

The study of the Role of criteria and lifestyle to reduce fertility in women

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Abstract

The aim of this research was to investigate the role of criteria and lifestyle on fertility reduction of women in Isfahan city in 2015. The research method is descriptive-survey and of correlational type. To compile the theoretical foundations, the method library and to collect the statistical data, survey method and questionnaire were used. The data was collected through a researcher-made questionnaire based on the indicators corresponding to the structure of the research and its validity was confirmed by experts of social sciences and reliability of the questionnaire and the research indicators by Cronbach's alpha coefficient. The statistical population includes all women of fertility age (15 to 49 years old) in Isfahan city. The sample size was determined based on the entire statistical population, according to Cochran formula 384 people and sampling was done by multistage stratified and cluster method. In the division of the city into five districts, 385 analyzable questionnaires from five districts and each district, 77 cases were done. After collecting the questionnaires, the data were summarized and categorized and descriptive statistics of individual variables and indicators of research were reported and hypotheses of the research were analyzed. To test the hypotheses, correlation test and analysis of variance were used. The results of tests showed that there is a relationship between increased urbanization, materialism and spirituality fading, changing hobbies and leisure, consumerism, financial success, with significant fertility decline with 99 percent of high confidence. Also, there is not Any significant relationship between the new technologies of communication and information and reduced fertility.

Keywords: Fertility, lifestyle, urbanization, consumerism, individualism

Introduction:

Reflecting on how living has occupied the human mind a long time and in parallel with the development of knowledge and public awareness and the progress of science and technology and especially new technologies of communication, different lifestyles have become popular. Lifestyle includes implications that are widely used in social science literature to express some of the most important cultural facts. Lifestyle is an area heavily embedded in tastes, desires and preferences of people in society.

In the discussion of sociology, lifestyles are models for action and distinguishing people from each other. We can understand what people do and why they do and meaning for them and others (Mohammadi and Beibakabadi, 2010).

Fokoyama considers the changing tastes and desires of the people of a country as the main way to defeat that country. Accordingly explaining the lifestyle is of the most important issues of the country's major cultural areas. We need to see what changes have occurred in the area of family and what factors lead to family lifestyle changes that the result is the reduction of fertility and population of the country.

Fertility is one of the most important indicators affecting the population growing and changing and affects economic, social and cultural structures of a society by increasing or decreasing the overall population, and in the micro dimension it affects the form of family, interpersonal relationships in the family and social capital.

Undoubtedly, the population of each country is an important factor in the cultural and economic growth and development of a country. Reducing population including reduced fertility rates and population size, aging population, reducing the working age population and migration are of the problems that have destructive effects on the progress of the country's present and future, in terms of identity and cultural aspects.

In recent years, population control programs in the country have reduced population growth, so that this issue today is one of the main concerns of authorities and planners of the country.

Decreasing the population in Iran is due to several factors, but the effect of changing norms and lifestyles, such as individualism, consumerism, increasing urbanization, the use of modern communication technology, materialism and spirituality fading and so on are of important factors in reducing the population.

The downward trend of population growth of the country since the 2006 census was highlighted. After that, the census population statistics in 2011 showed that the rate of childbearing of Iranian families is reached below the replacement level of fertility (1.8).

On the other hand, the infertility statistics also suggest that the situation of Iran compared with other countries and with the past is worse. Also, the studies show that the prevalence rate of infertility in the country is 20.2 percent compared to global average of 12 to 15 percent. Despite the advances in medicine that Iran is among the developed countries and experts have developed in this many methods and have achieved great success, but what is certain is the serious and visible effects in different aspects of lifestyle and its criteria role in creating and expanding the scope of the problem.

Because population growth of Isfahan province in recent decades has had significant reduction, and women have a key role in reducing fertility, we tried in this research to study the role of criteria and lifestyle on fertility reduction in women in Isfahan city.

Jowkar (2013), in his research entitled the Role of modernity in changing lifestyle and reducing population in Iran, concluded: modernity leads to decline the values related to the birth of child along with the growth of other modernist values such as freedom, welfare and so on by variety of ways, including the weakening of religious beliefs, prioritizing economy, consumerism and Other

achievements of modernity in depopulation are changing the insights of faith, promotion of consumerism, rising marriage age, etc.

