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Research Paper Sociology

A Study on Lifestyle, Religious Values and Value Conflict Among the Working Population in Coimbatore District

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ABSTRACT

The impact of globalization has been changing the lifestyle and value system in developing countries. The change in value system has brought a lot of modifications in the lifestyle of the people in India. The working population in India has been changing their way of life, lifestyle, and working life consequent upon globalization, modernization, westernization and liberalization. The present study adopted descriptive design. A sample of 270 working professionals was collected using relay sampling. The present study concludes that a moderate level of religious values and more religious conflict was also found among the working professionals. The life style influence religious value and value conflict of the working population.

KEYWORDS : Religious Value, Value Conflict, Life style, Working Professional

Introduction

Though the human lifestyle has been tremendously changing on this planet, thanks to the influence of science, the destiny of man is still not for sure. Even as his mind is evolving, it remains constant in certain areas of dogmas and practice. This continuous conflict for change and continuity necessitates the study of human existence, which is primarily reflected in his cultural life. When we talk of Culture, we have to vivisect the material and non- material aspects of culture. In this study Lifestyle, the material part and Social Values, the non-material component of culture is that which has been primarily focused. Lifestyle has been defined as a way of living of individuals, families (households), and societies, which they manifest in coping with their physical, social, and economic environments, on a day to day basis. Life style is expressed in work and leisure, behavior pattern and on individual basis, in activities, attitudes, interests, opinions, values and allocation of income. It also reflects peoples' self image or self concept; the way they see themselves and believe they are seen by others. Lifestyle is a composite of motives, needs, and wants which is influenced by factors such as culture, family, reference groups, and social class.

The impact of globalization has been changing the lifestyle and value system in developing countries. The change in value system has brought a lot of modifications in the lifestyle of the people in India. The working population in India has been changing their way of life, lifestyle, and working life consequent upon globalization, modernization, westernization and liberalization. As a result one may notice a lot of changes in value system.

Religion is important as it provides us with a sense of community and comfort that there is something else out there and tells us there is a reason why things happen. It also defines morality and gives of a set of rules that we are supposed to live by. Religious values define what people expect of themselves and of others based on the beliefs common to the religions they practice. Such values represent the core principles that guide daily decision making. They help people determine which actions to take, and to make judgments about right or wrong and good or bad. The world's most commonly practiced religions often have similar values, although variations exist in the way some values are prioritized over others.

This study focused on the religious values and value conflict of the working population and also the influence of life style over the religious value of the working population.

Review of Literature

Nandanvyas (2013) The next most prominent degradation in our moral values reflects itself in the form of corruption. In India, corruption is prevalent at all levels and the irony is that even if we accuse that they are guilty, they remain supreme. These developments are not good for the national economy and the moral conditioning of our younger generations.

Penny Edgell (2000) argues that "modern" family lifestyles reduce religious involvement, especially for married women who work fulltime. They call for further research to capture the contested and evolving nature of women's relationships with religious institutions.

Hodgkinson (1991) also addresses the issue of value conflicts with his model and states that "the most profound value conflicts occur when two or more principles are in conflict. Because the personal preferences are non rational, either transactional or sub rational, conflicts occurring at these levels are extremely difficult to resolve".

Objectives

1. To study the social economic background of the working population
2. To understand the lifestyle of the respondents.
3. To assess the religious values and religious value conflict of the respondents.
4. To study relationship between lifestyle, Religious value and value conflict.

Methodology

Descriptive research design is adopted for the present study. The universe of the present study has been the working population, from private and public sector, government organizations and professionals from various parts of Coimbatore city. The professional in the study include teachers, doctors and engineers. The clerical and the executives have also been included. The researcher adopted relay sampling technique for selecting the sample of the study. The sample size of was 270. The researcher used self prepared Questionnaire a tool for collecting data. The Questionnaire consisted of three sections. 1. Social economic profile, 2. Lifestyle, 3. Religious values and conflict. The researcher adopted Split-half reliability test for finding the reliability of the scales. The correlation value obtained was 0.75 (values) and 0.81 (value conflict) respectively. The scales namely, value and value conflict was subjected to face validity. The data were then analyzed using various statistical tools like mean, standard deviation, t-test, coefficient of correlation, chi square and ANOVA.

Analysis and Interpretation

Table 1: Socio-Economic Background

Variables	Particulars	No.	%
Age	< 30	150	55.6
	31-40	57	21.1
	41-50	37	13.7
	51-60	20	7.4
	> 60	6	2.2
Marital status	Single	116	43.0
	Married	152	56.3
	Divorce	2	.7
Gender	Male	167	61.9
	Female	103	38.1
Domicile	Village	58	21.5
	Town	195	72.2
	Sub-Urban	17	6.3

Education	Non Metric	6	2.2
	Metric	18	6.7
	Graduate	105	38.9
	Post graduate	141	52.2
Employed	Private	215	79.6
	Public Sector	20	7.4
	Professional	18	6.7
	Government	17	6.3
Family type	Nuclear	177	65.6
	Joint	93	34.4
Monthly income	Below 10000	85	31.5
	10001-30000	122	45.2
	30001-50000	38	14.1
	Above 50000	25	9.3
Type of house	Own	161	59.6
	Rental	109	40.4

