

## The Study of Social Factors Affecting on Changes in Life Style of Villagers during the Last four Decades (Case of Study: Villagers of Khalkhal)

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**Abstract:** *The present research was conducted with the aim to represent a theoretical Framework and a paradigmatic model of villager's Perception and interpretation of causes of change in life style of rural people living in rural regions of Khalkhal during last four decades, using a Mixed Method composed of a qualitative approach (grounded theory) and quantitative approach (Survey research). First a theory was underpinned with a qualitative approach and explorative technique and then with the help of paradigmatic model, some hypotheses were set and tested employing quantitative technique (survey) with empirical data. In the qualitative part, the statistical population consisted of 22 individuals (n=22) of villagers above 18 years old who were interviewed through theoretical sampling. Three-stage coding technique was used in order to analyze data. In the quantitative part, 380 individuals were selected as statistical population using Cochran's Formula. The results from findings showed that from the viewpoint of villagers factors such as establishment of industry and modern technology in villages, promotion of mass media usage, interaction with city dwellers, expansion of tourism, the degree of religiosity of villagers, and socio-economic status of villagers have been factors affecting on the life style and consumption culture of villagers living in Khalkhal region during last four decades.*

**Keywords:** *Life style; rural society; grounded theory; modern technology.*

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### Introduction

The term 'Life style' was first used by M. Alferd Adler, the Austrian psychologist, in 1922 as a subject of investigation in psychology. Again in 1961 it attracted the attention of thinkers, specifically sociologists (Jabbaran, 2014: 174). The term consists of two words of 'Life' and 'style'. The meaning of the word 'Life' is almost clear while the word 'style' needs to be explained. It has been defined as "Forming or designing something (such as hair, or furniture) in a manner that they seem more interesting. In other words, it means "apparent higher quality in design or behavior" (Bayangani, 2013: 61). In simple word 'Life style' is the way of living, showing individual models of ideal life, consisting of worldview, attitudes and values, habits, social relation patterns, leisure time, and consumption patterns. Life style is often explanatory and through it, people usually introduce themselves to their surrounding environment. It means that our life style is explained by our appearance (choice of clothes, and behaviors), actions (choice of leisure activities), and choice of tools to live, and even choice of friends (Gibenz and Borimer, 2002: 104)

### Statement of the Problem

Signs of change in ways of production and consumption, and life style were clearly observed from the late 1970s (mainly in Europe and America). They consisted of new interests and tendencies, and rapid change of fashions.

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Most scholars consider that point of time as the beginning of post fordism and post modernism or post industrialism. Of course some thinkers such as Gidenz. Emphasizing on support of modern rationalism during that era, consider it as the continuum of modernism, or in other words "Late modernism". During that period of time, two dominant approaches toward production and consumption changed, and contrary to the time of fordism (or modernism) which was based on mass production of goods with identical quality for a great group of consumers. Of the same interest, more flexible ways of production of certain goods for certain tastes of consumers as well as specialized goods suitable for different needs attracted attentions. Bourdieu finds this reality in the expansion of the new middle class who gives importance to the power of consumption, luxury and life quality more than power of production and jobs. Federestone considers the culture of consumption during that period as the creator of "the individuality of life style" and "the aesthetic stage of everyday life", because instead of choosing from among existing life styles, people make their own life style in an in Flexible manner and represent their individuality and interests through choosing and compounding components of different life styles. Gidenz believes that "A deep change has happened in our perception of life and everyday life and identity, in traditional life, identities had an almost stable place, while the late modernity separates our way from that of our fathers".

Instability of meaning is one of characteristics of post modernism. Bourdieu suggests that in a world that has lost its meaning and goods have got "symbolic value" instead of "consumption value" consumption has opened the atmosphere in order to trifle with identity. In other words, identity has become a personal project and all of us, in an endless process, are trying to define and redefine our identity. Thus the culture of consumption gives us a lot of choices on "who we want to be" (Razavizadeh, 2007: 22; Mahdavi Kani, 2008: 17; Benedikter, 2011: 3; Hollows & Bell, 2006; Bell, 2005: 5-7, cited from Heydari Sarban, 2016: 30). There are two perception of the concept of life style in sociological literature, one of them relating to 1920s, according to which life style has been used as the introducer of wealth, and social state of individuals and often as the indicator of social class, while the other showing the modern social form that comes about only within the context of modernity changes and expansion of consumerism culture (Sejasi Gheidari, 2015: 160).

