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Smartphone Practice and Lifestyle: The Case of Urban in Iran

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Abstract

This paper explores the relationship between smartphone practices and lifestyle in urban Iran. Recently, the use of smartphones has dramatically been increased in Iran, and this trend is expected to influence users' lifestyle in the everyday context. Therefore, to test this hypothesis, I follow the notion of "lifestyle" which was advanced by Pierre Bourdieu to offer an analysis of this changing trend. I choose the sample based on purpose sampling and conduct the research through an online survey. The number of participants was 219. The results underscored the research hypothesis, but they also indicated that using a smartphone is not a powerful indicator to explain the lifestyle variance. The Pearson correlation was 0.42, but ANOVA test confirmed that the use of smartphone explains only 0.17 percentage of lifestyle variance. Further analysis showed that other variables like gender, education and age do not have a predicting effect on lifestyle. However, income plays a role.

Keywords: Smartphone, Lifestyle, Cultural Consumption, Leisure Activities, Iran.

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1. Introduction

In recent years, smartphones have become an essential tool in people's social life, and they use this device to address various and different needs (Kemp, 2015; Smith, 2014). Regarding digital, social & mobile in 2015 report (Kemp, 2015), mobile increasingly dominates the digital world. Therefore, worldwide penetration of mobile phones passed 50% in September 2014; additionally, the number of active mobile connections surpassed the total world population in 2014. Other studies confirmed these trends (Chen and Siu, 2015, Ling, 2004; Liu, & Wei, 2014; May & Hearn, 2005). We can see the same pattern in Iran, although, only about 2 million smartphones were used in Iran in 2013, this figure has reached to 27 million units in October 2015 approximately (Torabi, 2015; Digiato, 2015).

Despite this rapid growth, few researchers have paid attention to various effects of this trend on Iranian users. Based on author's observations in Tehran, people in the subway, taxi, bus, parks, streets, etc. use their smartphones while walking, talking and doing their routine activity, regardless of their location and situation. In fact, on the one hand, the smartphones have become a part of users' lifestyle, on the other hand, it can shape some new lifestyles and affect users' existing ones. The term, "lifestyle" is defined as a set of tastes, activities, behaviors, and interests that distinguish people from each other (Bourdieu, 1984). It is proven that many factors, including communicative tools, have impacts on lifestyle but when it comes to smartphone studies; we cannot find more research to show such a relation (Leung, 1998; Li, 2013).

Furthermore, much research have been done on how cellphone and landline usage, as communicative tools, influence the lifestyle (Vanden, 2014), but there are no such studies on the relationship between the use of smartphone and lifestyle. Considering smartphone as a hybrid tool that has roots both on the Internet and cell phone, we observe it is not only used for making calls and sending messages (Laursen, 2012) but have many other functions as well. So it needs further independent research to explore these dimensions.

Some researchers (Chan, 2013; Humphreys, 2005; Palackal et al., 2011) argue that cellphone and consequently smartphone, as a communication device, are the site where new social interactions between users are formed. According to Gergen (2002), cell phones make people engage in new types of social relationships. Romanian (2007) emphasizes that a cell phone can develop a variety of new social interactions. Hajorto (2008) highlights that a mobile is an important element in family members' relationships. Based on smartphone capacities, we can argue that this device expands people's choices enabling them to become familiar with new places and people or "inattention to present" people as Laursen called (2012). Due to this discussion, we can argue about the relation between smartphone usage and lifestyle.

The first aim of this paper is to describe the lifestyle of Iranian smartphone owners, and then I try to measure the relationship between the use of smartphone and lifestyle to identify if the use of smartphone predicts the lifestyle or not.

Pierre Bourdieu's definition of lifestyle, which is employed in several types of research about the lifestyle, is the theoretical basis of this study. From the Bourdieu's perspective, the lifestyle is the product of habitus being visible in people's actions and preferences. It also has a non-random pattern having roots in people's class. Bourdieu defines cultural and symbolic consumption as the most important indicators in the lifestyle (Ibid).

It can be assumed that new communication can provide the formation of new habitus, actions, and different choices and this can undermine the previous ones, thus might be relocated. As a result, although the regeneration process remains, new ways of defining people's fields emerge (Zokaei, 2007). This paradigm provides the theoretical basis for the study of lifestyle changes of smartphone users.

