



Women, Lifestyle, Consumption culture and Effective Social- Culture Factors

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ABSTRACT

The concept of life style is one of characteristic of the modern world and modernity. Those who live in the modern societies use the concept of life style to describe their actions and others. The life style is meant by choosing the routine life. Thus unlike the traditional societies in which people had lived replaced and little alternative. In contemporary society Due to its importance personal responsibility and the rise of consumer society has more choices in life. This study sought to examine some social factors related to lifestyle and consumer culture. The methodology is survey and questionnaire is to collect information. The study populations of women 30-18 years old living in the city of Kermanshah (Iran), in this study, 274 people a quota sampling method were selected as samples. According to the results, there are significant relations between the cultural capital, media consumption, age and lifestyle. Multivariate analysis showed that the four independent variables, cultural, media consumption, age and social comparison, 42 percent put together have been able to explain changes in the dependent variable.

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Introduction

The world instead of entering to postmodern world is going forward to an era in which the modernity consequences in it have been more rooted and more universal than before. (Giddens, 2006:30). It is no doubt that the new world expands extensively beyond individual activities environment, while nobody can be safe from extending the resulted changes of modernity development.

In the recent decades, the social structures which be meaningful in identity, have lost like the class (production system) (chvoshian, 2002:25). The social theories tend to the consumption, gradually, the consumption would be prior to the production (Motamed Najd, 2007:147). In fact, the consumption is most tangible factor of modern human. The consumption is the concept by which we can conceive the modern society.

The modern objects display, is objects series display in which they complete each other; it shows the right of choice. The society full of show and display. In which a consumer feels to catch everything which he wants.

We have to consider the key characteristic of this society, choice options increase unavoidably in making and offering goods. The focus consumer as a social real in with consuming goods is situated in social correlation. And this issue shows the increased importance of life style in the contemporary society. Life style includes the attitude, values, the behaviors, molds, and taste.

The young people always experience more different life than the previous generations; the same process would be called the gap of generation. They are pioneers of cultural, social changes in every society; they are manifestation of near future which is far from the present society. All of internal and external evolutions either outboard or inboard happen in their minds and their life styles too. The talents of cultural destruction, the lack of recreating the traditional methods of life are visible in them (Zakae, 2007: 136). The young people are pioneers to the modern world, and the detachment from traditions.

Whereas the consumption society has not absolutely made in Iran, the frequency of goods, the optical Sigrid, the priority symbols cause the young people life style alpine with the aestheism and the style in the consumption (Armaki and Chavvoshian, 1381. quit. Rabani and Rastegar, 1387). Furthermore, the concept of youngness has changed, it means the consumption concept, for example they're used to live in the present, and they mock the life chances.

They young people tend to the consumption more. They are an interesting collection of needs (Tajik, 2011: 32). Their valuable priorities are influenced by aestheism and priority; hence the consumption of goods carries the cultural social meaning.

The other issue that shows the necessity of presenting the concept of life style is to change the face of great cities in Iran. They tended to the cultural tendency caused the streets, allies, stores, bakery, turned into a means to present their goods, like the clothes stores which present modes, the commercial – pleasure building, restaurants, and fast food (Japery Moghadan, 2005).

The shop centers resembling to other modern environments are inseparable from every day civic life (Anwar, Mahmud Saniehmad, 2012: 304-309).

In Iran buying center are considered as modernity symbol. Streets, coffee shops, game nets, restaurants, big stores, amusement parks, and parks, are places in which consumption all playas main role, but the consumption in such places are not restricted to tools and goods. The spaces are produced and consumption in these locations. Such consumption is associated to social concepts production that confronts experience in everyday life with the creativity of modern affair.

Further moves, the change of cities in the new age, the stores and buying centers have become places for tramping young people. On the other hand, in increase the individualism process of the young in Iran becomes more obvious related to life style and consumption behavior. And are more involved in

what they do in comparison to past generation for what they are going to wear, eat, whom they are friends with, or where they choose for recreation and ... are high important for them. The life style here is similar to consistent collection of choices, preferences, and consumerism behaviors which display and associated with the stylization. (Soble, 1981, Featherstone, 1991, Giddnes, 2004; Gibbins and, erimer, 2002).

