

Identification of the Components of the Youth Lifestyle

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Abstract

Lifestyle is a concept that encompasses general aspects of life such as individual ways of thinking, living, and activities. The topic of youth and lifestyle in this social group is an important, extensive, and diverse subject that can be addressed and given attention. Due to the rapid changes in social, cultural, and economic trends in recent decades globally and in Iran, the lifestyle of young people has also been affected and undergone changes. This article, resulting from research on the lifestyle of young people, attempts to identify the components of Iranian youth lifestyle using a qualitative approach and leveraging the Grounded Theory classic method. Through purposive non-random theoretical sampling, semi-structured interviews were conducted with young people aged 18 to 35. Thirty-one interviews were sufficient to obtain both explanatory and data sufficiency. Qualitative data analysis from the interviews used open coding technique, resulting in the identification and extraction of 23 components.

Keywords: lifestyle components, Granded Theory, Identification

Introduction:

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Due to the rapid social, cultural, economic, and other transformations and the shift of their traditional and mechanical entities to modern and fluid entities in a recent century, which can be attributed to globalization and its central capitalist nature, many analytical concepts have lost their functionality in analyzing the current world developments and situations, requiring the adoption of new concepts. In recent decades, the concept of lifestyle has been a focal point in scientific studies, especially in sociology, gaining significant importance and becoming a common term in books, research, articles, media, and everyday conversations. Today, lifestyle has become one of the most important components that distinguish and connect individuals, used as an analytical tool alongside or instead of the class concept to understand and classify individuals, social groups, and societies.

Today, talking about the lives of people and societies without considering their lifestyle as the central concept of meaningful life. The ability to liberate ourselves from the lifestyle and live in a way that we are free from the burden of lifestyle seems impossible (Moafi,1391:47), indicating the increasing importance of the concept of lifestyle in contemporary society. Lifestyle is constructed from the activities, behaviors, preferences, and attitudes of individuals.

Concepts and theoretical structures generally possess characteristics of typology and classification of individuals and societies. Some of these theoretical concepts and structures include hypothesis testing, clustering, social cohesion patterns, and social stratification. The concept of lifestyle is also a theoretical structure with these characteristics. In examining lifestyle types, identifying the components of lifestyle is of particular importance. The components of lifestyles contain expressive elements of life and determine the type and variety of lifestyle. It can be said that identifying the components of lifestyle provides a better understanding and interpretation of why individuals and societies do what they do and how their lives are realized, allowing for the presentation and study of changes that have occurred.

Young people, as a part of Iranian society, have always been at the forefront of changes, including social and cultural changes. Due to their characteristics, they provide suitable subjects for studying many social issues. Examining the

lifestyle of this segment of society, which represents a high percentage of the Iranian population, can indicate significant changes in the rhythm of living and developments in both the public and private spheres of their society. Studying the lifestyle of young people offers valuable insights into the evolving social and cultural perspectives, helps identify emerging subcultures, social movements, and changes in social and cultural values, and creates valuable insights into the trends, challenges, and opportunities shaping both present and future life.

The aim of this article, based on a study in the field of youth lifestyle, is to use a qualitative approach to address the research question "What are the constructive components of lifestyle?" by identifying the components of lifestyles of Iranian youth.

Review of Literature:

Mohammad Najjarzadeh(1391). In an article titled "Exploring the Cultural Globalization Differences in Lifestyle between Urban and Rural Groups", the author focuses on components such as food, media consumption, clothing, religion, and leisure activities in urban and rural target groups based on gender, marital status, occupation, and language proficiency.

Article by Ahmad Ali Qanee & Mohammad Reza Khani (2014), Titled as the Components of Islamic Lifestyle of Adolescents, 10 components of Islamic lifestyle including: social, religious, beliefs, ethics, financial, family, health, thinking and knowledge, defensive and security, and time management were presented as findings of a review study.

Habibpur Gatabi (2016), An article entitled "Evolution of Lifestyle in Iran," based on research in the field of lifestyle, has been written. The researcher has determined seven lifestyle indicators to examine the changes in Iranians' lifestyles and then proceeded to analyze their transformations. The specified indicators include: 1.Cultural leisure consumption; cultural, musical, and media products; 2. Body management; 3. Food consumption; 4. Clothing; 5. Children affairs; 6. Marriage; 7. Religious adherence. Research shows that the lifestyle of Iranians in recent years, especially from the 2000s onwards, has undergone changes. The most notable changes seen in the lifestyle of Iranians, are

highlighted in seven areas. Based on these seven areas, the orientation of Iranian lifestyle has shifted towards inactive leisure consumption - reduced consumption of cultural products - listening to pop music - consumption of satellite media - positive attitude towards body management - consumption of restaurant and fast food - inclination towards mantou clothing - reduced inclination towards having children - reduced inclination towards marriage has changed.

