

Study of Social – Economic Status Effect on Lifestyle in Iranian Youth (Case Study in Khorramabad City 2011)

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ABSTRACT

Lifestyle is almost coordinated complex of all behaviors and actions which an individual shows it during routine life. Life styling has very close relationship with the formation of culture of people. Thus, necessary recognition on the culture of a society can be obtained through cognition of lifestyle of that society. Due to the globalization and cybernation of communications, which lead individuals towards consumption culture at this study, we are studying lifestyle and consumption culture among youth of Khorramabad city and the way of effect of social and economic base of their families on this process. For this reason, the above mentioned research has studied social and economic base of family on lifestyle of youth through the application of survey method. Population of this study include is 27,728 people, comprised of youth from 15 to 29 years old. The sample size is 380 persons. Sampling was carried out with Multi – Stage Cluster Sampling Method. Cronbach's Alpha was used for the measurement of reliability of item. The obtained data were analyzed by SPSS software package system and its results have been presented in two forms of descriptive and inferential statistics.

Keyword: Economic status, Lifestyle, Occupational Status, Social status

I. INTRODUCTION

In traditional method, face-to-face relationship was very limited and was less quantitatively. Because everyone had to establish relationship only within the framework of network of kith and kin (relatives), friends and close individuals.

Unlike traditional pattern, modern and new pattern has created suitable ground for individuals to establish relationship and communicate not only with the close kith and kin and friends but also with everyone across the globe. Complex of the abovementioned factors has faded face-to-face relationship and invigorated establishing relationship through communicating with everyone comprehensively. Today and modern human being prefer to use various types of consumable goods and appliances, like different kinds of computer and electronic systems, private car, camcorder and camera, telephone, dwelling in apartments, radio, tape recorder, colorful TV sets, dressing at public places and streets, scholastic training, tools and anti-pregnancy methods, modern musical instruments, sandwich and fast foods, household technologies and other products and goods, and have accustomed to them tremendously, based on which, they never feel two important points on them. [3] This Lifestyle is an emerging and newly-fledgling phenomenon which dates back to half a century ago. Secondly, entrance of each one of the methods and technologies, as mentioned in above, has created a type of fundamental and basic change at life, feeling, and thinking way, method of living and culture of contemporary human being.

Social theories at the recent approaches concentrate more on the methods which specific language and dignity styles are approved." Presently, following Max Weber, there is a traditional differentiation between class and position which clarifies paying due attention to the social disparities as a result of consumption methods instead of production methods." [4] Orientation of contemporary sociology is moving towards acceptance of growing significance of consumption field and lifestyle activities are moving towards forming collective and personal identity. [7] At this study, subjects are tantamount to the effective consumers who are appeared in different roles. In contemporary world of today, there is a deep link between social and economic base of an individual and his or her lifestyle in such a way that results obtained from social researches are solid evidence of the said claim at different communities especially in West. Presently, due to the growing trend which there is at the area of consumption especially in the field of consumption of cultural goods, at this study, we will study lifestyle of youth and also effect of social and economic base on their lifestyle and clarification of its sociological aspect.

II. METHODOLOGY

The present study is of descriptive type which has been carried out through survey method. Data collection method is of "field" type while "questionnaire" has been used as a tool. The subject of study includes 27,728 youth of 15 to 29 years old in Khorramabad city. The sample volume includes 380 people which were obtained through the application of Cochran's Formula. Sampling was carried out through multi-Stage Cluster Sampling Method. In the present study, lifestyle is measured by three

components of 1) management of body, 2) way of spending leisure time and 3) approach to marriage. Finally, lifestyle variable is obtained with the combination of these three components and through standardizing them.

