

Sociological Explanation of Everyday Life among Young People (Case Study: the Cafes in Dezful)

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Received 20 March 2020, Accepted 11 July 2020

Abstract

The main purpose of this article is to explain the sociology of everyday life among young people. Therefore, in the present study, an attempt has been made to study the concepts, variables and categories that are effective in shaping everyday life in cafes with a combined method of qualitative (grand theory) and quantitative (survey). The present study is the result of a larger work that identified categories and concepts by the Grand Theory method. The results show that 5 factors cultural, economic, social, political and psychological are effective in shaping everyday life. Then, using quantitative (survey) method, the results of qualitative research have been examined. In this study, the statistical population is men and women, who are mainly young people aged 18 to 40, most of whom are middle-class, upper-class and single, who have medium and high financial means and have a university education. The sample size using the Cochran's formula is 380 people. In this research, two documentary methods have been used to provide a theoretical framework and a survey method (questionnaire) has been used to access the information of the study population with the aim of identifying the factors of daily formation in cafes. Data were obtained through Spss and Amos software. The results show that factors with path coefficient, economic (0.39), social (0.16), political (0.20) psychological (0.19), are effective in the formation of everyday life.

Keywords: Everyday life, Cafes space, Dezfol city.

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1. Introduction

Access, use, production, distribution and consumption of urban public spaces and its social effects on citizens today are as important issues in urban sociology (Mousavi and Samadi, 2018, p. 32). Today, public spaces are places to spend your daily life. Everyday life is the same as everyday life that goes to repetitive tasks such as work, rest, commuting, shopping, etc., without excitement and according to a predictable routine. Urban spaces are inevitably a container that permeates a large part of the daily life of citizens and therefore are undoubtedly in two-way interaction with it; That is, they both affect and influence people's daily lives. In our society, with the lack of modern institutions, everyday life has become a problematic concept. Therefore, daily life is the main domain of meaning production in the approaches of theorists of cultural studies (Lajevardi, 2005, p. 23) and is widely used in the study of meanings and practices of daily life (Rampley, Y Rose, 2005, p.13). Studying urban society through the lens of the concept of everyday life, unlike macro-sociology, which bases the research on macro-structures of societies, is a way of recognizing human relationships and actions in the context of everyday life. The realm of everyday life is an important area in critical theorizing. The realm in which human abilities and capabilities can be recognized, and as a result of this recognition, opens the way for human beings to move towards "what should be" by knowing themselves and their daily lives. According to one of the goals of critical theorists, it is to problematize everyday life so that its contradictions are evident and the potential abilities hidden in it are raised, and the ordinary understanding of social actors is raised to the level of critical knowledge of the whole of everyday life. A generality that enables knowledge of oneself and others, and relationships with others, and relationships with macro systems and structures, and more importantly, helps to change and reorganize these cognitions and relationships (Lajevardi, 2005).

One of the main issues in the design and evaluation of urban spaces is the basic needs of users in the city. There is a belief that regardless of these needs, space can cause a lot of physical and psychological damage to humans (HaJi Ahmadi Hamedani and Jahanshahloo 2015, p. 2). Therefore, in the city of Dezful, cafes are one of the most important urban spaces that a large part of people, especially young people, refer to them on a daily basis in their daily

lives and spend part of their daily lives in them. Hence, they are considered an important space of the city. And before making any decision regarding such spaces, it needs to be studied and studied in social fields. Cafes, like other urban spaces, are an integral part of city life. Therefore, people in the community express many of their cultural behaviors and social interactions in the atmosphere of cafes. In Iran, spaces such as cafes are considered modern phenomena in their current form. Today, modern spaces are considered an important part of the realm of everyday life and are no less important than the remaining spaces of the traditional city. So cafes are also among the public spaces in which daily life is formed and in which various actors are engaged in interaction and communication. Therefore, studying these places, identifying the spaces formed in it and analyzing the behavioral patterns of visitors and consumers of cafes can provide us with a useful understanding of various cultural, social, etc. issues and provide us with useful solutions to issues. Guide a diverse society and achieve a credible understanding of Iranian urban society, so in this article seeks to answer these questions; What is the role of cafes as one of the most important urban spaces in everyday life? How does everyday life manifests itself during coffee shop locations and consumption in it? What is the nature of power in Iran and its relationship with Iranian everyday life?

