

Sociological Explanation of Environmental Behavior based on Lifestyle

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Abstract: Tehran, as the most populous city in Iran, is facing many environmental problems. In order to solve these problems, it is necessary to study lifestyle patterns and consumption patterns. Accordingly, the purpose of this study is to investigate the relationship between lifestyles and environmental behaviors. The theoretical framework of the research is Bourdieu's theory of cultural capital, Simmel's theory and Veblen's theory of demonstrative consumption. Quantitative research approach is survey research method and questionnaire collection tool. The statistical population is the residents of eight districts of Tehran, the sample size based on Cochran's formula was 384 people. Findings show that there is a strong and positive relationship between lifestyles (reasonable consumption and cultural consumption) and environmental behavior, there is an inverse and strong relationship between material consumption lifestyle and environmental behavior. The average environmental behavior of men and women and marital status show that women have more supportive environmental behavior than men and married people more than single people. Supportive environmental behavior was higher in the 43+ age group than in the 18-42 age group, and there was no significant relationship between environmental behavior and education. The results of regression analysis and path analysis show: reasonable consumption lifestyle with 32%, cultural consumption lifestyle with 29% and material consumption lifestyle with 28% total impact are in the first, second and third ranks, respectively.

Keywords: Environmental Behavior, Lifestyle, Reasonable Consumption, Cultural Consumption, Material Consumption.

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Statement of the problem

Preservation and sustainability of the environment as the most vital factor for the continuation of the human race is affected by people's actions, lifestyle, consumption patterns and daily lifestyles. In today's world, the health and safety of humans is facing many risks, risks that none of the previous generations have experienced. One of these risks is the issues related to the environment, which is the result of human behavior with nature, in such a way that most scientists have accepted that the issues that the environment is facing today. Urban expansion, industrial production, pollution, large-scale agricultural projects, the establishment of dams and hydroelectric power plants, and nuclear programs are only some of the human manipulations in the natural environment. The general process of these processes is the widespread destruction of the environment, which is difficult to calculate (Giddens, 1989: 97).

From the end of the 20th century and the beginning of the 21st century, social and cultural theoreticians gradually treated daily life, lifestyle and consumption as a more dynamic and controversial field. For this reason, it is said that it is no longer possible to describe the lifestyle and daily life in a coherent and homogeneous way. And in such a situation, the lifestyle is more flexible (Abazari and Chavoshian, 2011). Lifestyle includes leisure activities, cultural consumption, and a pattern of social relations, and it reflects people's attitude, values, and worldview, and one of the concepts that is close to lifestyle is environmental behavior. This means that environmental behaviors are a set of actions related to the

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environment, which includes a wide range of emotions, desires and specific preparations for dealing with the environment; the people of each society have a different approach to the environment according to the specific social, cultural and lifestyle conditions and requirements. These interactions may be completely negative and against the environment or vice versa completely positive and in favor of it (Fathi et al., 2014). As it was said, the issue of the environment in the world community and specifically in Iran is in a dangerous situation. . According to the global environmental performance index in 2012, Iran ranked 114th among 132 countries in the world with a drop of 36 places compared to 2010 (Jahormi Khah: 44, 2016). Tehran, as the most populated and densest city in Iran, faces many environmental issues such as air pollution, water scarcity, heaps of garbage and waste, etc. It seems that most of these problems are caused by behavioral patterns, actions and daily habits of the citizens of Tehran. In other words, it can be acknowledged that the type and lifestyle of people is considered to be an effective factor in the stability- instability of the environment, what has caused concern today and is a serious issue in the city of Tehran, are styles and consumption patterns that consider not only the environment, but also are considered a serious threat to it.

