

**The income and its influence in shaping business practices of families in the city of Sucre**

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"We must learn to walk between the desirable and the possible, between Utopia and Reality". Desirable, utopia is that social behaviors are not determined by economic factors. But the reality is that this phenomenon exists and grows every day as a result of the exclusion, inequality and global socio-economic imbalance. To change reality is important to first identify the conduct to generate structural changes through comprehensive interventions that seek to effectuate, among others, bigger and better policies Human Development. It seeks therefore based on the application of objective means to obtain real data, reflecting reality, perceive and observe two families, when making decisions and choices when consumed; as a social nucleus where the practical reality is observed. And it is through a process of reflection - action that the analysis of their own habits, systematizing the observed behavior will be promoted, seeking that the near future the possibility of social relations are not determined by income, materialism and consumerism. This is how this research entitled: "The income and its influence in shaping cultural practices of families of high and low socioeconomic strata of the city of Sucre and its habits", consists of a first part of introductory that break the habits of two families from the city of Sucre, in order to understand them in their structures.

**Habits, Economic Income, Cultural Practices, Habitus**


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## Introduction

This research aims to provide an integrated cultural practices two families and their consumption habits by obtaining data, variables and essential to the description of these information perspective.

The interest in this topic arises because given the close relationship of circumstances that income exerts on society, is of considerable importance focus on studying these effects, circumscribed behavior and relationship of the components of society particularly.

These effects are evident in the interactions of each person with the social rest and as the set affects the individual, marking a behavior of global communication of subjects related.

And given the particularly economic social context in which it is currently engaged the department of Chuquisaca and therefore the city of Sucre, this research seeks to provide a description of cultural practices of two families from the city of Sucre and habits consumption from economic conditions influence exerted on it. Thus obtaining data and economic information becomes vital. For this reason we will make use of the technique of case study two families of high socioeconomic status and other low socioeconomic status, through interviews and questionnaires, to obtain essential for reading and description of the formation of habits information consumption. For the selection of the sample was treated the representative character of two families of Sucre, which meet the intent of the case study to describe cultural practices, considering the family as an integrated system, plus the need that the characteristics of the families selected are appropriate to answer the research methods, finally resorting to discretion of the investigator on knowledge and skills by determining that the sample is not probabilistic and intentional.

As for the temporary space delimitation, the research takes place in the city of Sucre, in the Judicial District, becoming the first group representative family (family with higher income), and another located in the Barrio Qhora Qhora, becoming family representative of the second group (families with lower income).

This research develops research from sociology with an economic approach and based on the Sociology Comparative analysis that allow relating the economic and sociological variables, from the behavior as the basis of human relations.

The resulting social interactions of this express dynamic social degree, establishing fields of action expressed by differentiation of the social strata.

Therefore, two social strata on which is to observe individuals and how they influence each other and adapt their behavior towards others, since each individual is forming its specific identity in interaction with the other members shall be determined social stratum in which it is established.

In this sense, cultural practices expressed in the ways of acting, thinking and feeling that are originated (understood) by the position that a person occupies in the social structure, will be the component of study, from a qualitative assessment obtained from the data collection and information through other qualitative tools such as interviews and participant observation of social facts such as behavioral attitude of membership of a particular social stratum.

Within this context and from the marked social stratification diferenciamiento recognizes the need to understand the behaviors of family type, located at both ends, in which positions the income.

**Formulation of the problem**

To summarize, we can say that the central idea goes through the fact that social relations are structured by socioeconomic strata also determining the type of consumption and the reality of their cultural practices affecting the subjects when taking a decision. Thus we have: Does the formation of cultural practices and consumption habits are influenced by the difference of income?

**Theoretical framework of research**

Study cultural practices at the local level is new, however these issues are more developed outside the country, even in this globalization process suitable to better understand contemporary culture.

History has shown that from the dynamics of culture, this has allowed the development of countries, each with its own identity and idiosyncrasies. However this natural step for humanity is managed from another perspective, ie it becomes an instrument of hegemony, standardizing both thought as a way to perceive, this I am exposed by the French sociologist Pierre Bourdieu who emphasized the least thought of the individual, makes decisions, according to the environment in which it operates, so the man who thinks he is free to decide finally not know you are unconsciously tied to a mold thought, and action.

It is in this way that the advance of globalization sets this phenomenon of growing importance in the global scenario, habits.

The increasingly uniform cultural practices according to the prevailing world order is emerging as one of the main key points of study for sociologists.

Knowing that of the inhabitants of the city of Sucre is important because the characterization given to the city as conservative since its inception, known as this determines and influences from thought to action, especially at this time of constant acculturation by the media, and technology imposed trends and ways of being, acting against the social rest, as understood in the case study of two families, all with the determinant of income.

This research is based on the study of these variables and description of the patterns that can determine variations.

**Stratification Social**

It is differentiated vertical forming groups according to established and recognized criteria. Social stratification realizes or is a means to represent the social inequality in a society in the distribution of goods and socially valued attributes, defined as a structured social inequality. Such inequality is institutionalized and has a consistency and coherence over time. Forms of social stratification, usually cited are the castes, classes and social classes.

A social stratum consists of a set of people, social aggregates, which share a site or similar place within the hierarchy or social scale, where they share similar beliefs, values, attitudes, styles and acts of life. They are characterized by their relative amount of power, prestige and privileges they have. While the focus of stratification refers to the distribution of goods and attributes of social stratification, although it can also be considered on the basis of ethnicity, gender and age.

From this analysis we can say that any group implies advantages and values for each of its members.

When people realize this, how useful it is to join with others, can lead to the creation of a group with the desired end, which then gives rise to the association.

These can be divided into different types of groups:

1. Primary groups: the family. Formed primarily for daily living. The ratio in these groups is personalized and members of these groups are irreplaceable.
2. Secondary Groups: school, work and sports equipment, among others. They were formed by similar interests, clear plans, free agreement and cooperation.

Features:

- For most small the group, each member plays a role.
- Within a group there is contact and communication among its members.
- The group has its norms and behaviors that eventually become habits.
- The group has certain interests and values that become accepted or rejected by its members.

Since the study population are nuclear families with higher income and lower income, must be distinguished cultural practices of everyday life and consumption behavior presented from the differentiation of belonging to a type of social stratum defined according to their income.

To do Bourdieu's theory mentioned on:

### Habitus

It consists of a set of interrelated concepts that are not understood except in relation to others. The starting point of the analysis of the social is the objectivist or inquiries anytime, which are tripping over themselves to characterize the external social structures, the objective, the social fact thing. The second moment of analysis is the subjectivist, consideration of internal social structures, subjective, or social fact body.

It is a generating principle and a classifier system of social levels. Are the provisions that eventually live in a society is acquired, the way you act. It's the story made body. They are the "leeway" in Bordiesanos terms.

Therefore it is the generation of practices that are limited by the social conditions that support them. It is the point at which converge society and the individual, it is a wave, on the one hand says the way to be, or the way in which one has assimilated unconsciously, perhaps from their employers and will of your own and wanting, or not, modify the habitus. The product of a learning company that all social fields use to exert control and appropriation.

Moreover differs class habitus that would be the position of the agent within the structure of a social class, where the individual contributes to its production and reproduction of the same system of relations between classes. It is not a simple lifestyle that is derived from belonging to a class but involves all actions and thoughts, it is the basis on which certain decisions are made. The basis of all actions is the same class habitus.

It is the pillar that conforms the mere set of learned behaviors and judgments even seem what "natural" as Bourdieu calls on people: gestures, tastes, language, etc. That is why people from certain social classes share the same tastes as those who are in the same social habitus, taking these collective affinities.

