

# A study factors that on impact of COVID 19 on lifestyle related behaviour In Gen Z

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**Abstract:** Corona virus outbreak changed the entire outlook of the world in its functioning process. It created a havoc in lifestyle of each and every individual in the world. Meanwhile, this study focuses on effect of COVID 19 on lifestyle related on Gen Z individuals, which are also called as Zoomers. Zoomers are those born in late 90's and early 2000's. This generation belong to the age group between 25 years to 10 years. This study focus on identifying the three factors that had a big change due to covid 19. These factors are effect of COVID related impositions on students' socio demographics with special emphasis on student education, family income levels and health consciousness, effect of COVID related impositions on students' Lifestyle related behaviour like his Lack of physical activities, prolonged screen viewing, deprived sleeping and consumption of junk and sweetened food stuff and effect of COVID related impositions on students' covid Specific Behaviour like Maintaining social Distancing, avoiding physical gathering, wearing mask, avoiding unnecessary traveling and managing covid related anxiety and stress.

**Keywords:** Covid 19, Gen X, Zoomers, Lifestyle, Behaviour.

## INTRODUCTION:

It was on 31<sup>st</sup> December 2019 the World Health Organization (WHO) got the information of cases of pneumonia of unknown cases in Wuhan city, China. It was then declared as novel corona Virus was the cause by Chinese authority on 7<sup>th</sup> January 2020. the intensity and spread of the virus was so severe that by the mid-March 2020, that the WHO European Region become an epicentre of this then called epidemic with 40% globally confirmed cases. At this point of time the virus was not restricted to a particular country but rather it started becoming a major disease of the entire Globe. It took the look of a ugly pandemic infecting millions of people.

But today COVID 19 is a global concern which continues to redefine our daily lifestyle related habits in a significant manner as the pandemic advances through different phases. Due to Public Health recommendations and Government measures taken to lessen infection has directly or indirectly impacted the food availability, dietary quality, normal daily activities, access to recreational public settings, social activities work and financial securities these factors compound overtime to change lifestyle related behaviour like that of daily eating, physical activities and sleeping patterns. These behaviours are known to be having independent risk factors for metabolic complications such as obesity, diabetes and cardiovascular disorders. This study also check the effect of COVID 19 on the education system and its outcome during the last two year of during and post Covid. This hit hard the student from schools, colleges and universities. According to the United National Educational, scientific and cultural organization (UNESCO), over 800 million students from around the world has been effected. It was found that 1 in 5 students cannot attend school, 1 in 4 cannot attend higher education classes. It is also seen that 102 countries have ordered national-wide school closure whereas 11 have implemented localized school closure.

This study focuses on effect of COVID 19 on lifestyle related on Gen Z individuals, which are also called as Zoomers. Zoomers are those born in late 90's and early 2000's. This generation belong to the age group between 25 years to 10 years.

## OBJECTIVES OF THE STUDY

The main aim of the study is to study the effect of covid related impositions on students' overall behaviour

The objectives of the study are as follows:

1. To study the effect of COVID related impositions on students' socio demographics with special emphasis on student education, family income levels and health consciousness.
2. To study the effect of COVID related impositions on students' Lifestyle related behaviour like his Lack of physical activities, prolonged screen viewing, deprived sleeping and consumption of junk and sweetened food stuff.
3. To study the effect of COVID related impositions on students' covid Specific Behaviour like Maintaining social Distancing, avoiding physical gathering, wearing mask, avoiding unnecessary traveling and managing covid related anxiety and stress.

