

HOW TECHNOLOGY IS DEFINING LIFESTYLE

Miss. Bhavana Madhukar Khairnar

Shri. Mahadev Baburav Choughule College Bhiwandi.

Email: Bhavanamk15@gmail.com

Abstract

The present study is done with the purpose to investigate How Technology is defining lifestyle. As Technology is very important innovations which have bring lots of changes in each aspect of life. In Today's modern Era lifestyle is analyzed with changed habits of spending. People are looking for convenient options which will save their time and bring ease to fulfill requirements. Here I tried to check exactly what people are expecting from Technology based services. Various apps and social media, Healthcare, E-shopping and food delivery apps are the main focus point. Secondary as well as Primary data collection (Questionnaire) method is used. 60 responses from various age groups, Profession and area are undertaken to study. At the end of research H1 Hypothesis got selected and Null Hypothesis got rejected. As a conclusion it is noticed that people are getting more and dependent on Technology based services and ready to welcome more options to upgrade their lifestyle.

Keywords: Technology, Lifestyle, E-commerce.

► *Corresponding Author: Miss. Bhavana Madhukar Khairnar*

Introduction

In simple words invention of tools and techniques by humans is called as Technology. Technology includes journey from simple stone tools to the complex genetic engineering. The term technology comes from the Greek Word techne which means art and craft.

Way of living means things which we usually do can be defined as lifestyle. What we purchase, how we maintain/ organize our home, our spending habits, our time spending places, our preferred food, quality of our life, presentation skills and confidence, etc all these things are integral part of our lifestyle.

As the technology is changing its face it is influencing way of lifestyle. Various Fitness apps, Social media platforms, online courses, E-shopping, E-travelling apps is changing concept of lifestyle drastically. This change is leaving its impact in both positive and negative in both ways.

Objectives of the Study

1. To Study impact of technology on daily life in recent years.
2. To Study whether People are happy or unhappy with high speed involvement of technology in each sector of life
3. To study which are the most welcome changes made by through technology in Communication, Convenience, health, E-Commerce and Education.

Research Methodology

To study the mentioned objectives Primary and Secondary both methods are used to collect data. In Primary data Questioners method is used. Whatsapp Groups is the main source of data collection. 15 questions were prepared and shared through Google form. The sample size was 60 respondents. The questioner was shared on whatsapp group of Professionals so age limit was 20 years and more and the qualification of respondents was under graduation and more. As survey

was done through whatsapp groups so no such geographical area restrictions was noticed. For data collected through secondary sources websites blogs were studied for reference.

Hypothesis

H0 – Technology does not have any connection and impact on daily life.

H1 – Technology does have deep connection and impact on daily life.

Technology has made significant changes in life style and people are getting habitual to use it, like Healthcare services, Banking Services, shopping ideas and Food services, etc.

Review of Literature

1. Prof. Devendra Prasad Pathak – Impact of changing lifestyle on consumer behavior with special reference to middle class of Allahabad Region

Here the study is made on changing consumer behavior because of technology. Researcher has studied the demographic changes which are technology based and researcher has leave scope for further studies by mentioning lifestyle up gradation happened after involvement of various new apps.

2. Prof Senthilkumar N. – A Study on emerging pattern of lifestyle of Salaried class under Universal Banking.

As banks and banking services are very important part of our life and researcher tries to study emerging patterns of it. From the moment technology has started coming into banking services it has bring conscience, ease and opportunities in society. Researcher has left scope for further studies regarding new services and its impact on society.

3. Prof. Munjal Neetu – Food related lifestyle segmentation approach towards convenience food.

In today's busy life people dependency on ordering food from outside has become part of routine and QSR business is also developing with a fast growth rate. Researcher has segmented his approach towards convince food and leave scope for ordering frequency, rates and reviews, packaging related areas.

Spotlight on Relation of Technology and Lifestyle

• Life before technology- A Glance into the Past

In the journey of beautiful transformation of human civilization, one of the most important forces is invention of technology. Human Life has witnessed the phase of Wheels to AI. Let's take a little step back to understand how life was before digital era. It is very important to understand the foundation from which we have progressed.

