IDENTIFY OF LIFESTYLE'S COMPONENTS IN METROPOLISES

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Abstract

The aim of present study was identify most important elements and components in the lifestyle in the metropolis. Research methodology was descriptive and survey. Community research specialists and experts in management, culture and social sciences formed from among 150 people, was chosen as the sample size. Tools for collecting information on lifestyle questionnaire 8 Dimensions later in their possession. The findings of the study indicated the following component and the sub component; Food consumption (Eating any meal, individual and collective eating food, drinking along with traditional food and industrial consumption) Medical care (Self-medication, Complying medical recommendations to improve, Gaining awareness of the dangerous diseases and using traditional medicine), Dress and body management (using unconventional dress (body view, unusual colors), regular grooming and trimming Using dresses with advertising signs, being a duplicate dress during the week, Branded clothing and Trying to maintain fitness) Buying and selling behavior(Buying excessive consumption, Storing specific foods (rice, sugar, etc.), Buying weekly or monthly and Visiting without the shops without target buying target. In the mean rate Relying on the seller's saying and Buying from production rather than micro vendors and Buying from department stores or retail, The Type of preferable purchasing (buying in bulk or packaged, bulk or chopped), purchasing via satellite networks) the Fun and leisure(Truancy, boobs out, Gossiping, backbiting others and watching TV) Internet (Using Internet in daily affairs or job, joining the social network, Electronic correspondence), of financial issues (having cost and income program (allocation of specific income to a specific cost), Lending, and Recording daily financial account. In the mean rate having cost and income program (allocation of specific income to a specific cost), the highest cost locations (feeding, clothing, health, etc.), Recording daily financial account and Lending), Health care (amount of exercise in a day, Types of exercise o motor (chess, etc.), motor, hub, non-hub) and Grooming and personal hygiene. In the mean rate, Types of exercise o motor (ches., motor, hub, non-hub) Importance of environmental health for the individual)

***Key words**: lifestyle, metropolis, taking*

1- Introduction

Life style generally in metropolises to mediate the differences and the requirements of the climate and the environment, the presence of a double life and technology on the one hand and the speed of the ideological differences with lifestyle in the countryside and in some cities is different. The bulk of the differences life style due to the national and local government policies. Based on this life style can be resultant impacts the level of wisdom and geographic dimensions, structural and macro-theoretical, knowing that more of its functions to the spotlight. The research of each part of the complex dimensions of the life style and trying to have the depth and range of studies the life style Some of these studies the type of studies and some other factors affecting the transformation of life style. This is while the urban typology in the macro level and the relationship between life style and different dimensions of individual, social and basic authentication. Has been less consideration the precondition for identifying the major components in the urban life style is what the present article to it.

2- Statement of Research

Without a doubt an important vital step in the world of the 21st century is witnessing this stage of late 2008 with an increase in the tendency of people to reside in the city. At this time more than 75 per cent of the population of developed countries 44 per cent of the population in developing countries lived in cities. This process up until about the year 2030 this will confirm the speculation that more than 60 percent of the people in the world will be inhabitable cities associations [1]. Growing trend in eco-towns is a form of geographic inhabitable sometimes has provided that it can be remembered as a metropolis. Metropolises can grow quite different ways, of course, this is quite a major government policy on land use, and infrastructure and tax depends on getting [2]. The growth of metropolises as well as urban poverty also depends on the span factor it would be as a barrier to expansion is the city of Metropolis and harness [3]. However, what could be the decisive land consumption, the development of urban poverty and the environment is the human factor is the factor that a large share of it; in the behavior of citizens and in the form of known life style.

Statistics show in 2013 in 24 major cities in the world with a population of over 20 million people out there who use this between Tokyo in Japan, with a population of more than 37 million people, the largest city in the world goes to the megacity [4].

The rapid growth of the capacity of national Governments and major local towns (municipalities), even the most basic services, such as for the provision of food, shelter, employment, health, and education is challenged by the question of Government in developing countries in the development policy has a difficulty [5].