## LITERATURE REVIEW:

1. Abid Haleem, Mohd Javaid and Raju Vaishya, (2020 Apr 3), "Effect of COVID pandemic in daily life", Elsevier Health Emergency Collection. 2020March- April10. Page no. 78- 79. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7147210/>

This study focuses on three main areas that are effected due to COVID 19 like

a) HEALTHCARE- challenges in diagnosis, quarantine and treatment of suspected and confirmed cases; High burden on functioning of existing medical system; negligence for patients with other diseases and health problems; Overloading of Doctors, healthcare professionals and medical shops; Requirement of high protection.

b) ECONOMIC- slowing of manufacturing of essential goods; Disrupt of supply chain of products; Losses in national and international businesses; significant slowing down in the revenue growth.

c) SOCIAL- under performance of service sector; cancellation or postponement of large scale sports and tournaments ; Avoiding national and international traveling; undue stress among population; social distancing with peer and family members; Closure of hotels, restaurants and educational institutions

2. Preeti T, 2020. Impact of COVID 19 Pandemic on Education System. International Journal of Advance science and technology, Vol 29, no. 9s, Pg 3812- 3814.

As per the above mentioned study the journey of covid which started from china and had a world tour creating a havoc on almost all activities of human life including education sector . In order to promote social distancing the government of different countries has declared their schools and college to be closed in order to break the chain of infection. This is now leading to a different mode of teaching procedure of online studies or hybrid model (combination of offline and online mode of teaching). this teaching methodology trend is resulting in many problems to be face by students teachers and parents. Thus this paper addressed many issues related to covid 19 on education system.

3. Jeehoon Han, Bruce D. Meyer & James X. Sullivan, 2020. " Income and Poverty in the COVID- 19 Pandemic," Working Papers on Economic Activities, Vol 2020(2), Pages 85- 118. <https://www.nber.org/papers/w27729> .

This paper focus on economic impact of the COVID 19 pandemic by providing timely and timely information on the impact of current pandemic on income and poverty to inform the the targeting of resources to those most effected and assess the success of current efforts. The results in this study indicates that at the onset of pandemic, government policies effectively countered its effects on income, leading poverty to fall and low percentiles of income to rise across a range of demographic groups and geographies. The study has also indicated that the decline in poverty was due to government assistance in the form of unemployment insurance benefits and the Economic Impact payments

As per the other observation the above situation may not be true for Asian countries like India where population is high and unemployment already existed in big percentile

4. Mattioli A.V., Pinti M., Farinetti A., Nasi M.2020;20 Obesity risk during collective quarantine for the COVID-19 epidemic. *Obes Med.*2020;20 [\[PMC free article\]](#) [\[PubMed\]](#) [\[Google Scholar\]](#)

During march 2020, when COVID- 19 spread in several countries infecting many individuals, the WHO defined the infection as Pandemic. Then the Governments of different countries adopted measures to prevent the spread of infection by two methods called Quarantine and isolation (WHO, 2020a). in this Process Quarantine means to separate the people or community who has been exposed to an infectious disease. Whereas Isolation refers to separation of people who are infected. This paper focuses on the effect of Quarantine on obesity

This paper concludes that there is a strong link between Pandemic obesity, thus obesity leading to increase in cardiovascular risk burden. It also emphasized the importance of health diet and physical activity at home.

5. Górnicka M., Drywień M.E., Zielinska M.A., Hamułka J. Dietary and lifestyle changes during COVID-19 and the subsequent lockdowns among Polish adults: a cross-sectional online survey PLifeCOVID-19 study. *Nutrients.* 2020;12(8):2324. [\[PMC free article\]](#) [\[PubMed\]](#) [\[Google Scholar\]](#)

This study aims at identifying the pattern of dietary changes during the COVID 19 pandemic and their association with sociodemographic and body mass index (BMI) before pandemic and lifestyle changes in elite group and to examine the effect of lockdown on dietary lifestyle changes. According to this study majority of people changed their dietary patten by decreasing their physical activity and increasing their screen viewing with an increase in consumption of food. It was also found out that majority of people living in countries with higher GDP did not prefer homemade food. This was contradicting to the public health perspective message " to be active" during the isolation period.

