number of distributed questionnaires by considering the proportionality, were considered 400 and by using simple random sampling questionnaires were distributed among customers, and were analyzed. Of course some people were not familiar with all of the words that describe and explain unknown words to them.

#### **Research Tools:**

**Validity:** The measurement instrument of the present study is questionnaire. Contents a questionnaire design and set in form of (self-construction) and for collecting data is at the disposal of study sample units. In this study to check the validity used the face validity methods and the vote of experts and professors in the field. In this study to check the validity used the face validity methods and the vote of experts and professors in the field.

**Reliability:** To obtain reliability of the questionnaire by using Cronbach's alpha of first 30 research samples were randomly selected then the questionnaires were given to them and using the data obtained from the questionnaire and by SPSS statistical software was calculated Cronbach's alpha reliability coefficient. The results in

Table I can be seen, Cronbach Alpha, of all of the research variables, is higher than 0.7 that indicating the stability and internal consistency of the questionnaire.

**Table I:** Cronbach's alpha of cultural capital

Row	Variable dimensions	The number of questions	Cronbach's alpha	Total coefficient
1	Embodied	14	0/75	0/82
2	Objectified	6	0/72	
3	Institutionalized	3	0/79	

**Table II:** The Cronbach's alpha purchasing decisions questionnaire

Row	Variable	The number of questions	Cronbach's alpha	Total coefficient
1	Recognizing the problem	3	0/70	0/74
2	Find Information	3	0/72	
3	Assessing the options	3	0/71	
4	Buying decision	5	0/73	
5	After purchasing behavior	3	0/71	

### **The definition of research variables**

#### **Conceptual definition of variables:**

##### **Independent variable:**

Cultural capital: including specific skills, tastes, how to speak, qualifications and methods that person by using it distinguishes itself from other (Momtaz, 2004). Cultural capital has three parts: (a) embodied that reflects what people know and can do. In fact, this aspect of the cultural capital is the potential of which has gradually become the individual part of the individual and will form habitus. (B) Objectified, including cultural goods, and material objects such as books and libraries, painting and art works and antiques and: institutionalized, including academic qualifications in terms of qualifications and degrees find objective (Monadi, 2007:58).

**Dependent variable:** The decision to purchase: consumer buying decision process, is the way in which people pay together and evaluate information and choose through different options of goods, services, organizations, people, places and ideas (Samadi, 2007:58). Understanding the problem: At this stage, the individual recognizes that goods, services and the organization may solve problem or correct the deficiency, recognition deficiency occurs when, person feels purchase is essential and when a person becomes aware of the product or service which was previously unaware of it gives his/hersense of unmet expectations. Searching information: This stage includes search and information processing, perception, organize and maintain it. When, the consumer realizes need that does not have previous solution to fix it pay to search for information.

Evaluate options: when, consumer after collecting enough information pay to choose one of the options.

Purchasing decision: after these search and evaluate options consumer choice an option of purchase and this phase included the product package, store and how to buy. In this case, the customer considering to product features and other factors gravitate to convincing compromise. After purchasing behavior: the last step in making decisions is purchasing and includes assessment decided by the customer who uses it for future decisions (Moon and minor 278: 2009).

**Operational definition of variables:** Operational definition of the concept of cultural capital: the concept of cultural capital includes the following aspects: -Embodied: indicators that have been considered for these aspects include: 1. Skill kinds of arts which is used to measure the components of the following questions: In each of the arts, music, writing, English language and skills in sport, how much skill? 2. Amount of time to various cultural activities: that is used to measure the components of the following questions: How much of your time do you devote to the following? Reading books, newspapers, use the Internet and computer, watch satellite TV, movies, TV, sports and... -Objectified: indicators that have been considered for these aspects include: 1. Having cultural goods: that is used to measure the components of the following question: Which one of the following devices do you use at home? Camera, video player, CD, video camera, computer, and library and... 2. Use of cultural goods that is used to measure the components of the following questions: to what extent any of the products you use in your home? Lighting of paintings, art statues, books, magazines, newspapers, computers and the Internet -institutionalized: that includes aspects of educational degree, and this aspect is measured by using questions: 1) individual level of education 2) maternal education level 3) father's education level. (Bayangani, 2010). Operational definition of the concept of a decision to buy foreign goods, including the following aspects: -Identification of the problem: that includes aspects of awareness and is used to measure these aspects of the following questions: (external product to selection is better than internal products, the impact of observation the product in decision to buy, the importance of the product to buy).