1. **Face to face interactions** – communication among communities were tightly-knit and meeting with friends, local and social gatherings, community events or simple cup of tea get-togethers were enough to keep people in contact with each other.

2. **Letter writing** – Writing a letter and waiting for the reply was adding unique charm to relationship. Communication was slower but it was defiantly deliberate and thoughtful process.

3. **Memory lane** – Capturing photos, developing that film and creating album was a cherishful memory. Photo reel was having limitations of clicks but the memories created out of it were timeless.

4. **Privacy and unplugging** – the concept of unplugging was non existence. People use to enjoy each second of life without fear of missing out something.

5. Work- life balance- once office timings were finished people use to enjoy personal life as there were no chances of emails and work pressure. Work from home concept was completely out of dreams.

6. Real time news- waiting for evening news broadcast and morning news paper was a real experience of getting news or information. 24*7 breaking news concept did not exist so a gap between news spreading use to create patients and sense of responsibility.

7. Limited consumer choices- Shopping was meant to physically visiting stores and selecting locally available items. This use to create sense of responsibility towards local vendor's upliftment.

- **Upsides of Technology in and on Lifestyle**

1. Improves communication- the best gift of technology to the field of communication is smart phones, social media, video conferencing , Mobile apps etc. it has bring communication process at easy level without geographical restrictions.

2. Healthcare and Technology- Digital advancement have done tremendous progress in the Healthcare sector. Telemedicine, electronic Health record, robotic surgery and AI driven diagnosis have not only providing patient care but improved medical accessibility.

3. Effects of technology on education- E- learning platforms, interactive educational app and virtual reality has made learning process more engaging and personalized.

4. Smart home technologies- smart home technologies have made life convenient. Voice activated system, safety alerts, CCTV cameras has enhanced home management.

5. Startup and innovations- many new startups have made way for innovative ideas with the help of technologies. Companies like Airbnb, Uber, and SpaceX have actually reshaped traditional industries.

- **Shortcomings of Technology in and on Lifestyle**

1. Digital Dependency- we are spending lot of time and money on new gadgets and systems. This is bringing dependency on technology. The power of thinking and shaping the things as per the requirements of time has come down. The creativity has also lowering down as we want everything in readymade format.

2. Technology addiction- Generation is getting addicted to technology and this addiction is threat to brain and life. Addiction is in the way of computer or gaming addiction, cybersex and pornography addiction, compulsive information seeking, online relationship addiction etc.

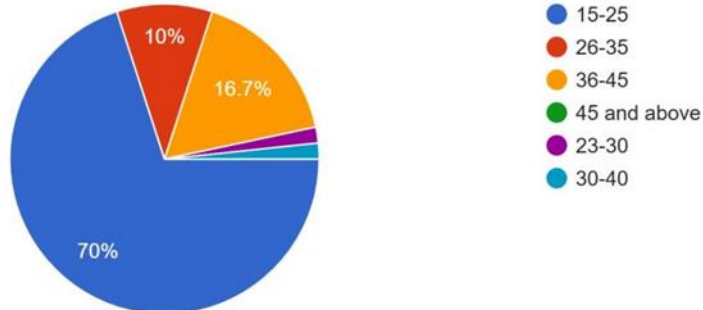
3. Loneliness and social isolation – As one psychologist have said “Those who are substituting online relationships for real relationships don't see a reduction in loneliness and may actually see a deterioration” , young adults are facing these kind of problems and it is becoming unhealthy situation for society.

4. Plagiarism and copyright- Digital media is easy to copy and represent again . Students can easily copy assignments projects and even professionals can also manipulate with available materials.

Data Analysis

Age Group

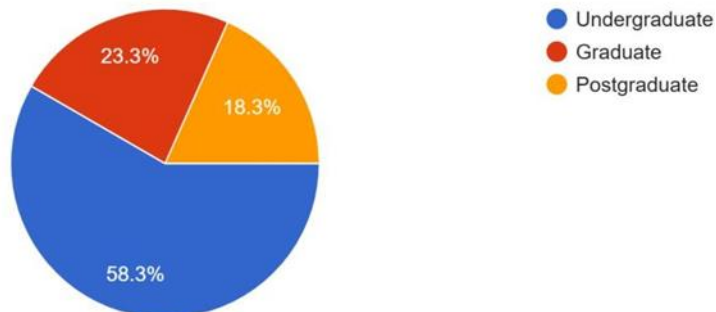
60 responses



The Questioner was circulated on whatsapp groups .The Age of respondents is between 15 to 45 years. Maximum responses were received from 15-25 age group i.e. 70% followed by age group of 36-45, 16.7%