The research tool of the materialized questionnaire includes 38 questions through the application of Lickert Spectrum (two base questions and four questions related to the independent variable and 32 questions related to the dependent variable). Cronbach's Alpha was used for measurement of reliability of the questionnaire in a way that obtained reliability coefficient for each of the research variables is as follows:

Reliability Rate of Research Variables:

Variable Type	Reference	No. of Question	Scale	Cronbach's Alpha	Total Alpha
Dependent	Social – economic base	4	Ordinal	79%	85%
	Lifestyle Body management	10	Ordinal	87%	
	Way of spending leisure time	12	Ordinal	89%	
	Approach to marriage	10	Ordinal	86%	

It is observed that Cronbach's alpha of the references stand at above 70%, indicating acceptable validity. Also, total obtained alpha is equaled to 85%.

III. LITERATURE REVIEW

As a matter of fact, lifestyle a purposeful consumption method and comprehending and valuating products of material culture which make deployment of identity criteria within the framework of time and place. As a matter of fact, lifestyle pays due attention to the symbolic meaning of products. Lifestyle is a term which is not applied vividly in traditional culture. This approach is a way that results in comprehension of modernity of lifestyles and their juxtaposition with the previous formation and such symbolic meaning is the agreed affairs that are on the verge of re-innovation and re-creation. [5] According to Anthony Giddens, reflecting lifestyle is meant that each lifestyle follows indefinite meaning in its concept. Therefore, non-actualization of meaning of lifestyle is meant annihilation of possibility of enough clarification of meaning by structural determiner.

Therefore, according to Giddens, development of lifestyles and modernity structural transformations are tied each other by intermediate reflection. Due to the openness of today social life, numerousness of action fields and number of more powerful references, selection of lifestyle will signify for making personal identity and overtaking daily activities increasingly. [6]

Also, Bourdieu in "Distinction" (1984) discusses analysis of lifestyle selections and considers it as significant in this respect, based on which, social and structural differentiation in recent decade of modernity is explained increasingly through the passage of cultural contemplation. "All consumption actions, i.e. acquisition, should be considered as tantamount to a display of domineering a communicative secret and should be comprehended as tantamount to a "Aestheticism Tendency" which is regarded as the highly-demanded title as imposed at the world of culture implicitly." [1]

Bourdieu in "differentiation" book deals with the clarification of relationship between aestheticism taste and its social background and tries to criticize claims as posed by Kant on pure aestheticism thanks to the data collected from different social groups, because, field studies show giant taste differences and these differences are unjustifiable with Kant extra-time attitude. Based on dialectical logic, at this book, he has shown that consumption is not only used for showing differentiation but also it is considered as a way for establishing differentiation. The concept of differentiation indicate this reality that differentiation is defined to a set of differences that behaviors and lifestyles of various walks of life in society are appeared due to their different occasions in terms of capital and placing at different social fields among them. [1]

Hence, manifestation of social logic of consumption will not be materialized with establishing direct relation between specific approach and action, rather, through structural adjustments between two sets of relations i.e. lifestyle and social situation which have been occupied by different groups. [9]

Research hypothesis

- 1- It seems that there is relationship between income rate of family and lifestyle.
- 2- It seems that there is relationship between educational level of parents and lifestyle.
- 3- It seems that there is relationship between occupational status of parents and lifestyle.
- 4- It seems that there is significant difference between lifestyle of married and single individuals.
- 5- It seems that there is significant difference between lifestyle of young girls and boys.

IV. RESULTS

- The first hypothesis: It seems that there is relationship between income of family and lifestyle.

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-b	.207	.068	3.029	.002
N of Valid Cases		380			

TABLE I

TAU-B

- 2nd hypothesis: it seems that there is relationship between educational level of parents and lifestyle.

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-b	.279	.079	3.983	.000
N of Valid Cases		380			

TABLE II

TAU-B

- 3rd Hypothesis: It seems that there is significant relationship between job status of parents and lifestyle.

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-b	.562	.081	3.219	.034
N of Valid Cases		380			

TABLE III

TAU-B

- 4th Hypothesis: It seems that there is a significant relation between lifestyle of married and single individuals.