Behnaz Saeifi, Mohammad Ali Amirpoor Saeed, and Ahmad Rezaei (2021), In an article titled "Lifestyle and Body Management," the authors have attempted to examine the relationship between various dimensions of lifestyle and body management by utilizing the theories of Bourdieu, Foucault, and Giddens. The components under investigation in this article include: cultural consumption, purchasing patterns, and leisure activities, with attitudes towards cosmetics, beauty surgery, and weight loss as indicators of body management also being considered.

Article by Masoumeh Heidari Zargoush and Abdolreza Noormohammadi (2021), Titled "The Influence of Media Consumption on Rural Lifestyle", the study introduced media consumption, which includes mass media such as television, internet, radio, books, satellite, and social networks, as an independent variable and four components of lifestyle: health and well-being, consumption patterns, leisure time, and nutrition as dependent variables.

Foreign Researches:

Findings by Solvay Gerke (2000), In the article, Global Lifestyle Locally: Understanding the (New Middle Class) in Indonesia, it shows that individuals, in order to present themselves as part of the middle class, even symbolically, displayed noticeable consumption of consumer goods, frequent visits to bars and discos, and the consumption of alcoholic beverages, although in small amounts, showcasing modern lifestyle through social behavior and living style.

Chengze Simon (2000), In the article "Economic Development and Changing Consumption Patterns in Chinese Urban Society (Among Youth in Guangzhou and Shanghai)"; changes in dietary patterns such as consuming relatively "luxurious" foods (seafood and fresh poultry), purchasing colour televisions, refrigerators, cameras, electrical fans, washing machines, audio recorders, video

recorders, as well as paying attention to fashion and appearance, owning a motorcycle, a sports bicycle, pure gold jewellery, having credit cards, engaging in expensive recreational activities and leisure pursuits were perceived as indicators of economic and social status and a desirable standard of living.

Article by Seung Kuk Kim (2000), Titled "Changing Lifestyles and Consumption Patterns among the New Generation and Middle Class in South Korea," it reflects the growing culture of consumerism among the middle class and the younger generation in the country. The percentage of expenses being spent on leisure activities has increased significantly, with the proliferation of recreational facilities such as leisure resorts and health clubs. Furthermore, the increase in overseas travel among young generations has grown faster than older generations. Learning a foreign language has become almost a necessity, especially among university students. This article refers to a survey conducted in 1993 by the Korea Chamber of Commerce, which presented the consumption patterns and leisure activities of new generations: consumption of Western fast foods - frequent use of credit cards - high motivation for purchasing among twenty-year-old women - prioritizing product design over functionality when making purchases - highly sensitive to fashion trends and interested in fashion information - willing to spend relatively more on clothing - prioritising apartments and futon beds over traditional houses - a strong inclination towards entertainment and leisure activities - enjoying various types of entertainment and leisure activities - paying attention to individual leisure time.

Paulina Peret DrąŜewska(2016), In an article titled "Freedom of choice in creating their own lifestyle by modern youth" states: The essence of contemporary youth lifestyle is choice. The appropriate selection of lifestyle elements is usually based on a specific matrix pattern. The elements of lifestyle in a particular region together create a cohesive whole. For example, nowadays there are no restrictions on choosing lifestyle elements in major cities. This makes it difficult to describe or classify young people's lifestyles. Modern information technologies, fashion, consumerism, and mass media have become globalized in the current conditions, turning these dimensions into a daily element in young people's performance. Globalized social-cultural reality leads

individuals towards pleasure-seeking, immediacy, individualism, and a sense of agency and self-realization, which in turn determine changes in lifestyle. Young people quickly adapt their lifestyle to social-cultural conditions and also understand the ongoing changes. General culture, consumerism, and leisure time are important elements of youth lifestyle, shaping the current social-cultural reality.

Theory Review:

A lifestyle is a concept used today to understand new conditions that have emerged in the lives of individuals and human communities. It is a distinct set of common patterns of tangible and perceptible behaviors organized around a set of cohesive interests or social circumstances, or both (Miles,2000:24).

