

# **Influence of Socio-Cultural and Economical aspects on Architectural Taste with relevance to Real Estate Development**

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## **Abstract**

Taste is perceivable in various ways by different people due to their socio-cultural and economic backgrounds. Particularly, taste in the built environment is predominantly associated with the living, working, or visual experiencing a building. This paper investigates the influence of socio-cultural and economic factors on the development of architectural taste. The main objective of the study is to identify and examine the influence of socio-cultural and economic factors on the formation of taste in the built environment.

The methodology adopted for the study is a comprehensive review and content analysis of existing literature on the subject. The combination of statistical data and qualitative insights from studies already conducted relevant to Aesthetic taste and Architectural taste were considered as the main sources of information. Conclusions were developed through scrutinizing and critically analyzing the gathered data and information. The study clearly shows that the socio-cultural factors such as social class, religion, education, occupation and place of residence, demographic factors such as sex, age, and economic factors such as financial status and

demand are related to the issue making different levels of influences on architectural taste. Based on the main findings of the study, it is recommended that architects and policymakers should pay attention to the socio-cultural, economic as well as demographic factors of the occupants to achieve residential satisfaction in real estate development.

Keywords: Socio-Cultural factors, Economic factors, Architectural taste, Real Estate Development.

## **1. INTRODUCTION**

The aesthetic preferences or taste is affected by many factors. The influencing process on aesthetic judgments has been studied from different standpoints such as evolutionary, historical, cultural, educational, cognitive, biological, individual, personality, emotional and situational (Jacobsen, 2006, 2010). The studies also include individual characteristics such as age, sex, and level of education. Taste change with the development of knowledge and capabilities. It is affected by social emotions, beliefs, and values (Tekel et al., 2016).

The objective of this paper is to identify and understand the impact of specific socio-cultural and economic factors on architectural taste. The study focused on attention specifically on real estate developments.

In seeking to extend the reach of sociological research beyond this relational account, this paper investigates how taste is affected so radically by Socio-cultural and economic factors regarding Real Estate Development.

## **2. METHODOLOGY**

The research methodology developed was a mixed approach involving an analysis of secondary sources. The literature includes academic works such as online journals, databases, reports, research articles, and books. The mixed approach allowed in combining both qualitative and quantitative methods in the research. This strategy addresses some limitations in contrast to single methodology research (Creswell & Clark, 2017). Hence, this approach has contributed to this study by strengthening it by making the finding more reliable. (Hesse-Bieber, 2010). Furthermore, the mixed methodology allowed a range of finding to be

drawn together (Gravetter & Forzano, 2011). This is important because of the lack of resources available for the study. A primary, on-location study on the influence of socio-cultural and economic factors on architectural taste about real estate developments over a long period would not be possible.

Only the literature based on empirical studies were indented as sources of information for data. The combination of statistical records and qualitative insights from research studies in the area relevant to aesthetic taste and architectural taste. Initially, around 50 existing literature sources were identified as relevant to the study. The screening of all identified preliminary literature based on the comprehensiveness, intensity, and contribution leading to effective conclusions on lead to a selection of academic articles as case studies for this study.

### **Architectural Taste**

Two meanings of taste have been derived in philosophical aesthetics: a sense of recognizing different aesthetic properties, and a metaphor for an immediate pleasure connected to judgment (Townsend, 2001; Cohen, 2004 as cited in Kwon, 2007). No matter taste is perceived in different ways, it is indeed a part of life that is personal and pleasurable. Expressing tastes of styles as well as discerning taste in architecture is not simple. However, it does not imply that taste is killed by modernism (Oppong & Solomon, 2014). The idea presented by Scott where architecture exists on unrelated habits or half-truth could be accepted when analyzing the above notions. The justification for this is that no design should be completely rejected or no design should be completely accepted. Therefore, the judgment of a design is given in between. It is understood that the idea of taste is grasped with the basis of judgment too. For instance, the perception or the imagination of a designed model of a house is not similar to the actual house where people live. Simply, the observation is different than the experience. Imani and Zafarmandi also supported the idea that this judgment will not be the same. It depends on the type or style of construction. Based on the function or classification, Architecture can be considered as great or good or average or ordinary or bad. The observation

of the building should also be done with visual sense and qualities such as shape, size, and decorations to make it more attractive(2017).

Criteria for taste depends on interest, attractiveness, pleasure (Guiton, 2012), or creativity. However, the question is that how we judge or choose one design or construction from many options. Irrespective of the aspect of art and functioning, something is beyond the images produced in someone's mind. Therefore, various factors could affect judgment except for quality or visual perception (Scruton, 2009; Saunders, 1999). Taking this into consideration, it can be identified that taste is something far beyond pleasure, satisfaction, or attractiveness. Some other factors such as the experience of living in the building, education, architectural knowledge, morality, different religious beliefs, and political views are playing a role in influencing the taste related to architecture (Scruton, 2009). Evaluation of architecture comprises of awareness, design factors, and flexibility. Hence, choice, judgment, and evaluation surfaced two-folded in terms of architectural taste. In terms of aesthetics, the valley of art depends on visual delighting, evaluating, and criticizing. Even though the process is realistic and reasonable, practicing it is not easy(Imani & Zafarmandi, 2017). Taste in architecture was governed by the rule of taste. Since it was unattainable, building against the rule was considered bad practice(Watkin, 1984).

