The role of education in the decision to buy a cultural good.

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Abstract:

This paper uses microdata to analyse the role of education in the decision to buy a cultural good or attend a cultural event. The econometric results, obtained through probabilistic regressions, show that the marginal probability of attending a cultural event associated with someone who has higher education is several times that of someone with little formal education. Education appears as the most relevant factor in the decision to consume culture, and plays an increasingly important role when the good is more closely associated with tastes acquired by intellectual and aesthetic training. The data pertaining cultural goods comes from four countries, with independent econometric estimations for each; Chile, France, Mexico, and UK. The econometric results are similar for all, implying that results can probably be applied to a very wide class of countries and individuals.