



Explaining the Effects of Rural - Urban Linkages on Changing the Rural Lifestyle (Case Study: Lasht-e Nesha District, Guilan, Iran)

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Abstract

Purpose- Various factors influence changes in rural lifestyles, with one of the most important being rural-urban linkages. The aim of this paper is to examine the role of rural-urban linkages in changing the lifestyle of rural households across three dimensions: social, economic, and cultural.

Design/methodology/approach- The research method is descriptive-analytical, and data collection was conducted through library research for theoretical studies and via questionnaires for the field study. The statistical population includes the villages of the Lasht Nesha district in Rasht County. A sample of 360 respondents was selected using Cochran's formula and a simple random sampling method. Data were analyzed using linear regression and multivariate regression tests.

Finding- The research findings regarding the linear relationship between rural-urban linkages and changes in rural household lifestyles revealed a significant relationship between these two variables. Additionally, the results showed that the most significant impacts of rural-urban linkages were in the cultural, social, and economic dimensions, respectively. Specifically, in the cultural dimension, consumerism and cultural and linguistic changes were most prominent; in the social dimension, changes in clothing and behavior; and in the economic dimension, materialism, wealth accumulation, and income generation experienced the greatest changes.

Keywords- Rural-urban linkages, lifestyle, rural development, Lasht Nesha.

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1.Introduction

Research on lifestyle is often regarded as an interdisciplinary field of study. Lifestyle is the result of the combination of motivations, characteristics, interests, values, and thoughts that manifest in a person's behavior, and ultimately in the behavior of a family and society. The discussions around the concept of lifestyle, both theoretical and empirical, tend to focus on individualism, especially in urban areas. However, the characteristics of rural lifestyle—such as production, work, values, traditions, and their continuity, as well as cooperation and solidarity—highlight the necessity of this discussion. Furthermore, cultural, social, and economic changes over recent decades have greatly impacted rural lifestyles (Khorasidi et al., 2017).

There are various perspectives on lifestyle. From Weber's perspective, lifestyle consists of shared values and customs that provide a group with a sense of collective identity. According to Bourdieu, lifestyle is a set of systematic activities derived from an individual's taste and preference, which are primarily external and objective but also symbolically grant identity to the individual, creating distinctions between different social classes (Bourdieu, 1984).

Lifestyle encompasses consumption patterns, production and labor, capital, nutrition methods, types of clothing, housing, household items, leisure activities, speaking styles and etiquette, interests, attitudes, and spiritual and moral matters (Jabaran, 2013). Several factors influence rural lifestyle, including economic, social, environmental, and technological elements that shape the living conditions and sustainability of rural communities. A critical review of these factors is necessary for developing effective strategies that promote resilience and progress in rural areas. Economic factors include the availability of agricultural resources, access to markets, and supportive infrastructure, all of which contribute to the economic stability of rural households (Annamalai et al., 2013). Social factors, such as education, access to healthcare, and social networks, significantly impact the social fabric and collective efficacy of rural populations (Flamez et al., 2017). As mentioned earlier, various factors influence lifestyle, especially in rural areas. One such factor

is globalization. Globalization has had diverse effects on lifestyle changes, particularly by expanding social inequalities under modernity (Badsar et al., cited in Buchholz, 2009). In fact, one of the critical issues in the modern era is the process of globalization and its impact on people's beliefs, values, and lifestyles across different societies. The rapid and astonishing growth of information and communication technologies, such as satellites, the internet, and mobile phones, has brought different cultures and religions closer together, profoundly destabilizing their absolutism.

In recent decades, rural lifestyle has undergone significant changes, affecting not only consumption patterns but also traditions, beliefs, values, ideals, norm acceptance, and norm formation, ultimately altering lifestyle as a whole. In these areas, consumption patterns, household goods, home decor, food, and clothing have changed drastically. These changes have occurred at a faster pace in rural communities compared to urban areas. Rural areas have increasingly adopted modern amenities and technologies such as electricity, communication devices like television and satellite, internet coverage, cars, household appliances, and architectural and housing transformations, along with the growth of rural tourism. Access to modern technological achievements and communication facilities has led rural areas to experience a substantial shift from traditional lifestyles to more modern ones. Factors such as the introduction of modern amenities, the rising education levels of rural residents, generational replacements, the implementation of service and infrastructure projects in villages, and access to communication infrastructure have played a major role in these transformations (Rezvanzadeh, 2004). The migration flow between urban and rural areas, the expansion of media, higher education opportunities, and technological advancements have all influenced the perspectives, relationships, and lifestyles of rural residents, further accelerating the changes in traditional lifestyles (Bahrami Vala, Sonia, 2016). Studies show that economic, cultural, and social factors have played the most significant roles in changing the lifestyle of rural communities in Iran (Yousefnia & Haghighatian, 2016).

Among the factors influencing lifestyle, rural-urban linkages stand out. These linkages are defined as continuous networks of relationships

and interactions between spaces and dimensions, forming a linear relationship between rural and urban areas (Christiaensen & Kanbur, 2018). Rural-urban linkages result from the two-way interaction between rural settlements and urban centers in regional supply chains (Sanaei Moghaddam et al., 2016). These linkages indicate the interdependent and integrated nature of urban and rural development (Satterthwaite, 2000). The connections and relationships between cities and villages occur through the movement of people, goods, money, information, and various occupational patterns (Farid, 1994). Rural-urban linkages arise due to the various flows between villages and cities, significantly contributing to rural development (Bahrami, 2018). These linkages, due to their close interactions, have significant impacts on both rural and urban areas (Agergaard et al., 2019). On the other hand, ignoring the relationship between cities and villages leads to inequality and inefficiency in spatial development processes (Akkoyunlu, 2015). Hence, understanding and explaining the general principles governing rural-urban linkages within the framework of human-environment interactions is a geographic subject of significant theoretical and practical importance (Ahmadi et al., 2018). Therefore, analyzing rural-urban interactions, especially in the context of sustainable development, is crucial (Mayer et al., 2016). It can thus be concluded that rural development and transformations in the lives of rural residents are achieved when mutual connections exist between rural and urban areas. Consequently, urban development is realized through rural development, and the improvement of rural quality of life is achieved through urban development.

