A STRUCTURAL EQUATION MODELING OF THE ROLE OF SOCIAL PARTICIPATION IN CITIZENS' SUPPORT OF DOMESTIC PRODUCTION

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ABSTRACT
The present study sought to investigate the relationship between social participation and the extent of support of Iranian citizens for domestic production. This research was conducted as a survey on a sample of 400 residents in the city of Kerman who were selected using a combination of clustering, simple random sampling, and stratified sampling based on age and gender. In formulating its theoretical framework, the theories of Durkheim along with that of Ajzen and Fishbien were integrated. In this study, two models, of the different models that were developed as structural equation modeling; had the satisfactory level of fitness. Only the first model showed a direct relationship between social participation variables and support for domestic production; but, in the second model, an independent variable called context of social participation was introduced and its conceptual and operational definitions were presented. This variable did not have any direct impact on the support for domestic production; but, through its indirect effect (about 0.12) on social participation, it could influence support for domestic production. The effects of social participation on the support of residents for domestic production in the first and second models were 0.37 and 0.39, respectively.

KEY WORDS: Social participation, context of social participation, support of domestic production, supportive participation, supportive values, supportive networks

Introduction
Concepts of participation and social participation have a complex and multi-dimensional nature. These concepts have long been of interest to researchers and are not considered to be novel phenomena. Also, they are related to concepts like cooperation, collaboration, assistance, and helping (Shaditalab, 2003: 28; quoted in Ahmadi, 2009: 74). In political terms, participation entails the conscious involvement of the people of a society in determining their own destiny. Today, population increases and the growth of urbanization have raised social participation as a fundamental opportunity in the management of countries in terms of the empowerment of actors, reduction of problems, and implementation of development projects. Experiences of the recent decades in Iran have revealed that the context of sustainable development can only be realized through the participation and involvement of actors in social life and the political scenes (Edrisi, 2012: 119). One of the areas for the emergence of participation can be support of citizens for domestic production. In this study, an attempt was made to investigate the relationship between

types of social participation and support of citizens for domestic production. This relationship was stated in the form of structural equation modeling. Thus, the city of Kerman was selected because of having different industries and mines and a specific economic position in the economy of Iran. Companies such as copper, coal, cement, etc. which are active in this city highly important for the national economy and most of them could not only meet domestic needs, but also make foreign exports.

Literature Review

Owing to the novelty of the this topic, few works have been done at the international level; but, since this topic is highly related to the works conducted on social participation, on the one hand and economic growth or development, on the other, some theoretical studies in these two domains will be reviewed below. In their study, Nazarpour et al. (2010) sought to examine the relationship between social capital and economic development and emphasized social participation as the essential component of social capital. These researchers tried to define social participation on the basis of participation in religious activities in order to study the role of religious participation in the process of economic development. Their findings suggested that there are several religious factors which contribute to the strengthening of social participation among Iranian citizens. These factors were as follows: special role of the " institution of the mosque " in the social life of Islamic communities, exclusive function of "enjoining the good and forbidding the evil" in institutionalizing "mass surveillance" system, and the conscious presence of Muslims in Jihad in the path of Allah, all of which function to create, consolidate, and strengthen social participation. They could have defined religious participation in their research as an indicator of social participation and thus study the relationship between social participation and development. Unfortunately, it seems that personal beliefs and values of the researchers were inserted in the investigation and thus no certain pieces of scientific evidence were presented in support of the research hypotheses. Alizadeh Aghdam et al. (2013) examined the role of civil institutions and participation of citizens in urban affairs. Based on their results, there was a significant relationship between social satisfaction and institutional trust on the one hand and participation, on the other. In general, performance of urban institutions was influential in the participation rate of citizens in urban affairs. In their research, Edrisi et al. (2012) attempted to investigate the factors affecting social participation of shopkeepers in realizing urban development projects in city of Tehran. Participation of these people in project construction (sidewalk construction) was of interest to these researchers. The results indicated that social participation had been known as an influential element in social environment among shopkeepers in the historical areas of city of Tehran and they had appropriate understanding about the importance of social participation in their workplaces. This issue had a considerable impact on their social participation. Heidaripour et al. (2012) studied the relationship between social capital and economic development. This work was performed on 164 countries in terms of "percentage of women working at ministerial level" and "percentage of seats occupied by women in the parliament" as indicators of social capital and "per capita GDP" as the indicator of economic development. In this study, Pearson's correlation analysis was used to assess the relationship between social capital and economic development. The results demonstrated a significant relationship between per capita GDP and women's employment index. Other results indicated that more participation of women in the labor market could improve the process of socio-economic development.

