

In recent decades, the fertility rate in all regions of Iran has been declining. Many studies have been carried out to explain this phenomenon in Iran. Still, most underscore the structural rationale behind this confounding shift rather than a change in ideological or value in people's perspective toward lives. The current research is going to scrutinize the role of value changes in the propensities of individuals toward fertility between those who are in marriage age in Kohgiluyeh and Boyer-Ahmad province. In this study, the sample size is 400 people, and Inglehart's theory of values and cultural transformation has been used as a theoretical framework. The results of multivariate analysis through Poisson regression showed that after controlling other variables, the value orientation retained its significant effect on the fertility tendencies_ How many children do you love to have? _ of the individuals. In fact, by changing one unit in value orientation, fertility tendencies increase by 23 percent. Individuals with a material value orientation tend to have more children in comparison with those who have metamaterial value orientation. Education has a negative effect on fertility desires, with one unit increase in people's education, around 3 percent the chance of having a child decline. The vicinity in which people live, urban or rural, also has an impact on the desired fertilities of people. People who live in villages tend to have more children (11%). The social class, however, does not have a significant relationship with fertility propensity. Employment, which is a fundamental issue in Iran due to overarching rival in market forces, affects the number of desired children. It means that those who are unemployed or their partners challenging with unemployment tend to have fewer children (14%).

Keywords: Value orientation, fertility tendencies, people on the verge of marriage, Kohgiluyeh and Boyer Ahmad, Theory of Value Cultural Transformation