In the study area, Lasht Nesha district of Rasht County, there is a close and reciprocal relationship between urban and rural areas. The transformations in rural settlements are dependent on a set of internal and external factors, all of which stem from the interaction and connection between urban and rural settlements. Rural areas, in terms of economic, social, and physical development, are dependent on the growth of urban areas. Urban areas are also reliant on rural areas for trade, especially in primary agricultural and livestock products. Similarly, rural development in this region is dependent on urban development, and various forms of connections exist between these

areas. All these factors indicate a strong relationship between urban and rural development. The existence of rural-urban linkages, resulting from various flows between villages and cities, may also have a significant impact on the quality of life in rural areas and changes in the lifestyles of rural households, as noted by various researchers.

This study seeks to answer the following questions:

1. What is the relationship between rural-urban linkages and changes in the lifestyle of rural residents in the region?
2. Which aspects of rural lifestyle are most affected by rural-urban linkages?

2. Research Theoretical Literature

A review of studies on the impact and role of rural-urban linkages in rural development shows that various studies have been conducted in this area. Below are some of the studies and their findings. However, the review of existing studies indicates that no research has been conducted specifically on the role of rural-urban linkages in changing the lifestyle of rural households. For example, Ojagh et al. (2021) examined the role of rural-urban linkages in economic transformations and poverty reduction in rural areas of Iran. Their findings showed that the formation of economic and service flows between cities and surrounding villages has paved the way for rural-urban linkages. These flows manifest in the form of remittances, employment of rural residents in cities, formal and informal credits, and government and private investments. These interactions have sustained a two-way relationship between cities and their rural peripheries in terms of economic performance and capital flow, ultimately enhancing the financial status of rural households and reducing their economic poverty.

Bahrami (2019) analyzed the physical-functional capacities of the city of Sanandaj with an emphasis on rural-urban linkages. His research showed that the economic factor had the highest linkage coefficient, while the physical factor had the least impact in connecting the city to its surrounding villages. The study also found that villages located closer to the city not only benefit from more favorable topography, facilitating rural-urban linkages, but also serve as focal points for the concentration of rural migrant populations.

Ahmadi et al. (2019) studied the effects of rural-urban linkages on physical-spatial transformations

in peri-urban areas and concluded that all selected criteria in the target villages had undergone changes, with the most significant transformations being in rural housing indices. The presence of public transportation stations and the creation of specific land uses to provide services to rural residents were the most important factors in forming these linkages.

Rokhsarzadeh et al. (2016) analyzed the factors influencing rural-urban linkages. Their results indicated that rural-urban linkages increased the movement of rural residents to urban centers, enhanced telephone communications, and improved mutual understanding between rural and urban residents in Astara. Economically, these linkages led to improved income, new job opportunities, and a boost in commercial and service activities, resulting in the formation of border markets. Additionally, factors such as trade and the participation of rural residents, especially women, in the urban economy contributed to the formation of rural-urban linkages, the creation of economic networks, and the growth of urban markets. This also led to increased rural tourism, greater interest in purchasing land, building second homes, and reverse migration in the rural areas of Astara.

In an international context, Ismagilov et al. (2020) conducted a study using literature review and developed a framework for interaction between cities and rural areas, examining security, privacy, and risks in smart cities. Their findings indicated that rural-urban linkages create significant political, technical, and socio-economic interdependencies for designers, integrators, and organizations involved in managing new smart cities. As observed in these studies, no research has yet been conducted specifically on the role of rural-urban linkages in the lifestyle of rural residents. Most studies have focused on the effects of these linkages on quality of life, regional development, poverty reduction, and physical and housing changes, which indirectly impact lifestyle.

Gebre and Gebremedhin (2019) studied the benefits of promoting rural-urban interdependence through ecosystem services. Their findings showed that rural and urban areas are economically, socially, and environmentally interconnected spaces, and rural-urban linkages, if locally managed, can influence the provision of rural ecosystem services and rural livelihoods.

Agergaard et al. (2019) reviewed rural-urban transformations and the development of small towns in sub-Saharan Africa. Their results indicated that small towns are best viewed as organic parts of the rural region in which they are located, with rural-urban synergy being an integral part of the dynamics of urbanization and rural development.

Akkoyunlu (2015) examined the potential and effects of rural-urban linkages for sustainable development. His findings showed that rural-urban linkages play a significant role in generating income, employment, and wealth. These linkages, through extensive commercial networks and the exchange of knowledge between urban and rural areas, lead to poverty reduction, rural empowerment, and economic development.

2.1. Theoretical Framework of the Research

According to the literature, lifestyle encompasses a set of attitudes, values, behaviors, habits, and preferences in various aspects of life (Yazawa et al., 2014: 38). Lifestyle is a relatively coherent set of everyday behaviors and activities, involving specific habits and orientations (Giddens, 2003: 121). Through these behaviors, an individual is interpreted, and their personal identity is defined (Giddens, 2003: 143). In sociology, the concept of lifestyle is understood in two ways: first, lifestyle signifies wealth and social status and is often used as an indicator of social class. Second, lifestyle is viewed as a modern phenomenon that makes sense only within the context of modernity and the rise of consumer culture (Khajeh-Sarvi & Tabakhi-Mamaghani, 2013). The meaning and concept of lifestyle vary across regions, such as in taste, style, fashion, and lifestyle itself (Arjmand Siahpoush et al., 2014). Communities, based on their environmental conditions, have unique lifestyles that, until recently, evolved very slowly. However, since the advent of industrialization and modernity, lifestyle changes have accelerated due to technological advances and interactions with other regions (Bazrafshan & Toulabi-Nejad, 2017).