Repeated observations of villages by researchers during recent years indicate changes happening in the life style of villagers. These changes have come about not only in their consumption pattern, but also in structures such as their solidarity, innovation, individualism, and cooperation spirit, and their total life style. These changes are more rapid in life style of villagers, comparing with that of city dwellers, so that it can be called as "urbanizing of village". Many villagers are nowadays enjoying modernity results and technological outcome such as electricity and mass media like television, satellite, internet, automobiles, and electrical devices in their houses. In other words, it can be said that their life style has lost its previous rural form. Thus, Iranian villagers are experiencing a great movement from their traditional life style toward the modern life style under the influence of technological outcomes in the modern world during a cultural evolution period of time. This change can be considered as the result of several factors, such as appearance of modern facilities. Promotion of educational level of villagers, replacement of generations, representation of constructive services, and more important than all of them, communicational infrastructures (Rezvanzadeh, 2004: 5).

Khosrow Khosrowi, in his book of "Sociology of Iranian villages" suggests that between 1956 and 1976, Iranian villagers obtained some kind of self-awareness as they immigrated to cities and saw buildings, cars, cinemas, and other facilities. Consequently it can be claimed that their collective Emigration to cities led to the impression of rural culture on cities. In fact the urban society came under the influence of the culture of farmers. It can be said, about changes happening in life style of villagers especially after the Islamic revolution, that Iranian rural society is highly diverse. Specifically from cultural point of view, and the impressibility of most villagers by technological and communicational accomplishments, media advertisement, satellite networks, internet, and international transformations have led to appearance of consuming society and the new life style in village. The importance of this study can be explained in two points: Firstly, the rural society, as a changing society during last four decades has been experiencing extensive changes in life style and major cultural and social values, but those changes have not attracted enough attention of rural sociological investigations. In Fact, in rural

studies of Iran, the economic dimension (agriculture, stockbreeding, and land reform), or political dimensions (authority structure, issues of land lord and tenant Farmers or social in structure and so on) have been emphasized.

The other major part of studies also belongs to the nature of planning on the rural development, and scientific reports about life quality, while changes of life style and consumption culture among villages are rarely seen, Secondly, study on the changes in life style of villagers employing grounded theory, is a new task. The present research attempts to obtain a paradigm pattern of the concept of change in life style villagers based on mental perceptions and interpretations and definitions of scholars. During recent decades, the process of change in villages of Khalkhal has been accelerated so that the total appearance of village and specially their houses have seriously changed. These changes are the results of arrived and development of technology and mass communication media most important of which are sending and receiving of pictures through television and satellites, movie distribution network, internet and mobile phone, social networks and so on, improvement of canals of access to villages, improvements in administrative system, change in traditional structure of families, change of extended families to small ones, spread of urbanism cultural patterns, consumption culture pattern, and change in life style. It seems all of these have finally led to the emergence of new needs in the everyday life of villagers.

Regarding the Subject of Study and research goals, the following questions are put forward:

- 1) What is change of life style of villagers according to their mental perceptions?
- 2) What factors have led to change in life style and consumption culture of families in rural regions during last four decades?
- 3) How do villages consider their life style and consumption culture?

### **Research Background**

In any research field, some tasks are done usually related to its subject matter. It is done in two parts of internal and external. Here, we will represent the internal part first, and after it, the external part will be represented.

- Azkia, Hosseini Roudbaraki (2009) have conducted an investigation on changes in life style of rural regions in Iran. In that research changes in life style, from the time Period before land reforms to the present time have been studied. Research results indicate that age and cultural capital explicate about 86.1 of changes in Life style of rural society. Generally it can be said that the variable of generation plays an important role in life style changes of villagers. Replacement of generations in villages and increase of education level of the third generation have resulted in extensive changes in rural society.
- Bazrafshan. Javad; Toulabi, Mehrshad (2017) in their article of "The influence of reconstruction on the change of life style of rural families in the central district of Pole Dokhtar" explain that reconstruction process has different impressions on human life and those impressions are more tangible in rural regions than urban regions. Among components of life style, reconstruction has the strongest influence on the change of life style so that it can result in change of cultural and lingual patterns, behavioral patterns, and manner of clothing specifically among young people. Thus it can be said that the best way to get to rural development is paying enough attention to the local culture that has the most suitable flexibility to the conditions of any region and works much easier than modern technology to achieve stable development because of its adjustment to local societies.
- Najafi Asl, Zohreh; Taleb, Mehdi (2016) in their article by the name of "Pathology of change of consumption pattern" say: "Consumerism as a new phenomenon in the present rural societies of Iran, spread of western culture in the world have propounded some kind of consumption culture suitable to capitalism. This condition has resulted in great change of consumption culture and life style of both, people living in cities, and villagers across the country, so that nowadays, frugality, simple living and hard diligence are not considered as perfection and modern values in the rural society, but they are attributed to the past limitations and sufferings that should disappear from their life.

