Sociological Study of Influence of Subsidies, Social Capital on the Behavior Dimension of Lifestyle of Household Teachers in the Amol City

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Abstract
Lifestyle is one the concepts that has been taken into consideration by the sociologists in the second half of the twentieth century. The concept of lifestyle was initially proposed by Alfred Adler, a social psychologist in 1929. With an overview of the meaning of lifestyle, we can take two general interpretations into account; the first one refers to the lifestyle indicating wealth and social status of the people, which is also an indicator determining the social class. And the second one considers lifestyle as a modern social form that conceptualizes merely in the context of cultural changes of modernity and in the culture of consumerism, as well. The present study is going to analyze the impact of different types of social capital, subsidies, place of residency and gender on lifestyle in three dimensions of behavior, by three major indexes of cultural consumption, material consumption and leisure time based on the theory of developmental constructivism and Pierre Bourdieu’s theory of capital. The current study is a survey research. The sample size constitutes 350 teachers; aged 30-45 and heads of the household in Amol. Sampling was done by Stratified random sampling regarding two categories of gender and place of residency. The most important findings of the present study are: There is no relationship between subsidies, cultural consumption, material consumption and leisure time on the behavioral dimension of lifestyle. There is a relationship between social capitals on material consumption, but is not a relationship between social capital on cultural consumption and leisure time on the behavior dimension of lifestyle. The coefficient of determination in the multi-variable regression test in the stepwise method showed the impact of the independent variables (subsidies, gender, place of residency and social capital) on the behavior dimension of lifestyle showed figure 0.19; that is, the independent variables determine the variance of behavior dimensions of the lifestyle variables on the behavior dimension of the lifestyle in a scale of 0.19 and the other factors are not specified.

Keywords: subsidies, social capital, cultural consumption, material consumption, leisure time.

Introduction
Lifestyle is the concept that was considered by sociologists in the second half of the twentieth century. Developments of studies and empirical researches in the field of lifestyle were provided by sociologists through considering the issues related to modernity, identity, consumption and consumer incentives. At the first time, concept of the lifestyle was considered by Alfred Adler, social psychologist, in 1929. After a period of decline, since 1929, it was again considered scholars and sociologists. We can understand two things by looking at the evolution of the meaning of the life style. The first is that lifestyle represents wealth and social position and it is indicator of social class. Second, life style is a new social form that is meaningful only in the context of cultural changes of modernity and growth of consumerism culture and this is way to define the people’s values, attitudes and behaviors. In this sense, lifestyle is related to consumption and discrimination. The one hand, from 1970s, consumption has been became an important indicator for understanding the modern world, and the other hand, at least in the form that is manifested in modern Western societies, it is causing the distinction between forms of life. For this reason, studies in the field of lifestyle are important, because it reveals communication methods and social connection resulted from modern cultural and economic processes (Fazeli, 2002). For governments, welfare of society, especially in
low-income groups, is one of the most important things. For this purpose, subsidies help to reducing costs and increasing purchasing power. But, due to not being targeted these payments, the vast majority of subsidies are paid rich people and high income declines. Therefore, targeted subsidies will be an undeniable necessary. Many countries implement projects and plans in order to fight against poverty that their aim is to support low-income groups and increase their purchasing power. The most common these projects are subsidizing in the parts of production and consumption. This is performed in sector of consumption for providing possibility of creating low-cost goods and services and helping to stabilize of prices of essential goods in order to increase the level of employment, economic growth and increase competitiveness. Governments are trying to properly set the subsidy rate of various goods, in order to pay the most benefits for low-income and lower income declines and thus to raise social welfare. According to technological advances and access of most people to technological tools in order to reach more welfare, more consumption even cause damage in sustainable development countries in the world, especially developing countries, such as Iran. Due to the expansion of trends to consumerism during globalization, countries having weaker economies and without careful planning will be faced to numerous problems. Therefore, modification of consumption patterns in countries that are seeking to achieve sustainable development should be of concern to them (Golmohammadi, 2002). Similar to all changing communities in recent decades, Iranian society has also changed in the dimensions such as social, cultural, economic dimensions so that it has affected on the life style of the people. Because of distribution of targeted subsidies was done for helping to the classes of lower society declines to spend these subsidies that are as cash for their fundamental casts of life or for their family and production, but repeated observations of researchers to Statistical population in recent year’s shows that there have been changes in their lives. There are changes in the structures such as Traditions, beliefs, values and ideals, accepting norms and forming norm and generally in lifestyle. Consumption patterns, household appliances, home decorating, food, clothing and etc. that can be named as lifestyle, have drastically changed over the years. Accordingly, this study attempts to examine influence of the distribution of cash subsidy on lifestyle of people. In this study, the most important goals of researcher are to identify the most important life styles of teachers and recognize level of cultural consumption, material consumption and leisure time of teachers. Comparison of cultural consumption, material consumption and leisure time of teachers was performed based on separation of men and women, urban and villagers. Consideration of effects of subsidies variables, social capital, gender and place of residence on behavioral dimension of the lifestyle of 30-45 years-old teachers who were head of household was performed in the Amole city. The most important of purpose in the research is specified the most lifestyle of the teachers, percent of the cultural consumption, percent of the material consumption and leisure time of the teachers. The percent of the cultural consumption, material consumption and leisure time are compared in the between man, women, urban and rural teachers. The survey the impact of the independent variables(subsidies, gender, place of residency and social capital)on the behavior dimension of teachers lifestyle: aged 30-45 and heads of the. Household in Amole city.