### **Factors which influence architectural taste**

Bourdieu's theories of the distinction of taste are identical and noticeable in almost every field and class in society (2002). These surpass freedom, individuality, and society into thoughts, perceptions, expression, and actions (Bourdieu, 1992). They were not extensively applied in the field of architecture since architecture was considered as a highly intellectual discipline according to the belief of Bourdieu (Rooksby, 2017) but he studied space. While it was argued that the distinction changes over time according to the formally maintained aesthetic standards in operation. For instance, buildings such as museums and theatres subject to change with the level of education and practice. Social classifications in cultural settings cannot be glued to the stratification of taste whether it is good and bad, whether it is high and low goes beyond differences. This may be

because the same person hold tastes for various kind of aesthetic elements or artistic objects (Korsmeyer, 1976). Bourdieu's suggestion that modern tastes crave for architecture is fairly realistic although he was concise by the means of architecture. In the aesthetic nature it could not be neglected (Bourdieu, 1984). However, the social class-distinction of highbrow, middlebrow, and lowbrow should not be the only concern. As Le Corbusier; a pioneer of modern architecture stated "architecture is of morality; lack of truth is intolerable, we perish in untruth" and the importance of taste in different people in generating sustainable architecture and planning has been emphasized by Le Corbusier's Chandigarh (1925). Although he attempted to create a policy taste in Chandigarh, called the "Statutes of the Land", it was very prescriptive. Therefore, it was inevitably failed as it was overly non-consultative and imposing. Excessive powers to "the Chief Architect" was given by the Statutes of the City of Chandigarh(Chandigarh College of Architecture, 2002). Le Corbusier was unsuccessful in realizing that a house is a demonstration of personal taste. Conversely, it is an architectural representation of personal status and personal obsession. Similarly, it is considered to be a significant sociological statement and therefore it cannot disregard easily (Bhatia, 1994). With all the undetermined and ambiguous discoveries, none of the architectural theoreticians as well as the theories was successful in the attempt to come clear in terms of taste. The same idea has been interpreted by Bernard Tschumi (1994), Oppong and Solomon (2014) while stating that trying to experience pleasure in architecture was debauched. All the concept of taste is inevitably important in architecture while taste and beauty are fleeting and exclusive. Information from sociological and cultural settings is demanded by taste since there are causal relationships between tastes and sociological settings. Similarly, the cultural context also plays a vital role, as the taste is affected by social construction of denotations in a particular language.

### **Socio-Cultural Factors**

Perspectives of the conventional design of architects could be enriched by the awareness of social and cultural determinants. It would also support sustainable and ecological development considering that this is reflected in the conceptualization of housing design(Perkins et al., 2002). Designing

of the dwelling unit and the settlement is affected by socio-cultural characteristics and the lifestyle of the residents (Oren 1996 as cited in Gopinath & Kulkarni, 2014). Since architecture has emerged as a social phenomenon of culture and a reflection of thoughts of humans along with space, aesthetics, and culture of different societies, architecture is considered to be proportional to the changes in the arenas of life and art. Similarly, the culture and art were reflected in the architectural style of each (Khalilifar, et al., 2013 as cited in Askarizad, 2019). Social capital is considered as the combination of the actual or possible resources connected to the tenure of a network of innovative relationships that are durable and simply understood as connections. In terms of collection, it is when support is given to members of a group with mutual relationships (Bourdieu, 1984). Associations, common values, and understandings that affect people to work together are referred to as social capital. And these relationships among persons affect and influence skills, values, norms, taste, and behavior. Under this definition, several sub connections of social capital can be identified such as social class, religion/beliefs, Age, and Sex, which vary among these groups and Architectural taste is affected by these factors which are further discussed.

### **Social class**

Bourdieu writes that social class is not defined by a property nor by a collection or chain of properties such as sex, age, social or ethnic origin, and income. Social class is defined by the structure of relations between all the relevant properties which give a value and to the effects they apply (Bourdieu, 1984). He did not explain which “structures of relations” or what properties to be used in classes. Therefore, it is not informative in invoking relations among them (Riley, 2017).

The social commonality is a component of the perception of taste. However, the commonality which is not conceptual lies far beyond first-hand components utilizing the assumption of common sense. “Sensus Communis,” explained by Kant conveys the idea of a communal sense. Judgment is not merely actual which is subjective and also link to the judgment of others. Mostly, the matter is that the representational or the abstract state derived from the limitations depends on our judgments such

as attending exclusively to the formal individualities of his representation and sensation. Sensus communis is supported from probability, not from reality (1952). According to Bourdieu, Oaesthetic taste was designated as highbrow (dominant class), lowbrow (low ebb of the cultural or economic culture which is the popular taste), and middlebrow (middle class). Aesthetic importance is not claimed in this designation since habits are only a representation of the real taste. He further argues that this designation is not constant as it changes through education and practice along with formal aesthetic standards operationalized through objects (Bourdieu, 1990 as cited in Oppong & Solomon, 2014). High social status is affirmed by the dominant classes using the cultural forms sacred by institutions where they possess authority. Legitimate cultures are formed by socialization and education while popular or illegitimate cultures are formed by repugnance. For example, cosmetics, clothing as well as home decorations pave the path to experience and uphold a rank in social space (Bourdieu, 1984). According to the general notion of Bourdieu, a “taste for freedom” expressed in its aestheticizing and detached relationship to culture is possessed by the dominant class, defined loosely as consisting of those high in cultural and economic capital. The dominated class, a “taste for necessity” implied in an attachment to concrete and tangible objects is possessed by those low in total capital (Swartz, 1997, as cited in Riley, 2017). Bourdieu believes that “taste” is the means of identifying class distinction. He argues that these differences are most obvious in everyday routine. Choices such as the taste of food, furniture, clothing, etc. are representatives of pure taste. For example, children of a lower social status like “plentiful and good” meals while those of higher status go for “original and exotic” (Rahimi & Bose, 2018).

### **Social class and Architectural taste**

After Modernity in the Sri Lankan context, unlike Europe, the majority of designs were transferred to vernacular built tradition. A fusion of vernacular and grand design tradition was adopted by the hybrid elite in Sri Lanka, about privileged socio-political and economic status related to global trends. The cultural identity of Sri Lankans was represented by the architectural tradition. As well as elite housing types of the colonial period were replaced by Neo-regionalism; Modern Regional Architecture for the

Tropic. Newly formed modern architecture was a result of the transformation of the taste of people representing the elite stratum. To receive public acceptance, the elite domestic realm became the steppingstone for the established tradition. The tradition that pioneered the notion of the nation was used by the masse which was artificially epitomized to acquire a degree of familiarity into the Neo-regional equation, colonial architectural traditions, and also the Modernist avant-garde (Wijetunga, 2015).