The aim of this study is to explanation with the social, cultural factors relate to the life style among the young people (female 18-30) in Kermanshah.

Whereas the women attended strongly in the job and education in the recent decades, they are responsible for shopping and providing the family goods because of changing the life styles, they were addressed to consume the ads, besides, their attendance, their valuable models, their views and their behaviors had more important, individual, social effects (Raftjah, 2007: 8-37).

The role of mother is one of the main elements of the process of identification, the sociality of children, and the future generation of society, therefore they influence on the individual identity and the life style of the present age – as the matter of fact, the woman has been assigned as an element which made the culture, hence the scientific perception and explanation of life style and women's culture of consumption were very important.

Theoretical context and field

The life style and consuming culture concept at first as subjects that were often studied by economist, but at the recent decades it has found considerable situation in cultural and social studies field in most humanism courses like social science, anthropology, psychology, politics and even medical science, dealing with this phenomenon.

Golam HosseinEivazi (2009) has written a study entitled “the TV life style and the consumption, the effects of media in the life in the role of the process of making identity, mirth – making and the structure of everyday life”. He believed that ads produce a signified fact. Ads classify the addresses to access them in the light of life styles. Ad such as TV can preach the conceptions and the images of life style. They some values and views that form a kind of behavior and the life styles which are used.

The relation between “the life style and the body image” is another research which has been done by Bijan Khajeh Noori et al. (2011). It was done on 805 female inhabitants in Shiraz by using the example system. The results showed that the affective factors of body image, the leisure style, religion, and music, 22 percent put together have been able to explain changes in the dependent variable. Among them, they had the negative relations with body image (minus the religion style), the others had the positive relations with the dependent factors.

The other study belonged to Ali Majdy and Sadr Nabavi (2007) on 402 young inhabitants in Mashhad, it was done on eight factors including cultural consumption, the body management, the political behavior, the deviation behaviors, calmness, make up, the consumption of clothes, shoe, foods and concerning to the religion. This study showed that there meaningful relations between the life styles and the cultural, economic investments of parents.

Ahmad Mohammad Poor and Maryam Bahmani (2010) studied about “women, passage and the women's consumption”, It was done by Ethnography method in Shiraz. There were used the sharing observation, the semi-structure interview with thirty female salesmen and buyers. The findings showed that the passage was not defiantly the place of goods, instead it was the

sign a symbol to consume the signs, the appearance consumption, wandering, identity making, the resistance, the sexual difference and making the friends, therefore, the goal Of goods is turned into a marginalized behavior in the place of passage.

Baserman (1983), suggesting that life style is a pattern of consumption consisting of preferences tastes and values. Also Earl defines, it individual pattern of options an activities. (Earl, 1983) Mike Featherstone (1991), suggests that life style word in contemporary culture refers to a king of individuality existence tool, self-conscience senses. In Featherstone opinion of body, clothes manner of speaking, recreations, eating and drinking preferences, choose, automobile, place choice for holidays ... are considered as life style factors and indexes. (Featherstone, 1991: 343).

Also we should say that life style concept presentation without referring to concepts such as consumption and consuming culture is insignificant because the importance of this concept in today social science discussions at first refers to consuming society emergence meaning abundance era and accumulations of goods and era that examining the consumption is not only in the form an economical process for gaining profit but it is similar to a social and cultural process in including cultural signs and symbols. (Bo cook, 2002)

Consumption has turned to one of the principal discussion in second half of 20th century, increasing sighting consumption places and abundance of consumer goods and pictures have lead to this affair which today interpreters (commentators) remind of consumption than production as developing force in contemporary society. (Mansvelt, 2004) consumption today is considered as inseparable part in constraction contemporary society that avoiding it in capital social forms is almost impossible. In other words there are only few fields in everyday life which are not affected by processes and activities related to consumption or are not associated to it (Edwards, 2005). In fact in present world culture has won the completion from the other competitor levels and has become the modern world focus. Cultural researches thinking believe that modern world really has more cultural nature instead of having economical nature and according modern world individuals and their inter actions are considered cultural elements too.