**Theoretical fundamentals**

Iranian society has been always diverse culturally, thus, this leads to complexities in recent decades. For understanding the current complexity the concept of lifestyle, one of the proper social variables is the concept of lifestyle. Also, lifestyle is one of the concepts in today’s world that is used in order to understand the cultural, social characteristics and etc. Lifestyle is the behavior in daily life that differentes every person is from another. Furthermore, lifestyle is related to daily activities and the habits of dressing, eating, following the fashion and the environment, and respect for others (MahdaviKani, 2011).

**Factors influencing on lifestyle**

Scholars in areas of social and psychological believe that various factors influence on the formation and the lifestyle of the people of society. Each of these factors in different situations can lead to the emergence of different life styles among different groups in society. Experts have been defined economic class and factors, values and values shift, education, sex, age, place of residence and the course of life, social capital and cultural capital as the most important factors of life style. According to the importance of each of the above categories, they are briefly mentioned the following: First case is economic class and factors that have been always the main factor those separate different levels of social system as a result, whereby, multiple different lifestyles form. So that, Sobel believes that three types of economic indicators effect on choices of
people: objective needs and individual resources, the totality of the material culture of the community, and the rules of political economy that control cultural elements. Bourdieu believes that life styles and talents are structured through constant interaction with material culture of the structure. Therefore, the lifestyle is seen as a consequence of class socialization. Others, who think differently from Bourdieu, often determine economic evaluation of life-style from a position of indexing, classification based on income: so that "Zablky and Counter" believes that social class is the best predictor of lifestyle (Fazeli, 2002: 88). Another factor that effects on the lifestyle of the society is education. Among the three variables of income, education and occupation, osmand colleagues believes that education is the most important factor for promotion of cultural consumption. Higher education causes person be placed in network of people is that has similar cultural consumption pattern and is based on consumption of high culture and thus influences on the cultural life style. Impact of social capital on lifestyle is more concerned with the study of social networks and the norms of these networks. Social networks play a fundamental role in the development of talent and change in them. Social capital and lifestyle have mutual relationship. Having common life style means the participation of people in similar activities and in a common range of spatial and temporal. Therefore, there is possibility of creating social risk weak and strong ties during doing these activities (Fazeli, 2002: 101).