The relationship between habitus, social class and social reproduction are the essential components that allow this research to fully scan to define it as follows:

- One of the fundamental dimensions of habitus is its relationship to social classes and social reproduction. If the habitus is acquired in a series of material and social conditions, and if these vary depending on the position in the social space, one can speak of "class habitus": there would be a series of generative schemes of common practices at all biological individuals who are products of the same objective conditions:

- "The Sociology treated as identical to all biological individuals, being the product of the same objective conditions, are provided with same habitus: class of conditions of existence and of identical or similar constraints, social class (itself) is inseparably a class of gifted individuals of the same habitus. If you excluded all members of the same class (or even two) have made the same experiences and in the same order, it is true that every member of the same class have bigger chances than any other class member found frequently confronted with situations for members of this class. "

These class habitus, in turn, are systematic: produced in a number of social and material conditions of existence which have not grasped as a sum of factors, but as sistemático-assembly attached to a particular social position, their fundamental principles will thus apply also systematically, the most diverse domains of practice.

Although the existence of class habitus (consisting essentially of economic capital), which explains the huge regularities in their choices, for example, in his "tastes" - does not exclude that there are also differences between the habitus of different individuals with position Similarly in the social space because space trajectories is not uniform; but it is a relationship of "homology" between different habitus of individuals.

It is in this way that has these systematic theoretical foundations that give a relevant consistency of what will be the result of diagnosis from knowledge of terms for which will track the research that essentially rectified demonstrate the importance of the role of stratification socioeconomic human behavior and within these are the:

### **Habits**

Buying habits, acquisition, by the preferences that have a value that goes beyond the personal satisfaction of a need, recognizing a noted social sense, whether to integrate or to distinguish. Thus we have the theory of symbolic consumption (statutory, classical theory)

Already for more than a century, anthropologists, economists, sociologists began to develop different theories on consumption, the most important is:

### **Thorstein Veblen**

Definitely one of the first to reflect on this subject was the American Thorstein Veblen, who refers to the symbolic consumption in his "The Theory of the Leisure Class" in 1899, warning that can be noticed as a common element.

A connection to the leisure concept that is understood as doing nothing productive (to the upper class is excluded from regular duties and were honorable reserves certain tasks, such as war or the priesthood).

In this regard, said since then that leisure worked as a pattern of domination between classes; and for that reason, the author investigates the development of the ruling class, the class of high socioeconomic status.

The rationale for having domestic servants in modern times is, in this view, that members of wealthy families cannot perform work without discomfort involved modernity, because: 1) they have too many social obligations (your time, therefore, it is better spent in clubs, sports, charities and other social circles that working in industries or housework), and 2) the work to be performed is too hard (eg idle life style involves a system antiques, furniture and foods that make the gentleman of leisure can not enjoy them without the help of domestic servants) (Veblen, 1951: p 51)..

So also states that "To gain and maintain the esteem of men is not enough to possess wealth and power. The wealth or power must be made manifest, because the estimates is given to his evidence only "(Veblen, 1951: p. 36).

It is then, to a first approximation of conspicuous or conspicuous consumption for the following reason: describing that in a society that begins to manifest an unknown complexity until then, due to industrial advances and an ever increasing population, the member high society in that context regularly attends other places where these are absolutely unknown, and therefore have no way of perceiving their status or their accumulated wealth.

Then the conspicuous consumption of valuable goods allows this subject themselves known, so that passersby can watch his financial strength.

It further argues that the lower classes tend to imitate or emulate the upper classes, which will be noticed in the conduct of life, and especially in consumption; is assigned a value to the "trophy" (eg: the good that is acquired by the personal qualities, and not by chance or inheritance) as a sign of honor and prestige, so that whoever wins the trophy happens to be admired - and imitators by the rest of society.

However, for now, we can say that his approach has been supplemented and restructured by the French sociologist Pierre Bourdieu, studying the characteristics of each class belongings, and not just the upper class.

### **Pierre Bourdieu**

To understand the principles of Bourdieu, again mention should be made of the idea of habitus.

This concept, halfway between "habit" and "status" indicates that the customs reveal the social position, and vice versa. In other words, consumption practices are an expression of social position: "The habitus is both, in fact, the first generator objectively enclasables practices and interlocking system (principium divisionis) of these practices" (Bourdieu, 2000: p 169.). That is, through the habitus social position structure, which is reflected in ethical and Aesthetic requirements, as the author in his famous work, "The distinction"?

In this bulky volume, the social researcher begins by addressing the issue of taste and its relationship to the ideal of distinction that exists in individuals, "the aesthetic disposition is a dimension of a distant and secure with the world and with the other relationship.

Which in turn implies the safety and objective distance. But it is also a distinctive expression of a privileged position in the social space, whose distinctive value is objectively determined in relation to expressions engendered from different conditions. Like any kind of taste, unites and separates; to be the product of some conditionalities associated with a particular class of conditions of existence, unites all are products of similar conditions, but distinguished from all others and what they are most essential, since taste is the beginning everything you have, people and things, and all that is for others, so one thing is classified and what size you "(Bourdieu, 2000: p. 53).

This means the following: taste classifies the individual, and therefore one can speak of a strong correlation between taste and class, and even in relation to other non-statutory classifications such as gender (Bourdieu say that the taste also distinguishes men from women). However, the theory goes beyond even the frontiers of aesthetic taste: the social distinction also covers ethical and political arrangements, as the author shows that opinions on certain attitudes (such as personal judgment regarding the strike) are also strongly marked by socioeconomic segment. Bourdieu's theory, in short, is a purely statutory theory.

As such, it is a theory that resonates with that of Veblen \*, but with a distinct difference: For Bourdieu no single dominant class, but each class is dominant and dominated for certain tastes and aesthetic dispositions and even ethical provisions - so every socioeconomic segment falls within certain aesthetic and ethical parameters to classify.

To this end, the French author prepares a comprehensive joint research, including both quantitative (it uses multiple studies that show the level of cultural consumption and ethical opinions entire Parisian society).

And qualitative (a series of presents interviews), and seek to describe how the ranks like and unlike some other men, assuming that consumption is the main indicator of the same. In this regard, three main categories of -food consumption, culture and entertainment expenses of himself to socioeconomic status, distinguishing between upper classes, middle classes, and classes will be examined and considered numerous factors, including the rate of films views per segment, or the change in the value given to the body and beauty with surprising conclusions, which ensure that the habitus is strongly correlated with social class (just to name one example, explains that while the upper class has with opera, the middle class does the same with musical theater, while the lower class prefers the TV series).

The funny thing is that, according to some authors like Luis Enrique Alonso, when framing this theory, Bourdieu not directly managed the work of Veblen (Alonso, 2005: p. 186), and yet his theory is fully complementary to the American.

Thus, Bourdieu develop a theory of "class habitus" ("as built form of the condition class and the constraints that this condition imposes") (Bourdieu, 2000: p. 100), and will even hold that "a class is defined by its being perceived as much as for his being; its consumption which does not need to be flashy much as by its position in the relations of production "(Bourdieu, 2000: 494 p.).

Thus, Bourdieu ends up referring to "lifestyle" which in his view is a purely statutory content: taste-and especially, consumption, as the main indicator of taste-attends the social construction of identity, a lifestyle, which is shared with the rest of the class, and ultimately helps configure class consciousness, from an economic position.

This is, of course, the basis of the statutory consumption to which many refer to, and at the same time the seed in which the reviews are based on this vision.

