

**A comparative study of workers' lifestyle components
(Case study: Tehran Municipality bus workers).**

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Abstract:

To understand how a particular society, such as the working class, lives, how they look at the world, how they choose among the opportunities around them, one must study the field of lifestyle. The purpose of this study was to study the effective factors in the life style of workers. For the theoretical framework, the theories of lifestyle and the theories of Mannheim and Bourdieu have been used. The statistical population is the workers working in Tehran bus companies in 2017. The sample size of the statistical population is 366 people. The validity of the present questionnaire is of the content type and its structural validity is done by structural equations, the reliability of the research tool has Cronbach's alpha above 0.7 Descriptive statistics and inferential tests have been used to analyze the research. Findings of this study show that the scores of cultural consumption factors, body management and material consumption are significantly different from the sex of workers. The

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highest mean scores of influential factors in lifestyle are related to the component of political behavior in men and the component of body management in women. The order of management is body (12.6%), political behavior (6%), leisure activity (0.8%) and cultural consumption (0.6%). The highest change in the variance of scores among workers with the age of 30 to 40 years is in the component of political behavior and the lowest mean score of workers in the decade of 51-60 years is in the component of material consumption. To make younger workers more familiar with leisure and material issues, and to make older workers aware of political behaviors.

keyword: Lifestyle, worker, generation, contradictory theories

Introduction

The term lifestyle within contemporary culture refers to a kind of individuality, self-assertion stylistic self-awareness. Body, clothes, mannerisms, leisure, food and drink preferences, home, car, choice of place for vacation, etc. are considered as characteristics of lifestyle. To understand how people and a particular society, such as the working class society, live, how they look at the world, how they choose between the opportunities that exist around them, and etc. it is necessary to study in the field of lifestyle (Rastegar and Golshani, 2016). Statistical population of Tehran Bus Company is considered as a worker society with syndicate and council organizations. Given that the mainstay of the formation of sociological discourses is largely related to Marx's ideas on the study of labor and relations of production, unfortunately, after years, it seems that the working class community has been pushed aside and the way of life and lifestyle of this group has been somewhat ignored. Tehran Bus Workers' Complex is a very large complex in Tehran Municipality and considering the many years of activity of this organization, and considering the existence of different generations of workers in this large complex, it typically looks like a worker. The main question of the research is what are the social factors affecting the



lifestyle of workers with the approach of generational relations in Vahed Company and its personnel?

Research Methodology

The present study was of a quantitative type in terms of strategy of survey research and of a descriptive correlational type. The research population of the present study was all workers working in the bus service of Tehran Municipality in 2017. According to human resource recruitment statistics, the total number of employees in April 2017 was 7,350. In the present study, the statistical sample of the research was random and Cochran's formula was 366 people. In the present study, stratified random sampling method proportional to the sample size was used. The research tool of the present study is a researcher-made questionnaire that has been approved by professors in the field of lifestyle. The main method of validity test is to carefully examine the measurement of the concept in the light of its meaning and to ask the serious question, whether the measurement tool really measures the desired concept or not (Baker, 1990: 137-139). To measure the variable (lifestyle), the validity of the theoretical structure (LISREL structural model) has been used.

Research Findings

The findings of this study show that the scores of cultural consumption, body management and material consumption factors are significantly different from the sex of workers. The highest mean scores of influential factors in lifestyle are related to the component of political behavior in men and the component of body management in women. The most effect of lifestyle factors according to different generations of workers' lifestyle is the effect of material consumption (18.5%) and respectively body management factor (12.6%), political behavior (6%), leisure activities (8 / 0%) and cultural consumption (0.6%). The greatest change in the variance of scores among workers in their 30s and 40s is in the

component of political behavior and the lowest average scores of workers in the decade of 51-60 years are in the component of material consumption.

Conclusion

Considering the environmental changes in today's lifestyle, it is concluded that we should make younger workers more familiar with leisure and material issues, and inform older workers about political behaviors.

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