There are diverse perspectives on the concept of lifestyle, with each theorist focusing on particular aspects of individual and societal life. Max Weber and Pierre Bourdieu, as the leading theorists in this field, emphasize the role of social and class factors in shaping lifestyle. Weber sees lifestyle as a set of shared values and customs that emerge within social groups and give their members a collective

identity. According to him, lifestyle is influenced by individuals' economic and social class positions, and through behaviors and consumption patterns, social status is reinforced (Weber, 1922). Bourdieu argues that lifestyle is the result of cultural taste and social capital inherited from one's social class. In Bourdieu's view, lifestyle serves as a means of social distinction, with cultural differences and consumption choices contributing to the reproduction of social inequalities (Bourdieu, 1984).

Additionally, Anthony Giddens defines lifestyle as a set of reflective and conscious choices in modern societies. According to him, individuals in the modern world shape their lifestyle not only based on social conditions but also through conscious choices in areas such as food, clothing, and leisure. These choices, while appearing voluntary, are influenced by social and economic pressures, leading to the redefinition of personal identity (Giddens, 1991).

Moreover, Arlie Russell Hochschild, in her research, has focused on the role of emotions in lifestyle, showing that emotional labor in both work and family environments constitutes part of individuals' lifestyles. From her perspective, how emotions are managed and expressed in social and professional interactions significantly influences lifestyle (Hochschild, 1983).

On the other hand, Michel Foucault emphasizes power and social discourses as key determinants of lifestyle. In his view, lifestyle results from power relations and institutions such as the state, media, and education systems, which guide individuals to manage themselves within specific social frameworks (Foucault, 1978).

In the field of health, lifestyle is examined by Francesca Brivio and her colleagues in health psychology. They highlight the complexity of defining lifestyle and emphasize that a healthy lifestyle should combine both individual and social dimensions. This view stresses that lifestyle is shaped not only by individual behaviors but also by social factors (Brivio et al., 2023).

In more recent studies, Maurice and other researchers have emphasized social interactions and cultural networks as critical factors in shaping lifestyle. They view lifestyle as a social and cultural process that stems from individual and social interactions, defining personal identity in relation to society (Zhan, 2023).

In summary, the diverse perspectives on lifestyle demonstrate that this concept is influenced by individual choices as well as by social, economic, cultural, and even emotional structures. Therefore, lifestyle, as a complex and multifaceted factor, should be studied within broader frameworks that consider both the individual and the social relations and institutions that shape it. This theoretical diversity in lifestyle studies can enrich the theoretical framework of your research and reflect that lifestyle simultaneously mirrors personal identity and reproduces social structures.

This research focuses on Giddens' and Weber's theories to explore how rural-urban linkages impact the lifestyle of rural residents in the study area.

According to studies on rural-urban linkages, two main strategies for economic and social transformations and changes in rural lifestyle exist: the first is the modernization model, and the second is the local development and rural-urban linkages model (Van der Ploeg et al., 2000). In the modernization model, modernization refers to upgrading and following the lead of developed countries, which has various effects on human life. In this model, urban modernization leads to rural development and changes in rural life (Visser and Spoor, 2011). In contrast, rural-urban linkages are derived from the "local development model" (Efendiev & Sorokin, 201). In local development, the reciprocal relationships between cities and villages lead to changes in rural life. According to this model, transformations in rural life are realized when mutual connections exist between rural and urban areas (Gebre & Gebremedhin, 2019). Rural-urban linkages bring about various economic, political, social, and cultural changes in rural communities, causing villages to move toward more advanced and complex patterns.

Rural-urban interdependence creates interconnected spaces economically, socially, and environmentally, and through mutual linkages, it affects rural life (Gebre & Gebremedhin, 2019). Rural-urban linkages in different regions can impact rural lifestyle by influencing assets, access to local markets, pricing policies, and access to food markets, as well as food consumption diversity (Sanaei Moghaddam et al., 2016). This process (rural-urban linkages) also brings changes in various structures such as occupational structures, rationality (Inglehart and Welzel, 2005),

aesthetic preferences, and ideologies (Zokayi, 2007); changes in local communities' behavior and attitudes (Nazoktabar et al., 2015); shifts in individualism and perspectives on economic progress and success, based on Inglehart's theory (Inglehart, 1997); changes in rural households' livelihoods (Goodwin Hawkins, 2014); and changes in rationality, leading to more efficient economies in rural communities (Inkeles, 1993). Rural-urban linkages also result in increased mobility between rural and urban areas, enhanced telephone communications, and improved mutual understanding between rural and urban residents. Economically, they lead to improved income levels, new job opportunities, the flourishing of commercial and service activities, the formation of markets, and greater participation of rural residents, including women, in the urban economy. This participation creates rural-urban linkages, establishes economic networks, stimulates urban markets, promotes rural tourism, increases interest in purchasing land, building second homes, and reverse migration in rural areas (Rokhsarzadeh et al., 2016). These changes vary according to social

classes and the social spaces in which individuals live, affecting the economic, social, and cultural dimensions of rural households' lifestyles.

In this study, based on the research literature, three dimensions of lifestyle—cultural, economic, and social—are examined as the variables and dimensions of the research. Through spatial linkages between urban and rural areas, the effects and role of these spatial connections on the lifestyle of rural households are explored.

Based on the theoretical framework outlined, rural-urban linkages include the flow of information, goods, capital, and people. These linkages directly and indirectly impact the economic, social, and cultural aspects of rural life. The economic aspects of rural lifestyle, such as income generation, wealth accumulation, and materialism, change through rural-urban linkages and the flows they generate. The social and cultural aspects of rural lifestyle, which include factors like behavioral patterns, diet, clothing, cultural and linguistic patterns, place attachment, and consumerism, are influenced by the interactions between urban and rural settlements.