**Research background**

Based on researches conducted inside and outside the country, we find out that the elements of lifestyle which are mentioned as samples not as a complete count of all components. These can help better understand the issue, and as a conclusion we bring some points on the definition of lifestyle. First these components can be classified in several categories: (property): capitals (consumption activities): lifestyle, leisure time, job (attitude and orientation of the individual to the social and human relations), and second, as the time passing, and in the beginning of the twentieth century, instead of focusing on consumer behavior, and based on objective aspects of human life and the basic needs such as eating, dressing and housing, second are human need such as mental aspects of human relationships, attitudes and trends are considered.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Author</th>
<th>Place/Year</th>
<th>Method/Sample</th>
<th>Theory</th>
<th>Results</th>
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<tr>
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<td>Hassan Chavoshian</td>
<td>Tehran (Iran)/2004</td>
<td>Survey/825</td>
<td>Syncretism approach of Bourdieu</td>
<td>People by choosing different lifestyles are looking for identity.</td>
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<tr>
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<td>Survey/270</td>
<td>The theory of developmental constructivism and Pierre Bourdieu’s</td>
<td>Cultural differences between the two strata indicates a high-class cultural capital among the academics</td>
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<td>Bijanzare</td>
<td>Tehran (Iran)/2008</td>
<td>Survey/400</td>
<td>The theory of developmental constructivism Pierre Bourdieu’s</td>
<td>Social, cultural and economic capital have related for lifestyle</td>
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<td>The survey Lifestyle and dimensions</td>
<td>Mortezashabani</td>
<td>Rodsar (Iran)/2012</td>
<td>Survey/271</td>
<td>The theory of development constructivism Pierre Bourdieu’s</td>
<td>The influence of the social, cultural social was differ for the lifestyle</td>
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<td>Lifestyle and social identity</td>
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<td>Bandar Abbas (Iran)/2012</td>
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<td>Material consumption and lifestyle</td>
<td>Jan foot</td>
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<td>The theory of Bourdieu’s</td>
<td>Male and female are differ in the leisure time and material consumption</td>
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<td>The relation between tastes and social, Economic situation of the consumers</td>
<td>Weir tannin taro</td>
<td>Europe/2005</td>
<td>Survey/4747</td>
<td>The theory of Peterson</td>
<td>In the net industrial communities any factors alone don’t appointment cultural teats</td>
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</tbody>
</table>