Although the spread of urbanization and the need for more food production increase productivity in the agricultural industry through the creation of tools and take advantage of practices has been produced [6].

This would not change the life style but also the environmental damage. Spatial pattern and the destruction of vegetation change in vegetation [7] of the hand. It is not only natural but also through land consumption due to unintended consequences of land use planning at the national and local government policies as well [8][9].

This physical space issues in the metropolis which causes heat island and local climate has been noted [10][11]. Although some European countries (Germany) of the shared life policies to reduce the land-use operation [12] but cannot due to the ideological dimension of these policies in a country like Iran to this form. Life style in the sense of individual identity in such a way that the attitude is an issue, the person's values and world view reflecting. Although not all of the optional life style funds and environmental developments and technological ways to change the system, but to a significant extent through the

«Consumption» can be determined. It would be a different personal and social sphere of the "Consumption" at the level of the individual to the development of the society in their affected. This is because that is how life for many developed countries such as the United States and developing countries including Iran in the form of cultural engineering as a concern. Reduction of social and moral citizens links referring to the emergence of various forms of behavioral abnormalities and diseases and even in higher surface, formation of urban crime and disorder in the system of collective relations including this stuff is which appears to be largely related to life style

So in general it can be said the basic foundations of its consumption and practices to fit the lifestyles of functional values, and attitudes A lot of money and buying patterns of experts as an important part of the lifestyle;; template decision in life that are now focused on the consumption of the components of the process of life style [13] Many of the research as an important factor in determining the life style (Solomon, 1984; Giddens, 2004). As well as new areas of research communication (traditional and modern) are also targeted in the regard in terms of life style, both of these is that it can be a major component of the life style in the field of «Consumption» and «Communication» case.

The increasing focus on the individual as the unit reproduces in the community, a high degree of consistency and anonymity in urban environment, life and complex changes in the speed of everyday life and consequently the necessity of changing the life style, the collapse of the value and meaning of the family as the unit formed the community of Sociology studies and turns to the person next to the growing institutional and interpersonal interactions, location of living between the generations and gender are strongly influenced by It is placed. In such a situation that the focus on the individual as the subject of "Cultural Studies" will be more and living in unsafe situations as a normative manner of life, more attention to the original style of the structures. Identification of the constituent elements of lifestyle especially in metropolises in the communities growing urbanization combined with cultural transposition to a demand not only in academic research and chanted, but is highly desirable for political sovereignty.

In the current society that persons with different opportunities and choice of varied and unique species have faced diverse, so that changes to the fluidity of identity, pleasure, social platform to be exchanged experience and pleasure of having a constant taste and restrict choices a sign for the deprivation and underdevelopment, identify criteria to predict the life style choices in the context of urban life loses it, which can help with For local governments, though for society's cultural management.

Also in the field longer, the life style is remarkable. The first type of lifestyle as a principle, managers and planners to be able to program their own detailed product market In addition it provides the possibility that the brand identity is created based on the lifestyle. The allocation of certain classes of entities and specific to the brand in this one. In fact, the lifestyle in this dimension makes it possible to plan for possible distribution to consumption. The metropolitan region in addition to the life style can be for local governments and cultural organizations place reflection and application. Educational institutions, provincial, municipal, universities and cultural organizations, such as the organizer and host of radio and television are among the organizations that can, in the form of your demands, cultural and political participation, media consumption and sentiment. According to life style to set up a metropolitan region

3- Question of Research

What is the most important component and sub component of life style's metropolises?

4- Research Methodology

The present Research is descriptive and survey methods. Questionnaire information collected in different dimensions such as food consumption, Medical care, financial situation, recreation and leisure, shopping, health care, Dress and body management and Buying and selling behavior. Statistical research specialists and Essen community experts in management, culture and the social sciences is that of the 150 was selected as sample size. Number of available analysis questionnaire the questionnaire was 149. Questionnaire return rate equal to 99%, respectively. How to analyze the information in the descriptive level, average and standard deviation and inferential level, average ratings through the test ranking Friedman as well as factor analysis.