Hermans, Frans L.P. et al. (2011) evaluated stakeholders' participation in monitoring regional sustainable development and presented a theoretical framework that can be used to discuss the following question: How could context, time, and different participatory process designs influence the results of participatory monitoring projects in terms of concrete outputs (such as sustainability indicators) and more intangible social outcomes (such as learning and stakeholder relations)? They discussed and compared four different cases of participatory monitoring of provincial sustainable development in the Netherlands and found that the sustainability issues selected by stakeholders reflected socio-economic and ecological structural characteristics of their regions. In a different context, stakeholders not only assigned different weights to the same set of issues, but more importantly selected a completely different set of regional aims altogether. Since these regional structural characteristics only change slowly over time, influences of time on stakeholder preferences were shown to be only of minor importance. However, dissipation of learning effects was demonstrated to be a fundamental subjective challenge for the cyclical nature of participatory monitoring, especially when its goal was shared in the agenda building. Another important conclusion was that, in the design of participatory processes, more attention should be devoted to providing stakeholders with some opportunities to comment on an "intermediate" product.

In their work entitled "Social participation and social capital with equity and efficiency: An approach from central-place theory", Nakamura, Daisuke paid special attention to the efficiency of analyzing sustainable urban and regional growth. Such growth included social participation and social capital, requiring the consideration of equity. In this paper, an approach was examined from central-place theory for sustainable urban and regional growth while considering relevant variables such as ageing, social interaction, and accessibility. It was also found that inconsideration of equity could cause several social exclusion problems, which could develop to spatial consumer exclusion. Solutions for these problems would improve not only equity, but also efficiency, and outcomes would address the necessity of an alternative spatial formation based on a wider regional, rural central-place system according to the given economic, social, and spatial configurations.

Louise Berry, Helen (2007) stated that participating in social and civic life of communities is protectively associated with the onset and course of physical and subjective disorders and can be considered important in achieving health promotion goals. She believed that, despite its importance in health research, there is no systematically developed measure for social participation. The aim of this study was to undertake the preliminary development of a social participation questionnaire, including its validation against the external reference of general psychological distress. The participants were 963 randomly selected social members aging 19-97 years old from coastal New South Wales, Australia, who completed an anonymous postal survey. There were 14 types of social participation, most of which were characterized by personal participation, initiation, and effort. Frequency of participation varied across types and between women and men. Based on multiple linear regression analyses, by controlling socio-demographic factors, 9 types of participation were independently and significantly associated with general psychological distress. Unexpectedly, for two of these types, i.e. "expressing opinions publicly" and "political protest", higher levels of participation were associated with higher levels of distress. The other seven were contact with immediate household, extended family, friends, and neighbors; participation in organized social activities; taking an active interest in current affairs; and religious observance. These cases were called "Big 7". Higher levels of participation in Big 7 were associated with lower levels of distress.

Participating in an increasing number of Big 7 was strongly and linearly related to decreasing distress.

