

The Impact of Changing Lifestyle in Urban Area Youths: A Study Conducted in Mysuru.

Author Name: **Kushi MM**

Second Author Name: **Madhunayaka**

Vidya Vikas Institute of Engineering and Technology, Mysuru

Assistant Professor, Vidya Vikas Institute of Engineering and Technology, Mysuru

ABSTRACT

Rapid modernization and digital globalization are dramatically reshaping the daily habits of India's urban youth. This study investigates the socio-cultural, physical, and psychological impacts of these shifting lifestyles among young adults in Mysuru, focusing on how they balance modern consumerist desires with traditional well-being. Adopting a descriptive, cross-sectional survey design, quantitative data was gathered from 50 respondents aged 15 to 35 within the Mysuru City Corporation limits. Data collection focused on digital habits, sleep quality, and physical and mental health, which was subsequently evaluated using descriptive statistics, reliability metrics ($\alpha = 0.739$), and non-parametric Chi-Square tests to evaluate behavioural variations across demographic segments. The findings reveal a pronounced digital dependency, with 44% of the respondents predominantly college-aged individuals between 20 and 24 spending more than four hours daily on social media and digital entertainment platforms. This hyper-connectivity severely disrupts biological cycles, resulting in 38% of the youth, particularly young women, experiencing irregular sleep schedules. Furthermore, 38% of participants regularly struggle with mental strain, anxiety, or the "Fear of Missing Out" (FOMO) tied to peer and lifestyle cultures, while 26% experience chronic physical complaints such as fatigue and back pain. In conclusion, while globalization expands horizons, it fosters a culture of conspicuous consumption and digital reliance that compromises holistic health. These insights underscore an urgent need for institutional interventions, including digital wellness education and campus-based mental health support, to help urban youth successfully navigate modern lifestyles while preserving their physical, psychological, and social well-being.

INTRODUCTION

Change is the law of nature. Social changes are necessary for the development of every society. Change occurs in every walk of life whether it is social, economic, cultural, traditional, technological or personal. In recent years; India has a great transformation not only in economic standard but also in socio-culture factors. The traditional values, norms, and behaviours are being altered into most globalized and global values. Everybody is in mad race to improve their standard of living.

This change in lifestyle affects the every type of class and generation in our country; especially it affects the young people or youth. Youth are a major human resource for the development of a society. No society can hope of translating its dreams and vision into reality with the proper utilization of the potential of youth. But today is the age of globalization and India has moved on the path towards modernization and great technological and confident.

The youth is seen as the prime agent for contributing to the country's economic and social development. The life style of today's youth is confined only to internet, discos and pubs. They want to live a lavish life. They doesn't have any interest in the development of a nation and don't even know what's happening around the world. They are becoming self-centre. They do not realize where they are heading too.

The modern lifestyle of urban youth is distinctly characterised by a transition from necessity to conspicuous consumption. According to Consumer Culture, Modernity and Identity by Dr. Nita Mathur, commodities and premium

leisure spaces such as global retail brands, high-end cafes, gyms, spas are no longer just functional utilities. This shift has prioritised individual self-expression and personal ambition over traditional community-centric values.

Changing lifestyles have fostered immense self-confidence, financial literacy, and entrepreneurial drive. Urban youth are breaking away from rigid, conventional career streams to experiment with passion-driven, global career.

