

## Original Article

### Cultural Maintenance Among Rural Migrants in Urban Society

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#### Abstract

People are moving from rural areas to cities more often because of economic gaps and social goals. This article looks at how rural migrants keep their culture alive while adapting to city life. As migrants sever community ties and abandon traditional customs, it is imperative to safeguard cultural identities in the face of acculturation pressures. This study investigates the socio-economic determinants of migration, the psychological ramifications of relocation, and the intricate interplay between individual agency and structural constraints, utilizing contemporary research. The review utilizes theories of cultural integration, socialization, and mental health to establish a framework that underscores community collaboration, digital platforms, and intergenerational transmission as essential for cultural continuity. The paradox of urban integration—adaptation and yearning for cultural roots—demonstrates that cultural differences need not be eliminated for effective integration. Cultural pluralism facilitates sustainable development. This study examines emotional integration, wherein migrants coexist within society while preserving their cultural heritage. This transaction has an impact on how people see themselves and how connected they feel to others, both of which are important for mental health. Research indicates that migration can enhance socio-economic status; however, it also induces cultural stress, psychological distress, prejudice, and social isolation. It concludes that culturally sensitive social environments tailored to the specific needs of rural migrants are essential. There is a need for research on comprehensive intervention strategies that enhance cultural resilience and overall well-being within this population. Cities should work toward urban policies that include everyone and support and respect cultural diversity in cities. This will help cities strengthen social ties and resilience, as well as make places that give psychological and cultural support to people who move there. In the end, this will create lively cities that value and support diversity.

**Keywords:** socio-economic variables, rural relocation, cultural makeup, urban adjustment, acculturation, psychological health, cultural resilience, and community support.

#### Introduction

The migration of rural populations to urban areas due to increasing global urbanization raises serious questions about the preservation of cultural identity amid pressures of assimilation. The population shifts, particularly evident in rapidly industrializing countries, call for a careful examination of how rural migrants can maintain their cultural identity while integrating into the complex urban social environment. Focusing on both the socio-economic factors of migration and the psychological impact of resettlement, this study examines the problems faced by rural migrants in maintaining cultural traditions as they settle in cities (Urbanisation, Rural-Urban Migration and Urban Poverty, 2018).

The present study examines the interplay between individual agency and structural influences that serve as facilitators or impediments to the preservation of customs, values and social relations in urban environments. It also addresses factors impeding urban integration, where maintaining cultural continuity often coexists with the need to adapt to new environments. By analysing acculturation processes, social integration and migrant mental health, this research provides a conceptual framework for understanding the preservation of culture and adaptation to it (Benkirane & Doucerain, 2022).

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For policymakers, urban planners, and community leaders, this framework offers practical guidance for creating urban spaces that are inclusive, culturally sensitive, and supportive of diversity, while encouraging strategies that allow migrants to preserve their heritage in dynamic city settings.

The extent to which metropolitan settings can be altered to accept rather than absorb the unique cultural contributions of rural immigrant communities is also critically evaluated. Such initiatives are essential because, although migration frequently provides rural poor people with a means of subsistence, it also poses health risks because of the separation from one's former home and the expectation of assimilating into the norms of the new nation (Abeje, 2021).

However, the need to integrate does not necessarily mean that cultural uniqueness must be completely abandoned; rather, it often encourages a dynamic process of cultural hybridity, providing alternate avenues for sustainable development. In order for rural migrants to successfully integrate into urban environments and contribute to a more lively and diverse urban fabric, this paper makes the argument that cultural upkeep is not just a sentimental undertaking. By highlighting the continued centrality of origin cultures within the migratory experience, this viewpoint contradicts conventional assimilationist models (Vertovec, 2001).

In contrast to a one-way assimilation, this understanding recognizes that successful integration can be multifocal, involving involvement with the host community, transnational domains, and co-ethnic communities. Furthermore, social integration programs that aim to promote engagement with natives are frequently used to support migrants' emotional integration, which is defined by their self-perception as members of society and identification with their new nation. However, cultural integration also includes the complex process by which migrants negotiate their cultural legacy in the new social setting, even if it is frequently defined in terms of national identification (Becker, 2022).