Source: research findings

**Theoretical framework**

In sociological literature, there are two different perceptions of the lifestyle. In the first formulation, which this history back to 1920, lifestyle is an indicator of wealth and status and often is used as an index of social class. In the second formulation, lifestyle doesn’t use as social stratification and also don’t use as a way to
determine class. In fact, it has known as modern social form that finds meaning in the context of the modern social and cultural changes and also expansion of consumer culture (Bourdieu, 1984 and Giddens, 1991). Sobel who has written the most extensive text about the lifestyle believes that “there is almost no empirical or conceptual agreement about what are the components of lifestyle” (Sobel, 1982:2). Veblen in his famous book the theory of leisure class (1899) claims that the new leisure class establishes criteria that every person at every level of society is somehow forced to comply. Veblen in a chapter of his book writes: “Incentives for conspicuous consumption is not only for the leisure class but this is usually the individual consumer’s motivation to conform to accepted practices, avoid criticism of others, be tempered with common rules of dominant of type and quantity, and get used to spend his time and effort in an appropriate way” (Veblen, 2004:149). One of other thinkers in the field of lifestyle is Georg Simmel. It seems that he was among the first sociologists noted that the leisure and consumerism. It is very clear in his interesting article entitled "Fashion" in 1904. This article examines the reasons for his search and changes in the mode - whether related to clothing, cooking, art, architecture and music, or anything else - in the modern culture (Simmel, 1971). Simmel in his important work, philosophy of money, especially in its sixth season considered exchanging as a fact that we must understand it as a network of social relations and the fact that this relationship can be formulated based on the use of money. He mentions another level of social and symbolic complexity (Shad, 1990). So, money would change the inherent meaning of the objects, and become a cultural discourse that functions independently of the objects and personal taste. He believes that distinction of production makes consumers more dependent to market, but every consumer has the freedom to choose their preferred supplier. Nature of social changes during the recent modernization is one of the main themes of interest for Bourdieu. Many consider Bourdieu's book “distinction” (1984) as the Bible for scholars in this field. The main theme in this book is a critique of „taste“. He shows how social class tends to determine a person's likes and interests, and how distinctions based on social class get reinforced in daily life. For Bourdieu consumption should be considered as a set of social and cultural practices as a way to make distinctions between social groups, not merely as a way to express the difference caused by autonomous economic agents. Bourdieu wanted to combine the concept of social status and of the use that these groups make of specific patterns of consumption. As a way to separate their lifestyle with the idea that consumption involves of signs, symbols, ideas and values and should not be analyzed as a means to satisfy some deep-rooted biological needs. Bourdieu by introducing the concept habitus have studied the subjective perceptions of social class position (Turner, 1982). He believes that there is a similar lifestyle and interests in every class. Other discussion he follows is „taste“. He believes that „taste“ is the characteristic of social status. His studies indicate that different classes and occupational groups in France (e.g. workers, academics and technicians) have different tastes in music and food and etc. (Smiths, 2000:137). In Bourdieu's opinion, capital is related to economics as well as a series of different social relations that makes different social interaction. Capital is a process that is intrinsically linked with power. Bourdieu believe that three types of economic determination affect the individual’s choices. 1- The objective needs and individual's resources2 –whole material culture of society3 -the rules of political economy, which also controls the distribution of cultural elements (Sobel, 1983:521). Bourdieu argues that lifestyles and tastes are structured by the permanent exchange of material culture. Another theorist in this field is Giddens who argues that lifestyle is common daily behaviors in the form of habits of food, clothing. These normal everyday behaviors are subject to change in light of the changing nature of self-identity. Each of the small and large decisions that a person makes in a day (What to wear, what to eat, how to behave at work, who meet) contribute to such material issues (Giddens, 1991). Lifestyle is the regular consumption, realization and valuation of material cultural products that makes possible the establishment of identity criteria in the time and place framework. Lifestyle essentially deals with the symbolic meanings of the products, i.e. of what lies beyond the obvious identity of these products. This approach is a way to understand modern lifestyles and contrasting them with the traditional styles (Giddens, 1991: 120). The theoretical framework of this study has been based on Bourdieu's theory. He presents a structural analysis or relational, thus social groups are placed in a complex multi-dimensional space, and in a model that rejects some different apparently behaviors that represents actually different. In Bourdieu’s theory, society is represented as the social space. This social space is endless and intense competitive position and emergences differences during these competitions that provide material and the framework necessary for social existence. In fact,
Bourdieu seeks to analyze the relationship between social networks, facilities or choices or attitudes and positions in various social behaviors. In terms of the important dialectical principles in the social space that is the main axes of differentiation, it is sets of assets which the individual holds. He created connections between social taste and structure. Structures are to social relations that are formed among social actors with unequal power and their goal is the continuation and reproduction of power and domination in the fields. Also, taste is the cultural selection, or in other words, it referred as evaluations of aesthetic character that is reflected in their governance structures. Bourdieu believes that lifestyle is represented in taste more than anything and leads to distinction between social actors and the subsequent division and differentiation in society. According to the Bourdieu, groupings have similar values and palates and tastes are the same and in general it is better to express have the eligible lifestyle (consumption patterns) that is similar. According to Bourdieu’s model, objective conditions of life and the individual position in the social structure are combined to create certain habits that create two categories two system: a system for categorizing actions a another system for perceptions and cognitions (gifts and tastes), the final result of the interaction is these two systems (Bourdieu, 1984: 172). Bourdieu do not believe that human taste is a natural thing, but he believes that this taste in system is based on differentiation cultural and social hierarchy. Types of taste shows the rate of capital (economic, social and cultural) and more general, it is indicative of class of people, such as food, clothing, houses and cars and etc (Bourdieu, 1984: 19). In this study, we deal with to investigation of lifestyle based on the Bourdieu’s theory of constructivism. Lifestyle has three dimensions including behavioral, attitudinal, preferences and motivation of consumption. In this study, to all three aspects of behavior, preferences and lifestyle motivation are described with these criteria (cultural consumption, material consumption, leisure).