-Search Information: that was included aspects of interest and measured with the following questions: (the impact previous experience on the purchase of goods, commodities brand the impact on the decision to buy, the impact search time on the decision to buy the product, The impact of the number of sales locations, in the decision to buy).

-Evaluate options: that include aspects are evaluated, and be measured by using following questions: (influence of objective criteria, subjective criteria, and advertising in the decision to buy the product).

-Buying decision: which includes aspects of tested, and be measured by using following questions: (the impact of negative attitude of other toward the product, risk, cost, benefits, environmental conditions, on the decision to buy the product).

Behavior after purchase: , which includes selected aspects, and be measured by using following questions: (influence of the proper functioning of the product in the future, inappropriate performance of product, and opinion of others after the purchase of goods on buy) (Kotler & Armstrong, 2012).

**IV. DISCUSSION ON RESULTS**

**Table II:** describes the research demographic variables

	Variable	Frequency Percentage
Gender	Male	66.75
	female	33.25
Age	Less than 25	43.3
	25-35	46.3
	36-45	8.3
	46-55	1.8
	More than 55	0.03
The location	Marivan	71.8
	Kermanshah	16.8
	Kordestan	3.8
	Tabriz	0.3
	Esfahan	1.5
	Hamedan	0.2
	Ilam	2.5
	Tehran	0.8
marital status	Single	55.3
	Married	44.3
Religion	Sunni	78.8
	Shia	21.2

**Table III:** describes the Frequency Percentage aspects of independent variables

Variable	Very low	Low	Average	Much	Very Much	
Total of cultural capital	2.5	2.5	.45	0.48	0.2	
Embodied	3.2	41.8	0.51	0.4	0	
Objectified	19.3	37.5	36.5	6.5	0.2	
institutionalized	illiterate	Elementary	Guidance	High school	Associate Degree	Bachelor and higher
	5.5	42.3	26.3	16.8	7.5	1.6

**Table IV:** describes the Frequency Percentage of dependent variable of research: the decision to buy foreign goods:

Variable	Very low	Low	Average	Much	Very Much
Total of decided to purchase	0.3	0.9	72.8	17.5	0.5
Recognizing the problem	0.8	13.3	40.8	38.1	0.7
Searching Information	0.5	0.13	0.49	0.35	1.7
Buying decision	2.3	0.17	62.3	17.8	0.6
After purchasing behavior	0.8	8.5	41.5	42.8	6.4

Test hypotheses and determine the relationship between variables. The research hypotheses, through Pearson correlation and stepwise regression analysis approved the main hypothesis was first hypothesis. But the second and third research hypothesis was not accepted and approved.

**Table V:** Test hypotheses and determine the relationship between variables.

Hypothesis	Pearson correlation	Significance level	Relationship
The relationship between cultural capital and purchasing decisions	.141	0/000	have
The relationship between embodied and purchasing decisions	.154	0/001	have

The relationship between objectified and purchasing decisions	.133	.484	Do not have
The relationship between institutionalized and purchasing decisions	.433	0/18	Do not have

**Multivariate regression**

In this study to multivariate analysis between independent and dependent variables, were used of stepwise multiple regression. Here variables embodied, objectified and institutionalized entered in the equation and finally just remain variables of embodied and age in the equation that altogether about 0.20% of the dependent variable changes of purchase decision, is resulting from the change of the independent variable cultural capital.

**Table VI:** stepwise regression for each dimension of cultural capital and demographic variables on of purchase decision

Variable	Dimension	The correlation coefficient $\beta$	T-statistics	Coefficients of determination R <sup>2</sup>	Significant level (sig)	Explain
Cultural capital	Purchase decision	0.141	2.83	.020	.005	Significant
	Embodied	.153	3.333	.023	.001	Significant
	Age	.191	2.318	.036	.021	Significant

In Table VI, we see that cultural capital on purchasing decisions considering that sig < 0.05, and the value of t = 2.83, has positive and significant effect and the correlation coefficient between them is equal to 0.141%. So approximately 0.20% of the dependent variable changes of purchasing decisions, is resulting from the change of the independent variable of cultural capital. In the first step embodied variable due to having the highest correlation coefficient of zero times with the dependent variable of purchasing decisions entered into regression equation and explained 0.023% of variance of independent variable with regard the amount of t = 3.33 observed that the explained variance in the first step is in significant level of 0.001.