REVIEW OF LITERATURE

Patgiri (2022) in the article “Fast Food Culture and Urban Youths Lifestyle” studied changing food habits among urban Indian youth and found that online food delivery apps and digital lifestyles increased fast-food consumption among middle-class youths. **Priyam, Mehtab, and Vaid (2024) in “Youth Aspirations in Urban India”** Highlighted that urban transformation and globalization changed youth aspirations, education patterns, and career expectations in India. **Namrita Batra (2024) reviewed “Childhood and Youth in India”** Modernization and urban culture strongly affect the everyday experiences and lifestyles of Indian youths. **Sanjay Srivastava (2022) in the book “Masculinity, Consumerism and the Post-national Indian City”** Discussed the impact of urban consumer culture on social identity, lifestyle patterns, and youth behaviour in Indian cities. **Barua, A., Watson, k., Plesons, M., et al. (2020) “stigma Associated with Mental Problems among Young People in India”** The study highlights how modern urban lifestyles create stress, anxiety, and mental health challenges among youth. **Kaul, A. & Chapman, T. (2020) “Life in Lockdown: A survey of India’s Urban Youth”** The study found that lockdown accelerated changes in work habits, social life and digital dependence among urban youth. **Bhawra, J. et al. (2022) “State of the evidence of Active living among children and youth in India”** This paper emphasizes the decline in physical activity among urban youth due to sedentary lifestyles. **Iqbal, R. (2021) “Gendering of Smartphone Ownership and Autonomy among youth”** This study examines the growing role of smartphones and internet usage in shaping youth lifestyles. **Kumar, S. & Rao, P. (2023) “Urban Youth Lifestyle and Consumer Behaviour in India”** This book discusses how urbanization influences youth habits, fashion, food preferences, and social behaviour. **Sharma, D. (2024) Decoding Financial Behaviour: “An Analysis of Urbanised Households in India”** This research shows how changing consumer behaviour and spending patterns influence youth lifestyles.

STATEMENT OF THE PROBLEM

Because of the rapid economic growth, global integration, and technological expansion in contemporary urban India have drastically altered the lifestyle patterns of its youth. These macro-economic shifts have created economic opportunities and global connectivity, they have simultaneously generated severe socio-cultural, psychological, and psychological friction at the individual level. The main problem lies in the disruption of traditional Indian value systems without the establishment of a sustainable modern framework. Here, urban youths are increasingly trapped in a continuous routine of conspicuous consumption, where their personal identity and social worth are dictated by luxury spending. This shift creates deep financial strain and psychological anxiety. The rise of digital hyper-connectivity has systematically intercepted face to face social interactions, leading to fragmented family structures, a weakening of community support systems, and unmatched levels of urban loneliness.

NEED FOR THE STUDY

India is currently home to the world’s largest youth population, making its young citizens the primary engine of national development. Because the choices, behaviours, and values of urban youth directly shape the country’s economic and social future, studying them is not just relevant it is critical. The shift towards westernised dietary habits, and sedentary routines has triggered a sharp rise in non-communicable lifestyle disorders among urban youth. Issues like chronic stress, obesity. The constant reliance on virtual spaces frequently intercepts genuine face to face social interactions, anxiety, and depression. Urban youths strictly as a highly profitable consumer segment to be targeted by global brands. The moral ambivalence young Indians feel as they attempt to balance global consumerist desires with traditional family expectations.

OBJECTIVES

1. To analyse how demographic variables (such as gender, income, and employment status) influence lifestyle shifts and their subsequent impacts.
2. To examine the relationship between specific independent lifestyle factors (e.g., screen time, fast-food culture) and dependent outcome variables (e.g., health, academic/work performance)
3. To assess the changing lifestyle patterns (diet, digital consumption, physical activity) among urban Indian youth.
4. To evaluate the perceived impact of these lifestyle changes on the physical, mental, and social well-being of the youth.

HYPOTHESES TESTING SUMMARY

To understand whether demographic factors influence the lifestyle patterns of urban youths, a Chi-Square Test of Independence was conducted. The analysis examined whether respondents' opinions differed based on gender and age group. The tests were performed at a 5% level of significance ($\alpha = 0.05$) using data collected from 50 respondents.

Test 1

H₀₁: There is no significant relationship between gender and respondents' opinions about having an irregular sleep schedule due to screen time, work, or social activities.

H₁₁: There is a significant relationship between gender and respondents' opinions about having an irregular sleep schedule due to screen time, work, or social activities.

Test 2

H₀₂: There is no significant relationship between age group and respondents' opinions about experiencing stress, anxiety, or fear of missing out (FOMO) because of changing lifestyle patterns.

H₁₂: There is a significant relationship between age group and respondents' opinions about experiencing stress, anxiety, or fear of missing out (FOMO) because of changing lifestyle patterns.