### **Literature of the Review**

Research on rural-to-urban migration consistently highlights the diverse reasons that drive people to move, ranging from economic disparities and environmental shocks to conflict, demonstrating that migration is often not entirely voluntary. Many individuals relocate to cities in search of better employment, business opportunities, education, and healthcare, pushed by the lack of essential industries and jobs in rural areas. At the same time, pull factors such as higher

wages, more varied career options, and the prospect of improved living standards also influence the decision to migrate, even though city life can introduce social and cultural challenges (Lavuri, 2018).

The interplay between these pushes and pull factors shapes the migration journey and significantly affects how individuals adjust to urban life while trying to maintain elements of their cultural identity. Migration is frequently experienced as a period of upheaval, bringing mental, social, and emotional challenges that migrants and their families must navigate. Understanding the resilience of migrant communities is therefore critical for mitigating the adverse effects of migration-related stress and supporting successful adaptation in urban settings (Olcese et al., 2023).

This review examines various theoretical frameworks related to cultural adaptation, stress management, and cognitive adjustment, providing insights into the complex realities of rural migrants as they negotiate life in cities.

It will also look at how ethnic identification can help protect people from acculturative stress and help them keep their cultural uniqueness. Migration can lead to social and economic progress, but it also always brings with it a lot of stress because of cultural differences. This stress can show up as acculturative stress, psychological distress, or a feeling of cultural loss (Bhugra & Becker, 2005).

The challenges faced by rural migrants in urban environments are often compounded by factors such as housing insecurity, limited access to essential services, and experiences of discrimination, all of which heighten psychological vulnerability. The disruption of established social networks, coupled with the absence of familiar cultural markers, can lead to feelings of isolation and disconnection, further exacerbating mental health challenges. Conversely, migration can also foster personal growth, as individuals develop greater independence and resilience while navigating unfamiliar circumstances. However, the process of acculturation—adapting to a new cultural environment—can be a source of significant stress due to conflicts between one's original cultural norms and those of the host society (Ren & Jiang, 2021).

Acculturative stress differs from short-term culture shock in that it tends to persist over time, manifesting as emotional distress, anxiety, and a sense of loss regarding familiar practices and social ties. Factors such as insufficient social support and experiences of discrimination intensify these stressors, potentially contributing to

depression, suicidal ideation, and substance misuse. Moreover, the continuous demands of learning a new language, adjusting to unfamiliar cultural values, and adhering to different social expectations place additional pressure on migrants, often resulting in heightened anxiety and stress. Research indicates that the intensity and expression of acculturative stress vary significantly across individuals and social contexts, underscoring the importance of considering cultural and personal factors in mental health assessments (Berry et al., 1987).

Acculturative stress arises when individuals perceive pressure to conform to a dominant culture without possessing the resources or strategies to do so. For native-born individuals struggling to navigate new cultural norms, this stress can undermine self-esteem and well-being. For migrants, however, the psychological and health risks are often more pronounced, as they confront the challenge of managing unfamiliar social and institutional interactions in the host country. Cultural dissonance emerges when adapting to new practices conflicts with pre-existing beliefs and values, creating persistent tension between preserving one's cultural heritage and conforming to urban social norms. This tension often requires individuals to renegotiate their sense of identity and belonging, a process that can be particularly challenging for those who feel their cultural distinctiveness is under threat or who face pressure to fully assimilate rather than integrate. Such conflicts may manifest as a continuous struggle to balance loyalty to one's heritage with engagement in the host community, affecting multiple dimensions of migrants' lives, including social relationships and mental health (Zeledon et al., 2023).

