

Managing Lifestyle Changes for Better Living: Perspective of Women in India

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Abstract

Any life is life filled with change. Change can be felt anywhere and at any point of time. Sometimes it's known and at other times it may come suddenly and unexpectedly. It may either be disappointing or a pleasant surprise. One cannot control change but can definitely learn how to manage it. The study is conducted as an attempt to analyse the various changes that have gradually become part of women's lives. It aims to understand the way women have managed to accustom to these lifestyle changes either voluntarily or forcefully. Well-structured questionnaire through google forms was used to collect primary data needed to support the study. Analysis of data was done on the basis of the responses received from 120 women from various walks of life. Convenience sampling method was adopted. Factor analysis constricted the identified changes into 9, out of which change in food/eating habits followed by self-care changes were found to be significant. The study concluded that women in India were easily adaptable to these lifestyle changes.

Keywords: *Lifestyle Changes, Change, Change management, Perspective of Women, Better Living.*

1.INTRODUCTION

“If you do not create change, change will create you.”

Change is an inevitable part of life. It could be often seen that people are resistant to change without realising that change is the only thing that remains constant throughout. The effective management of change is something that applies to everyone may it be an individual, a group, an organisation or a country. Lifestyle changes can come in many forms and magnitude and it can affect every part of a women's life in different ways. There may be positive, welcoming and happy changes and may involve changes such as addition of a new member in the family, motherhood, new friends, new possessions, relationships. new job and the like. On the other hand, some changes involve losses, death, separation, sickness which

may be devastating. Again, some changes may be sudden and yet others may be gradual. A change may also be good or bad depending on the person and the situation. Change may be voluntary or it may be forced upon a person too.

Changes in life, if they are not managed and dealt with properly may often lead to many issues that may even affect a person's psychological and physical health. Many major and minor changes in life have a direct impact on a person's mental and physical health as the mind and body are connected. It may also reflect on the performance of the individual. Therefore, it is important to implant progressive managing and coping mechanisms before, during and after any change in life in order to be protected from its negative effects.

The stages of change may include endings, neutral zone and new beginnings. When something ends, it calls for a change. Neutral zone is the period that lies between endings and a new beginning to cope and manage the new change. And a new beginning of yet another thing which will be the change. Some of the things that can be done to deal with changes in life may include

1. Managing stress from the change
2. Taking more active role in life
3. Developing a plan
4. Practice change management/coping
5. Learning to enjoy change
6. Practicing acceptance
7. Taking care of one's physical and emotional health
8. Positive thinking
9. Reaching out for help and so on.

However, may be the change, it must be managed properly. It is known that change cannot be controlled, instead the secret key to coping with change is to control the response to change to the extent possible. The present study attempts to analyse the prominent lifestyle changes that have become part of life and the perception of women in India on managing these lifestyle changes for a better living.

2.METHODOLOGY

The aim of the study is to analyse the management of lifestyle changes that have gradually become an inevitable part of life. People all over the world have willingly or otherwise learnt to make these changes for a sustainable life and a better living. This study particularly focuses on the perception of women in India towards managing these lifestyle changes and the way these changes has made its way into their life.

The study was conducted among women from various walks of life from different parts of India. The study is based on both primary as well as secondary data. Primary data were collected from 120 women from various parts of India who were willing to participate in this survey. The main source of secondary data was the internet. Convenience sampling method was followed to reach the respondents. Well-structured questionnaire was constructed for this purpose and was sent through google forms in various assorted women's groups. The

questionnaire was divided into two sections. The first section included the demographic information about the respondents and the second part consisted of 30 identified areas where a lifestyle change would have occurred over a period of time. The researcher has formulated the following null hypotheses:

Ho1: There is no significant relationship between the profile variables such as age, occupation, education, marital status, type of residence and type of family and the lifestyle changes.

Ho2: There is no significant difference in the way women perceive changes in their life.