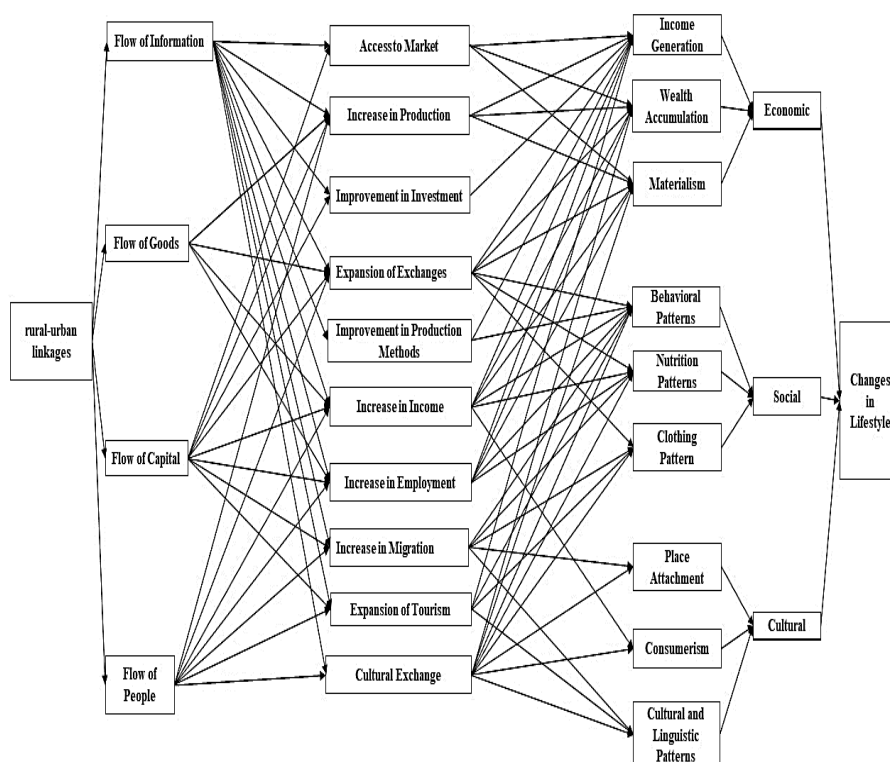


Figure 1. Conceptual model of research

3. Research Methodology

3.1 Geographical Scope of the Research

The Lasht Nesha district is one of the districts of Rasht County, located in Gilan Province in northern Iran. The primary occupation of the people in this region is agriculture, with most of them engaged in rice cultivation. The district has 6,100 agricultural operators and 4,394 hectares of

cultivated land. As of 2016, Lasht Nesha district had 46 inhabited villages with a population of approximately 32,000 people. The town of Lasht Nesha, the center of the district, had a population of 10,539. Additionally, the villages of the region maintain daily interactions with other towns in the area, including Kuchesfahan, Khomam, and the metropolitan city of Rasht.

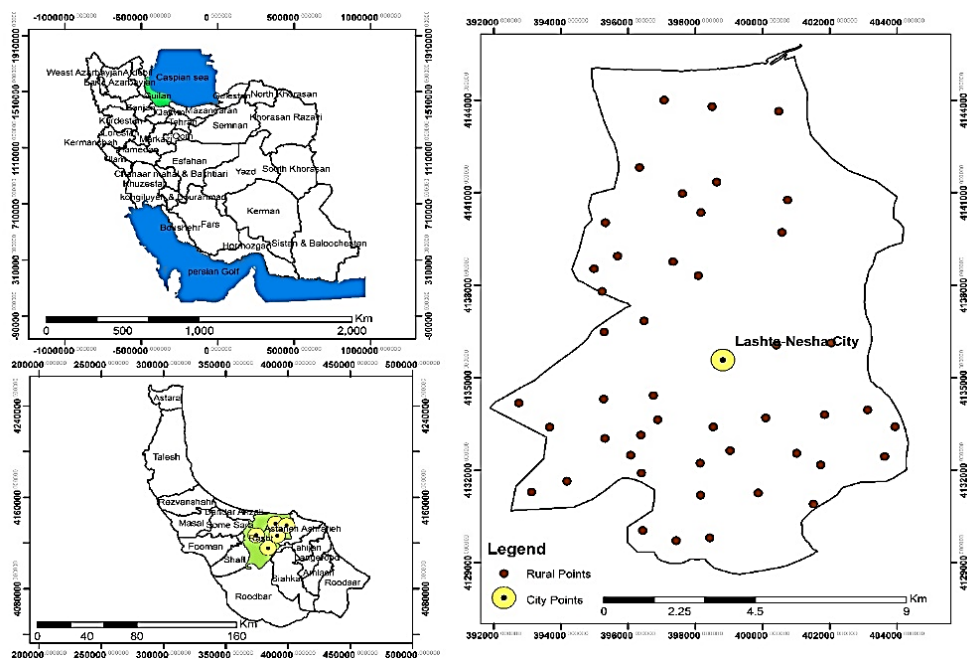


Figure 2. Geographical location of Lasht Nesha

3.2. Methodology

The present research is classified as applied research and, in terms of "method," falls within the "descriptive-analytical" framework. Information was collected using both "documentary" and "field" methods. The statistical population includes rural households in the Lasht-e Nesha district. A sample of 360 respondents was selected using Cochran's formula and simple random sampling. The measurement tool in this research was a researcher-made questionnaire. After collecting and categorizing the data, SPSS software was used

to analyze the data through descriptive and inferential statistics. For data analysis, linear regression fit tests and multivariate regression were employed. To assess reliability, a preliminary sample of 15 questionnaires was pre-tested, and the reliability coefficient was calculated using Cronbach's alpha method. The obtained alpha for different dimensions is presented in Table (1). Given that the overall value of 0.84 is higher than 0.70, it can be said that the scale has acceptable reliability. Additionally, the validity of the questionnaire was confirmed based on the judgment and opinion of experts in this field.