Understanding the mental health of rural migrants therefore requires attention to how they navigate these complex challenges while attempting to maintain cultural identity in urban spaces. Factors such as limited psychological or physical preparedness, reluctance to engage with new cultural practices, and insufficient knowledge of the host culture can exacerbate the difficulties faced (Rohman et al., 2023). These dynamics highlight the critical need for culturally sensitive support systems that address the multifaceted nature of migrant mental health. Additionally, the intersection of ethnic identity, collective self-esteem, and broader processes of identity formation plays a crucial role in migrant well-being. Research demonstrates that the ability to integrate aspects of both the original and host cultures is strongly linked to positive mental health outcomes, with social capital serving as a vital facilitator by helping migrants navigate

urban environments and build supportive networks (Plooy et al., 2020).

Nevertheless, the migration experience often entails psychological strain, including grief over perceived losses and the need for extended adaptation to new social groups. This adjustment frequently involves renegotiating identity and restoring self-esteem, emphasizing the importance of coping strategies and access to supportive resources for migrants as they integrate into urban settings (Halperin, 2004).

### **Methodology**

Acculturation can be a source of stress, yet it may also bring positive psychological benefits, such as greater cultural sensitivity, openness, and adaptability, particularly through interactions with different languages and cultural practices. Despite potential socioeconomic advantages, long-term residence in the United States has been associated with declines in health outcomes, highlighting a complex relationship in which acculturation can contribute to negative health effects. This suggests that while migrants may gain social or financial opportunities, there are important and often subtle health trade-offs tied to prolonged adaptation to the host culture.

The "immigrant health paradox" describes the observation that migrants often arrive with favorable health profiles, which may erode over time as they adopt the lifestyle habits and stressors prevalent in the host society. This paradox underscores the need to examine how acculturation, although supporting social integration, can simultaneously increase psychological strain and encourage behaviors that are detrimental to health, especially as migrants navigate cultural adjustment and identity negotiation.

Initially, migrants frequently exhibit better health than native-born populations—a phenomenon referred to as the "healthy migrant effect." However, this advantage tends to diminish with extended residence in the host country, suggesting that the stresses of acculturation negatively affect long-term health. Factors contributing to this decline often include changes in diet, reduced physical activity, greater exposure to environmental stressors, and the psychological pressures associated with adapting to a new cultural environment, all of which can cumulatively undermine both mental and physical well-being over time (McCord et al., 2018).

### **Results**

The "healthy immigrant hypothesis" suggests that immigrants live in better overall health than the native population in the country they migrate to. This advantage is due to rigorous pre-immigration screening, healthy lifestyles, and

strong social support. This health advantage gradually diminishes as immigrants focus on their health, face new stressors, and adjust to urban or industrial environments. Stressors include a more sedentary lifestyle, dietary changes, and exposure to environmental pollutants common in cities.

In addition to these physical health challenges, immigrants often face social and economic difficulties, discrimination, and language barriers, which exacerbate mental health difficulties. These pressures further increase the risk of psychological disorders, including depression, anxiety, and chronic stress. Unhealthy living and working conditions, feelings of isolation and alienation exacerbate mental stress, while financial insecurity and unmet expectations add to the burden. These factors are the main causes of deteriorating mental health in migrant populations.

This research highlights the importance of programs that focus not only on the immediate social and economic integration of migrants but also on their long-term psychological well-being. Acculturation, socioeconomic status, and mental health are closely interconnected, and instability in legal status or employment—such as fear of deportation or workplace exploitation—is a major cause of stress. These stressors sometimes manifest as anxiety, depression, and physical symptoms associated with prolonged exposure to stressful environments.

Precarious employment, limited access to healthcare, poor living conditions, and social isolation further exacerbate mental and physical vulnerabilities. Therefore, comprehensive support systems are needed that specifically address the post-migration challenges and inequalities faced by migrants. Encouraging migrants to develop personal resources, such as self-efficacy and skills, helps reduce stress and improve mental health. By fostering these capacities, individuals are better prepared to cope with the social and structural pressures that underlie the stress experienced by migrant workers.

