Sociological Review of the Impact of Media of Lifestyle of Working Women in Iran
(Case study of working women of the city Jiroft located in Kerman province)

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ABSTRACT

The upcoming research attempts to review the relationship between using media and women's lifestyle. The statistical population is equal to the working women of governmental organizations (equal to 2800 persons) in the city Jiroft. And the research sample is considered to be equal to 400 persons. And the sampling method is a combination of clustering and simple random methods. About the theoretical framework, a combination of opinions of Thorstein Veblen, Bourdieu Pierre, Michael Rush have been used in the field of expressing social factors and the opinions of Max Weber and Emile Durkheim have been used in the field of expressing cultural factors which affect lifestyle. The research results indicate that using the media, with an impact about (0.246), the social identity (0.126) and cultural consumption (0.189) have a direct and positive effect on lifestyle. The overall result of the research is that using media also indirectly affects this effective variable (by affecting the cultural consumption) in addition to its direct impact on lifestyle. Also, the results indicate that in the formation of lifestyle, the modern lifestyle, social classes, religion and social identity have a large effect.

KEYWORDS: Lifestyle, Media Consumption, Social Identity, Religiousness

INTRODUCTION AND STATEMENT OF ISSUE

Lifestyle is considered as one of the new issues of the study and theorizing in contemporary social sciences and this concept is a series of interpretations, values, methods of behavior, modes and tendencies. The type of food, make-up, cover, using art and media, social relationships, home decoration, tone of talking and etc, are symbols of lifestyle (Nak, Fazeli, 2003). Lifestyle includes a series of visual and tangible elements of human life and its best and most specified function is distinction. It is a distinction between individuals who are already classified in several social classes and layers due to having similar economic and social and economic features (Mahdavi Kani, 2007: 207). Determining the social status and subsequent to it, being distinguished from others are considered as the most important consequences of cautious selection of lifestyle. On the other hand, each of us spend our life in a world of information (Webster, 2004) (Robertson, 2003: 12).

The world in which our lives happen through media to a large extent, because in the accelerated process of global development, communicative technologies have been improved with an unimaginable speed and it has changed the image of the world (Geranpayeh, 2003: 5). Some authors such as Webster (2004) believe that we are entering an informational society and one of the features of such society is globalization. Robertson (2003: 12) believes globalization is compression of the world and its conversion into a single place. Under such definition of globalization, the role of media and informational technologies becomes prominent. Media can include several communicative tools such as book, periodicals, radio, television, cinema, satellite, Internet, etc., which are accessible for a large group of people (Mohseni, 1992: 227). Given the fact that in the country Iran the process of modernism and modernization is growing, this research is seeking to specify how is the impact of above media on the lifestyle of working women of the city Jiroft of Kerman province? And by considering the fact that the city Jiroft in Kerman province has severe traditional structure, the research has reviewed this point that what effects using national and international media has had on the lifestyle of working women of this city.

RESEARCH LITERATURE

A large part of literature about the impact that media has on lifestyle emphasizes on the impacts of these technologies on social identity. Social identity can be divided to group, tribal, national, religious, gender identities

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and so on. In his research Hosseini (2010), by reviewing the relationship between using modern media (such as satellite and internet) and an approach to gender identities of women, concluded that there is a relationship between the rate of using modern media and an approach to gender identities of women. On the other hand, Ramezani (2009) reviews the impact of satellites on social identity of high school students and concludes that on one hand, using satellites can make them informed which itself leads to prematurity of identity in people and on the other hand, using this media affects their religious identity as well. In the meantime, Mahmoud Zadeh Marghi (2010) has also reviewed the impact of satellites on religious identity and he has concluded that there is a significant relationship between watching satellite and religious identity of the students of the studied population; in such way that increasing the rate of using satellite programs, the rate of religious identity will decrease. Also in reviewing the relationship between lifestyle and identities of adults, Rahmat Abadi (2004) concluded that cultural productions are considered as the most applicable consumption of adults in their leisure time and in today's conditions, instead of just following the predetermined styles in social system, the adults determine their choices and situations of their lives themselves to some extent. The findings of Abbasnejad's research (2009) show that there is a strong relationship between components of lifestyle and components of social identity of adults (which includes religious identity, national identity, group identity, family identity and individual identity) (Fathi, Mokhtarpoor: 2004: 105).