RESEARCH METHODOLOGY

This study adopts a quantitative research approach to analyse the impact of changing lifestyle among urban youths in Mysuru. The research is descriptive in nature and focuses on collecting numerical data through a structured questionnaire from selected respondents. A sample size of urban youths can be selected by using simple random sampling. The data will be collected from different areas of Mysuru to understand changes in sleeping habits, food habits, social media usage, spending behaviour, physical activity. The collected data will be analysed using statistical tools such as tables, percentage analysis, and charts which helps to identify the relationship between changing lifestyles and their effects on the mental, physical and social well-being of youths.

RESEARCH DESIGN

This descriptive research design employs a cross-sectional survey methodology to systematically measure and profile the changing lifestyle patterns and considered impacts among urban youth within the Mysuru City Corporation limits. Utilizing stratified random sampling to ensure representation across distinct geographic zones by differentiating traditional residential neighbourhoods with rapidly modernizing commercial and IT hubs which helps to gather objective data through a highly structured, closed-ended questionnaire. The instrument standardizes responses into measurable, such as daily screen usage hours, weekly fast-food usage, and self-reported inactive period. All collected data are analysed strictly through descriptive statistics to produce a quantitative demographic-wide snapshot of youth lifestyle trends without inferring causal relationships.

SAMPLING DESIGN

This study will use non-probability sampling where participants are intentionally selected from key urban educational and commercial zones until the student and working youth are fully reached. This allows the descriptive data to accurately reflect the Mysuru youth divisions most influenced by modern lifestyle changes.

SOURCE OF DATA

Primary Data consists of responses gathered via a structured, closed-ended survey questionnaire.

Secondary Data is drawn from published institutional records, including demographic estimates, healthcare tables, and local behavioural trend reports.

Sample Size targets easily reached individuals aged 15 to 35 who reside within the [Mysuru City Corporation](#) limits.

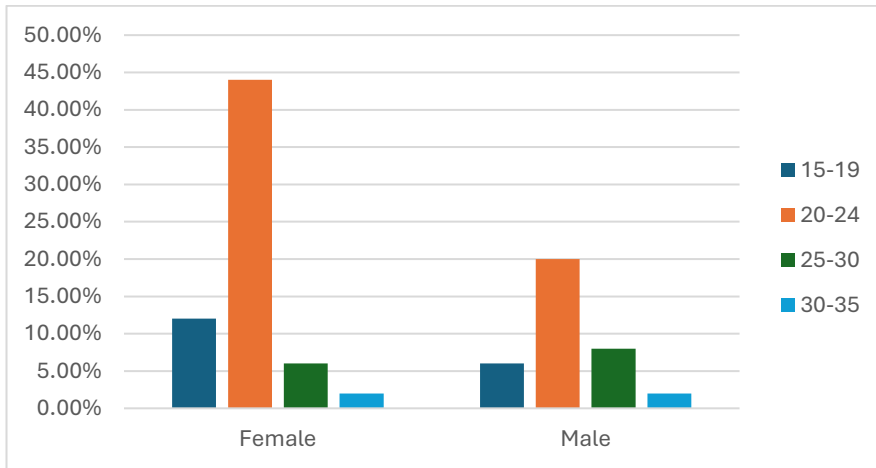
Technique utilizes convenience sampling to survey youth directly at local hubs, such as university campuses and commercial zones.

LIMITATIONS

1. **No cause-and-effect proof:** Because in this study, it only describes current habits, and it cannot prove that a change in lifestyle is the major cause of a specific health problem.
2. **Unfair Representation of all youth:** Because participants are selected based on the accessibility from specific educational and commercial hubs in Mysuru, this data might focus on rich students and miss other types of young people.
3. **Inaccurate Answers from Memory or Honesty:** The study says youth might miscalculate their diet to look healthier.
4. **Only a One-Time Snapshot:** The study cannot show how habits of the youth changeover time, missing shifts like stress during exam months compared to relaxed holidays