- Bourdieu, Pierre (2011) in his *Distinction* suggests and proves how individuals can create rational balance between such realms as sports, food, clothes, artistic tendencies, music, photography and literature from one side, and their social situation from the other side. He explains how photographs of special kinds of cars or house decorations and even special types of foods and drinks are chosen to show to people in order to guide their life style and social requirements to predetermined directions. His intention was to show how people choose their household needs from among other things in such a way that they become distinct from other individual
- Woods (2011) in his research under the title of "Rural geographic processes, reactions, and experiences of rural reconstruction" showed that new patterns of life change the perspective of rural regions. He named it as the evolution that leads to inharmonious expansion of rural locations and change of agricultural patterns. He investigated the role of globalism in the evolution of villages and explained the agricultural and economic changes in them, and analyzed changes happening local societies and rural environment.
- Ross M. Hernandez (2013) in an article under the title of "Rental rural rooms" as the motivator of rural development explains that several plans have been prepared in order to develop European rural regions and remarkable budgets have been given to support economic activities, and specifically rural housing agencies are the key receivers of developmental investments. For this reason, identification of important factors of commercial success of those agencies is vital for directors of rural housing plan in order to allocate budgets according to their identification results. In this article, three effective factors relative to business and entrepreneurship are studied, namely, product, knowledge, and promotional tools, according to operation, size, sales, and benefit. In a study conducted in a Spanish rural region, results greatly confirmed suggested hypotheses.
- Das et al, investigating the industrialization pattern in north east of India believe that the development of industries have resulted in decrease of poverty in rural regions they also suggest that decrease in emigration of villagers and increase in their welfare are among other outcomes of development of industry. They believe that if small industries and domestic industries are in relation to agricultural activities of a region, they can play an effective role in the development of that region (Das et al, 2011: 164)

### **Theoretical Framework**

This research is based on theories of such scholars as Bourdieu, Giddens, Veblen, Solomon, Kaplinsky & Kouper, and Dwyer & Hardill, Life style is a systematic activity originating from interests of individuals. It has an, external and objective nature that gives a symbolic identity to people; making them distinct from others. The meaning or, in other words, the value of that of activity come from its situation within relationships and conflicts. Life style is the properties by which, the occupiers of different situations. Intentionally or unintentionally make themselves distinct from others. They represent distinct aesthetic tendencies and explanations. Therefore, life style is the systematic product of disposition, perceived through two bilateral relationships of self with the trends of disposition, and becomes a system of symptoms that are evaluated in a social manner, for example as respectable, dishonorable and so on (Bourdieu, 1984: 172) Giddens looks at life style at a micro level. He believes that one of outcomes of modernity for an individual in everyday life is that his or her life style also changes according to modernity and goes to the condition of post traditional. Moreover, Giddens considers life style as in close relation to personal identity. In his opinion, in the process of modernity and its intensive type (globalism), we face the phenomenon of disembedding. In Giddens's point of view, the subject matter of identity encompasses concepts of disembedding and strategies and alternatives provided through abstractive systems, from among which the individual should find his or her identity (Giddens, 1999: 147).

Solomon believes that each society has its own life style. Life style shows and reaction of an individual in his or her environment. In traditional societies consumption- based choices are dictated extensively according to class, caste, village environment, or families, while in modern societies, people have more

freedom to choose goods and activities and services that somehow create their social identity (Rassuli, 2003: 54).