Shiri et al (2009) in a research entitled the study of economic and population factors affecting the women fertility of 15-49 years old women employed in the Department of Education of district 22 of Tehran, concluded: education, number of children, age of partner, age at first pregnancy affect the fertility. Factors such as age, income, knowledge of contraception, regulation of time between fertility and cost of leisure of children, have no effect on fertility. The findings of this research explained lack of attention to social, value and cultural conditions of the society and economic obstacles affecting fertility as important and effective elements affecting the fertility.

Rashidi (2000), in a research entitled the study of economic, social, cultural and demographic factors, affecting married women fertility aged 15-49 in Dehaghan city, concluded: family income, level of education, women's employment, urbanization, ethnicity and religion, age marriage and etc... have significant effect on fertility rates.

Motie Haghshenas (2000), in her dissertation entitled the study of effect of socio-economic and demographic factors on fertility behavior in Urmia city, concluded: 1) due to strong and significant effect of education level, this variable is considered as the most important factor and catalyst in reduced stable fertility, 2) the impact of women's employment index on number of children born (CEB) is not statistically significant, 3) age of women at first marriage have a significant effect on fertility behavior and the effect direction is negative.

Hejazi (2012), in his research project entitled the study of socio-economic factors affecting employed women tend to born the second child in Isfahan province, concluded: Most respondents tended to have two children and expressed the reasons for doing so having a female and a male child. Also based on the results obtained, the level of education, high employment rate, social and economic status and higher age of women are important factors in reducing the desire to have a second child.

In 1983 United Nations conducted some research based on data from the World Fertility Initiative (w.f.s.) that was implemented in 22 developing countries and concluded: the degree of urbanization is negatively correlated with fertility, the correlation between fertility and maternal education level in urban different areas of under-developed countries is much, but in developed countries there is not much different and the mother's age at marriage has negative effect on fertility.

In 1981 a research was conducted on fertility in Japan and variables like age, education level of couple, rural or urban life of men and women, marriage status, occupation, location, ideal aspect of family, etc. in fertility of married women aged 15-49 were studied. Then correlation between variables with fertility was analyzed and was found that fertility most affected by education of men and women.

Mason et al (1971) studied more than a hundred studies that are associated with fertility differences in developed and developing countries and concluded: lower traditional beliefs and values and social and economic status in studied societies are considered as an incentive for fertility, and contrary to new values and beliefs and economic base in these societies, fertility will be reduced.

Jandal (1976) in his research concluded: by changing the living conditions of families, increased education and increased survival of children, fertility will be reduced. He knows education as an important social factor in the participation of women in the workforce. Also he believes that the participation of women in the workforce increases with the growth of education. This means that more educated women than less educated women are more likely in pursuit of jobs. But the studies always show their effectiveness in relation to other factors. The relationship between education and women's participation depends to some extent on employment opportunities and employment of women is also influenced by environmental factors such as cultural issues, men income and gender equality.

Objectives of the Research:

- Explaining the role of lifestyle, such as increasing urbanization, individualism, consumerism and reducing fertility.
- Identifying and explaining the role of life criteria such as financial success and increasing level of education on fertility reduction.

The hypotheses of the research:

- It seems that there is a relationship between increased urbanization and reduced fertility.
- It seems that there is a relationship between the use of modern information and communication technologies and reduced fertility.
- It seems that there is a relationship between materialism, spirituality fading and reduced fertility.
- It seems that there is a relationship between the changed entertainment and leisure and reduced fertility.
- It seems that there is a relationship between individualism and reduced fertility.
- It seems that there is a relationship between consumption and reduced fertility.
- It seems that there is a relationship between family financial success and reduced fertility.

Theoretical Fundamentals:

Thorstein Veblen sees lifestyle as a group phenomenon, and something that is the product of class membership, no independent nature and manifestation of the class. However, Veblen is the only classical sociologist who analyzes the consumption phenomenon and therefore has a special place in the debates about consumption and lifestyle. Veblen knows the individual lifestyle as collective behavior pattern and these behaviors are from social customs and intellectual habits; elsewhere he considers a person's lifestyle as behavioral manifestation of mental mechanisms, intellectual habits and knowledge (Mahdavi Kani, 2007: 205).