The table 1 depicts that 55.6 percent of the respondents age was below 30 years and 21.1 percent of the respondents age was between 31-40 years. the Marital status of 56.3 percent of the respondents was married and 43 percent of them were unmarried. Majority of the respondents (61.9 percent) were male and 38.1 percent of them were female. Majority of the respondents (72.2 percent) resided in town and 52.2 percent of them had qualified post graduation degree. Vast majority of the respondents (79.6 percent) were working in private organization and 65.6 percent of them were residing in nuclear family. The table 1 shows that 45.2 percent of them were earning an income between Rs.10000-30000 and 31.5 percent were earning an income below Rs.10000. nearly three fifth of the respondents had own house and rest 40.4 percent were residing in rented houses.

Table 2: Lifestyle of the Respondents

Variables	Particulars	No.	%
Own vehicle	No Vehicle	30	11.1
	2 Wheeler	151	55.9
	4 Wheeler	54	20.0
	Both	35	13.0
Wakeup time	Before 5 AM	16	5.9
	5-6 AM	112	41.5
	After 6 AM	142	52.6
Bed time	Before10 PM	40	14.8
	10-11 PM	143	53.0
	After 11 PM	87	32.2
Habit of Smoking	Yes	43	15.9
	No	227	84.1
Use of Alcohol	Yes	53	19.6
	No	217	80.4
Type of dress	Formal Suit	37	13.7
	Pant /Shirt	131	48.5
	Dhoti/ Shirt	24	8.9
	Sari/Churidar	78	28.9
Use of Branded items	Dress	105	38.9
	Shoes	57	21.1
	Ornaments	33	12.2
	No	75	27.8
Monthly income	Below 10000	85	31.5
	10001-30000	122	45.2
	30001-50000	38	14.1
	Above 50000	25	9.3
Religious symbols	Yes	95	35.2
	No	175	64.8
Watch movies	Weekly	24	8.9
	Monthly	64	23.7
	Rarely	182	67.4
Visit hotels	Weekly	50	18.5
	Monthly	97	35.9
	Rarely	123	45.6
Family tour	Yes	95	35.2
	No	175	64.8

The table 2 depicts that 55.9 percent had two wheelers and 52.6 percent wakeup after 6 AM and 53 percent of them go to bed between 10-11 PM. Majority of the respondents do not have the habit of smoking and majority of the respondents don't use alcohol. The table 2 shows that 48.5 percent of them were pant and shirts and 38.9 percent of them use branded dresses. The monthly income of 45.2 percent of the respondents was between Rs.10001-30000. Majority of them do not use religious symbols, 76.4 percent of them rarely watch movies, 45.6 percent rarely visit hotels and 64.8 percent don't take family for tours.

Table 3: Religious Value

Religious Value	Number	Percent
High (>20)	44	16.3
Moderate (15 to 19)	190	70.4
Low (<14)	36	13.3
Total	270	100.0

Table 3 depicts that as far as religious value is concerned it is found that most of the respondents 70.4 % have moderate religious value. The percentage distribution of high and low level of religious value is almost similar ie. (16.3% and 13.3 %). Generally religious value is initiated at a younger age. The changes in religious value take place only with few people more over having religious value does not cost much. Due to these reasons majority of the respondents have moderate religious value.

Table 4: Religious Value Conflict

Religious Value Conflict	Number	Percent
More Conflict (>5)	139	51.5
Less Conflict (<4)	131	48.5
Total	270	100.0

The table 4 indicates that most of the respondents (51.5%) have more religious value conflict. It is observed that the value conflict in terms of religion is not significantly different from more conflict to less conflict. There are respondents with more religious value conflict. This is because the working population especially when they move with colleague and others exposed to religious rational thinking. They are neither able to come out of religion nor be highly religious.

Table 5: Relationship between Lifestyle, Religious Value and Value Conflict

Variables	Statistical tool	Result
Religious value and Wakeup time	F= 5.822 p<0.05	Significant
Religious value and Bed time	F= 3.109 p<0.05	Significant
Religious value and Religious symbols	t= 19.81 p<0.05	Significant
Religious value conflict and alcohol	$\chi 2$ =4.238	Significant

The ANOVA value (F=5.822) shows that there is a significant difference in the level of religious value and wake up time of the respondents at 0.01 level. The mean value shows that the respondents who wake up 5 am to 6 am had better religious value compared to others.

The ANOVA value (F=3.109) shows that there is a significant difference in the level of religious value and bed time of the respondents at 0.05 level. The mean value shows that the respondents who go to bed before 10 pm had better religious value compared to othersThe t-test value (t=19.816) shows that there is a significant difference in the level of religious value and use of religious symbols and ornaments at 0.01 level. The mean value shows that the respondents who use religious symbols and ornaments had better religious value.

Conclusion

The study concludes that a moderate level of religious values and more religious conflict was also found among the working professionals. The life style variables namely wakeup time, bed time and use of religious symbols influence religious value. The religious conflict was influenced by use of alcohol.

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