According to Veblen, substantial consumption, substantial sloth, and substantial flaunting of highness are means that people use them to show themselves more perfect than their neighbors, and give more importance to themselves. "Conventions of aristocratic life are in agreement with substantial consumption and sloth. Substantial consumption of expensive goods is way of achieving prestige for aristocrats" (Kozer, 2001: 362). Kaplinsky and Kouper believe that technological innovations, more than any other thing, have changed social relationship, they have created a new order in industry. Although the first turning point appeared with the change of hand-made manufacturing to machine-made manufacturing under the influence of production power, it was the incisive change of social relations of production that after it, played the vital role in the expansion of the new industrial era across the world (Kaplinski & Kouper, 1995: 22). Rural industrialization leads to the stabilization of decentralization of industries by employing local and native resources and acts as a bridge, creating a link between rural and urban regions that decreases the difference between their living levels (Walkers, 2007: 83). Dwyer and Hardill (2011) suggest that the technology of communication and information, by replacing electronic games with native, local games results causes many villagers to leave their homes and immigrate to cities. This, results in the strengthening of introversion of villagers in their relationships to change their life style (Dwyer & Hardill, 2011: 243). Nowadays, the extensive interaction among villagers and city dwellers has led to the decrease in the importance of distinct and separation of cities from villages. Villagers have adjusted themselves to living in cities, and everyday commute between villages and cities. In some countries, industries are moving toward rural regions and for some economic and environmental reasons, agriculture is becoming an important section in urban regions. In fact, urban and rural regions are increasingly being intermixed (sheng, 2003: 3).

**Research Method**

Regarding the aim of this research, its method is of mixed type. The qualitative technique employed in this study is grounded theory. First the bases of theory are set through using a qualitative technique and explorative one. Then using a paradigm model, and related literature, some hypotheses will be made and employing experimental data and quantitative technique (survey), the hypotheses will be tested.

The statistical population of the first part of this research (qualitative) were 22 individuals of villagers, 13 individuals of whom were male and 9 individuals were female. In the quantitative part, 29236 villagers were present in the statistical population and based on Cockran's formula 380 individuals were selected as the statistical sample. Data in the qualitative part were gathered through deep interview employing theoretical sampling technique. To do this, the research first attempts to make deep interview with 22 villagers. Three types of coding were used to analyze and interpret interviews. They were open coding, axial coding, and selective coding. In the quantitative part also written interview was employed to test variable, gather data, and test hypotheses. All of them were analyzed using spss software. In order to study Cronbach's alpha of questionnaires, first a sample consisting of thirty questionnaires was distributed among villagers who were over 18 years old and had been selected randomly (pretest). Then for each variable of life style change and independent variables, their locutions were studied through Cronbach's alpha and the following result were obtained:

*Table (1): Cronbach's alpha coefficient for independent and dependent variables*

Alpha degree	Variables
0.928	Religiosity
0.848	Development of tourism
0.840	Mass media
0.783	Interaction of villagers with townsmen
0.764	Degree of establishment of industries in rural areas
0.719	socio-economic Status (SES)
0.729	life style

## Research Findings

In this research, we attempted to prepare a paradigmatic model of change in life style of villagers by conducting deep interviews with them based on existing causal relations. The first stage in data analysis in grounded theory method is open coding. This stage is taken from qualitative concepts. Based on mythology of grounded theory, during the first stage (open coding), codes and concepts and themes were taken from among entail data and then during theoretical sampling and subsequent interviews, new concepts were added to increase qualitative and quantitative richness of concepts and finally 73 concepts were obtained. In the next stage, concepts were determined according to their rational relation to each them and the final result was 15 themes which have been listed in the following table of concepts and themes.

