Cultural Influences on Consumerism and Lifestyle Choices: An Analysis of College Students in Makawanpur, Nepal

Drona Budhathoki[1]

[1]Lecturer of Sociology
Makawanpur Multiple Campus, Hetauda

Corresponding Author

Drona Budhathoki
Email: dronammc202@gmail.com

ABSTRACT

Cultural influences affect consumerism and lifestyle choices by shaping individual values, priorities, and social expectations. Traditions, norms, and media play a role in guiding preferences for products, fashion, and activities, creating unique consumer trends that reflect cultural identity and societal values. The main objective of this study is to examine the influence of cultural factors on consumer habits and lifestyle choices among youth students at Makawanpur Multiple College, specifically investigating how local and global cultural dynamics shape their consumption patterns and choices in Hetauda Sub-metropolitan City. The research adopts a descriptive research design. Primary data were collected directly from undergraduate and postgraduate students in the Management and Humanities faculties through structured interviews. Additionally, secondary data were obtained from previous studies, books, articles, bulletins, and journals. The study highlights key points of social behaviors among youth, focusing on friendship, consumer habits, and leisure activities, all influenced by gender and financial status. While wealthier students engage more in social activities, economic disparities limit others. Gender roles remain entrenched, with male students taking financial responsibility in social settings. Social media dominates youth culture, while literary reading declines, revealing evolving cultural patterns. This study emphasizes the implications of cultural influences in shaping consumer habits and lifestyle choices among youth, particularly in Hetauda. It highlights the impact of economic status, gender roles, and social media on social behaviors, revealing evolving cultural trends.

Keywords: consumer culture, identity formation, social mobility, lifestyle choices

1. Introduction

Cultural influences on consumerism and lifestyle choices refer to how the values, beliefs, traditions, and social norms of a society shape individual purchasing behaviors and lifestyle decisions. These cultural elements determine preferences for specific products, brands, and services, impacting perceptions of what is desirable or essential. For instance, cultural ideals surrounding status, beauty, and sustainability can guide consumption patterns, influencing everything from clothing choices to dietary preferences and the adoption of technology. As a result, businesses often adjust their marketing strategies to align with the cultural values of their target audiences, effectively shaping consumer behavior (Budhathoki, 2024).

Consumer culture is a complex and multifaceted phenomenon encompassing the beliefs, practices, and social customs associated with the consumption of goods and services in contemporary societies. It has become a critical area of academic research, recognized as a key aspect of modernity that influences not only economic interactions but also social identities, cultural practices, and even romantic relationships. Fundamentally, consumer culture represents a collection of social norms and values that elevate the acquisition and consumption of goods as primary means of self-expression and identity formation. This cultural framework originated in the late 19th and early 20th centuries, a period marked by the rise of industrial capitalism, mass production, and urbanization. These developments led to a shift in cultural norms, where the ownership and display of commercial goods became central to both individual and collective identities (Lichty, 2009).

While consumer culture promotes self-expression and identity development, it also raises significant concerns regarding sustainability, equity, and the long-term implications of a consumption-driven lifestyle. Continued academic exploration of consumer culture is essential for understanding its impacts and creating strategies to address the challenges it presents. The rise and transformation of consumer culture in South Africa offers a unique perspective. During the colonial era, authorities encouraged the consumption of Western products as a means to disseminate Western civilization and lifestyles. Christian missionaries in South Africa also contributed to the blending of consumerism with religious practices, encouraging congregants to dress well for church and viewing wealth and material possessions as indicators of Christian values. Bernstein (1998) argues that South Africa has become a "cultural protégé" of the United States, heavily influenced by the prevalence of American television and the dominance of the English language. This cultural alignment has led many South Africans to aspire to emulate American lifestyles, associating American wealth with success and desirability (Kuper, 1994).

Focus groups organized by the Centre for Development and Enterprise reveal a shortage of local or African role models among South Africans, resulting in a tendency to idolize Americans. This aspiration is driven by the perception of Americans as affluent, fostering a desire to achieve similar status through consumption. The South African government's 2006 report, *A Nation in the Making*, highlights the growing significance of consumerism in the country, underscoring how consumer goods and conspicuous consumption have become essential sources of status and value in South African society.

