

## Studying the Cultural Backgrounds Effective on Modifying Water Consumption Patterns in Bushehr Province's Rural Areas

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**Abstract:** The water resource's limit in the country has led to implementing of the consumption patterns, planning and creating a new branch to the world of management entitled as "Consumption Management". For employing water consumption management, three methods of revising the technical & engineering basics, modifying the tariffs and laws, and spreading the culture and knowledge are selected by the water and wastewater industry officials. In this research, the effective cultural backgrounds in modifying the water consumption patterns in Bushehr province's rural areas are studied. Questionnaires were used to collect the data, distributed between 80 of the cultural organizations' employees and also related companies and 64 out of 80 questionnaires were returned, the 4 of which were eliminated due to inappropriate and unrelated answers and the rest 60 were analyzed using SPSS 16. The results showed that it is possible to correct water consumption patterns in rural areas by spreading the right culture and educating the people.

**Keywords:** Cultural elements/ Water consumption patterns/ Water dispensation/Bushehr province

### 1. Introduction

Iran is among the world's driest countries due to the lack of precipitation. In addition, the daily growth of the population and the descending number of the average water use per person, urbanism, and development of the agricultural and industrial sectors, the Eco systemic phenomenon, reduction of water and renewable resources, etc. have caused the water sector officials to pay a special attention to the control of water and the culture of proper and efficient use of it. Optimal management of water use is a part of energy management and can be effective in a broad set regarding the modification of water consumption and patterns, which also contribute to reducing the need for energy. The purpose of this study is the cultural observations about the optimal management of water use as well as identifying appropriate methods to meet the above-mentioned needs, which in this study the optimization method to reduce the water consumption in the rural areas are being focused on.

Basically, what these studies – modifying the water consumption patterns and cultural optimization- focus on, is identifying the cultural variables affecting consumption and then the instrumental, cultural, and behavioral strategies will be suggested. These strategies will certainly vary according to the local profile and will be influenced by the climatic conditions, and economic and cultural context of the region. Moreover, the demand function (consumption) of the drinking water includes variables like the "tariff", "pricing per capita", "the number of warm days in the year", "the surface area of the buildings", and "the hydraulic and hygienic specifications of water distribution", etc.

### 2. Research literature

#### 2.1. Culture

A system which contains all the beliefs, values, traditions and behaviors of the society to make themselves compatible with the world and with each other and they try to transfer it by

learning from one generation to another[1]. Bruce Cohen believes that culture is a group of religious organizations, languages, values, regulations of traditions, science and industries. He believes that official and non-official organizations such as schools and peer groups transferred it from one generation to another [2].

## 2.2. Consumption pattern

Consumption pattern of resources implies on the ways of knowing the resources, management of resources and using them in the country, states, districts, Organizations and institutions. Consumption pattern is the most desirable way of consumption in the society [3]. In other words, it should have a coincidence with religious norms and be rational and logical and the quality and quantity of the consumption should be optimized and based on individual and society interests [4].

## 2.3. Research hypotheses

By considering the fact that consumption pattern is known as stable behavior in society and these behaviors have cultural base and changing its base is not possible without changing the culture, the basic premise of this research is having a meaningful relationship between water consumption pattern and cultural factors.

Therefore, it's formulated to be in line with the basic premise of the following hypotheses.

1. The water supporters in NGOs can have Effective role in the promotion of proper use of water.
2. Beliefs and views of people have effective role in proper use of water.
3. Missionaries (Jome Imams and congregations) can help to promote the proper use of water.
4. Mass media can help to promote the proper use of water.
5. Teaching the proper use of water in schools can be helpful to promote the culture of optimized water usage.

6. Cultural activities, events and education about water supply system in rural areas can help to promote the proper use of water.

7. Making people familiar with the economic value of water and the cost of water usage can modify the pattern of water use.

## 3. Research Methodology

Research methodology is distinguished based on the nature and goal of the research subject. The target of this research is to investigate the factors and efficacious cultural backgrounds that result in reform of the water consumption pattern in rural areas of Bushehr province. Since this research is done through the study and data collection from rural culture, examining and identifying the cultural issues In addition to the conditions of related occurrences and analyzing those conditions and also behavioral observations and preparing questionnaires. In other words, the procedure utilize here is a field research or librarian survey in a form of questionnaires and sending the data to the provincial experts.

### 3.1. The Statistical Population

The presented survey is done in rural areas of Bushehr province. The statistical population studied here is comprised of all the experts working in this environment like IRIB Bushehr, Administration of Culture and Islamic Guidance, University of Applied Science and Technology of Bushehr, Education center of Bushehr Agriculture, Bushehr Regional Water Company and Bushehr Province Water and Wastewater.

### 3.2. The Sampling Method

A group of 80 experts and well informed authorities from IRIB Bushehr, Administration of Culture and Islamic Guidance, University of Applied Science and Technology of Bushehr, Education center of Bushehr Agriculture, Bushehr Regional Water Company and Bushehr Province Water and Wastewater formed the sample.

## 4. Data Analysis

The analysis of data based on the existing assumptions is as following. The statistical

analysis of the hypotheses is done by means of SPSS software version 16.