Since the current research deals with a social issue, it follows the general practical goal, but it does not stop at the level of experimental achievements, and the generalizability of the results is one of its other general goals. The main goal of this research is to investigate the relationship between lifestyles (material consumption, cultural consumption and reasonable) and environmental behavior. - Necessity of the research and the importance of the subject: Conducting this research is important in several ways: firstly, raising the issue of the environment in the socio-political relations of the citizens causes this discussion to move from the domain of elites and policy makers to the target group, i.e. ordinary citizens. On the one hand, this will make all groups and strata of society aware of environmental crises (air pollution, water shortage, destruction of vegetation, etc.) In the public arena, it provides the foundations for everyone's participation to deal with this crisis in the future. Second: It is very important to know patterns, rules and behaviors that destroy the environment. Therefore, providing practical solutions to policy-making institutions can be effective in building a culture for the protection and sustainability of the environment.

The Main question of the research

- Is there a relationship between lifestyles (material consumption, cultural consumption and reasonable consumption) and environmental behaviors in the studied society?

Research sub-questions:

- 1- Is there a relationship between contextual variables and environmental behaviors in the studied society?
- 2- Is there a relationship between the consumption of cultural capital and environmental behaviors in the studied society?
- 3- Is there a relationship between education and environmental behavior in the studied society?
- 4- Is there a relationship between attitudes and environmental behavior in the studied society?

Principles of Sociology

Uwe Flick (2008) believes that several types of literature should be used in research; one of them is empirical literature about previous researches in the field of study or similar fields and the other is theoretical literature to add background information to the data and compare the findings. We should separate social sciences into materialistic consumerism, cultural consumerism, and reasonable consumerism in relation to types of environmental behavior (supportive, destructive, and indifferent).

Background of research

Farahmand et al. (2012) conducted a research entitled "Study of social factors affecting environmental behaviors (case study: citizens of Yazd city). The findings of their research indicated that there is a relationship between age, gender, environmental awareness, individualism and satisfaction there is a significant relationship between life and environmental behaviors. Mokhtari Malekabadi, Abdulahi and Sadeghi (2013) in a research entitled "Analysis and recognition of urban environmental behaviors. The results of the research indicate that people's connection with nature is the most important predictor of

people's environmental behavior. Elderly people and Women perform behaviors such as separating waste and using environmentally friendly transportation more than men; and there is a negative relationship between people's social and economic status and environmentally friendly transportation, but women prefer environmentally friendly transportation more. They use and have a more favorable behavior in the field of waste separation from the source. Fathi, Kanani and Chavoshian (2014) conducted a research entitled "Analysis of environmental behaviors of residents of Rasht city with emphasis on lifestyle". Their findings show that there is no significant relationship between lifestyle and environmental behaviors. Vaqfi and Haghghatian also conducted a research entitled "Investigating the effect of cultural capital (institutional dimension) on social and environmental behaviors with the approach of sustainable urban development; the findings indicate that there is a significant relationship between gender, social and economic base, cultural capital (institutional dimension), marital status and social-environmental behaviors.

In a research titled "Investigation of responsible environmental behaviors among the citizens of Yazd city and socio-cultural factors affecting it" conducted by Falakuddin and Hajizadeh Maimandi among the citizens of Yazd in 2016, this important point is mentioned. A significant relationship was observed between the variables of gender, age, environmental awareness, health-oriented lifestyle, use of social networks, cultural capital and legalism with environmental behaviors, but between income and the institutionalized dimension of cultural capital with environmental behaviors. Relationship environment was not significant; and women had more responsible environmental behaviors than men. Rabiei and Rafiei (2016) in an article entitled "Consumerism: from compulsion to pleasure, a sociological study of consumerism among the residents of Tehran" have shown that consumption is necessarily influenced in a one-sided way. It is not a determinism and structural-class determination, and it should be understood in the combination of subjective and objective factors and also in connection with issues such as discrimination and hedonism.