1.1 Research Objective

The primary objective of this study is to investigate the impact of cultural factors on consumer habits and lifestyle choices among youth students at Makawanpur Multiple College, with a particular focus on how cultural dynamics shape their consumption patterns and personal preferences within Hetauda Sub-metropolitan City, Nepal.

1.2 Significance of the Research Study

The study of *Cultural Influences on Consumerism and Lifestyle Choices* is essential for understanding how cultural contexts shape consumer behavior and personal preferences. By analyzing these influences, researchers uncover patterns that explain why individuals from varying cultural backgrounds make different consumption decisions, such as product choices and lifestyle priorities. This research is highly beneficial for businesses, enabling them to design culturally relevant products and develop marketing strategies that effectively resonate with diverse audiences. Such alignment not only enhances customer satisfaction but also fosters brand loyalty. Beyond the business realm, these studies are instrumental in shaping public policy and social programs. By identifying cultural factors underlying consumer behavior, policymakers can develop more sustainable and inclusive approaches to addressing societal challenges. Overall, understanding cultural influences on consumerism fosters a more nuanced perspective of global markets and diverse communities, bridging gaps between cultural practices and economic systems while promoting equity and sustainability in decision-making.

1.3 Research Gap

A research gap in the study of 'Cultural Influences on Consumerism and Lifestyle Choices' lies in the limited understanding of how globalization and digital media reshape traditional cultural values and, in turn, influence consumer behavior across diverse demographic groups. While some studies address cultural impact broadly, few explore the nuanced ways in which younger generations in emerging economies balance local cultural norms with global consumer trends, leaving room for deeper insights into this evolving dynamic.

1.4 Limitations

Every research study has inherent limitations, shaped by factors such as location, circumstances, timeframe, and the specific topics explored. These constraints define the boundaries within which the research operates. The title of the study itself provides an initial indication of its scope. The limitations of this study are as follows:
1. This study focuses exclusively on the youth students of Makawanpur Multiple Campus, situated in Ward No. 2 of Hetauda Sub-metropolitan City, Makawanpur District.
2. The research objectives, underlying theories, and chosen methodologies have further refined and restricted the scope of this study, limiting its applicability to broader contexts.

2. Literature Review
2.1 Theoretical Review

Attachment theory, first developed by Bowlby (1969) and later expanded upon by Ainsworth (1978), has significantly enhanced our understanding of personal relationship dynamics. This theory asserts that early interactions with caregivers are crucial in forming an individual's attachment style, which subsequently influences behavior in adult romantic relationships. Bowlby emphasized that the bond between a child and their primary caregiver creates a framework for future relationships, particularly regarding intimacy and dependency. The theory posits that the quality of these early relationships profoundly affects how individuals navigate closeness, trust, and emotional regulation throughout their lives. Hazan and Shaver (1987) further advanced attachment theory by applying it to adult romantic relationships, identifying three main attachment styles: secure, anxious, and avoidant. These styles manifest in distinct behavioral patterns within romantic partnerships. Those with a secure attachment style generally have a positive self-image and trust their partners, resulting in healthy, stable relationships. They are usually comfortable with intimacy and interdependence, managing to balance closeness with personal autonomy. Conversely, individuals with an anxious attachment style may fear abandonment, leading to excessive dependency on their partners. This dependency often serves as a defense mechanism against vulnerability or loss of autonomy.

Another vital contribution to the understanding of personal relationships comes from Robert Sternberg's *Triangular Theory of Love.* In 1986, Sternberg proposed that love comprises three components: intimacy, passion, and commitment. Intimacy involves feelings of closeness and connection within a relationship, passion encompasses the physical and emotional excitement tied to love, often expressed as sexual attraction, and commitment refers to the decision to sustain a relationship over time. Sternberg argued that various combinations of these components produce different types of love. For instance, a relationship characterized solely by intimacy and passion but lacking commitment is classified as "romantic love," while one that encompasses all three components is deemed "consummate love," often regarded as the ideal form of love. This theory offers a comprehensive framework for analyzing the complexities of romantic relationships, illustrating how different elements interact to shape the nature of love. Sternberg's model has been widely utilized in both research and therapy to evaluate relationship dynamics and inform interventions, helping individuals identify strengths and weaknesses in their relationships and paving the way toward more balanced and fulfilling connections.