Some other researchers emphasize the role of social class on using media. Hosseini (2010) observes a significant relationship between socioeconomic bases of family and an approach gender identity and between socioeconomic base of family and the incentive of using modern media. Khatam (2000) has reviewed the lifestyle of average classes and he has observed a correlation between modernized lifestyle with new average classes in urban population (same, 106).

On the other hand, some researchers also emphasize that there is a relationship between lifestyle and religiousness (Mollapanah, 2009; Amiri, 2011), media consumption (Rostami, 2010), cultural capital (Ahmadi et al, 2012), economic capital, religiousness and relative limitation (Ahmadi et al, 2012). Vilani (2001) believes that harsh TV programs can affect the harshness of children. Pasmeer and Tigert (2009) emphasize on the relationship between media consumption and social identity. Morton et al put an emphasis on of the positive role of media in creating health-oriented patterns (Morton, 2015), the results of Sarina's research (2013) indicate this.

Theoretical framework

About explanation of relationship between using media and lifestyle according to the demonstrative consumption theory, Thorstein Veblen believes that there is a relationship between class and consumption of luxurious goods. In his opinion, high class means distinction of social classes have a high tendency to demonstrative consumption in a way that shortage of consumption will be considered as a sign of inferiority and inadequacy. On the other hand, according to his perspective, today the development of communicative tools increase daily and persons of society would be exposed to direct observation of others, for the class excellence towards using luxurious and consumed goods (Veblen, 2004: 128).

According to the opinion Pierre Bourdieu (quotation from Fazeli, 2003: 44), we can refer to the concept of cultural consumption. In Bourdieu's opinion, the discussion of capital is further than its economic concept and it also includes nonmaterial and noneconomic forms of capital especially cultural and symbolic capitals. He believes cultural capital is among interpersonal and unofficial skills and the most important of them are habits, methods, network of language formation, educational documents and interests become lifestyle (Goushbor, 2009: 56). Three sources of cultural capital are: family upbringing, official education, employment culture, accumulation of cultural capital in persons lead to the occurrence of differences in holders of cultural capital and the ones who lack them through these three sources. Today in the age of information, social media are widely considered as the most important factor in selecting life pattern and especially important factor of socialization (Rush, 1995: 115). Followers of critical theory in the discussion of power distribution refer to this point that the addressees are under the influence of dominant symbols and images and the cultural industries (which includes media); as a result of stupefaction of addressees against maintenance of interests of the wealthy minority. In this theory, the existing addressee is considered surrendered and effective (Shokrkhah, 2005: 76).

According to the perspective of Durkheim and Max Weber, we can refer to this point that effectiveness of media on lifestyle can be different based on the level of religiousness of the addressees. In Durkheim's opinion, religion is nothing but the mass force of population on individuals (Hamilton, 1998: 140). In Max Weber's opinion, religion is basically a respond to difficulties and injustices of life and he tries to justify these shortcomings and as the result, he enables men to get along with them. Religious concepts are created due to this reality that life is basically disturbing and insecure (Ahmadi: 2012, 16). According to the theories of the required justifications of religions about social problems and issues can be considered as a tool which leads to the mutation of direct and indirect impacts of media on lifestyle. A person chooses a special lifestyle for him/herself in the religious

justification system and the power of beliefs and its intensity can bring some changes to having access to new styles of identity and life.

Antony Giddens believes that in late modernity, identity has turned into an everyday and intellectual affair and makes the lifestyles in his choices as shown (Giddens, 1991: 14). Thus Giddens mentions the concept of identity by considering the concept of selection. Identity, in a current of a kind of relationship is created between outdoor environment of life including clothes, other men, religious acts in the house, friends, the area we live in, job and internal and personal definition of a person of him/herself; thus the reference groups are effective in creation of lifestyle (Fazeli, 2003: 102). One of these reference groups is media and finally, we shall also not neglect this point individual and psychological components can also affect lifestyle. According to the theoretical framework, the research hypotheses can be mentions as follows:

- It seems that there is a significant relationship between media consumption and lifestyle of the working women. (Pearson Correlation = .339, sig=0.000)
- It seems that there is a significant relationship between cultural consumption and lifestyle of the working women. (Pearson Correlation = .323, sig=0.000)
- It seems that there is a significant relationship between socioeconomic base and lifestyle of the working women (it hasn't been reported significant).
- It seems that there is a significant relationship between individual components (age, education and so on) and lifestyle of the working women (correlation coefficient for age, employment record are significant but it hasn't been reported significant for education).
- It seems that there is a significant relationship between religiousness and lifestyle of the working women. (Pearson Correlation = .161, sig=0.000)
- It seems that there is a significant relationship between identity and lifestyle of the working women. (Pearson Correlation = .201, sig=0.000)

