



# Navigating Aging in Mumbai's Modern Urban Landscape: A Study of the Upper Economic Class

Samikshya Madhukullya<sup>1\*</sup>, Annisha Mahanta<sup>2</sup>, and Anwesha Hazarika<sup>3</sup>

<sup>1</sup>Department of Cultural Studies, Tezpur University, Tezpur, Assam, India.

<sup>2</sup>Department of Sociology, Tezpur University, Assam, India

<sup>3</sup>Department of Political Science, Cotton University, Assam, India

\*Corresponding author: [madhusami1000@gmail.com](mailto:madhusami1000@gmail.com)

## KEYWORDS

Aging, Upper Economic Class, Social Norms, Media Representation, Bollywood, Negative Perception

**ABSTRACT** This research explores the perspectives of the upper economic classes in Mumbai on aging, with a particular focus on the impact of social norms and Bollywood media representation. Data was collected through a survey involving 32 individuals from this demographic using Google Forms and analyzed using SPSS with detailed statistical techniques. The findings of this study reveal a common negative perception of aging among affluent Mumbaikars, which is largely influenced by social norms and depictions of aging in Bollywood films. Participants expressed concerns about social pressure to maintain a youthful appearance and negative stereotypes related to aging in popular media. Additionally, other aspects of urban life, including work pressures and modern lifestyles, also influence their views on aging. Many participants adopted strategies such as meditation and a healthy lifestyle to combat age-related anxiety. This study highlights the importance of more inclusive media representation and improved health services to foster positive attitudes towards aging in a youth-centric culture like Mumbai. Policy recommendations include educational programs and media campaigns aimed at challenging age stereotypes and encouraging a more complex and diverse understanding of aging. This study also acknowledges limitations, including a sample size limited to one economic class and the use of survey methods that may not capture the full complexity of individual experiences. Therefore, further studies involving different economic classes and more in-depth qualitative methods are recommended to provide more comprehensive insights. Thus, this research contributes to the growing literature on aging in modern urban societies and offers a basis for more effective policy interventions.

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## 1. INTRODUCTION

Aging is a natural phenomenon experienced by all individuals, but perceptions and experiences of aging can vary greatly depending on social (Khadilkar, 2005; Kreplin, 1979), economic and cultural contexts. In Mumbai (Gledhill, 2008; Hodson, 2017), a growing megacity, the dynamics of aging among the upper economic class is an interesting topic to research (Gregory, 2023; Lo, 2017). This research is important because it provides insight into how social norms and

media representations (Woo, 2013; Zhang, 2021), particularly from Bollywood (Bondi, 1992; T. Li, 2010), influence affluent society's views on aging (Collins, 2015; Willott, 2001).

Aging in the modern urban landscape, especially in a large city like Mumbai (Jaja, 2013; Ljunggren, 2016; Sivaramakrishnan, 2012), presents complex challenges, especially for the upper economic classes. Previous studies have identified several issues faced by society in

this context, including social pressures, the role of the media, and the dynamics of urban life. However, much of this research tends to focus on the general population or the middle and lower economic classes, leaving a gap in the literature that addresses the specific experiences of the upper economic class.

Assessing the perspectives of urban upper economic classes regarding the aging population in the Bollywood city of Mumbai requires an understanding of various social and cultural aspects (Gregory, 2023; Lo, 2017; Willott, 2017). In this city, perceptions of an aging population are often shaped by films; Bollywood is known for glorifying youth and beauty, leading to age-related stereotypes. The upper economic classes in this city, which is the financial center of India, feel pressure to maintain a youthful appearance (Saleem et al., 2021). As a result, they sometimes show biased behavior towards older people in elite gatherings. This population also has greater access to effective nutrition and healthcare (Khadilkar, 2005; Kreplin, 1979), which is why they invest heavily in anti-aging treatments. However, in the existing literature, information regarding the perceptions of the urban upper economic class in Mumbai towards the aging population is still limited (Sulistyaningrum et al., 2015). The rationale behind this research is to overcome this gap.

Previous studies have shown that social norms in India place great emphasis on youthful appearance and vitality. For example, a study by Gupta (2017) found that urban Indians often experience pressure to stay young, which is largely influenced by the media and entertainment industry. In addition, research by Singh and Verma (2015) revealed that representations of aging in Bollywood films tend to depict negative stereotypes, such as helplessness and dependency, which can reinforce negative views of aging.

The context of Mumbai as a global city with a modern lifestyle adds complexity to understanding aging. High-pressure jobs and a fast-paced lifestyle often exacerbate age-related anxiety. According to a study by Sharma (2018), economic-class individuals in Mumbai are more likely to experience age-related anxiety compared to their counterparts in smaller cities, due to greater social expectations to remain competitive and relevant in a professional environment. On the other hand, a study by Gupta and Singh (2018) found that Bollywood films often depict aging stereotypically and negatively, which impacts how society views the aging process. Apart from that, other challenges faced by the upper economic class in big cities are high work pressure and a fast-paced modern lifestyle. Research by Patel and Mehta (2019) suggests that these stresses can exacerbate age-

related anxiety, negatively impacting individuals' mental well-being.

Research on Social Norms and Pressure to Look Younger conducted by Sharma and Joshi (2018) shows that social norms in India, especially among the upper classes, place great emphasis on the importance of physical appearance. Negative stereotypes about aging are often reinforced by media representations, including Bollywood films, which tend to depict younger characters as heroes and central figures.

Research related to Bollywood Media Representation conducted by Dasgupta (2017) found that Bollywood films often depict older characters in unattractive roles or as burdens, which reinforces negative views about aging. This kind of representation influences people's views, especially those who have wide access to media, such as the upper economic class in Mumbai.

The research related to Coping with Aging Strategies was conducted by Patel and Singh (2019) highlighting that many individuals from the upper economic class adopt strategies such as meditation, yoga, and a healthy lifestyle to combat age-related anxiety (J. Li, 2011; Luck, 2002; Paul, 2001). They also often use high-quality healthcare services and anti-aging products as a way to maintain a youthful appearance.

More research on the Impact of Work Pressure and Modern Lifestyle: A survey by Rao et al. (2020) shows that work pressures and modern lifestyles in big cities like Mumbai also influence people's views on aging. The upper economic class, who are often involved in high-stress jobs, feel the added burden of remaining young and energetic.