George Simmel believes lifestyle is the embodiment of the human quest for finding fundamental values or a sense of individuality in objective culture and introduce it to others. In other words, humans selects for his/her intended meaning (superior individuality) the behavioral forms. Simmel calls the ability for such a choice, taste and these related forms lifestyle.

Simmel, while accepting the distinction between forms (probable behavior in the objective cultural context) and meaning (superior individuality), sees selected forms and the arrangement that are style, in relation to the meaning. Simmel believes the person can withstand pressures of modern life by extreme individualism that seeks to pursue symbols of status and fashion. Such as a consumption is a way to prove to yourself and to preserve the authority of an individual (Mahdavi Kani, 2007).

Bourdieu knows lifestyle as systematic activities that are resulted from the taste of people with objective and external aspects. For Bourdieu, lifestyle symbolically gives to the person identity and distinguish among the different social strata. In other words, the value of the activities are taken from their positions in the contradictions and connections system. Also Bourdieu considers lifestyle the assets by which occupants of different positions distinguish themselves with different plans or no plan (Mahdavi Kani, 2007).

According to S Hawood, class, income and education reduce some of the limitations that traditional society imposes on opportunities of leisure time of women. However, these changes have made women presence in urban areas inevitable and transformed urban organization. With the gradual transformation of lifestyle, young women and girls emphasize on health, entertainment and leisure activities outside the home (Ataei Saeidi et al., 2009).

Durkheim believed that Tunis sees individualism in conflict with the moral order. In such a social world, people are separate atoms floating in space and unattached to each other. In such a situation the only thing that makes solidarity and prevents disruption of a person and society is imposing discipline and integrity (Kivisto, 2007).

Modernization theorists believe, those who have more education and literacy, live in the cities and have more mass media are mainly a result of the modern individual properties. As well as trends, attitudes,

values and behaviors that are taught at school, are balanced with experience in the next life and totally make general tendency to have lower fertility (Oktayi, 2005).

Social status theory: In this theory, thinkers and scientists know fertility rate per household and the community as the status of their parents or residents of the community. Given the progress made in family and community and the situation as a member, thinks to childbearing. If he/she knows the childbearing as an obstacle against progress, he/she will inhibit it in different ways (Rashidi, 2000).

Cultural theories: These theories consider psychological, attitudinal norms, cultural and social factors as major causes of fluctuations in different communities and tries to explain women's fertility using these concepts. This theory is based on individual and mental motivation of couple on fertility behavior and is one of the most fundamental theoretical discussions about fertility. Based on this assumption, social status of parents determines the number of children. In other words, if social mobility and progress in society is possible in terms of having more children, families prefer to have a lot of children (Shokouhi, 2001).

Theoretical Framework:

In explanation of individualistic theories, we can note the views of Durkheim and Bourdieu; Bourdieu lifestyle symbolically gives to the person an identity and distinguish among the different social strata. And elsewhere he knows lifestyle as the assets by which occupants of different positions distinguish themselves from others with or without a plan; if in this case, we know the basis a special social class, we can say that fertility reduction in some upper social classes is a special symbol and style in which other classes are attempting to imitate it, because they think it is a desirable fashion and criteria.

Durkheim believed that Tunis sees individualism in conflict with the moral order. In the social world, people are as separate atoms floating in space and unattached to each other. If we look at fertility from this view, we should say that diving the people in themselves set aside a kind of social consensus and the person sees himself/herself less bound to the collective principles. Thus, the planners must take action and lead common criteria and styles in society in a direction that is appropriate and consistent with cultural and religious beliefs.

Among the theories of urbanization and consumerism, the theories of Veblen and Simmel can be considered; Veblen knows wealth as the basic of honor, dignity and social status and wealth, of course, the wealth is not resulted from the individual work. Any wealth to bring the greatest dignity to its owner should automatically be pretentiously displayed. Simmel says the lifestyle is the embodiment of the human quest for finding fundamental values or a sense of his/her superior individuality in objective culture and introduction to others. Simmel calls the ability for such a choice, taste and these related forms lifestyle [Development of consumer culture in families increases the cost of living and, of course, having more children will not be possible and this leads to reduced fertility].