### **Religious practices / beliefs**

Taste is far more than the pleasure and satisfaction since some factors such as architectural knowledge, education, and experience of living in the building are connected with morality, religious beliefs, and political views (Scruton, 2009). Religious beliefs differ from one religion to another. Rituals are symbolic and recurring behaviors performed in the same way and order overtime (Rook, 1985). These religious values assist in what/when/which to consume. A relationship between religious values and reciprocity (Graham & Haidt, 2010), volunteerism (Penner et al., 2005), self-control (McCullough & Willoughby, 2009), and giving (Peifer, 2007) were found by previous researches. Religious values define what kinds of consumption behaviors are accepted and not is along with a sense of need to belong, identification, and affiliation (Ysseldyk et al., 2010). It was established that behaviors aimed at restoring self-esteem (Leary & Baumeister, 2000) including consumption behaviors having membership with a social group can be triggered by social exclusion (Mead et al., 2011). While art is affected by religion, it is believed that religion is affected by art too. Over the years, the human taste is affected by religion. The set values, beliefs, and doctrines that guide the behavior of people in a group are referred to as Religion. These values and beliefs as set by a religious group have an impact on the demand and consumption behavior of people. Therefore, religion was found to have an impact on consumer behavior by influencing seasonal demand for commodities. In many religions, there are occasions and events that believers partake (Daas, 2019).



### **Religious practices/beliefs and Architectural taste**

Religion/beliefs play a major role in aesthetic judgment/taste from olden times. Not only in religious places but even the dwellings of ordinary people are influenced by their religion/beliefs. The architecture of the Maurya and Sunga period was processed connected with natural beauty representing animal and botanical style (Figure 1). For instance, the early capitals reproduced by Percy Brown showcase the attitudes towards the natural beauty of the Buddhists. Each pillar was decorated with a complicated group of horses, elephants, lions, floral and foliate designs. They resemble the motifs of the pillars in the mansions of heaven which were created by merit that had been collected in the previous life such as planted trees and made gardens in this world. This is true for the eco-philosophy of Buddhist art and there is a network of environmental components interrelated with each other based on the cause and relationship. The individual sees the things surrounding him where he stands on. Those may be things near or far away. Life organs touch them. Then he views his surroundings. Early Buddhists were often close to nature. Environmental attitudes disclosed in art products have come naturally with his philosophy of life(Jayawardena, 2015).



## **Age**

Human taste is rather unstable at all stages of life: aesthetic preferences are quite unstable in early childhood; become increasingly stable in young adulthood, and then gradually become less stable in later adulthood. The popular impression that young adults are fickle while children and older adults are set in their ways and results are consistent with the idea that human aesthetics is rooted in cognitive control. As it suggested an inverted U-shaped relationship with age: aesthetic stability tends to increase with age until early adulthood, where it begins to decrease gradually until the end of life (Pugach et al., 2017).

## **Age and Architectural taste**

Architectural taste varies with the age. When designing specific buildings such as kindergarten, school, elderly home, universities, etc. different approaches are used since architectural taste is different in each stage of life. The use of visual tools like the color is important to create psychological relief for children. The color scheme and the interior design of the children's living surroundings are very effective in their morale and relief psychological them. According to the child's development and its different needs in different age periods, the child space must be designed in such a way that meets the spiritual and physical needs of the child and helps the growth and creativity of him/her (Ghasemabad and Sharifabad, 2017). It is hard to identify the child's taste as illegitimate or legitimate, but a child's aesthetic preferences are highly considered when designing a space for children. Creating innovative ideas, but also researching and recognizing user needs, reliable, knowledge-based co-creation and co-designing with local communities, educating and persuading to new solutions are the architect's main roles and tasks in the context of contemporary challenges of the architecture of elderly-friendly sustainable smart cities. In regards to the aesthetics and appearance of buildings and urban space in a smart city friendly to seniors, solutions for wayfinding issues are 'urban functions-characteristic and easy to recognize; automatic signaling informing about the location of, e.g., the entrance zone; cleaning up visual information, in particular from advertising; a clear description of streets and districts; identification of individual residential buildings, color-coded staircases and building entrances; murals—characteristic and

acceptable'. And also the need 'to keep the spaces open, to maintain private and semi-private areas; to use calm colors; bright, well-lit rooms; natural materials, cozy interiors, and balconies, and to use balustrades that give a sense of security, not fear.' All in all, the ideas were very conservative, already known and rather ordinary. More innovative ideas such ideas as: 'personalized building facade-automatic signaling sensors; goggles-lenses that allow you to adjust the style of the facade to your taste; a paint that changes color; changing eco-facades made of Nanorobots' also can be implemented (Tymkiewicz, 2019).

### **Sex**

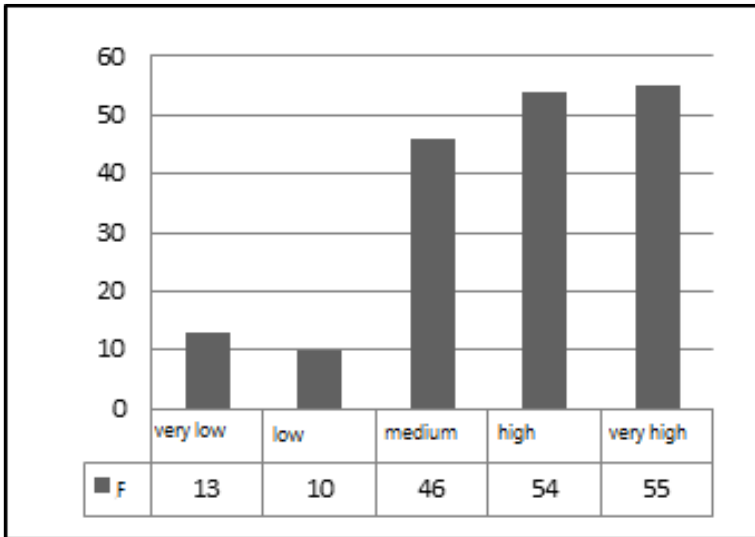
Sex is 'one of the most powerful classifications' for Bourdieu and that he chooses his early ethnography in Algeria for inclusion in his *Masculine Domination*(2002), as among the Kabylia at this time there existed 'practically no other form of social differentiation. For Bourdieu, it is the social construction of femininity and masculinity that first 'shapes the body, defines how it is perceived and thus determines an individual's identity (Krais, 2006). The opposition between male and female is realized in posture, in the gestures and movements of the body (Bourdieu, 1999 as cited in UKEssays, n.d.).