The respondents were asked to choose among the five options namely voluntary change, influential change, circumstantial change, forceful change and no change which they found most appropriate. Mean scores were calculated by assigning values of 5,4,3,2 and 1 respectively to voluntarily changed, influentially changed, circumstantial change, forceful change and no change. Therefore, a lower score of 1 or 2 indicated no change or forceful change and a higher score of 4 or 5 meant Voluntary Change or Influential Change. The collected data was suitable coded and tabulated keeping in view with the aim of the study. The data was further analysed using statistical tools such as frequencies, percentages, Friedman's Rank Test, ANOVA and factor analysis. The data was statistically analysed using SPSS version 20.0 for windows for the study.

3. ANALYSIS AND INTERPRETATION

Women from different walks of life who were willing to participate in the survey were included in the study. Most of the respondents (49.2%) were above 50 years of age, homemakers (42.5%), post graduates (42.5%), married (99.2%), equally (47.5%) were from urban and semi urban place of residence and had a nuclear family (65.8%). The demographic profile analysis of the respondents is depicted in Table1.

3.1 Factor Analysis

Factor analysis is one of the most frequently used inter-dependency techniques and is useful when the appropriate set of variables exhibit a structured inter-dependence and the aim is to find out the latent factors that create a commonality. Factor analysis helps to reduce a large number of variables into a lesser number of factors. Principal Component analysis method was followed to extract the factors. Thirty lifestyle changes which have been slowly adapted to by the women as part and parcel of their lives have been identified by the researcher after having a primary discussion with peers and colleagues. The factor loadings of the thirty changes are shown in Table 2 as analysed through a rotated factor matrix. The thirty variables were reduced into nine factors on the basis of eigenvalues and variance explained. The total variance explained by the nine factors that were extracted was 85.722 per cent.

The factor "Food /Eating Habits" included the habit of dining outside frequently, ordering food from outside, use of instant food/ready to cook food, more self cooking and changing over to traditional food/cooking methods. This factor explains a higher variation of

14.121 per cent in the total data set which indicates that these habits have significantly changed in the lifestyle of women.

The “self-care Changes” include changes such as inner transformation, spirituality, relation with own self, engaging in yoga/meditation/exercise/Zumba/sports and having more leisure/relaxation/vacation/entertainment, explaining a variation of 11.828 per cent in the entire data set.

The factor “Change in Interpersonal Relations” included change in relation with children, parents and siblings, change in daily routine, relation with friends and colleagues, with partner and with relatives. This factor explained a variation of 11.678 per cent in the entire data set.

“Technological Changes” included constant updating, adapting to internet banking, Online shopping and watching online entertainment, explaining a variation of 10.400 per cent in the entire data set.

“Emotional changes” included becoming short tempered and becoming more moody /emotional, explaining a variation of 8.269 per cent in the total data set.

“Attitude change” includes habits such as change in sleeping pattern, becoming more practical/rational in life, becoming more productive/motivated and becoming more mature/thoughtful/grateful, explaining a variation of 7.971 per cent in the total data set.

Social Connections consisted of becoming more inclined towards social networking and use of telecommunication, explaining a variation of 7.656 per cent in the total data set.

The factor “Grooming/Health” included habits such as grooming and taking more care of nutrition / health supplements for a healthy living this factor explained a variation of 7.550 per cent in the total data set.

“Parenting” change included the change women felt in the parenting trend over a time period. It explained a variation of 6.249 per cent in the total data set.

The eigen values indicate the degree of variability of individual factors in the total data set. The higher the eigenvalue, the higher is the intensity of the variables included in that factor. The intensity of change as evidenced by eigen values of factors such as Food/Eating habits, self-care changes, change in interpersonal relations, Technological changes, Emotional Changes, Time Management, Social Connections, Grooming/Health and Parenting are 4.236, 3.548, 3.503, 3.120, 2.481, 2.391, 2.297, 2.265 and 1.875 respectively. The intensity of change is seen higher in respect of Food/Eating habits, self-care changes followed by change in interpersonal relations and technological changes.