Table 1. Calculated alpha for each lifestyle dimension

dimensions	Cronbach's alpha
social	0.84
economic	0.89
cultural	0.79
total amount	0.84

Additionally, based on the research literature and past studies, the indicators and variables related to the topic of the role of urban-rural linkages in

changing the lifestyle of rural households are extracted and presented in Table (2).

Table 2. The indicators and variables related to the topic of the role of urban-rural linkages in changing the lifestyle of rural households

lifestyle dimensions	indicator	item
social	behavioral changes	Level of interest in living in the city, Level of village-city interaction, Level of decrease in family interactions, Interest in engaging in individual activities, Increase in personal profit versus collective profit, Level of trust and cohesion with village residents, Level of families' inclination towards urban lifestyle, Ethnic and religious interaction
	nutrition patterns	The interest in using ready-made food, the interest in using restaurant food, the amount of use of snacks (chips, puffs, etc.), the amount of cooking food in traditional ways.
	changes in clothing	The decrease in the use of local clothes, the trend towards clothes with foreign designs, the increase in the use of cosmetics and hygiene products, the level of unwillingness to use local and local models and clothing,
economic	income generation	The degree of tendency towards income-generating activities, the degree of effort to have more jobs, the monetary view of work and activities, the degree of achievement of profit motivation in works and activities.
	wealth accumulation	Attempting to acquire wealth in any way (even unorthodox ways), accumulation of wealth, level of contentment with reasonable level of wealth, level of sensitivity towards financial relationships, level of savings
	materialism	Luxury in life, the tendency to own a house and own vehicles, the degree of dependence on material things in life, the degree of tendency to unnecessary devices, considering money as superior in everything.
cultural	place attachment	Decrease in the level of attachment to the place, the level of satisfaction with commuting in the place, the level of feeling comfortable in one's village compared to other places, preferring to live in the village instead of the city, staying in the village where one lives, satisfaction and desire to live in the village.
	consumerism	Increasing diversity in food consumption, the amount of food and store use at home, low tendency to use food raw materials, increasing the amount of use of luxury and luxury items,
	cultural and linguistic changes	Decrease in the interest in using the local language, the interest in using Persian in conversation, the interest in learning English among the village youth, the use of new words and terms instead of local expressions, not teaching the mother tongue to children.

Source: Khaja-Seravi and Tabakhi-Momghani, 2012; Rokhsarzadeh et al., 2015; Bazarafshan and Toulabi-Najad, 2016; Bahrami, 2018; Gebar and Gebarmadhim 2019; and Ismailov et al.,

4. Research Findings

The examination of the descriptive findings of the research and the distribution of the questionnaire among the sample respondents indicated that the majority of respondents were aged between 30 and 40 years. In terms of education, most respondents had an education level of middle school or higher.

Regarding employment, 52.7% of the sample population were farmers or involved in agricultural activities. In terms of gender, the descriptive findings showed that 83.03% of the respondents were male. Regarding marital status, 88.8% of the respondents were married. Complete information

on the descriptive findings related to the respondents is presented in Table 3.

Table 3. Description of the Frequency of the Study Population

variable	most responsive	number of respondents	percent
age	30 to 40 years	202	57.2
education	middle school and above	159	44.1
gender	man	299	83.03
marital status	married	320	88.8
main job	agriculture	190	52.7

4.1. The role of rural-urban linkages on changing the lifestyle of rural households

As mentioned in the research methodology, to answer the first research question regarding the linear relationship between rural-urban linkages in Rasht County and changes in the lifestyle of rural residents, regression fitting and Fisher's statistic were used. Accordingly, the coefficient of determination is 0.987, indicating that the independent variable (rural-urban linkages) explains 98 units of the changes in the dependent variable (lifestyle of rural residents). Additionally, the significance level is smaller than 0.000, so the null hypothesis of the regression model's

insignificance is rejected with 99% confidence. Therefore, the regression model is statistically significant, indicating a highly significant coherence between the variable of rural-urban linkages and the lifestyle of rural households in Rasht County. Thus, rural-urban linkages have caused changes in the lifestyle of rural households in the studied area. Tables (4) and (5) show this. Therefore, based on the findings of this part of the research, it can be said that there is a significant linear relationship between rural-urban linkages in Rasht County and changes in the lifestyle of rural residents in this region. Thus, the first research question is answered.

Table 4. Variance analysis of factors influencing the lifestyle of villagers

standard error	corrected coefficient of determination	coefficient of determination	multiple correlation coefficient
0.015	0.742	0.987	0.821

Table 5. Analysis of variance based on the presence of linear relationship between variables

components	sum of squares	degrees of freedom	mean Squares	F	significance level
Regression effect	8.232	4	3.892	46.561	0.00
Residual	2.512	99	0.001		
Total	12.346	359			

To answer the second research question and examine the effects of rural-urban linkages on changing the lifestyle of rural residents, as well as to assess the important influencing dimensions and indicators, multivariate regression was used.

The findings indicate that for all variables (except for place attachment), the significance level is 0.000. The β values show that among the social indicators of lifestyle changes for rural residents in Rasht County, rural-urban linkages have had the greatest impact on changes in clothing with a beta coefficient of 0.386. In the next order, rural-urban linkages and the high interaction of rural residents with the city have influenced behavioral changes with a beta coefficient of 0.371

and nutrition patterns with a beta coefficient of 0.328. As a result, rural households in the studied area have changed their behavioral patterns, nutrition patterns, and clothing patterns by following urban trends.

