ASSESSING THE ROLE OF DIGITAL MEDIA ON LIFESTYLE AND PERSONAL DEVELOPMENT OF GENERATION – "Y" DURING COVID-19.

Shivani Shah
Research Scholar
S. D. School of Commerce
Gujarat University
Ahmedabad – 380009
(E-mail): shivani.shah2896@gmail.com

&

Dr. Hemal Pandya
Professor
S. D. School of Commerce
Gujarat University
Ahmedabad – 380009
(E-mail): hemal1967@gmail.com

Abstract

The recent growth of e-commerce sector and the advent of modern technologies have led to a paradigm shift in the lifestyle leading to personal development of consumers in the digital world. Internet accessibility has become much easier through modern equipments such as mobile phones, tablets, laptops, etc. Hence the digital media plays a prominent role in shaping the individual lifestyle, mainly of Generation – "Y". The millennial of today are highly exposed to internet facilities and are more adaptive to the new technological developments leading to vast changes in lifestyle of this generation. This study focuses on assessing the role of digital media in changing the behaviour of individuals of Generation "Y", which comprises of age group 20 to 35 years. The study reveal the changes in the choices and preferences of these respondents, due Covid -19 with reference to Ahmedabad City. It also attempts to evaluate the practices of respondents towards their personal development and explore their overall experience during this uncertain situation of Pandemic. The study is based on primary data collected from Generation "Y" of Ahmedabad City based on purposive sampling during Covid 19 lockdown period.

Keywords: Lifestyle, Personal development, Generation – Y, Covid-19.

INTRODUCTION :

A pandemic is a disease outbreak that spreads across the world and affects more people and takes more lives as compared to epidemic. One such disease spreading across the countries and continents is COVID-19 which has affected lifestyle and personality of many individuals. Lifestyle is a person's pattern of living in the world which is revealed in activities, interests and opinions. It portrays the "whole person" interacting with his or her environment. Personality is a set of distinguished psychological traits of human whereas personality development is a process of enhancing traits such self confidence, dominance, autonomy, sociability, defensiveness and adaptability in an individual. Earlier the physiological needs of human beings were limited to food, clothing and shelter, but in modern times "INTERNET" has also been added to this list. India has 433 million active internet users who are 12 years & above (IAMAI, November'19). On account of easy accessibility to internet services there has been observed change in lifestyle and personality of an individual. The millennials aged between 20-35 years are often the children of baby boomers. The audience of generation – "Y" is referred to Information Age because they are well equipped with the knowledge of digital technologies and social media. Because of their fast and easy adaptability towards the new technologies, they can face the challenges of digital world more efficiently. Hence, it can be expected that they will have greater impact of digital media on their lifestyle and can utilize them effectively for their personal development. Thus, this

research is undertaken to assess the changes in lifestyle and personality development of Generation – "Y" during Pandemic Lockdown period.

LITERATURE REVIEW

Amerta Ghosh et al (2020) has emphasized that prolonged staying at home with limited mobility during lockdown can lead to disruption in diet and lifestyle in patients with type 2 diabetes. The study was focused on residents of metropolitan cities. It concluded that there have been many changes in lifestyle such as participants took more care of their diet and exercise regularly, had meals cooked at home, regular intake of anti – hyperglycemic agents. Whereas the increased consumption of carbohydrate, sacking, physical inactivity and increase in mental stress are few challenges which may increase exacerbate glycemia.

Raffaele Donvito et al (2020) states that personality congruence is based on five dimensions: prestige, emotion, trust, anxiety and order. It measured that there is personality congruence's effect on brand attachment i.e. greater the congruence level, higher is the brand attachment.

K. Maheshkumar et al (2019) it discovered that there is an urgent need for novel and effective treatment modalities in the management of Non-Communicable Diseases. The study suggests that the Yoga and Naturopathy based "lifestyle clinic model" is successful in the community and there is a positive increase in trend among patients for utilizing the government centers.

