

# Correlation Between Instant App Usage and Instant Need Satisfaction Lifestyles Interaction Healthy Lifestyles Among Young Consumers

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## Abstract

*The rapid expansion of instant mobile applications has transformed contemporary consumption behaviour and lifestyle patterns among young consumers. Using primary data collected from 150 respondents the present study aims to examine the relationship between instant application usage, instant need satisfaction, lifestyle interaction, and healthy lifestyle orientation among young consumers. A quantitative correlational research design was employed to analyse the direction and strength of associations among the study variables without experimental manipulation. Responses were measured using a five-point Likert scale and analysed through descriptive statistics, reliability testing, and Pearson's product-moment correlation analysis. The findings reveal statistically significant positive relationships between instant app usage and healthy lifestyle orientation, instant need satisfaction, and lifestyle-app interaction. Frequent use of instant applications was strongly associated with enhanced time management, reduced perceived stress, and improved convenience in fulfilling daily functional and emotional needs. Contrary to traditional assumptions that digital dependency undermines well-being, the results indicate that moderated and purpose-driven app usage can support organized routines and lifestyle management among young consumers. However, the study also identifies potential risks associated with excessive reliance on instant services, including impulsive consumption tendencies and reduced offline engagement. From a policy should focus on the promotion of responsible digital consumption through consumer awareness initiatives, ethical application design practices that discourage addictive engagement mechanisms, and regulatory attention toward instant commerce and digital payment ecosystems. The findings contribute to digital consumer behaviour literature by integrating lifestyle orientation and well-being perspectives within the instant app ecosystem, particularly in the context of emerging economies.*

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## Introduction

The rapid diffusion of smartphones and mobile internet technologies has fundamentally reshaped patterns of consumption, communication, and everyday lifestyle practices across the globe. Mobile applications that provide immediate access to services—commonly referred to as instant or on-demand applications—have emerged as central instruments of digital consumption ecosystems. These applications integrate services such as food delivery, transportation, entertainment streaming, digital payments, shopping, and information access within a single mobile interface, thereby minimizing temporal and physical barriers between consumer needs and their fulfilment. Particularly among young consumers, whose socialization has occurred within digitally mediated environments, instant applications have shifted from optional technological conveniences to embedded lifestyle infrastructures (Natarajan et al., 2018).

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Young consumers belonging largely to late Millennials and Generation Z demonstrate higher technological adaptability, experimentation tendencies, and digital dependency compared to older demographic cohorts. Their familiarity with smartphones, coupled with increasing academic, occupational, and social pressures, has strengthened the demand for speed, flexibility, and efficiency in everyday decision-making. Instant applications respond directly to these expectations by enabling rapid transactions, personalized recommendations, and seamless payment mechanisms. From a theoretical standpoint, the Technology Acceptance Model (TAM) explains this widespread adoption through the constructs of perceived usefulness and perceived ease of use, which significantly influence behavioural intention toward technology utilization (Davis, 1989). Instant applications score highly on both dimensions by offering convenience, accessibility, and reduced effort costs, thereby accelerating habitual adoption among young users.

Another important conceptual foundation underlying instant application usage is the Uses and Gratifications Theory, which posits that individuals actively select media and technological platforms to satisfy psychological and social needs such as convenience, entertainment, emotional relief, and efficiency (Katz et al., 1973). Unlike passive media consumption models, this perspective emphasizes user agency and goal-oriented behaviour. Instant mobile applications fulfil multiple gratifications simultaneously by providing functional efficiency through time savings, emotional gratification through entertainment and stress relief, and social gratification through connectivity and participation in digital communities. Consequently, repeated gratification reinforces continued usage and strengthens dependence on digital platforms.

The notion of instant need satisfaction has therefore become a defining feature of contemporary digital consumer culture. Instant need satisfaction refers to the reduction or elimination of delay between the emergence of a need and its fulfilment through technology-enabled solutions. Mobile applications facilitate this process through one-click purchasing systems, algorithmic personalization, stored payment credentials, and rapid delivery logistics. Earlier consumer behaviour research conceptualized impulsive consumption as emotionally driven and situationally triggered behaviour shaped by environmental stimuli rather than rational planning (Rook, 1987). Modern instant applications amplify such behavioural tendencies by minimizing friction in decision-making processes. Push notifications, limited-time offers, gamified rewards, and personalized suggestions stimulate emotional engagement and encourage spontaneous consumption behaviour among digitally active youth populations.