Qualification

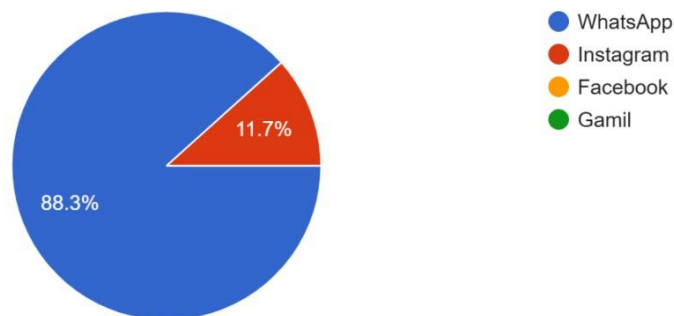
60 responses



The respondents were replied to survey are maximum undergraduate 58.3%. 23.3% respondents are graduate and 18.3% are post graduate.

Q1. Which social networking App you are using to keep connected with Your family, friends and social groups.

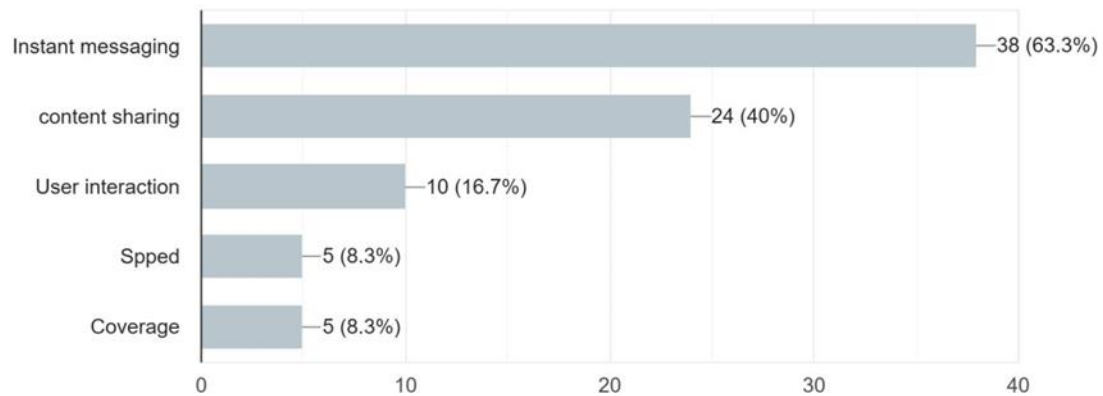
60 responses



Analysis - The question which was asked to respondents which social media app they are using more to stay connected the reply received is 88.3% Whatsapp and 11.7% Instagram. It means what's app is very casual and convenient app for daily life use.

Q.2 Which features of social media attract you more?

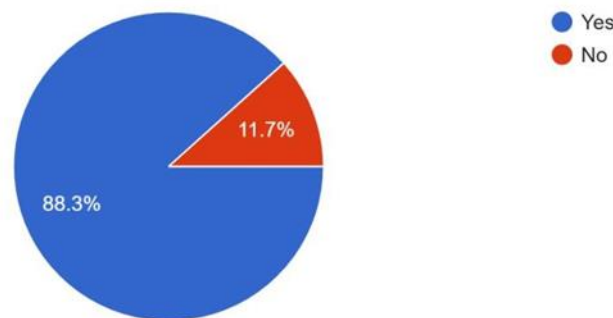
60 responses



Analysis - As w all knows social media is very highly involved result of technology in and on lifestyle. Instant messaging, content sharing and user interactions are the main features which are attracting our respondents towards social media and percentage of these features are 63.3%, 40% and 16.7% respectively

Q3. Are you using online method (Apps) for paying your Utility Bills?

