

A Study on The Emerging Preference Towards Dinky Lifestyle Among Millennials In Coimbatore City

Ms. G. Nivedha¹, Dr. G.R. Dheekshana²

¹Dept of Corporate Secretaryship,

²Assist prof, Dept of Corporate Secretaryship,

^{1,2} PSG College of Arts & Science, Coimbatore-14.

Abstract- *This study examines the growing trend of Dual Income, No Kids Yet (DINKY) households among millennials in Coimbatore city, focusing on the factors influencing their decision to delay parenthood and its impact on financial and lifestyle choices. Driven by urbanisation, career aspirations, financial stability, and changing social values, many millennial couples are increasingly adopting the DINKY lifestyle. The study explores how higher disposable income, evolving attitudes towards marriage and family, and the desire for personal and professional growth shape their consumption patterns, savings, investments, and overall decision-making behaviour. By analysing these emerging trends within the context of a rapidly developing tier-two city, the research aims to provide insights into shifting household structures and their broader implications for economic behaviour and future societal patterns*

Keywords: DINKY Lifestyle, Millennials, Financial behaviour, Parenthood perceptions, Lifestyle choices, Career priorities, Influencing factors.

I. INTRODUCTION

Rapid urbanisation and changing social values have led to significant shifts in family structures, with an increasing number of millennials adopting the Dual Income, No Kids Yet (DINKY) lifestyle. This trend, particularly visible in urban centres like Coimbatore, reflects a growing preference for career advancement, financial stability, and personal freedom over early parenthood. As dual-income couples delay having children, their financial behaviour, consumption patterns, and lifestyle choices are also evolving. Understanding these changes is essential to analyse emerging economic trends and the changing priorities of modern households.

STATEMENT OF THE PROBLEM

Urban lifestyle changes have led many millennials to adopt the DINKY lifestyle, increasing their income and spending capacity but also raising concerns about lifestyle inflation and limited long-term financial planning. With fewer family responsibilities, their focus on present consumption

may result in inadequate savings and financial risks. Despite the growing prevalence of DINKY households in Coimbatore, there is limited research on its impact on financial stability. Hence, it is essential to examine their financial behaviour and its implications for future economic well-being.

OBJECTIVES

1. To identify the key factors influencing millennials' shift towards the DINKY lifestyle in Coimbatore City.
2. To analyse the impact of the DINKY lifestyle on financial and lifestyle decisions of millennials.
3. To bring out millennials' views on parenthood and career priorities under the DINKY lifestyle.

RESEARCH METHODOLOGY

Research methodology is the scientific and systematic process employed to carry out research studies. It includes the principles, procedures, and techniques utilized to gather, analyse and interpret data to solve research problems or test hypotheses. The study adopts a descriptive research design to examine millennials' shift towards the DINKY lifestyle and its impact on their financial and lifestyle decisions. It is conducted in Coimbatore city, targeting urban millennials, particularly dual-income couples without children. A sample of 86 respondents is selected using convenience sampling due to accessibility and time constraints. Data is collected through a structured questionnaire capturing factors influencing the DINKY lifestyle, financial behaviour, and lifestyle preferences. The analysis employs statistical tools including percentage analysis, Garrett Ranking, Chi-square test, regression, and ANOVA.

II. REVIEW OF LITERATURE

Jonas Fluchtmann, Violetta van Veen, and Willem Adema (2023) – This study investigates how fertility rates, employment patterns, and family policies interact across countries. It finds that supportive family policies—such as parental leave, childcare, and financial benefits—encourage higher fertility. Women's employment opportunities and

gender-equal workplaces also influence childbearing decisions. Overall, policies promoting work–life balance help individuals combine career and family life.

Shaji George (2023) – This research examines the rise of Double Income No Kids (DINK) households and their economic impact. DINK couples, often with higher disposable incomes, spend more on leisure and luxury goods, shaping industries like tourism and hospitality. The study links this trend to declining fertility, aging populations, and economic shifts, concluding that childfree lifestyles will continue influencing consumption and demographic trends.