2.2 Empirical Review

Sassatelli (2007) elaborates on this definition by referencing Max Weber, contending that a consumer society fulfills daily desires through the acquisition and utilization of commodities. This perspective highlights consumption's role in meeting not only material needs but also emotional and psychological desires. Sassatelli's interpretation underscores the diverse aspects of consumer culture, where commodities act as both practical and symbolic instruments.

Lury (2011) provides a thorough examination of consumer culture, identifying fifteen characteristics that define its scope. These features include the increasing variety and availability of products, the market's infiltration into various facets of human life, and the emergence of shopping as a leisure activity. Lury also discusses the rise of shopping malls and commercial spaces, the growing significance of branding, and the widespread impact of advertising. Together, these elements contribute to a context where consumption is intricately linked to personal identity and social status.

The historical roots of consumer culture in different regions offer valuable insights. In South Africa, for instance, consumer culture traces its origins to the colonial period. Colonial powers promoted the consumption of Western goods to propagate Western civilization and lifestyle. This historical backdrop reveals how consumer culture can serve as a mechanism for cultural hegemony, shaping local identities in alignment with dominant powers. Additionally, Christian missionaries reinforced this connection by associating consumerism with Christian values and advocating for material prosperity as indicative of spiritual success (Kuper, 1994).

Bernstein (1998) claims that South Africa has become a "cultural protégé" of the United States due to the pervasive influence of American television and the dominance of the English language. This cultural influence has led South Africans to emulate American consumer patterns, viewing American lifestyles as symbols of wealth and success. Focus groups conducted by the Centre for Development and Enterprise reveal that South Africans often lack local role models and tend to look to American figures for inspiration.

The South African government's 2006 report, *A Nation in the Making*, highlights the growing prevalence of consumerism in the nation, indicating how consumer goods and conspicuous consumption have become crucial sources of status and self-worth. This trend reflects a broader global shift toward a consumer-oriented society, where personal and social value is frequently gauged through material possessions.

From a psychological standpoint, romantic relationships are often analyzed through the lens of attachment theory, which posits that early interactions with caregivers shape one's attachment style and subsequently influence adult romantic relationships. Bowlby (1969) and Ainsworth et al. (1978) identified secure, anxious, and avoidant attachment styles, which carry significant implications for relationship dynamics. For example, securely attached individuals are more likely to establish healthier and more stable relationships, while those with anxious or avoidant styles may encounter difficulties with intimacy and communication (Hazan & Shaver, 1987).

The concept of love has also been a key focus in the study of romantic relationships. Sternberg's (1986) triangular theory of love distinguishes three components: intimacy, passion, and commitment. According to Sternberg, varying combinations of these components produce different forms of love, such as companionate love (intimacy and commitment) and consummate love (intimacy, passion, and commitment). This framework aids in understanding the complex nature of love and the evolving dynamics within romantic relationships.

Sociological perspectives often investigate romantic relationships within the context of social structures and cultural norms. The phenomenon of homogamy, or the inclination to form relationships with individuals who share similar socioeconomic status, education, and

cultural backgrounds, has been widely documented (Kalmijn, 1998). This tendency reflects broader societal patterns and influences relationship stability and satisfaction. Moreover, the institution of marriage has been a critical focus of study, with research highlighting its evolving nature and the changing norms surrounding cohabitation, same-sex relationships, and divorce (Cherlin, 2004).

The impact of romantic relationships on individual well-being is another important area of inquiry. Research indicates that high-quality romantic relationships have a positive effect on mental and physical health, offering emotional support, companionship, and stress relief (Robles et al., 2014). Conversely, troubled relationships can lead to negative outcomes, including heightened stress, mental health issues, and even physical health problems (Kiecolt-Glaser & Newton, 2001).