DATA ANALYSIS AND INTREPRETATION

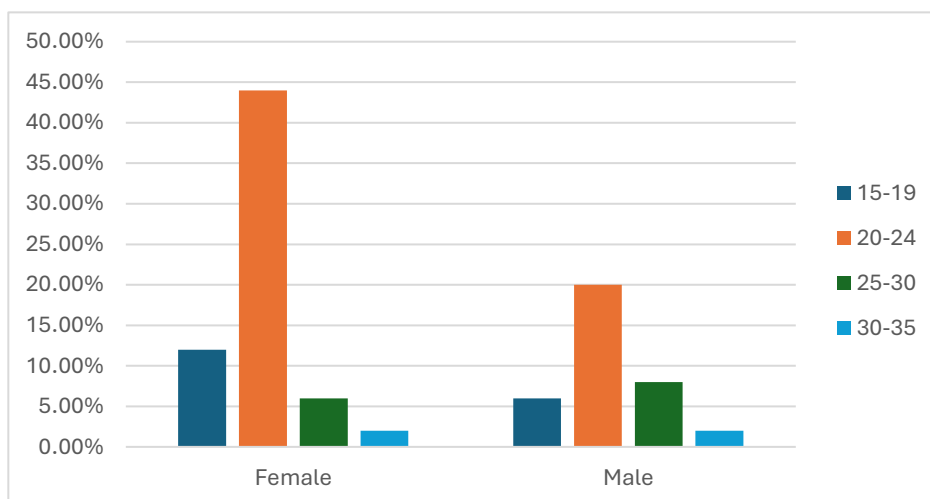
	Age group				
Gender	15-19	20-24	25-30	30-35	Grand Total
Female	12.00%	44.00%	6.00%	2.00%	64.00%
Male	6.00%	20.00%	8.00%	2.00%	36.00%
Grand Total	18.00%	64.00%	14.00%	4.00%	100.00%



Analysis: The cross-tabulation reveals that most of the people in this study were female. 64% were women and 36% were men. Here, most participants, 64% total, were in the 20-24 age group. That group included 44% females and 20% males.

Interpretation: The most respondents were aged 20-24, the data mainly represents college students. But because the group had a lot more women and younger people, the lifestyle patterns we found mostly show the experiences of young urban women, not all young people in general.

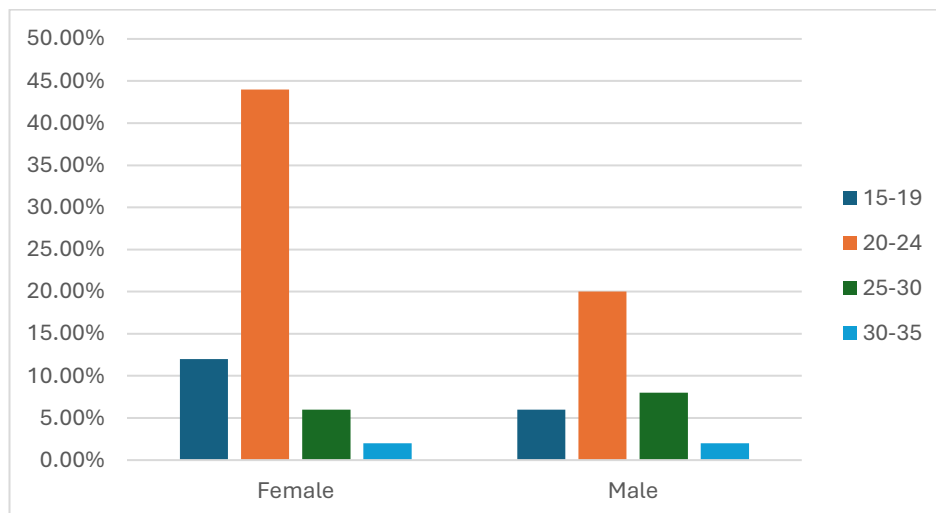
I spend more than 4 hours a day on social media and digital entertainment platforms.						
Age group	Agree	Disagree	Neutral	Strongly agree	Strongly disagree	Grand Total
15-19	4.00%	2.00%	6.00%	4.00%	2.00%	18.00%
20-24	20.00%	18.00%	16.00%	4.00%	6.00%	64.00%
25-30	6.00%	0.00%	4.00%	2.00%	2.00%	14.00%
30-35	4.00%	0.00%	0.00%	0.00%	0.00%	4.00%
Grand Total	34.00%	20.00%	26.00%	10.00%	10.00%	100.00%



Analysis: This table shows that 44.00% of the youth spend 4 hours daily on screens, with the highest concentration (24.00%) found among those aged 20–24. And 30.00% of the participants disagree with this high screen time statement, and 26.00% remains neutral.