In a research titled "Consumer Inhibitors" (2016) by Abu Torab Talebi and Mohammad Rezani, statistical findings show that there is a relationship between religiosity, traditionalism, revolutionary identity, gender identity, religious values and economic and social base. There is a significant relationship with consumerism. (Schwartz, 1994, 1992). Wilovit (2009) conducted a research entitled "Promoting pro-environmental behaviors, cross-cultural investigation of environmental behavior patterns, the case of Abu Dhabi". The findings of his research showed that perceived behavioral control of environmental problems as well as responsibility towards environmental problems have a positive relationship with pro-environmental behaviors. Environmental behaviors have a positive relationship with age, education, development level and education, while income has an inverse relationship. Yoon et al. (2010) conducted a study entitled "Climate change and pro-environmental behavior on the Great Barrier Reef, Australia". Their findings indicated that the attitude and perceived behavioral control towards climate change had a negative effect on pro-environmental behaviors, In addition, perceived behavioral control has had a positive effect on the intention to perform pro-environmental behaviors. Molina et al. In developing and advanced, they found that formal and informal sources of education, gender, motivations and attitudes have an effect on pro-environmental behavior of students.

Hapana (2007) by examining the lifestyle in the post-modern era showed that by increasing the amount of listening to music, the respondents also have a favorable environmental behavior. The results of the statistical tests showed that it is not possible to predict environmental behaviors based on music tastes. From the findings of this variable as well as the movie watching variable as indicators of taste judgment, it can be concluded that there is no relationship between taste judgments and environmental behaviors and no lines can be drawn between them. Kats Jaro et al. (2015) conducted a research entitled "Environmental altruistic actions and environmental behavior in five countries of the world". In this research, environmental altruistic actions and environmental behaviors were investigated among 8477 students from five countries: Canada, Germany, Israel, South Korea, and the United States of America. The results showed; Although these five countries are different in some aspects, the amount of young population, the amount of educated people and the presence of global norms (but their student populations are relatively similar in this respect; also, there is a significant difference between students

in altruistic behaviors. there is their environment and their environmental attitudes) (Cats Jaro et al., 2015: 1485-1509).

Theoretical Framework

Bourdieu: The most coherent discussion about the concept of lifestyle and cultural consumption is presented by Bourdieu. He considers consumption to be the most important element of the modern world. According to Bourdieu's theory, people engage in cultural, material, and leisure activities by having different types of capital, such as cultural, economic, and social capital. According to him, the amount and types of capital form the class and the character of the people connects each class to each other and based on this The common nature of lifestyles is formed. Of course, in a more precise sense, it should be said that consumption allows representing different lifestyles and different tastes. According to Bourdieu, cultural capital includes good tastes, manners and customs, cognitive complexity, recognition and the ability to accept legitimate cultural products such as art, classical music, theater, literature and mastery of any type of symbolic system of people to express a certain type of taste, social status They separate and distinguish themselves from the position of people who are in lower status and status. In this regard, lifestyle and cultural tastes do not only create habits, but sometimes change habits.

Georg Simmel

Simmel is a leader in sociology because he investigated internal motivations and individual factors affecting the formation of consumption patterns. Simmel's lifestyle is the embodiment of man's effort to find fundamental values, or in other words, his superior individuality in his objective culture and introduce it to others, in other words, humans choose behavioral forms for their desired meaning (superior individuality, form) Simmel calls the power of such selection "taste" and these related forms "lifestyle" (Simmel 1990:463). He believes somewhere that lifestyle is an objectification of mentalities in the form of known social forms, it is a form of expression of superior individuality and uniqueness in a form that others understand this uniqueness (Simmel, 1990: 463) Simmel's many definitions, this definition is: lifestyle is the interconnected whole of the forms that the people of a society according to their own internal motivations and tastes and through the effort to create a balance between the mental personality and the environment. They fulfill their objective and human goals, they choose for their lives.