Lichty's book, *Consumer Culture: Selected Essays* (2009), explores the complexities of consumerism in contemporary society. Lichty examines how consumer culture influences individual identities and social structures, emphasizing the interplay between consumption, media, and global capitalism. His essays critically analyze the psychological and cultural ramifications of consumerism, underscoring its effects on various aspects of life, from personal relationships to environmental sustainability. Lichty also addresses the ethical dimensions of consumption, encouraging readers to consider the broader implications of their consumer choices. This work offers a thought-provoking contribution to discussions about the pervasive role of consumption in modern life.

3. Research Methods and Materials

In this study, data were gathered through a structured interview schedule with undergraduate and postgraduate students in 2024 at Makwanpur Multiple Campus, located in the Hetauda Sub-metropolitan area of Makwanpur district. The study sample comprised 25 students, including 13 males and 12 females, selected to reflect the campus's gender distribution. A purposive sampling approach was employed to intentionally include participants from various faculties, ensuring a diverse representation of academic backgrounds. To enhance the scope of the study, both qualitative and quantitative data were initially collected. However, for this specific analysis, only qualitative data were utilized, focusing on in-depth insights and personal perspectives rather than statistical measurements. Data collection was conducted after November 10, 2024, considering the festivals of Dashain, Tihar, and Chhath.

3.1 Research Area
3.1.1 Geographical Location

Hetauda is a sub-metropolitan city located at the intersection of the Tribhuvan Highway and the East-west Highway in the Makwanpur District of Bagmati Province, southern Nepal. It serves as the administrative center for the Makwanpur District, the Central Development Area of Nepal, and the state capital of Bagmati Province. As one of Nepal's largest cities, Hetauda is often referred to as a 'Green City' due to the trees planted along both sides of its roads. Hetauda is situated in the heart of the Makwanpur District, at an elevation between 300 and 390 meters above sea level, with coordinates of 27°25′ N latitude and

85°02′ E longitude. The city covers an area of 261 km², of which 254 km² (97%) is land, while the remaining 7 km² (3%) is water. It plays a key role in Nepal's industrial sector and is bounded by three rivers: the Rapti to the west, the Samari to the north, and the Karra to the south. The city is a popular tourist destination, known for its natural beauty, historical landmarks, and sacred sites. Surrounded by the Churia Hills, Hetauda offers stunning valley views, and its lush environment and tree-lined roads create a tranquil and refreshing atmosphere. With its mountainous terrain, Hetauda is an ideal location for trekking and hiking. Additionally, the city boasts numerous parks and gardens where visitors can relax and enjoy the natural surroundings (Judicial Mirror, 2078 B.S).

3.1.2 Institutional Identity

Makawanpur Multiple Campus, established in 2037 B.S., is a prominent public, non-profit institution in Makawanpur district that has consistently provided accessible higher education to both local and neighboring district students. This campus is recognized by the Tribhuvan University Grants Commission for its commitment to quality assurance. Makwanpur Multiple Campus holds the distinction of being the oldest higher education institution in the Makwanpur district and serves a substantial number of students. It has twice received quality assurance and accreditation from the Tribhuvan University Grants Commission and is currently preparing for a third accreditation. The campus now includes six buildings, each dedicated to specific functions, including administration, classrooms, a canteen, and a two-storied library with separate textbook and reference sections. Additional facilities include a modern conference hall and a mini seminar hall. Makawanpur Multiple Campus offers a range of programs, including +2 levels in Science, Management, Humanities, and Education under the National Examination Board, as well as bachelor's and master's degrees affiliated with Tribhuvan University in disciplines like Science, Management, Humanities, and Education. Known for its affordable tuition and academic excellence, MMC students have achieved top ranks in Tribhuvan University exams, solidifying the institution's reputation for quality education in the region (Field Survey, 2024).

4. Data Analysis and Presentation

Consumer culture, deeply ingrained in modern capitalist societies, profoundly impacts personal relationships by linking material consumption with social dynamics. Emerging from the industrial revolution and mass production, it ties identity and fulfillment to the acquisition of goods and experiences. This commodification encourages a transactional view of relationships, where loyalty and affection are evaluated in terms of personal gain. The rise of digital platforms intensifies this trend, promoting curated relationships for public validation over genuine connection. While consumer culture offers avenues for self-expression, it risks undermining the depth and authenticity of relationships, fostering dissatisfaction and disposability in human connections. Based on the information taken from twenty-five youths' informants, the following points have been explained.