5- Findings of research

Tables 1- to 8- represent the main dimensions of the life style in the metropolises and its related components and sub component.

Table 1-Average, standard deviation, average rating and a Communality of Component following component and subcomponent in food consumption of life style

Component	No	Sub component	Communality of Component	Mean	Std. Deviation	Mean Rank
Food Consumption	1	Type and amount of beverages (tea, coffee, beverages, syrups, etc.)	**.561**	2.7047	.45772	**8.30**
	2	using a particular food	**.595**	2.7517	.44881	**8.58**
	3	The amount of eating any meals	**.541**	2.3691	.70086	**6.81**
	4	The content of meals and between meals (traditional or herbal, meaty, industrial, etc.)	**.457**	2.6779	.60704	**8.23**
	5	How to eat each meal (individual or collective eating)	**.646**	2.4161	.54650	**6.85**
	6	The place to eat meal (out, home)	**.625**	2.0268	.70659	**5.30**
	7	using snacks throughout the day	**.602**	1.6577	.62354	**3.64**
	8	Type of beverage consumed with a meal (traditional or industrial)	**.637**	2.3356	.67394	**6.47**
	9	Having a meal plan and cook at home (food schedule)	**.515**	1.9128	.81318	**4.95**
	10	Having a specific time to eat each meal	**.766**	2.1342	.69416	**5.77**
	11	Eating any meal	**.750**	2.3960	.71489	**6.91**
	12	using the dining facilities (dining table, Throw- one away crockery)	**.562**	2.2819	.67864	**6.20**
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			KMO and Bartlett's Test		Friedman Test	
			.530		**N**	**149**
			Approx. Chi-	**169.575**	Chi-	**342.943**

Bartlett's Test of Sphericity	Square		square	
	df	66	df	11
	Sig.	**.000**	**Sig.**	**.000**

Results Table 1 - shows the highest Communality of Component among the components of the food, having a specific time for meals, and eating any meals. The individual and collective eating food and drinking along with traditional food and industrial consumption is rated high. In the mean rate of consumption of specific food types and drinks also tend to have high scores. KMO and Bartlett's Test (0.530) indicates that sufficient samples are suitable for measure. The Friedman test shows a significant level of rating level (P <0.001) is significant.

Table 2-Average, standard deviation, average rating and a Communality of Component following component and subcomponent in Medical care of life style

Component	No	Sub component	Communality of Component	Mean	Std. Deviation	Mean Rank
Medical care	1	Having a special diet	**.737**	.72970	1.8322	**4.21**
	2	Seasonal Medical examinations (check-up)	**.686**	.59975	2.5101	**6.68**
	3	Having a personal physician	**.784**	.74987	2.3356	**6.06**
	4	Self-medication	**.848**	.18069	2.9664	**8.77**
	5	Taking medication to complete the cycle of treatment	**.730**	.52664	2.4631	**6.39**
	6	Complying medical recommendations to improve	**.806**	.64330	1.5034	**3.00**
	7	Gaining awareness of the dangerous diseases	**.808**	.64062	2.1879	**5.38**
	8	Using instruments such as pressure gauges, medical temperature gauges,... at home	**.789**	.81801	1.9195	**4.51**
	9	using herbal medicine	**.674**	.52101	2.6846	**7.45**
	10	using traditional medicine	**.800**	.62172	2.4832	**6.55**
	11	using dietary supplements	**.717**	.50805	2.5839	**6.99**
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			KMO and Bartlett's Test		Friedman Test	
			.530		**N**	**149**
Bartlett's Test of Sphericity			Approx. Chi-Square	221.344	Chi-square	**457.234**
			df	55	df	**10**
			Sig.	.000	**Sig.**	**.000**

Results Table 2 - shows the highest Communality of Component among the components of the Medical care, Self-medication, Complying medical recommendations to improve, Gaining awareness of the dangerous diseases and using traditional medicine. In the mean rate The Self-medication and using herbal medicine and using dietary supplements, Seasonal Medical examinations (check-up), using traditional medicine also tends to have high scores. KMO and Bartlett's Test (0.530) indicates that sufficient samples are suitable for measure. The Friedman test shows a significant level of rating level (P <0.001) is significant.