III. DATA ANALYSIS AND INTERPRETATION

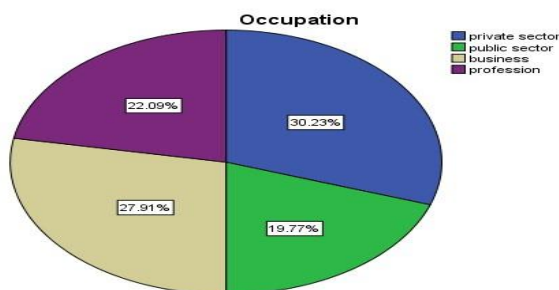
PERCENTAGE ANALYSIS

1. Table showing the occupation of the respondents

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	private sector	26	30.2	30.2	30.2
	public sector	17	19.8	19.8	50.0
	business	24	27.9	27.9	77.9
	profession	19	22.1	22.1	100.0
	Total	86	100.0	100.0	

INTERPRETATION :

From the above table, the highest proportion of respondents are from the **private sector (30.2%)**, making it the largest group. Those involved in **business (27.9%)** also form a significant portion. **Professionals (22.1%)** and **public sector employees (19.8%)** have slightly lower representation.

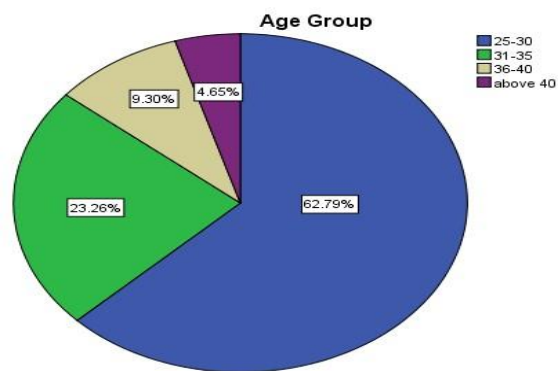


2. Table showing the age of the respondents

		Age Group			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25-30	54	62.8	62.8	62.8
	31-35	20	23.3	23.3	86.0
	36-40	8	9.3	9.3	95.3
	above 40	4	4.7	4.7	100.0
	Total	86	100.0	100.0	

INTERPRETATION :

The above table states that the majority of respondents fall in the **25–30 age group**, with **54 individuals (62.8%)**. This indicates that the sample is heavily concentrated in younger adults. The **31–35 age group** is the second largest, with **20 respondents (23.3%)**, showing a moderate representation. Only a small proportion belongs to the **36–40 age group (8 respondents, 9.3%)**. The **above 40 group** has the least representation, with just **4 respondents (4.7%)**.



3. Table showing the years of marriage

		Years of Marriage			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 years	38	44.2	44.2	44.2
	3-5 years	19	22.1	22.1	66.3
	above 5 years	29	33.7	33.7	100.0
	Total	86	100.0	100.0	

Interpretation :

The above table shows that the largest group of respondents has **1–3 years of experience (44.2%)**, indicating many are relatively early in their experience. **33.7%** have **above 5 years of experience**, showing a substantial number of experienced individuals. The **3–5 years group (22.1%)** has the least representation.



GARRETT RANKING

Factors	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Total score	Mean score	Rank
Career growth & opportunities	30	17	14	10	15	4620	53.72	2
Higher savings & investments	11	39	19	14	3	4785	55.64	1
Reduced stress & responsibilities	9	12	43	14	8	4295	49.94	3
Work life balance	8	5	10	47	16	3587	41.71	5
Personal growth	28	13	10	1	34	4037	46.94	4

Interpretation :

The Garrett ranking shows that respondents prioritize **Higher Savings & Investments** (55.64), followed by **Career Growth & Opportunities** (53.72). **Reduced Stress & Responsibilities** (49.94) and **Personal Growth** (46.94) are moderately important, while **Work-Life Balance** (41.71) is the least prioritized.

CHI-SQUARE TEST

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Years of Marriage * How long do you intend to remain without children	86	100.0%	0	0.0%	86	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.337 ^a	6	.002
Likelihood Ratio	22.056	6	.001
Linear-by-Linear Association	15.973	1	.000
N of Valid Cases	86		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 3.76.

Interpretation :

The chi-square test shows a significant relationship between years of marriage and how long couples plan to remain without children. The Pearson Chi-Square value is 21.337 with a p-value of 0.002, which is less than 0.05. Therefore, the **null hypothesis (no relationship) is rejected**, and the **alternative hypothesis (there is a relationship) is accepted**.