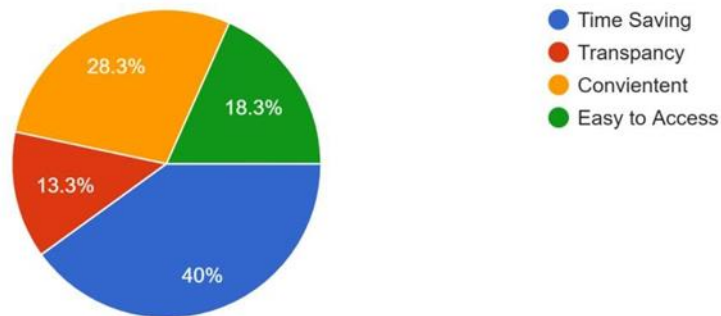
60 responses



Analysis - When I ask respondents whether they are using online method to pay their utility bills 88.3% positive response was received. It definitely means people have accepted online method as normal activity in daily life and it is helping people to upgrade their lifestyle

Q4. Why you Switch from Offline to Online Payment mode?

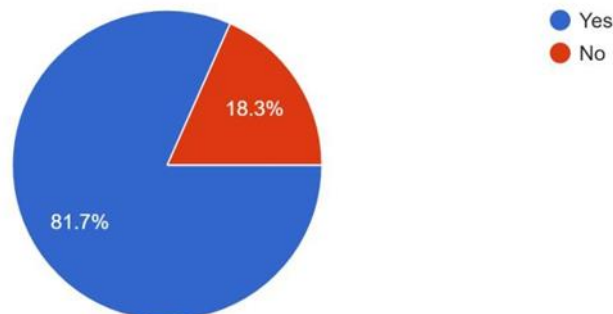
60 responses



Analysis -When the question was asked why people have change the method of offline to online. The response was mix, 40% respondents said its time saving, 28.3% said its convenient 18.3% said it's easy to access and remaining 13.3 % said its transparent process. So it clearly indicates people have accepted online method and they are using it as per their own thoughts and experience

Q5. Do you want all public sector units should provide online payment option?

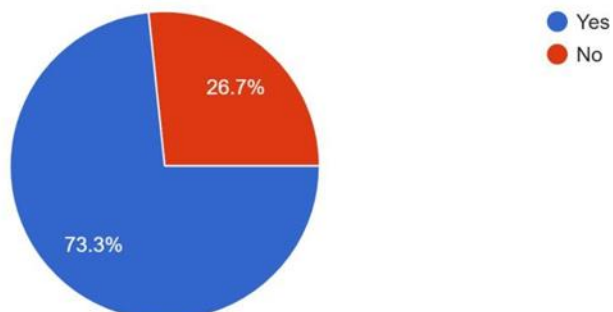
60 responses



Analysis -Still in our country many public sector units are still free from technological support, they are still using traditional methods. When we claim technology is completely involved in daily life people are demanding all units should get technically sound. 81.7% Respondents wants online methods should be applied everywhere

Q6. Do you Think Online payment mode is safe?

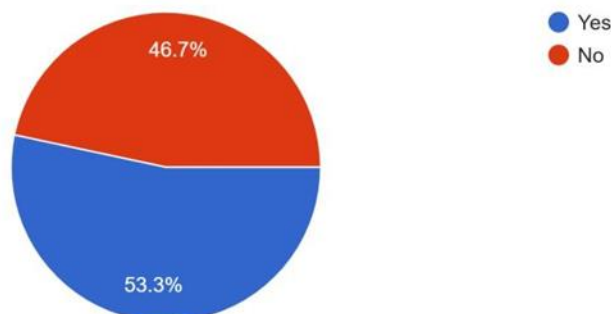
60 responses



Analysis -Regarding safety of technological driven methods 73.3% respondents are satisfied and they rely on it with

Q7. Do you Prefer ordering/ Purchasing Medicines for you or your family members from apps?

60 responses

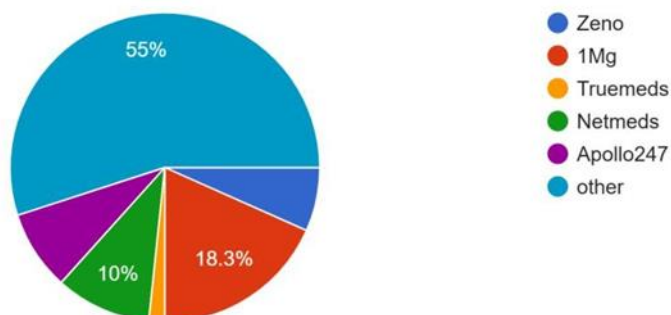


Analysis -As my survey was conducted through whatsapp group so respondents are from urban and semi urban areas both.