2.Review of Literature

According to the studies conducted in the background of studies in the field of urban spaces and daily life, it was determined that studies have been done in this field so far, but in the discussion of cafes as a public urban space that is a place of daily living exclusively no study has been done. The following is the most important research related to the subject of the present study.

Aghaei et al.,(2017) in a study have studied the role of urban space on the daily life of the dream cartoon of Tehran. The results show that humanizing environments provide more grounds for deviation than natural environments and migration as an important factor in the transfer of different subcultures to metropolises, plays an important role. Immigration has also shown a significant relationship with sleeping bags; Therefore, the level of social deprivation and

social support can be predisposing factors for the tendency to sleep carton, which is associated with imbalance in the destination society for immigrants.

Haji Ahmadi Hamedani and Jahanshaloo (2015) in a study have examined the effective criteria in adapting urban spaces to improve the quality of daily life of women social group (Case study: GolestanPunak neighborhood). Findings show that safety and security, comfort, time of activity, comfort, accessibility and mobility, sociability and physical conditions are directly related to the use of urban space, which is a measure of the appropriateness of space for women's presence and activity. In other words, the space is considered suitable for the social group of women when the mentioned criteria for the use of urban space are met. Finally, the results of the study according to the known effective criteria and dimensions of urban design selected in line with the goal of improving the quality of life of women has resulted in providing a matrix structure of urban design appropriate to women's lives.

Azad Armaki (2007) in a study entitled "Two Iranian worlds, mosque and coffee shop" states that young people go to the cinema and theater more than religious youth (mosque), while religious youth spend most of their free time They spend time going to the mosque and doing religious affairs. This is less common among young people in coffee shops. In short, there is a difference between the type of coverage, the use of computers, training classes, how they spend their leisure time, and the type of exercise. For example, religious youth are more inclined to postmodern sports, which are more solitary and have more physical and aesthetic aspects, are less powerful and have less physical contact, such as skiing, water skiing, car racing, bodybuilding, aerobics, billiards, tennis. While non-religious youth are more inclined to sports that have more power and social aspects such as martial arts, volleyball, football, badminton.

Shalchi (2007) in a study entitled "Lifestyle of coffee shop youth" states that in this social space, features of postmodern lifestyle such as eclectic fashion and taste, interaction between local and global, the importance of entertainment and enjoyment of vital role. Another point is that although the number of Joanna coffee shops is small compared to all young people, but these young people with their special culture and lifestyle are not isolated among other young people, so we should pay attention to youth culture because although

some cultural features are manifested, but some of these cultural characteristics are likely to spread in the society in the future.

Azad Armaki (2005) in a study entitled "Everyday life and coffee shop" states that Tehran among the cities of Iran goes through the first stages of achieving a modern structure culturally and socially through the flow of daily life in it, the main place is the emergence of life in the abandoned and free centers of coffee shops and restaurants that prepare food in the growth and development of this kind of life. The people present in these places are largely out of official control and are trying to reveal the hidden things. These secrets are less political and secular. In this way, they can quickly move to the public space and find many defenders. Young people and questioning social groups have the opportunity to attend these meetings and speak out and defend new things with their own behaviors. The first thing that happens in these places is the connection between the hidden and the obvious, the relationship between the present and the absent, the interaction between the controllers and the controlled, the relationship between the consumer and the producer. Finally, it creates an atmosphere of friendship and cultural and human connection.

