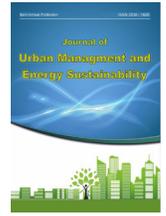


Journal of Urban Management and Energy Sustainability (JUMES)

Homepage: <http://www.ijumes.com>



CASE STUDY RESEARCH PAPER

Explaining the role of cultural and social factors in the formation of the dominant architectural style of the facade of contemporary residential apartments in Sari city

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ARTICLE INFO

Article History:

Received 2023-08-25

Revised 2023-10-29

Accepted 2023-12-30

Keywords:

Facade architecture, lifestyle, neo-classical architecture, cultural capital

ABSTRACT

The predominance of kitsch style on the facade architecture of residential apartment buildings in the 90s in Iran, contrary to the current trend of architecture in the world, has many reasons, which in this research are based on the results obtained from field studies and the analysis of the resulting data. From the questionnaire of citizens and in the form of an interdisciplinary study in the field of sociology and architecture, the determination of social and cultural reasons compared to other factors was explained. The findings of the research show that the cultural, social and economic capitals of the citizens, which are manifested in the form of lifestyle, in the context of the social characteristics of the Iranian society and the class changes of this society in the past decades, play an effective and decisive role in the formation of the dominant style. Neoclassical in the architecture of residential apartment buildings of the 1990s in the study sample (Sari city). And cultural capital is the most important social and cultural component that affects the architecture consumption pattern of citizens.

DOI: [10.22034/JUMES.2024.2018561.1189](https://doi.org/10.22034/JUMES.2024.2018561.1189)

Running Title: Cultural and social factors in the formation of the dominant architectural style of the facade of contemporary residential apartments



NUMBER OF REFERENCES

38



NUMBER OF FIGURES

00



NUMBER OF TABLES

14

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INTRODUCTION

The appearance and landscape of Iranian cities these days is not normal according to the elites of architecture and urban planning. When we look at the architecture of existing buildings in different cities, we see them all similar and in a chaotic state (Moazzami, 2014). Residential architecture is important from different aspects, not only because it accounts for the largest volume of construction in the city, but also because it is a mirror of the whole view of the society and culture of a city (Shasti et al., 2016). The study of the image of Iranian architecture in recent times shows that what has confused contemporary Iranian architecture is its cultural and social aspect. Contemporary Iranian architecture has suffered from a cultural crisis. Our architecture has cultural and historical values. He abandoned himself and drowned in the abyss of global styles and personal and market tastes (Mozzami and Hojat, 2016). In the last one or two decades, we have faced a new wave in the facade of residential buildings in Iran; Sculptural volumes and elements, high use of surfaces and volumes, columns, columns and centaurs in the style of classical European architecture and with eye-catching lighting at night and in conflict with its background architecture. The so-called "classical" architecture is one of the styles that is popular in all the cities of Iran from north to south, from the capital to distant villages, and is in great demand. The construction of facades of buildings, especially residential buildings, based on this model, which started in the early 1980s in the northern neighborhoods of Tehran and has continued until today, has covered the streets and neighborhoods of all cities and even villages in Iran, and has become the "dominant style of building facades." "Residential" has become. It is noteworthy that, based on the researches, compared to the Western and previous classical architecture (Qajar and Pahlavi) in Iran, the mentioned trend is completely superficial and lacks a structured structure, and it has no similarity with its original architecture (Zafarmandi and Imani, 2015). The problem here is that despite the lack of satisfaction and sometimes the lack of sup-

port of a large part of the community of Iranian architects, which factor or factors have played a stronger role in the formation of this trend in the facade of residential buildings and its dominance over other common facade styles in contemporary architecture? Among the factors and aspects affecting the architecture of residential buildings, we can mention economic, social, cultural, human, environmental and climatic factors, construction method and technology and materials, aesthetics, physical and legal. (Zarkesh, 2018, Zargar and Khanghahi, 2013, Rappaport, 2015, Shirazi, 2017, Mohammad Hosseini et al., 2018)