Table 3-Average, standard deviation, average rating and a Communality of Component following component and subcomponent in Dress and body management of life style

Component	No	Sub component	Communality of Component	Mean	Std. Deviation	Mean Rank
Dress and body management	1	Being equal (sets) Clothing	**.579**	.26237	2.9262	**6.33**
	2	Being a duplicate dress during the week	**.656**	.48913	2.6980	**5.13**
	3	Regular grooming and trimming	**.674**	.32700	2.8792	**6.08**
	4	The use of perfume or Cologne	**.419**	.36884	2.8389	**5.86**
	5	Beautiful items of clothing (hat, tie, scarf, etc.)	**.562**	.36251	2.8456	**5.89**
	6	using seasonal dresses	**.544**	.31900	2.8859	**6.11**
	7	Using dresses with advertising signs	**.618**	.19725	2.9597	**6.52**
	8	Cosmetic surgery	**.360**	.31900	2.8859	**6.11**
	9	Branded clothing	**.658**	.31900	2.8859	**6.12**
	10	Using unconventional dress (body view, unusual colors)	**.758**	.37494	2.8322	**5.82**
	11	Trying to maintain fitness	**.604**	.33468	2.8725	**6.04**
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			KMO and Bartlett's Test		Friedman Test	
			.584		**N**	**149**
Bartlett's Test of Sphericity			Approx. Chi-Square	234.423	Chi-square	**55.450**
			df	55	df	**10**
			Sig.	.000	**Sig.**	**.000**

Results Table 3 - shows the highest Communality of Component among the components of the Dress and body management, using unconventional dress (body view, unusual colors), regular grooming and trimming Using dresses with advertising signs, being a duplicate dress during the week, Branded clothing and Trying to maintain fitness. In the mean rate using dresses with advertising signs and Branded clothing, trying to maintain fitness, using seasonal dresses, regular grooming and trimming have high scores. KMO and Bartlett's Test (0.584) indicates that sufficient samples are suitable for measure. The Friedman test shows a significant level of rating level (P <0.001) is significant.

Table 4-Average, standard deviation, average rating and a Communality of Component following component and subcomponent in Buying and selling behavior of life style

Component	No	Sub component	Communality of Component	Mean	Std. Deviation	Mean Rank

Buying and selling behavior	1	Credit transaction	**.504**	.40236	2.2013	**3.17**
	2	purchasing via satellite networks	**.623**	.26237	2.9262	**7.88**
	3	The priority of any of the characteristics of the subject of purchase (beauty, quality, etc.)	**.607**	.44465	2.2685	**3.61**
	4	Purchasing via the Internet	**.506**	.49567	2.5772	**5.61**
	5	Buying weekly or monthly	**.642**	.30191	2.8993	**7.71**
	6	Buying excessive consumption	**.707**	.31064	2.8926	**7.66**
	7	Relying on the seller's saying	**.550**	.21231	2.9530	**8.06**
	8	Storing specific foods (rice, sugar, etc.)	**.669**	.33468	2.8725	**7.53**
	9	The Type of preferable purchasing (buying in bulk or packaged, bulk or chopped)	**.560**	.14093	2.9799	**8.23**
	10	Buying from production rather than micro vendors	**.266**	.14093	2.9799	**8.23**
	11	Gaining daily information on the prices of basic goods	**.580**	.22617	2.9463	**8.01**
	12	Buying from department stores or retail	**.509**	.22617	2.9463	**8.01**
	13	Visiting without the shops without target buying target	**.671**	.42000	2.8188	**7.27**
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			KMO and Bartlett's Test		Friedman Test	
			.560		**N**	**149**
Bartlett's Test of Sphericity			Approx. Chi-Square	197.278	Chi-square	**749.685**
			df	78	df	**12**
			Sig.	.000	**Sig.**	**.000**