Although there is not much research to consider such a relationship between these two variables, we can note some studies that confirm these changes and focus on describing the lifestyle of smartphone users. Karnowski & Jandura (2014) identified three main situations in which mobile communication occurs. The first is when users are known among peers and in familiar locations, a situation which occurs mostly at home. The second is when users are in unknown surroundings and among unknown people ('En route' or "on the way"). The third is when users are with peers but in unknown locations, such as a restaurant or bar ('Hanging out with peers'). The situations where mobile communication occurred, as they said, vary according to age, gender, and educational level. Also, services used and gratifications sought are different among the various usage clusters. Our approach to lifestyle is dramatically different; while these researchers focused on the situational context of mobile usage, I emphasize on the cultural consumption and leisure activities.

Chen & Siu (2015) tried to understand better the interactive relationship between people and smart mobile devices and the transformation of users' lifestyle by conducting observations, questionnaires and focus groups among Chinese youth. In another study, Wei (2006) divided Chinese users into five segments based on their lifestyle. His research findings show that the respondents identified as yuppies tended to integrate pagers and mobile phones into their conspicuous, westernized, socially-active lifestyle. Adopting a pager and cell phone is found to be a means of achieving social differentiation and identity among this lifestyle segment.

Li (2014) showed that lifestyles did play a significant role in predicting the adoption of the new technologies. She also argued that demographics and mass media were more predictive of the adoption of information technologies than that of the adoption of entertainment technologies. This study focuses on how lifestyle predicts the new technology adoption, while I want to clear the smartphone effects on lifestyle.

Mazzoni(2007) investigated the relationship between lifestyles and the motivations to use cell phones in Italy. His study found a connected lifestyle was associated with the motivation

for entertainment; also, a committed lifestyle was related to the motivation for efficient communication and time organization. A traditional lifestyle was associated with the motivation for maintaining relationships.

Most of the researches had been carried out in the marketing sector, which segmented people based on their lifestyle and then studied its impact on their actions as consumers, but I will employ a cultural study approach using Bourdieu's views about lifestyle.

In Iran, even less research has been done in this field. These studies in recent years did not differentiate between cell phones and smartphones while the capabilities and features of these two devices are different leading to various results. In fact, most of these studies were about cell phones, so the relationship between the smartphone and lifestyle of Iranian users are still unknown. On the other hand, in these researches, the differences between lifestyle and other theoretical concepts such as social capital and everyday life are not clear. Therefore, these concepts are used interchangeably with different meanings.

However, there have been some related researches conducted in Iran (although most of them are not directly about the lifestyle due to the lack of appropriate research they are reviewed). Mehdizadeh & Khoshnam (2014) studied the relationship between cell phone and communication behaviors of college students in the city of Yazd. They have concluded that the use of the cell phone has a correlation between social relationships, whether positive or negative, among family, friends and the university students.

In addition, using cell phones caused social relations to deepen, but there is no effect on the extent of it. This article does not distinguish between the use of cell phones and smartphones.

In another study, Shavazi & Homayoun (2014) examined the relationship between the Internet and cellphone users along with their social isolation. Although the methodology of this study is not clear and separation between the use of the cell phone and the Internet has not been conducted properly, they concluded that using these technologies, in general, would reduce social isolation. Hashemi (2014) examined and approved the relationship between cell phone users and interpersonal interactions among college students in Tehran.

Mehdizadeh & Khila (2013) carried out another study that found accessing friends is the most important function of cell phones for Iranian students. They also recognized that when students become older, their cell phone usage in social relationships will reduce. Correspondingly, these studies are not directly related to lifestyle. However, there is little research that has been done in the relation to the use of cell phone and lifestyle (health and medical approach) (Soleymani Nejad and others, 2012; Fayazbakhsh and others, 2011; Mazari Azad & Rozbeh, 2014).

In addition to considering the impact of cell phone usage on lifestyle, the impact of the Internet on lifestyle should be considered too, because the smartphones capacity of connecting to the Internet is regarded a significant development. Some researchers believe that the Internet goes on mobile, and this has happened to a large extent. (Bruck & Rao, 2013; Castells,

Fernandez-Ardevol, & Qiu, 2006; Karnowski & Jandura, 2014). Therefore, it can be assumed that a smartphone can influence lifestyle in two ways; first, as a cell phone and the second, as an internet connection device. Researches have shown that cell phone and the internet have affected the lifestyle independently; hence, the question is when these two devices are combined into one, how does that effect change?