In this article, the role and position of social and cultural factors is tried; According to the research records, its essence is in the "lifestyle" of the people of the society; In the dominant style of architecture, the facade of contemporary residential buildings should be analyzed. In this way, the impact of the components of the lifestyle as well as the social characteristics of the Iranian society on the preferences and the way of choosing the architectural style of the facade of residential apartment buildings by its builders and consumers and consequently on the architecture of the facade of residential buildings will be measured. By examining the literature on the subject in the domestic and foreign fields and considering the research objectives as well as the type of components influencing the lifestyle that are related to the topic of building facade architecture, the three main indicators that shape the lifestyle include: "Cultural and symbolic capital", "Social capital" and "economic capital" are selected and evaluated. In order to the paper aims, the main questions are: 1- What is the relationship between the cultural and social characteristics of the society and the dominant architectural style of the facade of residential apartment buildings? 2- Which social and cultural components are effective on the formation of the dominant architectural style of the facade of contemporary residential apartments? 3- What is the most important social and cultural component in the formation of the dominant architectural style of residential apartment facades in District 2 of Sari city?

Table. 1: Summary of the external and internal background of the research

Research Topic	Author/Date	Results
The book on the shape of the house and culture (anthropology of housing)	Amos Rapaport 1969 (Rappaport, 2015)	The determining factor of culture in housing architecture
Essay on the cultural origins of architecture	Amos Rapaport 1979 (Rappaport, 2003)	The impact of culture on the body of architecture from three perspectives: 1- Way of life 2- A system of symbols and meanings, a set of mental forms of perception 3- A set of strategies that humans have adopted depending on the environment and resources for survival.
Conspicuous architectural consumption and economic change in the Andes	Colloredo Mansfeld, 1994 (Mansfeld, 1994)	The role of social and cultural aspects on architectural changes. Pretentious consumption and use of modern architecture to gain social status
Housing as Representation: Architectural Values in An Ecuadorian town	Klaufus 2000 (Klaufus, 2000)	The role of social and cultural factors in housing architecture
Effects of lifestyle on housing preferences	Bamish et al 2001 (Bamish et al., 2001)	The influence of lifestyle on housing architecture
Culture and housing preferences in a developing city	Jabareen 2005 (Jabareen, 2005)	The relationship between culture and housing
Residential choice from a lifestyle perspective	Thorkild 2006 (Thorkild, 2006)	The influence of lifestyle, mental patterns and preferences, cultural affiliations, norms and tastes in housing selection
The effect of lifestyle on housing preferences of multi-family residents	Zhang Lee et al. 2007 (Lee et al., 2007)	The influence of lifestyle on the choice of housing
Family lifestyle and housing preferences in the process of globalization: the case of Türkiye	Gürel and Öztop, 2014 (Gürel and Öztop, 2014)	The influence of lifestyle and different socio-cultural structures in the choice of housing
Lifestyles of US Boomers and Residential Preferences for Later Life	Hyun Jo et al. 2016 (Kwon et al., 2016)	The influence of lifestyle on the choice of housing
Lifestyle trends and housing typologies in emerging multicultural cities	Salama et al 2017 (Salama et al., 2017)	The influence of lifestyle and cultural factors on housing
Economic, human, aesthetic, physical, cultural and social factors respectively have had the greatest impact on the architecture of private buildings in Iran.	Afsaneh Zarkesh 2009 (Zarkesh, 2009)	Factors affecting the architecture of private buildings in contemporary Iranian architecture
The influence of lifestyle and cultural consumption on housing architecture	Shima Shasti 2015 (Sixty, 2015)	Determining the relationship between residential architecture and the individual category in Iranian lifestyle
Architecture is related to culture, and in relation to that, the shape of houses has two dimensions: meaning and lifestyle.	Samad Rasulzadeh, Aghdam et al., 2015 (Aghdam et al., 2015)	The characteristics of residential architecture based on the criteria of culture and lifestyle
The role of cultural and social factors in the contemporary architecture of Iran	Moazzami and Hojjat 2016 (Moazzami and Hojjat, 2016)	Discrete roots and cultural loss in contemporary Iranian architecture
The impact of social changes, technological progress, changing women's gender identity and changing people's lifestyles on the architecture of residential spaces	Mehsa Kami Shirazi 2017 (Shirazi, 2017)	Doctoral thesis entitled the role of social-economic factors in how the architecture of residential complexes is formed
The role and impact of economic capital in housing architecture	Mohammad Hosseini et al. 2018	An article analyzing the role of the way of life of social classes in the pattern of housing