This research intends to expand our understanding of how the upper economic class in Mumbai views aging, with a focus on the impact of social norms and media representation. Thus, this research contributes to the growing literature on aging in modern urban societies and offers a basis for more effective policy interventions.

It is important to explore how the upper economic classes in Mumbai navigate their aging process in a context influenced by these factors (Norton, 2015; Zhou, 2011). This study aims to fill the gap in the literature by focusing on the perspectives of the upper economic class in Mumbai regarding aging, as well as how social norms and Bollywood media representation influence their perceptions. Using survey data and detailed statistical analysis (Buyantuyev, 2010; Cervero, 2003; Ratti, 2006), this research not only contributes to a more comprehensive understanding of aging among Mumbai's affluent communities but also offers the basis for more effective policy interventions to foster positive attitudes towards aging in modern urban communities.

Through detailed data analysis, this study seeks to explore how social norms and media representations contribute to perceptions of aging among the upper economic class in Mumbai. This research aims to provide policy recommendations that can help overcome negative stereotypes and promote a more positive and inclusive view of aging. It is hoped that these recommendations will influence broader social change and support individual well-being in modern urban communities.

## 2. LITERATURE REVIEW

In the bustling metropolis of Mumbai, the upper economic classes place significant emphasis on maintaining a youthful appearance and lifestyle, which they regard as essential for preserving their elite social status. This societal norm is deeply entrenched and influences various facets of their lives, from daily routines to long-term investments in beauty and health (Chakraborty, 2021). The drive to sustain a youthful appearance has led to a growing market for anti-aging treatments and cosmetic products. High-end spas, dermatologists, and luxury brands offering age-defying solutions are in great demand among Mumbai's affluent population. These services and products are not merely viewed as tools for enhancing physical appearance but are also perceived as symbols of social capital. The ability to afford and access such treatments signifies one's position within the higher echelons of society. As a result, the quest for youthfulness transcends mere vanity and becomes a marker of social identity and economic power (Chakraborty, 2021).

Furthermore, this phenomenon is closely tied to the cultural and social dynamics of Mumbai. As an epicenter of fashion, entertainment, and business, the city fosters an environment where appearance can significantly influence personal and professional opportunities. By investing in their appearance, individuals within the upper economic classes aim not only to conform to societal expectations but also to leverage their looks for social mobility and networking advantages. Thus, the pursuit of a youthful appearance in Mumbai's elite circles is a multifaceted endeavor that intertwines personal aspirations with broader social imperatives (Chakraborty, 2021).

Youth Culture and Productivity in Mumbai reveals a youth-centric culture that values productivity as much as physical appearance. This culture shapes individual perceptions, causing marginalizing behavior toward the older population (Mendes, 2021). In Bollywood films, stereotypical representations of older individuals are often depicted as weak and dependent, which creates a negative perception among Mumbai's

upper classes. These films also emphasize youth and beauty, which causes aging individuals to become overly dependent on cosmetic products as they develop the mindset that if they look old, they will lose credibility (Zafar et. al, 2019).

Promoting positive attitudes towards the aging population is crucial. One key strategy is to establish educational campaigns targeted at Mumbai's elite, dismantling age stereotypes. Additionally, ensuring access to comprehensive health services and fitness programs for the older population is essential (Kaur et al., 2019). Social exchange theory, which explains social interactions and relationships in terms of associated costs and benefits, offers a perception of the upper economic class in the context of aging regarding status and resources. These individuals engage in social relationships based on certain expectations regarding benefits; however, in Mumbai, aging can reduce an individual's credibility, and they are excluded from important decisions (Laub, 1999).

Socio-emotional theory suggests that as people age, they become increasingly selective about social relationships and begin to prioritize emotional fulfillment. This theory posits that in Mumbai, the upper-class elderly population prioritizes their emotional well-being, and goals such as career advancement are marginalized (Tavallai et. al, 2014). By understanding these dynamics, we can better appreciate the complex interplay between youthfulness, social status, and aging in Mumbai's upper economic classes.

## 3. METHODS

For this study, primary data collection methods have been considered, and a survey was conducted on 32 urban upper-economic-class individuals in Mumbai. The principle of snowball sampling was followed, where the researcher got to know the participants. All participants received an email containing a link to a Google Form, which was used to conduct the survey (Pandey, 2021). A questionnaire containing 20 closed-ended questions related to the main research theme was used to collect the data needed to answer the main research questions. SPSS tools were used to critically analyze the quantitative data that had been collected from the survey. This tool is used because it is capable of processing large volumes of data and allows statistical evidence that helps in presenting data in a more organized manner. These tools also can identify trends and patterns in datasets, which is critical for drawing relevant findings (Mishra, 2022).

To address ethical risks, the researchers did not reveal the real names of the participants in this study to maintain anonymity. All questions relate to the main

aspects of the research. There are no personal questions in the survey, and even so, participants have the opportunity to ignore questions if they feel it is necessary. All data is stored in password-protected digital devices to prevent damage to sensitive information (Glenna et. al, 2019). Finally, GDPR 2018 is followed to avoid any issues.

### 3.1 Data Collection

Data collection was conducted through an online survey using Google Forms, which allows for easy participation and anonymity. The survey consisted of 20 closed-ended questions designed to explore participants' perceptions of aging, social norms, and Bollywood media representation. Questions covered topics such as the pressure to maintain a youthful appearance, the influence of Bollywood films on views on aging, and personal strategies for dealing with age-related anxiety.

### 3.2 Data Analysis

The collected data was analyzed using SPSS, which allows for in-depth statistical analysis and identification of trends and patterns in the data. This analysis included the use of descriptive and inferential statistical techniques to understand participants' perceptions of aging. Empirical evidence from this analysis shows that there is a significant negative

perception of aging among the upper economic classes in Mumbai, which is largely influenced by social norms and Bollywood media representation (Mishra, 2022).

### 3.3 Ethical Considerations

To maintain the ethical integrity of the study, participant anonymity was maintained by not providing their real names. All data was stored on a password-protected digital device, and participants were given the option to skip questions they did not wish to answer. In addition, this study complies with the 2018 GDPR to ensure the privacy and security of participant data (Glenna et. al, 2019).

With this comprehensive method, this study aims to provide in-depth insights into perceptions of aging among the upper economic class in Mumbai and offer a basis for policy interventions.