Lifestyle is defined as a distinct and identifiable way of living. In other words, lifestyle is the particular way of living of an individual, a group, or a society. One of the prominent aspects highlighted in this definition and other definitions of lifestyle is unity and differentiation. Lifestyle is a narrative of a collection of elements that are systematically related to each other and bring about a whole. This whole is the lifestyle that represents the convergence or divergence of each lifestyle with other lifestyles. The elements and various components of lifestyle are enumerated in the explanation. In other words, lifestyles are derived from a series of components and indicators.

The concept of lifestyle has a broad conceptual scope. Thinkers such as Veblen, Zimmel, Max Weber, Bourdieu, Giddens, and Soblé and. The other commentators have explored aspects of this concept and have tried to focus their attention on a portion of this concept and its dimensions and components.

Perhaps we can consider Weblen as one of the first theorists who, without directly referring to the term lifestyle, talked about certain aspects of lifestyle from a sociological perspective. “He considers the light way of life as a model of collective behaviors based on customs, habits, and intellectual methods. The individual's lifestyle also reflects the state of their spiritual manifestation in behavior, thought patterns, and knowledge” (weblen,1973). In my opinion, this thought provokes. “Due to their lifestyle, individuals strive to symbolize their

high status in a competitive environment by displaying their wealth through consumption and engaging in leisure activities” (Coser,1392:362)

Simmel considers the expansion of big cities, the expansion of consumerism, the spread of fashionism, escaping from the limitations and the captivity of the industrial epoch as a context that brings people's motivational system and the choice of their own lifestyles (Ebrahimabadi,1392:39). According to the definition of this theorist, “lifestyle is an objectification of mentalities in the form of known social forms”(Mahdavi cani,1386:205).

Max Weber is interested in how groups are classified based on the principles of consumer goods that are represented by a certain lifestyle (Miles,2000:17).

Giddens believes that every lifestyle... requires a set of habits and orientations and has a kind of unity that provides a link between the sub-choices in a more or less regular pattern (Giddens,1387:121). He defines lifestyle as a more or less comprehensive set of functions that a person uses, Because they not only meet current needs, but also embody a special narrative that is chosen for their personal identity in front of others (Ibid,120).

According to Bourdieu, different habits are formed in different life conditions. It presents the conditions that create different habits in the form of systematic configurations and features that express and understand the differences objectively. According to this opinion, habit is not only a structure that organizes actions and perceptions ,Rather, it introduces a constructed structure. He considers performance as a lifestyle(Bourdieu,1974:170). Bourdieu considers lifestyle as a set of tastes, beliefs and systematic methods characteristic of a certain class or a part of a class, so, for example, Political opinions, Philosophical beliefs, moral beliefs, aesthetic preferences, Also sexual, Diet, Dress, It includes cultural practices and so on. It can be compared to a way of life that emphasizes the quality of actions (Bourdieu As cited in Bonnewitz,1997:67).

Sobel considers lifestyle as a set of choices that can be seen in people's behavior. Above all, Creating a lifestyle is an active social and control process to the extent that each person may be seen as a producer of their own lifestyle; It is through this creative participation in the normative order that people may create a meaning of themselves and their personality(Miles,2000:26).

Adler states that the style of life, that is, the unique and individual totality of life, under which all the general processes of life are located(1956:191). He considers lifestyle to include all behavior, thoughts and feelings of a person and...

McKee considers lifestyle to be a model derived from common values and beliefs of a group or society, which appears in the form of common behaviors (1969,81).

Chaney wrote in a book titled Lifestyle: Lifestyles are patterns of action that distinguish people from each other And they can be understood through a set of attitudes And it is defined by the styles of dressing, grooming and the like(1996,11).

From William Lazer's point of view, lifestyle is reflected in consumer purchases and consumption methods "(Mahdavi cani,1386:207).

According to Arthur AsaBerger, to define the term lifestyle, we are faced with a comprehensive term that includes a person's taste in the field of hair and clothes to entertainment, literature and other related topics. The word "style" evokes "fashion"; So the lifestyle is actually the media of a person's life (Rasuli, 1383:54).

Berelson and Steiner, the components look for lifestyle in leisure time and tastes and how to use money appropriately. Things like taking care of appearance and clothes, social etiquette, aesthetic taste, entertainment (Recreational and sports: From boating and polo to tennis and bowling), edibles (From sweet, stretchy chocolate to its soft and bitter type)(1964:488).