MATERIALS AND METHODS

Culture

Culture is one of the fundamental concepts of this research. Basically, there is no simple and single definition of culture. And different interpretations have been used in its meaning, which itself shows the complexity of this concept (Azizi Mehr and Piri, 2017). However, here we refer to a definition of culture that is consistent with the assumptions of this article. Macdonald's definition of culture is the form of thinking, understanding and behavior of people, which collectively shapes their "lifestyle" (Yazdanfar et al., 2013). According to Eliot, culture means "lifestyle". He also believes that an explicit definition of There is no culture that is agreed upon by everyone (Eliot, 2011). For Rappaport, culture includes the thoughts, traditions and contracted and accepted activities of a society. (Rappaport, 2015) He deals with culture from three points of view: First, "lifestyle" which is the distinguishing feature of people in society. Second, a system of symbols and meanings, a set of mental patterns, third, the strategies used by that society for living, depending on the climate and available resources (Rappaport, 2012). In order to describe the relationship between culture and artificial environment, Rappaport considers "lifestyle" as the most objective manifestation of culture, which is reflected in functional systems (Mohammad Hosseini et al., 2018). According to Giddens, culture is a collection of ways of life (Giddens, 2018).

Lifestyle

"Lifestyle" means people's choice of how to behave (Yazdanfar et al., 2012). "Lifestyle" can be interpreted as a group of functions that a person uses, because it not only meets his current needs, but also includes the specific expression that he chooses to present his personal identity to others (Giddens, 2018). "Lifestyle" has become a norm in today's consumer culture, which is synonymous with individuality, self-expression and self-confidence through a certain way. Body, clothes, way of speaking, spending time, eating

and drinking, house, car, choosing a place to rest and travel and other human activities should be considered as indicators of individuality and taste of the owner or consumer (Bakak, 2018). "Lifestyle" is not only an opportunity to experience and prove one's social position, but also the result of the "social classification" system (Niyazi et al., 2014). Weber, in explaining "style of life" refers to cultural patterns and behaviors that are created by similar classes and groups of life. Each social class forms its own lifestyle and offers a unique perspective. According to Weber, lifestyle is not synonymous with social class, but it is its identifier (Mahdavi Keni, 2016). In today's sociology, by emphasizing the shift of attention from production activities to consumption activities in recognizing the basis of social identity, it can be stated that the concept of "style "Life" has been used as an alternative to the concept of "class" (Abaziri and Chavoshian, 2011). Bourdieu also defines "lifestyle" as organized activities that originate from individual taste. These activities also show a person's identity in a symbolic form, and at the same time, create a distinction among different social classes (Bourdieu, 2017).

Changes in the class structure of Iranian society in the contemporary era

In the past decades, Iranian society has faced the breakdown of hierarchy and, along with it, displacement and mobility in social classes. The economic conditions in the war and post-war period, along with the rapid increase of some steps in the class hierarchy, regardless of merit and competence in the society, have intensified this process. These national and transnational processes have caused Iranian people to seek to achieve high levels in these fields, even with a weak social and economic base. Especially after the revolution, with the materialism of the post-war society, material privileges were placed as a measure of the superiority of status and dignity (Thaqafi and Shalchi, 2012). The main changes in the internal composition of the capitalist class, especially in this historical period, go back to the formation of a group called "rentier capitalist".

The members of this group try to make the most illegal exploitation of oil resources through communication with government officials or institutions, benefiting from special information and obtaining numerous support and government benefits (Vosoqi and Abdullahi, 2013). This situation gave an arena to rent-seeking opportunists and led to the emergence of the strata of “novice capitalists” or in other words known as “nokiseh¹” (Shamisa, 2016).

Social characteristics of Iranian society

Katoozian describes Iran as a “short-term society”. Because, unlike Europe, the rich class does not last more than two or three generations due to historical instability. He emphasizes that in Iran’s historical past, the unstable conditions of life and wealth, Inadequate security and unpredictability of the future did not allow long-term planning for life (Katouzian, 2017). These events have become a routine in Iran and the tendency towards instability and insecurity has become an institutional issue and has strongly influenced the culture and behavior of Iranians (Farasat-khah, 2018). Iranian individualist ethics has also given the short-term nature of this society a “sticky” characteristic. The wishes and hopes of people in this society also have a short-term horizon. The result of this discrete and ahistorical thinking in contemporary Iran, due to the short-term nature of society, is that a new fashion appears from time to time and ends after a while, until it is the turn of newer fashions and theories (Mozami, 2014).