Theoretical framework

Conventionally, social studies use a "theoretical construct" for the analysis and explanation of the problems considered. Such a social construct could be a specific theory, a set of combined theories, or finally a conceptual framework (Edrisi, 2012: 130). Since the subject of this investigation (relationship between participation and support of citizens for domestic production) has not received much attention in other works and is novel in general with no unified theory for its explanation, attempts were made to combine sociological theories and extract the analytical concepts needed to present the desired theoretical framework. According to Durkheim (Durkheim, 1980: 180)., "The more completely the individual conscience is covered by the collective conscience, the higher the resulting interests would enjoy its energies". Social solidarity provides group unity; in turn, the nature and character of groups would enhance the solidarity of the society (ibid: 79). According to Durkheim, the rules of conduct and norms that guide and control behaviors can be studied in three domains: family, professional-occupational, and state-government (Edrisi, 2012: 130). Durkheim believes that the existence of professional bodies and mediatory groups can function as channels that can adjust the proper relations between individuals and governments, and says that they can prevent the dominance of one on the other, and can facilitate the transfer and internalization of collective interests (Aron, 1993: 415-416). So, the discussion of economic ethics and social order in modern societies and the prevention of the emergence of anomic situations, emphasizes the necessity of the development of professional groups and occupational organizations (Durkheim, 1990: 11). On the one hand, these groups can take on some of the ethical functions that were once performed by families in order to "moralize economic life" (Durkheim, 1957: 29); on the other hand, they assume a major role at the national level in terms of regulating relations between government, society, and organized economic performance in order to maintain and stabilize general order of the society. Durkheim was one of the first theorists who believed in the formation of trade organizations and re-integration of human communities around these organizations in workplaces (Rezaee, 1994: 70). Since the late 50s, with failure of the modernization-based development programs[1], the concepts of participation and participatory development have been proposed in development literature. The reason for the failure of development programs has been attributed to the lack of public participation in the design, implementation, and evaluation of programs (Ahmadi, 2009: 75). If supporting domestic production is considered one of the major components in which public participation can be very effective, tendencies of citizens for support or lack of support for domestic production can be explained by Ajzen and Fishbien's theory. Ajzen and Fishbien, in an attempt to formulate a theory for explaining behavior, made use of the role of individual and social tendencies. They believed that behavior is the result of a series of factors that require intention and subjective norms (Ahmadi, 2009: 80). According to them, intention is affected by attitude toward behavior and subjective norms. In attitude toward behavior, a person evaluates the goodness or badness of a behavior in his/her mind and then shows a behavior. On the other hand, subjective norms are under social influence; in fact, they are the social pressures imposed by

the society on the person in terms of doing a behavior. In this theory, attitude of a person is considered to be influenced by benefit expectations and evaluations (Alavi Tabar, 2000: 22-23). So, according to this theory (in benefit evaluation), a person thinks whether participation (buying Iranian products, investment in production, buying bonds, etc.) is beneficial for him/her or not. Also, collective conscience can affect participation tendency in this regard (Durkheim's theory). Ajzen et al. used subjective norm, instead of collective conscience, which refers to social pressures on people in terms of participation. With regard to purchasing Iranian goods, people think how much buying an Iranian product could elevate their position vis-a-vis others. Supporting domestic production is not only accomplished by buying Iranian goods, but people should be actively involved in production as well. Ways of participation are provided by the society; if ways of participation are provided, people will be able to participate; otherwise, even if people are motivated, they could not do so. People also think about the outcomes of participation, and their previous experiences with participation could affect their future ones (Alavi Tabar, 2000: 24).
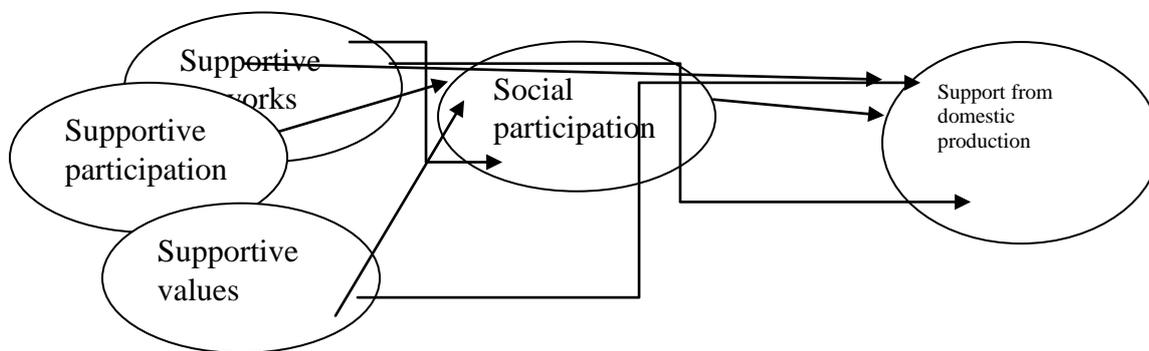