So the result of H<sub>0</sub> rejected, and variable of embodied in purchasing decisions have a positive effect, also the correlation coefficient of embodied in purchasing decisions, is equivalent to 0.153% and about 0.23% of changes in purchasing decisions is due to changes in the embodied independent variable. The next step is variables of objectified and institutionalized entered into the model and objectified with sig > 0.05 and t < 2 and institutionalized with sig > 0/05 and t < 2 are not effect on purchase decisions. So second hypothesis based on effect of objectified, and the third hypothesis based on effect of institutionalization are not effect on purchase decisions and the second and third hypothesis can not be confirmed.

In the next step demographic variables were entered into the model Linear regression analysis showed that the age variable is significant, with level of sig = .021 due to the observed value of t = 2.31, the amount of explained variance and regression model. So H<sub>0</sub> is rejected and indicates that demographic variable of age has a positive effect on the dependent variable of purchasing decisions. Regression analysis shows the correlation coefficient of age is equal to 0.191% and about 0.036% of the purchase decision changes is caused by changes in demographic variable of age.

**Table VII:** Friedman's test statistic result dimensions of purchase decision

Statistic	Statistic value
Number	400
chi - squar	2595.90
Degrees of freedom	22
Sig	.000

Source: (research data)

**Table VIII:** Averagerating Friedman test result dimensions of purchase decision

Ratings	Averagerating	Components
After purchasing behavior	1	3.37
Recognizing the problem	2	3.17
Evaluating the options	3	3.05
Searching Information	4	3.01
The decision to purchase	5	2.39

Source: (research data)

Results Averaged Rating in Table 8 show that post-purchase behavior by a factor of 3.37 is the first priority. As a result, the most important in the aspects of decision-making, is shopping, and they believe that the highest ranking and most importance. Recognition of the problem with coefficient 3.17 is in the second priority;

also evaluate options with coefficient 3.05 is in the third priority. Searching information with coefficient 3.01 is in the fourth priority and decided to purchase with coefficient 2.39 is in the fifth or last priority. Examine the differences in the cultural capital of the sampling people by gender:

**Table IX:** Analysis of variance to investigate the differences in cultural capital on the basis of gender

	Variations	Total squares	Degrees of freedom	Means squares	F statistic	Sig
Cultural capital	Between groups	3.604	1	3.604	11.970	.001
	Intergroup	118.940	395	.301		
	Total	122.544	396			

Source: (research data)

Considering Table 9 and the test results can be seen that there are significant differences in cultural capital on the basis of gender.

**Table X:** The results of the independent t-test between the dimensions of cultural capital, differentiated by gender

Dimensions	Gender	Number	Mean	Standard deviation	Sig
Embodied	Male	267	2.96	.552	.62
	Female	133	2.98	.589	.63
objectified	Male	267	3.34	1.12	.003
	Female	133	3.70	1.08	.002
institutionalized	Male	265	2.98	1.03	.000
	Female	132	3.64	1.01	.000

Source: (research data)

According to Table 10 and the test results can be seen that according to  $Sig < \alpha = 0.05$  it follows that there are significant differences in cultural capital on the basis of gender. And the means of objectified aspect (3.70) in women is more than men. Also the means of institutionalized aspects in women (3.64) is more than men (2.98).

## V. CONCLUSION

The results of the study showed that the cultural capital is a significant and positive impact on the decision to purchase foreign goods and this effect, is through the effect embodied aspects. So marketers should pay more emphasis on aspects of embodied. Attention to this aspect will cause the producers identified the reasons for the tendency of consumers to use foreign goods and to identify their products to consumers and meet their satisfaction in a way that obtained the maximum satisfaction and utility in them. Reasons the effect of this side can be excessive influence of mass communication and also participate in public activities, including sports and interact with different people who have a great impact on attitudes and behavior. And will be causes the formation of a specific in this people and also this culture leads to specific behaviors in individuals, and how they will change the thinking and attitudes can also change the attitudes of consumers to consumption of goods because the impact of this group of devices will be much higher than other groups.