**Architectural taste**A significant relationship between sex and the extent of visual-spatial elements has been found in this research. Apart from that, a significant difference between the perceptions of different visual elements was found. According to the findings, the percentage that women expressed regarding the identification of individual's taste in architecture concerning personality and social behavior showed that 55 % to a very high level, 54 % to a high level, 46 % to a medium level, 10 % to a low level, and 13 % to a very low level can identify individuals taste concerning space architecture through their personality and social conduct (figure 2) (Lelhaj & Moosavi, 2015).

Figure 2: Women's view regarding identification of an individual's architectural taste through personality and social behavior

Source: Considering the Effect of Sex on women's Understanding of Architectural Spaces by Lelhaj and Moosavi (2014)

## Sex and Education



According to the differentiation of Bourdieu, cultural competence can be differentiated between inherited capitals which refers to the social origin along with acquired capital which refers to education. Important sites of cultural capital were listed as formal education, social origin, and adult experience. Social origin intends to nurture that affects primary socialization. Some of the factors associated with social origin are clothing, food, and furniture. In addition to the sites of Bourdieu, education, and occupation of the participant and father were considered as indicators of family nurture by Holt to rate cultural capital (Bourdieu, 1984).

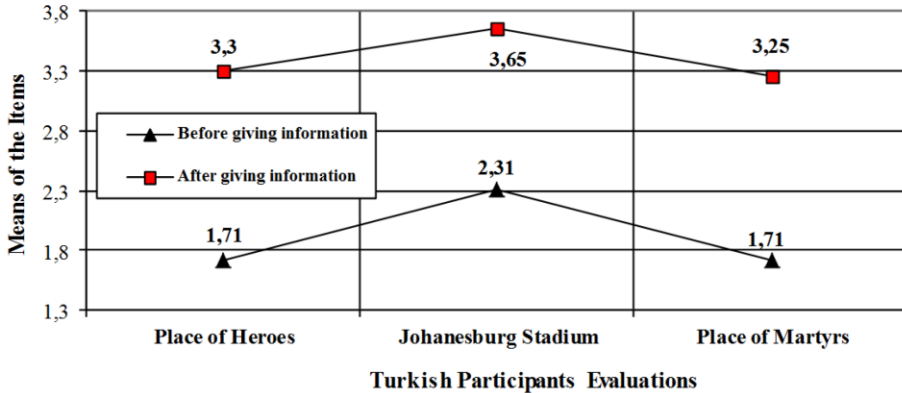
Not only differences in cultural consumption between classes and groups with different cultural capital, but also the route of cultural capital forming social origin and educational capital were demonstrated by Bourdieu (1984) Taste is influenced by the social environment where a person is brought up. As an addition to the points stressed out by Bourdieu, Holt (1998) was able to list down some cultural influences in the social environment such as the nurture of people who belongs to well-educated parents where cultural skills are required in their occupations, relationships with the members of families who are alike as well as the

educational background which entice cultural elites. At the same time, knowledge and skills of abstract thinking and communication with the symbolic creations are some of the areas where attention should be drawn to when considering “taste” in an architectural setting (Kwon, 2007). Aesthetical perception differed as it hanged from person to person, that aesthetical perception differed with education and training, the cultural environment where the person subsequently lived and it would succeed by being able to raise individuals whose aesthetical perceptions were strong and different, from the aesthetic training provided from childhood (Gökay & Demir, 2006). Much more was gained with education and training. Besides, culture and environment affect the aesthetic liking level of humans (Wang & Ishizaki, 2002). The variables of the factors that were determinative in the aesthetic values were distinguished, not only in different cultures but even in the same cultural environment. The main reason for this difference is “education” because one of the most important elements for determining the liking judgment is education, especially aesthetic education that it is a prerequisite for understanding art and its assessment (Göğebakan, 2012).

### **Education and Architectural Taste**

A study was conducted by Tekel et al., (2016) to examine the opinion of viewers on aesthetic judgment related to individual feeling. Carefully chosen samples were composed. The first group comprised African professionals such as architects, urban designers, and planners as well as laypersons who were aware of African culture and design elements. And the other group was composed of Turkish architects and laypersons who

were not aware of African culture and design elements. According to the results (Figure 3), differences in liking rates between African and Turkish Participants were established. The group of Africans was more impressed by symbolic structures, their cultural effects than the Turkish participants.



**Note:** Means of the variables listed between 1-5 (large numbers are positive responses).

However, after the Turkish Participants were informed deeply, they were also impressed too. Their aesthetic liking rates increased with the

Figure 3: Differences in aesthetic evaluation before and after giving introductive information about structure

Source: The Role of Symbolic Architecture on Aesthetic Judgment: A Cross-cultural Investigation on the Perception of African “Calabash” by Tekel,

appealing of judgment levels of the group of Africans. It has been found that the understanding of desired actual meaning related to the cultural differences and symbols in structures affect aesthetic judgment. Further, it was suggested that culture is the most important factor contributing to aesthetic judgments. Consequently, aesthetic judgment is depended on the result of the interaction of subjects-objects and the person’s feelings as well as the culture. The findings obtained by the study assumed that the opinion that there should be changes in the aesthetical judgment when the level of knowledge is increased.

### **Occupation/Profession**

Occupation is related to consumption, habits, and indicators of dispositions inconsistent with Bourdieu's most perceptive interlocutors. Very little evidence has been demonstrated by Bourdieu to prove that different classes as specified by differential possession of economic and cultural capital result in different habitus.