Fig. 1: Conceptual model of relationship between social participation and support of citizens from domestic production

Based on the theoretical framework of the research, its research objectives and the problem, 7 hypotheses were developed as the underlying assumptions. These hypotheses will be mentioned below and conceptual and operational definitions of the variables of each hypothesis will be presented. Measurement levels of all the variables in these research hypotheses were of ordinal type and therefore Pearson's correlation coefficient was used. Given the article's space limitations, correlation tables were not presented; but, the obtained results were shown beside each hypothesis.
Hypotheses

1. There is a relationship between supportive networks and social participation of residents (relationship between the two variables was significant and Pearson's correlation coefficient was 0.240).
2. There is a relationship between supportive participation and social participation of residents (relationship between the two variables was not significant).

3. There is a relationship between supportive values and social participation of residents (relationship between the two variables was significant and Pearson's correlation coefficient was 0.195).

4. There is a relationship between social participation and support for domestic production (relationship between the two variables was significant and Pearson's correlation coefficient was 0.332).

5. There is a relationship between supportive networks and supporting domestic production (relationship between the two variables was significant and Pearson's correlation coefficient was 0.265).

6. There is a relationship between supportive participation and supporting domestic production (relationship between the two variables was significant and Pearson's correlation coefficient was 0.215).

7. There is a relationship between supportive values and supporting domestic production (relationship between the two variables was significant and Pearson's correlation coefficient was 0.292).

Conceptual and operational definitions of the research variables:

Supporting domestic production: refers to the support of residents for domestic production; i.e. supporting the products which are produced inside the country and based on the available technologies; they are conventionally called "made in Iran". Support of residents for domestic production refers to trust of residents in quality, after-sales services, and price of domestically produced goods and can be accompanied by buying domestic products, recommending them to others, or investing in the domestic product.

Supportive values: refers to a specific type of values, norms, and beliefs that are received by people in such a way that their sense (tendency) of supporting Iranian products is excited.

Supportive networks: refers to the networks of communication among people that can be developed or extended in virtual space (social networks, etc.) or face-to-face interactions (formal or informal relations). These networks will only be called supportive in the case of using available processes (advertising in cyberspace, etc.) or encouragement (friends, family members, etc.) to motivate citizens to support domestic production.

Supportive participation: refers to active participation of people in supporting domestic production. This participation can be done formally through the purchase of shares or participation in the stock exchange by citizens or via employment (formal or voluntary participation in mining, industry, and other organizations).

Operational definitions of the variables

Table 1: Indicators and references of social participation

Variable	Indicator	Reference
Active participation	Informal charity participation	Participation in different types of charity donations in the past one year: Helping injured people (in flood, war, and earthquake at both city and country levels; taking part in Jashn-e Nikoukari[2], Jashn-e Atefeha[3], and

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[2] An annual public fundraising festival which is held in the last month of the year before Nowruz in Iran for helping poor families.