Methodology

This research is applied in terms of purpose and descriptive and analytical in nature. The research method of this article is hybrid and it is tried to examine the theoretical foundations of research and field studies by using combined methods. The method of collecting information is docu-

ment method as well as local investigations and fieldwork. In the document method, books, periodicals Scientific and research reports and available reports in the field of the research topic and the use of Internet databases were used and in the field investigations in this research, it is done through two tools of observation (taking pictures, taking pictures) and preparing a questionnaire. In this research, we are looking for the cause by observing the chaotic state of residential building facade architecture and the predominance of low-key and kitsch style on residential building facade architecture. The independent variable is “lifestyle” whose indicators include economic capital, cultural and symbolic capital, and social capital, and the dependent variable is the facade styles of residential apartment buildings in such a way that the independent variable’s impact on housing architecture leads to a bias toward which What is the common style and style in the architecture of the facade of residential buildings? The statistical population under study, in the survey of the facade of residential buildings, residential apartment buildings are parts of Sari city (Zone 2 of Sari city) with a focus on residential buildings of the last 10 years. It will not be possible to investigate residential buildings scattered in all areas of Sari city in order to achieve the goals of this research. Therefore, the selection made among the districts of Sari city has been made because, firstly, the density of apartment buildings in these areas is higher than the city, and secondly, people have more right to choose in these areas due to their relative financial ability. Therefore, the factor of economic capital is not the main influential factor and a more accurate measurement of the impact of other variables can be achieved. In this way, we increase the internal validity of the research by selecting a relatively homogenous statistical population from the economic point of view and by matching the research groups. In this research, the research method is survey and descriptive-analytical. So that in the descriptive stage using library and field data and information, information

¹ Nokiseh means a person is said to achieve wealth or position without proper support or effort commensurate with the result. In other words, it refers to a person who has just entered an economic or social class or a person from a low economic or social class who suddenly becomes a capitalist or

in the form of text, tables, shapes and graphs in addition to content analysis and theoretical foundations according to the assumptions and variables in question, indicators corresponding to variables and identifiers are considered and the analysis is done. Therefore, in this research, both descriptive statistics and inferential statistics will be used to examine the hypotheses and analyze the data. After collecting the field data which was completed using the questionnaire tool, using SPSS software and using multi-criteria decision making (SAW) methods, we investigated the situation and explained the role of cultural and social factors in the formation of the dominant style of architecture. The view of contemporary residential apartments in Sari city.

DISCUSSION AND FINDINGS

Common styles of facade architecture in the city of Sari

The facade of residential apartment buildings built in the last decade was taken by random sampling method in the research area. Then, by examining the identified elements, components and characteristics of the facades of the buildings, the facades were classified. From the total of 360 facades taken, about 60% have neoclassical facades, 34% have modern facades and 6% have postmodern facades. Therefore, the dominant style of the facade of residential apartment buildings in the city of Sari in the last decade was the neoclassical style.

Table 3: The style of facades of residential buildings taken within the scope of the plan

Style	Neo-Classic	Modern	Post-Modern	Total
Num.	214	124	22	360
Percentage	59/44	34/44	6/12	100

343 citizens of region 2 in Sari city were surveyed. 6 apartment building facades (2 modern style facades, 2 postmodern style facades and 2 neoclassical facades) were shown to them and their preference in choosing the residential facade of the apartment was asked. In the aforementioned questionnaire, general characteristics and also through standard questionnaires, the

amount of social, cultural and economic capital of the citizens were measured. The willingness of the respondents to choose the type of building facade in the form of three neoclassical, modern and postmodern styles has been measured.

Table 4: Frequency related to the preferred building facade style of the respondents

Architecture style	Num.	Percentage
Neo-Classic	132	38/5
Modern	169	49/3
Post-Modern	42	12/2
Total	343	100

According to the survey of the respondents, the most frequency is related to the modern building facade style (with 169 frequency) and the least frequency is related to the post-modern building facade style. Comparative comparison of the status of social, cultural and economic capitals of citizens based on the selected architectural model.

Table 5: Status of social, economic, and cultural capital based on the selected architectural model

Indicator	Neo-Classic	Modern	Post-Modern
Social Capital	2.9169	2.7780	2.8120
Cultural Capital	2.2861	2.6792	2.4853
Economical Capital	2.7229	2.6272	2.6701

Thus, the average social and economic capital of the citizens who chose the facade with neoclassical style architecture is higher than the citizens who chose the other two styles, and in the sample society, the citizens who chose the modern architectural style have the highest average in terms of having They are cultural capital.