Among the theories of leisure time style the views of Greene, Clark and Kricher must be kept in mind; Green believes, Leisure time changes to various forms and takes a changed from because leisure tools constantly change. Some factors cast a shadow on this issue and affects. Gender roles [as childbearing and motherhood duties] is one of the competitors that Green believes it has a major role in the type and style of leisure time. Among the obvious limitations of leisure time of women, the lack of time, lack of leisure spaces and recreation options limitation are notable. Clark and Kricher consider the effect of gender in the selection of opportunities and leisure time and express the difference in leisure time of male and female as follows: women have less time for leisure; they participate less in most leisure activities, and scope of their leisure options are more limited. They spend their leisure time at home with children. However, in recent decades the incidence of some social and cultural changes led women and girls to get into public space.

According to S Hawood, class, income and education have reduced some of the restrictions that traditional society imposes leisure time opportunities. However, these changes made inevitable the

presence of women in urban areas and transformed urban organization [Some variables caused women to get more understanding of their situation and asked men to manage their leisure. Among cases which were considered as concern for women were children; many children did not remain any time for leisure so reducing fertility became a tool to provide more time].

Among the theories of information and communication modern technologies Graebner theory can be noted. He believes: TV in terms of depth and considerable influence is a powerful cultural force. He knows TV as a tool in the industrial and social established order which serves to maintain, establish or strengthen the traditional system of beliefs, values and behaviors rather than change, threaten or undermine. Graebner believes that, TV does not minimize changes lonely, but it would coordinate with other major cultural institutions [on the subject of this research, women as the traditional TV audience are not fully affected by its message and do not change their behavioral style concerning fertility].

Among the theories of materialistic lifestyle and fading of spirituality, theories of De Glass and Icherwood are noted. From this perspective, consuming goods to maintain communication and coordination, attraction and support of others and expressing kindness are necessary. According to this theory, the product and the language have the same function that is communication and meaning. Consuming goods to maintain communication and coordination, attracting support from others and expressing kindness are necessary and this is true for rich and poor.

Among the theories of financial success, the enabling theory and the economic theory of Becker can be considered. Using the microeconomic classic theory, Becker says there is an interest for each child which expresses the relationship between the couple tend to have child and all goods and activities that compete with child in terms of time and money. Both time and money are taken into account, because if the only money was a criterion in a society where there is social pressure to have a baby, the richer the person, he/she likes to have many children. If we know that in all industrial societies, those who have a worse financial situation have many children than wealthier people. According to economic theory of Becker, parents consider children to decide the quantity and quality [economic independence or the financial success of women has a key role in enhancing the ability of the next generation, and can increase the empowerment of women. So women should participate actively both in the family and in the community with self-belief and confidence in adoption and distribution of responsibilities, and resolve barriers to maternal duties with proper planning].

The Research Methodology:

The research method is descriptive-survey and of correlational type. The sampling was done by multistage stratified and cluster method. The data was collected through a researcher-made questionnaire based on the indicators corresponding to the structure of the research and its validity was confirmed by experts of social sciences and reliability of the questionnaire and the research indicators by Cronbach's alpha coefficient. The statistical population includes all women of fertility age (15 to 49 years old) in Isfahan city. The sample size was determined based on the entire statistical population, according to Cochran formula 384 people. In the division of the city into five districts, 385 analyzable questionnaires from five districts and each district, 77 cases were done. SPSS software was used to analyze data of the research using structural equations and LISREL software and the results were analyzed in two descriptive and inferential levels. In the descriptive level, the tables of frequency, averages and standard deviation were used and two-dimensional tables were used to compare the results. In the inferential level, the statistical tests were used.

The Findings of the Research:

Hypothesis 1: It seems that there is a relationship between increased urbanization and reduced fertility.