		honoring orphans[4] at both city and country levels, helping the groups or associations which perform religious activities at both city and country levels
	Informal religious participation	Participating in various religious ceremonies and rituals in the city and neighborhood; taking part in religious mourning ceremonies in the city and neighborhood, attending ahkam and religious training sessions and reciting holy Quran in the city and neighborhood
	Informal cooperative participation	Presenting services (helping others including the elderly, children, etc.), assistance (financial and commodity) in times of flood, earthquake, etc., volunteering for deployment to a flood- or earthquake-stricken zone, …
	Organized participation	Participating in conferences, festivals, and meetings and attending parent-teacher meetings
Passive (civil) participation	Civil traditions	Continuous membership and participation in charity, fund-raising, and religious associations
	Membership in cultural groups	Art groups, mobilization, and cultural centers
	Participation in voluntary associations	Participating in voluntary organizations; cooperating with a local group; participating in a project or program related to local or voluntary agencies; having team work experience in the neighborhood for a public-interest task or problem solving
Political participation	Political debate	How much do you talk about politics with your friends? How much do you follow political issues in the press, on TV, etc.? How many days during the last week did you spend on reading newspapers? How much are you interested in political and national issues?
	Participation in political activities	Do you vote in elections? Have you signed any statements during the past 12 months? Have you attended any political gatherings during the past 12 months? Have you participated in any demonstrations or protesting marches in the past 12 months? Have you ever participated in any groups aiming to make some reforms at local, regional, social, or political levels? Have you ever attended any ethnic, national, or civil right meetings or cooperated with labor unions?

Table 2: Indicators and references for support of citizens from domestic production

Indicators	References	Description
Support via trust	Trust in product quality	Classification based on types of industries and domestic production, petrochemical production (such as detergents, polymers, etc.), electronic equipment (TV, cell phone, etc.), automotive and similar products (cars, buses, motorcycles, etc.), spinning products (clothing, etc.)
	Trust in guarantee (after-sales) services	
	Trust in price of goods based on their quality	
Support via purchasing	Buying out of desperation	People have no other choice than buying the product. Products are exclusive or the price of imported goods is so high that cannot be afforded.
	Buying for support	People can buy the imported counterparts; but, they prefer to buy Iranian goods.
Support via	Recommending	

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[3] Literally meaning the "festival of affection", it is held before the opening of schools in Iran and aims to help financially challenged families that are not capable of providing the basic necessities for their children's education.
[4] Every year in month of Ramadan, many Iranians flock to benefit centers to present their donations and support for the sake of orphans.

advertising	others to buy the products			
Support via investment	Tendency of people to invest by buying shares and stock exchange	In case of having investment ability, preferring to invest in domestic production People's inclination to buying shares or participating in stock exchange		
Support values	Elevating social prestige or position Fitness of goods with Iranian taste and culture	The extent to which people believe that using Iranian goods can elevate their social prestige and position (compared to foreign goods) and better demonstrate their personality. Through buying Iranian goods, they will look better in the eyes of others.		
Supportive networks		Virtual	Advertising Iranian goods in virtual social networks such as Facebook, …	
		Non-virtual	The extent to which Iranian goods are advertised and recommended to others in formal face-to-face or informal interactions.	
Supportive participation		How much can people participate in supporting domestic production? Participation in production through stock, shares, etc. Participation via official and voluntary activities		

Applied methods

This research was a survey research. The research population consisted of all the people aged 15 years old and above who were living in any of the five municipality districts of the city of Kerman. According to the most recent statistics, the population of this city (based on 2006 Census) was 515,114 people, out of whom 263,552 and 251,562 were men and women, respectively. Among this population, 385,932 people were 15 years old and higher. To determine the sample size for this study, Cochran's formula was used with the confidence level of 95%; thus, the sample size was increased to 400 people. Multi-stage sampling method was used; i.e. a combination of systematic sampling, clustering, and age- and gender-based stratified sampling was applied. The research instrument had construct validity; and Cronbach's reliability alpha was reported 0.893, 0.860, 0.914, 0.820, and 0.770 for supportive networks with 8 items, social participation with 30 items, support of domestic production with 32 items, supportive participation with 8 items, and supportive values with 8 items, respectively.