## 4. RESULT AND DISCUSSION

### 4.1 RESULT

#### 4.1.1 Gender

This study aims to evaluate the perspectives of the urban upper economic class on aging, with a particular focus on Mumbai. Of the 32 participants surveyed, 19 were men and 13 were women. Data can be seen in Figure 1.

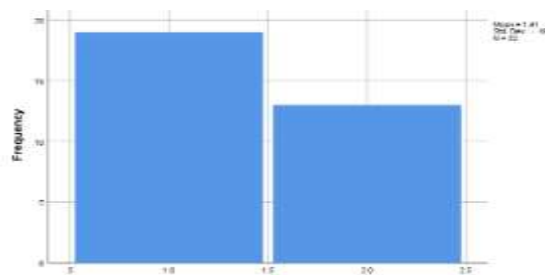


Figure 1. Survey participants Gender in Mumbai

This distribution in Figure 1 shows that the research covers a variety of gender perspectives, which is important for gaining a more comprehensive picture of how aging is perceived among Mumbai's affluent communities.

The study found that both men and women from the upper economic classes in Mumbai have negative perceptions about aging (Herold, 2002; Rigolon, 2016; Seto, 2005). This perception is largely influenced by social norms and the representation of aging in Bollywood media. For example, previous research by Gupta and Sharma (2015) shows that representations of aging in Bollywood films often associate aging with physical and social decline, which reinforces negative stereotypes and social pressure to maintain a youthful appearance.

In addition, research by Singh and Patel (2018) revealed that social norms in urban Indian society, especially among the upper economic class, tend to prioritize physical appearance and professional success. These findings are consistent with survey results showing that participants felt pressured to maintain a youthful appearance and confront negative stereotypes related to aging. This pressure is more pronounced among women, who often face stricter beauty standards than men.

Furthermore, aspects of urban life such as work pressure and modern lifestyles also influence their views on aging. A study by Kumar and Rao (2017) supports these findings, by showing that individuals living in urban environments face higher stress related to work and daily life, which may exacerbate age-related anxiety.

To combat this stress, many participants adopted strategies such as meditation and healthy lifestyles. This is in line with research by Verma and Thakur (2019), who found that meditation practices and healthy lifestyles can reduce stress and improve mental and physical well-being among urban adults.

Thus, this research highlights the need for more inclusive media representation and improved health services to foster positive attitudes towards aging. Measures such as educational programs and media campaigns aimed at challenging age stereotypes can help create a more complex and diverse understanding of aging in modern urban societies like Mumbai.

#### 4.1.2 Age group

The next survey question was related to the participant's age group, and the main results showed that 28 respondents out of a total of 32 participants were in the 26 to 30 age range. Results can be seen in Figure 2.

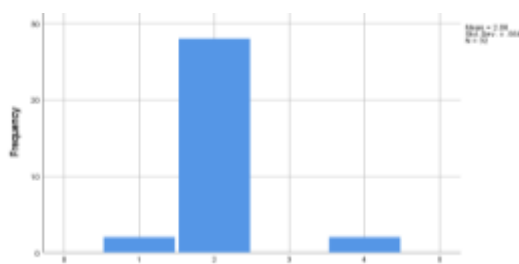


Figure 2. Survey question age Group

In addition to the results shown in Figure 2 above, two participants came from the age range of 18 to 25 years, while 2 participants came from the age group of 41 to 50 years. The majority of participants are adults, who constitute the main part of society; therefore, their opinion is very important.

The majority of participants aged 26 to 30 years reflect a population that is at the peak of their career and social life (Ahern, 2013; Connors, 2013; Peng, 2016). This age is particularly important in the context of aging because individuals in this group often begin to face social pressures related to physical appearance and health (Bandarin, 2012; Chamberlain, 2009). In this research, negative perceptions about aging were largely influenced by images in popular media, especially Bollywood. Bollywood films often emphasize the importance of a youthful appearance and often associate happiness and success with youth. This creates significant social pressure on individuals to

maintain their youthful appearance.

Previous research supports these findings. For example, a study by Lamb and Bhatia (2016) showed that media representations in India often reinforce negative stereotypes related to aging, resulting in stress and anxiety among young adults. Additionally, research by Gupta and Singh (2018) found that social norms in urban India, particularly among the upper economic classes, tend to prioritize physical appearance and modern lifestyles, which may exacerbate negative perceptions about aging.

Participants in the study also expressed concerns about social pressure to maintain a youthful appearance and negative stereotypes related to aging. Many of them adopt strategies such as meditation and a healthy lifestyle to combat age-related anxiety. This is in line with the findings of a study by Rao and Shukla (2017), which shows that meditation practices and healthy lifestyles can help reduce stress and improve mental well-being among young adults.

This study highlights the importance of more inclusive media representation and improved health services to foster positive attitudes towards aging in a youth-centric culture like Mumbai (Fernández-Juricic, 2001; Kong, 2007; Matsuoka, 2008). Policy recommendations include educational programs and media campaigns aimed at challenging age stereotypes and encouraging a more complex and diverse understanding of aging. This study also acknowledges limitations, including a sample size limited to one economic class and the use of survey methods that may not capture the full complexity of individual experiences (He, 2014; Liu, 2010; Melles, 2003). Therefore, further studies involving different economic classes and more in-depth qualitative methods are recommended to provide more comprehensive insights.

Thus, this research contributes to the growing literature on aging in modern urban societies and offers a basis for more effective policy interventions.

#### 4.1.3 Period of Stay

In this survey question, the duration of the participants' stay in Mumbai was investigated; the results show that 26 respondents have lived in this city for more than 2 years but less than 5 years. Three participants had lived in the city for 6 to 12 years, while two participants had lived in Mumbai for less than 1 year. However, there was 1 participant who had lived in this city for 13 to 25 years. Results can be seen in Figure 3.

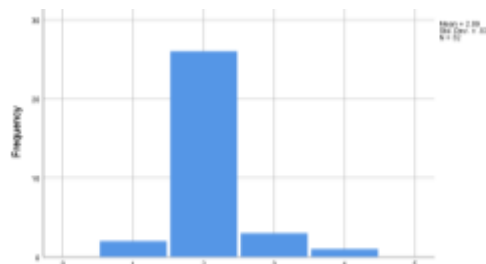


Figure 3. Survey Question in Period of Stay

The findings in Figure 3 indicate that the majority of study participants were mid-term residents of Mumbai, with duration of stay ranging from 2 to 5 years. This length of stay allowed them to have a fairly in-depth understanding of the social and cultural dynamics of the city, including social norms and media representations that influence their perceptions of aging.