### Interpretation of Concepts Managed

Finally the most important concepts that you work for this research is defined:

**Consumption:** Practice consisting in the use and appropriation of property and intangible services.

**Symbolic Consumption:** That kind of consumption that puts social reasons for action, not individual or psychological reasons, as would be the profit or personal satisfaction.

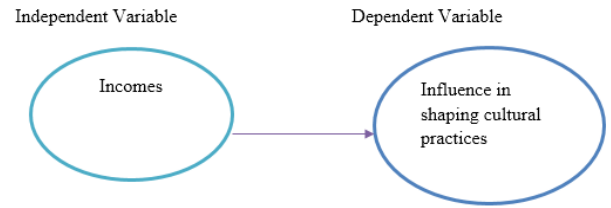
**Statutory Consumption:** One symbolic consumption that follows a social interest based on the recognition and prestige class by others.  
**Identity Consumption:** One who, being equally symbolic, is subordinate to the intention to communicate something to society, and thus be identified from the rest, not that it matters a relationship of superiority or inferiority of class.

**Consumption functional (utilitarian consumption):** One type of consumption which aims the personal satisfaction of needs, be they primary or sumptuary, without the intervention of social factors on the action taken.

### Methods

Through various methods, techniques and tools will meet information, based on the following idea to defend:

The formation of cultural practices is influenced by the difference in income.



**Graphic 1** Variables

### The interview

It is a technique for collecting information through which a person applies, face-to-face information to another. It is characterized because it is personal and can deepen topics of interest and answer questions. In the present investigation allows to collect information on situations and subjective aspects, beliefs, values, and attitudes of the two families.

In this case make use of semi-structured or semi-standardized interview that "allows greater flexibility in the way the order and the language in which the points or questions can be adapted to each specific situation addressed, express questions so that be more easily understood".

The purpose of the interview will: Perform a broader data collection and deepen understanding of cultural practices of the two families and their consumption habits.

The objective is: To determine the relationship between behavior and socioeconomic status of families with higher income and lower income.

The population considers are nuclear families from the city of Sucre, which constitute the two case studies of this research.



Also form an essential part of the study the application of:

### **Observation**

Which starts from the premise that to gain knowledge about the behavior of the research object as it occurs in reality, observation is a way to access the direct and immediate information on the phenomenon being investigated in this case, cultural practices.

The object of participant observation is: Join the observed group and participate in it for the duration of observation for a collection of data to collect and contrast information from the interview.

The objective is: To determine the cultural practices of everyday life of two nuclear families, one with higher income and other income less.

Determine the consumption habits of two nuclear families one with higher income and other income less.

### **Population universe and sample**

Given the aim of the present research is based on the non generalization cases, which are part of the fieldwork, allow proposing an outline of the development experience of cultural practices through the narratives of families who develop same in everyday of their lives and the need for the characteristics of the subjects selected are appropriate to answer the research questions.

The sample should be considered in its complexity, and under this kind of interpretative research with an exploratory descriptive design is considered as a sample from a single individual, in this case, two families; also implies criteria analogy and comparison between this sample and the universe.

Moreover, the sample is related to the research strategy, therefore the context in which it develops is characterized as exploratory.

Thus, under the classification, for the case study, the sample in this research is not random because the odds of each individual element being sampled and intentional because they are the product of a selection are not known of cases at the discretion of the expert; this through some cases are selected. (Padua, 1979).

The selection of the sample is also guided by the information, this type of selection occurs when trying to maximize the usefulness of the information characterized by small samples. Cases are selected on the basis of expectations about their informational content.

The case studies focused on the fact that "the effectiveness of the particularization replaces the validity of generalization" (Stake, 1995). This type of study is defined by the interest in the case, favoring the interests therein, the theme and the problem. The design is secondary to address the research or objects within their particular context.

### Population universe

The relative population of the districts 1 and 5 of the city of Sucre was taken.

### Sample

Non-probability sampling, which is intentional, considering only 2 nuclear families residents of District 1 and District 5 of the city of Sucre was used.

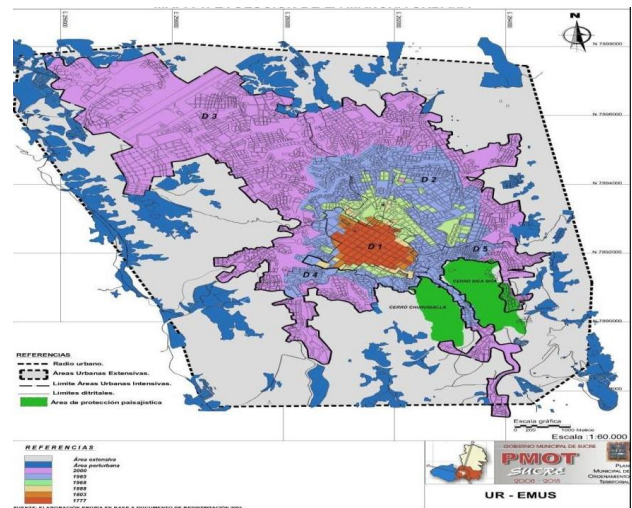
To fulfill the purposes of this study it was necessary from the characterization of families living in the districts 1 and 5. The interest is to understand some aspects of these districts, since the focus of this work is the family as axis substantially inquired about issues such as: population size, level of coverage to education, occupation, socioeconomic status, access to services.

Furthermore, this research from the study of economic and social diversity of households in major cities of Bolivia, aimed exposes a socioeconomic stratification of the Bolivian population, based his description on the classification of households in eight socioeconomic strata function variables occupation, education, possession of goods / services and housing use, determining a measure of social rather than an individual within a social group, considering the above factors, including income and education, thus achieving an explanation multidimensional socioeconomic strata.

Therefore this research considered shows families that belong to socioeconomic Level A: The highest stratum, which owns 1% of the population. Most of them are big business owners and senior executives.

Have completed college education and graduate. Have active materials that provide comfort.

The second family of Level D2: Strata very low level, which owns 32% of the population. The occupational profile is self-employed and non-professional employees. They have few material goods.



**Figure 2** Mancha Urbana Sucre

The peculiarities of the activities carried out in the different boroughs are:

District 1: Includes the area of historical heritage and is characterized by the concentration of the business of providing services, ie financial institutions are concentrated, public institutions (Departmental Government, Municipal), Commerce, University, Museums, Theaters, being the main generator of municipal taxes.

Furthermore, the concentration of illustrious people and the most remarkable intellectual elite in the city, and the establishment of colleges of San Juan Bautista (Blue) and San Cristóbal (Colorado).

Led to the founding of the University Of San Francisco Xavier De Chuquisaca, propelling institution of culture and knowledge expansion into the territories under their influence. Later, with the independence of Bolivia, Sucre became the political, administrative and judicial center before today Republic Plurinational State of Bolivia, which allowed again a concentration of intellectuals who were at the forefront in terms of knowledge refers.

So the city of Sucre, from colonial times, has been characterized as a center of higher learning, especially since the founding of the University of San Francisco Xavier, whose fame has since transcended internationally. The city of Sucre, declared "Cultural Heritage" for the many cultural, architectural and historical attributes it possesses, and which are related to the importance of the city in the South American context of the colony.

Thus, the main urban uses since then focus on this central urban area. In the case of the four major markets 3 correspond to the center and are not directly accessible to 70% of the population.

District 5: The district with the lowest percentage of households in relation to other urban districts, you can say it's a bedroom district where most people work in construction.