Analysis of research data:

The present sample included 368 people, 52.8% and 47.2% of who were men and women, respectively. The average age of the respondents was about 34 years; also, 53.8% were originally from Kerman and 46.2% were non-native who had emigrated from other cities. 68% of the respondents were single and 32% were married, divorced, or widowed. Average family size was 5 people. Also, 58.6% of the respondents were unemployed. To test research hypotheses and entering the variables into the model, first, correlation coefficient between the research variables was examined (the results were summarized beside each hypothesis). Then, the variables were entered into the model to be tested. Figures (1) and (2) show the fitted models; in some figures, the proposed corrections of Amoss 17 software were also applied. Table 3 completely demonstrates the coefficients of goodness for both models. Given the article space limitations, a summary of the most important goodness parameters will be reported. In the first and second models, CMIN or Chi-

square index was 21.586 and 40.432 with the significance levels of 0.119 and 0.175, respectively. Chi-square index is one of the important indices for goodness of the model; the smaller its value, the more optimal the model goodness would be. According to this coefficient, the first model was stronger; but, considering the theoretical framework, the second model was more important for the research. Other coefficients of goodness for both models can be observed in Table (3).

Fig. 2 first structural model of the relationship between social participation and support of domestic production

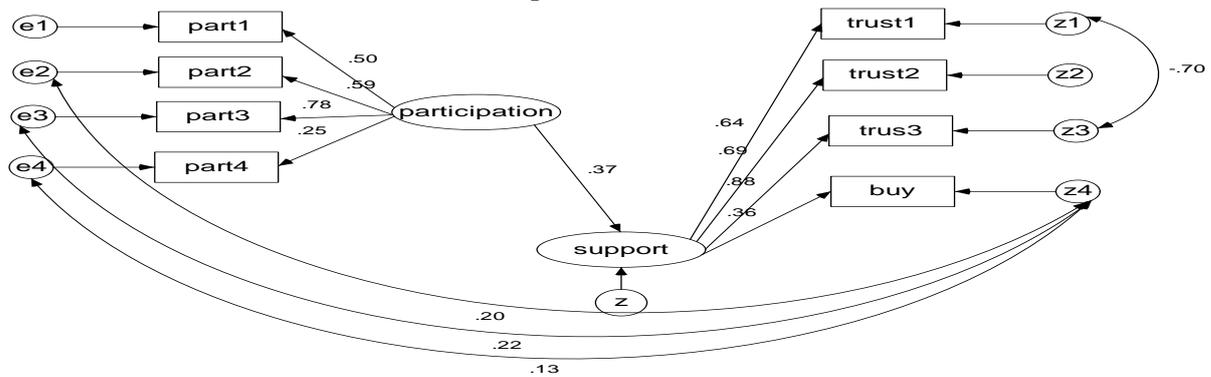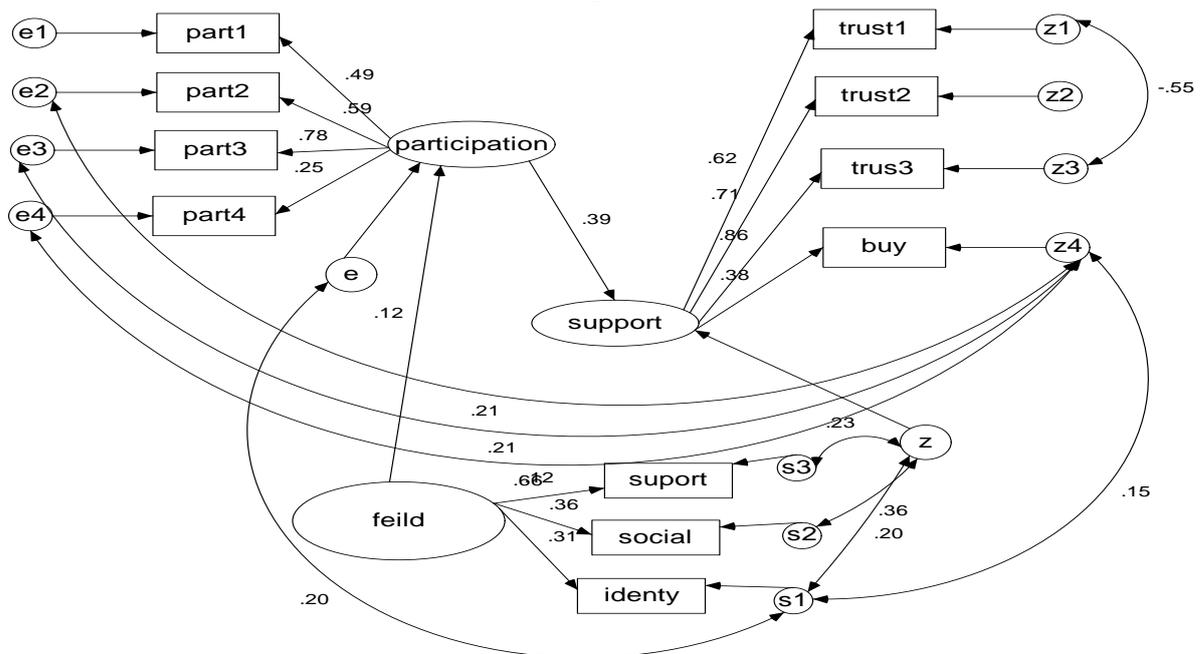Fig. 3 second structural model of the relationship between social participation and support of domestic production