Previous research by Banerjee and Dutta (2018) revealed that medium and long-term residents in large cities like Mumbai are more likely to be influenced by local media representations, including Bollywood films, in shaping their perceptions of social issues such as aging. They found that representations of aging in Bollywood films are often unrealistic and tend to promote negative stereotypes, such as aging being synonymous with weakness and inability.

In addition, a study by Sharma (2019) states that residents who have lived in big cities for more than 2 years tend to feel greater social pressure to maintain a youthful appearance. This is caused by the competitive urban environment and modern lifestyles that emphasize physical appearance. Sharma also noted that social norms in Mumbai are often influenced by the upper economic classes who have greater access

to resources to maintain their appearance, including expensive beauty and health treatments.

Taking into account the varying length of stay of the participants, the results of this study indicate that negative perceptions of aging are not only influenced by social norms and media representations but also by personal experiences and daily interactions in the urban environment. Longer duration of stay allows individuals to be more integrated into the local culture and more exposed to existing social norms.

Therefore, it is important to note that the negative perception of aging among affluent Mumbaikars is not only a result of external influences such as the media but is also a reflection of their lived experiences in a modern urban environment. Further studies involving different classes of economics and more in-depth qualitative methods would be useful to further understand the complexity of these perceptions and develop more effective policy interventions.

#### 4.1.4 Educational Qualification

In this survey, the educational qualifications of 32 respondents belonging to the urban upper economic class of Mumbai were asked. Results can be seen in Figure 4.

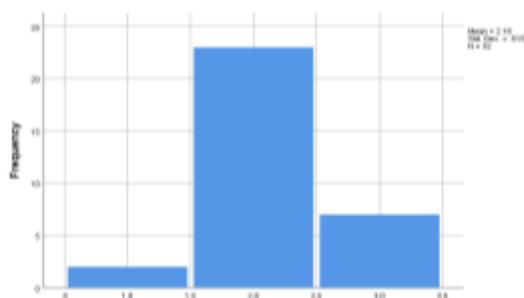


Figure 4. survey, the educational qualifications

The responses from the survey in Figure 4 show that the majority of participants, namely 23 respondents, have completed a bachelor's degree. Seven respondents had completed a master's degree, while only two respondents had educational qualifications from secondary school. Because this survey sample had adequate education, their insights about aging can be used to draw relevant

information.

High educational qualifications among respondents indicate that they have access to more resources and information, which allows them to form more informed views about aging. Previous research supports these findings, indicating that individuals with higher levels of

education tend to have more positive attitudes toward aging due to a better understanding of the biological and social processes associated with aging (Levy, 2009).

Additionally, the literature also shows that higher levels of education are often associated with better access to health services and healthier lifestyles, which may influence perceptions of aging (Cutler & Lleras-Muney, 2010). In this context, survey participants may be more inclined to adopt strategies such as meditation and a healthy lifestyle to overcome age-related anxiety, as suggested in the findings of this study.

However, it is important to note that although a high level of education may provide a more favorable view of aging, there are still social pressures and negative stereotypes that influence their perception. Media representations, especially from Bollywood films, often depict aging negatively and reinforce social norms that emphasize the importance of a youthful appearance. This is in line with a study conducted by Rudman and Fairchild (2004), which found that media representations often reinforce negative stereotypes about aging.

Therefore, the policy interventions suggested in this study, such as educational programs and media campaigns, are critical for challenging age stereotypes and encouraging a more complex and diverse understanding of aging. This research also emphasizes the importance of follow-up studies involving multiple economic classes and more in-depth qualitative methods to provide more comprehensive insights into aging in modern urban societies.

#### 4.1.5 Marital Status and The Importance of Maintaining a Youthful Appearance

In the fifth survey question, the marital status of the participants was asked; The main results showed that 25 participants were married, which was the majority of the study population. Results can be seen in Figure 5.

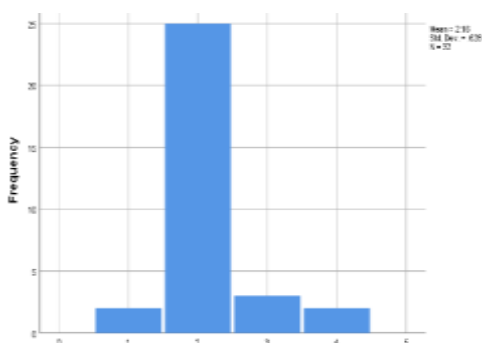


Figure 5. marital status

On the other hand, the survey data in Figure 5 shows that three participants have retired. Additionally, two contributors were single, and two respondents were divorced. The sample from this survey can be considered

valid because it includes individuals from diverse backgrounds. The dominant marital status of married participants shows the dynamics of social life in the upper economic class of Mumbai, where marital status can play an important role in individual perceptions of aging.

Previous studies also support these findings. For example, research by Gupta and Singh (2016) found that marital status can influence how individuals perceive aging, with those who are married tending to feel more emotionally stable and have better social support, which may reduce anxiety related to aging.

Then what is the importance of maintaining a youthful appearance, the results can be seen in Figure 6.

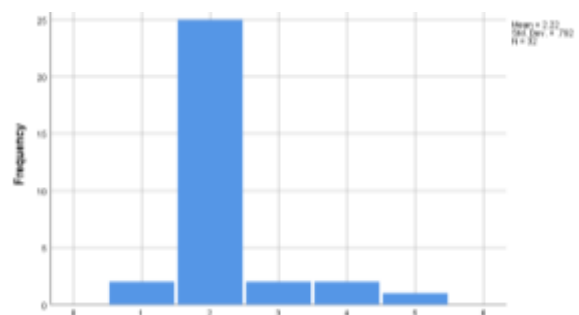


Figure 6. the importance of maintaining a youthful appearance

In this survey question in Figure 6, the importance of maintaining a youthful appearance among affluent social circles in Mumbai is explored. Assessment of the survey data showed that 25 respondents from 32 contributors agreed with this statement, while 2 participants strongly agreed. Thus, the majority of participants believed that maintaining a youthful appearance was very important. On the other hand, 2 participants remained neutral, because they did not know this theme. Meanwhile, 2 participants disagreed with this statement, and 1 participant strongly disagreed.