### **Occupation/Profession and Architectural Taste**

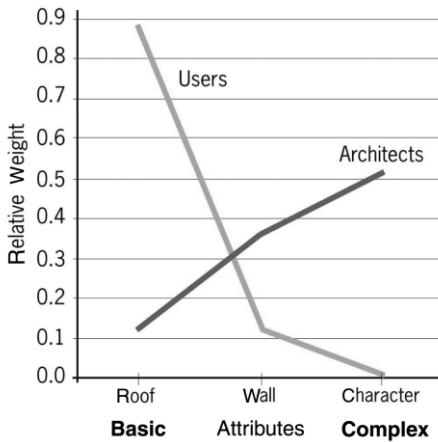


Figure 4: Relative Weight Attached to the Basic and Complex

Source: Reconciling the Architectural Preferences of Architects and the Public by Fawcett, Ellingham, and Platt, (2008)

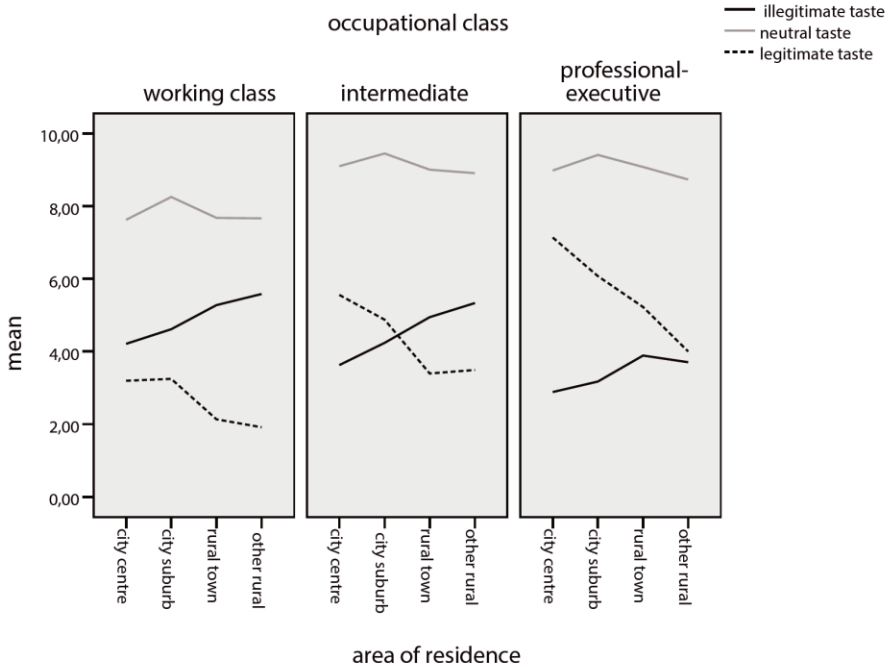
There are not any directly related studies conducted about the occupational relationship with architectural taste. (Fawcett et al., 2008). discusses Architectural preferences of Architects and the public. The survey findings are consistent with the proposition that the three attributes used for the definition of design types can be ranked from “basic” (roof shape) to “complex” (architectural character), with the basic attribute being most important in the preferences of laypersons/users, and the complex attribute most important to the connoisseurs/architects. This pattern (Figure 4) is evident in a chart showing the relative weighting of the three attributes by

the participant groups. The survey images were intuitively classified as “weak” and “strong” concerning the attribute “architectural character” by architecturally trained researchers who did not participate in the survey. Although the survey showed that this attribute was very important to the preferences of architects, it did not explain what gives a building a strong architectural character. The explanation may be unnecessary: de facto it is whatever is esteemed at a point in time by the architectural profession. However, the lack of an explicit definition hinders communication between architects and the rest of the world.

### **Place of Residence**

Relationships involving the variable & place of residence manifest not only the effect of cultural supply, linked to the density of objectified cultural capital and so to the objective opportunities for cultural consumption and the related reinforcement of the aspiration to consume, but also all the effects of the unequal spatial distribution of properties and their owners (e.g., possessors of high educational capital) (Bourdieu, 1984). When observed in the light of the residential area, degrees of the legitimacy of taste are evident in all occupational groups (Figure5). Legitimate taste is in general associated with living in cities, especially city centers. Legitimate taste is lowest amongst those living in rural areas. This strong difference between residential areas, however, is strongest amongst those in the professional-executive group; amongst workers, the residential area does not matter very much. One could imagine that this is related to the fact that the professional executive classes living in rural areas are agricultural and small-scale entrepreneurs more often than their urban counterparts, while the professional-executive group in bigger cities is dominated by high ranking civil servants, business management, and so on. This shows clearly the roughness of the variable measuring





occupational category: In the end, the categories are formed internally by rather heterogeneous professions. Interestingly, in the distribution of illegitimate taste in light of residential area, the professional-executive class does not seem to differ from other groups in the same way: In all occupational groups illegitimate taste is slightly more common in rural areas than in urban areas (Gronow et al., 2016).

Figure 5: The three legitimacy related tastes according to area of residence and occupational class (means)

Source: Legitimacy of taste and "good" taste by Gronow, Purhonen, & Heikkilä (2016)

### Place of Residence and Architectural Taste

According to the findings of the study conducted by Rostami and Shalheh (2018), the new architecture of buildings and the physical layout results in alienation and lack of participation of indigenous people in designs. Appropriate settlements were required according to the ideas of researchers where happiness and perfection are achieved by humans as

they believe that life, build, grow, and develop are synonyms. Similarly, urban architecture is imitated and influenced by rustic architecture without following the norms and customs of rural culture. This leads to visual confusion and lack of coordination housing with his floor and also causes creation the of social, cultural, ecological, and economic damage. Buildings constructed by the Housing Foundation has nothing to do with rural life, although the strength of buildings and compliance with health care has been causing some satisfaction. But cultural factors, economic factors, lack of comfort due to new housing conflict with their beliefs, lack of harmony with the environment and local architecture, eliminating many components in new housing spaces. The attention to vernacular architecture is effective in increasing the quality of physical construction. As suggested by the village residents, security, dependency of residents to the village, tradition, and culture of the region, have most affected by the persistence of residents in the village and their consent (2018).