Many researches have dealt with daily life from different perspectives. The present article differs from other researches in several respects. The first point in the methodological difference is that it is examined by the grand theory method. Also, the present article deals with the creativity of actors and the emphasis on everyday life and metamorphic consumption as a kind of resistance that has not been mentioned in other studies.

Henri Lefebvre believes that "everyday life is the basis and the basic principle on which the so-called superior activities of human beings, such as philosophy, science, ethics and art, are based" (Lajevardi, 2009, p. 40). However, he calls the new society a terrorist society (Lajevardi, 2005, p. 134). But he has a positive outlook on everyday life, and in the heart of this life, he finds holes to escape from the domination of capitalism. However, the prevailing economic and political order produces space (Lefebvre, 1971, p. 151). But ordinary people in everyday life, by consuming other types of these spaces, show their resistance (Lefebvre, 1991, pp. 26-27). And according to Doserto, with consumption, which he calls secondary production (Story, 2007,

p. 290). And with the characteristics of being against the rules, being hidden - indefatigability, being old and at the same time being invisible, they destroy the systems of centralized power from within (Morn, 2005, p. 10). Therefore, in life, acceptance and compliance with the power that has gripped all aspects of human life has always been accompanied by resistance, which of course is not so obvious (Kazemi, 2005, p. 111).

Doserto(1998) uses the terms "tactics" and "strategy" to describe the mechanism of this resistance. Strategy arises from a kind of power relationship. Doserto sees strategies as proprietorial, which is why he uses the word place in connection with strategy. "I see strategy as a system of power-based relations that emerges when the subject wants and the power (owner, an institution, a city, a scientific institution) can separate itself from the environment." (Doserto,1998, p. 487). On the other hand, he considers the tactic as an estimate that cannot be assumed to be a real thing (institutional establishment). Hence, its boundary with the other cannot be defined as a whole and an objective entity: "The place of one tactic belongs to another. Tactics without usurping the whole place implicitly shows itself in the land of others. Since tactics do not have a place, they always look for an opportunity to seize it and in a usurped land their intention To sit on a chair (Doserto, 1998).

The fluid and slippery complexities of strategy and tactics can help us understand how the actions of everyday life can be abandoned without leaving the dominant social order. What Doserto thinks of tactics is to play on a field imposed by the rules of alien power. This description of tactics is like a war and a kind of guerrilla warfare. Tactics are the inventive use of abilities and opportunities within a strategic situation: camouflage, surprise, caution, secrecy, intelligence, play, trickery, and so on. Basically, tactics do not work outside of the strategies they face. This action requires a kind of counter-strategy, it is a tactical counter-strategy that helps to get rid of it without leaving the dominant order (Doserto, 1998, p. 490).

Another theory used is Simmel's theory of consumption, the first sociologist of modern urban life (characterized by diversity that gives people the power to choose in consumption and thus to distinguish themselves from others); A life that consumption is one of its manifestations in today's interpretation. Simmel's theory of consumption is organized around the concept of "city" and the

consequences of urbanization; In his view, with the release of the individual from the shackles of traditional society, individuality emerges, but the free individual is exposed to the structural pressures of the new society. A special way of consuming with the aim of following the symbols of dignity is a way through which people can withstand the pressures of modern life. According to Simmel, following other fashions and symbols of dignity has two functions: on the one hand, it declares the desire of a person to be different from others and expresses individual identity, and on the other hand, it causes group solidarity and social strengthening and cohesion (Fazeli, 2003, p. 25).

Based on the above arguments, it can be said that this research is inspired by the theories of Lefebvre space production, Docerto and Foucault power and resistance, and Simmel consumption and other related theoretical arguments. These theories were used to increase theoretical sensitivity. According to Henri Lefebvre's theory, the formation of everyday life in cafes is based on the urban and social space that is formed, in which interaction is formed, the nature of which is power and resistance. Those who have more power stay in the space and those who have less power turn to producing a new space in order not to be pressured.