4.1 Friendship

Those friends who make good friends while studying in the university, especially while studying at the graduate level, stay in the group until they study, enjoy themselves, and help to solve problems when there is a problem. While studying on campus, there are friends from different districts and provinces. Most of the students from Madhes province and other provinces and different districts are there to study in Hetauda. When asked how many friends they would make in a new place, three graduate-level boys said they would be very eager to make new friends, while only one girl student expressed the same desire. The other twenty-one informants stated that if they behave well, they become friends themselves and the friendship will last for a very long time (Field survey, 2024).

4.2 Gift Exchange

In capitalist society, it has become common to exchange gifts competitively with close friends and relatives on birthdays, marriages, engagements, or some other occasions. In the study, out of twenty-five informants, sixteen people said that they give expensive gifts, while the other eleven informants said that they only fulfill formalities. He said that if you get a job, start a business, if your parents give you the money you ask for easily, it will be easy, but there will be no income, and when the financial condition of the house is weak, the exchange of gifts will be very expensive. They said that clothes, jewelry, and watches are given as gifts according to the situation and according to what a close friend likes (Field survey, 2024).

4.3 Coffeeshop

Young people who enjoy each other's company often visit coffee shops to exchange ideas, make plans, refresh their moods, and engage in photoshoots. This trend has become increasingly common among the youth. In this study, the participants also mentioned that their visits to coffee shops and other hotel restaurants depend on their financial situation. Thirteen participants, from families with employed members or who receive sufficient financial support from home despite being unemployed, reported going twice a week. Five participants indicated they go once every two weeks, while the remaining seven expressed that, despite wanting to go, they could not afford to do so. They explained that they avoid these outings due to the expense, while their friends attend for leisure (Field survey, 2024).

4.4 Gender Roles and Consumer Culture

Nepali society is predominantly patriarchal, with distinct roles for men and women within the family and society. Men are generally seen as playing a crucial role in the upbringing of family members, managing finances, ensuring security, and maintaining respect and well-being within the household. The informants, who are young people, report having fewer household responsibilities. However, in their personal lives, men tend to take the lead in specific activities, such as paying for meals when out with friends, purchasing recharge cards for their girlfriends, and covering expenses during social outings with other boys. All male informants expressed that they perform traditional gender roles in these situations. Likewise, female informants acknowledged that men often perceive these actions

as expressions of love. Notably, three of the female participants stated that they did not expect anything from others and refused to accept gifts or money (Field survey, 2024).

4.5 Use of Social Media

Social media plays a significant role in the lives of today's youth, offering both opportunities and challenges. It provides a platform for self-expression, creativity, and connecting with peers across the globe. Young people use social media to share their interests, engage in social causes, and develop a sense of community. However, it also presents challenges such as the risk of cyberbullying, exposure to inappropriate content, and pressure to conform to unrealistic standards. The constant connectivity can impact mental health, leading to issues like anxiety and depression. The young people who participated in this study said that they use Facebook, TikTok, Instagram, WhatsApp Messenger, and YouTube according to their needs. They also teach the previous generation about these platforms. Additionally, three male participants mentioned that they use Twitter as well. By leveraging social media's positive aspects while addressing its risks, young people can use it as a tool for growth and learning, while mitigating potential negative effects (Field Survey, 2024).

4.6 Study of Literary Books

The study of youth literary books delves into narratives crafted for young readers, encompassing a wide range of genres and themes tailored to resonate with their experiences and developmental stages. This field examines how these texts address pertinent issues such as identity, social dynamics, and moral dilemmas, offering insights into the complexities of adolescence. Researchers explore how literary techniques and thematic elements in youth literature not only reflect but also shape the perspectives and values of young readers. Among the youths participating in the study twenty-one youths who use social media more often study the books of the course but do no not have the habit of studying literary books, while four youth also study new publisded literary books. Additionally, the study often considers the cultural and educational impact of these works, analyzing their role in fostering critical thinking, empathy, and a lifelong love of reading (Field Survey, 2024).