Veblen

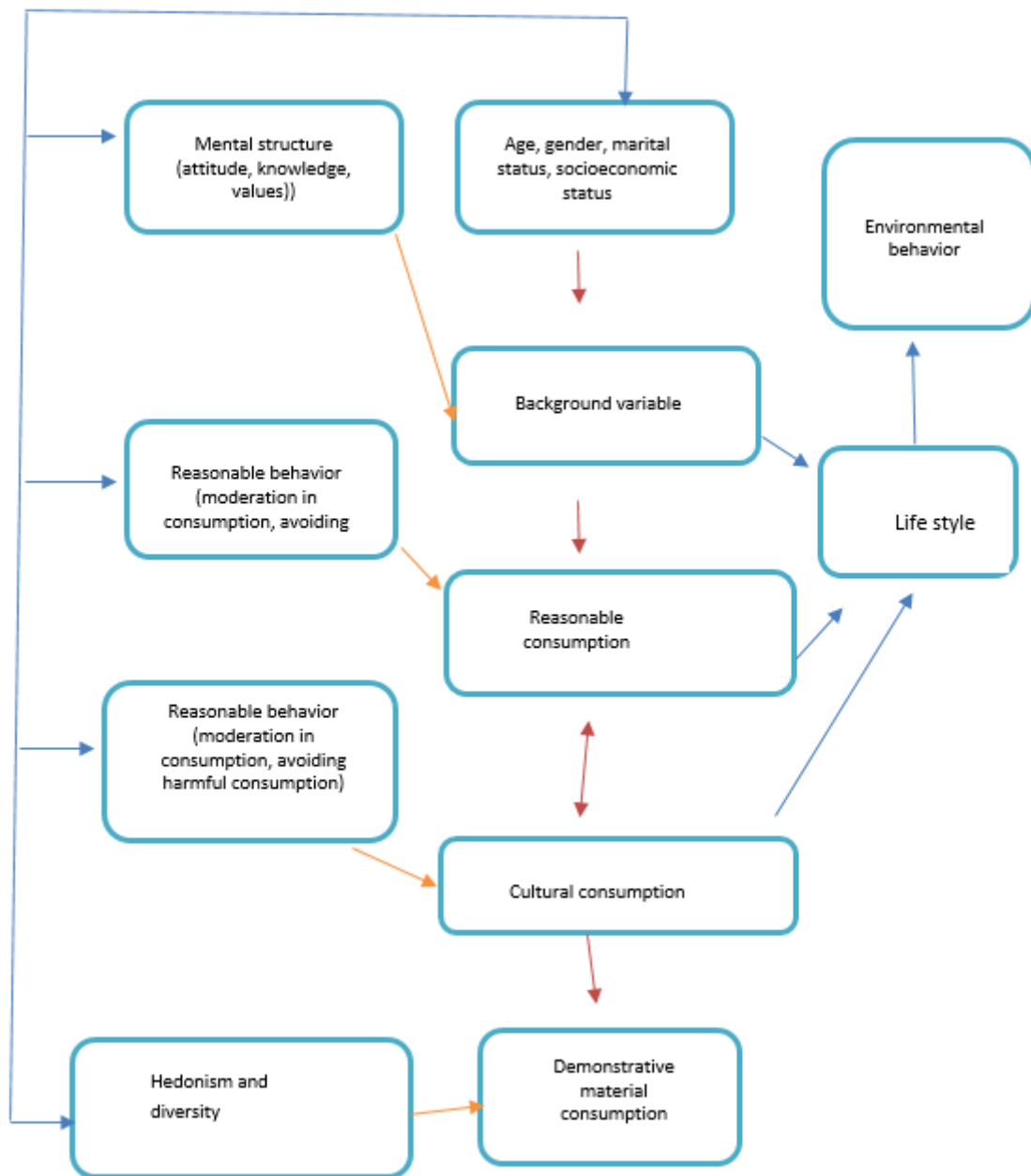
Veblen also looks at the lifestyle but through the lens of competition. In his opinion, "in the stage of urbanization, it is "self-presentational consumption" that serves to show wealth." Veblen's class theory is considered the first serious effort in consumption literature. According to Veblen, need is not the determining factor of consumption, but the major part of consumption is done with the motive of display, pretense and sympathy (Eliyon, 1380: 48). In the course of economic development, ostentatious consumption becomes the main role of the individual, and all appearances are coordinated with such a goal, and the consumer always consumes goods to gain social status and identity, and he does this through demonstrative consumption (Voblen, 1983:11)

Table (1): Theoretical Framework

Theory	Theorist	Variable	The hypothesis extracted from the variable
distinction	Bourdieu	Cultural capital	There is a relationship between cultural consumption pattern and environmental behavior. There is a relationship between education and environmental behavior.
Metropolis and mental life	Simmel	Mental structure, objective structure	There is a relationship between reasonable consumption pattern and environmental behavior. There is a relationship between attitude and environmental behavior.
Pretentious consumption	Veblen	Material consumption	There is a relationship between material consumption and environmental behavior.