### **Economic Factors**

Age, gender, educational level, tenure status, and household income are identified as factors that influence participation in housing management (Yau, 2011 as cited in Fakere et al., 2017). Tenure status and income level influence residents; participation in community-led infrastructure development (Bremer & Bhuiyan, 2014). It is possible to convert Economic capital into money, manifest in family income and wealth (Akerhielm, Berger, Hooker, and; Wise, 1998; Ellwood and; Kane, 2000; Orr, 2003; Paulsen and; St. John, 2002 as cited in Ra, 2011). Under the classification done by (Throsby, 1999) from the economic perspective he discussed physical capital (the stock of real goods), human capital, natural capital, and cultural capital. Gary Becker further extended that human capital can be acquired by investments in education, learning training, or practicing. Consumer knowledge was utilized as human capital. An alternative interpretation of consumer behavior was provided in the lifestyle analysis of Holt (1998). Additionally, Ratchford (2001) insisted that consumers are disposed to keep a tight rein on consumption areas that they are specialized in since it is more efficient, and cheaper. Economic capital is defined by material assets which can be converted to money immediately and straight and it can be in the form of property rights

including all types of material resources such as financial resources, lands, and properties owned (Bourdieu, 1984). The movement in the direction of artistic autonomy rapidly increased due to the Industrial Revolution and the Romantic reaction. The mass production via quasi-industrial methods such as the serialized story contributed to the development of authentic cultural industry under the extension of the public as a result of the development of primary education. Hence, this transformed new classes into consumers of culture. The development of the system of cultural production is followed by a process of differentiation caused by the diversity of the public at which the products are aimed by different categories of producers. Symbolic goods are two-faced such as commodities and symbolic objects. Although the economic sanction can act to reinforce their cultural consecration, the commercial value and cultural value specifically remain relatively independent (Bourdieu, 1984). The relations between habitus and practice are explained by Bourdieu's sociological understanding of taste. Consumption daily such as picking out food, clothes, hobbies, music, and painting has been taken into account as practice and taste which is a function of habitus (Swartz, 1998). Pointing to two types of consequences of habitus which are adaptation and distinction, the taste is considered to be function of habitus. Quite the reverse, practices often could be seen as a functional adaptation to the requirements of objective economic conditions. Those necessities or requirements are converted into a virtue by Habitus (Bourdieu, 1984). Economic and social inequality is legitimized in habitus providing a practical of the fundamental conditions of existence, (Swartz, 1998). Bourdieu's concept is based on tastes or preferences. Preferences are expressed as specific attributes of the various societal participants that both unite and differentiate regarding any specific phenomenon, such as a market for art production, where the market can be considered from a consumer or a producer perspective (Bourdieu 1979/2004; Bourdieu 1992; Bourdieu 1996 as cited in Vigerland & Borg, 2018). As per Bourdieu (1984), the taste is organized by habitus with the idea formed by the conditions of existence. Practices conditioned by limited economic resources are reflected by consumption patterns such as distinguishing whether where to spend more and where to spend less, allocating money, and development of taste for a classic appearance. Financial management

leads to increased satisfaction with appearance using limited disposable income to middle- or upper middle-class consumers.

“Taste” is mainly about being “of one’s nature” which means naturalizing class differentiation. Further, it is about demonstrating and justifying class distinction affirming economic power. Tastes of the working class serve as a foil anchored in well-established aesthetics. As a result of the confirmation of economic power and economic freedom, the sense of taste embraces acceptability and superiority (Lui, 2012).

### **Financial Status**

Financial status means the level of income into which applicants are categorized for purposes of determining the extent of their eligibility to receive financial assistance or the condition (financial or otherwise), business, assets, properties, or operations of the person in question (Law Insider, n.d.).



Figure 6: Prevalence of the three legitimacy related tastes according to monthly household income and occupational class (means)

Source: Source: Legitimacy of taste and "good" taste by Gronow, Purhonen, & Heikkilä (2016)

As Gronow, Purhonen, & Heikkilä analyze the differences according to the monthly household income in the degrees of the legitimacy of taste are rather stable across occupational classes (Figure 6). Interestingly, however, this shows that income level has its distinct significance for the legitimacy of taste, independent of occupational category. Most importantly, legitimate taste increases in accordance with household income in all occupational categories. Thus, workers living in higher-income households have slightly more legitimate taste than the average respondents of intermediate occupational categories living in low-income households; likewise, respondents in intermediate categories living in higher-income households have more legitimate taste than respondents in

high occupational categories with low incomes. Legitimate taste increases hand-in-hand according to income in all occupational categories; similarly, illegitimate taste decreases hand-in-hand with low income in all occupational categories, although this is more evident amongst workers than in other occupational categories (2016).

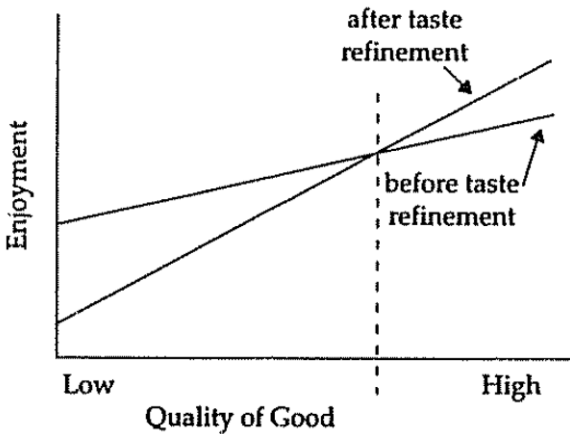
### **Financial Status and Architectural Taste**

“We are fortunate in being compelled to use mud brick for large-scale rural housing; poverty forces us to use mud brick and to adopt the vault and dome for roofing, while the natural weakness of mud limits the size of vault and dome. All our buildings must consist of the same elements, slightly varied in shape and size, arranged in different combinations, but all to the human scale, all recognizably of a kind and making harmony with one another. The situation imposes its solution, which is perhaps, fortunately, perhaps inevitably a beautiful one” (Fathy, 2000). Architecture should be understood as an integral part of a bigger system, as an element of the economic development process, technological progress, and social changes. French philosopher Henry Lefebvre conveys that current economic circumstances lead to the urban environment. The space is subject to constant redefinition caused by continuous market conditions. Currently, the relations between humans and their environment are extremely significant. The more professionally we influence a consumer the more effectively we achieve our strategic economic aims. It seems that architecture becomes an inherent element of the economic strategies constructed to trigger off a definite financial result. Architecture – as a device ample with the expression means - supports creating competitive advantages. Although the form and function remain two important architectural criteria, the more significant factor in architecture valuation is its impact on the personal development of the average individual consumer (Piatkowska, 2012).