6. Kumari A., Ranjan P., Vikram N.K., Kaur D., Sahu A., Dwivedi S.N. A short questionnaire to assess changes in lifestyle-related behaviour during COVID 19 pandemic. *Diabetes & Metabol Syndr: Clin Res Rev.* 2020;14(6):1697–1701. [\[PMC free article\]](#) [\[PubMed\]](#) [\[Google Scholar\]](#)

According to this study the post effect of COVID 19 related restriction had adverse effects of human lifestyle related behaviour which include diet, physical activity and sleeping pattern. These are the most important components in the management diabetes Mellitus and metabolic syndrome

7. Jonas De Vos (May 2020), "The effect of COVID 19 and subsequent social distancing on travel behaviour", Transportation Research Interdisciplinary Perspective". Volume 5, May 2020, 100121.

According to this study due to COVID 19 virus has resulted in new measures restricting travel and activity participation in many countries. The term Social distancing I.e., reducing interaction between individuals in order to slow down the spread of virus has become the new norm. Thus avoiding social contact might completely change the number and types of out of home activities people perform and how people do these activities. The study has also pointed out that there might be a reduced demand for travelling reducing the demand for public transportation usage. It is also seen that social distancing might negatively effect well being and health status due to isolation and limited physical activities. As a result walking and cycling can be an important way to maintain satisfactory levels of health and well being. This can be concluded that policymakers and planners should consequently try to encourage active travel and public transport operators should focus on creating ways to safety use of public transportation.

8. Bo Pu, Lu Zhang, Zhiwei Tang and Yanjun Qui, (6<sup>th</sup> August 2020), "The relationship between health consciousness and home based Exercise in China during the COVID 19 pandemic", *International Journal of Research and Public Health*, 6<sup>th</sup> August 2020. <https://www.mdpi.com/1660-4601/17/16/5693>.

This paper aims at studying the influence of health consciousness on home based exercises during COVID 19 Pandemic. The outcome of the paper says that there are significant difference in home based exercises in terms of gender, age and marital status. Health consciousness has a positive effect on home based exercises

9. Apurvakumar Pandya and Pragya Ladha. (22 July 2021). " Social connectedness, "Excessive screen time duration during COVID 19 and mental health: A review of current evidences". *Frontiers in human dynamics. Social Networks*. <https://www.frontiersin.org/articles/10.3389/fhumd.2021.684137/full>

This study highlights that due to the advancement of digital technology, excessive screen time has become a grave concern for understanding the digital well being of people. Screen time usage duration increased drastically during the COVID 19 as government enforced public health measures to curb the Pandemic where the global society was under lockdown. The only medium to stay connected socio economically was the digital one. The current study attempts to understand the virtual social connectedness, excessive use of digital technology resulting in negative implications on (physical and) mental health warrant a strict need for inculcating healthy digital habits, especially knowing that digital technology is here to stay and grow with time.

10. Sarah A. Moore, Guy Faulkner, Ryan E. Rhodes, Marina Brussoni, Tala Chulak Bozzer, Leah. J. Ferguson, Raktim Mitra, Norm O' Reilly, Jojn C. Spence, Leigh M. Vanderloo & Mark S. Tremblay. Impact of the COVID-19 virus outbreak on movement and play behaviours of Canadian children and youth: a national survey. *International Journal of Behavioral Nutrition and Physical Activity* 17, 85 (2020). <https://ijbnpa.biomedcentral.com/articles/10.1186/s12966-020-00987-8>

Healthy childhood development is fostered through sufficient physical activity including outdoor time, limiting sedentary behaviour and adequate sleep are collectively called movement behaviour. Due to COVID 19 virus outbreak has changed the daily life of our young generation. This study concludes the immediate impact of COVID 19 restriction on movement and play behaviour of youth.

## RESEARCH DESIGN:

This study is a descriptive research focusing on the finding the various changes that occurred in human life due to the pandemic. This study will be considered as a pilot study for a casual research in the future.

The study considers the sampling techniques of cluster sampling. Cluster sampling is a probability sampling technique where the researcher divide the population into multiple groups (Clusters) for research. In the present study the demographics of the different cluster will be as follows i.e. graduating students studying in colleges located in London, Canada, Sydney and India.

