

Impact of Corporate Culture in Mumbai on Health and Diet of Young Executives

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Abstract

Life in metro is different from the life in cities and towns. It differs, as the distance that is to be traveled, the corporate culture builds up work pressure along with the career aspirations growing high. The competitiveness of the executive is measured by the time she/he spends in the work place. Demanding roles push the young executives to compromise on their time with family, health and diet.

This paper intends to study the impact of corporate culture on young executives and their style to deal with the issues related to life style.

Keywords: Corporate culture; Diet young executives.

Introduction

Big cities are attracting people from every where because of the good amenities, better infrastructure and modern view. The metro cities provide very conducive environment for those who are ready for hard work and have required skills. The modern approach to life encompasses the broad outlook and also modern attitude in thinking. The societal systems such as caste, religion do not bother in the lives of the residents. Because of the development, the opportunities are plenty and hence the life becomes more and more competitive. The cities act as magnets and are focus of migrations. The economic development of the city and the residents also spins around more than in a non metro city. The demanding work life, challenging jobs, lots

of opportunity and money attract people from all over the country.

The life in city like Mumbai, which is a financial capital of country, offers all these attractions very much. The geographical location of the island city poses more challenges to life. The travel time, paucity of proper housing and small houses are hallmark of the city. The personal and professional life is extremely affected by the nature of the dynamics and happenings in the city

The new age has modified the life styles of people. These changes in the life style are seen in all aspects such as food, clothing, family type, habits, and aspirations of people. The life in metropolitan cities also has changed so much so that the life patterns become very much different and pose variety of challenges. This paper we have studied the life pattern / style of young executives in Mumbai.

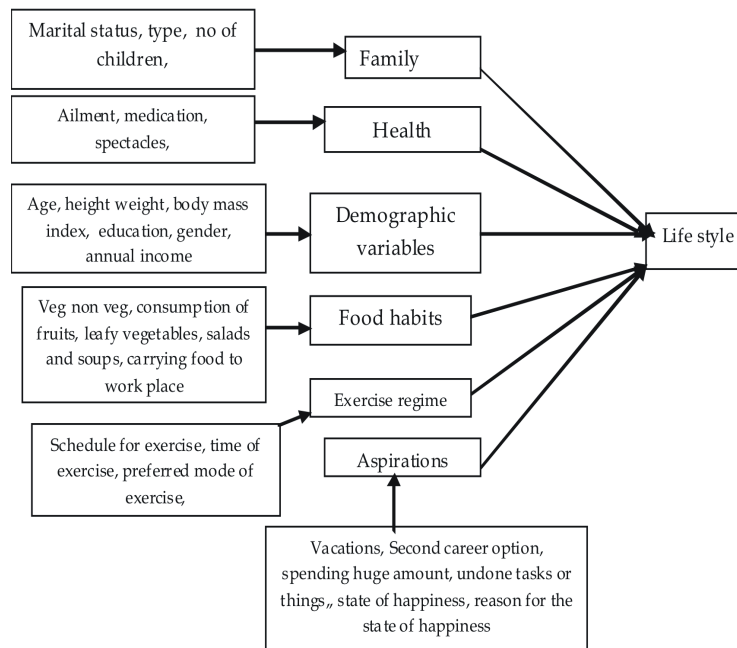
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Theoretical Framework

The focus of the study is life style. The concept life style is defined in this study as follows: components life style are defined as family, health, demographic variables, food habits, exercise regime and aspirations for career and life. These components are further broken down in to the variables given in the

Fig 1: Model for Life Style

model below.

The life style is culmination of the interrelated processes that result in the patterns of the daily activities. The interaction of the work life, family life, work environment plays an important role in the formation of habits and the resultant patterns of living, life style.

Research Methodology

The study is an exploratory study undertaken for exploring the general pattern of the life style among the young executives in Mumbai. The instrument used for data collection is a questionnaire that is designed to get the information on all aspects of the lifestyle. The primary data is collected in March 2011 in Mumbai with convenience sampling. The unit of analysis used is an individual. The sampling used is non probability sampling, convenience sampling. There is no control or manipulations of the independent variables. Data is collected using a physical form of questionnaire. The questionnaire consists of nominal scale, category scale. Most questions were closed ended. Only questions related to

aspirations are open ended questions. The data analysis is done using Microsoft Excel. Descriptive statistics, cross tabulation and content analysis are used to analyse the data. The sample size is 90 executives.

Data Analysis

The age distribution of the sample is as follows. Most of the respondents are in the age group of 25-30. Out of 90, 62 are male respondents (69%) and 28 are female respondents (31%).

The education is dominated by post graduation and management degree. As the study is of executives they are highly qualified.

The occupation for most of them is service .

Table 1: Age and Gender Distribution

Table 2: Education Profile of the Respondents

Educational qualification	No of respondents
Architect	1
BA	3
B Com	11
BE	12
BMS	6
BSC	8
B Tech	4
LLM	2
MA	3
MBA	18
M Sc	8
PhD	1
graduate	4
M Com	9
Total	90

Table 3: Income Distribution of the Respondents

Income	Number of respondents
< 5 lakhs	35
5-10 lakhs	40
10-15 lakhs	6
15 lakhs and above	4
Not provided the data	5
Grand Total	90

Respondents are also shown the occupations such as Advocate, media sales, Human resource professionals, self employed etc .

The income levels are as follows:

Table 4: Marital Status and No of Children

No. of children	Marital status		Grand Total
	Married	Unmarried	
1	14		14
2	9		9
0	29	38	67
Grand Total	52	38	90

Most of the respondents are in the annual income bracket of 5-10 lakhs. This is because the age group is of young executives. 51 respondents (56.67%) are married and 38 respondent (43.34%) are unmarried. 14 respondents have 1 child and 9 have 2 children. Remaining respondents are not

Table 5: Ownership of House

Ownership of House	No of respondents
Yes	48
No	38
Not responded	4
Grand Total	90

Table 6: Ownership of Vehicle

Ownership of vehicle	No. of respondents
Yes	44
No	44
No response	2
Grand Total	90

having any children.

43 respondents are staying in joint family, 45 are staying in nuclear family 2 of the respondents have not responded.

House and vehicle are essential for life in metro cities. The division of those who owns a house and don't own the house and vehicle is as follows.

Table 7: Cross Table of Ownership of House and Vehicle

Ownership of vehicle	Ownership of house			Grand Total
	Yes	No	No response	
Yes	29	14	1	44
No	18	23	3	44
No response	1	1		2
Grand Total	48	38	4	90

Table 8: Owning a Vehicle

Type of vehicle	No. of respondents.
Bike	8
Car	34
Car,2 Wheeler	2
No response	46
Grand Total	90

Table 9: Spouse Working for Married Respondents

Spouse working	No of respondents
Yes	31
No	21
Grand Total	52