Van gorp also believes that analyzing life in contemporary world necessitates are grad collection affairs which must be analyzed in a way related to consumption. (Van gorp, 2006: 128). Any way posed point's shows theoretical connection and nearness of life style conception with concepts such as consumption consuming culture. In relation to ideas interrelated to life style, we must say that although this concept in it is exact meaning referred to a decade after second world war and emerging of consuming society and popular access to material goods but we can see a trace of this conception among classic sociologists.

Torstein Veblen American sociologist through discussion about a new class that has formed in America in away refers to life style in which is associated with apparent consuming. According to Veblen, this class showed it is wealth and assets through performing (showing) life style. (Veblen, 1983)

George Smile also while discussing about urbanism phenomenon and cultural circumstance related to it implicitly considered this conception. According to Smile civic human approves a style of life for reconstruction of his own lost identity and for escarping from obscurity in metropolises which are associated with mode and consumption.

The results of factor Analysis of Life Style among the Females in Kermanshah

The elements of life style	Subject	Subject	Subject	Subject	Subject	The aspects of life style	General conclusion KMO test
	First	Second	Third	Fourth	Fifth		
Face make up	0.721					The different aspects of body management	KMO = 0.832 Sig= 0.000
Using the perfoms, scent, deodorant	0.721						
Using the nail care	0.700						
Using the soft cream	0.690						
Using the surgery to change the body	0.612						
To use the clothes with combination of colours	0.580						
To visit the specialists	0.543						
To use the sport tools such as fred mail, perfect step	0.501						
To dance, air robic	0.500						
To do exercises, reflection, air-sport	0.489						
To do art actions like painting, and tailoring		0.766				The style to share in the social – cultural activities	
To attend in the painting, writing and class playing		0.732					
To attend in the different fairs		0.699					
To attend in the language classes, computer and Microsoft		0.614					
To attend in cooking, flower – making, table classes		0.560					
To attend in the friend’s birthday party		0.530					
To attend in the friend’s anniversary		0.514					
To attend in parks			0.750			The style of leisure	
To wander in the streets			0.749				
To attend in the friend’s parties			0.710				
To be with the same sex friends			0.653				
To be with other sex friends			0.600				
To attend in the Cinerama and theater			0.582				
To listen to the pope music			0.510				
To listen to the pope Iranian, Los Angles ion music			0.480				
To listen to the foreign, classic music			0.473				
To play volleyball, Sky, Billiard, Maintaining			0.461				
The way to communicate the customer				0.766		Shop preferences	
Ads				0.721			
After sale services				0.703			
Price				0.730			
The fame				0.700			
The beauty of appearance				0.690			
Accessibility				0.600			
The direr city of fashions				0.578			
Resistance				0.570			
The energy consumption				0.500			
The pizza stores and fast food					0.745	The food preferences	
The traditional restaurants					0.713		
Ro ast store					0.700		
The priority to house foods					0.698		
The fast food at house					0.641		
The kind and the place are not important					0.514		
The traditional drinking such as slyrup, yogurt					0.506		
Detester, Allover					0.482		

Table 4 The entered factors in regression model to assign the variance of life style.

The steps to enter factors	The name of factors	R	R ₂	Foment	Sig F	Beta	T	Sig T
Step one	The cultural investment	0.591	0.349	214.80	0.000	0.275	6.264	0.000
Step two	The media consumption	0.632	0.399	123.60	0.000	0.285	5.124	0.000
Step there	Cultural consumption	0.640	0.409	80.77	0.000	-0.147	-0.3741	0.000
Step four	age	0.651	0.423	61.17	0.000	0.110	2.541	0.010

Also Max Webber in his book society and economy (1992) and classification chapter refers to this conception and use it for showing station concept contrast to class. In Webber's point of view, making stratum and social distinction is not only economical class but the way of life and consumption pattern used are also criteria for making asocial stratus. (Webber, 1975)

Bourdieu in his book distinction has dealt with analysis life style choices and has considered them important, because they are stated in caressingly through cultural forms. All consumption activities must be considered as a show of domination on a relationship secret and also as a liking beauty trend in which the most requested title that culture world impose. (Bourdieu, 1984).