Interpretation: This reveals that high level of phone and computer dependency among Mysuru's young adults, which cuts into their sleep and exercise time. The large neutral group also shows that many youths are unaware of just how much time they waste everyday online.

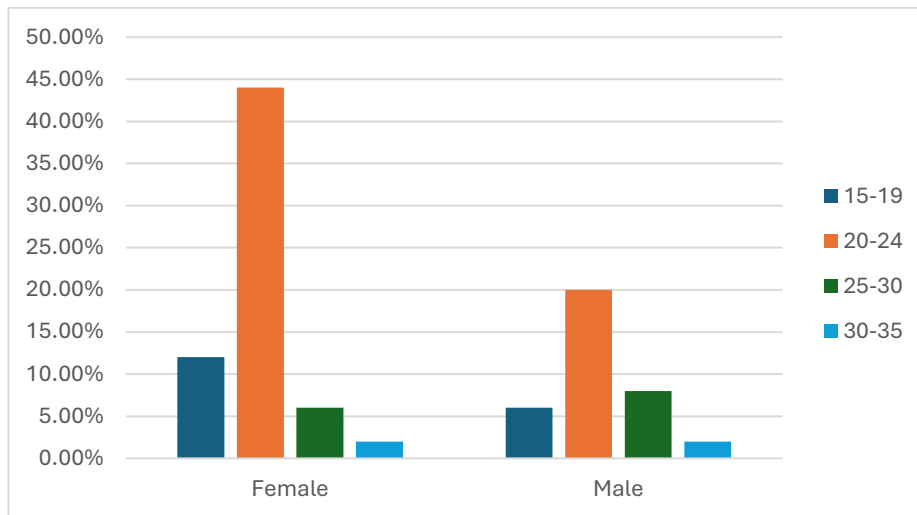
My sleep schedule is irregular, often sleeping late due to late-night screen time, work, or socializing.						
Gender	Agree	Disagree	Neutral	Strongly agree	Strongly disagree	Grand Total
Female	26.00%	14.00%	20.00%	0.00%	4.00%	64.00%
Male	10.00%	12.00%	8.00%	2.00%	4.00%	36.00%
Grand Total	36.00%	26.00%	28.00%	2.00%	8.00%	100.00%



Analysis: This table shows that 38.00% of youth experience irregular sleep due to screen time or socializing, with females reporting higher agreement (26.00%) than males (12.00%). And 34.00% of respondents disagree with having irregular sleep habits, and 28.00% choose to remain neutral.

Interpretation: This highlights that late-night screen use and social habits are disrupting the biological sleep cycles of young adults in Mysuru, especially females. A lot of young people who don't get enough sleep shows they're at risk of being tired all day, having trouble focusing, and feeling mentally drained.

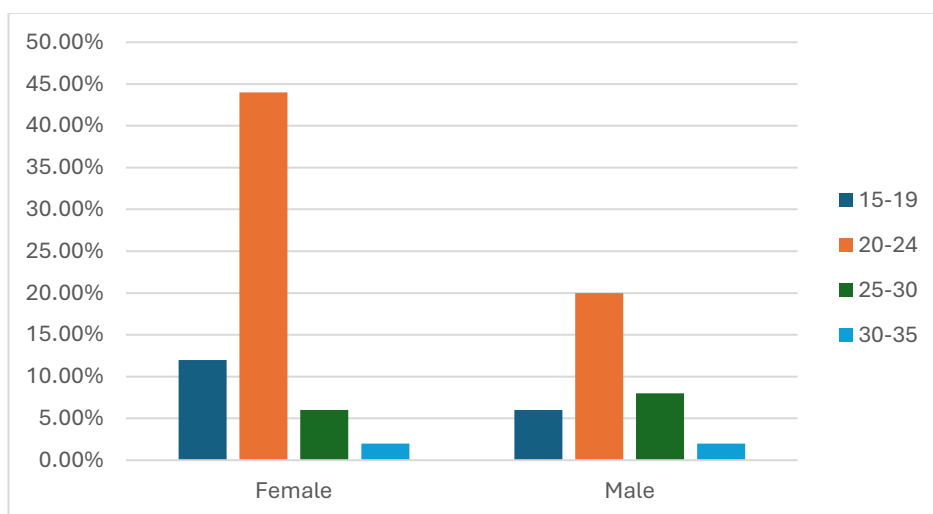
I regularly experience physical health issues like fatigue, weight fluctuations, back pain, or eye strain.						
Gender	Agree	Disagree	Neutral	Strongly Agree	Strongly disagree	Grand Total
Female	12.00%	20.00%	24.00%	6.00%	2.00%	64.00%
Male	8.00%	6.00%	16.00%	0.00%	6.00%	36.00%
Grand Total	20.00%	26.00%	40.00%	6.00%	8.00%	100.00%