3. Methodology

The type of method used in this research is survey method. The required data collection tool is a questionnaire. Considering that the purpose of this survey is to analyze and explain everyday life in cafes, the statistical population of this study is men and women, who are mainly young people aged 18 to 40, who are often from the middle, upper class and single people who have medium and high financial ability and have a university education.

Table 1. General characteristics of respondents

variables	category	frequency	percent
gender	female	210	54.68
	male	174	45.31
age	18-25	112	29.16
	26-30	123	32.03
	31-35	89	23.17
	36-40	60	15.62
	Diploma and lower	7	15.62
education	Undergraduate student	240	1.82
	M.Sc.	110	62.5
	P.H.D	27	28.64
social norms	-	384	7.03
total	-	384	7.03

Purposeful sampling was used. The sample size is determined using the Cochran's formula. The following methods have been used to collect information:

A) Document studies: In this research, library studies have been widely used, which include the review of existing dissertations and research related to the subject of studying Latin and Persian articles and books, as well as the use of The Internet is for new discoveries.

B) Interview: Interview is one of the data collection tools. This data collection tool provides the possibility of direct contact with the interviewee and with the help of it can be a deeper evaluation of perceptions, attitudes, interests and aspirations of the subjects. Another interview is a tool that allows the subject to examine or find complex topics, to follow up on the answers, and to ensure that the subject understands the question. It is believed that during the interview, many of the subject's states and reactions are revealed. Ability to understand the interviewee's resistance to some questions can be divided into three categories: organized, semi-organized and unorganized. In the present study, semi-organized interview has been used.

C) Questionnaire: The main tool for data collection in this study is a questionnaire. After reviewing the literature on the subject and background of the research and also analyzing the interview with experts, the main propositions were extracted and based on that questionnaire was designed. The questionnaire was designed in the appendix. In the continuation of the chapter, the expression of research strategies and micro-fish has been used. From data collection to qualitative data analysis are described. In this section, qualitative sampling methods are selected by the participants. How to collect data from in-depth data analysis interviews in order to develop a qualitative research model. The next section is dedicated to the method of collecting and analyzing quantitative data. In this program, while pointing to the methods of data collection, how to ensure the reliability and validity of data collection tools is also explained, then the necessary statistical techniques to test the hypotheses as well as the preliminaries and statistical considerations before the implementation of this law are explained.