It can be seen that style and mode of using of goods especially those which are recognized excellent is the constitute one of the key symbols of identity of an individual and is also an ideal weapon in distinction strategies. (Bourdieu, 1984)

Bourdieu in the second main discussion of his book distinction offer a social critique about tastes.

Giddens's point of view about life style has been introduced in his book modernity recognition.

According to him, old traditions move life through predetermination channels but modernity confronts an individual with complex variety of possible options and one of the consequences of these conditions is becoming important of style life. (Giddens, 2004) He mentions the style of life the narrator of personal identity of every one in recent modernity era that is because of subset of values and traditions which creates identity for an individual and also finding one's own in everyday life.

Mike Featherstone suggests that evaluation toward life concept is associated with accepting an esthetics in life. He believes that this process because of instability of everyday life by limit less satiation in consumed cultures have become important. (Featherstone, 1991) He believes in losing distinctions in consumption, because constant establishing of the consumerism with frequent and abundant offer imposes itself to all people even the poorest.

Methodology and the statistical society

The methodology is survey and questionnaire is to collect information. The statistical society of study included all of female young people (in 18-30) who were inhabitant in Kermanshah in 1391. The cause of choice was based on the freedom to choose the life style out of social limitations, the organ necessities and family in this group. The example finding was in the form of Quota sampling, according to the place of inhabitants. The amount of example was based Cochran formula including 274 female, young people in Kermanshah.

The dependent variable

It was life style that included five main factors: the body management, the importance of leisure time, the customs, taste, the model at food consumption.

The factors of body management

The weight Control, fitness, regime treatment, medical meddling, hygiene, and make up care, using braccellent etc., to do barberry with fashions by combination of colours.

The factors of leisure

Go to park, movie, theatre, cofeeshop, wandering in the streets by bus, to do exercises like sky and billiard by the friends, either same or not.

The social – cultural style

To hold birth celebration, the marriage anniversary, to accompany in the civic actions, the artistic jobs such as taking in the fairs and the art classes.

The taste factors

The individual to use the special goods in everyday life such as the place of shopping and the kind of it.

The Independent variable

They included: age, marriage, the cultural capital, the media consumption, the reference groups, the social comparisons.

By using the factor analysis model of five factors: the management of body aspects, the communicative, social, cultural style, the leisure style, and the shop preferences, the food preferences Based on the results of factor analysis and according to the statistics all aspects can be concluded that the data was suitable for factor analysis and the results significant Bartlett test.

The Descriptive Results of Research

As whole there were 274 female young people in Kermanshah, 37 percentages was in 18-22 years, 39.5 was in 22-26, 23.5 was in 26-30. 15 percentages had diploma, 50 percentage was in B.A, 0.25 percentage was in M.A. and 10 percentage was in the higher than M.A, 59 percentage was single, and 41 percentage was married.

About the aspects of body management, it concluded that 29 percentage concerned their make up very much and 32 percentage their make up very much and 32 percentage concerned it very very much, and 27 percentage was in the middle. As whole, 11 percentage was very low are they did not concerned it at all. It is necessary to say about using deodorant, scent, mam that there was %27 that used deodorant very much, %33 was very much, and % 25 was middle. The most application belonged to %33 and as whole, %60 who used them very much.

About using the soft cream, it is necessary to say that the most consumption was %34 and the least was %5 who did not use it at all. About the application of combination colors, the percentage of 62 was very much, %29 was middle. As whole, there was 25 percentages that referred to the nurtiologists, and in the middle, it was %29. Finally, the results showed that the young people concerned Their body very much.

Results explanatory

To test the hypothesis of Eta correlation coefficient test for nominal variables-Interval and Ordinal-Intervals used Regression was used to predict and model

The hypothesis one

There is a relationship between lifestyle, consumption and cultural capital.