Abinash Panda, Nikunj Kumar Jain (2017) it showed that personality characteristics such as extraversion and conscientiousness are found to be leading to the compulsive smart phone usage, whereas neuroticism, openness to new experience, and agreeableness are found to be negatively influencing compulsive smart phone usage. The findings of the study reveal that compulsive smart phone usage, affects both emotional (inter-personal and family relationships) and physical (lack of quality sleep and physical discomfort) health of smart phone users.

Jane Falkingham, Min Qin, Athina Vlachantoni, Maria Evandrou (2017) investigates the association between having migrant (adult) children and older parents' lifestyle – related chronic disease in India. The results of the study reveal that for any of the diagnosed conditions of hypertension, diabetes and heart disease, the prevalence among older people with a migrant son is higher than among those without. The study also contributes empirical evidence to the academic and policy debate about the consequences of globalization and urbanization for older people's health status generally, and particularly their risk for reporting chronic diseases that relate to changes in their lifestyle.

RESARCH METHODOLOGY

- ➢ **Objective of study**
    1. To examine the pattern of changes in lifestyle due to Covid-19.
    2. To identify the modes of spending spare time and means of achieving personal development during lockdown period.
    3. To evaluate the perception and usage of digital media.
    4. To explore the experiences of work from home system.
- ➢ **Research Design**
- o This study is based mainly upon Descriptive Research Design.
- ➢ **Sampling Design**
- o This study is based on primary data collected from 120 respondents of Generation – "Y" (aged between 20 to 35 years) of Ahmedabad City.
- o The selection of the respondents is based on Purposive Sampling, drawn from internet users of Generation "Y" residing in Ahmedabad City.
- o The data is collected through structured Google form questionnaire.
- o In order to measure the reliability of the questionnaire, Cronbach Alpha Test had been carried out on 25 respondents of Ahmedabad City. A construct or variable is reliable if the Cronbach Alpha is more than 0.6 (Bryman and Bell 2007). *Table 1* shows that Cronbach's Alpha value is 0.8113 which is greater than 0.6, thus indicates that the research instrument is reliable.

Reliability Statistics

Cronbach's Alpha	N of items
0.8113	21

o The period undertaken to conduct this research was a month (July, 2020).

➢ **Tools and Techniques**

o IBM Statistical Package for Social Science 20.0 (SPSS 20.0) has been used for comprehensive analysis of the data collected. The results are arrived at using statistical tools and techniques such as Descriptive Statistics, Cluster Analysis, Chi Square Test, Factor Analysis and Discriminant Analysis.

Table 2 **below summarizes the sample composition as regards various demographic features of sample respondents.**

Demographic Characteristics		No of respondents
Gender		
	Male	51
	Female	69
Age		
	20 to 25 years	99
	25 to 30 years	15
	30 to 35 years	06
Education		
	Primary	00
	Secondary	00
	Higher Secondary	00
	Under Graduate	22
	Post Graduate	91
	Other	07
Occupation		
	Student	66
	Government Employee	02
	Private Sector	24
	Professionals	14
	Business	05
	Self Employed	04
	Other	05
Annual Family Income		
	Less than Rs 2 lakh	15
	Rs 2 lakh to Rs 5 lakh	42
	Rs 5 lakh to Rs 10 lakh	42
	Rs 10 lakh to Rs 15 lakh	11
	Rs 15 lakh to Rs 20 lakh	06
	More than Rs 20 lakh	04

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DATA ANALYSIS

- o In order to evaluate the perception of the respondents regarding their experience during lockdown and identify the major factors affecting their lifestyle, factor analysis was carried out on various fourteen different statements describing their experiences measured on five point likert's scale.

- o In order to check the data adequacy for factor analysis Kaiser-Meyer-Olkin (KMO) - Barttlet Test was carried out. The range of KMO is between 0 to 1 and the value greater than 0.5 suggests that the data is adequate for factor analysis. In this case the value was 0.739 which is greater than 0.5 and hence the data is fit for the factor analysis. Simultaneously, Barttlet's Test of sphericity indicates the Chi Square value of 596.028 with p value is 0.000 which is less than 0.05; this testified that the sample was appropriate for factor analysis.

- o *Table 3* below depicts the extraction of four major factors cumulatively explaining 65.6% of total variance, which is fairly good.

Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.429	31.632	31.632	4.429	31.632	31.632
2	1.833	13.092	44.724	1.833	13.092	44.724
3	1.601	11.434	56.158	1.601	11.434	56.158
4	1.325	9.464	65.622	1.325	9.464	65.622
5	.960	6.860	72.483			
6	.742	5.299	77.781			
7	.696	4.973	82.755			
8	.570	4.069	86.824			
9	.480	3.426	90.250			
10	.393	2.806	93.056			
11	.362	2.585	95.641			
12	.298	2.125	97.766			
13	.201	1.439	99.205			
14	.111	.795	100.000			

- o The rotated component matrix shown in *table 4* below indicates the four factors expressing the factor loadings of the fourteen statements on their respective factors.

Rotated Component Matrix[a]

	Component			
	1	2	3	4
Grocery items available at my door step			.917	
Fruits and Vegetables available at my door step			.901	
Medicinal goods available at my door step			.759	
Saving in Household Expenditure	.746			
Save Time on Shopping	.853			
Payments using Online Modes	.839			
Curtailed Cash Requirement	.590			
Development of Personal Skills		.758		
Spiritual Development		.873		
Improve Physique		.808		
Spend Time with Family		.476		
Development of Children				.766
Bored at Home				.803
Never Visited Friends and Relatives				.335

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The above four factors have been assigned the nomenclature as below, describing the factor characteristics descriptions:

1) **Easy availability of commodities as a factor states that** commodities such as grocery items, fruits, vegetables and medicinal goods were available at the door step of consumers' during lockdown.

2) **Monetary aspects as a factor includes** saving in household expenditure and because of limited mobility the respondents could save time on shopping. Majority of payments were made using online modes which curtailed their cash requirement.

3) **Personal development as a factor comprises of** spiritual development, development of personal skills, improvement in physique and spending time with family.

4) **Social impact as a factor includes** apart from getting bored by staying indoors, some respondents could pay attention to the development of their children and by complying with guidelines of the government they never visited friends and relatives.

o Further, in order to examine the pattern of changes in lifestyle of the respondents due to Covid – 19 lockdown, the respondents were grouped into various clusters according to their homogeneity of demographic and psychographic characteristics.

o Hierarchical cluster analysis was carried out on the characteristics of sample respondents, in order to group them into homogenous clusters. The results of agglomeration schedule identified four clusters with few varied characteristics. In order to validate the results and obtain exact cluster membership for each respondent, K-Means cluster analysis was carried out leading to four clusters with the cluster compositions s under.

o *Table 5* below describes the cluster composition of respondents.

Number of cases in each cluster			
	No.	**No. of Members**	**Percentage**
Cluster	1	36	37.44%
	2	19	19.76%
	3	15	15.60%
	4	34	35.36%
Valid		**104**	
Missing		0.000	

The above results indicate that Cluster – 1 is the largest cluster comprising of around 37% of the respondents whereas Cluster – 3 is the smallest cluster with around 16% of the respondents.

o The similarities and differences in the demographic structure of the clusters re summarized in *table 6* below:

Demographic Composition of Clusters				
Characteristics	**Cluster 1**	**Cluster 2**	**Cluster 3**	**Cluster 4**
Membership	36	19	15	34
Male	50%	47.37%	60%	64.71%
Female	50%	52.63%	40%	35.29%
Age	20 to 25 years	20 to 25 years	20 to 25 years	20 to 25 years
Occupation	Student	Student	Student	Student
Annual Family Income	Rs 5 lakh to 10 lakh	Rs 5 lakh to 10 lakh	Rs 2 lakh to 5 lakh	Rs 5 lakh to 10 lakh

The above results indicate that the smallest Cluster - 3 represents greater variability in proportion of males and females. Further, this cluster possesses the respondents from families with lower annual income group of Rs 2 lakh to Rs 5 lakh.

o *Table 7* below describes the characteristics of the respondents in four different clusters as regards their perception evaluated on the above four factors, obtained through factor analysis. The respondents in four different clusters reveal the differences in their perception towards the contribution of digital media in changing their lifestyle and also evaluating the role of digital media in their personal development. The results also indicate their preferences towards the various modes of spending their spare time and choice of means to achieve their personal development.