*Table (2): the process of open and axial coding*

axial	open
Changes in behavioral and verbal patterns	<ul style="list-style-type: none"> <li>-decrease in familial and ethnic relationships among villagers</li> <li>-interest in individual and personal activities</li> <li>-increase in tendency of villagers toward urban life style</li> <li>-decrease in the degree of trust and solidarity among villagers</li> </ul>
Change in the degree of use of modern technologies (mass media)	<ul style="list-style-type: none"> <li>-increase in spending leisure time on internet and other media</li> <li>-watching TV serials and tendency toward luxury and modern life</li> <li>-purchase of goods introduced by TV and other media</li> <li>Use of mass media</li> <li>-membership in social networks and access to internet</li> <li>-use of facilities such as electricity. Telephone and gas network</li> </ul>
Change in consumption and feeding pattern	<ul style="list-style-type: none"> <li>- use of different kind of fast food and prepared food</li> <li>-use of modern ways (microwave, gas, oven and so on)to cook food</li> <li>-asking for food from outside</li> <li>-going to restaurants to eat food</li> </ul>
Tendency toward modern life style and consumerism	<ul style="list-style-type: none"> <li>- giving importance to healthy nourishment</li> <li>-giving importance to sports and mental and physical health</li> <li>-Living in a healthy and clean environment</li> <li>-having leisure time</li> <li>-using cosmetics and hygienic products</li> <li>-having urban life style</li> </ul>
Culture of tendency toward fashion	<ul style="list-style-type: none"> <li>-use of modern facilities and equipment in furnishing and in Kitchen</li> <li>-increase in diversity of nourishment</li> <li>-change in consumption pattern of villagers</li> <li>-change in traditional context of villages and use of news models in construction</li> <li>-use of luxurious equipment</li> <li>-repeated changing of home appliances</li> <li>-change in clothing manner and decrease in using old clothes</li> </ul>
Change in values	<ul style="list-style-type: none"> <li>-fading of culture and conventions and ceremonies</li> <li>-attention to welfare and health as well management of body and care about one's diet</li> <li>-promotion of religious belief and responsibility toward Islamic values</li> </ul>
Learning and awareness	<ul style="list-style-type: none"> <li>-access to local newspapers and magazines</li> <li>-awareness of villagers of events happening in the city</li> <li>-decrease in study level in local language and tendency toward Farsi</li> <li>-study in universities and promotion of awareness level</li> </ul>

	-change in expectations from marriage
Competition among rural families	- tendency toward luxury -increase in villager's inclination to change home decoration -increase in usage of facilities similar to town dweller's manner
The degree of religiosity among villagers	- construction of mosques and other religious places -participation in Koranic classes and other religious gatherings -listening to religious programs on TV, radio, and other media -participation in Moharram and other mourning ceremonies -paying religious amount such as Khoms and Zakat
Economic independence	-increase in villagers interest in economic activities -sales of agricultural and dairy products -economic and monetary approach toward agricultural and industrial activities -inclination to work in services part and employment
Economic progress	-inclination to investment in housing task -using modern agricultural equipment - small jobs -inclination to use modern techniques of irrigation

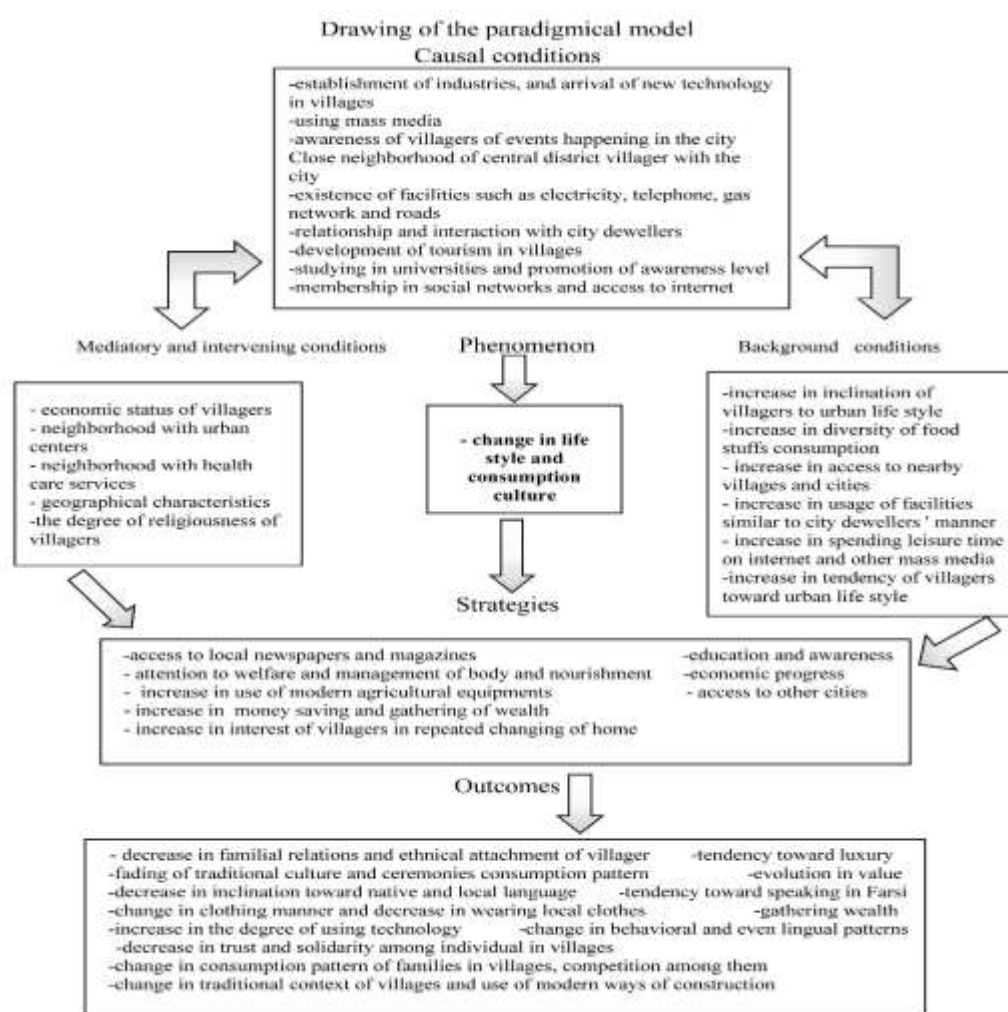
Based on open and axial coding, the main category, minor categories, and concepts that were chosen to make the initial theoretical framework, were linked to each other, so that the research topic can be clearly explained according to precise understanding of the author about the topic. In this the more minor categories were also identified and (linked to the wider category in order to represent a more complete interpretation of the subject and its causal conditions mediators, backgrounds, actions and reactions toward strategies and outcomes.