N	Significance level (p)	Pearson correlation coefficient	Variables
385	0.000	0.728	Fertility reduction
			Increased urbanization

In Table 1 and given that $p < 0.05$, so the null hypothesis is rejected and the alternative hypothesis is confirmed and we can say, there is a relationship between increased urbanization and reducing fertility. According to the Pearson correlation coefficient it can be said the relationship is positive (direct) and strong and the desire to reduce fertility will be increased with the increased urbanization.

Hypothesis 2: It seems that there is a relationship between the use of information and communication modern technologies and fertility reduction.

N	Significance level (p)	Pearson correlation coefficient	Variables
385	0.777	-0.077	Fertility reduction
			Using information and communication modern technologies

In Table 2 and given that $p < 0.05$, so the null hypothesis is rejected and we can say, there is a relationship between the use of information and communication modern technologies and reducing fertility.

Hypothesis 3: It seems that there is relationship between materialism, spirituality fading and reduced fertility.

N	Significance level (p)	Pearson correlation coefficient	Variables
385	0.000	0.428	Fertility reduction
			Materialism, spirituality fading and reduced fertility

In Table 3 and given that $p < 0.05$, so the null hypothesis is rejected and the alternative hypothesis is confirmed and we can say, there is a relationship between Materialism, spirituality fading and reduced fertility. According to the Pearson correlation coefficient it can be said the relationship is positive (direct) and average and the desire to reduce fertility will be increased with the increased Materialism and spirituality fading and.

Hypothesis 4: It seems that there is a relationship between the entertainment and leisure time and reduced fertility.

N	Significance level (p)	Pearson correlation coefficient	Variables
385	0.000	0.405	Fertility reduction
			Changing entertainment and leisure time

In Table 4 and given that $p < 0.05$, so the null hypothesis is rejected and the alternative hypothesis is confirmed and we can say, there is a relationship between entertainment, leisure time and reduced fertility. According to the Pearson correlation coefficient it can be said the relationship is positive (direct) and average and the desire to reduce fertility will be increased with the increased entertainment and leisure time.

Hypothesis 5: It seems that there is a relationship between individualism and reduced fertility.

N	Significance level (p)	Pearson correlation coefficient	Variables
385	0.147	0.74	Reduced fertility
			Individualism

In Table 5 and given that $p < 0.05$, so the null hypothesis is rejected and as can say there is not any relationship between individualism and reduced fertility.

Hypothesis 6: It seems that there is a relationship between consumerism and reduced fertility.

N	Significance level (p)	Pearson correlation coefficient	Variables
385	0.001	0.317	Reduced fertility
			Consumerism

In Table 6 and given that $p < 0.05$, so the null hypothesis is rejected and the alternative hypothesis is confirmed and we can say, there is a relationship between consumerism and reduced fertility. According to the Pearson correlation coefficient it can be said the relationship is positive (direct) and average and the desire to reduce fertility will be increased with the increased consumerism.

Hypothesis 7: It seems that there is a relationship between family financial success and reduced fertility.

N	Significance level (p)	Pearson correlation coefficient	Variables
385	0.001	-0.387	Reduced fertility
			Family financial success

In Table 7 and given that $p < 0.05$, so the null hypothesis is rejected and the alternative hypothesis is confirmed and we can say, there is a relationship between family financial success and reduced fertility. According to the Pearson correlation coefficient it can be said the relationship is negative (direct) and average and the desire to reduce fertility will be increased with the decreased family financial success.

3.4. Confirmatory Factor Analysis of First Order

The results of the factor analysis model fit by LISREL software suggests that RMSEA is the obtained value 0.062 and because it is the small value (less than 0.08), the model has little error. The residual

square mean root index RMR is equal to 0.028 and it is a small quantity that is indicative of an acceptable fit. The ratio of Kai-two value to degrees of freedom that is equal to 2.93 and a value between 2 and 3 and represents the model fit is appropriate. The goodness of fit index (GFI) is also calculated and the value of 0.91 and is close to one. AGFI and PGFI values represent 0.82 and 0.80 values and are close to one. Indicators of CFI and IFI also have the values higher than 0.9 and close to one. Indicators RFI NFI, PNFI, NNFI also have good values (sometimes above 0.9) and in total represents the utility of measurement model. It can be said that the questions of the questionnaire measure the research variables well (Ghasemi, 2013).