**Regarding school coverage, Sucre Municipality presents the following data**

**Coverage of the Municipality of Sucre School**

Districts	Population	% Coverage
Districts 1	27677	218
Districts 2	65734	62
Districts 3	36324	37
Districts 4	22488	50
Districts 5	20758	20
Districts 6	7908	42
Districts 7	10709	57
Districts 8	9712	58
Total	201310	68

**Table 1** Coverage School in the Municipality of Sucre

Educational coverage throughout the District of Sucre is 68% regardless of private education; of all students enrolled in the Municipality, the Municipal District 1 has a high coverage, which shows that the vast majority of students in the educational units belong to the surrounding districts.

Districts 2, 3, 4, 5, 6, 7 and 8 are below the average standard managed by the Ministry of Education which is 70%.

Access to basic services of water and sewer is insufficient in remote and rural areas of the Municipality among them are the district 5.

Similarly, to the extent that insufficient availability of services, sparse and inadequate linkage with the stain is observed urban, urban land supply is poor.

The sample households have in common living in an urban marginalized sector and with unsatisfied basic needs, given their housing, utilities that have limited income and level.

### Population study

For the study of the cultural practices of the two families and their habits, will be used, personal sources such as documentaries.

For reasons of economic and strategic reasons, to observe greater difference in socioeconomic status, as reflected by the location of residence is that it has restricted the study to these districts.

They are the unit of analysis, while for socioeconomic differentiation was taken into account qualities or traits and requirements presented aspects that influence social interaction and the importance of consumption in families.

Personal Sources: As previously mentioned direct sources of information in this investigation consist of be sought:

- Jef (a) (e) of nuclear family with higher income.
- Jef (a) (e) of nuclear family with lower income.

### Documentary sources

- Reports of the National Institute of Statistics of Bolivia and ECLAC report.

- Research on the socioeconomic situation of families in Bolivia.

This research and analysis will be used to inductive inference method because it is made from samples of input variables and behavior of the population.

Subsequently qualitative techniques were used to extract conclusions that will raise a prioritization of issues to be deepened.

Sample Type: Delimitation and scope of the investigation

The delimitation of the topic covered considers the following aspects:

### Delimitation group

- For Families this is intentional non-probabilistic sample
- Distinction in terms of socioeconomic strata: high and low socioeconomic strata.

Geographical limits: For the two families in the urban and peri-urban area of the city of Sucre.

### Results

Refer to the local context does not have an investigation that relates to the cultural practices of the families and their habits.

Within the context of the institution is considered a contribution to this research because the dependence I provide the tools to develop research under standards required for its approach.

1. Description of the process of obtaining results

The research was developed through 4 phases in the second half of the year (July to November 2013)

a) Preparatory phase: Planning: Design and validation of instruments, Scheduling specific research.

Planning is the stage prior to actual implementation that was conducted in two stages: 1) the design and development of instruments aimed at families 2) Consolidation of instruments from the theoretical background. Resulting plan other activities.

b) Phase of fieldwork: Access to field data collection.

It is the implementation phase of the instruments themselves, through implementation of the following activities:

Home of the case study conducted at two families of high and low socioeconomic strata from the determination of the sample, participating in the activities of families, according to a coordinated program with them.

For data collection, the diagnosis was made from an exploratory approach to families, then design strategies according to the results, thus recording the information gathered.

c) Phase Analysis: Evaluation of results

At this stage a process of reflection on the behavior of households with respect to the cultural practices of families and their consumption habits was conducted, rescuing those elements that support the research needs and also consolidates the proposed action.

d) Information Phase: Preparation of the report.

For this phase it had all the information obtained for the report, consolidated and the respective theories basing this investigation.

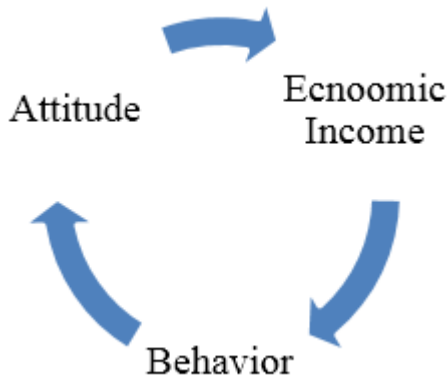
Activities	Schedule				
	July	Aug	Sep	Oct	Nov
a) Preparatory phase: Planning: Design and validation of instruments. Scheduling specific research	X	X			
b) Fieldwork phase: Access to field data collection		X	X	X	
c) Analysis Phase: Evaluation of the results.			X	X	X
d) Information Phase: Preparation of the report.					X

**Tabla 2** Activities

**Result on Families of High and Low Socioeconomic Strata**

The results of cultural practices presented below support the presence of these perspectives from:

- Viewpoint decision making: like how to act, think and feel of families.
- Viewpoint of cooperation and accountability: who has the emotional, social and cultural relationship?
- And as a social group: they range from communication, action and interaction, stable among persons composing
- That must be the relationship between components of society is:



**Figure 3** Relationship between economic Income and cultural practices

So families by socioeconomic status within their inner development both himself and interaction with others, are themselves each a principle governing the logic of their social practices.

Each social group review presents unity and homogeneity of action and attitude for relationships, practices and habits that distinguish them from other socioeconomic, supporting Bourdieu's theory about the unconscious presence of parameters that dominates his class and dissociates.

Thus the social forms of relationship are reproduced from father to son, from their collective existence as part of a class, with different cultural practices.

Bourdieu raises the economic capital, as a dimension of study for cultural practices, so that in this present study bases its analysis on the income under this framework is to learn more aspects that make the behavior of families in relation to the income.

Thus the variation of some indicators of economic capital taken into account that differed were.

*Indicators	High economic Stratum	Low economic Stratum
Homeownership	Yes, Legacy	No; rented
Car owners	Yes, New Bought.	No; Using Public Transportation.
Have holiday	Yes; 3 weeks / year.	No; I work year round, only holidays.
Constant and secure income	Yes; With Item Institutional and Owner own company (Nursery).	No; Works and earn the day working extra jobs around category.
Result	With High Economic Capital	With Low Economic Capital

**Table 3** Indicators of Economic Capital

It becomes evident when these indicators heritage are considered to characterize the differentiation of economic capital, which jointly consumption rates, goes to highlight the type of professional practice and the free time, as indeed is known, varies almost inversely as the economic capital, so we have.

Variations of some indicators according some cultural practices by socioeconomic stratum.

Indicators	High socioeconomic stratum	Low socioeconomic stratum
Book readers.	Yes; for business and general knowledge, whole family shares the habit of reading the same way.	No; no such custom has work priorities are far from reading, dedicated to manual labor, attributed to practice in real life is better than reading.
Cultural events, cinemas and theaters fans.	Yes; weekends or free time to spread out, learn and / or meet the cultural environment, why and / or friends do too.	No; have time for that preferred and / or have a habit of watching TV, the other attribute at a high cost and a "very different and strange things of no importance" atmosphere.
Classic music listeners.	Yes; with favorite authors including Bach, and national music, children like what parents like.	No; the music they like is the chicha cumbia, and sometimes villaras, the whole family and domestic purposes week putting radio. Finally in the course to obtain these results, a process of applying the methodology below is detailed to know better what intrinsic to the role of income as a determinant of the actions and roles that distinguish he had not join these two families.
Visitors of galleries, museums.	Yes; passed by the House of Culture, museums, conferences or workshops are taught that there are on the lookout for these events to "culturzarse".	No; do not spend much in the middle when they have free time, prefer hanging out at the homes of relatives and / or friends of the family.
They attend church masses.	Yes; they are Catholic and have a habit of attending once a month or Sunday at 7 am with the whole family and their parents.	No; are Catholic but do not attend because they "cannot and do not have much time" to go it alone when they are Catholic holidays attend and marriages and baptisms of the family, or there needs to seek advice from the father and pray (thank or ask) and celebrate the Patron Saint San Judas.
Results	Family prioritizes the symbolic representation of his actions, going, doing, "complying" with the role estatuado the class to which it is established, assessing aspects of knowledge acquisition by all possible means, as a way	Family prioritizes basic subsistence needs, rather share in the homes of close family and share a moment of social relationships, and children in the field of play, and hanging out with friends, nothing else is meant for improvement, are not important

**Table 4** Cultural Practice by socioeconomic strata

The research strategies used by the absence of significant data, as mentioned above, it changes strategy to methods of direct questions; hence the questionnaire and interviews arise.