Simultaneously, lifestyle patterns are undergoing substantial transformation as digital technologies increasingly mediate everyday routines. Lifestyle can be understood as a constellation of activities, interests, values, and behavioural practices that characterize individuals' interaction with their social and economic environments. Mobile applications influence how consumers shop, eat, travel, communicate, manage finances, and organize work–life balance. Empirical studies have demonstrated that smartphone applications can streamline complex activities, enhance productivity, and support flexible scheduling, thereby enabling individuals to allocate greater time toward professional or leisure pursuits (Kim & Lee, 2018). In this sense, digital consumption is no longer restricted to transactional behaviour but represents an evolving lifestyle orientation shaped by technological affordances.

However, the integration of instant applications into everyday life presents a dualistic impact on lifestyle quality and well-being. On one hand, digital platforms can promote healthier routines by facilitating access to health monitoring tools, grocery delivery services supporting dietary planning, educational applications, and stress-management resources. Mobile health applications, for instance, have been shown to improve engagement in preventive health behaviours when users perceive trustworthiness and usefulness in digital services (Soni et al., 2021). Instant access to services may reduce time pressure and cognitive overload, thereby contributing to improved perceived life satisfaction.

On the other hand, excessive dependence on instant applications may generate unintended behavioural consequences. Continuous connectivity and algorithm-driven engagement mechanisms can encourage sedentary habits, sleep disruption, impulsive purchasing, and reduced face-to-face social interaction. Research examining digital communication environments suggests that persistent reliance on mediated interaction may gradually reshape interpersonal relationships and emotional experiences, potentially contributing to loneliness and psychological strain (Turkle, 2012). Furthermore, impulsive consumption facilitated by instant purchasing systems and deferred payment mechanisms has been associated with financial stress and diminished self-regulation among young consumers (Halim et al., 2019).

The relationship between instant application usage and healthy lifestyle orientation therefore remains complex and context dependent. Healthy lifestyle behaviour encompasses physical activity, balanced nutrition, stress management, social interaction, and responsible self-regulation practices. While technology can function as a facilitator of healthy decision-making, its benefits depend largely on patterns of use rather than mere availability. Balanced digital engagement may enhance productivity and emotional well-being, whereas excessive reliance may undermine long-term lifestyle stability.

Despite the growing scholarly attention toward mobile commerce adoption, impulsive buying behaviour, and smartphone addiction, relatively limited empirical research has examined the integrated relationship among instant app usage, instant need satisfaction, lifestyle interaction, and healthy lifestyle orientation within emerging economies such as India. Rapid digitalization, expansion of quick-commerce platforms, widespread digital payment adoption, and increasing youth participation in online consumption ecosystems make this context particularly relevant for investigation. Understanding how instant applications influence behavioural routines and well-being outcomes is essential for anticipating future consumption trends and designing responsible digital ecosystems. Thus, the present study seeks to examine the correlations among instant application usage, instant need satisfaction, lifestyle interaction, and healthy lifestyle orientation among young consumers. By integrating perspectives from technology adoption theory, uses and gratifications theory, and consumer lifestyle research, the study aims to provide empirical insights into whether instant digital convenience complements or challenges sustainable lifestyle practices. The findings are expected to contribute to academic discourse on digital consumer behaviour while offering implications for policymakers, application designers, and consumer awareness initiatives promoting balanced and responsible digital engagement.

## **Literature Review**

The growing proliferation of instant mobile applications has substantially transformed contemporary consumption behaviour, lifestyle organization, and wellbeing outcomes, particularly among young consumers. The theoretical foundation of instant app usage largely draws upon the Uses and Gratifications Theory proposed by Elihu Katz et al. (1980), which conceptualizes users as active agents seeking media platforms that satisfy psychological, informational, and emotional needs. Gratification fulfilment reinforces repeated engagement and dependence, a principle increasingly applied to digital platforms offering immediacy, convenience, and personalized experiences.