Roger Brown is of the opinion that differences in lifestyle are formed in the most insignificant things. From the habits of drinking and eating salad to the choice of words and the way of dressing and the habit of sitting. Also, sexual, health, religious and political behaviors and the level of nervousness or mental state and methods of rearing children(kaveyani,1391:36).

Van Houten describes the lifestyle elements in the family as follows: Furniture, art something, types of clothing, reading something, musical instruments, taste in food and drinks, cooking method, type of talking at home(Both in words and grammar, and in the titles of conversations) Type of spending leisure time, budgeting, relationships with children, criteria and

methods of child rearing, density of the population living in the house and place, type and characteristics of employment(The type of workplace and work clothes and...)(1970:1373-1374).

Leslie ,Richard and Gorman(1980) among the lifestyle factors, consider taste (such as taste in choosing drinks, equipment, reading materials and spending time) and social etiquette and in a general statement, consumption patterns.

Method:

In this research, the qualitative approach and the classical grand theory method have been used. This method has also been introduced in some sources as a version of the emerging grand theory or Glaser.

The target population in this research are young people between the ages of 18 and 35 who were selected from several provinces by non-random sampling method.

In selecting interview candidates , efforts were made to ensure maximum diversity based on some dimensions and indicators of the field such as age, occupation, marital status, educational level, and geographical distribution So that the concepts and findings are properly expressed and displayed. After each interview, an identification code was assigned to each of the interviewees. Data were collected through semi-structured in-depth interviews and the data collection continued until the increase of data did not lead to the construction of new indexes and components, in other words, theoretical saturation and sufficient sample volume were achieved. This research reached a sufficient sample volume by interviewing and collecting data from 31 people.

the process of data analysis in the method used in this research was carried out in a back-and-forth manner, involving the aggregation of data and was done alternately. Simultaneously, the data were collected, coded and analyzed.

Reliability :

Reliability between two coders : The researcher used a research partner And among all the interviews, 3 samples were randomly selected and coding was done. After the coding process is finished, The specified codes of the researcher and the research partner for each of the interviews were compared

with each other. In each of the interviews, the codes that were similar to each other were identified as "agreement" and the codes that were not similar were identified as "disagreement". After the comparison, the reliability between the coders was 59%, and since it is more than 51%, it can be said that coding has sufficient reliability.

$$\text{Intra - subject agreement percentage} = \frac{2 \times \text{Number of agreements}}{\text{The total number of codes}}$$

Formula :Calculation of intra-subject agreement percentage

Table 1. The results obtained by calculating the percentage of intra-subject agreement

Reliability between two coders(Percent)	Number of disagreements	calculating the Number of agreements	percentage of intra-subject agreement			interview	Row
			The total number of codes	interview	Re		
% 84	3	8	19			Second	1
% 76	7	11	29			twelfth	2
% 78	5	9	23			Twenty fifth	3
% 79	15	28	71			total	

Inspection technique : In this way that several experts supervised the process of interviews and different stages of coding, conceptualization, extraction of categories and theory formulation and confirmed its correctness. In addition to conceptualization, this technique is through creative interaction between the researcher and the interviewee. It is also considered a kind of interview audit technique. So that the consonance of the constructed concept with the purpose of the interviewee is evaluated.

Control technique by interviewees: In this way, in every interview, whenever the interviewee focuses on a point, an attempt was made to make a concept of that point in the same interview. Then the interviewer was asked if this concept was what you meant?

Theoretical angulation technique: This technique was used in the stage of creating and developing concepts and categories, comparing the analysis and interpretation of the results with the concepts and theories listed in the theoretical literature review and the results of the library research.

Validity:

In this research, instead of using statistical generalization, which is specific to quantitative research, inferential generalization and theoretical generalization were used.

In the inferential generalization, the results of this research can be qualitatively viewpoint to other social groups. For the validity of interviews, multiple sources, analysts and maximum data and their registration were used. If other researchers are looking for a research with the subject of this research with the ground theory method, they will most likely achieve the results of the present research. In the theoretical generalization, the produced concepts can be used theoretically. The results of this research can be theoretically applied in quantitative research with survey method. Also, the components obtained in this research are used for operational definitions and indexing in quantitative researches.

Findings:

The interviewees were asked: In your opinion, what components can be pointed out to investigate and understand the lifestyles of young people? The answers of the interviewees were extracted in the form of qualitative data through open coding and analysis of 23 components.

In this section, some examples of the components are mentioned and then all the components extracted from the qualitative data analysis are presented in Table 2.