Table 8: The results of structural model in testing the research hypotheses

Result	Significance P	Value t	Standard error S.E.	Standard coefficient	To	From	Hypothesis
Confirmed	**	5.46	0.09	0.69	Reduced fertility	Increased urbanization	1
Rejected	P > 05.0	46.0-	10.0	02.0-	Reduced fertility	The use of information and communication technologies	2
Confirmed	**	87.3	050.0	0.51	Reduced fertility	Materialism, spirituality fading	3
Confirmed	**	7.05	12.0	0.68	Reduced fertility	Changed entertainment, leisure time	4
Rejected	P > .050	12.1	075.0	0.09	Reduced fertility	Individualism	5
Confirmed	**	3.29	08.0	0.48	Reduced fertility	Consumerism	6
Confirmed	**	38.9-	0.10	76.0-	Reduced fertility	Financial success	7

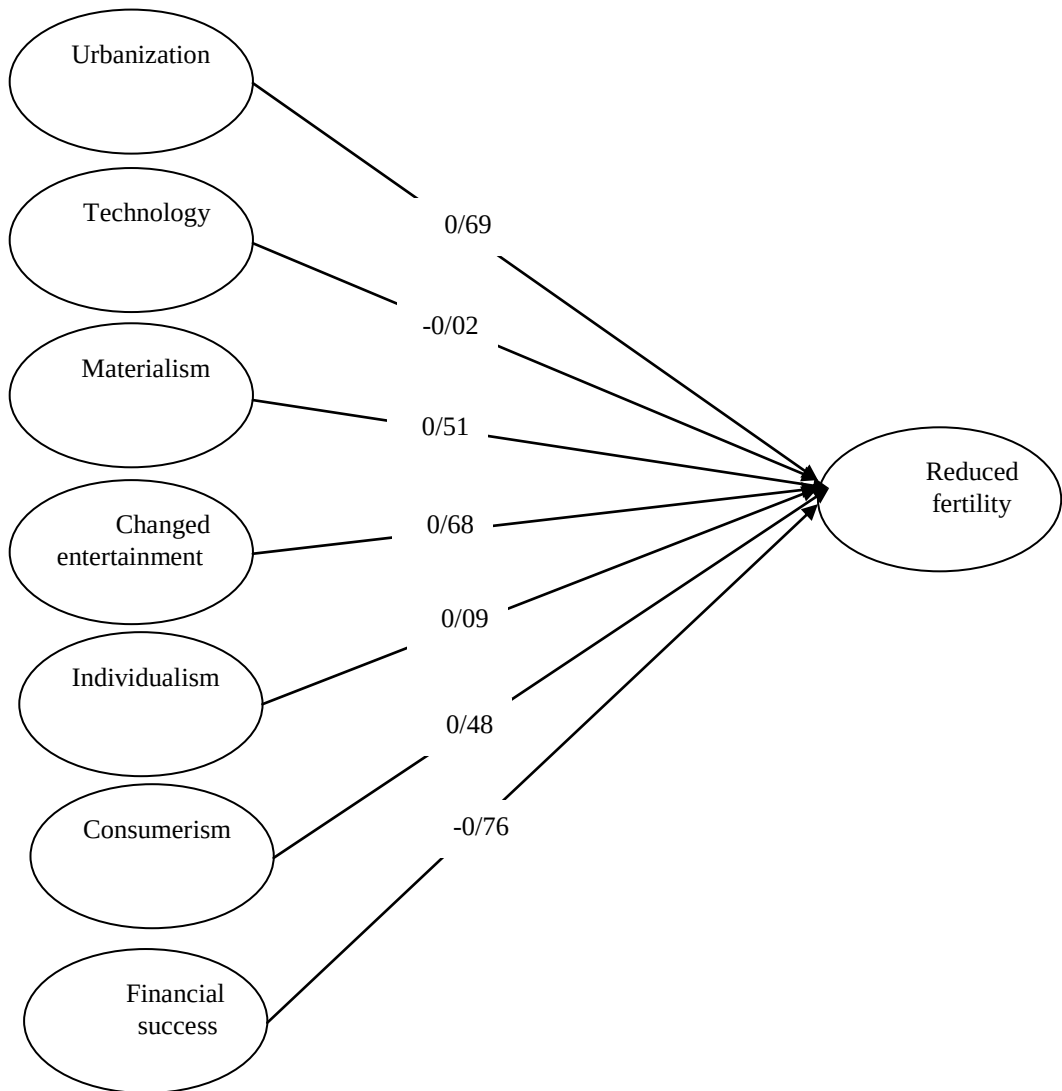


Diagram 1: The structural equations model of the research

5.4. Discussion and Conclusion:

In this study, we tried to investigate the role of lifestyle and criteria of women in Isfahan city. The results of the research are in line with the results of the research carried out by Jowkar (2014), Shiri (2012), Motie Haghshenas (2000), Mason et al. (1971) and Jandal (1976). The studies show that modernity leads to decline in values associated with the birth and growth of modernist values such as freedom and welfare by weakening of religious beliefs, prioritizing the economy and consumerism. The study also shows that increasing the level of women's education, degree of urbanization, age at first marriage, a high career rank, high social status and high rates of women participation in the workforce also have a significant effect on fertility. The changed insights of faith, promotion of consumerism, increasing the age of marriage and divorce, motherhood humiliation that are occurred following the modernist ideas in the community are other achievements of this research. In addition, the results show that traditional beliefs and values and low social and economic status are considered as a stimulus for fertility and in contrast, the new values and beliefs and high economic base as a factor for reducing fertility are discussed.

In order to prevent fertility reduction in the society, the lack of interest in individualism by promoting social spirit, priority of collective interests over individual interests, respect for the law and public order, fighting the spirit of pleasure and profiteering, respect for social customs and etc... must be promoted.

- 1) In order to prevent fertility reduction in the society, design and delivery of appropriate consumption patterns in accordance with cultural and religious beliefs by the cultural authorities and media, changing attitudes to consumerism, lack of detailed party, avoiding rivalry, lack of belief in an expensive house, suites and luxury accessories, dressing stylish and fashionable, non-performing plastic surgery by strengthening the morale and fighting spirit of contentment, extravagance and wastefulness and the possibility of living in a community practice and etc... must be promoted.