Cross tables (a model of connection between research variables in the form of cross tables)

Distribution of building facade architectural styles according to the amount of social capital

To measure the variable of social capital, the items of the dimensions of the above variable are combined and then ranked based on the experimental range in three levels, low, medium, and high, as shown in Table 6.

Table 6 shows that almost half of the citizens (49.3 percent) chose the modern style. Also, most of the citizens who have chosen the modern architectural style, their social capital is low (60/2%)

Distribution of building facade architectural styles according to the amount of economic capital

To measure the variable of economic capital, the items of the above variable dimensions are combined and then ranked based on the experimental scope in three levels, low, medium, and high, as shown in the table below.

The data in the above table show that most of the citizens who have chosen the modern architectural style have a low level of economic capital. (51/5%)

Distribution of building facade architectural styles according to the amount of cultural capital

To measure the variable of cultural capital, the items of the dimensions of the above variable are combined and then ranked based on the experimental scope in three levels, low, medium, and high, as shown in Table 8.

Table number 8 shows that, most of the citizens who chose the neoclassical style, their cultural capital is at a low level (45 percent), most of the citizens who chose the modern style, their cultural capital is at an average level (57.4 percent). also, most of the citizens who have chosen the postmodern style, their cultural capital is at a high level (18.2 percent). This means: as the amount of cultural capital changes, the choice patterns of citizens also change. That is, as the amount of cultural capital of citizens changes from low to medium level and

Table 6: Explanation of the architectural styles of the building facade according to the amount of social capital

The amount of social capital facade style	Low	medium	high	Total
Neo-Classic	27/3	46/8	38/1	38/5
Modern	60/2	43/9	38/1	43/9
Post-Modern	12/5	9/2	23/8	12/2
Total	100	100	100	100

Table 7: Distribution of architectural styles of building facade according to the amount of economic capital

The amount of economical capital facade style	Low	medium	high	Total
Neo-Classic	35/5	39/1	49	38/5
Modern	51/5	48/9	41/2	49/3
Post-Modern	13	12	9/8	12/2
Total	100	100	100	100

Table 8: Distribution of architectural styles of building facade according to the amount of cultural capital

The amount of economical capital facade style	Low	medium	high	Total
Neo-Classic	45	33/3	27/3	38/5
Modern	42/8	57/4	54/5	49/3
Post-Modern	12/2	9/3	18/2	12/2
Total	100	100	100	100

from medium to high level, their choice patterns change from neo-classical style to modern style and from modern style to post-modern style. It is necessary to consider that among the types of capital, only this difference and change is in cultural capital. In other words, citizens whose amount of cultural capital is at a low level, their chosen pattern is neoclassical style, but with the change in the amount of cultural capital from low to medium level, the chosen pattern of citizens has changed to modern style and also with the change of this amount of medium level to high level, the choice pattern of citizens has changed in post-modern style.

Mean difference test (architectural styles of building facade) according to types of funds

Table number 10 is the mean difference test (architectural styles of the building facade) according to the types of capitals (social, cultural and economic). The data in the table shows that only the average cultural capital is different among architectural styles and this difference is significant (Sig = 0.001). In other words, there is an important difference in this field and this difference is significant. In the following, according to the significance of cultural capital, in order to compare different groups (the average of which groups are significant with each other),

using the results of the LSD test (Table 10), it can be said: the difference between the average of the selected classical style compared to the modern style (The average difference equal to 0.39* and Sig=0.000 is significant and the positive sign of the average difference means that the citizens who chose the modern style have more cultural capital than the citizens who chose the neoclassical style.