Examining the impacts of rural-urban linkages on the economic lifestyle changes of rural households in Rasht County shows that these linkages and close interactions between the city and village have influenced materialism with a beta coefficient of 0.315. Rural households have thus oriented their economic behavior towards materialism. Among the economic variables, village-city relationships have respectively influenced wealth accumulation with a beta coefficient of 0.263 and income

generation with a beta coefficient of 0.152. These coefficients indicate that village-city interactions also impact the economic lifestyle patterns of rural residents.

Finally, the findings, according to the β ETA values, indicate that among the cultural indicators of lifestyle changes for rural residents in Rasht County, rural-urban linkages have had the most significant impact on consumerism with a beta coefficient of 0.442. This indicates that consumerism and the tendency towards consumerism have increased among rural households in the studied area. In the next order, cultural and linguistic changes have a beta coefficient of 0.298. Among the cultural lifestyle variables, rural-urban linkages have had the least impact on place attachment with a beta coefficient

of 0.058. Rural households believe that their relationship with the city and urban interactions have had a minimal impact on their place attachment. Table (6) presents the impact coefficients of rural-urban linkages on the lifestyle variables of rural residents across three dimensions.

Final examinations of rural-urban linkages and their impact on lifestyle changes of rural households in Rasht County showed that rural-urban linkages have had the most significant impact on changes in clothing and behavioral changes among social lifestyle indicators, on materialism and wealth accumulation among economic lifestyle indicators, and on consumerism and cultural and linguistic changes among cultural lifestyle indicators.

Table 6. The effect coefficients of rural-urban links on the lifestyle variables of villagers

lifestyle dimensions	indicator	standardized coefficient	unstandardized coefficient		T	significance level
		BETA	standard error	B		
	intercept	-	0.025	0.045	1.843	0.00
social	behavioral changes	0.371	0.007	0.270	4.942	0.00
	nutrition patterns	0.328	0.007	0.249	3.561	0.00
	changes in clothing	0.386	0.008	0.345	4.047	0.00
economic	income generation	0.152	0.015	0.247	7.88	0.00
	wealth accumulation	0.263	0.004	0.123	3.653	0.00
	materialism	0.315	0.013	0.101	9.12	0.00
cultural	place attachment	0.058	0.031	0.034	1.100	0.076
	consumerism	0.442	0.017	0.182	11.24	0.00
	cultural and linguistic changes	0.298	0.012	0.150	11.39	0.00

In Table (7), the impact coefficients of rural-urban linkages on the overall dimensions of the lifestyle of rural residents in Rasht County have been examined. The findings, based on the β ETA values, indicate that among the three dimensions of social, economic, and cultural lifestyle of rural residents in Rasht County, rural-urban linkages have the greatest impact on the social dimension of the lifestyle of rural residents, with an impact coefficient of 0.361. These connections have led to behavioral changes, nutrition patterns, and changes in clothing for rural households in the rural areas of Rasht County. The next most significant impact of lifestyle changes pertains to the cultural dimension, with an impact coefficient of 0.266. Rural-urban linkages have caused cultural lifestyle changes in rural households in the region through decreased place attachment, consumerism, and cultural and

linguistic changes. Finally, the impact of rural-urban linkages has the least effect on the economic dimension. Nevertheless, the analyses showed that rural-urban linkages have altered the economic lifestyle of rural households in the study area through income generation, wealth accumulation, and materialism.

Based on these interpretations and findings, it can be said that the major impacts of rural-urban linkages on changing the lifestyle of rural residents are, in order, related to the social (0.361), cultural (0.266), and economic (0.152) dimensions. Each of these dimensions is manifested through indicators such as behavioral changes, nutrition patterns, changes in clothing, income generation, wealth accumulation, materialism, place attachment, consumerism, and cultural and linguistic changes.

Thus, the second research question has also been answered.

Table 7. Impact Coefficients of Rural-Urban Linkages on the Dimensions of Rural Residents' Lifestyle

dimensions	standardized coefficient	unstandardized coefficient		T	significance level
	BETA	standard error	B		
intercept	-	0.011	0.052	1.745	0.00
social lifestyle	0.361	0.008	0.263	4.889	0.00
economic lifestyle	0.243	0.005	0.112	3.456	0.00
cultural lifestyle	0.266	0.006	0.251	3.621	0.00

5. Discussion and Conclusion

This study examined the impact of rural-urban linkages on the changes in the lifestyle of rural households in the Lasht Nesha district of Rasht County. The results indicated that these linkages have significant effects on three dimensions: social, economic, and cultural, as outlined below:

In the social dimension, rural-urban linkages have led to changes in behavior, dietary patterns, and clothing among rural households. These changes suggest that continuous interactions with urban areas have driven rural residents to adopt urban lifestyle patterns. For example, increased consumption of fast food and restaurant meals, a decline in the use of traditional clothing, and an increased use of cosmetic and hygiene products demonstrate the direct impact of these linkages on the social lifestyle of rural residents.

Overall, it can be said that rural-urban linkages have significant effects on lifestyle patterns, norms, and social behaviors in rural communities, including:

- **Changes in behaviors and norms:** The introduction of urban lifestyles to rural areas may lead to the gradual adoption of new social norms, including new consumption behaviors, social relations, and even daily lifestyle choices. For example, traditional dietary preferences may shift toward more processed and faster food options.
- **Erosion of cultural identity:** Increased interactions with urban areas may lead to the erosion of cultural identity and traditional norms. Rural residents may distance themselves from local customs to conform to new social standards.
- **Increased social inequalities:** These changes may exacerbate social inequalities, as some individuals may be more capable of adapting to these changes, potentially widening social and economic disparities within the community.

Rural-urban linkages have also had significant cultural impacts on rural residents. Increased consumerism, linguistic changes, and a reduction in place attachment are among the major cultural changes observed in this study. These changes indicate that rural residents have been influenced by urban culture, leading to shifts in their cultural and linguistic patterns.