Research hypotheses and conceptual model

- The more ostentatious and materialistic the lifestyle is, the less supportive environmental behavior is.
- As the lifestyle of reasonable consumption expands, supportive environmental behavior increases and destructive environmental behavior decreases.
- The lifestyle of cultural consumption has an effect on the environmental behavior.
- As the level of education increases, the environmental behavior is supportive and responsible
- There is a relationship between environmental behaviors and attitudes.
- Environmental behavior varies by gender.
- Environmental behavior varies according to marital status
- There is a significant difference between environmental behaviors in terms of income.
- As age increases, environmental behavior changes.



Research method

The present research has a quantitative approach and a survey method and data collection tool is a questionnaire. The data obtained from the questionnaire have been analyzed using SPSS software. The statistical population in this study consists of all the residents of 8 districts out of 22 districts of Tehran city, who are in the age range of (18-70). The total number of people aged 18-70 in Tehran, based on the results of the general population and housing census of 2015, was 3,563,353 people, who are considered as the statistical population of the research. In order to determine the sample size, we used Cochran's formula. Our sample size is 384, but due to the large population of the community, taking into account possible missing data, and in order to provide more realistic results to the community, in consultation with the dissertation supervisor, the sample size was 810. A place in Tehran has been investigated. In this research, due to the structure of the statistical population, a multi-stage cluster sampling method was used. In terms of the time domain, it started from October 2018 and continued until September 1400. In terms of the subject area, it examines the lifestyle and environmental behaviors as dependent and independent variables, and in terms of the spatial area, it can be generalized to the citizens living in Tehran.

Assessing the validity and reliability of the questionnaire:

In order to determine the validity of the measurement tool, three methods of content validity, criterion validity and construct validity were used, which in addition to content and form validity were used for the initial validation of the questionnaire, so that the questionnaire was available to the professors of this field. And based on their point of view, the validity of the questionnaire has been re-evaluated; Construct validity and factor analysis have been used in the main research variables to further increase the validity of the research.

For the reliability test, the scale re-implementation method and the internal stability method were used. The obtained alpha coefficients are: material consumption lifestyle: 0.82, cultural consumption lifestyle: 0.75, reasonable lifestyle: 0.72. Environmental behaviors is 0.74

Research findings

Descriptive statistics: 43.2% of respondents are male and 56.8% are female, 30% are single and 70% are married. More than 80% have secondary education and higher. Less than 13% of primary and middle school education, 40% of monthly income less than 2 million Tomans, 2% of monthly income above 11 million Tomans, 168 people in the age group of 18-32 years, 216 people in the age group of 33-42, 213 people in the age group of 43-52, and 132 people in the age group of 53 years and above.

Inferential statistics

The test of the first hypothesis: environmental behavior is different according to gender: in the independent t-test, the test statistic is equal to 12.2. The significance level of the test is 0.001. Considering that the significance level is less than 0.01, the null hypothesis is rejected and with 99% confidence, we can say that the average environmental behavior of women and men has a significant difference, and the average value shows that women pay more attention to environmental behavior than men do.

standard deviation	mean	gender
0.44	3.25	male
0.31	3.36	female

Testing the second hypothesis: environmental behavior is different according to marital status. In the independent t test, the test statistic is equal to 7.65. The significance level of the test is 0.000. Considering that the significance level is less than 0.01, the null hypothesis is rejected and with 99% confidence it can be said that the average environmental behavior of single and married people has a significant difference and the average value shows that married people are more environmentally friendly than single people. They pay attention more.

standard deviation	mean	marital status
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0.805	2.8	male
0.868	3.4	female

