



## NATURE OF LIFESTYLE PATTERN AMONG MALE YOUTH: A COMPARATIVE STUDY BETWEEN KERALA AND ANDHRA PRADESH STATES

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'Lifestyle' is the way of living of individuals, families (households), and societies, which they manifest in coping with their physical, psychological, social, and economic environments on a day-to-day basis.

Lifestyle is expressed in both work and leisure behavior patterns and (on an individual basis) in activities, attitudes, interests, opinions, values, and allocation of income and time. It also reflects people's self image or self concept; the way they see themselves and believe they are seen by the others. Lifestyle is the composite of motivations, needs, and wants and is influenced by factors such as culture, family, reference groups, and social class.

Lifestyle is the typical way of life of an individual, group, or culture. The term was originally used by Austrian psychologist Alfred Adler (1870-1937). The term was introduced in the 1950s as a derivative of that of style in modernist art. The term refers to a combination of determining intangible or tangible factors. Tangible factors relate specifically to demographic variables, i.e. an individual's demographic profile, whereas intangible factors concern the psychological aspects of an individual such personal values, preferences, and outlooks.

In geographical terms, a rural environment as opposed to an urban metropolis would yield different results. This factor is most important as even within the urban scope a particular neighborhood acts as a determinant due to varying degrees of affluence and proximity to open spaces. For example, in areas within a close proximity to the sea, a surf culture of lifestyle is often present.

Further lifestyle typically reflects an individual's attitudes, values or world view. Therefore, lifestyle is a means of forging a sense of self and to create cultural symbols that resonate with personal identity. Not all aspects of a lifestyle are voluntary. Surrounding social and technical systems can constrain the lifestyle choices available to the individual and the symbols she/he is able to project to others and the self.

Lifestyle may include views on politics, religion, health, intimacy, and more. All of these aspects play a role in shaping someone's lifestyle.

Generally lifestyle studies deal with such matters like a) Mode of housing, b) Educational status, c) Nature of relationship between parents and other family members, d) Personal habits, and e) Exposure to drugs & Media. In this study more attention was given on a) Personal habits, and b) Youth's recreational attachments, which are mostly responsible for deviation from parental control and connectedness with bad circle which has impact on acquiring HIV/AIDS. The lifestyle aspects considered mainly here are a) Sporting and reading habits, b) Prayer habit, c) Drug addiction and d) Access to media.

### **OBJECTIVE OF THE STUDY**

The main objective of the study was to ascertain the nature of Life Style of Male Youth on a comparative basis between Kerala and Andhra Pradesh states.

### **METHOD & AREA**

The data was collected using pre-determined schedule. The study was organized in Tirupati, and Vijayawada cities from Andhra Pradesh and Trissur and Trivendrum cities from Kerala state. The school and college male youth below 25 years of Age were the respondents for the study.

The data was analyzed using computer facility by adopting SPSS package. An Index was prepared based on all related aspects of life style to ascertain the overall nature of life style pattern among youth.



**A) Life style pattern of youth Table**

**1. Life style pattern of youth**

The lifestyle pattern of youth in both Andhra Pradesh and Kerala was presented in detail in the table 1.

Sl. No	Habits	N/%	Andhra Pradesh				Kerala			
			Never	Occasion ally	Regular	Total	Never	Occasion ally	Regular	Total
<b>a. Sporting Reading</b>										
1.	Sporting	N	21	154	125	300	11	90	199	300
		%	7.00	51.30	41.70	100	3.70	30.00	66.30	100
2	Exercise	N	32	170	98	300	23	129	148	300
		%	10.70	56.70	32.60	100	7.70	43.00	49.30	100
3	Prayer	N	47	133	120	300	18	71	211	300
		%	15.70	44.30	40.00	100	6.00	23.70	70.30	100
4	Reading books/Newspapers	N	16	107	177	300	12	54	234	300
		%	5.30	35.70	59.00	100	4.00	18.00	78.00	100
<b>b. Drug addiction</b>										
5	Alcoholism	N	221	60	19	300	236	56	8	300
		%	73.70	20.00	6.30	100	78.70	18.70	2.60	100
6	Smoking	N	264	17	19	300	275	18	7	300
		%	88.00	5.70	6.30	100	91.70	6.00	2.30	100
7	Chewing Gutka	N	294	2	4	300	296	3	1	300
		%	98.00	0.70	1.30	100	98.70	1.00	0.30	100
8	Drugs	N	284	16	0	300	291	7	2	300
		%	94.70	5.30	0.00	100	97.00	2.30	0.70	100
9	Pornography	N	192	92	16	300	232	31	37	300
		%	64.00	30.70	5.30	100	77.30	10.30	12.40	100
<b>Access to Media</b>										
10	TV	N	6	132	162	300	16	117	167	300
		%	2.00	44.00	54.00	100	5.30	39.00	55.70	100
11	Radio	N	59	173	68	300	164	108	28	300
		%	19.70	57.70	22.70	100	54.70	36.00	9.30	100
12	News paper/magines	N	6	122	172	300	32	96	172	300
		%	2.00	40.70	57.30	100	10.70	32.00	57.30	100
13	Internet	N	4	155	141	300	47	87	166	300
		%	1.30	51.70	47.00	100	15.70	29.00	55.30	100
14	Cinema	N	14	196	90	300	78	64	158	300
		%	4.70	65.30	30.00	100	26.00	21.30	52.70	100
<b>Familial relationship</b>										
15	Relations with father	N/%	Not Good	Moderate ly Good	Good	Total	Not Good	Moderate ly Good	Good	Total
		N	12	50	238	300	33	67	200	300
		%	4.00%	16.70%	79.30%	100	11.00%	22.30%	66.70%	100
16	Relations with mother	N	3	31	266	300	17	61	222	300
		%	1.00%	10.30%	88.70%	100	5.70%	20.30%	74.00%	100