Recent empirical studies emphasize gratification as a key determinant of app engagement and loyalty. Alnawas and Aburub (2025) demonstrated that hedonic, utilitarian, and immersive gratifications—particularly through augmented reality features—enhance emotional attachment and continued app usage among young consumers. Gratification-driven engagement was identified as a mediating mechanism linking app functionality with consumer loyalty. Similarly, Teoh et al. (2025) reported that instant convenience, promotional incentives, and satisfaction significantly increase dependence on food delivery applications among students coping with academic stress and time constraints. These findings reinforce the argument that instant gratification mechanisms increasingly shape habitual consumption patterns.

Scholars have also examined wellbeing consequences associated with intensive app usage. Moriuchi et al. (2025) observed that delivery, entertainment, and social media applications foster compulsive usage behaviours through immersive design and emotional reinforcement, often reducing self-control and negatively affecting psychological wellbeing. Supporting this concern, Masnan et al. (2020) found that excessive reliance on instant applications generates temporary pleasure but may weaken long-term life satisfaction and social interaction. Earlier critical perspectives, such as Sherry Turkle (2012), similarly warned that persistent digital connectivity and instant gratification mechanisms could disrupt emotional balance and interpersonal relationships.

From a consumption behaviour perspective, instant gratification strongly influences impulsive purchasing and lifestyle transformation. Building upon foundational impulsive consumption theory developed by Dennis W. Rook (1987), recent studies demonstrate how app-based stimuli such as notifications, limited-time offers, seamless payment systems, and personalized recommendations stimulate emotionally driven purchasing decisions. Gupta et al. (2024) and Hou and Ali (2022) confirmed that technological cues and celebrity endorsements intensify impulse buying among Generation Z consumers by reducing deliberative decision-making. Likewise, Halim et al. (2019) highlighted how buy-now-pay-later mechanisms amplify financial risk-taking by separating consumption from immediate payment consequences.

Research on quick commerce and branded applications further illustrates how immediacy reshapes consumer expectations. Kokatnur and Sirothiya (2024) reported that ultra-fast delivery significantly enhances customer satisfaction, particularly among urban youth, while green packaging moderates guilt associated with impulsive consumption. Tang (2021) and Santos et al. (2024) emphasized that emotional, functional, and social value dimensions embedded within branded apps foster attachment, brand love, and future consumption intentions. Similarly, Belanche et al. (2020) found lifestyle compatibility to be a critical predictor of adoption and electronic word-of-mouth behaviour, demonstrating that apps increasingly function as extensions of everyday routines rather than mere transactional tools.

Lifestyle and behavioural modification through instant apps has also been widely examined. Samoggia et al. (2024) concluded that applications offering reminders, incentives, and instant feedback promote short-term healthy behaviour change but may weaken long-term self-regulation. Jadhav et al. (2023) observed that food delivery platforms have normalized convenience-oriented lifestyles by minimizing cooking effort and reinforcing habitual dependence. Complementing this view, Kim and Lee (2018) showed that hedonic motivation and lifestyle compatibility significantly influence smartphone app adoption intentions. Generational differences remain a recurring theme across the literature. Shetu (2024) and Natarajan et al. (2018) reported stronger app loyalty and adoption intentions among younger consumers due to technological familiarity and preference for immediacy. Studies on gamification and entertainment platforms (Wu et al., 2021; Sharabati et al., 2022) further indicate that enjoyment, personalization algorithms, and social interaction enhance sustained engagement by fulfilling emotional and social needs. Collectively, existing scholarship demonstrates that instant applications simultaneously deliver functional efficiency, emotional gratification, and lifestyle convenience while raising concerns regarding impulsiveness, dependency, and wellbeing outcomes. Despite extensive research on consumer satisfaction and impulsive consumption, limited empirical attention has been devoted to examining the integrated relationship between instant app usage, instant need satisfaction, lifestyle–app interaction, and healthy lifestyle orientation within a single analytical framework. The present study addresses this gap by empirically analysing how gratification-driven instant app ecosystems shape lifestyle patterns among young consumers.