There is little research in Iran about the impact of the Internet on lifestyle, especially the relationship between the use of social networking sites and lifestyle. For example, Shahnoshi & Taji (2012) by doing a survey on the impact of social networking websites on young people in Shahr-e-Kord concluded that there is no relationship between the type of social networking site, location, or value and lifestyle. While there is a significant relationship between gender, the level of education, relational integration, social aggregation and lifestyle.

In addition, Moghadas and others (2008) studied the impact of information and communication technologies on the lifestyle of immigrants and the native Dehdar tribe. They concluded that interacting with communication technology as cell phones have changed the sample's lifestyle from traditional to modern. These researches used the definition of lifestyle and avoided the confusion with other concepts

In another research, Bashir and Afrasiabi (2012) studied the relationship between lifestyle and Iranian membership in Cloob (an Iranian social networking site). This study claimed that there is a relationship among members of Cloob and how to allocate time for other social activities. Most of the respondents in the study have acknowledged that they have challenges with their families due to excessive use of the Internet for activities in this network. According to the findings, they concluded that there is a relationship among members of the network and young people's lifestyle.

Overall, in this study, I am trying to determine the relationship between lifestyle and smartphone usage in Iran. Hence, this research is specifically limited to the smartphone and the lifestyle's concepts.

2. Literature review

Lifestyle has not a unique definition. In fact, there are three major approaches to this concept: medicine and health, marketing and sociology. Due to our rationale, our approach in this paper is sociological. Sociologists believe that lifestyle is a powerful tool to study the human tastes and behaviors. They think that using this tool (i.e. lifestyle) has been increased, particularly with the emergence and spread of ICT's.

Chaney (1996, p. 5) describes a lifestyle as "a way of using certain goods, places, and times that are characteristics of a group, but are not a totality of their social experience". Sobel (1981, p. 3) argued that lifestyle is "any distinctive, and therefore, recognizable, mode of living." He emphasized that lifestyles are about behaviors, not values. Giddens (1991, p. 81) saw lifestyle as a more or less integrated set of practices, which an individual embraces, not only because such practices fulfill utilitarian needs, but because they give material form to a

particular narrative of self-identity. He presented his analysis focusing on identity, especially in late modernity.

In late modernity, people found more time for leisure activities, so their choices increased in consumption. For this reason, these concepts can be attributed to this period. Bourdieu's remarkable analysis in his book, *Distinction* (1984), provided a reliable basis for analyzing the lifestyle that is used in many studies. Bourdieu dealt with lifestyle as a way of interpreting social stratification with having roots in Weber's work in Class, Status, and Party (1971).

Bourdieu's theory about lifestyle should be studied in the context of his perspectives about the field and habitus. This concepts combination constitutes the Bourdieu's social analytical system. As Hostetler (2012, p. 24) said, Bourdieu's "fields" are perhaps one of the most difficult of his concepts to define, as it incorporates power relations, inequalities, social positions, schemes of perceptions, and a host of additional factors which affect social actors. Hostetler added that the field could be best described as an area where social actors compete for the legitimacy of their capital from a social position relative to others. In other words, fields are competitive arenas of struggle over different kinds of capital (Bourdieu has identified different types of capital; economic, cultural, social and symbolic being the principal ones (Swartz, 2002). In fields, habits are generated.

Bourdieu (1990, p. 53) defines habitus as a system of durable, transposable dispositions, structured structures predisposed to functioning as structuring structures. These principles, which generate and organize representations, can be objectively adapted to their outcomes without presupposing a conscious aiming at ends or an express mastery of the operations necessary to attain them. In fact, habitus is both "structured and structuring, because it incorporates predispositions created by factors such as social class and gender, as well as more individual aspects" (Colley 2003, p. 537).

