

The Study of Economic Capital Effects on Lifestyle (The Case Study of Pistachio Farmers in Two Villages of Kerman City in Iran)

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***Abstract:** As the social world changes, we need new concepts to understand it. The most important change in recent centuries has been the historical increase of consumption. Lifestyle and basic cultural values have changed in Iranian villages in the past half century. In fact, in Iranian villages, some sort of "Iranian rural modernity" has emerged. This paper has attempted to review the terms of lifestyle and indicators. And then it pays to examine the effect of pistachio orchards spread over the rural lifestyle both quantitative and qualitative methods. In this study, theories of sociologists Bourdieu and Giddens are used to study lifestyle, and Ronald Inglehart and other sociologists' to analyze generational replacement. In qualitative research method, we have used rapid rural assessment, participatory approach, and semi-structured interviews. Interviews transcend walk, and group discussion were among the techniques used in this study. In quantitative part, 440 people from three generations living in the villages were sampled at random. Research findings show that consistent with Bourdieu's "distinction theory" economic capitalist associated with lifestyle as the main hypothesis of the research. But the greatest impact is related to generation. As Bourdieu's theory, economic status does not determine the lifestyle changes.*

***Keywords:** economic capital - lifestyle – generational changes – pistachio cultivation – Kerman*