Analysis: Here, only 26% of people said they regularly have physical issues like back pain, while 40% were neutral and 34% said no. Females reported issues more than males.

Interpretation: Most youth don't have frequent physical complaints, but women and 20-24 age group show higher rates, so health issues seem more common in young women.

I frequently experience high levels of stress, anxiety, or FOMO (Fear Of Missing Out) related to my lifestyle and peers.						
Age group	Agree	Disagree	Neutral	Strongly Agree	Strongly disagree	Grand Total
15-19	4.00%	0.00%	10.00%	2.00%	2.00%	18.00%
20-24	22.00%	12.00%	22.00%	4.00%	4.00%	64.00%
25-30	0.00%	2.00%	8.00%	2.00%	2.00%	14.00%
30-35	4.00%	0.00%	0.00%	0.00%	0.00%	4.00%
Grand Total	30.00%	14.00%	40.00%	8.00%	8.00%	100.00%



Analysis: 38% of respondents agree or strongly agree they feel stress, anxiety, or FOMO from lifestyle, while 40% were neutral and 22% disagreed. The 20-24 age group makes up most of the "agree" responses at 26%.

Interpretation: Mental stress and FOMO are most common in young adults 20-24, but a large chunk of people aren't sure, so the issue seems concentrated in college-age youth rather than everyone.

SPSS TEST

Scale: ALL VARIABLES

Case Processing Summary

		N	%
cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.739	.739	4

Chi-Square Tests

Value	df	Asymptotic Significance (2-sided)
6.870 ^a	4	.143
6.748	4	.150
50		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is 1.80.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
11. I regularly experience physical health issues like fatigue, weight fluctuations, back pain, or eye strain.	9.32	5.569	.482	.336	.708
12. I frequently experience high levels of stress, anxiety, or FOMO (Fear Of Missing Out) related to my lifestyle and peers.	9.06	4.996	.612	.433	.631
13. My irregular lifestyle habits have a negative impact on my academic performance or work productivity.	9.28	5.634	.500	.308	.697
14. I feel that virtual interactions via social media are replacing genuine, face-to-face connections with my family and friends.	9.00	5.592	.534	.375	.679

NON-PARAMETRIC TESTS

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The categories defined by 1. Gender = Female and Male occur with probabilities 0.5 and 0.5.	One-Sample Binomial Test	.066	Retain the null hypothesis.
2	The categories of 2. Age group occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
3	The categories of 3. Current Occupational Status occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
4	The categories of 4. Monthly household income (INR) occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
5	The categories of 5. Current living Arrangement occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
6	The categories of 6. I spend more than 4 hours a day on social media and digital entertainment platforms occur with equal probabilities.	One-Sample Chi-Square Test	.029	Reject the null hypothesis.
7	The categories of 7. I frequently consume fast food, processed snacks, or order meals from delivery apps rather than eating home-cooked food. occur with equal probabilities.	One-Sample Chi-Square Test	.001	Reject the null hypothesis.
8	The categories of 8. My sleep schedule is irregular, often sleeping late due to late-night screen time, work, or socializing. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
9	The categories of 9. I prefer spending my disposable income on fast fashion, gadgets, cafes, and experiential leisure activities. occur with equal probabilities.	One-Sample Chi-Square Test	.001	Reject the null hypothesis.
10	The categories of 10. Due to a desk-bound routine (studies/desk job), I engage in less than 150 minutes of physical exercise per week. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
11	The categories of 11. I regularly experience physical health issues like fatigue, weight fluctuations, back pain, or eye strain. occur with equal probabilities.	One-Sample Chi-Square Test	.001	Reject the null hypothesis.
12	The categories of 12. I frequently experience high levels of stress, anxiety, or FOMO (Fear Of Missing Out) related to my lifestyle and peers. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
13	The categories of 13. My irregular lifestyle habits have a negative impact on my academic performance or work productivity. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
14	The categories of 14. I feel that virtual interactions via social media are replacing genuine, face-to-face connections with my family and friends. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
15	The categories of 15. I find it difficult to manage my monthly finances due to impulsive lifestyle-driven expenditures. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