Research Model

Hypothesis
- There is relationship between subsidies, cultural consumption, material consumption and leisure time on the behavioral dimension of lifestyle
- There is differ between cultural consumption, material consumption and leisure time on the behavioral dimension of lifestyle in the female and meal
- There is differ between cultural consumption, material consumption and leisure time on the behavioral dimension of lifestyle in the urban and rural people
- There is relationship between social capital on cultural consumption, material consumption and leisure time on the dimension of the lifestyle relationship

Methodology
The current study is a survey research. The sample size constitutes 350 teachers; aged 30-45 and heads of the household in Amol. Sampling was done by Stratified random sampling regarding two categories of gender and place of residency.

Findings
In the descriptive part, urban men rural men, urban women, rural women were 262, 66, 17 and 5 respectively. Most of the men are (105 men) in the 33-30 age group and the lowest number of men (n = 49) are in the age group 41-38 and women aged 30 to 45 who are almost equal. Most of the men (185) have a bachelor’s degree and the lowest number of men (n = 12) have a diploma, and most women (14) were
graduated a degree and a no women has only diploma. The average of receiving subsidy among men is more than women and it is more in rural than urbanites. In the behavioral dimension of lifestyle, average of cultural consumption and material consumption in men is more than women. Leisure time between men and women are almost equal. Average of social capital among men is more than women. Average of social capital among the rural population is more than urban. In inference part, the results of hypothesis based on the comparison of are as follows. There is a significant difference women and men cultural consumption in behavior dimension of life style. There is a significant difference the women and men material consumption in behavior dimension of life style. There is no significant difference between levels of leisure time the men and women in the behavioral dimension of lifestyle (i.e. being woman or man do no effect on level of leisure times). There is a significant difference in cultural consumption and material consumption and leisure times of urban and rural in the behavioral dimension of lifestyle. According to regression analysis, there is no relationship between subsidies on cultural consumption and leisure time on the behavioral dimension of lifestyle. But there is a relationship between subsidies and material consumption. The coefficient of determination showed the impact of the subsidies on the behavioral dimension of lifestyle showed the figure 0.09; that is, the subsidies determine the variance of the behavioral dimension of the lifestyle in a scale of 0.09 and the other factors are not specified. There is no relationship among social capital and cultural consumption and leisure times in behavior dimension of life style, But There is a relationship between social capital and material consumption in behavior dimension of life style. The coefficient of determination showed the impact of the social capital on the behavioral dimension of lifestyle showed the figure 0.07 ; that is, the social capital determine the variance of the behavioral dimension of the lifestyle in a scale of 0.07 and the other factors are not specified.

**Multi-variable regression**

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<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
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<td>.167</td>
<td>.165</td>
<td>.24636</td>
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<tr>
<td>2</td>
<td>.432</td>
<td>.189</td>
<td>.182</td>
<td>.24384</td>
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</tbody>
</table>

In the table above the coefficient of determination in the multi-variable regression test in the stepwise method showed the impact of the independent variables(gender, place of residency, subsidies and social capital) on the behavioral dimension of lifestyle showed the figure 0.19 ; that is, the independent variables determine the variance of the behavioral dimension of the lifestyle in a scale of 0.19 and the other factors are not specified. The behavioral dimension of lifestyle=2.34+.27(Place of residency)+.15(Gender)

**Path analysis**

<table>
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<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
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</thead>
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<td>Std. Error</td>
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<td>.406</td>
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<td>place of residency</td>
<td>.272</td>
<td>.032</td>
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<td>.054</td>
<td>.139</td>
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<th>Model</th>
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<th>Standardized Coefficients</th>
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<tr>
<td>1</td>
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<td>Std. Error</td>
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<td>place of residency</td>
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<td></td>
<td>social capital</td>
<td>.083</td>
<td>.043</td>
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</table>
The behavioral dimension of lifestyle as dependent variables and social capital, subsidies, gender and place of residency as independent variables entered into regression model and the method was „Enter“.

<table>
<thead>
<tr>
<th>Model</th>
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<th>Standardized Coefficients</th>
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</table>

The place of residency as dependent variables and social capital and gender as independent variables entered into regression model and the method was „Enter“.