Suffice it to mention here that there is currently a discussion about the real concept and meaning of Social Capital. There are a number of meanings that are diverse and target different areas of social life. The concept aims to issues as varied as the contacts you possess individual and informal interrelationships that occur within an organization institutionalized manner.

Understanding social capital as the set of social relations as a resource for individuals, groups and communities in their social relationships, with an emphasis, unlike other meanings of the term, associative networks of people.

On the other hand, stands out in the definition of Social Capital, the theory of Pierre Bourdieu who in the 80s, began the first systematic analysis of the concept. In the framework of the theory of fields, defines social capital as "the aggregate of the actual or potential resources which are linked to possession of a durable network of more or less institutionalized knowledge or mutual recognition of social relations.

In the case of the family of high socioeconomic status, they invest in the education of their children and involve mostly the appropriate type of consumption to symbolize possession of material and cultural means suitable to meet the rules of the art of living and able to assure them a share capital: capital relationships that may if necessary provide useful support, capital of honor and respectability that is often essential to attract and secure the trust of the good society.

Also, for the Urioste family social capital is closely linked with the history via the notoriety of the name and the extent and quality of network of relationships you have at all times with different fractions of the upper class.

However, it is convenient in the case of the approach of Bourdieu, understand where these concepts arise, which are the basis of the current theory of social capital, therefore brief discussion of the theory and main components of it, aspects that we will help to further understanding of the problem studied.

Pierre Bourdieu speaks of the existence of four capitals underlying social relations; The first relates to the possession of material goods, money, etc., receiving the name of economic capital; The second has to do with education and institutionalized learning, speaking of high school (complete or incomplete), technical or university courses, post grades, etc., ie, the cultural capital that the subject possesses; third is the capital that has to do with social relationships of the subject and the social networks that are inserted (contacts, friends or acquaintances, etc.); and finally fourth is the symbolic capital, which is related to the degrees or titles that society creates so to understand that a certain person has more prestige in some area than other subjects.

These four capitals are unevenly distributed in the population, that is, each subject would have different amounts of each of these capitals, all depending on a number of contexts and realities according to the field in which one lives.

The field is a concept borrowed from physics and allude magnetic fields in which the elements are positioned and connected by magnetic forces possessing each. From this, Bourdieu defines social field as "a system of social positions in which agents participate and are linked by relations of power"

In that sense, the social field is not defined by the individuals who compose it, but they acquire positions in the field. For this reason, it is said that the field is dynamic, because the subject component are in constant motion, ie change position within it and acquire privileges (in varying amounts) according to the position having inside.

So then, it is observed that the family Urioste inherently seeks to achieve a better position in the field to achieve more privileges and accordingly, for which have resources, called capital (defined above). These capitals are used strategically by the subjects themselves into the field to gain power - position - privilege.

These strategies aim to obtain, by the agents, more capital better position and they will be access to power. These strategies are developed through practice, or actions performed by subjects within the field.

Practices are actions that relate to the practical sense that every person possesses, where understanding is a key point. The latter is related to the subjective process of the agent as to have a set of rules and internalized norms in order to move better in the field, ie to be an efficient player and better implement practices.

It is at this point where the concept of habitus (which was mentioned in the first point of Theoretical Framework), which is related to these "mindset" or "schemes of perception" and are defined as "durable and strong provisions introduced which have been incorporated in individuals "and that ultimately guide the development of practices.

In the social space converge different fields and each is distinctly value the different types of capital, therefore, the agent you want to achieve a better position in certain field must acquire capital in that specific field is valued.

Not another. This is where each capital has a defined weight and charge a certain size, according to the field in which it is used.

Under these aspects, the family of low socioeconomic status, consumption is an exchange process where average economic factor, in this case, speaking of cultural consumption does not necessarily imply such spending.

It is a reality that economic capital today intercede any activity, which is why we tend to define the environment in which economic exchanges, as the economic field are given.

And then, in the case of the family Urioste provisions would have acquired through learning, these provisions generate conscious calculation type behavior while only rational reasonable. As shown, would be economic decisions on housing, which depend on (socially constructed) economic provisions related to tastes and economic means.

In addition, compared to a material that is durable (like clothes or a book), exposes its peculiarities or property, expressing the social being of the owner; their means, tastes, acts of appropriation.

### **Development and process sequence**

The research was systematically developed with the aim of knowing the behavior of two types of high and low socioeconomic families.

From the constitution structured phases and compliance with the planned schedule, is that the research was conducted as follows.

a) Preparatory phase: Planning: Design and validation of instruments, Scheduling specific research.



The research planning orderly development of the preparative I frame, starting with the design from the identification of the research problem and the establishment of the target population.

Subsequently, the validation stage realized the omission of some important topics that would improve and broaden the information, as is the influence of relationships with other socioeconomic strata, thus constituting an interview guide and observation for a contextualized improved diagnosis, with calendar was so that an optimal estimate for completing the stages of data collection and subsequent inference period.

b) Phase of fieldwork: Access to field data collection.

In what constituted this stage, from choosing a representative family of different socioeconomic strata, was I denote that access to the field of action does not mean greater difficulty:

- At first, two types of families that fulfilled the role of representing polarized socioeconomic strata were strategically identified in two focal points.

- Subsequently, the information was well received was collected, since they showed no aversion to provide the information needed to assist in the investigation, if enough care not to identify families by income level, to inform you that it would be part had a certain socioeconomic, not to skew his performance and that was that I denote families acted as naturally expressed in their behavior at work in the field.

c) Phase Analysis: Evaluation of the results.

As in the methodology using the technique of semi-standardized interview aimed at families was estimated, the following information was obtained:

- First information on the level of income was recorded, establishing a favorable reaction and provide information provided when personal data is not identified, was so this cautious attitude, towards their privacy was considered.

- It was found that the training data and experience reflected the truth, because it became clear that the technical work performed in the arrangement of electrical appliances, and the number of members of the family consisting of Father, mother, son, and daughter.

- Furthermore, their development was normal manner; in response, the head of household consisting of the father, answered: the question of lifestyle, shoulder will, in sources of income salary father I I denote arriving counting all income obtainable Bs. 1250

- As if determined this income lifestyle of your family, I highlight rather human values, which is why your lifestyle in interrelation consider it to live harmoniously, so he wielded the human behavior the develo to be aware of the reality in which it operates, so when hypothetically it is proposed to improve their economic situation said think and analyze whether it is for better and would not involve problems, just accept it, and therefore when asked if his actions are motivated by income level preponderar acquitted in the role of solidarity with his family, because he said he was not influenced by situational socioeconomic status, and from this point of view when making decisions I feature makes it consciously.