	Equality of variance test		Mean equality test (Independent sample T-test)			
	F statistic	significance level	F statistic	significance level	99% confidence interval	
					lower limit	upper limit
Assuming equality of variances	3.89	0.036	7.65	0.000	0.042	0.76
Assumption of inequality of variances	-	-	7.83	0.027	0.053	0.72

Test of the third hypothesis: As age increases, environmental behavior changes

The results show that the average environmental behaviors are different based on age periods. Also, the significance level of the calculated F test ($p < 0.05$) for environmental behaviors and age periods shows that the hypothesis of the average difference in environmental behavior and age periods is statistically significant with a probability of 95% and a detection level of 05 0/ is significant. In other words, it can be said that the supportive environmental behavior among the age groups of 43-52 years and 53 years and above was more than the age groups of 18 to 42 years. According to this result, hypothesis 1 H based on the statistical significance of this relationship is confirmed and in contrast to the null hypothesis of non-statistical significance of this relationship, it is rejected.

independent variable	dependent variable	Number	Mean	F	significance level
environmental behavior	18-30 years old	168	3.4	3.75	0.011
	31-42	216	3.5		
	43-52	213	3.6		
	53 years and more	132	3.9		

Fourth hypothesis test: There is a significant difference between environmental behaviors in terms of income.

According to the significance level of 0.001, which is less than 0.05, there is a relationship between the environmental behaviors of citizens and different incomes, the highest average is related to the income of seven to ten million tomans, but it is noteworthy that when More than fifteen million people do not have supportive environmental behavior. In other words, when people's income exceeds a certain limit, the desire for luxury and consumption goes beyond the need, and this causes the desire to support environmental behavior to decrease.

dependent variable	independent variable	Mean	F	significance level
environmental behavior	Below three million	90.85	4.879	0.001
	Between three and six million	90.66		
	Between seven and ten million	99.87		
	Between eleven and fifteen million	98.21		
	More than fifteen million	89.00		

Fifth hypothesis test: There is a significant difference between environmental behaviors according to education. In other words, as the level of education increases, environmental behavior is supportive and responsible. ANOVA test shows that there is no significant relationship between environmental behaviors and education, and since our significance level is greater than 0.05, our hypothesis is rejected, therefore, there is no significant relationship between education and environmental behavior.

dependent variable	independent variable	Mean	Outgroup Mean Squares	Within-group mean square	F	significance level
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environmental behavior	Elementary school	73.88	34.454	131.91	0.261	0.853
	Middle school	71.30				
	High school	73.52				
	University students	72.35				

Test of the sixth hypothesis: as the lifestyle of reasonable consumption expands, supportive environmental behavior increases and destructive environmental behavior decreases.

The results of the Pearson correlation test show that there is a significant relationship between the independent variable of reasonable consumption lifestyle and the dependent variable of environmental behavior at the confidence level of 99%, and the Pearson correlation level is 69%, which indicates a positive and strong relationship.

independent variable	dependent variable	Pearson correlation	significance level
Reasonable consumption lifestyle	environmental behavior	0.69	0.000

Seventh hypothesis test: There is a significant relationship between environmental behavior and cultural consumption lifestyle.

The results of the Pearson correlation test show that there is a significant relationship between the independent variable of cultural consumption lifestyle and the dependent variable of environmental behavior at the confidence level of 99%, and the Pearson correlation is 61%, which indicates a positive and strong relationship.

independent variable	dependent variable	Pearson correlation	significance level
Cultural consumption lifestyle	environmental behavior	0.61	0.000

The test of the eighth hypothesis: environmental behavior is a function of material consumption lifestyle, in other words, the more ostentatious and materialistic the lifestyle is, the supportive environmental behavior decreases.

The results of the Pearson correlation test show that there is a significant relationship between the independent variable of material consumption lifestyle and the dependent variable of environmental behavior at the 99% confidence level, and the Pearson correlation is -43.0%, which indicates a relatively strong inverse relationship. In other words, the more the lifestyle goes towards materialistic consumption and show consumption, the amount of supportive environmental behavior decreases, and the less materialistic consumption, the more supportive environmental behavior increases.

independent variable	dependent variable	Pearson correlation	significance level
material consumption lifestyle	environmental behavior	-0.43	0.000

Test of the ninth hypothesis: the lifestyle of cultural consumption has an effect on environmental behavior.