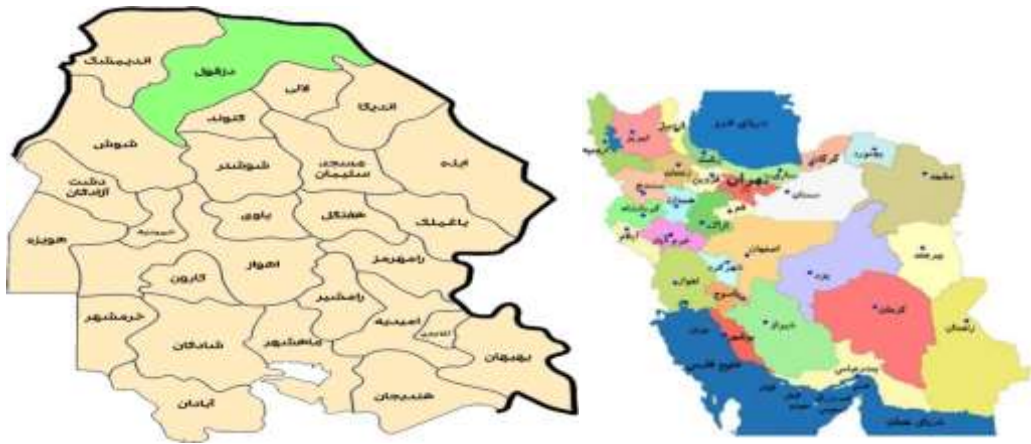


Figure 1: Geographical location map of Dezful city

The study area is Dezful city. This city is one of the cities of Khuzestan province in southwestern Iran. With an area of 4762 square kilometers, it is located between 48 degrees and 20 minutes to 48 degrees and 31 minutes east longitude of the Greenwich meridian and between 32 degrees and 75 minutes north latitude of the equator. This city is limited to Lorestan province from the north, Andimeshk city from the west, ChaharmahalBakhtiari provinces from the east, Masjed Soleiman city from the southeast, Shushtar and Gotvand cities from the south and Shush city from the southwest. The population of Dezful city with an increasing trend according to the latest census of 500,000 people, is the 30th most populous city in the country and the second most populous city in Khuzestan. (Dezful Municipality Statistics, 2016). The capacity of all Dezful cafes has been used for research.

4. Findings

Everyday life is a kind of concepts that seemingly a person can experience it anywhere and at any time. It is as if it is one of those concepts that has a general character and appears on the human soul in the same way everywhere. But the author believes that if we think like this, the everyday experience in Iran is exactly what people in Berlin, for example, experience, we would have overlooked new differences. Each infrastructure generates its own superstructure concepts. The results showed that the study of the nature of

power in Iran and its relationship with the Iranian daily life has two main factors and their indicators. This model is composed of indicators that are the core and heart of this model and are the basis for evaluating power in Iran and its relationship with the Iranian daily life, which are called effective factors. The nature of power in Iran and its relationship with the Iranian daily life during coffee shop locations and its consumption has 14 categories of job creation, comprehensiveness of needs and infrastructure, gaining experience, tendency to modernism, formation of a sense of social belonging, value of the ruling space in the cafe, the introduction of modern architecture, the presentation of new habits and tastes, leisure, relief of intellectual and psychological tensions, individual and national identity, lawlessness, secularization and the formation of political subjects.

They are supported by a number of indicators for the development of each factor.

Indicators in fact explain the meaning and concept of each factor that should be considered during the evaluation of the nature of power in Iran and its relationship with the daily life of Iran during coffee shop locations and its consumption.

The structure of the model and the way of interconnection shows the effective factors and indicators in the nature of power in Iran and its relations with the daily life of Iran during coffee shop locations and its consumption.

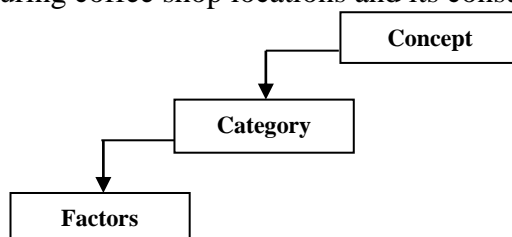


Figure 2. The encoding process

Table (2) shows the main factors and the number of indicators of the nature of power in Iran and its relationship with the daily life of Iran during coffee shop locations and its consumption in the final model.

Table 2. Main factors and research indicators

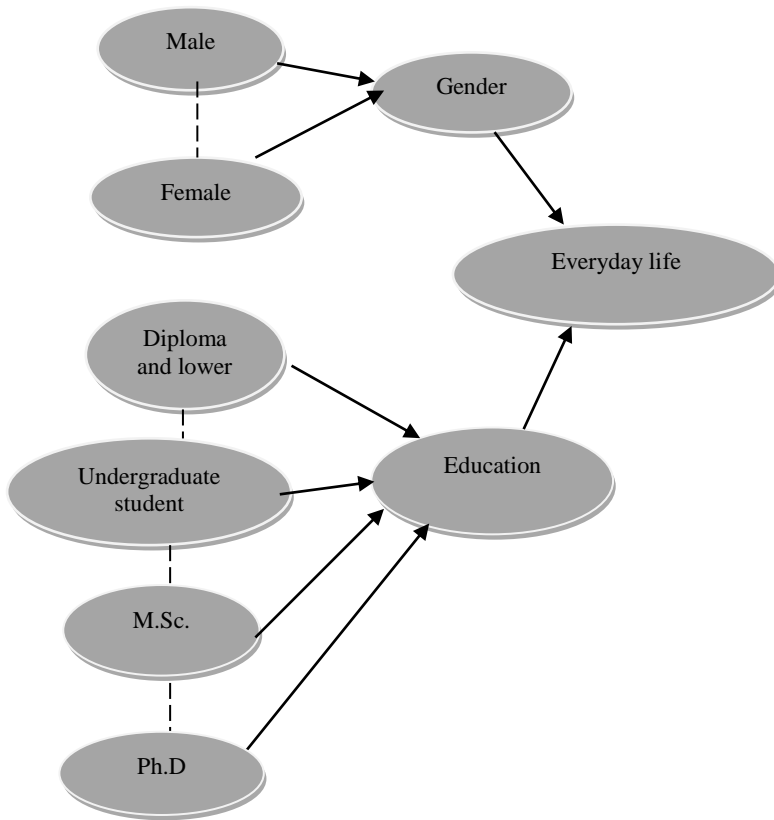
factors	Number of categories	Number of indicators
economic	2	10
Social	3	12
Psychological	2	7
political	3	13
cultural	4	19
Everyday life	-	5