- Therefore it is concluded that the representative sample of the family located in vicinity of Qhora Qhora corresponding to low socioeconomic status, do not put as determining the economic aspect rather tries to distance the social position with respect to the values with which it is handled given human being.
- Consequently during the observation was found in the appearance of acting in the family not show overlapping relationship of the level of income over their behavior, evidenced in his actions.
- Regarding the family thought I was there I denote interest to overcome because it was observed that integrates family works and demonstrates awareness to improve their situation.
- Regarding the decision was shown to have no behavioral variability with respect to its environment and even less when they show different socioeconomic strata.
- Therefore it also follows that there is no rule of deterministic aspect of the level of income over their development in their own socioeconomic status in the family.
- Second information was recorded in the family of high income with the perception of a favorable reaction to give information provided personal information is not identified, was so this attitude of reserve was considered in the disclosure of financial information rather than all in the sense of not managing your data.
- It could they find the work of engineer a hydrocarbon company, which performs as a manager in logistics management, on the other members of the family consisting of three persons (Father, mother, son) not reacted negatively but rather they are usually fared.
- Respondents head of household consisting of the father, answered: the question of lifestyle emphasizing the family unit, sources of income salary father I I denote arriving counting all income obtainable Bs. 35000.
- As to whether determines this income lifestyle of your family stressed that this provides a good quality of life, which is why your lifestyle in interaction, I consider it to be positioned hierarchically credited in the environment in which it operates by the level of income, so he wielded that human behavior is itself determined by the level of income.
- So when he proposed hypothetically improve their economic situation said as not contrary to others and does not imply distance in your household just think about it.
- So when he was asked whether his actions are motivated by income level acquitted in the role of its efforts to improve their income further, for he said not necessarily be influenced by situational socioeconomic status but highlight their actions improve their levels of income without necessarily implication of power, and from this point of view when making decisions emphasized that makes analytically to manifest loss.
- Therefore it is concluded that the representative sample of the family located in the vicinity of the Judicial District, tainted by defining aspect of economic and social position but does not reject the values that must be handled with particular human being.

- Consequently during the observation was found in the appearance of acting family that provide an important role at the level of income over their behavior towards improving their income primarily in thinking of the family is denoted who showed interest overcome because it was observed that the family works and demonstrates integrates consciousness constantly improve their situation.

- Regarding the decision was shown to have no behavioral variability with respect to its environment and even less when they show of the same socioeconomic status. Hence it follows that the family demonstrates sincerity and it can be stated that there primacy of income in respect of its development in society. Conclusively initially relatively general application of constitution of the preponderant role of income in respect of social behavior, both the minimum family income rescues the principles of solidarity in both high income family get emphasizes the primacy of their environment become familiar by implication better status than the value of money can give to their lives.

Thus is reflected in the attitude and behavior both want to improve their situation but the family of minimum income structure their behavior as a result of their social responsibility principles ie are more aware of their surroundings and do not try to dismiss the progress other which rely on having the same behavioral attitude.

Regarding other high-income family sees its behavior as a paragon of susceptible potential benefit of being made from this, ie more value-but does not imply that they do with other strata socioeconomics- correlation environments that involve improving greater economic positioning references expressed.

Results on the habits of consumption of the families of high socioeconomic status and low socioeconomic status of the city of Sucre From the exposed theory is that this issue was also tested these principles with application to reality, checking.

The tastes and preferences when purchasing or acquiring the study is then reflected as part of the formation of habits, from the perspective of families, as another part of everyday reality.

The process developed to collect information on consumer habits of families watched as follows.

To check the positions collected sought "observing phenomena as they occur in their natural context, consider the variables that gives the observed reality, without rigging.

For strategic reasons and ethical trying to understand what are the purposes of the consumption for families to be representative today.

The approach is qualitative as stated for what to know is how consumption in these families. So have a true copy of the testimony of their decisions.

To obtain results of the interviews participants replied to statutory indicators, identity and symbolic consumption.

The second part is requested that qualifies as judgment on consumption made. Finally, it should be added that this design has referred a largely exploratory scope, it seeks to give signals on an issue on which locally has been investigated recently.

So to understand this research is then presented as Symbolic Consumption Indicators, Statutory and identity were classified.

He proceeded to design a list of aspects that give indications denote symbolic consumption, cataloging it as a statutory consumption, or consumption identity.

### For this concepts were handled

Ostensible assets: its use highlights at a glance, or are normally highlighted by its users / consumers. May be electronic items (watch, cell phone, laptop), clothing (T-shirts, shirts, hats, etc.), accessories (sunglasses, wallets, purses or backpacks), and even trendy places (cafes, restaurants, etc.).

Hidden assets: those who usually are not exposed to the rest of society, but used privately; they are mainly useful items (such as notebooks, diary, etc.).

So these concepts are operationalized, with aspects that denote these types of consumption:

Indicators of symbolic consumption: If the acquisition-or ostensible desire to acquisition- of goods was based on the experience of friends, family or idols. If the ostensible goods simply because of a change in the format or design they are renewed. If you wish to purchase, or acquisition-of conspicuous goods was based promotions (such as catalogs) or advertising. In the case that clothing is used where the manufacturer's brand stand out.

Statutory consumer indicators: If goods are consumed ostensible function of prestige associated with their consumption. Yes cellphone contains no essential functions, but listed as distinctive (applications, games, cameras). If the acquisition, or the desire for acquisition-the ostensible goods have been based on the experience of social actors cataloged social status. If the acquisition, or the desire for acquisition-the ostensible assets was based on:

- Prestigious shopping centers, which are in the center.
- Marks renowned shopping malls.
- Prestige brands, no matter where it was purchased or where you would like to acquire.

In the case that the purchase or acquisition desire born of advertising media, whose target audience is the upper class (regular youth section, youth programs and current affairs programs on television).

Indicators (non-statutory) consumer identity: If goods that are purchased are intended to be unique, and the places where they buy are classified as exclusive. If goods are consumed ostensible function of the "alternative fashion", ie a mass behavior is not due to reasons of social prestige. If the acquisition (or desire to purchase) from visible property is based on experiences of acquaintances who admire without those relevant assets represent status.

### Description of Capital that families have

In the next step of the analysis segment, described as shown at the time of the interview social capital in families. To do this, it speaks of his close circles, their friends, their colleagues and how important they charge when deciding on the consumption process.

According to research, it has been noted that the establishment of social networks, in that they involve a lot of people who identify with a cause, interest or common goal, allow people to broadcast their experience within a sector and transfer their skills, this is where the trust in others charged an important role, since it is an attribute that is valued greatly in all subjects at the time of accepting the advice and referrals from other people.

It is this confidence that only comes from long-term contacts with others and is established through experience and repetition. In much the concept of social capital is based with the establishment of these relations, ie, relations of trust generated between individuals based on emotions and relationships arising from reciprocity, cooperation and trust it.

Also, it has come to the idea that normally attributable aspects to the concept of social capital can also be attributes of informal social relationships, as they are the individuals who make all these networks are the primary unit of subsequent more formal relationships where the notion of social capital is based. This is where the ideas of trust, as a result of long-term social interaction and cumulative experience of contact with these same people appear hard; reciprocity as a guiding principle of an interaction involving based on gifts and experiences exchanges; and cooperation as a complementary action designed to achieve shared goals from a joint venture.

However, the role of these informal social networks and the importance charge of individuals deciding to consume some good. As these individuals relate to others, personal ties arise; they shape the individual character of social capital, ie the way how each subject builds for himself social relations of various emotional intensity.

There are people you have more trust, reciprocity and cooperation with others and this has emotional significance. Therefore individual social capital becomes this group of people you meet and with which various levels of social interaction takes place.

In addition to this research, how this type of capital is presented in the interviewees and stood at more informal contexts of interaction are considered.