In summary, rural-urban linkages have profound effects on the identity, customs, and social attitudes of rural communities, which can be summarized as follows:

- **Changes in cultural identity:** Connections with urban areas can lead to shifts in the cultural identity of rural residents, as they may gradually adopt new cultural habits and behaviors that may conflict with local traditions.
- **Cultural diversity:** The introduction of new cultural elements to rural communities may increase cultural diversity, but it can also weaken local cultures. This diversity can be seen as both an opportunity and a challenge.
- **Decline in the use of local languages:** As cultural and social norms change, the use of local languages and dialects may decline, which could lead to the erosion and eventual disappearance of local cultures.

It should be noted that the above-mentioned socio-cultural findings are largely explainable through the theories of Weber and Giddens.

In the economic dimension, rural-urban linkages have resulted in increased income generation, wealth accumulation, and materialism among rural households. These changes reflect improved economic opportunities due to better access to markets and increased investment. Notably, the pursuit of wealth and the desire for homeownership and vehicle ownership are key indicators of these economic changes.

In general, rural-urban linkages have had significant effects on livelihoods and economic

opportunities in rural communities, with the most important effects being:

- Access to markets: Better connections with cities can enable rural households to access new markets and increase their incomes. This helps residents participate in new economic activities such as entrepreneurship and small businesses.
- Changes in consumption patterns: With increased income and access to urban products, rural households may shift towards consuming luxury goods and more modern services, which can lead to increased demand in local markets.
- Improvement of infrastructure: Urban linkages can contribute to the improvement of rural infrastructure, including transportation, electricity, and water supply, which in turn can enhance living conditions and economic activities.

Overall, the research findings indicate that rural-urban linkages have had extensive impacts on the lifestyle changes of rural households in the Lasht Nesha district of Rasht County. Contrary to the findings of Yousefnia and Haghighatian's 2016 study in Zanjan, which identified economic, cultural, and social factors as having the greatest impact, the present study found that in the study area, the greatest impact of rural-urban linkages was on cultural, social, and economic dimensions, respectively. In particular, in the cultural dimension, consumerism and cultural and linguistic changes were most significant, followed

by changes in clothing and behavior in the social dimension, and materialism, wealth accumulation, and income generation in the economic dimension. Recommendations: To expand interactions between urban and rural areas and preserve rural lifestyles, the following actions are recommended:

- Developing communication and information infrastructure to provide better access to information and markets, thereby improving the economic and social conditions of rural residents.
- Promoting experiential tourism in rural areas to create tourism opportunities, improve the economic conditions of rural residents, and at the same time preserve local culture and traditions.
- Preserving and strengthening local culture through promoting the use of local language and culture, organizing local festivals such as bullfighting or "Vazajang" and other local games.

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Authors' contributions

The authors equally contributed to the preparation of this article.

Conflict of interest

The authors declare no conflict of interest.

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تبیین اثرات پیوندهای روستایی-شهری بر تغییر سبک زندگی روستایی (مطالعه موردی: بخش لشت نشا، گیلان، ایران) الناز عاشری-گفشه، مجید یاسوری

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چکیده مبسوط

۱. مقدمه

در چند دهه اخیر، سبک زندگی خانوارهای روستایی با تغییرات گسترده‌ای مواجه شده است که یکی از عوامل تأثیرگذار اصلی بر این تغییرات، پیوندهای شهری-روستایی است. این پیوندها، با ایجاد جریان‌های اقتصادی، فرهنگی و اجتماعی میان مناطق شهری و روستایی، مرزهای سنتی زندگی را کاهش داده و موجب شکل‌گیری الگوهای زندگی جدید در مناطق روستایی شده‌اند. منطقه لشت‌نشا در شهرستان رشت نیز یکی از مناطق روستایی است که به دلیل موقعیت جغرافیایی خود در نزدیکی مناطق شهری، به شدت تحت تأثیر این پیوندها قرار گرفته است. از آنجا که بررسی تأثیرات این پیوندها بر ابعاد مختلف زندگی روستایی از اهمیت ویژه‌ای برخوردار است، پژوهش حاضر با هدف تحلیل این تأثیرات و به‌ویژه تغییرات ناشی از پیوندهای شهری-روستایی در سبک زندگی خانوارهای روستایی لشت‌نشا انجام شده است. این مقاله به دنبال پاسخ به این سؤال است که چگونه و به چه میزانی پیوندهای شهری-روستایی بر ابعاد مختلف زندگی روستاییان تأثیرگذار بوده و چه تغییراتی را در ساختار زندگی آن‌ها به وجود آورده است.

۲. مبانی نظری تحقیق

چارچوب نظری این پژوهش بر مبنای نظریات ماکس وبر و پیر بوردیو در زمینه سبک زندگی و تأثیرات عوامل خارجی بر آن استوار است. طبق نظریه بوردیو، سبک زندگی، نمادی از سرمایه فرهنگی و اجتماعی افراد است که بیانگر تفاوت‌های طبقاتی و اجتماعی نیز می‌باشد. سبک زندگی از ترکیب عواملی چون ارزش‌ها، عادات مصرفی و شیوه‌های رفتاری شکل می‌گیرد که همواره تحت تأثیر شرایط اقتصادی و اجتماعی موجود قرار دارد. در این پژوهش، پیوندهای شهری-روستایی به عنوان عاملی برای ورود عناصر شهری به مناطق روستایی و تغییر در الگوهای رفتاری، مصرفی و اجتماعی خانوارهای روستایی در نظر گرفته شده است. از سوی دیگر، نظریه توسعه پایدار

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به عنوان یکی از مبانی اصلی تحلیل این تأثیرات استفاده شده و بر لزوم ایجاد توازن میان توسعه شهری و حفظ ساختارهای فرهنگی و اجتماعی روستا تأکید دارد. این چارچوب نظری به تحلیل دقیق‌تر تغییرات سبک زندگی و تأثیرات پیوندهای شهری-روستایی در این زمینه کمک می‌کند و دیدگاهی جامع درباره ارتباط میان این پیوندها و ساختارهای زندگی روستایی ارائه می‌دهد.