4.7 Travel on Vacation

Travel on vacation reflects a form of travel where individuals forgo rigid itineraries in favor of spontaneous exploration and unstructured movement. This approach to vacationing allows travelers to immerse themselves more deeply in their surroundings, fostering authentic encounters with local cultures, landscapes, and experiences. Unlike conventional tourism, where schedules and predefined attractions dominate, wandering encourages a sense of freedom and personal discovery. It aligns with modern trends in experiential travel, where the journey itself becomes as significant as the destination. Moreover, this form of travel can be seen as a response to the fast-paced, hyper-planned nature of contemporary life, offering a temporary escape into mindfulness and unpredictability. Out of twenty-five youths, four boys and three girls said they don't have the desire to travel unnecessarily. Meanwhile, three boys and two girls mentioned that they like traveling but can't afford it. Additionally, two girls stated that their parents don't allow them to travel, while the remaining 11 youths said they

engage in domestic tourism at least once a year. In today's modern society, traveling has become a common cultural practice (Field Survey, 2024).

5. Discussion and Result Analysis

The findings indicate a strong social and cultural component influencing youth behavior in various aspects of life, especially in relation to leisure, financial independence, and social media use. The data collected highlights that thirteen participants, primarily from financially secure backgrounds, engage in leisure activities such as frequenting coffee shops and restaurants twice a week, while five participants with slightly less financial flexibility do so only once every two weeks. However, seven participants are unable to participate due to financial constraints. This highlights the influence of socioeconomic status on youth socialization, emphasizing that leisure activities such as outings are largely contingent upon disposable income. Lury (2011) key factors shaping contemporary consumer culture, such as the expansion of available products, market penetration into daily life, and the rise of shopping as leisure. She emphasizes the role of shopping malls, brands, and advertising in creating a consumption-driven landscape. This environment, Lury argues, tightly intertwines consumer behavior with personal identity and social status, illustrating the deep impact of modern commercial dynamics on individual lives.This trend reveals broader societal patterns where economic limitations restrict access to common social practices like dining out, reinforcing class-based disparities in social participation among youth.

The statement of Lichty (2009) presents a multifaceted analysis of consumer culture, gender norms, media influence, and social dynamics. Lichty critically explores how consumer culture is inextricably linked to identity formation, illustrating how consumption practices, global capitalism, and media shape individual identities and social structures. He argues that consumerism extends beyond mere purchasing behavior to affect psychological and cultural dimensions, influencing personal relationships, aspirations, and social status. The commodification of daily life through advertising, branding, and media messaging creates a consumer-driven mindset where self-worth is tied to material goods, deeply impacting individual self-perception and societal values. As individuals are continuously exposed to consumerist ideals, they are subtly conditioned to measure success and fulfillment through consumption, reinforcing capitalist structures that drive global economies. The interplay between media and consumption not only fosters identity construction but also creates social pressures that disconnect individuals from personal values, pushing them toward materialism as a source of validation.

The discussion of gender roles within Nepali society adds a vital dimension to the analysis. Traditional patriarchal norms persist, as young men often take financial responsibility in social situations, such as paying for meals or covering expenses, perpetuating long-standing gender dynamics. While some women challenge or resist these norms, the reinforcement of these roles highlights the resilience of patriarchy in shaping social interactions. This complexity is further explored through the lens of social media usage among youth, where platforms like Facebook and TikTok provide spaces for self-expression but also introduce challenges such as cyberbullying and mental health issues. The statement critiques the shift toward digital consumption, noting that fewer young people engage with

literary or intellectual pursuits due to the dominance of quick, entertainment-driven digital content. This shift raises concerns about the decline in critical thinking and creative engagement. Lichty ultimately urges readers to consider the ethical implications of consumer choices, emphasizing that consumption decisions have far-reaching consequences, from environmental sustainability to social equity, and that individuals must be aware of their role within a global capitalist system.

6. Conclusion

The study reveals significant insights into the social behaviors of youth, particularly around friendship, consumer culture, and leisure activities. Friendships formed at the university level, especially among students from diverse backgrounds, are seen as essential for mutual support and problem-solving. However, there is a noticeable gender difference in the eagerness to form new friendships, with male students expressing more interest compared to female students. Financial factors play a significant role in social interactions, with gift-giving, coffeeshop visits, and travel largely dictated by economic circumstances. While wealthier students engage more frequently in these activities, those from less affluent backgrounds often face limitations, socioeconomic disparities in social participation.