This is why we speak of a rather informal social capital, as it appeals to the assumption that all interrelate with subjects (intimate or circle a little farther, and coworkers) and accordingly it generates a series of loops that are beyond the institutional and placed in daily and informal.

For participating families of the investigation, the recommendation of others when such a choice is important, but is complementary to other sources of information they use. The role of the recommendation of others is considerable, but those who recommend should be persons of trust and belonging to the primary circle almost interaction. This means that not trust anyone in accepting a tip to refer to the consumption of cultural goods, art for example.

At this same point the role of media and the transcendental that are for respondents arises almost spontaneously. This aspect coincides with that indicated by the relevant stakeholders on the issue of considering the current young generation as one that has been "educated" or socialized in a way, especially on television and now the Internet.

In the case when asking families who were the main people who advised on the issue arose mainly friends and family. The latter becomes important not only in the fact that references, but is identified as the main source on the subject, the family is one of the main managers and motivators of the emergence of this taste.

Therefore, it is claimed to be of paramount value the role of contacts, friends, family, etc. when generating references on the subject of consumer goods. As they generally trust people, it is certain that what is consumed is reinforced by the experience that others have experienced.

This aspect, coupled with the role the media has lead to describe what the real situation of these actors on the subject of the main references when making a decision.

However, within this same topic, is where it is essential that the communication process between the subjects participating in a social interaction arises.

It is through communication that subjects can understand, agree, plan and receive opinions, judgments, values, etc. This research considers the fundamental role of language in terms of being a generator of social gatherings engine and must be based on the current society for their core functionality.

It is inferred through these respondents how important the use of communication as it allows both learning events and artistic and cultural products as well find out where they are located and what is the story or review that precedes each. This is important because, as already mentioned, the consumption of these goods, ends up being, otherwise, an investment.  
Detail Results

With the participation of families and their answers proceeded to structure as above was placed in the Methodology consumption ratio of these today.

### **Summary of Responses on Consumer Habits**

Rating that is given to "consume", ie, to acquire and use goods and brands: The most important in the acquisition of goods is given in particular to clothing. A level of artifacts, the choice of brand is more attached to the cost, but stands a willingness to move away from brands considered low quality.

The family of low socioeconomic status, does not give value to consume, take it as fact just and necessary to meet basic needs.

In the family of high socioeconomic status, an emphasis is recognized in the consumption of expensive goods, the value of "good" restaurants is recognized. And high socioeconomic status is a clear identification between consumption and purchase of goods, answer or not a necessity, for the simple purpose of obtaining goods. And the widest range of brands is handled, according to quality, prestige or style.

### **Assessment "process of consumption"**

The family of low socioeconomic status, does not take into account as relevant the consumption process, since the day we live and function attributes it to the wife who takes care of most purchases of the time.

The family of high socioeconomic status gives greater importance to the timing of purchases is usually done in the company of someone close, going to supermarkets and shopping centers or malls. Specifically the fact the show is inherent unconsciously making demonstration attend relatively expensive places to stay within the status acquired with the purchase process.

Value assigned to the acquisition of material goods: The family of low socioeconomic status, by emphasizing that purchases products mainly cover basic needs, do not give value to show their goods or walk commenting because I did not see the need.

The family of high socioeconomic status, emphasizes buying company of someone, and discuss what is consumed, seeking exclusivity and design, but also quality: it is assumed that if a thing is known brand, or face, is of good quality, or sometimes low price but for fashion.

Motivations warned consumption: The motivations of people are a complex subject, so that for the purposes of the study allowed to mention families what moves them to consume different types of goods.

- They claim that the main thing when choosing or consume has to do with:
- The tastes and preferences, which are the basis of the interest.
- The reality of everyone, that is, for example: your lifestyle. The consumption of "products" is a kind of prize to get away from the everyday, feel full and reach a deeper state of thought and "encounter" with him. Such is the case of the Condon family that assessment is reflected in the attachment to religious activity specifically to support the organization of the feast of the Patron Saint Jude, where money from the savings earmarked for this activity because devotion and gratitude I have towards him, from his family, denoting that the satisfaction of this seemingly vital need, contrary reveals the relationship between purchase and consumption of vital goods in their daily lives.

It is at this point that the issue of preferred tastes when eating certain products over others arises. Taste, in the case of each of the interviewees, is something that has been developed according to their personal development and their contacts with other people, in instances such as the family and friends. It is at this point that is interesting link to the theory of Pierre Bourdieu, who develops the theme about the implementation of certain provisions against various aspects of society, provisions allowing them be together within a sociocultural context that has internalized by the socialization processes that part.

In the case of this research focuses on the significant provisions incorporated at the time of qualitative interview about the different areas offered in the reality of the city and how they translate to the taste of each.

The work allowed a record as input to the observation and responses that manifest when asked about it.

Thus shown, demonstrating different motivations, but pointing to feelings and emotions that arise as needs and where the elements "products" charge a great value to them, as to fill those gaps.

It is the need of deeper thought and enjoyment which leads to every human being in search of ways to please state. The premise of this research is that each participating family reached that state of fullness through consumption, symbolic family of high socioeconomic and utilitarian family of low socioeconomic status.

However, the behavior of respondents can be analyzed from the perspective of an ordinary consumer to come between him and the object of consumption, a medium of exchange, in this case the money. If you look under the theory of George Katona, it can be said that just as any other consumption process, it is also related to the satisfaction of needs, which, from the point of view differs from that some are and are not vital, but after all are needs.

Shares of consumer goods either involve making and spending money or therefore, from this perspective can be analyzed in a more linked to the economic context.

According to the ideas of the author it could be argued that purchases made in this area are pigeonholed in the case of the family of high socioeconomic status, in what he calls unplanned purchases whose value is somewhat cheaper than a building or a car, and therefore do not require more money saver.

About routine expenses such as eating, dressing, etc. there is a possibility of saving what is left of these expenses, it is called over, is how the economics of low socioeconomic family works.

This is where intervening factors not necessarily point to the satisfaction of needs; in this case we speak of education, the distinction of groups, emotional and aesthetic aspects, etc., present in the family of high socioeconomic status.

Main motivations for consuming goods and brands: The family of low socioeconomic status does not give importance to the presence of marks on products rather guided by the price, accessible to their income and that meets your needs.

The family of high socioeconomic status recognizes much the value of advertising, catalogs and the Internet in particular, appear as motivations for choosing particular product or brand; however, the influence of people close is also appreciated, mostly through "word of mouth".

Rating consumption (goods and brands) from people close: The family of low socioeconomic status, stated that occasionally hear the opinion of friends, or people who need their work, but nevertheless does not determine your choice, or provide important when buy, precisely because this first meeting the needs as a family.

For the family of high socioeconomic status, people close to the time consuming; is highly valued: the family recognize an influence of friends and family, or based on opinions of her friends and her mother. It is also recognized that taste has been imposed by the families.

Value of the previous experience of others: For the family of low socioeconomic status, the experience of others does not influence or determine the consumption of goods, because buying at the most affordable value.

For the family of a high socioeconomic status previous experience of others influences, for about brands to people. Unconsciously we tend to repeat what others buy.

Value of experience: The family of low socioeconomic status, if necessary uses his own experience, but above all prioritizes low price products.

The family of high socioeconomic status, has a brand loyalty, especially the lady gives value to the good or bad past experience.

Value of formal advertising: The family of low socioeconomic status on certain occasions is based on the advertising of popular media, which certainly influence the decision because they offer products with lower prices or promotions.