Williams (1995) believes that habitus can be seen as an attempt to bridge the gap between structure and agency. Bourdieu explained that habitus is characterized by an individual's "scheme of perception, thought, and action" relevant to his or her participation in a field (Bourdieu, 1989:14), and this has led to classifiable practices and works that Bourdieu called a lifestyle. In summarizing, lifestyles negotiate between the objective structures and features of a society and the subjective practices possible in it. They incorporate social structures by transforming them into symbolic capital and habitus publicly visible that thus influence the cultural self-consciousness of society (Benedikter et. al, 2015).

Lifestyles are seen as the product of habitus, which, Bourdieu argues, is expressed in and through 'taste.' Indeed, 'taste' is a critical issue in Bourdieu's analysis of distinction as it refers to the process where individuals seemingly adopt voluntary preferences and that lifestyles is rooted in the habitus - what he elsewhere refers to as 'necessity internalized and converted into dispositions' (Bourdieu, 1984: 170) - and material constraints (Williams, 1995).

Bourdieu illustrated the process of lifestyle shaping system in the figure shown below:

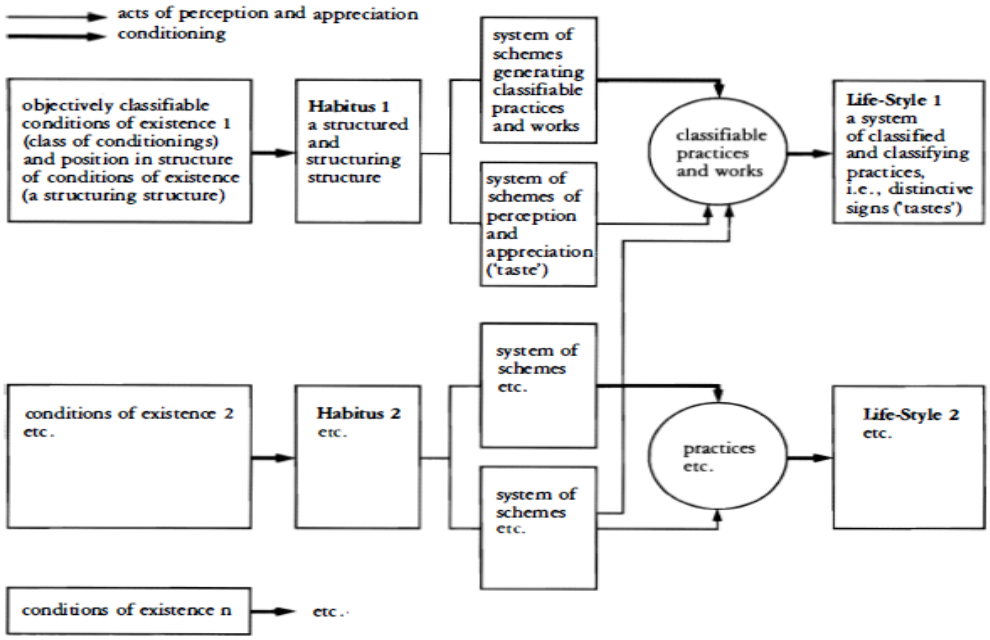

Figure 1: Conditions of existence, habitus and lifestyle (Bourdieu, 1984).

Some researchers assert the notion of lifestyle as a particular profile of an individual, based on their habitus is the crucial innovation in Bourdieu's work (Ryan, 2014). For Bourdieu, lifestyles become sign systems that are socially qualified (as 'distinguished,' 'vulgar,' etc.). In this way, Bourdieu theorized that lifestyle was a form of social currency that speaks to others. It expressed class and marked class distinctions in society, as Weber suggested. Thus, we can see the significant expansion of Weber's notion of Stand: not just a matter of outward signaling, lifestyle for Bourdieu has been deeply expressive of an individual's habits and sense of self (Ibid, p. 68).

It can be said that Bourdieu's perspective is that the individuals and groups in society have different and distinct positions. They create a system of social stratification in their mind, which internalize the situation and symbols. This system forms a collection of preferences and choices (taste) in the mind of the person or persons who perceived their values through relationships and conflicts. On the other hand, their meaning is not inherent but is relational. Therefore, distinctive lifestyles are formed when these preferences demonstrate the range of abilities in the form of economic capital and symbolic actions and property.

Bourdieu has a strong emphasis on social class and position of the person as a primary factor shaping habitus and lifestyle, but this issue is not our interest since the social conflicts, and their dynamic are not analyzed here.