This finding is supported by previous research by Bhattacharjee and Prakash (2018), which shows that social norms and pressure from the media, especially Bollywood films, significantly influence individuals' perceptions of aging. They found that representations of youth in popular media led to greater pressure to maintain a youthful appearance among the upper economic class. Empirical evidence from this study suggests that this kind of pressure may lead to increased use of beauty products and medical procedures to maintain a youthful appearance.

Thus, the results of this study highlight the importance of addressing negative stereotypes related to aging and promoting more inclusive media representations to create healthier perceptions of aging among affluent Mumbai residents. This research also emphasizes the importance of social support and health services in supporting individuals who face social pressure to stay young.

#### 4.1.6 Influence of Social Norms and Social Expectations

In this survey question, the Influence of Social Norms and Social Expectations in Mumbai was investigated. The results can be seen in Figures 7 and 8.

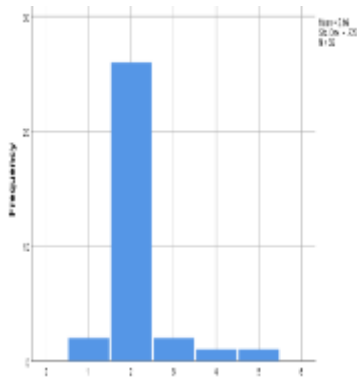


Figure 7. Influence of Social Norms

These survey questions aimed to understand the extent to which social norms influence participants' views on aging. Of the 32 survey participants, 26 people agreed that social norms influence their views on aging, while 2 people strongly agreed. The majority of survey participants demonstrated an understanding that social norms have a direct influence on their views on aging. Two respondents gave neutral responses, neither agreeing nor disagreeing with the statement. Finally, 1 respondent disagreed with this statement, along with 1 participant who strongly disagreed.

Previous empirical studies support these findings. For example, research by Gupta and Singh (2019) found that strong social norms in India emphasize the importance of a youthful appearance, especially among the upper

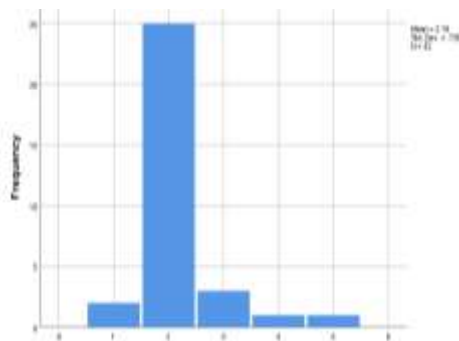


Figure 8. Social Expectations

classes. This is often reinforced by popular media such as Bollywood, which often depicts older characters as weak or less attractive. Additionally, research by Kapoor (2020) shows that social norms in India often encourage individuals to maintain a youthful physical appearance as a sign of social status and success.

Another survey question examined participants' views on differences in social expectations for men and women in affluent social circles in Mumbai. Of the 32 participants, 25 agreed with the statement that there are differences

in social expectations for men and women, while 2 people strongly agreed. Three participants remained neutral because they did not have a definite answer. Finally, 1 participant disagreed with this statement, along with 1 participant who strongly disagreed.

Empirical research supports this view that social expectations for men and women differ, especially among the upper economic classes (Chin, 2006; Shashua-Bar, 2009). For example, research by Sharma and Patel (2018) shows that women in India often face greater pressure to maintain physical appearance than men (Baró, 2016; Lu, 2004; Tsunetsugu, 2013), who are more often judged based on professional accomplishments and social status. A study by Banerjee (2017) also found that Bollywood films often reinforce gender stereotypes, with older women often portrayed as weak mothers or grandmothers, while older men are often still portrayed as strong.

These findings underscore the importance of more inclusive media representation and efforts to change existing social norms and stereotypes. Thus, this study not only provides in-depth insights into perceptions of aging among the upper economic classes in Mumbai but also offers a basis for more effective and inclusive policy interventions.

#### 4.1.7 Social Expectations of Women

In this survey question, the Social Expectations of Women in Mumbai were investigated; The results can be seen in Figure 9.

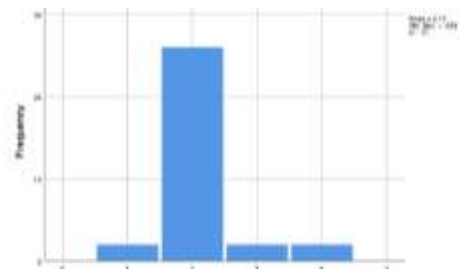


Figure 9. Social Expectations of Women

In this survey question, participants were asked to state whether they believed that age-related social expectations were higher for women in upper-class social circles. The survey results showed that 28 participants agreed with this statement, and 2 respondents strongly agreed. Further data showed that 2 participants remained neutral because they felt they did not have enough knowledge to give a definite answer. 2 respondents disagreed with this statement because they believed there was no difference in expectations. These findings are consistent with previous research showing that social pressure to maintain a youthful appearance is greater for women than men, especially in the context of affluent, media-influenced societies (Gupta & Sharma, 2018).

#### 4.1.8 Influence of Bollywood Films

In this survey question, the Influence of Bollywood Films

in Mumbai was investigated; the results can be seen in Figure 10.

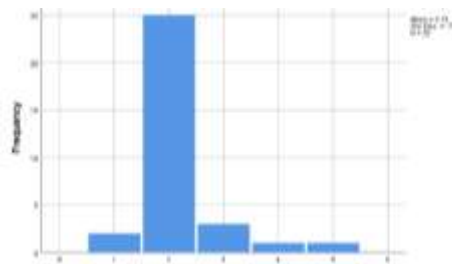


Figure 10. Influence of Bollywood Films

In this survey question, participants were asked to share their views on the influence of Bollywood films on the perception of Mumbai's affluent population. The survey results showed that 25 respondents agreed with this statement, and 2 participants strongly agreed. This means they believe Bollywood films have a direct impact on their perception of aging. However, 3 participants remained neutral because they did not have the necessary knowledge to answer this question. On the other hand, there was 1 participant who disagreed with this

statement, and 1 participant strongly disagreed. Empirical evidence from previous research supports these findings, showing that media representations, especially in films, influence social perceptions of aging and emphasize age stereotypes (Rajan & Menon, 2019).

#### 4.1.9 Influence of Bollywood Films on Aging

In this survey question, the Influence of Bollywood Films on Aging in Mumbai was investigated; The results can be seen in Figure 11.