۳. روش تحقیق

پژوهش حاضر یک مطالعه کاربردی است که از روش توصیفی-تحلیلی برای تجزیه و تحلیل داده‌ها استفاده می‌کند. داده‌های مورد نیاز این پژوهش از دو طریق مطالعات اسنادی و روش‌های میدانی گردآوری شده‌اند. جامعه آماری پژوهش، خانوارهای روستایی ساکن در بخش لشت‌نشا از توابع شهرستان رشت است. با توجه به تعداد خانوارها، نمونه‌ای به حجم ۳۶۰ خانوار با استفاده از فرمول کوکران و روش نمونه‌گیری تصادفی ساده انتخاب شد. ابزار گردآوری داده‌ها در این پژوهش پرسشنامه بوده که از نظر روایی و پایایی مورد ارزیابی قرار گرفت. ضریب آلفای کرونباخ برای تمامی ابعاد تحقیق بالای ۰.۷۰ به دست آمد، که نشان‌دهنده پایایی قابل قبول ابزار است. برای تحلیل داده‌ها، از نرم‌افزار SPSS و آزمون‌های آماری مختلف از جمله رگرسیون خطی و چندمتغیره استفاده شد. این روش‌ها امکان سنجش و تحلیل دقیق تأثیرات پیوندهای شهری-روستایی بر ابعاد مختلف زندگی خانوارهای روستایی را فراهم می‌کنند و امکان بررسی میزان تأثیرگذاری متغیرهای گوناگون را می‌دهند.

۴. یافته‌های تحقیق

یافته‌های پژوهش نشان می‌دهد که پیوندهای شهری-روستایی تأثیرات چشمگیری بر سبک زندگی خانوارهای روستایی داشته‌اند. در بعد اجتماعی، تغییرات قابل توجهی در رفتارهای روزمره، الگوهای تغذیه و پوشاک خانوارها مشاهده شد. به عنوان مثال، گرایش به مصرف غذاهای آماده، استفاده از لباس‌های مد روز و تغییر الگوهای

داشته‌اند. بیشترین تأثیر این پیوندها در بعد فرهنگی مشاهده شده که شامل تغییراتی همچون کاهش تعلق مکانی، گرایش به مصرف‌گرایی و کاهش استفاده از زبان و فرهنگ محلی است. تأثیرات اجتماعی نیز شامل تغییر در الگوهای رفتاری روزانه، مصرفی و نوع پوشاک روستاییان است که نشان‌دهنده گرایش به سبک زندگی شهری است. همچنین، پیوندهای شهری-روستایی منجر به تغییرات اقتصادی نظیر افزایش تمایل به مادی‌گرایی و گرایش به درآمدزایی بیشتر شده‌اند. این تغییرات نشان‌دهنده دگرگونی عمیق در سبک زندگی روستایی است که ساختار سنتی زندگی روستایی را دستخوش تغییر کرده و فضای روستا را به سمت زندگی پیچیده‌تر و مدرن‌تر سوق داده است. بر اساس این یافته‌ها، پیشنهاد می‌شود که برنامه‌ریزان و سیاست‌گذاران با توسعه زیرساخت‌های ارتباطی و حفظ فرهنگ و سنن محلی، از تأثیرات منفی این پیوندها کاسته و از فرصت‌های به وجود آمده برای ارتقای کیفیت زندگی روستاییان بهره‌برداری کنند.

کلیدواژه‌ها: پیوند شهری-روستایی، سبک زندگی، توسعه روستایی، لشت‌نشا، تغییرات فرهنگی، مادی‌گرایی، تعلق مکان.

تشکر و قدرانی

پژوهش حاضر حامی مالی نداشته و حاصل فعالیت علمی نویسندگان است.

رفتاری نشان می‌دهد که فرهنگ مصرفی شهری به تدریج جایگزین سنت‌های روستایی می‌شود. در بعد اجتماعی، علاوه بر تأثیرات مثبت، کاهش انسجام اجتماعی، افزایش فردگرایی و کاهش تعاملات بین‌فردی نیز از جمله تغییرات قابل توجه ناشی از این پیوندهاست که بر ساختارهای اجتماعی روستا تأثیر منفی گذاشته است. در بعد اقتصادی، پیوندهای شهری-روستایی منجر به ایجاد تغییرات مهمی در نگرش‌ها و رفتارهای اقتصادی روستاییان شده‌اند. از جمله این تغییرات می‌توان به افزایش تمایل به مادی‌گرایی، ثروت‌اندوزی و تمایل به کسب درآمد بیشتر اشاره کرد. همچنین، روستاییان با استفاده از فرصت‌های شغلی بیشتر در مناطق شهری و دسترسی به بازارهای شهری، درآمد خود را افزایش داده و تمایل بیشتری به مالکیت دارایی‌های شهری نظیر خانه و خودرو پیدا کرده‌اند. در بعد فرهنگی نیز تغییرات قابل توجهی مشاهده می‌شود. به عنوان مثال، استفاده کمتر از زبان محلی و تغییر در فرهنگ گفتاری و رفتاری به سمت الگوهای شهری، کاهش تعلق مکانی و افزایش مصرف‌گرایی از جمله نشانه‌های بارز تغییرات فرهنگی است که تحت تأثیر پیوندهای شهری-روستایی در منطقه لشت‌نشا به وجود آمده است.

۵. بحث و نتیجه‌گیری

پژوهش حاضر نشان می‌دهد که پیوندهای شهری-روستایی به میزان قابل توجهی سبک زندگی خانوارهای روستایی را در بخش لشت‌نشا تغییر داده‌اند و اثرات چشمگیری بر ابعاد مختلف زندگی آن‌ها



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