It is stated that the habitus is the consequence of an individual's family, class position, status, education, ideology and distinctive tastes. In Bourdieu's perspective, technology is not considered as one of the factors, while subsequent studies have implicated this factor in their analysis (Kotamraju, 2006, Griffin, 2003, Ryan, 2014).

In this article, I contemplate a smartphone as a part of ICTs and a factor that plays a role in the formation of new habitus, changing the previous ones and as a result, affects the users' lifestyle. Therefore, our central hypothesis for this study is:

RH: The use of smartphone has a positive correlation with the users' lifestyle.

Mainly, cultural consumption and leisure activities are considered as the main factors that determine a person's lifestyle (Hostetler, 2012; Miles, 2000; Roberts, 1999; Rojek, 2000). Katz (2000) defines the lifestyle based on these concepts. He said that a lifestyle is a form of expression that can be observed and measured as leisure activities, cultural consumption patterns, and cultural tastes (Ibid). Furthermore, Lifestyle theorists argue that it is precisely in consumption and leisure activity that the inadequacy of class-based explanations can be seen (Kotamraju, 2006). They also emphasize that consumption and leisure activities may describe more accurately, and even perhaps predict people's identities, life choices, and behaviors (Ibid); These are a set of activities that show a person's tastes and dispositions with the minimum of mandatory selection, which is important in shaping lifestyle. These two factors can be different in each society. Hence, I measured them in the context of Iranian society. Specifically, using Delphi method and interviewing 12 Iranian sociologists, Rahmat Abadi and Bakhshi (2010) have been identified lifestyle indexes in Iran based on these two factors that in this study, I used to measure lifestyle.

3. Method

Because of the uncertainty of the exact number of smartphone owners in Iran and because of the impossibility of making their list, we could not use probability-sampling methods. Thus, a purposeful sampling method was hired. In addition, this research was conducted by an online survey. To do the research, first, I made the questionnaire by Google Drive and then sent it to 3,200 random Iranian citizens via e-mail. Recipients were asked to participate in the study only if they lived in Iran and owned a smartphone. The questionnaire was available for two weeks in October 2015. At this time, 262 people participated in the study but 43 of these responses were incomplete, wrong or duplicate which were excluded. In the end, the remained 219 responses were analyzed by SPSS 23. Given that this research is the first in this area, I regarded the current sample size adequate.

4. Findings

Demographic statistics: 47.9 % of the respondents were male, and 52.1 % were female. 8.7 % of them had a high school degree or even lower, 5% had an associate degree, 28.8% had a bachelor degree, 38.4% had a master degree and 19.2 % of respondents had a doctoral degree

and higher. The average of income was 2.24 million tomans (Iranian financial currency) (about 630 $) with a standard deviation of 1.7, and the mean age of respondents was 32.7 years old with a standard deviation of 9.3. The findings show that most of the participants were women, young, well-educated and with a moderate income (It can be said people with that income in Iran belong to middle class).

Smartphone usage indexes: Four questions were designed to measure the smartphone usage. The first question was the length of time that a person had used a smartphone. This question was measured by a Likert scale with 5 degrees that varied from one year up to seven years (Me=3. 5, SD =1. 4).

Table 1. the length of time that a person has used a smartphone

	Valid Percent	Cumulative percent
One year or less	7.8	7.8
1-3 year	22.9	30.7
3-5 year	20.2	50.9
5-7 year	9.2	60.1
More than seven years	39.9	100
Total	100	

According to Table 1, the majority of the sample (39.9%) is using a smartphone over seven years and have enough time to adapt to it.

The second question concerned with the number of hours that a person uses the smartphone during a day. This question was measured by a Likert scale with 5 degrees too that varied from one hour up to seven hours (Me=3, SD =1. 3).

Table 2. the number of hours that a person uses the smartphone during a day

	Valid Percent	Cumulative percent
1 hour or less	11	11
1-3 hour	30.7	41.7
3-5 hour	22.9	64.7
5-7 hour	16.1	80.7
More than 7 hours	19.3	100
Total	100	

These findings show that the majority of smartphone users in Iran have used it more than seven years and between 1-3 hours daily.

The third question was constituted by five items and was related to the intensity of the smartphone usage which was measured by the 5-point Likert scale.