Differentiating architectural styles of building facade according to types of capitals (social, cultural and economic)

The above table under the title: The test of the equality of the average of two groups shows whether the average of two groups in the statistical population is equal or not. In the above table, the first important statistic is Landai Wilkes. The value of this statistic fluctuates between zero and one. The lower the value of Landa for a variable, that variable will have a greater contribution to the differentiation function, that is, that variable is the best factor for creating differentiation between groups. The value of F also shows which variable's role is significant. The relationship between F and the Landa value is inverse, that is, the lower the Landa value, the higher the value of the F statistic. In this way, it can be said that the difference in the averages of

Table 10: The average difference test of the architectural styles of the building facade according to the amount of cultural capital with the LSD test

Facade style	Mean difference	Significance level (Sig)
Neo-classic	-0/39	0/000
Modern	-0/19	0/201
Post modern		
Modern	0/39	0/000
Neo-Classic	0/19	0/201
Post modern		
Post modern	0/19	0/201
Classic	-0/19	0/201
Modern		

Table 11: Average equality test

Variables	Landai Wilkes	F	Meaningful
Social capital	0/963	11/884	0/001
Cultural capital	0/869	46/964	0/000
Economic capital	1/000	0/002	0/961

social capital and cultural capital among three groups of citizens who have chosen different facade styles (neoclassical, modern and post-modern) is significant, and the important point is that the variable share of cultural capital in Creating this distinction is more than the social capital variable.

Results related to focal differentiation functions:

The above table has five points:

- The first column with the function title shows that the implementation of the discriminant analysis was able to identify several functions.
- The second column with the title of eigenvalue shows: what is the ratio of explained variance to the total variance (like factor analysis). This eigenvalue is only a relative index to determine the discriminating power of each function, so by using it, it is only possible to understand how powerful each discriminating function is to separate groups from each other compared to other functions. The eigenvalue is between zero and one, and values close to one indicate a function with high explanatory power. In the above table, this number is nineteen hundredths.
- The third column is the variance percentage, if we have only one function, this number will be 100%.
- The fourth column shows the cumulative percentage, which if we have only one function, this column will be 100%.
- The fifth column is the focal correlation coefficient, which indicates the degree of correlation of each function with discrimination

scores. The value of this coefficient is between zero and one, the closer this number is to one, it shows that there is a strong correlation between the discrimination scores and the groups, and the desired function is able to distinguish the groups from each other. When we have only one discriminant function, the focal correlation shows that the set of independent variables have been able to explain what percentage of the variance of the dependent variable, i.e., equivalent to R^2 in linear regression. In the above example, the focal correlation coefficient is: 0.402, which shows that there is a relatively strong correlation between the differentiation scores and the groups. In other words, the desired model was able to explain 0.402, that is, about 16% of the changes in the dependent variable. In other words, the independent variables i.e., types of capitals (social, cultural and economic) have explained 0.412% of the changes in the dependent variable (architectural styles of the building facade) and in other words, they have been effective.

The above table shows the results of the test of the equality of the means of the discriminant function. (It should be noted that this time Landa is for the function test and not for the variable mentioned in Table 2). The value of this Landa statistic is between zero and one, and values close to zero indicate the difference in the average of two groups. For a more accurate interpretation of the Landay-Wilkes test, it should be used in its transformed state to the chi-square statistic. If the value of this X^2 statistic is significant at

Table. 12: Special values

Focal correlation coefficient	The cumulative percentage	Percentage of variance	Special amount	Function
0/401	100	100	0/192	1

Table. 13: Equality test of the means of the discriminant function

Meaningful	Degrees of freedom	Chi Squared	Landai Wilkes	Function test
0/0000	3	54/396	0/839	1

a level smaller than ten hundredths, it shows that the average of the groups is different, but a significance level greater than ten hundredths indicates that the average of the groups is equal. In the above table, the significance is zero, which shows that the average of three groups (citizens who have chosen different facade styles) is different from each other.

Table. 14: Standardized coefficients of diagnostic function or focal differentiation

Variables	Function
	1
Social capital	0/537
Cultural capital	0/863
Economic capital	-0/364

The coefficients in the above table are the same as the beta coefficient in regression, the larger its value is for a variable, the greater the contribution of that variable in the model, and in other words, its contribution to the separation of groups. By looking at the above table, you can understand which variable has more role in the discrimination function than other variables and which variable has the least role. The data in the above table indicates that the variable of cultural capital has a more effective role than other variables (i.e., social and economic capital) and it can also be said that the role of economic capital is far less than other variables.