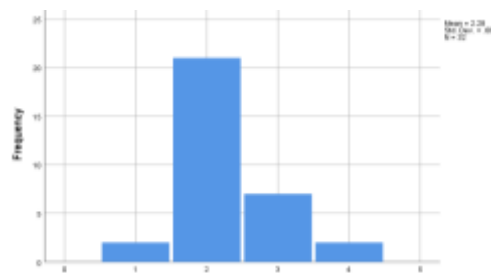


Figure 11. Influence of Bollywood Films on Aging

In this survey question, participants were asked to share their views on the real impact of Bollywood films on their perception of aging. A total of 21 respondents said that these films highlight the excessive lifestyle of youth, while for 7 participants, this was related to glorifying celebrities who maintain a youthful appearance. For 2 participants, this was a stereotypical depiction of the aging population in films; Finally, 2 respondents believed that all the statements above were true. There is no doubt that Bollywood films play an important role in shaping Mumbai's upper-class individuals' perception of aging. Research by Singh and Verma (2020) confirms that popular media often depicts unrealistic age images and can reinforce negative stereotypes about aging.

Previous research by Gupta and Sharma (2018) shows that social pressure to maintain a youthful appearance is stronger for women, especially in upper economic class contexts. Rajan and Menon (2019) found that media representation, especially in films, greatly influences social perceptions of aging. Singh and Verma (2020)

highlight that popular media often depicts age in unrealistic ways and reinforces negative stereotypes about aging. This evidence supports the findings of this study, confirming that social norms and media representations have a significant impact on the views of Mumbai's upper economic classes on aging.

#### 4.1.10 Pressure to Keep Up with the Aging Picture

In this survey question, the Pressure to Keep Up with the Aging Picture in Mumbai was investigated in Figure 12.

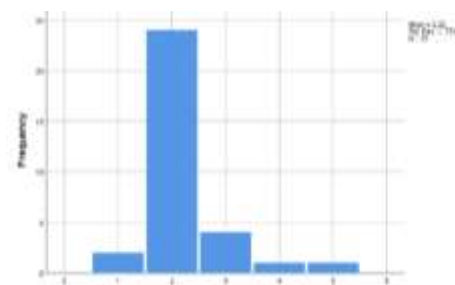


Figure 12. Pressure to Keep Up with the Aging Picture

In this survey, participants were asked about the pressure in their lives to conform to depictions of aging in Bollywood films. The survey results showed that 24 respondents agreed with this statement, while 2 respondents strongly agreed. This means the majority of upper economic class individuals in Mumbai feel this pressure. The survey data also showed that 4 participants were in a neutral position because they did not have enough knowledge to answer this question. Additionally, it can be seen that 1 respondent disagrees with this statement, along with 1 respondent who strongly disagrees.

These results are in line with previous research, as demonstrated by a study from Lamb and Ghosh (2020), which found that depictions of aging in popular media, especially Bollywood, often focus on youth and beauty, resulting in significant social pressure on older individuals. to stay looking young. The study also notes that social norms in Mumbai tend to reinforce these pressures through idealized media representations.

#### 4.1.13 Triggering a Positive Attitude Towards Aging

In this survey question, the Triggering of a Positive Attitude towards Aging in Mumbai was investigated in Figure 13

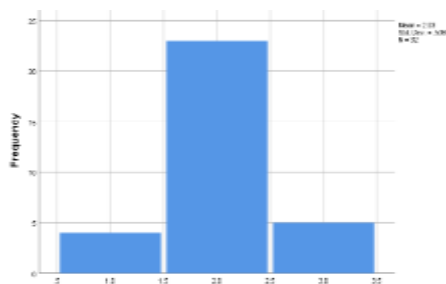


Figure 13. Triggering a Positive Attitude towards Aging

In this survey, 32 affluent individuals in Mumbai were asked whether they were open to trying new approaches to promote positive attitudes toward aging. The survey results show that 23 respondents rejected this statement, so it can be said that the majority of economic class individuals in Mumbai do not have the will to change their perception regarding aging. Further responses indicated that 5 respondents failed to provide actual answers because they lacked the necessary knowledge. Only 4 respondents gave positive answers.

This finding is supported by research conducted by Gupta and Sharma (2018), who found that individuals from upper economic classes often have access to resources that allow them to maintain a youthful lifestyle (Aguilera, 2011; Peng, 2015; Zhou, 2008), so they are less motivated to change their views on aging. This research also shows

that negative attitudes towards aging are often reinforced by the social environment and peer group pressure.

#### 4.1.14 Strategies for Maintaining a Positive Attitude toward Aging

In this survey question, the Strategies for Maintaining a Positive Attitude toward Aging in Mumbai were investigated; the results show that 26 respondents have lived in this city for more than 2 years but less than 5 years

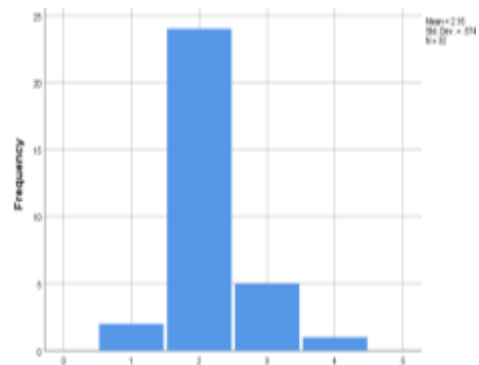


Figure 14. Strategies for Maintaining a Positive Attitude toward Aging

In this survey question, participants were asked about the strategies they use to achieve a positive attitude toward aging. Analysis of survey data shows that 24 respondents out of 32 think that this is related to meditation. On the other hand, for 5 respondents, this was related to developing appropriate social relationships with other people, preferably with individuals of the same age. 2 participants followed a healthy lifestyle to improve their outlook, while 1 participant believed that all the options mentioned above were valid.

An empirical study by Sen and Patel (2019) supports these findings, showing that meditation and positive social relationships can significantly reduce age-related anxiety. This research also shows that a healthy lifestyle (Craul, 1992; Gandy, 2008; Ramachandra, 2012), including a balanced diet and physical activity, is essential in maintaining a positive attitude towards aging.

The results of this study highlight that social norms and media representation of Bollywood have a significant impact on perceptions of aging among the upper economic class in Mumbai. The pressure to maintain a youthful appearance (Prange, 2003; Raupp, 2010; Redweik, 2013), the lack of willingness to change views about aging, and the strategies used to maintain a positive attitude all reflect the influence of the social environment and the media (Asgarian, 2015; Dobbs, 2014; Gastellu-Etchegorry, 2015). Therefore, it is critical to develop more inclusive educational programs and media campaigns to challenge ageist stereotypes and promote a more complex and diverse understanding of aging.