Table 3. the intensity of smartphone use

I usually use my Smartphone when I….	Very low	Low	Median	High	Very high	Mean	SD
Am walking	49.8	38.8	6.4	3.7	1.4	1.7	0.8
Am in public vehicles	24.9	33.2	23	10.6	8.3	2.4	1.2
Am in a crowd such metro	50.5	21.3	17.1	8.8	2.3	1.9	1.1
Am going to bed	16.6	19.4	26.3	14.7	23	3.1	1.4
Wake up (as my first thing to do)	13.8	17.5	25.8	14.7	28.1	3.3	1.4
Total (Q3)	155.6	130.2	98.6	52.5	63.1	12.3	4.5

- The average and standard deviation are based on the Likert 5 points.
- The number in the cells is the percentage of respondents who chose that option.

The ANOVA test shows that the difference between the averages of these items is significant at a level below the 0.01. It can be concluded that the first and third items are lower than the average of the rest, and it shows that the majority of respondents in these two items have a lower score. It means that the respondents when walking in public or using public vehicles in severe conditions, use their smartphone less than other situations. Therefore, these two items show the lower dependence on the smartphone. We see the average of items 2, 4, and five are more than these items. An average and standard deviation of two items 4 and 5 are almost equal. This finding indicates that more people usually use their smartphone before sleeping and after wake up.

The fourth question measures the smartphone functions for owners and is formed by seven items on a Likert scale of 5 degrees.

Table 4. the smartphone functions

	Very low	Low	Median	High	Very high	Mean	SD
Voice call	11.1	5.5	34.1	28.6	20.7	3.4	1.2
Messaging	19.1	18.1	29.3	20	13.5	2.9	1.3
IMAs	5.1	7.4	19.1	28.8	39.5	3.9	1.1
Going online	14	10.2	30.2	24.7	20.9	3.3	1.3
Game & entertainment	21.4	57.2	10.7	7.9	2.8	2.1	0.9
Taking photos	26.1	11.9	34.4	17	10.6	2.7	1.3
Music	18.5	31.5	25	14.4	10.6	2.6	1.2

- The average and standard deviation are based on the Likert 5 points.
- The number in the cells is the percentage of respondents who chose that option.

In previous researches, users were asked what the purpose of using their cell phone or smartphone was, and respondents had only one option. While I assume that smartphone owners

use all the features, but the intensity of usage of these functions is different. Hence, when a person decided to choose only one option, there is a possibility of miscalculation by responsiveness and bias. Therefore, I asked this question in another way. Each respondent identified the intensity of each of the smartphone's features. Thus, it enables us to get a better understanding of the role of smartphone for people.

The ANOVA test for these items shows that there is a significant difference between them. The third item, using Instant Messaging Apps (IMAs) has the highest average and indicates that most users because of this reason use their smartphone. In fact, this function surpassed calling that is traditionally considered the primary function of a cell phone. Even connecting to the Internet exceeded sending messages. This table shows how the smartphone's communication services play a larger role than other functions, like taking pictures and playing a game.

Factor analysis also confirms this interpretation. Based on the factor analysis, the first and second items constitute a factor that can be called traditional functions. Statements of the third and fourth items form a factor that we call the function of presence in cyberspace. The following items constitute another factor, which can be called entertainment function. Among these three factors, being present in cyberspace is essential for users. The traditional functions, and ultimately the function of entertainment, are on the next levels.

The following table shows the smartphone using statics, which can vary from 14 to 70.

Table 5. the smartphone using stats

Variable	Mean	SD	Min	Max
Smartphone using	39.8	8.4	22	65

Lifestyle indexes: I have measured two variables that make up lifestyle: cultural consumption and leisure activities. The first variable, the cultural consumption, was measured by 11 items in 5-point Likert scale.