About 65 percent proclaimed that a group of water supporters may have an effective role in forming the proper way to use water.

### The first hypothesis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very high	8	13.3	13.3	13.3
	high	31	51.7	51.7	65.0
	low	12	20.0	20.0	85.0
	very low	3	5.0	5.0	90.0
	No comments	6	10.0	10.0	100.0
	Total	60	100.0	100.0	

### The second hypothesis

More than 64 percent believed that the cultural attitudes and beliefs of the villagers have a satisfactory effect on proper use of water; therefore, by improving those beliefs in the right and most efficient direction one can appropriately plan for future.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very high	18	30.0	30.5	30.5
	high	20	33.3	33.9	64.4
	low	11	18.3	18.6	83.1
	very low	6	10.0	10.2	93.2
	No comments	4	6.7	6.8	100.0
	Total	59	98.3	100.0	
	Missing				
	System	1	1.7		
	Total	60	100.0		

### The third hypothesis

Around 46 percent declared that missionaries cannot affect the cultural attitude of people about the efficient use of water as it presented in the following frequency table.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very high	8	13.3	13.3	13.3
high	20	33.3	33.3	46.7
low	17	28.3	28.3	75.0
very low	13	21.7	21.7	96.7
No comments	2	3.3	3.3	100.0
Total	60	100.0	100.0	

#### The fourth hypothesis

More than 52 percent of the respondents stated that the mass media plays an important role in formation the right attitude towards efficient use of water.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very high	4	6.7	6.7	6.7
high	27	45.0	45.0	51.7
low	20	33.3	33.3	85.0
very low	6	10.0	10.0	95.0
No comments	3	5.0	5.0	100.0
Total	60	100.0	100.0	

#### The fifth hypothesis

More than 81 percent of the respondents expressed that the proper way to use water should be started from the schools and kindergartens since it brings the most desired effect in saving water and also reducing water consumption in society.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very high	27	45.0	45.0	45.0
high	22	36.7	36.7	81.7
low	7	11.7	11.7	93.3
very low	1	1.7	1.7	95.0
No comments	3	5.0	5.0	100.0
Total	60	100.0	100.0	

#### The Sixth hypothesis

More than 45 percent of the respondents find the activities and public cultural and educational programs of the related organizations useful to save and consume water more efficiently.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
very high	3	5.0	5.1	5.1
high	24	40.0	40.7	45.8
low	22	36.7	37.3	83.1
very low	8	13.3	13.6	96.6
No comments	2	3.3	3.4	100.0
Total	59	98.3	100.0	
Missing				
System	1	1.7		
Total	60	100.0		

### The seventh hypothesis

More than 62 percent of the respondents stated when the cost of water supply is made clear for all people then they care more about saving water.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
very high	12	20.0	20.3	20.3
high	25	41.7	42.4	62.7
low	14	23.3	23.7	86.4
very low	5	8.3	8.5	94.9
No comments	3	5.0	5.1	100.0
Total	59	98.3	100.0	
Missing				
System	1	1.7		
Total	60	100.0		

## 5. Conclusion and Suggestions

The goal of this survey is to investigate the cultural backgrounds and factors improving the water consumption patterns in Bushehr province. The result of this research indicates that the outcomes of building cultural attitudes and informing the public with a suitable cultural

approach to improve water consumption patterns in rural areas of Bushehr province could be achieved. In other words, specially planned cultural programs can play an important role in effective water consumption. Some suggestions concerning water saving and optimizing water consumption were presented in this research:

In order to make water consumption more efficient in agriculture, industry and also the amount of drinking water, adequate informing and awareness to the public and establishing special centers that select the most responsible union who respect the water consumption pattern; in addition to, encouraging those who follow the regulation will be helpful. Therefore, with public assistant regarding efficient water consumption not only helps the economy in agricultural and industrial areas but also save water resources for the next generations. Deterrent laws and restricting regulations, supporting by legal authorities can save water resources. However; for the best expected result, these activities required consultation and cooperation of all administrative and social groups. One of these rules is to restrict the specific area for utilizing surface water or even groundwater.

Public education and giving awareness through mass media like TVs should be provided by making appropriate, rich and purposeful programs with regard to each social level concerning the conditions of the country and rural areas of Bushehr which result in making the right cultural attitude among people. In this way, the families believe that overuse of water is not acceptable. In other words, the media help the families to act as a cultural school.

In household water consumption, the women should be trained and play a key role in managing the conditions. Regarding their role in the house, they consider one element of wasting water. To remove these problems women should learn the right and efficient ways to use water. Moreover, with the help of government and by providing appropriate taps and other tools, wasting water should be avoided. It seems that, in order to achieve its goal and reduce the water consumption, the government should make some investment and provide the taps with fewer prices in addition to making attitudes toward saving water. To ensure the implementation and effectiveness of the policy, regular examination through inspecting the water bills randomly. Public relations sections put their priority on the cultural activities and avoid ineffective actions. Since, in some cases these sections act as agent to

promote the manager instead of making the cultural attitudes.

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