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		f	Sig	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
vazeiat taahol	Equal variances assumed	1.759	.049	-1.127	158	.011	-.11250	.09983	-.30968	.08468
	Equal Variances not assumed			-1.127	157.729	.011	-.11250	.09983	-.30968	.08468

TABLE IV

T-TEST

- 5th Hypothesis: It seems that there is significant difference between lifestyle of young boys and girls.

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		f	Sig	t	df	Sig. (2- tailed)	Mean Differenc e	Std. Error Differenc e	95% Confidence Interval of the Difference	
									Lower	Upper
jensiat	Equal variances assumed	1.919	.168	-4.003	157.99 9	.850	-.38750	.09681	-.57872	-.19628
	Equal Variances not assumed			-4.003	157.99 9	.850	-.38750	.09681	-.57872	-.19628

TABLE V

T-TEST TEST

According to Anthony Giddens and many of other social theoreticians, identity of contemporary human being is characterized with reflective and open-minded feature. Reflection of identity is meant fluidity of identity and its change is tantamount to the change of cultural and social condition, emergence of knowledge, know-how, especially new communicative and media technology. Every day, we are exposed to the knowledge, awareness and new cognitions in various fields of nutrition, healthcare and treatment, housing, upbringing of children, employment, wearing clothes and education and other subject of life.

This process will gradually cause change of our "lifestyle" and also change of our spirits. The results of the present study showed that there is not any palpable difference between lifestyle of youth girls and boys. At 5th hypothesis, it is not proven that there is significant difference between lifestyle of youth girls and boys. In some questions of the study, the average levels of youth girls and boys were different. For example, youth girls do exercise less than youth boys and type of sports activities was different between youth girls and boys. With regard to this question: "After marrying, should the couple prefer to live with the family of groom?" for answering this question, youth girls showed more opposition than boys with regard to this question. Also, youth girls showed less interest to go to the fast food.

Generally, lifestyle of youth can be classified at three major groups based on the social and economic status of their families:

1- Ordinary lifestyle (with low social and economic capital or income rate),

Members of this group are weak in terms of cultural background. Family culture and their occupational status of this group are not related to studying activities. Members of this group use ordinary culture. Moreover, their cultural consumption is very low. In other words, this group is free from cultural activities. Individuals of this group do not go to the music concerts and they do not go to the cinema at all and/or go to the cinema rarely. Individuals of this group do not go to the theater hall to watch a stage. Most of time, they prefer to watch TV in leisure time. Finally individuals of this group study less, i.e. approx. half an hour during a day.

2- Average Lifestyle (with average social and economic capital or income rate):

Members of this group enjoy fair cultural background. Their families' occupational culture is related to studying and reading to some extent. They desire to study and do general cultural activities. Their cultural consumption level and rate is average. Individuals of this group refer to the music concerts off and on. They go to the cinema on and on and study between one to two hours during a day.

3- High Lifestyle or Eliticism (with high social and economic capital or income rate):

This group enjoys very strong and powerful family background in cultural terms. Usually, occupation and educational levels of their families is mixed with reading and studying books. They are considered as staunch supporter of music concerts. Their cultural level is very high. These individuals go to the cinema more and do not show interest to watch TV and watching ordinary programs. They study more than three hours during a day.

V. SUGGESTIONS

- Fulfilling more research activities in the field of cognition of leisure time needs of people commonly and youth particularly,
- Paying more attention to the attitude of youth to the concept of leisure time and using their comments in designing leisure programs,
- Offering necessary training services to the families on the way of allocation of fringe benefits (pocket money) to their children and its rate,
- Setting up tutorial workshops for the families for training and supervising type of wearing clothes and activities of their youth
- More expansion of sports and welfare places for passing leisure time of the youth
- Creating motivation among youth and young adults with the aim of using cultural products,
- Offering discount or vouchers for purchasing cultural products to the families and educational institutions
- Presenting necessary consultation services before marriage in the field of accurate criteria for the selection of mate to the youth
- Holding scientific sessions in the presence of veteran university lectures with relation to the body management and identity of youth

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