Table 6. the cultural consumption items

	Very low	Low	Median	High	Very high	Mean	SD
Watching TV	27.1	33	32.6	6.9	0.5	2.21	0.9
Using other visual media (such as satellite channels)	24.4	45.6	19.8	7.8	2.3	2.18	0.9
Music Listening	18.8	18.3	37.2	17	8.7	2.78	1.2
Reading newspapers	25.2	37.2	25.7	10.1	1.8	2.26	1
Cinema	19.4	51.6	21.2	4.6	3.2	2.21	0.9
Reading books	23.9	13.8	35.8	17.4	9.2	2.74	1.2
Reading magazines	28.1	36.9	23.5	8.3	3.2	2.22	1
Radio	23.5	57.6	13.4	4.1	1.4	2.02	0.8
Participating in artistic events	20	51.6	17.7	7.9	2.8	2.22	0.9
Theater	16.7	68.1	9.3	3.2	2.8	2.07	0.8
Museum	19.7	66.7	10.3	2.3	0.9	1.98	0.7
Total (Q5)	246.8	480.4	246.5	89.6	36.8	24.9	4.6

- The average and standard deviation are based on the Likert 5 points.
- The number in the cells is the percentage of respondents who chose that option.

This table shows that the cultural consumption of the sample is low. 480.4 % of the total (1,100%) was in the very low and 246.8% were at the lowest level, and 246.5% were in the average level that proves this claim, while only 126.4% of the total were above average.

The second variable, i.e. leisure activities, was measured by two questions. The first question is about leisure activities and the next question measures the priorities for spending. The first question was measured by eleven items in Likert 5 degrees.

Table 7. the leisure activities items

	Very low	Low	Median	High	Very high	Mean	SD
Meeting friends	22	9.2	32.6	26.1	10.1	2.9	1.3
Picnic	19.4	6.9	38.2	24.4	11.1	3	1.2
Resting	17	4.1	50.5	23.4	5	2.9	1
Sport	35.5	18.9	29	12.4	4.1	2.3	1.2
Religious rituals	25	44.9	23.6	4.6	1.9	2.1	0.9
Going to the stadium	9.7	81.5	6	1.9	0.9	2	0.5
Participating in political meetings	15.3	69.4	8.8	4.6	1.9	2	0.8
NGO	16.2	63.9	13	4.6	2.3	2.1	0.8
Exhibitions	27.8	47.7	18.1	4.2	2.3	2	0.9
Travel	22.2	13	36.6	17.1	11.1	2.8	1.3
Shopping	18.9	8.3	40.1	24.4	8.3	2.9	1.2
Total (Q6)	229	367.8	296.5	147.7	59	27.29	5.4

- The average and standard deviation are based on the Likert 5 points.
- The number in the cells is the percentage of respondents who chose that option.

The table 7 shows that respondents' leisure activities are in the lower levels. 367.8 % of the total (1100 %) were in the low, and 229 % were at the too low level, while only 206.7 % of respondents were with higher than average.

The second question was formed by five items on the 5-point Likert scale.

Table 8. the spending priorities items

	Very low	Low	Median	High	Very high	Mean	SD
Personal presence	17.4	3.7	51.8	21.6	5.5	2.9	1.1
Clothes	10.6	1.4	53.2	25.7	9.2	3.2	1
Food	7.8	0.9	47.9	30.4	12.9	3.4	0.9
House decoration	36.9	14.7	35	10.1	3.2	2.9	1.1
Accommodation	17.9	3.7	45.4	27.1	6	3	1.1
Total (Q7)	90.6	24.4	233.3	114.9	36.8	14.8	3.5

- The average and standard deviation are based on the Likert 5 points.
- The number in the cells is the percentage of respondents who chose that option.

Table 8 shows the sample members mostly spend for their necessities. The following table shows the descriptive statistics of lifestyle variables whose values can vary from 27 to 135.

Table 9. the lifestyle stats

Variable	Mean	SD	Min	Max
Smartphone using	66.8	10.2	39	110

After that, Pearson correlation and Regression are used to test the hypothesis. The following table shows the correlation for the hypothesis.

Table 10. the Pearson correlation between lifestyle and smartphone using

Model	R	R Square	Adjusted R Square	SD. Error of the Estimate
1	. 421[a]	.177	.172	.13868

The correlation between the use of smartphone and lifestyle is 0.42 that shows these two variables are correlated, but the correlation is not high. Therefore, Adjusted R value is 0.17, which shows that smartphone usage explains only 17% of the lifestyle variance. Regression is used to determine if there is any causal relationship between these two variables.