Part 1 (Charity participation), part 2 (religious participation), part 3 (cooperative participation), part 4 (political participation), participation (social participation), support (supporting domestic production), trust 1 (support via trust), trust 2 (support via advertisement), trust 3 (support via

investment), buy (support via purchase), field (social context of participation), support (supportive participation), social (supportive networks), identity (supportive values)

Table 3 Coefficients of goodness for the path model

		RMR	RFI rho1	NFI Delta1	PNFI	PRATIO	RMSEA	PCLOSE
Model1	Default model	1.870	.922	.987	.513	.536	.036	.743
	Saturated model	.٠٠٠		1.000	.٠٠٠	.٠٠٠	-	-
	Independence model	72.326	.000	.000	.٠٠٠	١.٠٠٠	.225	.000
Model2	Default model	1.870	.895	.937	.562	.600	.026	.955
	Saturated model	.٠٠٠		1.000	.٠٠٠	.٠٠٠	-	-
	Independence model	10.642	.000	.000	.٠٠٠	١.٠٠٠	.١٧٦	.000

Different goodness of fit indices is reported in Table 3. Due to space limitations, all of them cannot be explained. RMR coefficient is called root mean square residual index, the minimum of which is zero (perfect fit); also, the smaller the value of this coefficient, the better the model goodness of fit would be. As can be observed, value of this coefficient for the first and second models was 1.870 and 1.87, respectively; thus, the first model was smaller and better. Acceptable value of NFI (Bentler-Bonett index or normed fit index) is at least 0.90 and the desirable fit is 0.95. As can be seen, the first model was stronger and better than the second. Other coefficients also showed higher acceptability of the first model. Although coefficients of goodness of fit of the first model was better than those of the second, the advantage of the latter was that a variable called "field" entered the model which had no direct impact on supporting domestic production by itself; but, by affecting the variable of social participation, it could indirectly affect supporting domestic production. This issue showed a strong relationship between social participation and supporting domestic production, which was itself influenced by the context of social participation. Table (4) shows the estimates of regression effects of the research variables in models (1) and (2) and Table (5) demonstrates the covariance of the research variables along with out-of-model error variables. (P). The above tables show the significance level which should be less than 0.05 so that the relationship between the variables would be significant. In regression tables, standard and non-standard coefficients of the variables entering the model are reported. In summary, it can be said that the field for social participation, which contained supportive participation, supportive networks, and supportive values, affected social participation including religious, cooperative, charity, and political participation and thus encouraged support or non-support of residents about purchase, investment, or trust (in sale and after-sales services) of Iranian goods. If Iranian government strengthens the field for public participation via virtual or non-virtual social networks, tries to form supportive values, and attracts the trust of Iranian citizens in all fields (personal, institutional, and public trust), it can benefit from social participation that will be able to take a step toward fulfilling national development goals.