Results Table 4 - shows the highest Communality of Component among the components of the Buying and selling behavior, Buying excessive consumption, Storing specific foods (rice, sugar, etc.), Buying weekly or monthly and Visiting without the shops without target buying target. In the mean rate Relying on the seller's saying and Buying from production rather than micro vendors and Buying from department stores or retail, The Type of preferable purchasing (buying in bulk or packaged, bulk or chopped), purchasing via satellite networks also tend to have high scores. KMO and Bartlett's Test (0.560) indicates that sufficient samples are suitable for measure. The Friedman test shows a significant level of rating level ($P < 0.001$) is significant.

Table 5-Average, standard deviation, average rating and a Communality of Component following component and subcomponent in Fun and leisure of life style

Component	No	Sub component	Communality of Component	Mean	Std. Deviation	Mean Rank
Fun and leisure	1	The type and amount of study	**.275**	.42537	2.2349	**2.72**
	2	Gossiping, backbiting others	**.576**	.29276	2.9060	**4.73**

	3	watching TV	**.559**	.32700	2.1208	**2.38**
	4	Truancy	**.625**	.29276	2.9060	**4.73**
	5	Visiting the seasonal exhibitions	**.571**	.50140	2.4832	**3.46**
	6	boobs out	**.713**	.46888	2.3221	**2.98**
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			KMO and Bartlett's Test		Friedman Test	
			.530		**N**	**149**
Bartlett's Test of Sphericity			Approx. Chi-Square	132.374	Chi-square	**332.493**
			df	15	df	**5**
			Sig.	.000	**Sig.**	**.000**

Results Table 5 - shows the highest Communality of Component among the components of the Fun and leisure, Truancy, boobs out, Gossiping, backbiting others and watching TV. In the mean rate Gossiping, backbiting others and Truancy has high scores. KMO and Bartlett's Test (0.530) indicates that sufficient samples are suitable for measure. The Friedman test shows a significant level of rating level (P <0.001) is significant.

Table 6-Average, standard deviation, average rating and a Communality of Component following component and subcomponent in Internet ***of life style***

Component	No	Sub component	Communality of Component	Mean	Std. Deviation	Mean Rank
Internet	1	The status of Internet use	**.558**	.43735	2.7450	**4.62**
	2	Joining the social network	**.658**	.44107	2.2617	**2.93**
	3	Using communication tools such as chat rooms	**.578**	.22617	2.9463	**5.33**
	4	using Internet for financial communication	**.360**	.48597	2.6242	**4.20**
	5	Using the Internet to learn (research, research, research)	**.506**	.30191	2.1007	**2.37**
	6	Using Internet in daily affairs or job	**.678**	.19725	2.9597	**5.37**
	7	Electronic correspondence	**.620**	.48551	2.3289	**3.18**
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			KMO and Bartlett's Test		Friedman Test	
			.517		**N**	**149**
Bartlett's Test of Sphericity			Approx. Chi-Square	45.946	Chi-square	**409.076**
			df	21	df	**6**
			Sig.	.001	**Sig.**	**.000**

Results Table 6 - shows the highest Communality of Component among the components of the Internet, Using Internet in daily affairs or job, joining the social network, Electronic correspondence. In the mean rate, Using Internet in daily affairs or job, Using communication tools such as chat rooms and the status of Internet use have high scores. KMO and Bartlett's Test (0.517) indicates that sufficient samples are suitable for measure. The Friedman test shows a significant level of rating level (P <0.001) is significant.