Table 11. the Regression Model Summary

Model		Sum of Squares	d.f	Mean Square	F	Sig.
1	Regression	.745	1	.745	38.714	. 000[b]
	Residual	3.462	180	.019		
	Total	4.206	181			

The table 11 shows that the F value is significant. Therefore, the research model is efficient, so the smartphone using has the power to explain the variance of lifestyle. It should be mentioned that I have used the natural logarithm of the lifestyle due to an abnormality of this variable. The following table shows the explanation power of the model.

Table 12. the explanation power of the model

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	SD. Error	Beta		
1	(Constant)	3.874	.052		74.744	.000
	Smartphone using	.008	.001	.421	6.222	.000

This table shows that if the variation in smartphone usage changes one unit, variations in lifestyle will be changed by 0.42. The results confirm our hypothesis about the impact of smartphone using on the lifestyle, but we must be careful since the value of Adjusted R is low.

In fact, more than 80% of the lifestyles variance is predicted by other variables. That is why I use the variables of gender, income, age and education (emphasized in previous studies

on the impact on the lifestyle) to see if adding these variables could lead to a stronger model or not.

First, I identified with comparing means that the value of F was significant at a level lower than 0.05 only for income. Therefore, between these four variables, three variables including age, gender, and education do not make a difference in changing the lifestyle. Then, the multiple regressions were applied to determine the role of income in explanation of lifestyle variance.

Table 13. the regression model after adding income

Model	R	R Square	Adjusted R Square	SD. Error of the Estimate
1	. 428[a]	.183	.173	.13841

The above table shows that Adjusted R still is 0.17. Therefore, the income does not play the significant role to boost the explanatory power.

Table 14. the explanation power of the model after adding income

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	SD. Error	Beta		
1	(Constant)	3.852	.058		66.741	.000
	Smartphone using	.008	.001	.422	5.895	.000
	Income	.011	.006	.128	1.790	5٤.0

Similarly, the above table shows when the variance of income increases one unit, the lifestyle variance will be increased only 12 %. Therefore, income does not play a significant role in explaining the variance changes in lifestyle. These findings need further analysis, which will be explained in the conclusion.

5. Conclusion

In this paper, I deal with the status of Iranian smartphone owners' lifestyles. For this, I use Pierre Bourdieu's insights about lifestyle as a product of habitus. Based on Bourdieu theoretical concepts, I considered lifestyle as a set of cultural consumption and leisure activities.

The results show that the research's hypothesis about the impact of the smartphones usage on lifestyle was acceptable, but the explanatory power of this variable in predicting the lifestyle variance is low. Attempting to explain this issue, according to Bourdieu's views and previous research, I examined the relationship between the four variables including gender, income, age and education with lifestyle. Therefore, between these four variables, only the relationship between income and lifestyle was significant. In addition, the income could not enhance the explanatory power of the model. Finally, smartphone using and income can explain only 17% of the variance of lifestyle, while 83% of the variance of this variable is affected by other variables.

It should be noted that some researches have approved the relationship between gender, age, and education with lifestyle. However, two points should be considered for the rejection of the relationship between these variables in our study. First, I examined the concept of lifestyle based on Bourdieu's theory, while those studies may have used other concepts. For example, if we consider the daily actions as lifestyle, it is likely to be a confirmed relationship. Therefore, in this study, I show that gender, education, and age do not have significant effects on lifestyle that are constituted of cultural consumption and leisure activities in Iran. Hence, it can be said that there is no difference between men and women or those with a bachelor's degree or doctorate in their preference in going to a museum or theater.

The second point refers to the research field. This study was conducted in Iran, which in many ways is different from other countries, especially European ones. Therefore, this result may happen due to the differences in macro-structural factors in Iran and other countries. Considering these points, further researches should be conducted to present more powerful models to predict the lifestyle. In fact, the future researches should consider the role of structural factors in the political, economic and social realms, as well as other factors such as the structure of family relationships, parental education, and the friends' reading rate in the model.

Finally, I should mention that because of the reasons stated in the methodology section, our sample size was low. Therefore, it should be noted that choosing a representative sample needs exact data and other resources, which belong to authorities and big institutions in Iran, and they would rather repeat such research. However, my experience as citizens of Iran are consistent with the results, repeating this research with larger samples that are considered as a better representative of the community and actual distribution with more variables, can bring about more precise results.

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