Sociological study of the relationship between cultural consumption and lifestyle

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Abstract

The present study is the result of a quantitative survey research on cultural consumption and lifestyle dimensions. The statistical population of the study was youth of Rafsanjan city. The sample size was 322 according to the Krejcie and Morgan table. According to the results of the test, there is a significant difference between urban and rural residents in terms of cultural consumption, but there is no significant difference between males and females. The results of Pearson correlation coefficient test show that the variables of cultural consumption and family income have a significant relationship with each other and their correlation coefficient is positive. Also, the variables of cultural consumption and education have a significant relationship with each other and their positive correlation coefficient indicates that with increasing of each variable, the other variable increases and vice versa. Cultural consumption has a significant relationship with the variables of body style and body management, which are components of lifestyle, but this relationship with leisure variables is not significant.Finally, the results show that as parental education increases, cultural consumption among individuals increases as well as parental education declines, as well. The results also show that 41% of lifestyle variance (dependent variable) is explained by independent variables of this study.**Keywords**: Cultural consumption, lifestyle, cultural capital, sociology of consumption