## **Demand**

Figure 7: Refining Tastes

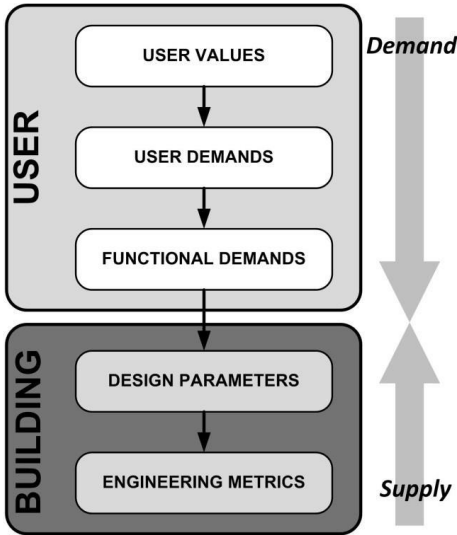
Source: Predicting and indulging changing preferences by Loewenstein and Angner (2003)



Demand can be referred to as is the degree to which consumers need to buy a product. Economic theory holds that demand consists of two factors: taste and ability to buy. Taste, which is the desire for a good, determines the willingness to buy the good at a specific price. Ability to buy means that to buy a good at a specific price. An individual must possess sufficient wealth or income (Whelan & Forrester, 1996). When the demand increases, the quality of the good decreases and it led to illegitimate taste. Loewenstein and Angner (2003) mention refinement briefly in their discussion of endogenous preference changes. They define it as increasing one's appreciation for higher-quality goods or experiences (Figure 7). According to them, the habit has a deterministic effect on utility. The effect of refinement on overall utility, however, is unknown, since refinement, so the authors say, would also mean a decrease in one's enjoyment of low-quality goods. In this case, the overall utility would depend on (a) any direct effect refinement has on utility; and (b) on whether one can afford the goods one has obtained a refined taste for.

Loewenstein and Angner also note that having refined taste can be a source of utility in and of itself but that it cannot be assumed that having refined taste increases one's overall utility of consumption (2003).

### **Demand and Architectural Taste**



Due to a large number of variables and the many dependencies and uncertainties in the translation of (changing) user requirements into technical solutions, a methodical approach is indispensable. It will provide the tool to make a well-founded choice for fitting adaptability measures that facilitate flexibility-in-us. Figure 8 illustrates the relationship between user and product in a hierarchical flowchart, where the expressed user values, (e.g. comfort, health, image) are on top of the hierarchy. The product; a building, or part of a building, which can be seen as an assembly of numerous products. Therefore, the principle remains the same. The meeting point of supply and demand is where functional demands become

Figure 8: The hierarchical relation between user values and building performance.

Source: Demand driven selection of adaptable building technologies for flexibility-inuse by Gijsbers and Lichtenberg (2014)



specific enough to be translated into parameters for building design (Gijsbers & Lichtenberg, 2014).

### **Architecture; Real Estate and Notion of Taste**

Smith and Moorhouse (1993) studied the effect of architecture on residential sector prices in Boston. Their regression analysis considered variables of the lot and house size, neighborhood characteristics, construction materials, architectural style, and individual architectural features which affect the overall architectural taste, and found that in total, these features account for 14% of the price. Their findings, again, support the notion that architecture and planning can have a positive impact on property values (as cited in Fadaei et al., 2015). Architects/Developers who are working on Real Estate home designs should always consider user taste where it is influenced by the above discussed factors.

### **3. Findings**

	<b>FACTOR AFFECTING TASTE</b>	<b>FINDINGS</b>
<b>Socio-cultural Factors</b>	Social Class	The taste of the dominant class is considered to have more legitimacy than the taste of a lower class.
	Religion	Religion and art have a great influence on each other and both have a significant attachment to consumerist behaviors. Therefore, it is clear religion has a strong influence on architectural taste.
	Age	Architectural taste varies with age. Considering psychological behavior Children's and Elderly Peoples' Taste in Architectural spaces are highly varied in visual and functional aspects.
	Sex	A significant relationship between sex and the extent of visual-spatial elements has been found in this research. The percentage that women expressed regarding the identification of an individual's taste in architecture concerning personality and social behavior is very high.
	Educations	The understanding of desired actual meaning seems to relate to the cultural differences and symbols in structures that affect aesthetic judgment. Further, it was suggested that culture is an important factor contributing to aesthetic judgments.
	Profession/ Occupation	There are no directly related studies conducted on the occupational relationship with architectural taste. Fawcett