When the question was tossed regarding purchasing online medicines .the received response was neutral. 53.3% respondents said yes for online purchasing and 46.7% respondents said No for it . So awareness and feeling of trust need to be spread to promote these apps.

Q8. Which app you prefer to order medicines?

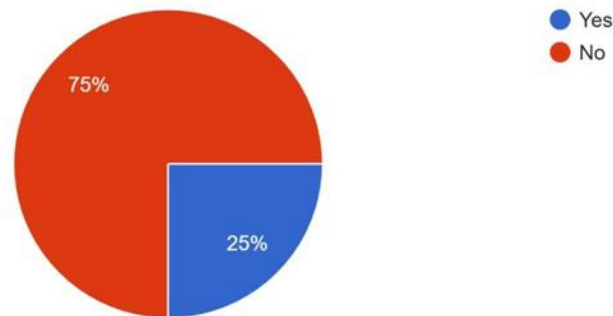
60 responses



Analysis- Healthcare services and technology is going in same direction by putting impact on up gradation of lifestyle. Those who are preferring to purchase online medicine through apps Tata 1mg , netmeds are the significant choices of people. A big percentage is grabbed by option others it may be their local service apps.

Q9. Do you think in near future Offline Pharmacy will get closed down?

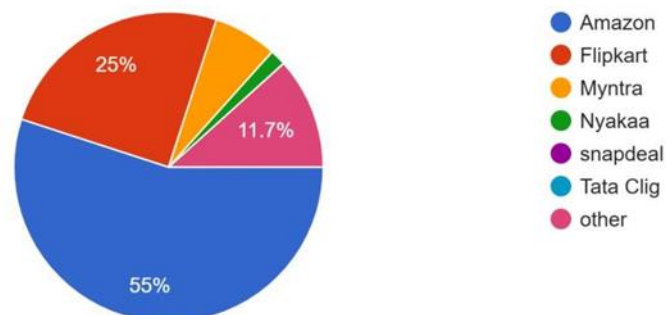
60 responses



Analysis - When I asked in future offline pharmacy will get shutdown or remain working 75% people said it will stay working it means still people are not trusting online purchases through online options . So this may be challenging opportunity and area where working needs.

Q10. Which is Your Favorite / Preferable Online Shopping App?

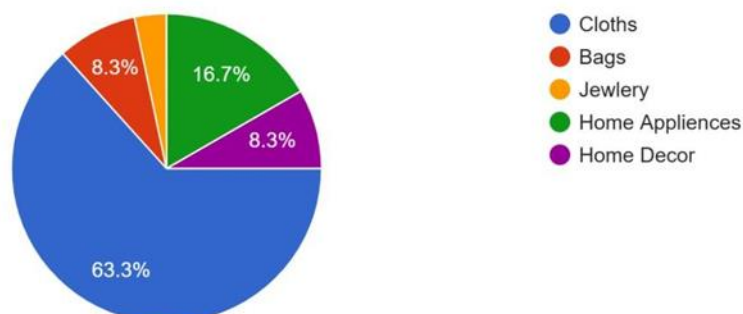
60 responses



Analysis - Shopping is the most favorite activity of everyone. And because of online shopping options idea of shopping has tremendously changed. In early period shopping of cloths and other things was occasional activity but now with changed lifestyle and available online options people are shopping anytime. I mentioned someone the famous apps and with 55% Preference Amazon stood of top as choice of shopping apps. Next maximum share is grabbed by Flipkart with 25% remains share was distributed among Myntra ,Nykaa etc.