- 2) In order to prevent fertility reduction in the society, changing attitude towards materialism and spirituality fading in life, fighting greed, interest and dependence, etc.), training to cut the greed and confidence to grace of God, strengthening rationality and spirituality, participating in religious ceremonies, attending to the afterlife and etc... must be promoted.
- 3) In order to prevent fertility reduction in the society, changing attitude towards entertainment and leisure time, attending to the cognitive needs (the needs related to information, knowledge, etc.), attending to the emotional needs (the needs related to strengthening the experience of beauty, seeking pleasure and leisure, etc.) attending to the needs of individual correlation (the needs related to credibility, confidence, balance and position of a person. These needs arise from one's desires for self-transcendence), attending to the needs of social cohesion (the needs related to supporting the needs of family, friends, etc., theses needs are based on the desire for solidarity with others); recognizing the need for escape (escape and relief needs from stress and a desire for entertainment) must be promoted.
- 4) In order to prevent fertility reduction in the society, attitude toward financial success through the acquisition of sufficient income, budgeting costs, investment, reducing costs, savings and etc... must be promoted. In order to prevent fertility reduction in the society, review of the information and communication technologies as a strategic resource must be promoted.
- 5) In order to prevent fertility reduction in the society, attending to education, necessary measures to nurture talents and gaining knowledge and etc... must be promoted.
- 6) In order to prevent fertility reduction in the society, helping the change of the lifestyle and turning it into the standards according to Iranian society, changing the vision and expectations of

- life, trying for maximum use of the existing situation, in order to create favorable conditions for life and etc... must be promoted.
- 7) In order to prevent fertility reduction in the society, strengthening the society patterns such as teachers and professors in order to avoid the tendency to unrealistic and unhealthy patterns must be promoted.
 - 8) In order to prevent fertility reduction in the society, operating slogans and honesty in practice and etc... must be promoted.

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