Table 7-Average, standard deviation, average rating and a Communality of Component following component and subcomponent in financial issues of life style

Component	No	Sub component	Communality of Component	Mean	Std. Deviation	Mean Rank
Financial issues	1	Having cost and income program (allocation of specific income to a specific cost)	**.648**	.11546	2.9866	**4.13**
	2	Investing in the stock market	**.358**	.27304	2.9195	**3.90**
	3	using Bank profits	**.448**	.28315	2.9128	**3.88**
	4	The highest cost locations (feeding, clothing, health, etc...)	**.515**	.18069	2.9664	**4.06**
	5	Recording daily financial account	**.606**	.21231	2.9530	**4.02**
	6	Lending	**.627**	.19725	2.9597	**4.04**
	7	Borrowing from others	**.512**	.23903	2.9396	**3.97**
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			KMO and Bartlett's Test		Friedman Test	
			.530		**N**	**149**
Bartlett's Test of Sphericity			Approx. Chi-Square	26.738	Chi-square	**12.800**
			df	21	df	**6**
			Sig.	.180	**Sig.**	**.046**

Results Table 7 - shows the highest Communality of Component among the components of financial issues, having cost and income program (allocation of specific income to a specific cost), Lending, and Recording daily financial account. In the mean rate having cost and income program (allocation of specific income to a specific cost), the highest cost locations (feeding, clothing, health, etc...), Recording daily financial account and Lending has high scores. KMO and Bartlett's Test (0.530) indicates that sufficient samples are suitable for measure. The Friedman test shows a significant level of rating level ($P < 0.05$) is significant.

Table 8-Average, standard deviation, average rating and a Communality of Component following component and subcomponent in Health care of life style

Component	No	Sub component	Communality of Component	Mean	Std. Deviation	Mean Rank
Health care	1	Grooming and personal hygiene	**.704**	.44811	2.7248	**3.58**
	2	Importance of environmental health for the individual	**.631**	.22617	2.9463	**4.26**
	3	The amount of Hygiene materials use	**.389**	.32700	2.8792	**4.06**
	4	The amount of exercise in a day	**.860**	.48034	2.6443	**3.36**
	5	Types of exercise o motor (chess, etc. , motor, hub, non-hub)	**.790**	.18069	2.9664	**4.30**
	6	How to exercise	**.610**	.44312	1.8859	**1.46**

(individual, collective)				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	KMO and Bartlett's Test		Friedman Test	
	.530		**N**	**149**
Bartlett's Test of Sphericity	Approx. Chi-Square	66.430	Chi-square	**403.435**
	df	15	df	**5**
	Sig.	.000	**Sig.**	**.000**

Results Table 8 - shows the highest Communality of Component among the components of Health care, The amount of exercise in a day, Types of exercise o motor (chess, etc.), motor, hub, non-hub) and Grooming and personal hygiene. In the mean rate, Types of exercise o motor (chess, etc., motor, hub, non-hub) Importance of environmental health for the individual, has high scores. KMO and Bartlett's Test (0.530) indicates that sufficient samples are suitable for measure. The Friedman test shows a significant level of rating level (P <0.001) is significant.

6- Discussion and Conclusions

Findings of research showed that in life of metropolitan region such as Importance of environmental health for the individual, Grooming and personal hygiene, having cost and income program (allocation of specific income to a specific cost), Recording daily financial account, Gossiping, backbiting others and watching TV, Buying excessive consumption, Storing specific foods (rice, sugar, etc.), Buying weekly or monthly and Visiting without the shops without target buying target and etc, More attention in the form of lifestyle.

Although literature of life style shows life style more applied to this concept in the field of marketing. But this is due to the interpretation of the concept of consumption life style has been operating as a consumer choice. In general life style can be found at two levels of psychology and sociology to explain; however, in addition to the typology of unaffected by life style life-style determinants of behavior can be more comprehensive vision of the State of the life style in the metropolises. Enter the concept of the lifestyle in the world of capitalism, and controversies, capital, production, consumption and concepts is an important dimension of these; the life style in the form of "consumption" and "communication" as well as developments on many aspects, even the supremacy of culture.

In the current society that persons with different opportunities and choice of varied and unique species have faced diverse, so that changes to the fluidity of identity, pleasure, social platform to be exchanged experience and pleasure of having a constant taste and restrict choices a sign for the deprivation and underdevelopment. Identify criteria to predict the life style choices in the context of urban life lose it, which can be a guide for local governments, though for society's cultural management.

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