

The relationship between social and cultural capital as well as media and the tendency to local consumption of food ¹

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Abstract

“Local consumption” or tendency to consuming products outside the conventional mass production system, with its abundance and easy access to industrial goods, is a new phenomenon in consumer research. This phenomenon is affected by various socioeconomic factors. The purpose of this study is to investigate the relationship between this phenomenon and social and economic capital. Through a survey and using questionnaire and multi-stage cluster sampling, 383 individuals were interviewed in Sabzevar. Findings showed that there were no relationship between mass media and dependent variable, however, cultural capital and education had direct and significant relationship with dependent variable. Also it is notable that social capital influenced dependent variable negatively. Multi-variate analysis by entering all independent variables indicated that personal and generalized trust as well as organizational trust had the highest reverse impact on the tendency to local consumption of food.

Keywords: Tendency to Consumption, Local Products, Social Capital, Cultural Capital, media consumption

1. This article is an excerpt from a master's degree in Social Science Research

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