The communality represents the way each change has made its path into the life of women in India in order to make them manage these changes for a better living. The communality has been found high in respect of becoming more productive/motivated with a value of 0.956, followed by change in daily routine with a value of 0.921. The next high communality value is seen in ordering food from outside with a value of 0.918, Dining outside

frequently with a value of 0.909 and use of instant food/ready to cook food and engaging in yoga/exercise/Zumba/sports sharing equal values of 0.905 each. Hence, it could be inferred that these changes have a powerful effect on managing a better life.

3.2 Association between Demographic profile and the Lifestyle changes

The demographic profile variables of the respondents are associated with the various lifestyle changes. The association between them is measured by employing One Way ANOVA. This is tested by formulating the null hypothesis that

Ho: There is no significant relationship between the profile variables such as age, occupation, education, marital status, type of residence and type of family and the lifestyle changes.

The 'p' values of the test are shown in Table 6. A 'p' value of lesser than 0.05 indicates significant association between the profile variables and the lifestyle changes. The significant values of F statistic at 5 per cent level is presented in Table 6.

Regarding food/eating habits, the significantly associated profile variables were occupation and education. Regarding Self -care Changes, the significantly associated profile variables were occupation, education and type of residence. Regarding Change in Interpersonal relations, the significantly associated profile variables were age, occupation, education and type of residence. Regarding Technological Changes, the significantly associated profile variables were occupation and type of residence. Regarding Emotional Changes, the significantly associated profile variables were age, education, marital status and type of residence. Regarding Attitude Changes, the significantly associated profile variable was type of residence. Regarding Social connections, the significantly associated profile variables were age, occupation and education. Regarding Grooming/Health, the significantly associated profile variables were occupation, education and type of residence. Occupation, education and type of family are significantly associated with parenting.

Hence, the null hypothesis is rejected in the above said associations and the alternative hypothesis H1 is accepted. That is, there exists significant association between these profile variables and the identified changes.

It was found that Change in Food/Eating Habits was independent of age, marital status, type of residence and type of family. Self-care changes were independent of age, marital status and type of family. Changes in Interpersonal relation change were independent of marital status and type of family.

3.3 Overall Perception of Women on Change

The perception of women on change as a whole was analysed through five statements. The respondents were asked to rate the statements from strongly agree to strongly disagree. Scores were given from 5 to 1 from most favourable response to the least favourable one. Friedman's Rank test was followed to get the mean rank. The results are shown in Table

4. The statement “I easily adapt to change” occupied the first rank with a mean rank of 4.15, followed by “I manage Change” with a mean rank of 3.38. The statement “I take necessary effort to adapt to change” scored last with a mean rank of 1.58.

A non-parametric Friedman test of differences among the perceptions was conducted and the following null hypothesis was tested.

Ho2: There is no significant difference in the way women perceive changes in their life

The test statistics are shown in Table5. As the p value was less than 0.05, the null hypothesis was rejected and the alternative hypothesis was accepted that

H1: There was a statistically significant difference in the way women perceived changes in their lives as a whole.

4. TABLES

Variable	Number of respondents		Percentage
Age	Below 30 years	0	0
	30-40years	17	14.2
	40-50 years	44	36.7
	above 50 years	59	49.2
	Total	120	100.0
Occupation	Entrepreneur	9	7.5
	Salaried	39	32.5
	Home Maker	51	42.5
	Business woman	15	12.5
	Others	6	5.0
	Total	120	100.0
Education	School Education	8	6.7
	Under Graduate	27	22.5
	Post Graduate	51	42.5
	Doctorate	28	23.3
	Professional	6	5.0
	Total	120	100.0

Marital status	Married	119	99.2
	Unmarried	0	0
	Separated/Divorced	1	.8
	Total	120	100.0
Type of Residence	Urban	57	47.5
	Semi Urban	57	47.5
	Rural	6	5.0
	Total	120	100.0
Type of family	Nuclear	79	65.8
	Joint	41	34.2
	Total	120	100.0