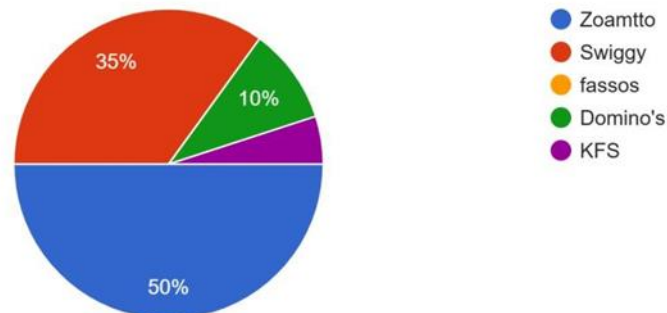
Q11. Which Products you prefer to purchase online most frequently?

60 responses



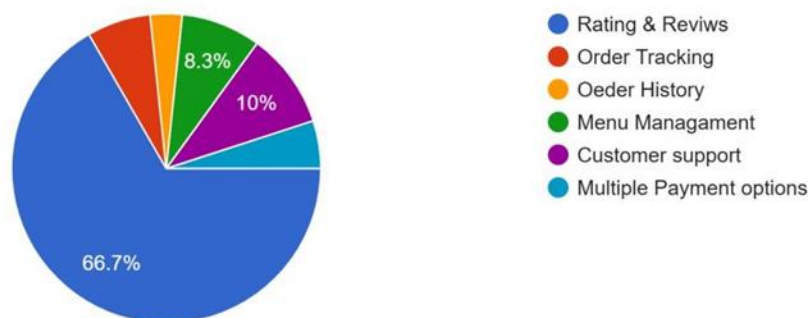
Analysis - The question was regarding which product is more preferable to shop online and 63.3% respondents said its cloths. As all the brands from around the world are selling their products online so buyers are also getting opportunity to purchase them from any corner of the world. Comparison, discounts and latest fashion trends are some of the reasons people are preferring cloths as most favorite online product. The least share is given to jewelry because it's expensive and matter of trust and traditional aspects are involved in this

Q12. which is your Preferable online food delivery app?
60 responses



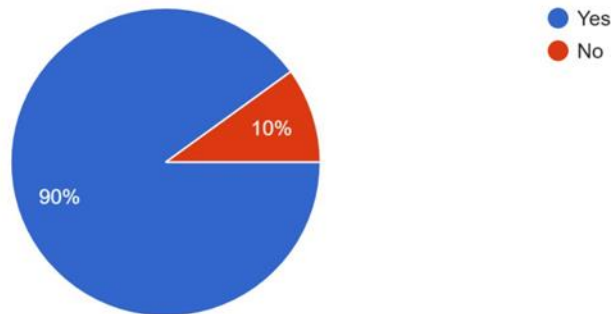
Analysis - With changing lifestyle and time food habits and food related culture is also changing. Traditionally home foods was made and preferred. But now a day's people and lacking time and even more demands for variety of foods is increasing. So when question was raised regarding preferable foods delivery Apps, choice of 50% respondents was zomato ,35% prefer Swiggy and remains is Fasso's, Domino's and others

Q13. which points you check before using Online Food Deliver App?
60 responses



Analysis - It's is very much clear now people are preferring online ordered food through delivery apps when asked to then which is main thing they are choosing their delivery app as same restaurants and QSR are available everywhere. What is making difference? So 66.7% respondents said they check ratings and reviews of restaurants which are marked on apps. The reaming approximately 32% response is customer support, menu management and etc

Q14. Do you Think All these online / Digital Apps have bring Upgradation in Your Lifestyle in last few years/
60 responses



Analysis - When respondents were asked about their opinions on up gradation made by technology. 90% respondents said Yes and this positive response is showing people are loving and accepting the technological trails of new Era.

Conclusion

1. Technology is very big concept and its effect on lifestyle is also deeply rooted. It changes life in many ways. Technology based services are real world problem solving measure. Technology has broken down geographical barriers and cut down the distance. It is providing healthcare, banking, E- commerce and food business new face.
2. At the same time we can't overlook the drawbacks of technology which brings cybercrime incidences, cyber bullying, privacy issues, and lifestyle diseases. Social cut downs etc.
3. The analysis of conducted survey shows respondents are happy with the new technology based services and excited for new changes in it.
4. Based on the study done and various discussions on the topic, it can be inferred that the null hypothesis H_0 is rejected and the alternative hypothesis H_1 is accepted.

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