Then, using regression coefficient, each of the factors were tested: The research model was evaluated by testing the structural equation model. Based on beta coefficients, the direct effect of all independent variables on the dependent variable of male gender is 1.18 direct effects of indirect effects equal to 0.163 and the sum of direct effects and indirect effects of girls is equal to 0.78.

Variables such as gender and education have had indirect effects. These independent everyday variables together explain 59.8% of the variance of the dependent variable.

But in path analysis, what remains as an unknown effect or factor is called the error quantity. This quantity indicates the amount of variance that the previous independent variables in the diagram could not explain. According to the value of the coefficient of determination in regression analysis ($R^2 = 0.598$), the error coefficient or the amount of error quantity can be calculated, which is equal to 0.402.

Therefore, it can be said that the obtained causal model does not explain 40.2% of the variance of the dependent variable.



To analyze the hypotheses, the theoretical model developed for each hypothesis must first be processed to determine the extent to which the collected data supports the theoretical model. To answer this question, quantitative model fit indices (CFI, GFI, RMR) is used. If the general indicators were acceptable or in other words, the theoretical model was approved, then the relationships within the model can be addressed. These interactions are regression coefficients (impact coefficients) related to the hypothesis and factor loads related to each item to be tested. Acceptability of these coefficients (coefficients of effect of operating loads) and the partial index P are used, the value of which is less than 0.05 for acceptable values. Table 3 shows the model fit indices with the desired values.

Table 3. Indicators of fitting the theoretical model of research

Indexes	Optimal amount	The value obtained
df	-	173
Chi-square	$2 \text{ df} \leq \chi^2 \leq 3 \text{ df}$	396.8
Chi-square optimized	$3 <$	2.559
GFI	$0.8 <$	0.929
RMR	$0.09 <$	0.002
CFI	$0.9 >$	0.947
RMSEA	$0.08 >$	0.057
PGFI	0.6-1	0.667
PNFI	0.6-1	0.699

Chi-square index is one of the absolute indicators, the smaller the amount of Chi-square model, the more satisfactory and better the model developed by the researcher. If the P value is greater than 0.05, the Chi-square value is acceptable for the model. Given that the value of P for the model is greater than 0.05. It can be concluded that the chi-square value is acceptable for the model. One of the general indicators of the chi-square index is normal or relative, which is calculated by simply dividing the chi-square value by the degree of freedom of the model, and often values between 1 and 3 are acceptable for this index they accept. As shown in Table 3, this value is 2.559 for the model in question, which is an appropriate and acceptable value.

The GFI index is one of the adaptive indices that a value greater than 0.8 for this value indicates a good fit of the model by the data. The GFI value for the model was 0.929, which indicates a good fit of the model. The residual matrix is one of the ordinary matrices that can be used both to evaluate the overall fit (model developed) and for partial fit (parameters defined between two variables). The second root of the mean of the remaining squares or RMR for the model is 0.002, which is a good value for the model.