The family of high socioeconomic status, recognizes the virtue of creating needs, and convincing, often regardless of whether it is good or not, now especially with the presence of social networks and the Internet.



### **Relation between consumption and other**

Exposure of the acquired against known or people close: The family of low socioeconomic status, does exposure of goods purchased because the time available is spent at work and in their meetings with close friends or talk about other issues.

The family of high socioeconomic status, recognizes the importance of exposure of intake to get the views of all.

Social perception consume or not to consume certain products or brands: The family of low socioeconomic status, to be related to people of the same socioeconomic not feel the need or see relevant perceptions about the products you buy.

For the family of high socioeconomic status, the perception that the rest of society makes a judgment, by consuming certain goods or brands, is relative; while recognizing that they care about the opinion of your partner or friends, highlight the need for recognition from others passing your preferences in most cases. While not cost them to build social bonds.

Use as a symbol of consumption (conspicuous consumption, ostensible or symbolic): The family of low socioeconomic status, presents a symbolic consumption in the case of religious belief, raising their level of self-perception, and resorting to the use of economic resources to be of according to the occasion, in other cases does not flaunt their assets.

Within the family of high socioeconomic status, you can glimpse a significant presence of conspicuous consumption to distinguish themselves against others when it comes to goods that do not have access to the other, but it is essential to look at the brand, fashion.

Use of consumption as a way to establish relations social structure or status (statutory consumption): The family of low socioeconomic status, regarding the consumption of goods and relate especially with people of the same socioeconomic status have the same type of consumption of products that meet their basic needs especially.

For the family of high socioeconomic status, high appreciation of the statutory value of certain assets and brands, artifacts and clothing shows.

Using consumption as a way to generate collective identity, with a status different from the (identity consumption) basis: The family of low socioeconomic status, identity consumption compared to no differentiation with respect to consumer products, the need to prevail against the tastes and preferences they have.

The family of high socioeconomic status, provides a break between types of symbolic consumption, the presence of non-statutory consumer identity is evident in all aspects, both in clothes, and services, and even artifacts, beyond the need, relate the design with the lifestyle, and transmission of tastes from his family.

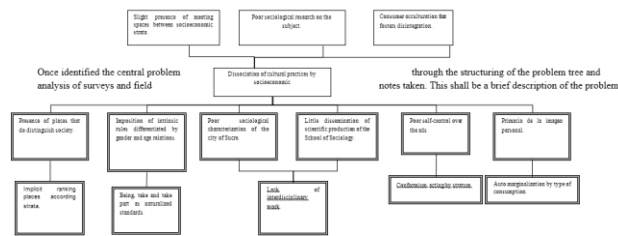
So the results were presented as responses emerged from the interviews and observation families based on the theories handled and corresponds therefore begin to develop inferences that can be drawn from all data.

### **Identification and prioritization of problems**

Faced with the results obtained from diagnosis and using the methodology of the problem tree has prioritized addressing the following issue that contributes to the development of the proposed action, which is:

The emerging information on sociological data to address social problems, changes, norms, behaviors, make this project outlines around the promotion of social scientific research center within a socio-economic studies to answer to local problems.

So this process difficult that the population start problematization processes while change processes that enable them to develop and to be protagonists already in development or in the development of your organization as an integrated society.



**Conclusions**

In this research we sought to understand what is behind the cultural practices of two families of high and low socioeconomic and what the meaning is of the consumption they have.

**Gráfico 2** Problem tree

Contrasting the results of the techniques used, is that a problem of dissociation, the effects of these are an exercise in attitudes and different behaviors that are influenced by income, and is developing it implied the habitus which is determined by the socioeconomic status, sense of belonging and thus the custom and participation at three levels (being part, have a party, take part) within the sucres society.

Among the causes that contribute to the development of this demonstration are factors both external and internal ranging from the valuation, self-marginalization and participation opportunities that can have you seeing themselves minimized by the problems presented, also have the issue of naturalization or "conformism" understanding this as the via to accept, meet and network with other strata so diverse; to make it acceptable, admissible and also for internizarlo and consider it as part of the "way of being in the world" (Montero, 2004). The development of this matrix allowed to describe the characteristics and interactions, directly or indirectly involved in the problem for which a solution is sought.

- Describing the process undertaken for this, in the first instance, have raised the objectives and established the hypothesis, methodologically applying the layout, outcomes and indicators that allowed warn the presence of distinct patterns were obtained, obtaining corroborating especially information that describes these cultural practices, conceptualizations, synthesized in the theories handled especially the French sociologist Pierre Bourdieu allowed understand the difference between habits that are determined by aspects of the order of the socioeconomic strata that are credited to finally know about this same look from the point of view of families and their sense of consumption.

- On consumer habits have to respect the symbolic consumption, that kind of consumption that prevail reasons profit or personal satisfaction resulted in the finding that the families represented in the sample, appreciate the symbolic value of intake and that consumption of vital goods, works as a driver of interaction and dissociation.

- The statutory consumption, that consumption based on the recognition and prestige class, by other was identified that there is a desire conscious and communicative, in the sense that whenever families buy or use something that allows approaching those considered "peers", and also functions as a barrier that distinguishes or be distinguished from those who are different.
- The identity consumption, one that is I subordinates intended to be identified from the rest, information was obtained that this aspect held sway in the family of low socioeconomic status, not that it matters a relationship of superiority or inferiority of class appearance piety and devotion contrasting the value of saving for goods by way of transaction for organizing activities.
- The functional use, this type of consumption which aims simply the personal satisfaction of needs, be they primary or sumptuary distinguished in the family of high socioeconomic need to buy things constantly arises for the simple purpose of having goods, covering the widest range of brands, according to quality, prestige or style.
- From the point of view of decision making, the thoughts and feelings of the families, was I denote that there is a variation in the interest of improvement and awareness to improve the precarious situation of life by the family of low socioeconomic status, unlike the other family whose thought and feeling was distinguished by stand and keep improving their income.
- On the way to work, it was demonstrated in both cases that have behavioral variability with respect to its environment and even less when they show in their same socioeconomic stratum.
- In the framework of cooperation and responsibility of families, a principle which the preponderant role of income in respect of social behavior influences the family of low and high economic income is obtained.
- From the affective, social and cultural relationship, if that low socioeconomic status rather highlights to as determining human values in their interrelation, emphasizing harmony, besides being aware of its reality; unlike the family of high socioeconomic stresses the primacy of the family environment and seeks to develop in an environment of equal status or higher that meets their economic aspirations.
- From the point of view of families as a social group, communication, action, and mutual relationship is stable among persons composing where the attitude and behavior result of its principles of responsibility to his family and do not try to dismiss the progress of others they trust to have the same behavioral attitude.
- That is why the theory of French sociologist Pierre Bourdieu, that economic capital of joining a pair of similar socioeconomic strata, while the dissociated, distinguishes, with parameters different behavior is supported.
- Recognize that studying habits to much more and also be able to draw interesting conclusions. This research can therefore be taken as a first approach at local level, consumption habits and cultural practices of distinction and / or attachment of families.
- Finally, compared to the results obtained in this investigation a proposal to create the Center for Socioeconomic Studies, encompassing the formation of a group of researchers, creating a space for research, collection and dissemination of socio-economic manifestations and is designed cultural practices in the city, starting with an overview, theoretical-conceptual.

Their function within the population, the scope and limitations; and the analysis of belief systems, traditions that are generated in the socioeconomic and cultural dynamics of the inhabitants. Thus these studies focus on the city of Sucre in his political-territorial division; focusing on socioeconomic, cultural dynamics generated and developed in its various areas, urban and rural centers that are part of the local context.

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