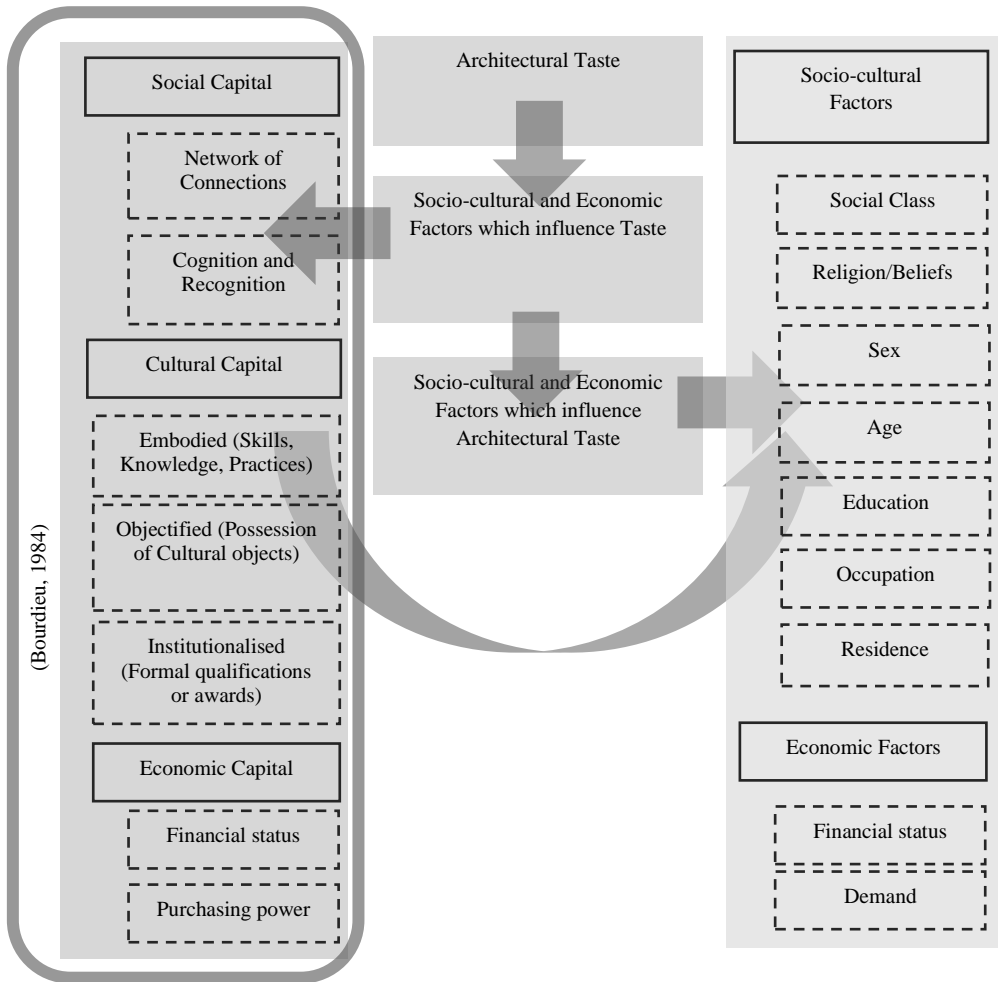
		(2008) discusses the Architectural preferences of Architects and the public. The survey images were intuitively classified as “weak” and “strong” concerning the attribute “architectural character” by architecturally trained researchers who did not participate in the survey.
	Place of Residence	The professional executive classes living in rural areas are agricultural and small-scale entrepreneurs more often than their urban counterparts, while the professional-executive group in bigger cities is dominated by high ranking civil servants and business management.
<b>Economic Factors</b>	Financial Status	Differences according to the monthly household income in the degrees of the legitimacy of taste are rather stable across occupational classes. Interestingly, this shows that income level has its distinction for the legitimacy of taste, independent of occupational category. Most importantly, legitimate taste increases under household income in all occupational categories.
	Demand	A habit has a deterministic effect on utility. The effect of refinement on overall utility, however, is unknown, since refinement, so the authors say, would also mean a decrease in one’s enjoyment of low-quality goods. In this case, the overall utility would depend on (a) any direct effect refinement has on utility; and (b) on whether one can afford the goods one has obtained a refined taste for. Loewenstein and Angner also note that having refined taste can be a source of utility in and of itself but that it cannot be assumed that having refined taste increases one’s overall utility of consumption.

## Summary

Bourdieu’s literature on the stimulus of taste is widely explained in his studies. The link between social space and the combination of economic, social, and cultural capital establishes a set of values that support people in differentiating good (Rahimi & Bose, 2018). This is influenced by resources described in terms of social, economic, and cultural capital which are derived from Bourdieu’s theories (1984, 1992 & 2002). The socio-cultural factors such as social class, religion, education, occupation and place of residence, demographic factors such as sex, age, and economic factors such as financial status and demand are related to different levels of influences on architectural taste.

The objective of this study was to identify and investigate the impact of socio-cultural and economic factors on the formation of architectural taste. Architectural taste of the general public depends on inter-related outcomes which are generated through the socio-cultural factors and economic factors that are derived from Bourdieu's theories. The socio-cultural aspects, social class, religious beliefs, sex, age, education, occupation, and the place of residence are the main factors influencing the architectural taste. They affect the senses of taste at different intensities.

Architectural Taste has a significant relationship with the social class where the dominant class is considered to have more legitimacy taste. Religion and art both have a significant attachment to consumerist behaviors and also have a strong influence on architectural taste. Architectural taste of Children's and Elderly Peoples' varies with age considering psychological behavior. The relationship identified between Sex and visual-spatial elements are significant. The percentage that women expressed regarding the identification of an individual's taste in architecture concerning personality and social behavior is very high. Cultural differences influence the understanding of the desired meaning. Symbols in structures affect aesthetic judgment. Therefore, culture is an important factor contributing to aesthetic judgments. Basic attributes such as roof are most important in the preferences of laypersons, and the complex attributes: architectural characters are most important to the connoisseurs/architects. The profession seems to influence the degree of legitimate taste. A higher degree of legitimate taste seems to be generally found in urban contexts, where else it is much less in rural areas. This will further vary depending on the occupation/ profession within the specific contexts. Analysis of the impact of socio-cultural factors leads us to an in-depth understanding of the architectural taste of a certain group of people.



#### 4. Conclusion

Economic factors such as financial status and demand make significant impacts. Financial status is a key in refining the social class and it is one of the basic parameters for setting up the demands; which is one of the most important factors in real estate developments. Financial status will determine many aspects of one life such as place residence, range of commodities, groups that are associated, etc. Hence it will influence the architectural taste. Taste is one of the factors influencing demand than vice

versa along with the ability to buy. However, a large number of variables are associated with the above two factors.

The study shows that the socio-cultural and economic factors correlate with each other. Despite the different intensities affecting architectural taste, it is shown that the effect on architectural taste is a combination of these factors. The influence of each factor within this combination might vary from one person to another.

Moreover, there is a possibility of other influences from factors other than socio-cultural and economic factors which were beyond the scope of this study.

Real Estate development projects are heavily dependent on the above parameters to cater to the needs of the general public. In-depth analysis of the Architectural taste of a group of people is of vital importance in the decision-making process of real estate development to comprehend the demand.

The current research recommends exploring the relationship and dependency on each factor of socio-cultural aspects and socio-economic aspects of architectural taste in the real estate market for user satisfaction. The studies could expand to investigate the influences other than factors linked to socio-cultural and economic aspects.

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