The nature of lifestyle pattern of youth in Andhra Pradesh and Kerala was highlighted under four heads.

#### **a)Sporting and Reading**

More proportion of youth in Kerala (66%) are participating in sports activities, while the same in Andhra Pradesh was 41.7%. Same is the case regarding exercise also. Nearly half of the respondents in Kerala (49%) are regularly practicing exercise while it was 32% in Andhra Pradesh. However 56% in Andhra Pradesh are doing exercise occasionally while it was 43% in Kerala.

Regarding prayer, more proportion of youth in Andhra Pradesh (40%) are practicing regularly as against 23% in Kerala. Nearly 37% in Kerala never participating in prayer which is a concern.

When the habit of reading books and journals/magazines is considered, more than three fourths in Kerala (78%) are practicing it, while it was only 59% in Andhra Pradesh.

#### **b)Drug addiction**

With regard to alcoholism 73% in Andhra Pradesh and 78% in Kerala never had this habit. However 6.3% in Andhra Pradesh and 10.6 are regular addicts to alcohol, and 20% in Andhra Pradesh and 18% in Kerala are occasional addicts to alcohol which is of concern.

Smoking is not a habit to most of youth in both states as 88% in Andhra Pradesh and 91% in Kerala are non-smokers. Chewing gutka was not all practiced by almost all youth ie.98% in Andhra Pradesh and 98.1% in Kerala except a few. Similarly 94% in Andhra Pradesh and 97% of students in Kerala are not addicted to drugs or narcotics. Watching pornography through internet is being practiced occasionally by 30% of youth in Andhra Pradesh and it was 20% in Kerala. Around 13% in Kerala and 6% in Andhra Pradesh are regular watchers of pornography which is of concern.

#### **c) Access to media**

More than half of youth in both the states had regular access to T.V. Programmes (54% in Andhra Pradesh and 55% in Kerala). Another 44% in Andhra Pradesh and 39% in Kerala had occasional habit of watching TV and only 2% in Andhra Pradesh and 5% in Kerala had no access to TV, which shows the popularity of youth access to TV programmes.

Youth are not showing much interest in radio programmes as only 22% in Andhra Pradesh and 9% in Kerala are following programmes on radio regularly. Around 60% of youth both in Andhra Pradesh and Kerala had regular access to newspapers. Around 47% in Andhra Pradesh and 55% in Kerala had regular habit of attachment to internet service, and watching cinemas is also the dearest habit to many youth in Andhra Pradesh and Kerala.

#### **d)Familial relationship**

The nature of relationship with father and mother determine the lifestyle of youth. In Kerala, though 66% of youth established good relationship with father, a considerable proportion (22%) had average relationship and another 4% had bad relation with their father which is of concern. Regarding relationship with mother also 20.3% had moderately good relation and 5.7% had negative relationship, while the remaining 74% had good attachment.

In Andhra Pradesh, the situation is slightly more good as 79% youth established good relation with father and it was 88% with mother. Those having moderate relationship and bad relationship with parents are slightly less in Andhra Pradesh compared to that of in Kerala.

### **INDEX OF LIFESTYLE**

The nature of life style of youth in any society has to be judged taking in to consideration a variety of related aspects. In the present study also the pattern of life style of youth in Andhra Pradesh and Kerala was ascertained by conducting an Index based on 16 items presented in table 2.

The total score for each individual lies in between 16 to 48.

#### **Grouping Of Youth Based On Lifestyle Index**

16-27 - Poor lifestyle

28-39 – Moderately good life style

40-48 - Good lifestyle



**Table - 2 Index on Lifestyle**

	States	
	Andhra Pradesh	Kerala
Poor	45 (15%)	36 (12%)
Moderately good	245 (81.70%)	226 (75.30)
Good	10 (3.30%)	38 (12.70%)
Total	300(100%)	300(100%)

More than three fourth of youth both in Andhra Pradesh and Kerala (81% in Andhra Pradesh and 75% in Kerala) had established 'moderately good' life style, and good life style was adopted by only 12% in Kerala and 3% in Andhra Pradesh. This shows the coming threat to policy makers as most of the youth are not practicing good life style which has to be given serious mulling.

Special classes by experts are to be planned on personality development in all schools and colleges. The special education may also to be included on the aspects viz., gender equality, respect to elders and culture, socialization process and transmission of sound culture and good habits from present younger generation to posterity.