**Table (3): the process of selective coding**

axial	open
Causal conditions	-establishment of industries, and arrival of new technology in villages -using mass media -awareness of villagers of events happening in the city Close neighborhood of central district villager with the city -existence of facilities such as electricity, telephone, gas network and roads -relationship and interaction with city dwellers -development of tourism in villages -studying in universities and promotion of awareness level -membership in social networks and access to internet
Background conditions	-increase in inclination of villagers to urban life style -increase in diversity of food stuffs consumption - increase in access to nearby villages and cities - increase in usage of facilities similar to city dweller's ' manner - increase in spending leisure time on internet and other mass media -increase in tendency of villagers toward urban life style
Mediatory and intervening conditions	- economic status of villagers - neighborhood with urban centers - neighborhood with health care services - geographical characteristics -the degree of religiousness of villagers
Phenomenon	- change in life style and consumption culture
Strategies	-access to local newspapers and magazines - attention to welfare and management of body and nourishment - increase in use of modern agricultural equipment - increase in money saving and gathering of wealth - increase in interest of villagers in repeated changing of home

	<ul style="list-style-type: none"> <li>-education and awareness</li> <li>-economic progress</li> <li>- access to other cities</li> </ul>
Consequences (Outcomes)	<ul style="list-style-type: none"> <li>-decrease in familial relations and ethnical attachment of villagers</li> <li>- change in clothing manner and decrease in wearing local clothes</li> <li>- decrease in trust and solidarity among individual in villages</li> <li>- fading of traditional culture and ceremonies consumption pattern</li> <li>- tendency toward luxury -evolution in value</li> <li>- decrease in inclination toward native and local language</li> <li>- tendency toward speaking in Farsi - gathering wealth</li> <li>-change in consumption pattern of families in villages, competition among them</li> <li>-increase in the degree of using technology - change in traditional context of villages and use of modern ways of construction</li> <li>-change in behavioral and even lingual patterns</li> </ul>

### Drawing of the Paradigmatic Model



### Hypotheses extracted from the paradigmatic model

1. It seems that there is a difference between the socio-economic status of individuals and the changes in life style and consumption culture of families in rural areas
2. It seems that there is a relationship between the use of mass media and changes in lifestyle and consumption culture in rural areas.
3. It seems that there is a relationship between the level of religiosity of respondents and changes in the life style and consumption culture of families in rural areas.



4. It seems that there is a relationship between the amount of communication with the city or the interactions of the villagers with the urban population and changes in their lifestyle and consumption culture of families in rural areas.
5. It seems that there is a relationship between the extent and development of tourism and changes in lifestyle and consumption culture of families in rural areas.
6. It seems that there is a relationship between the degree of establishment of the industries (technology entry) in rural areas and changes in the lifestyle and consumption culture of families in rural areas.
- 7.