The results of the Pearson correlation test show that there is a significant relationship between the independent variable of environmental attitude and the dependent variable of environmental behavior at the confidence level of 99%, and the Pearson correlation is 25%, which indicates a positive and strong relationship.

independent variable	dependent variable	Pearson correlation	significance level
Environmental attitude	environmental behavior	0.251	0.000

The results of multiple regression analysis

According to the standardized beta in table (4-23), the variable "reasonable consumption lifestyle" with beta (2130/) affects environmental behaviors more than all other independent variables, the direction of the influence of this variable is also direct and strong and indicates This means that the more conscious the mental structure and the more conscious the behavior, the more reasonable and rational the lifestyle and consumption will be, and the supportive and favorable environmental behavior will also increase.

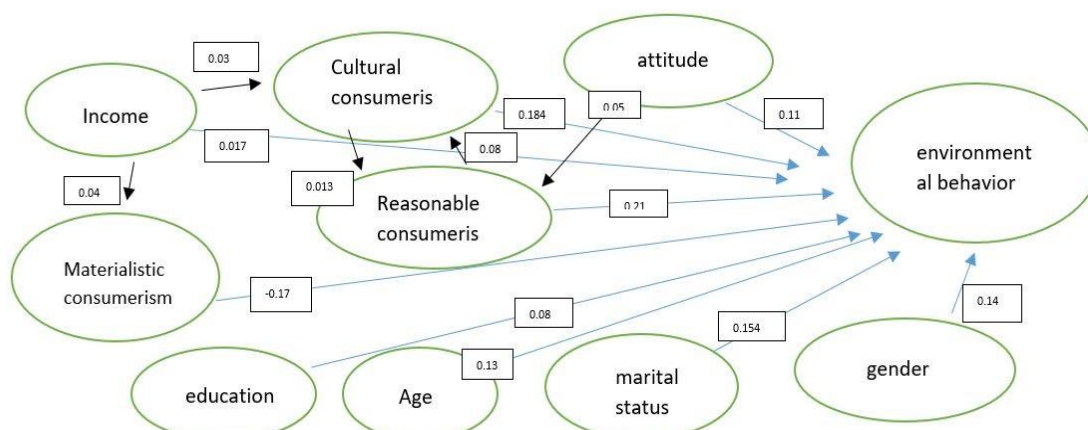
Multiple correlation coefficient	coefficient of determination	Actual coefficient of determination	standard error
0.687	0.460	0.451	10.30984

Multiple regression model to explain environmental behaviors

The results of the path analysis show that the reasonable consumption lifestyle variable with 35% of the

Variables	Non-standard coefficients		Standard coefficients	t value	significance level
	B	standard error	beta		
Width from the origin(constant)	50.54	2.755		18.335	0.000
Reasonable consumerism	0.169	0.027	0.213	6.260	0.000
Cultural consumerism	0.153	0.036	0.184	-3.0153	0.000
Materialistic consumerism	-0.161	0.026	-0.173	4.115	0.002
Gender	0.145	0.551	0.160	3.607	0.000
Age	0.128	0.199	0.115	3.102	0.000
marital status	0.142	0.196	0.145	3.578	0.002
attitude	0.137	0.036	0.135	2.846	0.000
Income	0.114	0.023	-0.112	1.754	0.000
education	0.122	0.023	0.085		0.000

total effect has the greatest effect on supportive environmental behavior, so that it has a 30% direct effect and 47% indirect effect, while the cultural consumption lifestyle variable has a 29% effect. The total direct effect is 24% and 39 indirect effects are in the second place, and lifestyle consumption, material consumption with a beta of -28%, the total effect is 26% and the indirect effect is in the third place, and the attitude variable is with the effect The total investment with 14% is in the fourth place of the variable gender with 13.5% of the total impact on environmental behavior. And also the variables in the order of influence: marital status, age, income and education are in the next ranks of influence.