METHODOLOGY

The main method if this research is the survey method. The statistical population of this research is formed of working women of various offices of the city Jiroft which is a number of 2800 working women based on the existing statistics. And of this number has been evaluated to be 384 persons by using the Cochran formula which increases to 400 persons. The sampling method is a combination of clustering and simple random sampling method. To measure the validity, the validity of structure has been used. The research reliability is by using the Cronbach alpha coefficient which has been calculated to be equal to (0.703) for variables of cultural consumption of 6 items, (0.881) for religiousness with 8 items, l (0.897) for lifestyle with 8 items, (0.889) for social identity with 31 items in four dimensions of tribal, national, group and religious identities, (0.705) for media consumption with 5 items and (0.703) for social class with 8 items.

Table 1: operational definition of research variables

Variable	Components	Source
Lifestyle	Formers of leisure time, the way of cover and speech, eating preferences and type of exercise, interests, beliefs, behavior, types of interests regarding music, studying, art, TV programs, food, make-up, residential location, religious and individual behaviors	(Bohrani, 2010: 112)
Media consumption	Rate of using national media (radio and TV) and global media (internet and satellite)	(Oftadeh, 2012: 69)
Social identity	It includes tribal, national, religious and group identities. National identity has indexes such as being proud of nationality, paying attention to the history and culture of the country, feeling close to people of one's country, feeling empathetic for the country and so on Religious identity: rate of pride towards religion, rate of respecting religious orders and so on Tribal identity: rate of paying attention to family originality, tendency to help family, paying attention to tribal and family stuff, being interested in living and marrying inside the tribe, Group identity: tendency to participate with friends and friendly groups in entertainment and leisure and so on	(Mohammad Tagho Iman, Ali Rouhani, 2013: 127 - 148)
Religiousness	using Islam's principles, paying attention to religiousness in choosing a spouse, paying attention to religiousness in choosing a candidate, participating in "Jashn-e Atefeha" and so on, going to Mecca if they can financially afford it, preventing one's self from wearing tight and stimulating clothes, participating in religious sessions such Quran and prayers, encouraging good deeds and discouraging bad ones	(Kouhi, Abaszadeh, Vajeh Bishak, 2014: 86)
Cultural consumption	Cultural products (such as book, work of painting, and so on), achieving an educational degree, types of valid and legitimate certificates, cultural and artistic knowledge, proper customs and so on	(Bourdieu, 1984, quoted by Van Ijak, 1999: 309 - 310)
Economic and social base	Rate of monthly income, type of residential house, type and value of automobile, price of mobile phone, price of residential house and other properties, monthly salary, residency area, status of furniture and its price and so on	(Moeinaddini, Sanatkhah, 2013: 355)

Research findings

In this research, 400 persons of the working women in the governmental institutions of the City Jiroft in Kerman have been reviewed. The age average of the ones who answered is 34 years (Std. Error of Mean = 0.425) and about 75% of the participants are married. And the average of their employment record is 10 years (Std. Error of Mean = 0.397). The educational status of those who answered is in a way that about 53.4% of them have a bachelor degree and 19.3% of them had a master degree. About 84% of those who answered have a 15-million Tomans income (428 dollars). About the social class, most of them are considered as those with low social classes (the average of the scores for all of the items associated with social class is less than 2 (of a maximum of 5 scores. About 84% of this number is formed with women with veils and 42% of them don't wear make-up most of the times and 34% of them appear with little make-up in the society. Leisure time of those who answered, in terms of items such as watching TV, listening to music, visiting, studying, being in parks and entertainment centers and exercising (hiking, jogging and so on) is filled with visiting (46%) and then watching TV (27%).

Regarding media consumption, the maximum rate of citizens' usage is associated with satellite and national TV and the average of consumption is respectively equal to 2.47 and 2.42 of 5 scores and the minimum average of consumption is associated with newspapers (average of 1.83 of 5 scores). This shows that in the city Jiroft, the maximum media consumption is associated with women watching satellite channels and by considering the traditional texture of this city, this shows large effectiveness of this media on people.