**Factor model of the research (Path analysis)**

**Discussion and Conclusion**

Although development cannot be evaluated only by economy criteria, but by considering the impact of economy and economic standards on other parts of living, economic criteria have particular importance. Therefore, in this study, we discussed about the impact of subsidies on the lifestyle of individuals in order to improve the conditions of their life. Paying subsidies wither as cash or non-cash from the government in any society is to poor class is supported so that it was attempted to pay subsidies to this class. In Iran society, however, there were subsidies for a long time in the form of goods and cash. But from 2010, according to new government policies by in order to create a systematic allocation system for subsidies, subsidies were given as cash (45,000 Tooman) to all people. The main purpose of allocation of subsidies was to improve living conditions not only in consumption dimension, but also in other dimensions. But according to the researchers repeated the observations in the statistical population and interviews with shopkeepers in the market, it was seen that many people seek to buy consumer goods and unnecessary when they received subsidies and did not have plans for the other parts of their own life. The most important aim of study was to investigate the impact of subsidies on life (lifestyle) people, so that if the effect seen in any part of people's lives and ultimately what has changed people's way of life. In addition to examining the impact of subsidies on the lifestyle in this study, the influence of the independent variables such as age, sex, place of residence and social capital we investigated. In this study, researchers attempted to achieve significant results Based on the structuralism theory and the theory of capital Bourdieu's and gathering information from the statistical population and accurate statistical analysis.

The most important results are as the following: Average of cash subsidies of men was more than women one due to having more number of family members. In contrast, it seems that women separated from their husbands, or those who their spouse's has been died is less than women who are head of household. And accordingly subsidy is received less. In the rural community, because of the high average family than urbanites, the subsidy received is more as well. The reason for more cultural consumption by more than
women is that use of many cultural characteristics requires time and high income and education. Man of head of the head household, usually do not carry activities in the home environment and family-related, thus, opportunity to do many cultural activities such as reading will be provided, and due to having more income and education than women, opportunity and ability to carry out cultural activities, such as using internet site is more for them. Also, due to more income men than women (according to descriptive findings of this study) material consumption is more. However, in some items such as buying jewelry and cosmetics, material consumption of women is more than men. But due to increased consumption of other consumed items by men, material consumption among men is generally higher. Accordingly, the material consumption between men and women has a significant difference. Cultural consumption, physical and urban leisure times are also higher due to income, education and having administrative jobs of urbanites is more than rural residents. Accordingly there is significant difference between urban and rural residents on the basis of indicators of cultural consumption, material consumption and leisure time. According to the test conducted, There is no relationship between subsidies on cultural consumption and leisure time on the behavioral dimension of lifestyle. But there is a relationship between subsidies and material consumption. However, Bourdieu state that capitals including economic, social and cultural tastes and preferences effect on lifestyle people. As a result, Bourdieu’s capital theory on the impact of subsidies in the context of our statistical population is not rejected. The most important reasons to create these conditions are that we cannot know this dim sum effecting against high rates of inflation. On the other hand, this amount, in the most times, is spended for initial costs; energy consumption and paying bills in households. Social capital is not effective on cultural consumption, and leisure times, so that as increase or decrease in social capital, change in the cultural consumption and leisure is not created. This result is contrary to Bourdieu’s theory. The impact of social capital influences on material consumption and has the negative effect on social capital. One of the most important reasons of achieving this result is that social capital impact similar to economic capital acted in such a that the person does not have to meet the demands of their material, financial costs. According to the results, based on the proposed theory suggestions are offered as the following:

- paying cash subsidy from the government should be modified. These payments will not only solve problems but also increase inflation by raising cash in society. Payments of subsidies as cash or non-cash should be performed by comprehensive strategies in order to solve people’s material problems.  
- However, the government tried to subsidize to reduce inequality, but in this case, it has not been successful against inequality have increased.  
- Instead of paying subsidies in cash, it is better to pay the costs, infrastructure spending, production and employment to reduce inequality between the different strata of society.

At the end, we recommended the next researchers who are planning to conduct similar research, also, the other aspects of lifestyle behavior (preferences and motivation) can be considered. However, in this study, we collected data carefully, not only quantitative methods in this study were considered but also similar research should be conducted using qualitative research methods that are very strong. In future research, researchers can try consider other factors affecting the lifestyle, such as consider cultural factors.

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