Modernism : Media and online advertising have a significant impact on the inclination of young people towards fashion, encouraging them to use different styles and models. Media advertisements and some films portray that if an individual is not up-to-date with fashion trends, they are considered out of touch. Today, the trend towards diverse and up-to-date fashion styles has increased among young people. It can even be said that from the perspective of young people, being up-to-date and using fashion in choosing a partner has become important

Fashionism: Fashion allows individuals, especially young people, to express their creativity, individuality, and personal style. It can be a form of self-

expression and a way to stand out or fit in with certain social groups or trends. Fashion can also be a means of exploring and experimenting with different identities and personas. Social media and digital platforms have played a significant role in popularizing fashion trends among young people. Platforms like Instagram, TikTok, and YouTube have made it easier for young individuals to discover and engage with various styles and fashion influences from around the world. Influencers and celebrities also play a key role in shaping fashion trends and preferences among the youth.

Materialism: Constant Exposure to Material Goods, Social media platforms are filled with images and videos showcasing luxurious lifestyles, expensive products, and designer brands. This constant exposure can create a sense of desire and inadequacy, leading some to believe that happiness is tied to material possessions. **Influencer Marketing:** Many influencers promote products and lifestyles that emphasize material wealth, further fueling the desire for expensive items. This can create a sense that these items are essential for success and happiness. may contribute to young people placing a higher value on material possessions as a way to feel secure or successful.

luxury life: Influences of consumer culture: Young people are often exposed to advertising, social media influencers, and societal messages that promote material possessions, luxury brands, and lifestyle as markers of success and status. This can contribute to a desire for luxury goods and experiences.

Social comparison and status seeking: In a world where social media plays a significant role in showcasing lifestyles and accomplishments, young people may feel pressure to keep up with peers and present an image of success and affluence. This can lead to a focus on acquiring luxury items as a way to signal status and enhance social standing.

Influence of celebrity culture: Celebrities and influencers often showcase luxurious lifestyles, designer brands, and extravagant experiences on social media platforms, influencing the tastes and preferences of their followers, including young people.

Desire for self-expression and individuality: Some young people may view luxury items as a means of self-expression, creativity, and personal style. Owning luxury goods can be seen as a way to stand out, make a statement, or express one's unique identity.

Table2. Components of youth lifestyle

Modernism	1	Modern and non-native patterns in self-decoration	13
Welfarism	2	Body management as a symbolic value	14
Fashionism	3	Increasing consumption of western and non-classical Iranian music	15
luxury life	4	Increasing modern and western patterns in food consumption	16
materialism	5	Increase and diversity in beverage consumption patterns	17
individualism	6	Increasing western patterns in clothing consumption	18
consumerism	7	Increasing consumption of overseas media	19
Secular religiosity	8	Modern patterns in spending leisure time	20
Modern patterns in establishing social relations	9	Using non-traditional patterns in sexual behavior and relationships	21
The formation of extra-social relationships	10	Using new patterns in purchasing management	22
Bricolage culture	11	Using new patterns in business	23
digital life	12		

Conclusion:

Lifestyle is a way of living that includes the components of pattern, actions and behavior. Diversity of patterns, actions and behavior causes diversity in lifestyles. It is possible to understand the convergence or divergence between lifestyles by comparing indicators and components and observing the types of patterns, actions and behaviors. It should be said that each of the components of the lifestyle express a facet of life and are recognizable. In other words, it can be said that lifestyle is the result of a systematic combination of components that

are patterns, behaviors and actions. Lifestyles are the result spectrums of patterns and behavioral that are principle of cohesion governed and can be seen in individuals and among groups and societies. Lifestyle is an interactive process and includes aspects of social life: from clothing and food consumption to social relationships. Lifestyle can be seen as a painting (collage) whose pieces or puzzles are taken from people's lives. And people draw it by combining and mixing them according to patterns and types of behavior and actions. Lifestyles are fluid and changeable And this fluidity and variability comes from within the context of life.

In today's world, lifestyle has become an important center of meaning and it has become impossible to get rid of the lifestyle itself. Knowing the components of lifestyles helps to better understand the concept of lifestyle and its built forms. Having awareness and knowing what patterns individuals, groups and societies have in consumption (food, clothing, drinks, music, media, leisure time), management (body, buying goods) as well as religion, social and sexual relations. And how they behave and act, their lifestyle can be describedable and narrated.

It can be said in a theoretical conclusion: The findings obtained in this research are consistent with the theoretical foundations and also the results obtained from previous researches in the field of lifestyle.

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