FINDINGS

The surveyed youth population in Mysuru is mainly female and concentrated in the 20–24 age bracket, clearly showing college-aged experiences. The data reveals that high digital dependency, with 44% of respondents where they are spending over four hours daily on social media and entertainment platforms. Such constant connection directly harms normal sleep and recovery, causing 38% of youth especially females who have very uneven sleep patterns. Meanwhile 26% of people said they regularly deal with physical issues like fatigue and back pain, 38% reported feeling stressed out, anxious or FOMO. These modern habits leave urban youth more likely to face exhaustion, sleep loss, and mental strain.

CONCLUSION

The Impact of Changing lifestyle in Urban India Youths, it can be conducted that rapid modernization and digital globalization have drastically reshaped the daily habits of urban youth in Mysuru. While these changes help people connect more and learn about the world, they also cause real physical and mental stress for individual. The data shows a worrying reliance on online spaces. Too much screen time cuts into sleep, leading to poor sleep cycles and more fatigue, especially for young women and college students. In addition, our focus on showing off and being online 24/7

has created deeper mental health problems, like FOMO and chronic stress. Overall, the study makes it clear that India's Urban Youth need better support systems and health initiatives to manage modern lifestyles while staying healthy physically, mentally, and socially.

SUGGESTIONS

This study can be made better. Right now only 50 people were asked, and most of them are female college students. We should talk to more men, older people, and people from different backgrounds. Also, instead of doing the survey just one time, we should check in with people over several months to see how their habits change. Adding small group talks will help us understand how young people feel stuck between modern trends and family values. For solutions: 44% of people use their phones too much and 38% don't sleep well. Colleges in Mysuru can start programs to teach healthy phone use. They can also team up with Karnataka's Yuva Spandana program to open mental health centres on campus. This will help 20-24 year olds who face stress, anxiety, and FOMO.

BIBLIOGRAPHY

- Barua, A., Watson, K., Plesons, M., et al. (2020). Stigma Associated with Mental Problems Among Young People in India. *Journal of Adolescent Health*.
- Batra, N. (2024). *Childhood and Youth in India*. New Delhi: Sage Publications.
- Kaul, A., & Chapman, T. (2020). *Life in Lockdown: A Survey of India's Urban Youth*.
- Kumar, S., & Rao, P. (2023). *Urban Youth Lifestyle and Consumer Behaviour in India*. New Delhi: Oxford University Press.
- Ministry of Health and Family Welfare. (2021). *National Family Health Survey (NFHS-5), India Report*. Government of India. Retrieved from <https://main.mohfw.gov.in>
- Patgiri, R. (2022). "Fast Food Culture and Urban Youths Lifestyle." *International Journal of Social Science Research*.
- Priyam, Mehtab, & Vaid. (2024). "Youth Aspirations in Urban India." *Economic and Political Weekly*.
- Sharma, D. (2024). *Decoding Financial Behaviour: An Analysis of Urbanised Households in India*.
- Srivastava, S. (2022). *Masculinity, Consumerism and the Post-national Indian City*. London: Routledge.
- Yuva Spandana. (2023). *Youth Mental Health Programme Report*. Government of Karnataka. Retrieved from <https://yuvaspandana.karnataka.gov.in>
- Mysuru City Corporation. (2023). *Urban Development and Statistical Reports*. Retrieved from <https://mysurucity.mrc.gov.in>
- World Health Organization. (2023). *Mental Health*. Retrieved from <https://www.who.int>
- Reserve Bank of India. (2023). *Handbook of Statistics on the Indian Economy*. Retrieved from <https://rbi.org.in>