## **Data and Methodology**

The present study adopts a quantitative empirical approach to examine the relationship between instant mobile application usage and lifestyle patterns among young consumers. The methodological framework is designed to analyse the strength and direction of associations among instant app usage, instant need satisfaction, lifestyle–app interaction, and healthy lifestyle orientation without experimental manipulation of variables. A cross-sectional correlational research design was employed as it enables objective statistical examination of behavioural relationships within naturally occurring consumption environments.

The study is explanatory and correlational in nature, focusing on behavioural and lifestyle outcomes associated with digital consumption practices. Instant App Usage was treated as the primary independent variable, while Lifestyle Orientation and Overall Well-being (physical, mental, and social dimensions) were considered dependent variables. Instant Need Satisfaction and Lifestyle–App Interaction were incorporated as associated behavioural constructs to understand the broader ecosystem of instant consumption.

The research was guided by the following objectives: (i) to examine the correlation between instant app usage and lifestyle patterns among young consumers, (ii) to analyse the relationship between instant need satisfaction and healthy lifestyle orientation, and (iii) to assess the association between instant app usage and overall wellbeing. Correspondingly, hypotheses were formulated to test statistically significant relationships among the study variables using correlation analysis.

Primary data were collected from young consumers aged 18–35 years, a demographic group characterized by intensive engagement with digital platforms and instant service ecosystems. The sample included students, working professionals, and entrepreneurs to capture diverse lifestyle typologies and app usage behaviour. A non-probability convenience sampling technique was adopted due to accessibility considerations and the exploratory nature of the study.

Eligibility criteria included individuals within the specified age group who regularly used at least one instant mobile application and voluntarily consented to participate. Respondents who did not meet the age criteria, were irregular users of mobile applications, or provided incomplete responses were excluded. A total of 150 valid responses were obtained through both online and physical questionnaire administration to ensure broader demographic representation.

Data were collected using a structured questionnaire developed through adaptation of validated scales from established literature. All constructs were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), consistent with behavioural research standards.

Healthy lifestyle orientation was measured using adapted items from the Health-Promoting Lifestyle Profile developed by Walker, Sechrist, and Pender (1987), covering nutrition, physical activity, stress management, and health responsibility. Instant app usage was assessed through a combination of a self-developed scale grounded in smartphone usage behaviour and adapted elements from the Smartphone Addiction Scale–Short Version (Kwon et al., 2013), capturing frequency of use, urgency reliance, convenience perception, and emotional attachment. Instant need satisfaction items were adapted from gratification and impulsivity literature, including Ray and Wilkie (1970) and subsequent behavioural adaptations, focusing on immediacy of fulfilment and emotional comfort. Lifestyle–app interaction was measured through a self-developed scale adapted from digital lifestyle frameworks to assess the integration of applications into daily routines and behavioural organization.

Content and face validity were ensured through theoretical grounding and expert review during scale adaptation and pilot assessment.

Internal consistency reliability was assessed using Cronbach’s alpha coefficients based on responses from 150 participants. The Healthy Lifestyle Orientation Scale recorded an alpha value of 0.88, Instant App Usage Scale 0.90, Instant Need Satisfaction Scale 0.92, and Lifestyle–App Interaction Scale 0.85, all exceeding the recommended threshold of 0.70, indicating strong internal consistency. Descriptive

statistics were used to summarize respondent characteristics and variable distributions. Pearson's product-moment correlation analysis was applied to test the hypothesized relationships among constructs at standard significance levels. Ethical considerations were maintained throughout the study, including voluntary participation, informed consent, and respondent anonymity to ensure unbiased and reliable responses.

## Results

### Correlation Analysis

Following confirmation of internal consistency reliability, Pearson's product-moment correlation analysis was conducted to examine the interrelationships among Healthy Lifestyle Orientation, Instant App Usage, Instant Need Satisfaction, and Lifestyle-App Interaction based on responses from 150 participants. The analysis revealed statistically significant positive correlations among all study variables at the 0.01 significance level (two-tailed), indicating meaningful behavioural associations within the instant app consumption ecosystem (Table 1).

