



A survey on Relationship between Factors Affecting Lifestyle and the Body of Contemporary Home in Mashhad

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Abstract

This research studies the factors which affect the residents' lifestyle and the lifestyle effective rate on the body of contemporary homes in Mashhad city. In order to explain these factors and studying the residents' lifestyle evolution, this research tries to discover the relationship and its effect on the home and its physical changes. The home is the ultimate place and body for displaying a high and thigh human lifestyle; because the lifestyle is a systematic set of activities and choices that manifests itself extensively in the home and in the individual family privacies; in fact, the home is the life activities Extensive behavioral headquarters litter; even with nowadays limited hours that family individuals have at home, it still has a special place in defining the person and his or her identity during his or her life choices. Therefore, the interconnectedness and the two way relation between home and the flow of life, bring the home an identity beyond a body; and it is necessary to understand the relationship between residents and the home (here mean lifestyle) in order to understand the home. Based on the results of the accomplished studies, this research has categorized the life stylistic factors by defining the "objective" and "preferential" dimensions and "social", "value", "ritual" and "consumable" as sub-dimensions. The study results are taken from gathering the field questionnaires; which there were 237 acceptable questionnaires from 250 distributed questionnaires among the residents of different neighborhoods of Mashhad city. The research method is descriptive analytic and the process of choosing the sample size was 'simple random'; the analysis for this study was done by the Smart PLS software. The study results led to the integration of "value" and "ritual" dimensions due to the many subjective and semantic commonalities; also, the "preferential" and "objective" dimensions definition were acceptable for identifying the residents lifestyles. Other important points from the analysis of the findings are the role and the diminishing relationship of value-ritual dimension in comparison with other social dimensions and consumption, in the objective aspect of the mitigation of residents of the city of Mashhad, which was contrary to the imagination of the researchers, as the researchers attributed this It was believed that the residence in the holy city, which is dominated by the presence of Imam Reza (AS), makes it a big difference to the livelihoods of its inhabitants with respect to other aspects of their lives. However, this was not achieved by analyzing the responses of this research. The point is that the media of the world, especially the cyberspace, are in the lives of today's people, and the city of Mashhad seems to have been no exception to this in general, because in the objective dimension of consumption, the modeling of television and media Virtual ones like Instagram and Telegrams are 0.822 and 0.696, and this is the evidence of the diminution of traditions and values in the life of contemporary society in Mashhad. The important point about the residents' house location, choosing it and having internal changes at it, is that more than half of the respondents have changed their residence place after 7 years, while about 65% of them in less than 6 years had internal changes and home furnishings replacements. Eventually, it can generally be stated that the house and its body (from choosing the house location to having small changes in its internal spaces), there is a meaningful relationship with the factors affecting the residents' lifestyle. Also, according to the Mashhad city residents who answered to the questions, the statistical analysis have shown that there is a meaningful relationship between the house and its status and body in one hand and the life stylistic factors in the other hand.

Keyword: Lifestyle, Factors affecting lifestyle, Physical Transformation of home, Contemporary era, Mashhad.

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