Table 1: Demographic Analysis

	Component								
Changes in Lifestyle	1	2	3	4	5	6	7	8	9
Dining outside frequently	.894	.083	.219	.076	-.114	.122	.036	.070	.126
Ordering food from outside	.892	.078	.241	.104	-.087	.117	.055	.101	.112
Instant food/ready to cook food	.711	-.216	-.084	.044	.443	-.017	-.152	.321	-.146
Relaxation with own self	.681	.161	.288	-.044	-.026	-.073	.155	.450	-.088
Changed to traditional food/cooking	.623	.065	.351	.451	.084	.144	-.357	.036	-.051
Constant updating	-.046	.849	.106	.001	-.002	.245	-.063	.079	.049
Spiritual	.173	.682	.107	.252	-.196	-.077	.381	.298	.101
More self-cooking	.378	.665	.157	.210	.073	-.002	.103	-.292	.214
Yoga/meditation/exercise/Zumba/sports	.219	.642	-.102	.086	.141	-.089	.349	.405	-.337
I have become more practical/rational	-.118	.577	.352	.484	.212	.169	-.052	.053	-.082
With children, parents and siblings	.312	.117	.840	.049	-.070	.073	.234	-.026	-.034
Change in daily routine	.121	.093	.758	-.002	.435	.071	-.034	-.334	-.130
With friends and colleagues	.068	.369	.741	.220	-.033	.236	-.047	.199	.075
With partner	.513	.005	.708	-.088	.129	.149	.135	.025	.126
With relatives	.284	-.087	.577	-.053	-.135	.494	.120	.381	-.094
Inner transformation	.195	.084	.037	.848	-.082	-.018	.124	.037	-.073
Internet banking	.145	.167	-.127	.846	-.025	-.014	.112	-.011	.080
Online shopping	-.109	.590	.181	.663	-.040	.065	.111	.085	.167

Watching online entertainment	-.216	-.114	.141	.606	-.011	.127	.467	.253	.121
I behave more mature/thoughtful/grateful	.046	-.009	-.046	-.127	.897	.155	.148	-.118	.109
I have become more moody/emotional	-.128	.060	.191	.042	.831	-.225	.209	.202	.102
Change in sleeping pattern	.259	.138	.259	.109	-.125	.778	-.014	-.143	-.119
More leisure/relaxation/vacations/entertainment	.007	.043	.144	-.005	.037	.757	.102	.014	.492
I am more motivated/productive	.194	.327	.282	-.054	.444	.556	-.264	.091	-.380
I have become short tempered	-.345	.464	-.052	.057	.305	.544	-.153	-.146	.273
Social networking	-.076	.046	.119	.106	.212	.051	.806	.275	.225
Tele communication	.159	.182	.116	.300	.148	-.063	.795	-.145	-.009
Grooming	.349	.105	-.065	.082	.086	-.048	.079	.810	.123
Nutritional/health supplements	.254	.347	.152	.318	-.075	-.074	.085	.592	.470
Change in parenting	.106	.096	-.068	.043	.158	.089	.142	.130	.865
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.									
a. Rotation converged in 17 iterations.									

Table 2: Rotated Component Matrix

Change (Factors)	Change Pattern	Factor Loading	Communality	Eigen Values	Percent variation	Cumulative Percent Variation
Food/ Eating Habits	Dining outside frequently	.894	.909	4.236	14.121	14.121
	Ordering food from outside	.892	.918			
	Instant food/ready to cook food	.711	.905			
	More self-cooking	.681	.814			
	Changed to traditional food/cooking	.623	.878			
Self-Care Changes	Inner transformation	.849	.806	3.548	11.828	25.949
	Spiritual	.682	.859			
	Relation with own self	.665	.801			
	Yoga/meditation/exercise/Zumba/sports	.642	.905			
	More leisure/relaxation/vacations/entertainment	.577	.790			
Change in Interpersonal Relations	With children, parents and siblings	.840	.886	3.503	11.678	37.627
	Change in daily routine	.758	.921			
	With friends and colleagues	.741	.843			
	With partner	.708	.846			
	With relatives	.577	.854			