#### **Analysis of the Paradigmatic Model and Theoretical Inference**

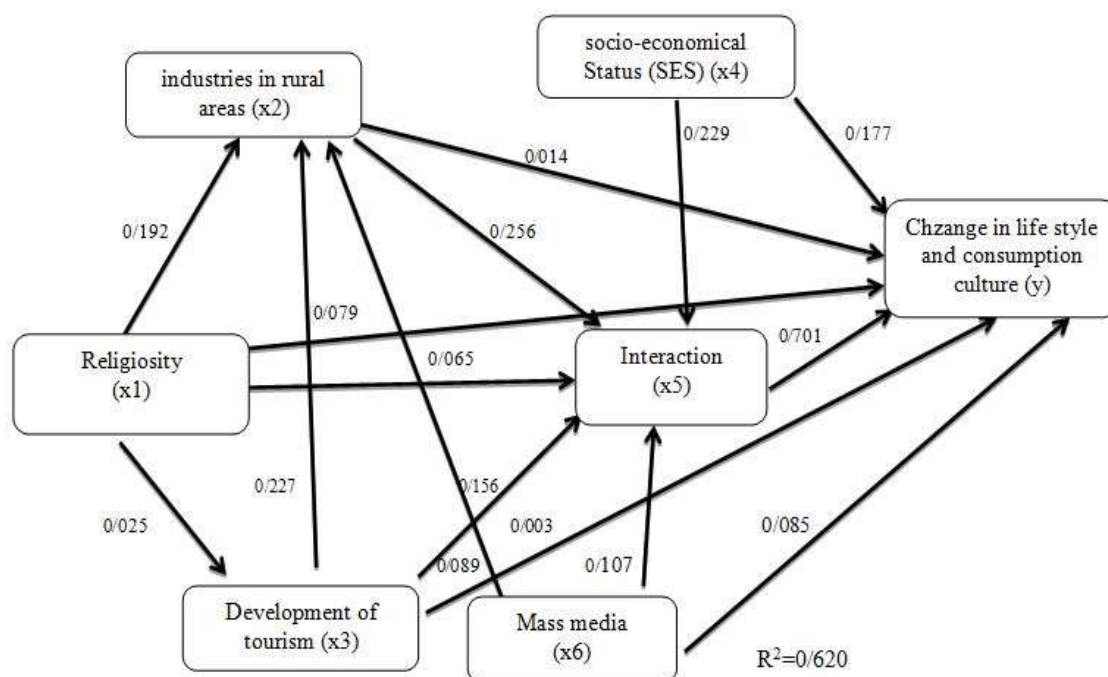
Appropriate denomination of each category, asking stimulating questions, comparison and conclusion a new, integrated and realistic pattern of all raw scattered data, need a specific creativity in order to help the researcher continue his or her study. Theoretical precision can be strengthened through professional experiment, study of different texts, personal experience of the author and procedure of data analysis. Theoretical precision is important because qualitative study and grounded theory seek to give meaning to data. The major phenomenon of this model is change in life style and consumption culture of villagers as the key questions asked in qualitative questionnaire and theoretical and conceptual information of villagers of Khalkhal. Also, in this model, causal conditions consisting of nine items (industry, new technology, mass media, awareness, neighborhood of villages with cities, existence of facilities, access to cities, tourism, and membership in social networks) have multiple impressions that can be considered as direct and indirect reason of change in life style of villagers. In relation to interaction with city dwellers, Potter & Unwin (1989) point to link between cities and villages in economic, social, and political and ideological dimensions. In fact, they considered the existence of any of spatial phenomena as influential in formation of relationships among cities and villages (Potter and Unwin, 1989: 24) Causal conditions in paradigmical model have bilateral influence on background conditions and mediatory and intervening conditions and are important in change of life style of villagers. According to the paradigmical model of Straus and Korbin in grounded theory, Background situations are a set of specific conditions happening within a certain time and place in order to create certain situations and conditions to which, individuals and groups in the society respond to them by their actions and reactions. These actions and reactions consist of increase in tendency toward modern life style. By families living in villages, increase in diversity of food stuffs consumed by villagers. Increase in access to cities and nearby villages, increase interest in economic activities, increase in using facilities similar to city dweller's manner, and increase in inclination to spend more leisure time on internet and other mass media.