Cluster Characteristics				
Description	Cluster 1	Cluster 2	Cluster 3	Cluster 4
Medication to protect from Covid-19	Rare intake of ayurvedic medicines and natural herbs.	Regular users of ayurvedic medicines and natural herbs and rare users of antibiotics.	Totally avoiding the intake of any medication.	Consistent use of ayurvedic medicines and natural herbs but infrequent use of antibiotics.
Most preferred ways of spending time	Spending time with family members and in household work.	Spending time with family and Reading activities.	Spending time in household work.	Spending time with family.
Availability of regular commodities	All commodities available at their door step.	All commodities always available at their door step.	All commodities rarely available at their door step.	Facing inconvenience in the availability of routine commodities.
Monetary aspects	Preferring online payment modes and could increase their savings.	Preferring online payment modes and could increase their savings.	Preferring online payment modes and could increase their savings.	Preferring online payment modes and could increase their savings.
Social Impact	Spending time with their family, avoiding to friends and relatives, frequent boredom from staying at home.	Spending time with their family, avoiding to friends and relatives, frequent boredom from staying at home.	Spending time with their family, avoiding to friends and relatives, frequent boredom from staying at home.	Spending time with their family, avoiding to friends and relatives, frequent enjoyed from staying at home.
Personal Development	Experimenting new food recipes and exercising regularly.	Knowledge enhancing through online courses.	Knowledge enhancing through online courses, trying new food recipes and surfing for Corona information updates.	Usage of Over the top (OTT) platforms, improving physique through exercises and cooking new recipes.

The clusters were found to be similar on following characteristics:

- To protect from Covid-19 the respondents undertook necessary precautions such as wearing masks and sanitizing frequently their hands and routine stuff.
- All the respondents were found to avoid intake of antibiotics for Corona protection.
- All the respondents were found to prefer online shopping and preferred digital modes of payments.
- All the respondents were able to save in their household expenditure.
- For entertainment purpose, the respondents enjoyed playing online Ludo game and watching various shows through over the top (OTT) platform such as Netflix and YouTube.

- It was observed that respondents from all the clusters excessively used Instagram, a social media application.
- Amidst pandemic, the respondents from all the clusters kept themselves updated regarding all the information related to Corona.
- All the respondents spent their time with family members and cooking innovative recipes.

The clusters were found to be different from each other on following characteristics:

- Cluster – 3 totally avoided the intake of medicines whereas Cluster – 2 were found to be regular users of ayurvedic medicines, natural herbs and they avoided usage of antibiotics.
- Respondents of Cluster - 2 were found to be indulging in reading activities and maintaining their physique through exercises.
- Members of Cluster – 4 faced inconvenience in the availability of routine commodities at their door step since they belong to the Red Zone Containment Areas.
- The respondents of Cluster - 4 were found to be using their time productively and thus avoiding boredom.
- The members of Cluster - 2 and Cluster - 3 were found to be lazy in doing physical exercises.

o In order to classify the respondents according to their fruitfulness of the lockdown period, based upon the above four perception and usage factors obtained through factor analysis, age and gender.

o Discriminant analysis is used to predict group membership. This technique is used to classify individuals/objects into one of the alternative groups on the basis of a set of predictor variables. The basic principle of discriminant function is that the variable between the groups relative to the variance within the group should be maximized. The mathematical form of the discriminant analysis model is:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + … + b_kX_k$$

where,

Y = Dependent variable which is necessarily categorical variable *(0 = Highly Productive, 1 = Moderately Productive and 2 = Less Productive)*

b_s = Coefficients of independent variables

X_s = Predictor or independent variables *(s = 1, 2,…, 6)*

The output of discriminant analysis contains 2 discriminant functions as shown in *table 8* below:

Canonical Discriminant Function Coefficients			
	X	**Function**	
		1	**2**
Easy availability of commodities	X_1	.330	.904
Monetary aspects	X_2	.793	-.205
Personal development	X_3	.339	-.339
Social Impact	X_4	-.529	.161
Age	X_5	-.103	.401
Gender	X_6	-.512	-.517
(Constant)		.409	-.193

The above table shows the estimated unstandardized discriminant functions. These discriminant functions can be written as:-

Function 1: $Y = 0.409 + .330X_1 + .793X_2 + .339X_3 - .529X_4 - .103X_5 - .512X_6$

Function 2: $Y = -0.193 + .904X_1 - .205X_2 + .161X_3 + .401X_4 - .517X_5 - .193X_6$

In case the Discriminant function is not significant, it should not be used for classification as the discriminant can only be attributed to a sampling error. There is a statistic called Wilks' Lambda which is computed by finding the ratio of within group sum of squares to total sum of squares. The value of Wilks' Lambda given by

SPSS for function 1 is 0.773 and for function 2 is 0.942. The Wilks' Lambda takes the value between 0 to 1 and measures the proportion of unexplained variance. Hence, the function with the lower value of Wilks' Lambda is more preferable for classification. The statistical test of significance for Wilks' Lambda is carried out with the Chi-squared transformed statistic as shown in *table 9* below:

Wilks' Lambda				
Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1 through 2	.773	25.346	12	.013
2	.942	5.926	5	.313

In case of function 1 through 2, chi square is 25.346 with 12 degrees of freedom and p value of 0.013 which is less than α = 0.05, indicating the significant value of Chi Square. In case of function 2, the p value is found to be greater than 0.05 which indicates insignificant value of Chi Square. Thus function 1 is found to be appropriate for classification and prediction of group membership for a new respondent.

The classification matrix indicates the number and percentage of correctly and wrongly classified items for various categories of dependent variable by the estimated discriminate function. The below *table 10* represents the classification matrix which helps in assessing the classification accuracy of discriminate model:-

Classification Results[a,c]						
		Experience Codes	Predicted Group Membership			Total
			.00	1.00	2.00	
Original	Count	.00	**36**	19	11	66
		1.00	5	**14**	7	26
		2.00	5	2	**5**	12
	%	.00	54.5	28.8	16.7	**100.0**
		1.00	19.2	53.8	26.9	100.0
		2.00	41.7	16.7	41.7	100.0
Cross - validated[b]	Count	.00	35	20	11	66
		1.00	7	11	8	26
		2.00	5	3	4	12
	%	.00	53.0	30.3	16.7	100.0
		1.00	26.9	42.3	30.8	100.0
		2.00	41.7	25.0	33.3	100.0

(0 = Highly Productive, 1= Moderately Productive and 2 = Less Productive).
   a. 52.9% of original grouped cases correctly classified.
   b. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.
   c. 48.1% of cross-validated grouped cases correctly classified.

The classification accuracy can be computed using Hit Ratio as under:
   Hit Ratio = No. of correct predictions / Total number of cases.
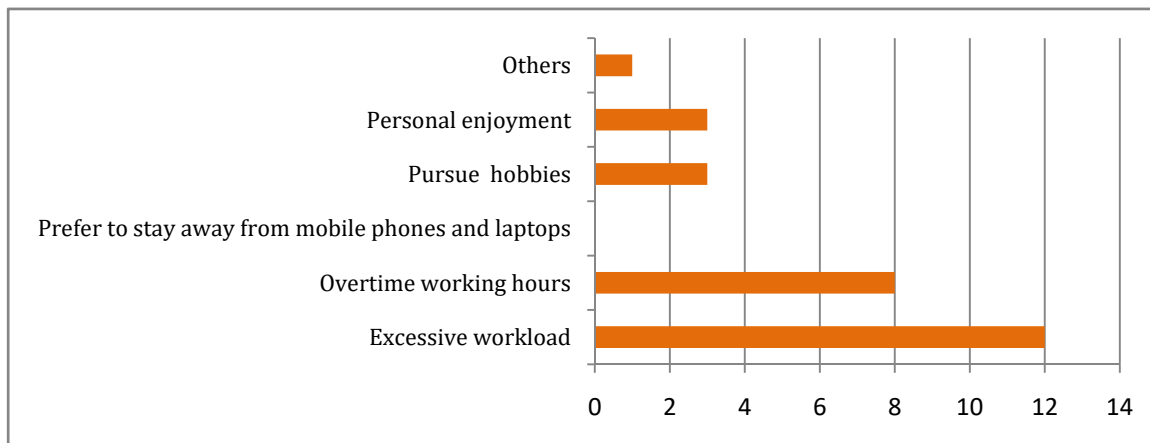   = 36 + 14 + 5 / 104
   = 52.88%   i.e. 53%
   o   The experiences of working respondents during the lockdown duration through work from home system have been evaluated in below *chart 1*