Technological Changes	Constant updating	.848	.794	3.120	10.400	48.027
	Internet banking	.846	.800			
	Online shopping	.663	.885			
	Watching online entertainment	.606	.759			
Emotional Changes	I have become short tempered	.897	.897	2.481	8.269	56.296
	I have become more moody/emotional	.831	.895			
Attitude Changes	Change in sleeping pattern	.778	.821	2.391	7.971	64.267
	I have become more practical/rational	.757	.850			
	I am more motivated/productive	.556	.956			
	I behave more mature/thoughtful/grateful	.544	.848			
Social Connections	Social networking	.806	.856	2.297	7.656	71.923
	Tele communication	.795	.841			
Grooming/ Health	Grooming	.810	.831	2.265	7.550	79.473
	Nutritional/health supplements	.592	.899			
Parenting	Change in parenting	.865	.845	1.875	6.249	85.722

Table 3: Important Lifestyle Changes (Naming of Factors)

Perception	Mean Rank
I am aware and accept that change is an inevitable part of life	2.79
I easily adapt to change	4.15
I am quite resistant to change	3.10
I take necessary effort to adapt to change	1.58
I manage change	3.38

Table 4: Friedman's Rank of Perception of Change

N	120
Chi- Square	207.687
df	4
Asymp.Sig	0.000

Table 5: Friedman's Test Statistics

Demo graphic Variab	P Values

Sl. No		Food/eating Habits	Self-Care Changes	Change in Interpersonal Relations	Technological Changes	Emotional Changes	Attitude Changes	Social Connections	Grooming/Health	Parenting
1.	Age	0.728	0.063	0.003*	0.290	0.000*	0.184	0.019*	0.708	0.096
2	Occupation	0.000*	0.000*	0.000*	0.045*	0.247	0.058	0.000*	0.000*	0.000*
3	Education	0.009*	0.000*	0.000*	0.112	0.007*	0.307	0.005*	0.000*	0.002*
4	Marital Status	0.388	0.656	0.788	0.639	0.004*	0.059	0.590	0.774	0.430
5	Type of Residence	0.317	0.002*	0.002*	0.002*	0.000*	0.014*	0.194	0.000*	0.016
6	Type of family	0.403	0.550	0.887	0.676	0.172	0.230	0.277	0.420	0.000*

*Significant at 5per cent level

Table 6: Association between demographic profile of the respondents and lifestyle changes (One Way ANOVA)

5.CONCLUSION

Everyone experiences change on a daily basis. Some may be simple and common changes and some may be life altering changes. One may have to manage relationship changes, changes at the workplace, change in the quality of life and lifestyle changes to name a few. Change in life can neither be stopped nor can it be controlled. Only thing that counts is how one manages these changes effectively. The present study focuses on the perception of women on managing these lifestyle changes for making their lives even better. Thirty general but prominent lifestyle changes have been identified for analysis on the basis of basic discussion with peers.

Factor analysis constricted the 30 changes into 9 categories namely change in Food/Eating habits, Self-care Changes, change in interpersonal relations, Technological changes, Emotional Changes, Attitude Changes, Change in Social Connections, Change in Grooming/Health and Parenting. The significant changes in the aforesaid factors were dining

outside frequently, constant updating, change in interpersonal relations with children, parents and siblings, behaving more mature/thoughtful/grateful, change to social networking, grooming and change in parenting. The intensity of these lifestyle changes based on eigen values was found high in case of ‘change in food/eating habits’ followed by ‘Self-Care changes’ and ‘Changes in interpersonal relations’, which mean that change variables included in these factors were more significant than the others. It was also found that there was significant difference in the way women in India perceived changes in their life as a whole while finding themselves easily adaptable to these changes.

Everyone perceives and handles changes in their lives in their own way. Some feel difficult to cope with it and others do it effortlessly. The process of change may include denial, anger, looking forward, acceptance and fresh commitment. Each cross these stages at their own pace. Practices such as evaluating level of control, practicing self-care, monitoring thoughts, prioritising, recognising change as a part of life, anticipating change, learning to enjoy change and the most important will be to expect and know that change will recur over and over again, will help to manage these lifestyle changes for a better living.

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