

The Study of Mothers and Daughters' Intergenerational Cultural Consumption in Yazd

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Abstract

Many experts acknowledge that due to cultural evolutions and literacy level promotion in society, it would be expected that book, movie, newspaper and other cultural products' applicants increase. Therefore, consumption of cultural goods is now one of the concerns for the country's cultural planners. This study seeks to examine the differences between mothers and daughters' cultural consumption in Yazd and to investigate the social factors affecting it. The sample was determined as 384 women in age range of 15-75 years in Yazd city using Cochran's formula, those 200 mothers and their 200 single daughters were selected through a two-stage sampling to complete the questionnaire in October-November of 2012. In this research, it was utilized Bourdieu and Inglehart's theory as the theoretical framework and used t-test, correlation and Regression to test hypotheses. Results indicate that there is a significant difference between daughters and mothers' cultural consumption, as well as significant positive correlation between their age and cultural consumption. Significant positive correlation between daughters' education and their cultural consumption is another observation in this study. Among other findings, it can be cited that there is no significant relationship between household income and cultural consumption. 'Waning daughters' interest in religious cultural products' can be noted as one the results. In spite of religious culture in Yazd city, further investigation is needed to determine the factors influencing this decline and the approaches to strengthen this interest in new generation.

Keywords: *Lifestyle, Intergenerational Difference, Cultural Capital, Cultural Consumption.*