In the field of cultural consumption, we shall state that all of the scores associated with the items using book, participating in artistic classes, being present in libraries, cooperating with scientific forums and participating in foreign language classes are very low and they mostly have an average score which is less than 2.5 of 5. The maximum cultural consumption of the citizens is associated with textbooks (average of 2.59 of 5). Regarding religiousness, the obtained scores is mostly higher than 3 scores (average of a maximum of 5 scores) which shows that we are dealing with a traditional society in this city. Most of those who answered consider a religious criterion in choosing spouse (average of 3.75 of 5) and they use many of the Islamic narrations and traditions in their lives (3.60 of 5) and are very interested in religious rituals and reading Quran and saying prayers and about the lifestyle of those who answered, the following results have been obtained:

Table 2: distribution of the frequency of those who answered based on lifestyle in percentage

In the following items, how much are they affected by media (satellite, internet, TV and so on)?	Very little	Little	Never	Much	Very much
In buying home furniture	35.7	26.9	24.3	11.1	2
Way of home decoration	28.3	28.6	23.1	14.9	4
Method and preference of eating	30.6	26.9	25.1	12.9	3.1
Way of covering	26.3	26.3	35.1	6.3	5.4
Way of make-up	26	23.7	39.4	8	2.6
Method and selection of living location	23.7	29.1	36	6	4.9
Method and selection of leisure time	24.6	34.9	27.1	9.7	3.1
Method and selecting of sport	18.6	32.3	25.7	17.7	5.4

Fitting of structural model and the results obtained from it

After reviewing the status of correlation coefficient between the existing variables in the research hypotheses, variables whose Pearson correlation coefficient has been reported to be significant, have been entered to the modeling the environment of structural equations in the software amoss 17 (graph 1). The Chi-square index (CMIN) which is one of the important indexes of the absolute fitting of the structural models, has been reported to be equal to 7.100 with the significance level of 0.131 which indicates that there is not a significant difference between empirical data and theoretical model and the model is fitted with reality. Other fitting coefficients have been provided in table 3.

Graph 1: relationship of using media, social class and identity with lifestyle of women
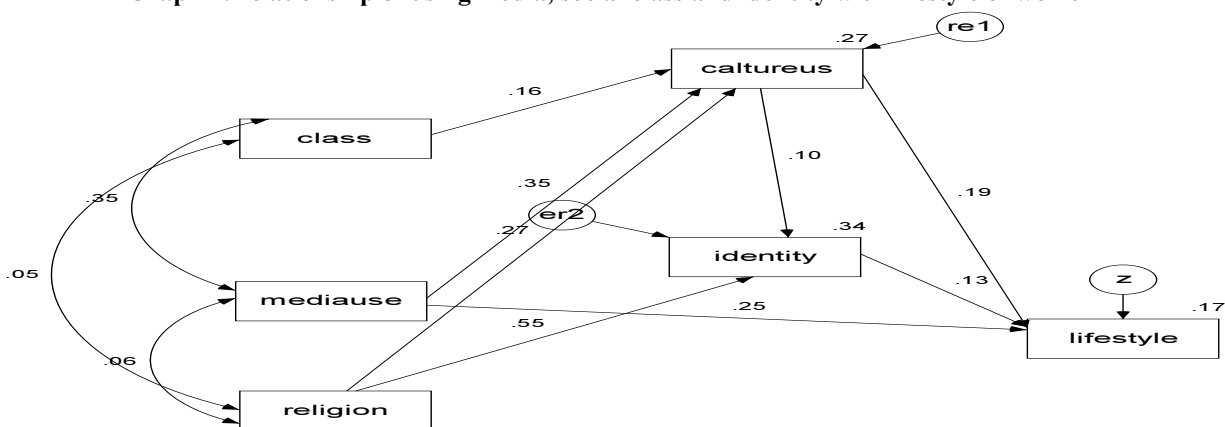
Cultural consumption (Caltureus), religiousness (religion), lifestyle (lifestyle), social identity (identity), media consumption (mediause), social class (class), error outside of the model (er1, er2, z)

Table (4) shows the standard or nonstandard regression coefficients about the input variables of the model, the direct impact of the variables social identity, cultural consumption as social variables and media consumption have been reported to be respectively 0.126, 0.189 and 0.246. And also in this table, the other indirect impacts of the variables that affect lifestyle have been reported. Table (5) also explains the variance of the research variables and also variables of outside of the model. The maximum coefficient of the impact of research variables on lifestyle is associated with media usage and after that cultural consumption which has been specified in graph (1) as well.