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o The association between demographic characteristics and features of work from home system has been examined using Chi Square Test for independence of attributes which is shown in below *table 11*

Statements	Chi Square Value	P – value	Decision for Null Hypothesis
Demographic variable v/s Time Spent on Digital Media			
Age v/s Time spent on digital media H_1 : Age affects the time spent on digital media	3.477	0.747	**Accepted**
Occupation v/s Time spent on digital media H_1 : Occupation affects the time spent on digital media	20.777	0.291	**Accepted**
Demographic variables v/s Choice of Course			
Education v/s Choice of Course H_1 : Education affects the choice of course	11.862	0.457	**Accepted**
Demographic variables v/s Perception of Respondents			
Age v/s Perception of respondents H_1: Age affects the perception of respondents regarding themselves	5.654	0.463	**Accepted**
Occupation v/s Perception of respondents H_1 : Occupation affects the perception of respondents regarding themselves	24.838	0.129	**Accepted**
Demographic variables v/s Working Hours			
Age v/s Working Hours H_1 : Age affects the time spent for work	18.841	0.042	**Rejected**

The results of Chi Square Test indicates that out of all demographic variables there is significant association between age and number of working hours allotted towards work and the rest of them are found to be insignificant.

MAJOR FINDINGS

The above data analysis implies the following outcomes regarding the changes in lifestyle and personal development of Generation – Y during Covid-19.

- Out of 63 working person from total population of 120 respondents, 47 respondents had spare time from work. Majority of the working person had facility of work from home system. The respondents had freedom to spent majority of their time with family. Easy availability of commodities, monetary aspects, personal development and social impact were the factors extracted by conducting factor

analysis. Highly productive usage of lockdown was made by the respondents which were proved by discriminant analysis.

- Respondents were clustered and accordingly changes in lifestyle of respondents were observed. The respondents spent around 1 to 3 hours on digital media which led them to excessive surfing. Amidst pandemic, the most surfed category was about Covid-19.

- The usage of digital media was made for surfing, gaining knowledge, entertainment purpose, playing games, improving their physique, communicating with friends and relatives, etc. Social media, a part of digital media was highly used by the respondents. Instagram was found to be the most popular social media amongst the millennials. The respondents perceived themselves to be having unique choice regarding them. Chi square results proved that demographic variables such as age and occupation had no association with time spent on internet and perception of respondents, even the educational qualification had no association with the choice of course undertaken to gain knowledge during lockdown.

- The excessive workload and overtime working hours resulted in lack of spare time for 16 respondents out of the population of 120 respondents. For the majority of respondents spare time was utilized for developing personal skills. . Chi square results proved that there is significant association between age as demographic variable and number of working hours of the respondents.

CONCLUSION

The study focuses on the role of digital media on the changes in lifestyle of Generation – "Y", which is the most adaptive segment. The results reveal that this segment is extensively active in the usage of digital media and has a significant effect on their lifestyle. This generation is also able to productively utilize their spare time for personal development through digital media. These people hardly face any boredom in the lockdown period and could utilize their spare time effectively. The respondents of this generation are found to be highly loyal towards the government initiatives of Corona prevention. Thus, this segment has proven itself to be knowledgeable, well - equipped and excessive users of modern digital technologies. This has helped them to shape themselves as well disciplined and loyal citizens of India. Thus, the digital media plays a significant positive role on the lifestyle of Generation – "Y".

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