Adaptive Fit Index or CFI is one of the adaptive indices that values between 0.9 to 0.95 as acceptable and values above 0.95 for this index are interpreted as very good fit of data to the model. The CFI value for the mentioned model is 0.947, which considering that it is between 0.9 and 0.95, it can be said that the data are reasonably fitted, or in other words, the model from the model of independence, distance and a model. Saturation is approaching. The second root index of the mean squares of the estimation error or RMSEA is the same as the RMR index based on the analysis of the remaining matrix. Acceptable models

have a value of 0.07 or less for this index. The fit of models with values higher than 0.1 is poorly estimated. The RMSEA value for this model is 0.057, which indicates the acceptability of the model.

Considering the above contents and quantitative fitting indices, it can be concluded that the theoretical model related to the theoretical model of research is an acceptable model, so we can now deal with the relationships within the model and the values of regression coefficient between hidden variables. To test the hypothesis, a partial index (p-value) and a significant number have been used, and the condition for a relationship to be significant is that the value of the first index (p-value) for the desired relationship is less than 0.05 or the value of the second index (t-value) greater than 1.96%.

Hypothesis 1: Cultural factors have a positive effect on the formation of everyday life in cafes.

Examination of the coefficient of effect of cultural factors on the formation of everyday life in cafes shows that this coefficient of the route is estimated at 0.43. According to the value of the partial index (p-value) which is equal to $P < 0.01$ and also the significant number which is equal to 6.25 and is less than 0.05 and more than 1.96, respectively; It can be concluded that this path coefficient is significant at the error level of 0.05; That is, cultural factors have a positive and significant effect on the formation of everyday life in cafes, in other words, the improvement of cultural factors accelerates the formation of everyday life in cafes.

Hypothesis 2: Economic factors have a positive effect on the formation of everyday life in cafes.

The study of the coefficient of effect of economic factors on the formation of everyday life in cafes shows that this coefficient of the route is estimated at 0.39. Considering the value of the partial index (p-value) which is equal to $P < 0.01$ and also the significant number which is equal to 10.16 and is less than 0.05 and more than 1.96, respectively; It can be concluded that this path coefficient is significant at the error level of 0.05; That is, economic factors have a positive and significant effect on the formation of everyday life in cafes.

Hypothesis 3: Social factors have a positive effect on the formation of everyday life in cafes.

the path coefficient (0.16) has been estimated, which according to the p-value which is $P = 0.01$ and the significance which is equal to 10.16 and are less than 0.05 and more than 1.96, respectively; it can be concluded that this path coefficient is significant at the error level of 0.05; that is, social factors have a positive and significant effect on the formation of everyday life in cafes.

Hypothesis 4: Political factors affect the formation of everyday life in cafes.

In the study of the effects of the variables of political factors on the formation of everyday life in cafes, the path coefficient (0.20) was obtained, which according to the p-value which is $P < 0.01$ and the significance which is equal to 6.18 and are less than 0.05 and more than 1.96, respectively; it can be concluded that this path coefficient is significant at the error level of 0.05; that is, political factors have a positive and significant effect on the formation of everyday life in cafes, in other words, the improvement of political factors accelerates the formation of everyday life in cafes.



Figure 2: Theoretical model

Hypothesis 5: Psychological factors have a positive effect on the formation of everyday life in cafes.

In the study of the effect of psychological factors on the formation of everyday life in cafes, the path coefficient (0.19) was obtained, which according to the p-value which is $P > 0.01$ and the significance which is equal to 1.45 and are more than 0.05 and less than 1.96, respectively; it can be concluded that this path coefficient is not significant at the error level of 0.05;

that is, psychological factors do not have a significant effect on the formation of everyday life in cafes, in other words, improving psychological factors does not increase or decrease the formation of everyday life in cafes.