Mediatory and intervening conditions regarding respondents pointing to situations that impact on actions and reactions and interactions, consist of conditions such as economic status of villagers, neighborhood with cities, neighborhood with academic centers, neighborhood with centers of services and health care, geographical characteristics, interest in individual and personal activities, and the degree of religiousness of villagers. According to paradigmical model of Korbin and Straus's grounded theory, subjects pointed to actions and reactions and interactions toward change in life style and consumption pattern of villagers. Access to local and native newspapers and magazines, attention to welfare and health, and management of body and nutrition, increase in inclination to save more money and gathering of wealth, increase in tendency toward repeated changing of home decoration, education and awareness, increase in use of modern agricultural equipment, and economic progress were among strategies that respondents mentioned in order to change life style and consumption pattern of villagers.

From point of view of respondents, the outcomes of strategies to change life style and consumption pattern of villagers are diverse, including decrease in familial relations and ethnical attachment of villagers, change in clothing manner and decrease in wearing local clothes, decrease in trust and solidarity among individual in villages, fading of traditional culture and ceremonies consumption pattern, and tendency toward luxury, evolution in values decrease in inclination toward native and local language, and tendency toward speaking in Farsi, gathering wealth, change in consumption pattern of families in villages, competition among them, increase in the degree of using technology, change in

behavioral and even lingual patterns, change in traditional context of villages and use of modern ways of construction that consequently lead to change in their life style and consumption pattern and they show more interest in luxury and saving of more money and improvement of their living level and health care, specifically after years 1360 and 1370 it has resulted increase of life expectancy. Moreover, change in life style and consumption pattern of villagers have not only led to extensive use of mass media and change in their home decoration, but also the construction and architecture of their houses have deeply been influenced.

### Path Analysis



**Table (4): The influence of independent variables on dependent variable by analysis of path**

variables	Direct influence	Indirect influence	Total
socio-economic status (SES)	0.177	0.406	0.583
Interaction of villagers with townsmen	0.701	-	0.701
Arrival of technology	0.014	0.179	0.193
Religiosity degree	0.079	0.050	0.129
Tourism	0.003	0.893	0.896
Mass media	0.085	0.808	0.893

Among six components, as seen in table (4) in relation to betas belonging to independent variables, the total of indirect and direct influence of the component of development of tourism with  $\beta = 0.893$  is the highest and after it, the components of mass media with  $\beta = 0.893$ , interaction of villagers with city dwellers with  $\beta = 0.701$ , and socio-economic status with  $\beta = 0.583$  are the highest. Moreover, two component of arrival of new technologies ( $\beta = 0.193$ ) and religiosity degree, establishment of industry and arrival of new technologies ( $\beta = 0.129$ ) have the least impression on the life style of villagers.

### Discussion and Conclusion

The present research attempted to represent as paradigmical model of concept of life style and consumption culture of villagers according to perception: and interpretations of scholars, employing grounded theory. Results in qualitative part were obtained based on three stages of coding with more than 73 concepts and 12 minor categories and 6 major categories. In quantitative part, the indirect and direct impacts of dependent and independent variables were studied through path analysis. Research findings indicate that during last four decades several change have happened in the life style of villagers.

Those changes in culture include change in consumption pattern, use of modern home appliances, decrease in inclination to use local language, increase in use of Farsi language, and decrease in wearing native and local clothes etc. Social changes consist of decrease in familial and ethnical relationships, tendency toward individual and personal activities, decrease in trust and solidarity among villagers. Economic impacts include increase in tendency toward economic activities, attention to save money and wealth. Agricultural activities, luxury, interest in ownership of houses and cars. The results also show that villagers have become interested in urban life style, the degree of trust and relationship have become faded and local and native style of clothing are becoming forgotten so that nowadays, villagers more attention to new urban styles comparing with Kurdish, Tati, and Azari fashions. According to research findings, people in villages show more interest in membership in social networks and spending their leisure time on internet and other mass media such as computer and TV, and this has resulted in decline of interaction among individuals specifically among young people. They are also forgetting local games that one day were specific to villages of Khalkhal. Of the arrival of new technologies and industries can provide new opportunities and jobs for villagers and promote their economic status through promoting their daily incomes, and preventing from their emigration to cities. Promotion of agriculture also is another positive impact of new technologies that requires appropriate planning.

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