Conclusion

Today, many choices in the field of consumption are actually made not because of functional necessity, but because of showing distinction and pretending to belong to a social class and prosperous lifestyle, which itself is a factor that can lead to extreme cases. to excessive consumption and causing social and environmental damage. Therefore, avoiding dramatic consumption is one of the manifestations of conscious mental structure in consumption behavior; but in order to change the behavior and turn it into reasonable and conscious behavior, moderation in consumption is the main form of reasonable

consumption. This is through moderation in consumption and by using the cultural capital that is opposed to extreme consumption, and its purpose is to optimize the amount of consumption for the individual's well-being and match it with the individual's values.

This is consistent with Simmel's theory. According to Bourdieu, people who have more cultural capital are able to do independent work and do not need to follow and imitate others. Having cultural capital means that a person can separate himself from the requirements of everyday life and make a kind of choice in life. According to Bourdieu himself, pure aesthetics originates from ethics or the mood of distancing and choosing from the natural and social world (Bourdieu, 1984:172). Therefore, the greater the amount of cultural capital of people, as a result, the tendency towards principled behaviors increases in them, and they have healthier environmental behaviors when it comes to the issue of the environment. In fact, according to the theory presented above, the point that Bourdieu emphasizes is that cultural capital is not transferred spontaneously; rather, it is a result that over time manifests itself in a person (personality and way of thinking) and actually affects his consciousness, and we refer to these consciousness in all our social and cultural issues. And as much as our awareness of our surroundings increases, it will affect our behavior as well. . According to Bourdieu, with the developments of recent years, the number of applicants for cultural products such as books, music, movies, mobile phones, the use of social networks and the like has increased, and there have been many quantitative and qualitative changes in the cultural capital and people's lives. Society has taken place; also, he explains the effect of cultural capital on people's lifestyle by resorting to the differentiation theory.

According to this theory, people differentiate between themselves and others based on their cultural capital. Based on this, cultural capital causes people to tend to certain lifestyles and also creates a certain type of consumption behavior, for this reason, some people choose a health-oriented and correct lifestyle for themselves, which interacts properly with their surrounding environment. And some others choose unhealthy styles. Therefore, based on Bourdieu's theory of cultural capital, it can be said that this cultural capital is a very deep and complex issue that does not only include our knowledge and information, but cultural capital includes our knowledge and awareness, lifestyle and type of consumption. We, the amount of use of books, magazines and social networks, etc., all together create the amount of our cultural capital, and the increase in our cultural capital is objectively reflected in our supportive or destructive behaviors in the explanation of the hypothesis. The relationship between materialistic and (ostentatious) lifestyle and environmental behavior, and considering the above, it can be said that today many choices in the field of consumption are actually not due to functional necessity, but because of showing distinction and pretending to belong to social class and lifestyle. Prosperity is done, which is itself a factor that can lead to extreme consumption and create social damage, cause a spirit of indifference, and in a stronger form, cause destruction of the environment. Which is in line with Veblen's theory. As a result, it can be argued that the more dramatic and material consumption lifestyle is, the more colorful the indifference and destructive behavior of the environment becomes.

Suggestions

- In addition to the awareness and encouragement dimension, the social marketing program should emphasize the development of the mental skills of consumers to have mindfulness in decision making.
- Organizing educational and scientific courses in neighborhood centers and culture centers in Tehran.
- Formation and encouragement of non-governmental organizations in line with environmental behavior activities
- Reduce social and economic inequalities and class gaps in relation to strengthening the living conditions and improving the standard indices of urban life.
- Holding educational workshops, including courses related to the environment in the curricula of elementary, middle, and high school students and holding conferences and seminars in universities.
- Considering that many issues related to individual lifestyle are mixed with public lifestyle, conducting practical research and understanding those characteristics can greatly help the

policy-making institutions in creating culture for the protection and sustainability of the effective environment.

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