Table 3

Criterion of model fitting	Obtained rate in the assumed model	Acceptable level	Interpretation	Acceptance status
GFI	0.993	0 lack of fitting to 1 complete fitting	A rate close to 0.59 is desirable fitting	Acceptable
AGFI	0.965	0 lack of fitting to 1 complete fitting	A rate close to 0.59 is desirable fitting	Acceptable
RMSEA	0.047	Less than 0.8	Less than 0.8 is desirable	Acceptable
TLI	0.967	0 lack of fitting to 1 complete fitting	A rate close to 0.59 is desirable fitting	Acceptable
NFI	0.981	0 lack of fitting to 1 complete fitting	A rate close to 0.59 is desirable fitting	Acceptable
CMIN/DF	1.775	1 to 5	Less than 1 fitting weakness and more than 5 is reflective of the need of improvement	Acceptable
PNFI	0.262	Higher than 0.05 or 0.06	Higher than 0.05 or 0.06	Acceptable
PCFI	0.262	Higher than 0.05 or 0.06	Higher than 0.05 or 0.06	Acceptable

Table 4: Standardized and unstandardized Regression Weights

			Regression Weights	S.E.	C.R.	P	Standardized Regression Weights
caltureus	<---	class	.191	.059	3.236	.001	.158
caltureus	<---	mediause	.348	.049	7.061	***	.345
caltureus	<---	religion	.161	.028	5.770	***	.265
identity	<---	religion	1.545	.128	12.024	***	.546
identity	<---	caltureus	.468	.211	2.216	.027	.101
lifestyle	<---	identity	.039	.016	2.491	.013	.126
lifestyle	<---	caltureus	.269	.079	3.399	***	.189
lifestyle	<---	mediause	.354	.077	4.577	***	.246

Table 5: Variances of research variable

	Estimate	S.E.	C.R.	P	Label
class	15.111	1.144	13.210	***	
mediause	21.791	1.650	13.210	***	
religion	59.846	4.530	13.210	***	
re1	16.231	1.229	13.210	***	
er2	315.287	23.868	13.210	***	
z	37.541	2.842	13.210	***	

Summary and conclusion

In this research, it has been attempted to review the relationship between using various Medias including TV, satellite, and internet and so on and women's lifestyle. The theoretical framework of this research has drown a relationship between class and consuming luxurious goods (according to the theory of Thorstein Veblen) and higher class have more tendency towards demonstrative consumption. The direct relationship between social class and lifestyle in the structural model hasn't been proved but the indirect relationship of this variable (with the variable of cultural consumption as the medium) has been proved. In their researches, Hosseini (2010) and Khatam (2000) have seen a relationship between class and lifestyle which is coordinated with the results of the upcoming research. Nonetheless, despite their researches, the direct relationship between class and lifestyle hasn't been confirmed. The results of the upcoming research regarding the class and lifestyle exactly confirm the theory of Veblen. The descriptive results of the research are also indicative of the fact that higher classes have more tendencies to luxury in choosing their lifestyle.

The variable of using media is one of the independent and basic variables which affect lifestyle both directly and indirectly and it affects lifestyle with the cultural consumption as a medium. Rush (1995: 115) mentions that mass media is considered as an important factor in choosing lifestyle and an important factor of a person's socialization and on the other hand, the theories associated with the critical paradigm of the addressees are under the influence of images and dominances of the dominants and the cultural industry, the most important of which is media, seek destruction of addressees against maintenance of minority sources (quoted by Shokrkhah, 2007: 76). This relationship has been drowned in the frame of covariance between the variables class, media usage and religion. According to the theory of Weber and Durkheim regarding religion, we can come to this conclusion that religious justifications about the way of occurrence of the life problems and issues (and even natural events) can affect the selection of lifestyle from citizens. Nevertheless, the direct relationship of religion and lifestyle hasn't been confirmed in the upcoming research; but the results rather show that the impact of religion on lifestyle is indirect and through variables cultural consumption and social identity. Molapanah (2009), Amiri (2011) and Rostami (2010), in their research, have observed a relationship between religion and tendency toward religion and lifestyle which is coordinated with the results of the upcoming results; but nevertheless, the direct relationship of the above variables haven't been confirmed in the present research. Also regarding the cultural consumption, the results indicate that the cultural consumption is in a way that doesn't have a place in studying and reading books among working women (of course for all of the items of cultural consumption, the obtained average rate has been calculated to be less than 2.5 of 5.) and more studies are in the respect of their education and studying textbooks.

The research results are indicative of the theory of Giddens about the relationship between identity and lifestyle; because the direct relationship between social identity and lifestyle has been confirmed. These results are in compliance with the results of the researches of Hosseini (2010), Ramezani (2009) and Rahmat Abadi (2004).

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