5. Conclusion

The results showed that cultural factors have a positive effect on the formation of everyday life in cafes. That is, cultural factors have a positive and significant effect on the formation of everyday life in cafes, in other words, the improvement of cultural factors accelerates the formation of everyday life in cafes. Explaining this finding, it can be said that now in recent decades, Iranian society has undergone various changes under the influence of global processes and trends of cultural and social change; Changes that social theorists with various concepts such as media, urbanization, technologicalization, commercialization, commodification, information, virtualization, digitalization, mediaization and concepts of this type have been described. Today, under the influence of general processes of cultural change in the world arena, the accelerated expansion of virtual interactions, lifestyles are affected from all sides. Therefore, it is necessary to pay attention to young people and their lifestyles, how their beliefs and views on religious affairs are, how to fill their time and enrich themselves culturally and pass it on to others (the influence of factors Culture on lifestyle). Because for Bourdieu, lifestyle is an objectified and embodied lifestyle of people's preferences in various fields such as leisure, two-way interaction with cultural capital, and they contribute to reproduction. If he knows the ways of socializing, beliefs and convictions of people, values, etc. and that people try to differentiate themselves from others through consumption, including in the field of culture, such as the type of entertainment, various skills and cultural documents, and different beliefs. This is consistent with the research conducted by Azadarmaki (2005) and Shalchi (2007).

Another factor is social factors that affect the formation of everyday life in cafes. In the current situation, due to issues such as increasing the number of consumers, the tendency to urbanization and changing lifestyles, the tendency to use luxury goods and the need for faster access to consumer needs, there has also been concern about improving and optimizing the consumption patterns of

people in society. Therefore, one of the important issues related to energy is the discussion of its consumption pattern. "Consumption" means exploiting and using existing facilities to meet needs, and "pattern" means standard, sample and role model, and means standard and soft defined on the basis of criteria and indicators. Consumer behavior in terms of demand (individual and collective) is influenced by their preferences, tastes and economic, social and cultural conditions and each individual or household according to income constraints and relative prices, economic conditions, cultural values and Social conditions choose their consumer basket. Therefore, an individual consumption pattern can be found in the number of people in the community and each person tries to consume a combination of goods and services to maximize utility and well-being, and therefore from an individual perspective, each person's consumption pattern is the best possible consumption pattern.

Political factors affect the formation of everyday life in cafes. In other words, improving political factors accelerates the formation of everyday life in cafes. Lawlessness, political organization and secularism are effective in shaping the daily life of cafes. With the release of the individual from the shackles of traditional society, individuality emerges, but the free individual is exposed to the structural pressures of the new society. A special way of consuming with the aim of following the symbols of dignity is a way through which people can withstand the pressures of modern life. According to Simmel, following other fashions and symbols of dignity has two functions: on the one hand, it is the declaration of one's desire to be different from others and the expression of one's identity, and on the other hand, it causes group solidarity and social strengthening and cohesion.

Another factor is psychological factors, in other words, improving psychological factors does not increase or decrease the formation of everyday life in cafes. Sociologists emphasize the fact that the sense of identity is formed through the dialectic between the individual and society, and the social identity manifested in a personality separate from the social world of other individuals has no meaning. Having a social identity, in particular, means being in a particular group, being like others in a group, and seeing things from a group perspective. Economic factors are also key factors that affect the choice of

everyday life in cafes and their behavior; In other words, the presence of financial factors in people is effective in performing healthy behaviors by them. Participants in another qualitative study also stated that their choice of cafe lifestyle is influenced by the cost of doing each behavior. This experience is rich in activity and pleasure, and the purpose of this article is to understand the rich experiences that have been weakened with the help of conventional sociological tools. Simmel believed that philosophy should pay attention to everyday events and reason, and Simmel studied everyday life as an aesthetic and artistic thing. Everyday life in the modern world is produced in the form of an accumulation of short moments, which may sometimes seem like a short opportunity to pause for a moment in this fast-paced world, and another moment may appear as a remnant of that world.

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