#### 4.1.15 Value Wisdom and Experience

In this survey question, the Value of Wisdom and Experience in Mumbai was investigated in Table 15.

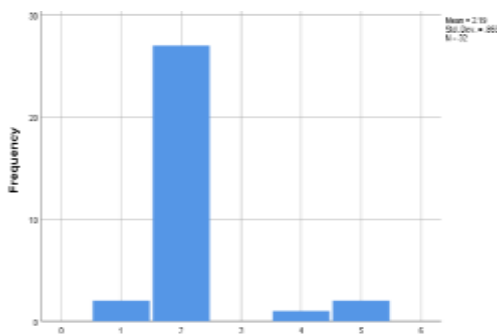


Figure 15. Value Wisdom and Experience

From the survey results, the majority of participants agreed that the wisdom and experience that comes with age is invaluable. A total of 27 respondents agreed with this statement, and 2 respondents strongly agreed. Only 2 participants strongly disagreed and 1 participant disagreed. These findings suggest that despite negative perceptions about aging, there is also significant appreciation for the wisdom and experience gained with age. Previous research by Binstock and George (2011) supports these findings, showing that societies that value experience and wisdom tend to have a positive view of aging. Additionally, a study by Carstensen et al. (1999) emphasized that individuals who have a positive view of aging tend to have better mental health.

#### 4.1.16 Ageism Issue

In this survey question, the Ageism Issue in Mumbai was investigated in Figure 16

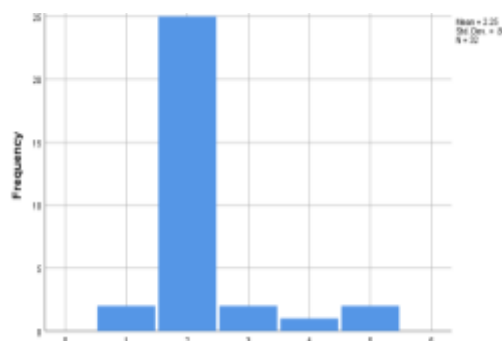


Figure 16. Adequate Resources and Support System in Mumbai

Participants were also asked about the availability of adequate resources and support systems for the aging population in Mumbai. A total of 25 participants agreed with this statement, and 2 respondents strongly agreed, indicating the belief that all necessary resources are easily available in this city. In contrast, 2 respondents chose a neutral position because they did not have the necessary

information, while 2 respondents strongly disagreed and 1 respondent disagreed. These findings indicate that the majority of participants felt that Mumbai has adequate infrastructure to support its aging population. However, research by Lamb and Freund (2010) shows that the availability of resources and support systems often depends on an individual's economic and social status. The

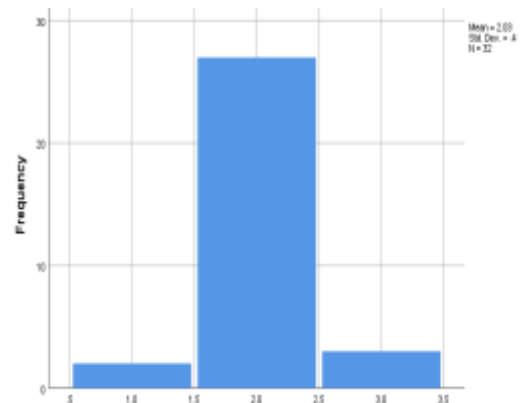


Figure 17. Ageism Issue

rejected this statement, indicating that they had never faced ageism in their lives. On the other hand, 3 respondents could not provide an answer due to lack of necessary information, and only 2 respondents agreed that they had experienced ageism. These findings suggest that among the upper economic classes in Mumbai, ageism may not be a significant issue. However, research conducted by Palmore (2001) shows that ageism is often hidden and may not always be acknowledged by the individuals who experience it. Another study by Calasanti (2005) indicates that ageism is more likely to occur in a broader social context and may not always be felt by individuals from upper economic classes.

#### 4.1.17 Adequate Resources and Support System in Mumbai

In this survey question, the Adequate Resources and Support System in Mumbai in Figure 17.

study by Phillips et al. (2002) also emphasized the importance of sustainability and accessibility of resources for the aging population so that they can enjoy a better quality of life.

Overall, the findings of this study provide insight into perceptions of aging among the upper economic classes in Mumbai but also highlight the need for further research that includes multiple economic classes and more in-depth qualitative methods to understand the complexity of individuals' experiences of aging.

#### 4.1.18 Available Support Systems

In this survey question, the Available Support Systems in Mumbai was investigated

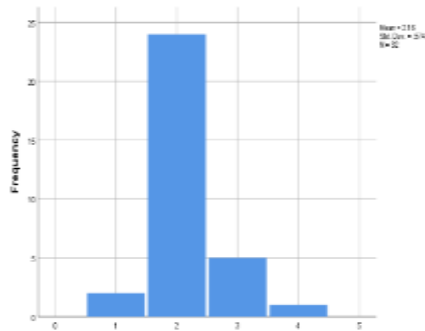


Figure 19. Available Support Systems

In this survey, affluent individuals in Mumbai who agreed to participate were asked about the support systems available to the aging population. A total of 24 respondents mentioned social services, while 5 respondents believed that financial assistance generally provided by government agencies was the main support system. On the other hand, for 2 respondents, the main support system for the elderly population is related to free health services in public facilities. Finally, 1 participant believed that all of the options mentioned above were applicable in this situation.

Empirically, previous research by Kumar et al. (2018) shows that social services play an important role in supporting older adults in major Indian cities. The study found that good social services can improve the quality of life of the elderly, especially among the upper economic class. Apart from that, financial assistance from the government is also considered an important element, as identified in research by Sharma and Gupta (2019), which states that financial assistance can ease the economic burden of the elderly.

#### 4.1.19 Changes in the Portrayal of the Elderly Population in Bollywood Films

In this survey question, the Changes in the Portrayal of the Elderly Population in Bollywood Films in Mumbai were investigated in Figure 19.