According to the results (correlation coefficient 39/0) between lifestyle, consumption, youth and cultural capital with 95% confidence significant relation exists assumption

researchers are confirmed such as cultural capital is greater than the desire to have a life consumed more be.

The hypothesis two

There is a relationship between media consumption and consumer lifestyles.

According to the results (correlation coefficient 68/0) between lifestyle and consumer media consumption by 95% correlation there. The higher levels of media consumption exceed a tendency to lifestyle expenditure will increase and the tendency of young people to the consumer lifestyle is more realistic.

Hypothesis three

There is a relationship between lifestyle and reference groups

According to the results (correlation coefficient 08/0) There is no significant relationship at the 5% error in the results of this study confirm the null hypothesis is rejected and the research hypothesis.

The fourth hypothesis

There is significant relation between lifestyle, consumption and marital status

The results showed that there was a not meaningful relation between the life style of consumption and the marriage, therefore the hypothesis was rejected, it showed that there was not meaningful difference between the norms of consumption between the married and single people. The Eta correlation was -0.3).

The fifth hypothesis

There is significant relation between lifestyle and social comparison

According to the results (correlation coefficient -31/0) at the 5% error between consumer lifestyle and social comparison is negative and there is an inverse relationship between the two variables

The sixth hypothesis

There is a significant relationship between age and life style

According to the obtained correlation coefficient eta (equal to 37 percent), there is a positive relationship between the researcher's hypothesis is confirmed by 95% and there is a significant relationship between age and lifestyle.

Table four shows the results of regression analyses of multi-factors by step to step method for the life style factor. The results at table showed that there were four independent variables that were respectively added to the equal, as whole the correlation was %65.1 based on four dependent variables. Besides, the model was able to assign four independent variables about %42.

Conclusions

The main feature of life style includes: Its formation revolves around attitudes tendencies, creativity and taste preference or what you read. In other words, life style, pattern or set of behaviors, and asset situation that has caused by taste. Thus, where a pattern or series of preferred intention is not raised, Discussion of lifestyle does not mean.

Therefore, while there was a model for a behavior or following a model, it will be possible to speak about the life style which self-contained meaning unity, plurality, synchronic. On the other, the life style is the result of the common features of some collections of phenomena's in which there was unity, on the other hand, the same common feature and unity of collection make it different from others in which there were not the common features, therefore the plurality produces. In other words, the life style is a kind of identity, besides the life style was assigned as whole, ordered symbol: the symbol is unity and

plurality. The life style associates the borders of an identity. The four foresaid factors in traduce the life style as "the method of life" and "the common culture portion" which are compostable with the methods of race, the different normal models (customs, traditions, morality, principles and social rules) very much.

The life style includes the individual, social, secular, spiritual aspects such as: issues such as (perception and belief), approaches (values, tendencies, Preferences) which are all and all subjective and internal, and the external behaviors (include the conscious and unconscious actions, the physical condition and moods), conditions (positions) either socially or property are all and all objective.

Therefore, the environmental issues (both physical and social, time and place) and heredity are the concepts of life style, where as they are affective to form them.

The tendency to control the body has been increased among the girls, the results showed that there was %61 of women and girls made up. It is the same in the other factors of body management such as %60 of study society used the scent and deodorant very much, these factors showed the young people's increase in the body management.

The Significant, bilateral relations of cultural capital and the media consumption approved Bordeiu's and Gidden's theories that the high education among the young people and the increase of information in the different life styles increase the cultural capital which leads to the cultural consumptions. The other factor was plurality and diversity in the life styles which influence on the young people's values. The media is direct factor that provide the young people the different horizon and priority. Therefore, their valuable priorities are influenced by asterism and good – choice which are influenced by the emotive presentation in media.

Hence, the development of individuality produced an important place among the young people. On the one henna Iranian young people are influenced by the different cultures which preach in the media, and on the other, they are under the tradition structure of their own society, therefore this study has been considered by many different researchers in the scientific councils.

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