**Table 1:** Table showing the correlational analysis

Variables	Healthy Lifestyle Orientation	Instant App Usage	Instant Need Satisfaction	Lifestyle-App Interaction
<b>Healthy Lifestyle Orientation</b>				
Pearson Correlation	1	.42**	.38**	.45**
Sig. (2-tailed)	—	.000	.000	.000
N	150	150	150	150
<b>Instant App Usage</b>				
Pearson Correlation	.42**	1	.61**	.58**
Sig. (2-tailed)	.000	—	.000	.000
N	150	150	150	150
<b>Instant Need Satisfaction</b>				
Pearson Correlation	.38**	.61**	1	.55**
Sig. (2-tailed)	.000	.000	—	.000
N	150	150	150	150
<b>Lifestyle-App Interaction</b>				
Pearson Correlation	.45**	.58**	.55**	1
Sig. (2-tailed)	.000	.000	.000	—
N	150	150	150	150

Correlation is significant at the 0.01 level (2-tailed)

Healthy lifestyle orientation demonstrated a moderate positive correlation with instant app usage ( $r = .42$ ,  $p < .01$ ), suggesting that young consumers who actively pursue health-conscious behaviours also utilize instant applications to organize daily activities efficiently. A positive association was also observed between healthy lifestyle orientation and instant need satisfaction ( $r = .38$ ,  $p < .01$ ), indicating that individuals with structured lifestyle habits tend to rely on instant services for timely fulfilment of everyday needs. Similarly, lifestyle-app interaction showed the strongest relationship with healthy lifestyle orientation ( $r = .45$ ,  $p < .01$ ), reflecting the increasing integration of digital platforms into routine lifestyle management.

Instant app usage exhibited a strong positive correlation with instant need satisfaction ( $r = .61$ ,  $p < .01$ ), representing the highest association among the variables. This finding confirms that frequent app engagement significantly enhances perceived immediacy and convenience in fulfilling consumer demands. Instant app usage also demonstrated a strong relationship with lifestyle-app interaction ( $r =$

.58,  $p < .01$ ), indicating that higher app engagement corresponds with deeper incorporation of applications into daily routines and behavioural organization.

Furthermore, instant need satisfaction was strongly correlated with lifestyle–app interaction ( $r = .55$ ,  $p < .01$ ), suggesting that perceived fulfilment through instant services reinforces the role of applications as lifestyle facilitators rather than merely transactional tools. Overall, the correlation matrix confirms interconnected relationships among lifestyle orientation, gratification fulfilment, and digital engagement behaviour, supporting the proposed hypotheses and validating the correlational framework of the study.

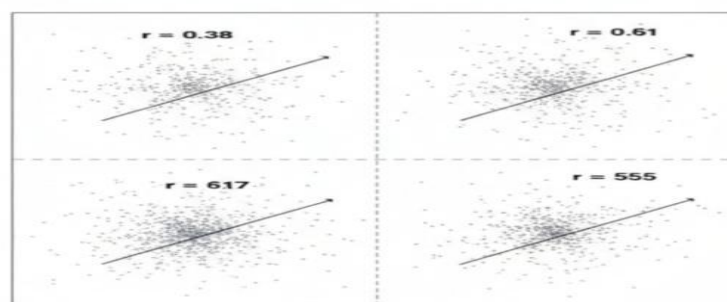
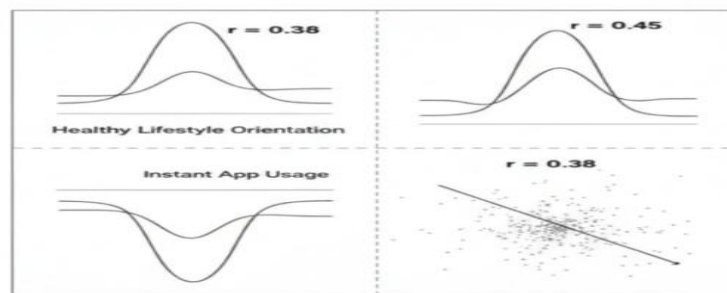


Figure 1.1 - Graphical representation of the correlational analysis

## Discussion

The findings of the present study provide empirical evidence that instant mobile applications have become embedded within the lifestyle structures of young consumers rather than functioning solely as tools of convenience. The significant positive association between healthy lifestyle orientation and instant app usage indicates that technology adoption does not necessarily conflict with health-conscious living. Respondents demonstrating higher engagement in nutrition management, physical activity, and stress regulation were also active users of instant applications, suggesting that digital platforms may serve as facilitators of time management and lifestyle organization.