CONCLUSION AND RESULTS

Differentiation of architectural patterns of building facade according to types of capitals (social, cultural and economic) based on the mean equality test (Landey-Wilkes statistic), it was determined the difference in the averages of social capital, cultural capital among three groups of citizens who use different facade styles. (Neoclassical, modern and postmodern) is meaningful and the important point is that the contribution of the cultural capital variable in creating this distinction is more than the social and economic capital variable. Examining the results related to focal differentiation

functions also showed that the independent variables i.e., types of capital (social, cultural and economic) have explained about 16% of the changes in the dependent variable (architectural styles of building facades) and in other words, it can be said to be effective. and the variable of cultural capital has a more effective role than other variables. And it can also be said that the role of economic capital is far less than other variables. Therefore, the main hypothesis of this research is proved that there is a significant relationship between the independent variables and the dependent variable. Due to the fact that the selected statistical population was relatively homogenous from an economic point of view, therefore, the economic capital variable had the least impact. But the biggest impact has been related to the variable of cultural capital. Based on what was mentioned in the above lines and also through one-way variance analysis (testing the difference between the average architectural patterns of building facades according to types of capital), it was determined that only the average of cultural capital among Architectural styles are different and this difference is significant.

By examining intersection tables (a model of the connection between research variables in the form of intersection tables), it was found that with the change of cultural capital, the chosen styles of citizens also change. That is, as the cultural capital of citizens changes, their chosen style also changes. It should be noted that among the types of capital, only this difference and change is in cultural capital. With the change of cultural capital from low to medium level and from medium to high level, the chosen style of citizens changes from neoclassical style to modern style and from modern style to postmodern style. Therefore, the research sub-hypotheses are also proven.

According to the obtained results, most of the citizens who chose the neoclassical style have a low level of cultural capital and their average economic capital is higher than the average economic capital of the citizens who chose the

other two styles. And the average cultural capital of the citizens who have chosen the modern architectural style more than the citizens who have chosen the other two styles. And this is the key point of this research. Because a model has prevailed in the architecture of apartment building facades in the city, which has the least merit in terms of desirability indicators and is the result of choosing people who have less cultural capital. Therefore, they lack legitimate taste (from Bourdieu's point of view). Because this group of newcomers who dominated this chapter of Iran's history according to the levels mentioned, lacked cultural experience and family background in the upper class with personality and sufficient education (habits in family life and education are the two main sources of cultural capital from the point of view Bourdieu) and their choice was not because of taste or good performance, but according to Veblen's point of view, it was because of the demonstrative consumption of the class symbols of the aristocracy (according to the lifestyle of the European aristocracy) in order to gain status and class distinction. Today, when the expansion of communication tools and social networks exposes a person to the eyes of many people, there is no other way to judge a person's credibility except by displaying consumer goods and life facilities, and a person can be exposed to the direct observation of others. takes, to use this method. The consumption patterns of the newly wealthy class are not used to meet their real needs but to gain social status and dignity. Thus, in architecture, a style is chosen for the facade of the building, which is the least efficient in terms of technical, functional, climate and identity, and only has the function of symbolic and pretentious consumption, and is used to gain distinction and dignity, and the architecture It has led to the abyss of fashion. Thus, this research is a confirmation of the determining role of cultural and social factors in the form of housing compared to other influencing factors. Today, the construction of tall towers in the neo-

classical style in Iran can be counted in this row by spending huge costs and the lack of technical, functional and cost efficiency and emphasizing the decisiveness of cultural and social factors in why they are built. According to the results of the research, it can be said that in order to get out of the confusing and identity less conditions of the city's appearance and the facade of residential buildings, apart from the preparation of the necessary legal and legal matters and the technical and executive improvement of the groups related to the construction industry, what is decisive is the improvement The cultural capital of the society will be through the education of culture and art in all stages of education to the students and the promotion and prosperity of the cultural consumption market, including books, music and other arts in the country, both quantitatively and qualitatively. In order to gradually strengthen the aesthetic taste in all members of the society and in all social classes, so that in the end, both investors and builders, architects and home buyers can benefit from legitimate taste.

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HOW TO CITE THIS ARTICLE

Moghadam Ziaberi, S. A., Rajabifar, B., & Mozafari Qadikalayi, F. (2024). Explaining the role of cultural and social factors in the formation of the dominant architectural style of the facade of contemporary residential apartments in Sari city. *Journal of Urban Management and Energy Sustainability*, (). - . doi: 10.22034/jumes.2024.2018561.1189
DOI: [10.22034/JUMES.2024.2018561.1189](https://doi.org/10.22034/JUMES.2024.2018561.1189)