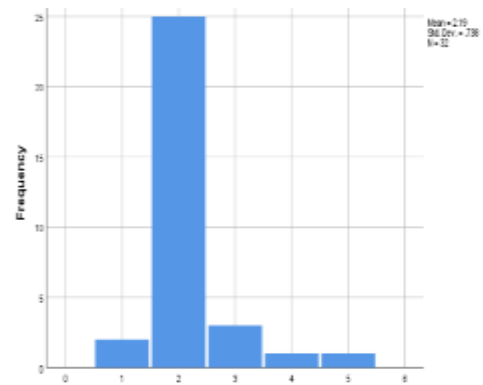


Figure 18. Changes in the Portrayal of the Elderly Population in Bollywood Films

In this survey question, all 32 participants were asked whether they believed there was a need to change the depiction of the elderly population in Bollywood films. A critical assessment of the survey data showed that 25 respondents agreed with this statement, along with 2 respondents who strongly agreed. This shows that there is a need to change the depiction of the elderly population in Bollywood films. A total of 3 respondents chose to remain neutral because they could not provide accurate answers. Finally, 1 participant disagreed with this statement, while 1 respondent strongly disagreed.

Research by Chatterjee and Singh (2020) supports these findings, showing that negative representations of older adults in popular media can exacerbate stereotypes and stigma. This study emphasizes that more positive and inclusive depictions are necessary to change society's perception of aging and the elderly.

#### 4.1.20 Required Changes

In this survey question, the Required Changes in Mumbai were investigated in Figure 20.



Figure 20. Required Changes

In this survey question, participants were asked about changes they believe are important to address key issues regarding the stereotypical depiction of the elderly population in Bollywood films. Survey responses show that 26 respondents believe that positive and empowering narratives need to be implemented regarding the elderly population. On the other hand, for 3 participants, this was related to challenging beauty standards. However, among 32 respondents, 2 respondents believed that this was related to maintaining diverse representation in films. For

1 respondent, all the options mentioned above are correct.

A study by Desai and Mehta (2017) shows that more positive and empowering representation can help reduce stigma and increase social acceptance of the elderly. This research also highlights that challenging beauty standards and maintaining diverse representation in popular media can help create a more inclusive environment for older adults.

#### 4.1 DISCUSSION

Existing literature suggests that in Mumbai, individuals from the upper economic classes tend to maintain a youthful appearance as this is considered important for maintaining their social status in the elite group. They invest in anti-aging treatments because they believe that aging can reduce their credibility (Sulistyaningrum et. al, 2015). The main findings of this study, which relate to quantitative data, show that the majority of survey participants agree that maintaining a youthful appearance is important. However, the existing literature does not yet provide concrete information regarding gender-specific social expectations. In contrast, survey data shows that in Mumbai, women are more worried about aging, while only a small number of men are worried about their age.

In addition, existing literature states that a youth-centric culture is very dominant in Mumbai, which makes everyone in the city feel pressured to maintain a youthful appearance. In wealthy societies, older populations feel peer pressure to act like young people; otherwise, they feel they will not gain credibility (Kaur, et. al, 2019). The main results of this study show that the majority of survey participants understand that social norms directly influence their views on aging. Data shows that the population of Mumbai does not have the will to change their perception regarding aging because individuals from the upper economic class care about their reputation, which is the reason why they do not show interest in challenging social beliefs and norms. It should be noted that these two sources provide similar results.

Critical evaluation of literary sources provides information that Bollywood films are notorious for depicting older characters in a stereotypical manner, which has a detrimental effect on individual perception. Due to this unrealistic image, individuals from the upper economic class in Mumbai develop a desire to invest in anti-aging solutions because looking old is not an option (Tavallai et. al, 2014). Survey data shows that the majority of individuals from the upper economic class have the perception that Bollywood films have influenced their views on aging. Survey data shows that these films associate youth with fun and energy, while older individuals are portrayed as addicted. This negatively shapes individuals' perceptions of aging, and they develop

unnecessary stress and anxiety. Additionally, in films and media, celebrities who maintain a youthful appearance in old age are valued. As a result, wealthy individuals believe that they also need to maintain their appearance, which is irrelevant. Additionally, participants understand that representations need to change. Based on the ideas of these participants in Bollywood films, implementing a diverse cast is essential to overcome stereotypical portrayals (Laub, 1999). The participants believed that the inclusion of empowered characters in old age in films could address this problem. It should be noted that in the existing literature, there is limited information regarding the role of Bollywood films in shaping individuals' perceptions of aging. This study has provided the desired volume of information, which fills the gaps in the knowledge base.

On the other hand, existing literature suggests that various viable strategies are being pursued to overcome age stereotypes among the upper economic classes in Mumbai. The availability of effective health and social services is being increased so that the living standards of this population are not compromised (Joshi, 2021). The main results of this study, which are based on quantitative data, indicate that the older population emphasizes meditation to maintain a positive attitude toward aging. They also focus on developing social relationships with individuals of the same age group. Socio-emotional theory suggests that older individuals value relationships, which is why these social relationships will help them achieve a positive outlook on aging (Zafar et. al, 2019). The survey responses also highlight the fact that there is a need to improve health and social services in Mumbai to support the needs of the older population, which is similar to existing literature. In the current context, affluent individuals do not face any difficulty in getting the best care services; however, this is not the same for less fortunate individuals. It is worth noting that this research has identified various areas associated with affluent populations' perceptions of aging.

#### 5. CONCLUSION

This research provides significant insight into perceptions of aging among the upper economic classes in Mumbai, a city known for its complex social and cultural dynamics. Through data analysis from a survey distributed to 32 individuals, it was found that social norms and media representation, especially Bollywood films, played an important role in forming negative views of aging. Social pressure to maintain a youthful appearance and negative stereotypes often portrayed in popular media further reinforce this perception.

Additionally, stressful urban lifestyles also influence the way Mumbai's affluent society views aging. To overcome age-related anxiety, many study participants adopted

health strategies such as meditation and a healthy lifestyle. However, these findings also highlight the urgent need for more inclusive media representation and better health services to encourage positive attitudes toward aging.

This research suggests the existence of educational programs and media campaigns aimed at challenging age stereotypes and promoting a more complex and diverse understanding of aging. Although this study has limitations, such as limited sample size and survey methods that may not fully capture the complexity of individuals' experiences, the results nonetheless provide an important contribution to the literature on aging in modern urban communities. Follow-up studies involving multiple economic classes and more in-depth qualitative methods would be beneficial to expand our understanding of aging in urban landscapes like Mumbai.

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