

## **To study the social factors affecting on young lifestyle (Case study in Talesh town)**

By

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### **Abstract**

*Rising consumer society by increased material goods on the one hand and democratization of consumption and its generalization on the other hand lead to selective daily life. This reflects the lifestyle of today's consumer society. Lifestyle actually includes attitudes, behaviors, performances, functions, activities, preferences and insights in a wide range. Lifestyles point out the way of living and full reflection of social values, attitudes and activities and are also combination of behavioral patterns and personal behavior habits throughout the life that have created following the socialization process. The method used in this study is a survey and desired data is obtained using a questionnaire among 100 young people aged 29-18 of uptown and down town of Talesh town. The results show that there is a significant relationship between social class, age, gender, income and education and youth lifestyle but there is no significant relationship between marital status and lifestyle.*

**Keywords:** *Lifestyle, consumption society, daily life, consumerism, youth*