Due to the positive relationship aspects of embodied, and the decision to buy foreign goods with the embodied cultural capital increase, the decision to buy foreign goods becomes more. According to the results, the amount of cultural capital among men is more than women. And this difference is mainly from the fact that in our society the relationship that men and women can interact with elements and components in the purchase decision is different due to the different stations and also due to the patriarchal structure of society. This difference can also arise of the time of people. Single people due to lack of concerns and problems of life and more freedom, have this opportunity that more use of equipment and facilities and allocate more time on activities such as sports and theater and cinema and so. So marketers can increase sales of goods pay more attention on young population and single people and also due to the conclusion that the amount of cultural capital among young girls is more than men and young boys, Marketers should pay more attention to this segment of society.

According to the research results and regression analysis and marital status impact on purchasing decisions, because in our society, marriage is a ritual initiation of a life form to another form and affected many of the manners and type of attitude of people with the community, this variable is key role in the type of connection people with components of embodied and purchasing decisions.

Result of average rates showed that post-purchase behavior with 3.37 coefficients is the first priority, therefore, utmost importance in among of purchase decision aspects and from view of respondents is the highest rank and greatest importance. The second priority is to identify the problem with 3.17 coefficients, evaluate options with 3.05 coefficients in the third priority. Searching information with 3.01 coefficients in the fourth priority and decided to purchase with 2.39 coefficients in the fifth priority or the end. So conclude that the aspects



of purchasing decisions also will be effective on the intensity and weakness of purchasing decisions. The results show the impact of the behavior after purchasing, on the purchase decision that has a significant and positive relationship, because post-purchase behavior of consumers will be making their re-orientation towards the goods. If goods increase consumer satisfaction, and comply with the desired quality consumer SoHein the next purchase led to, the product.

### Research suggestions

Based on the findings and the results obtained, practical suggestions are as follows: 1) According to results of the first hypothesis that cultural capital has a significant effect on the decision to buy foreign goods. Therefore, it is suggested that marketers to promote their goals before proceeding pay to analyze the amount of cultural capital of consumers and identify the most important factor effecting in purchasing decisions and have particular focus on the cultural capital of people in the purchasing decisions. Also try to produce commodities, that should fit with the vision and consumer demand, and provide the quality of them.

2) Considering the importance of cultural capital in the decision to buy the product, understanding better, and more accurate of this relationship helps marketers obtain better understanding the reasons for consumer trends in relation to the purchase of goods. 3) Due to the impact of demographic factors on cultural capital and customers' purchase decision, it is suggested that because the averaged dimensions of objectified and institutionalized in women is more than men and considering that the forms of cultural capital can be converted into each other, it can be concluded that people with more education and use of cultural tools they can achieve more embodied aspects. It is also expected that with increasing levels of education change, lifestyle and tend to buy goods. So should have special attention the importance of this dimension and education variable in influencing the propensity to buy goods.

4) Due to the positive correlation between age and purchasing decisions, it is concluded that because the amount of cultural capital is more among the ages of 25 to 35 years and because correlation between these two variables is positive, with increasing age, increases the propensity to buy goods among this stratum of society. The decision is usually easier to buy foreign goods among youth and adult populations essentially have more intellectual barriers and custom in the decision to buy foreign goods. As a result, marketers should pay more attention to young people.

5) Also considering that post-purchase behavior aspects among consumers is particular importance and the highest priority. So marketers can by providing after-sales service and warranty, of product create this thinking in the minds of consumers that their goods compared with competitors' products is greater quality and utility and in this way increases sales amount and consumer trend to their goods. 6) by using various methods, the necessary awareness in the field of sustainable development with consumption of goods available, creating in people, including through mass media such as radio, television, Internet and satellite with regard to the high aspects of embodied that there is potential ability in people and it can be transformed to *de facto*.

7) Use of production of visual, audio, music, etc. in selling that are effective product purchase decisions.

8) Due to the immense impact embodied aspects can be inferred that most people, who tend to buy, are people who have a great interest in arts and sports activities and have great skill in the use of computers and the Internet. So we can conclude, that more consumers stratum of target statistical population are people with skill and a great desire and this stratum of society should receive more attention.

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