## Data collection Method:

Primary Data: This study will be a large cross sectional online survey conducted among college and school students across the globe. The data will be collected using Google form web survey platform. A standard study invitation message along with the link to the online survey will be shared using personal and social contacts of research group members via email, facebook, Instagram and Whatsapp.

Questionnaire will consist of appropriate number of both open and closed ended questions. The response pattern will be using likert and semantic differential scaling.

## Secondary Data:

Review of journals, newspapers and magazines.

## Data analysis method:

Excel tables and Pai chat analysis

## Limitations:

Time constraints. Respondent's bias.

**RESEARCH SUMMARY**

The topic under study tries to analyse the factors that developed due to COVID 19 and that effect the human lifestyle behavior with reference to Gen Z(Zoomers). The study proceeds with the study on 3 factors namely

- i. Socio Demographic Factors
- ii. Lifestyle related Behaviour.
- iii. Changes due to COVID 10 specific behaviour.

**Hypothesis:**

Null Hypothesis: The effect of factors that resulted due to COVID 19 did not changed the lifestyle behaviour of students of Gen Z.

Alternative Hypothesis: The effect of factors that resulted due to COVID 19 did changed the lifestyle behaviour of students of Gen Z.

**CONCLUSION**

It can be concluded that the study on hand diagnosis into the effect of covid related impositions on on students' overall behaviour like effect of COVID related impositions on students' socio demographics with special emphasis on student education, family income levels and health consciousness; effect of COVID related impositions on students' Lifestyle related behaviour like his Lack of physical activities, prolonged screen viewing, deprived sleeping and consumption of junk and sweetened food stuff and To study the effect of COVID related impositions on students' covid Specific Behaviour like Maintaining social Distancing, avoiding physical gathering, wearing mask, avoiding unnecessary traveling and managing covid related anxiety and stress. A further study is intended to see how we how the negative behaviours can be changed into positives impact

**REFERENCE:**

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2. Impact of COVID-19 on lifestyle-related behaviours- a cross-sectional audit of responses from nine hundred and ninety-five participants from India. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7537601/>
3. Kumari A., Ranjan P., Vikram N.K., Kaur D., Sahu A., Dwivedi S.N. A short questionnaire to assess changes in lifestyle-related behaviour during COVID 19 pandemic. *Diabetes & Metabol Syndr: Clin Res Rev.* 2020;14(6):1697–1701. [PMC free article] [PubMed] [Google Scholar]
4. Philani , March 18, 2020, Urgent Action Required to curb learning disruption, Global campaign for education , March 18, 2020 [https://campaignforeducation.org/en/2020/03/18/coronavirus-dont-let-our-children-down/?gclid=CjwKCAiA866PBhAYEiwANkInePk8LpygKSdc0z6LwDwfMBpH7dc8OMb4LXftfNXhSnKfiD8VGdhALBoCxGEQAvD\\_BwE](https://campaignforeducation.org/en/2020/03/18/coronavirus-dont-let-our-children-down/?gclid=CjwKCAiA866PBhAYEiwANkInePk8LpygKSdc0z6LwDwfMBpH7dc8OMb4LXftfNXhSnKfiD8VGdhALBoCxGEQAvD_BwE)
5. Abid Haleem, Mohd Javaid and Raju Vaishya, (2020 Apr 3), "Effect of COVID pandemic in daily life", Elsevier Health Emergency Collection. 2020March- April 10. Page no. 78- 79. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7147210/>

**V. A GANTT CHART- SHOWING FINAL RESEARCH COMPLETION STATUS.**

Research Activities	Work completion									
	10% W1	20% W2	30% W3	40% W4	50% W5	60% W6	70% W7	80% W8	90% W9	100% W10
Develop research proposal										
Literature Review										
Develop questionnaire for data collection										
Data Collection										
Data Analysis										
Write up of first draft										
Write up of final draft										
Submission										

\* W Represents week.