ANOVA

ANOVA				
Has the DINKY phase improved your long term financial planning				
	Sum of Squares	df	Mean Square	F
Between Groups	15.014	3	5.005	5.523
Within Groups	74.300	82	.906	
Total	89.314	85		

Interpretation :

The above ANOVA results show F = 5.523 with p = 0.002, which is less than 0.05, so we **reject the null hypothesis**. This indicates that **age groups differ significantly in how they perceive the impact of the DINKY phase on long-term financial planning**, with older age groups (above 40) showing higher mean scores compared to younger groups.

REGRESSION

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.297 ^a	.088	.077	.985

a. Predictors: (Constant), Rate the importance of the following factors in your decision

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.587	.269		5.890	.000
	To what extent does cost of raising a child influence your decision to delay parenthood	.254	.090	.294	2.821	.006

a. Dependent Variable: Compared to couples with children, your financial flexibility is

Interpretation :

The regression analysis shows the model is significant ($F = 7.960$, $p = 0.006$). The cost of raising a child positively affects perceived financial flexibility ($B = 0.254$, $p = 0.006$), indicating that higher child-rearing costs are associated with greater financial flexibility. The null hypothesis is rejected, highlighting the role of financial considerations in delaying parenthood.

IV. FINDINGS

- The majority of respondents (62.8%) belong to the 25–30 age group, indicating that younger couples form the dominant segment of the study.
- Most respondents (44.2%) have 1–3 years of marriage, showing that early-stage couples are more inclined toward delaying parenthood.
- Respondents are fairly distributed across occupations, with a slight dominance of the private sector (30.2%) and business (27.9%).
- A large proportion (39.5%) of respondents belong to the higher income group (above ₹3 lakh), indicating financial capability plays a key role.
- The primary reasons for delaying parenthood are financial security (24.4%), personal choice (23.3%), and lifestyle preferences (22.1%).
- Decision-making is largely mutual between partners (47.7%), highlighting the importance of shared responsibility in family planning.
- The key financial advantage identified is asset creation (29.1%), followed by spending freedom (25.6%).
- Major expenditure areas include travel & leisure (29.1%) and lifestyle expenses (25.6%), indicating a preference for quality of life.
- A significant number of respondents face occasional social or family pressure (39.5%) regarding delaying parenthood.
- The biggest concern about early parenthood is loss of personal freedom (30.2%), followed by increased responsibilities.
- Garrett ranking shows that higher savings & investments and career growth are the most important priorities, while work-life balance is least prioritized.
- There is no significant association between occupation and percentage of monthly income saved.
- There is a significant relationship between the cost of raising a child and financial flexibility, indicating that financial flexibility influences how much the cost affects the decision to delay parenthood.
- There is a significant relationship between and how long couples plan to remain without children.
- There is no significant relationship between age group and the likelihood of recommending delaying parenthood to other couples.
- There is a significant relationship between monthly family income and the ideal age to enter parenthood.
- ANOVA results indicate that age significantly affects financial planning perception, with older respondents showing stronger agreement.
- Regression analysis confirms that the cost of raising a child significantly influences financial flexibility.

V. SUGGESTIONS

- Couples should focus on balanced decision-making, considering both financial readiness and emotional preparedness before delaying parenthood.
- Financial literacy programs can help individuals better plan savings, investments, and long-term goals during the DINKY phase.
- Employers should introduce family-friendly policies and flexible work arrangements to reduce concerns about career interruption.
- Awareness programs can be conducted to reduce societal pressure and normalize delayed parenthood decisions.
- Individuals should aim to maintain a balance between lifestyle spending and long-term financial security, rather than focusing heavily on consumption.
- Counselling or guidance sessions can help couples handle social expectations and external pressures effectively.
- Policymakers and organizations can provide support systems for working couples, such as childcare benefits and financial planning assistance.
- Couples should proactively plan for future responsibilities, even while enjoying the financial advantages of the DINKY lifestyle.

VI. CONCLUSION

The study concludes that delaying parenthood is largely influenced by financial, career, and lifestyle considerations, with financial security emerging as the most significant factor. Younger couples, particularly those in the early years of marriage, show a strong preference for postponing parenthood to achieve stability, career growth, and personal freedom. While the DINKY lifestyle offers advantages such as improved financial planning, asset creation, and enhanced lifestyle choices, it is also

accompanied by social pressures and concerns about future responsibilities. Statistical analyses confirm that factors such as occupation, age, and cost considerations significantly influence decision-making. Overall, the findings suggest that delaying parenthood is a strategic and well-considered choice among modern couples, driven by the desire for financial independence and improved quality of life, although it requires careful planning to balance long-term personal and social implications.

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