Table 4 Estimating effects of regression weights related to the research variables on each other (first and second models)
Regression Weights (model 1)

			Regression Weights	S.E.	C.R.	P	Standardized Regression Weights
support	<---	participation	.490	.109	4.516	***	.367
trust1	<---	support	1.000				.644
trust2	<---	support	1.311	.209	6.289	***	.694
trus3	<---	support	1.572	.188	8.385	***	.876
buy	<---	support	.642	.130	4.957	***	.362
part1	<---	participation	1.000				.498
part2	<---	participation	1.154	.172	6.693	***	.588
part3	<---	participation	2.399	.364	6.581	***	.780
part4	<---	participation	.544	.147	3.696	***	.253

Regression Weights: (model 2)

			Regression Weights	S.E.	C.R.	P	Standardized Regression Weights
participation	<---	feild	.148	.110	1.347	.178	.124
support	<---	participation	.515	.109	4.737	***	.395
trust1	<---	support	1.000				.622
trust2	<---	support	1.398	.184	7.586	***	.714
trus3	<---	support	1.597	.186	8.598	***	.859
buy	<---	support	.689	.124	5.547	***	.375
part1	<---	participation	1.000				.493
part2	<---	participation	1.166	.174	6.709	***	.588
part3	<---	participation	2.434	.363	6.702	***	.784
part4	<---	participation	.550	.148	3.716	***	.253
suport	<---	feild	1.518	.725	2.094	.036	.660
social	<---	feild	.947	.307	3.082	.002	.363
identy	<---	feild	1.000				.310

Table 5 Covariance of the research variables on each other (first and second models)

Covariance: (model 1)

			Estimate	S.E.	C.R.	P
z1	<-->	z3	-12.091	3.564	-3.393	***
e2	<-->	z4	6.764	2.138	3.164	.002
e3	<-->	z4	8.755	3.210	2.727	.006
e4	<-->	z4	5.631	2.414	2.332	.020

Covariance: (model 2)

			Estimate	S.E.	C.R.	P
z1	<-->	z3	-10.544	2.619	-4.026	***
e2	<-->	z4	6.887	2.111	3.262	.001
e3	<-->	z4	8.414	3.161	2.662	.008
e4	<-->	z4	5.316	2.384	2.230	.026
z4	<-->	s1	7.982	2.920	2.734	.006
s3	<-->	z	3.656	1.322	2.765	.006
s2	<-->	z	8.213	1.648	4.984	***
s1	<-->	z	5.685	1.867	3.045	.002
s1	<-->	e	4.791	1.753	2.734	.006

Conclusions

In this research, the relationship between social participation and support of citizens for domestic production was investigated so that the social contexts influencing the support of citizens for Iranian products can be examined. Social context of participation as a variable that was presented in this work was determined using some indices such as supportive values, supportive network, and supportive participation. As mentioned in "operational definitions", supportive values include values, norms, and beliefs that are received by people in such a way to motivate their interests and tendencies to buy Iranian goods instead of imported ones, even if they do not have higher quality than the foreign counterpart. According to Ajzen and Fishbien's theory, this issue is the subjective norms which can lead to behaviors. Supportive networks that can be formed online on the Internet or offline in face-to-face interactions of people are important tools that can act like a double-edged sword. On the one hand, they bestow knowledge and can induce some tendencies in people to support Iranian goods. On the other hand, they can contribute to political developments, which are not sometimes in line with the intentions of Iranian government. Another important step for the Iranian government to take in terms of attracting public participation for supporting domestic production is the generation of some contexts in which people can participate in the economy and production. Distributing shares and participating in stock exchange are some examples of these activities. The set of noted factors had, on the basis of the second research model, a direct impact on social participation, which itself had various dimensions including political, cooperative, charity, religious, etc. participation. The information that citizens obtain via their network communications or supportive values that are formed in this regard, could contribute to the type of social participation among citizens. This participation can either be political or have other aspects; but, in terms of various indices of supporting domestic production, trust is the most fundamental element. Thus, attracting people's trust or confidence-building should be the main activity of governments in gaining people's participation and public support in political and even economic fields.

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