These findings challenge earlier assumptions that extensive technology usage undermines healthy living practices. Instead, instant applications appear to assist individuals in balancing multiple responsibilities by reducing effort associated with everyday tasks. This observation aligns with the critical perspective advanced by Sherry Turkle (2012), who argued that digital technologies increasingly mediate work, lifestyle, and interpersonal functioning rather than acting solely as distractions.

The strong relationship between instant app usage and instant need satisfaction further highlights the central role of gratification mechanisms in shaping contemporary consumption behaviour. Users reported greater emotional comfort, stress relief, and perceived efficiency when relying on instant applications during time-sensitive or unexpected situations. These findings reinforce the Uses and

Gratifications framework developed by Elihu Katz et al. (1980), which proposes that individuals actively adopt media platforms capable of effectively satisfying psychological and functional needs. Instant apps fulfil demands for immediacy, control, reassurance, and convenience, thereby encouraging repeated engagement.

The positive associations observed between lifestyle–app interaction and both instant app usage and instant need satisfaction further demonstrate that digital platforms increasingly function as lifestyle management systems. Applications supporting food delivery, transportation, payments, and entertainment contribute to routine planning and behavioural organization. This integration suggests a transition from optional digital assistance toward habitual reliance within fast-paced urban lifestyles.

At the same time, the results indicate emerging signals of dependence tendencies among young consumers. Higher agreement with statements reflecting discomfort without app access suggests reduced cognitive barriers to repeated usage. This pattern resonates with impulsive consumption theory advanced by Dennis W. Rook (1987), which emphasizes emotionally driven behaviour facilitated by environmental stimuli and convenience cues. Although adverse behavioural outcomes were not directly measured, the strength of gratification-driven associations highlights the importance of examining long-term wellbeing consequences in future research, as suggested by recent scholarship on digital dependency and psychological wellbeing.

Overall, the findings confirm that instant app usage among young consumers operates at the intersection of lifestyle consciousness, gratification fulfilment, emotional comfort, and efficiency expectations. Healthy lifestyle orientation was significantly associated with instant app usage, while instant app usage demonstrated strong relationships with instant need satisfaction and lifestyle integration, thereby supporting the proposed hypotheses. The study contributes to emerging literature on digital consumption behaviour by illustrating how technological convenience can coexist with lifestyle awareness, positioning instant applications as facilitators of modern lifestyle management rather than mere distractions.

## **Conclusion**

The present study examined the relationship between instant mobile application usage and lifestyle patterns among young consumers by analysing the associations among healthy lifestyle orientation, instant app usage, instant need satisfaction, and lifestyle–app interaction through a quantitative correlational approach based on primary survey data. The findings demonstrate that instant applications have become an integral component of everyday behavioural practices and lifestyle organization among digitally engaged youth. The results reveal a significant positive association between healthy lifestyle orientation and instant app usage, indicating that technology adoption can coexist with health-conscious living practices. Instant applications appear to function as facilitators of lifestyle management by supporting efficient time utilization, task coordination, and convenient access to essential services. Young consumers increasingly depend on instant platforms to manage academic, professional, and personal responsibilities within demanding and fast-paced environments. The strong relationship between instant app usage and instant need satisfaction highlights the growing importance of immediacy and convenience in contemporary consumption behaviour. Instant applications extend beyond functional benefits such as food delivery, mobility services, and digital payments by also offering emotional comfort, stress relief, and a perceived sense of control over daily routines. The significant association between lifestyle–app interaction and gratification fulfilment further indicates that instant apps are transitioning into embedded lifestyle management systems. At the same time, the findings signal emerging patterns of habitual reliance driven by emotional reassurance and convenience. Although instant applications enhance short-term efficiency and perceived wellbeing, sustained dependence may pose risks to behavioural balance and psychological health. The study therefore

emphasizes the need for mindful and moderated engagement so that technological convenience continues to support sustainable and healthy lifestyle practices among young consumers.

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