Gender roles also remain a strong influence, with male youth assuming traditional responsibilities like paying for meals and covering social expenses. Although some female participants challenge these norms by rejecting gifts, the overall dynamic reflects persistent patriarchal values in Nepali society. Social media emerges as a dominant part of youth culture, offering both a platform for self-expression and exposure to risks like cyberbullying. Despite the widespread use of social media, there is a growing decline in the reading of literary books among youth, replaced by digital content consumption. This shift underscores the evolving cultural patterns and challenges associated with modern youth development.

7. Recommendations

In this study, two key recommendations for future research on this topic have been proposed based on an analysis of the participating students' experiences.

1. It has been observed that economic inequality influences students' social behavior, friendships, and participation in leisure activities. To mitigate this impact, future research could explore strategies for promoting inclusive social engagement, fostering a shared cultural experience among all students.
2. Traditional gender roles shape youth social interactions and economic responsibilities. Future studies should critically examine and address these roles to prevent their continued reinforcement in modern society.

8. Acknowledgement

Chudamani Budhathoki, Samjhana Karki, Tej Chandthakuri whose encouragement has been instrumental in this intellectual pursuit.

References

1. Ainsworth, M. D. S., Blehar, M. C., Waters, E., & Wall, S. (1978). *Patterns of attachment: A psychological study of the strange situation.* Lawrence Erlbaum Associates.

2. Bernstein, A. (1998). *Business and democracy: Cohabitation or contradiction?* Centre for Development and Enterprise.

3. Bowlby, J. (1969). *Attachment and loss: Vol. 1. Attachment.* Basic Books.

4. Budhathoki, D., Sharma B., Bahttarai T., Neupane R.P., & Shrestha S. (2023) The Extended Access Created by the Capitalist Cconomy, *International Research Journal of* MMC (4), 57-65. https://doi.org/10.3126/irjmmc.v4i4.61931.

5. Budhathoki D. (2024) From Fields to Futures: Examining the socioeconomic shifts from cardamom cultivation in Eastern Nepal. *International Research Journal of MMC* 5(3). 170-179, https://doi.org/10:3126/irjmmc.v5i3.68523.

6. Cherlin, A. J. (2004). *The deinstitutionalization of American marriage. Journal of Marriage and Family, 66*(4), 848-861.

7. Hazan, C., & Shaver, P. (1987). *Romantic love conceptualized as an attachment process*. Journal of Personality and Social Psychology, 52(3), 511-524.

8. Jankowiak, W. R., & Fischer, E. F. (1992). A cross-cultural perspective on romantic love. *Ethnology, 31*(2), 149-155.

9. Judicial Mirror (2078 B.S) Hetauda *Sub-Metropolitan Judicial Committee*, Pp. 124. Makawanpur, Nepal. (Nepali verson).

10. Kalmijn, M. (1998). *Intermarriage and homogamy: Causes, patterns, trends. Annual Review of Sociology, 24*(1), 395-421.

11. Kiecolt-Glaser, J. K., & Newton, T. L. (2001). *Marriage and health: His and hers. Psychological Bulletin, 127(*4), 472-503.

12. Kuper, A. (1994). *The invention of primitive society: Transformations of an illusion.* Routledge.

13. Lury, C. (2011). *Consumer culture.* Polity Press.

14. Robles, T. F., Slatcher, R. B., Trombello, J. M., & McGinn, M. M. (2014). Marital quality and health: *A meta-analytic review. Psychological Bulletin, 140*(1), 140-187.

15. Sassatelli, R. (2007). *Consumer culture: History, theory and politics.* Sage Publications.

16. South African Government. (2006). *A nation in the making: A discussion document on macro-social trends in South Africa.* Government Printer.

17. Liechty, M. (2003) *Suitably Modern: Making Middle-Class Culture in Kathmandu*. Princeton University Press

18. Lichty, M. (2009). *Consumer culture: Selected essays.* Scholarly Press