## Discussion

One way to ease the pressure of migrating to a new culture is to help immigrants build strong social networks. When people migrate to a new country, they face many challenges, such as language barriers, loneliness, and cultural diversity. Engaging in one's community and building strong social support networks can provide important resources, such as information about programs, emotional support, and assistance with daily activities. This fosters a sense of belonging and contributes to overall well-being.

After migration, the quantity and quality of available social support has a profound impact on how aware immigrants are about mental health concerns and how easily they find it to receive the care they need. When immigrants feel connected to their community, they are more likely to seek help and utilize mental health services. Lack of support can exacerbate stress and trauma, leading to mental health problems that can be difficult to detect. Creating a friendly environment and integrating individuals into their communities are also important steps toward improved mental health.

Culturally embedded interventions have been highly effective in helping migrant groups with their mental health problems. These strategies support people and provide care that is culturally appropriate. This is beneficial for women and children, who often suffer the most from the stress of relocation. This can help people feel better about themselves, connect with their cultural identity, and alleviate loneliness. When migrant communities help create and run these programs, they become culturally comfortable and connect with participants. When they do this, people feel ownership and authority, which maintains their interest.

To receive health care, patients must have access to healthcare services that understand their culture. This means that staff communicate with them in a way that is understandable and that can accommodate cultural differences. A "cultural model" gives healthcare providers the tools they need to address both pre-migration experiences and post-migration problems. It's important to consider how women are doing as migrants, what skills they possess, and how well they can adapt. Community-based techniques, including local groups, peer support networks, and culturally competent therapists, help migrants adjust successfully. These strategies not only benefit people's mental health, but also help people adjust to each other and adapt to the host society over time.

## Conclusion

In urban environments, rural migrants often face obstacles in preserving their cultural heritage. These challenges can lead to problems of loss, isolation, and identity confusion, which negatively impact their mental health and well-being. While cities offer numerous opportunities for economic growth and social mobility, they also pose threats to migrants' traditional customs, languages, and practices. To address these problems, it is essential to understand individual coping strategies and available or missing systemic supports. Future plans should aim to develop culturally relevant and scalable interventions that can be implemented in urban environments.



Collaboration between policymakers, community leaders, and healthcare providers is crucial to create inclusive policies, eliminate social and economic barriers, and promote a sense of belonging. Migrants can maintain their cultural identity while successfully integrating into urban life.

Central to this is the concept of cultural resilience—the ability of individuals and communities to adapt to adversity by drawing on their cultural backgrounds. Effective support systems must allow migrants to freely express their cultural identities while respecting traditional knowledge within broader social frameworks. Mixed cultural practices and collective narratives foster a sense of belonging and social cohesion, and provide protection against assimilation pressures. Emphasis on cultural resilience challenges the notion that integration necessarily means assimilation, and promotes a framework that supports the preservation and adaptation of multicultural patterns (Gonda et al., 2020).

Given the varied definitions of resilience in the academic literature, there is a need for more coherent frameworks that move beyond Western-centric models focused on individual traits. Systems being created at the elder level should incorporate diverse cultural perspectives and identify protective factors that emerge from shared values and social structures (Raghavan & Sandanapichai, 2019).

This broad approach to resilience facilitates the experience and attainment of well-being for individuals and communities in diverse cultural contexts, particularly in the face of migration-related stressors. Future studies should explore specific cultural practices and community systems that foster resilience in different migrant groups. Research beyond general approaches allows for the development of customized programs that promote adaptation while preserving cultural heritage in urban spaces. Resilience is a dynamic process that utilizes both cultural resources and collective strengths to address complex challenges.

This approach considers the social and environmental factors that influence migrant well-being while addressing individual challenges. Migration is viewed not only as a problem but also as an opportunity to recognize the strengths, adaptability, and contributions of migrant communities. It is important to foster cities that not only embrace cultural diversity but also actively welcome it. It is essential to employ culturally inclusive public services, foster intercultural debate, and provide spaces for migrants to share their traditions, all of which enrich the urban environment. Adopting this approach creates a mutually beneficial relationship between preserving

cultural identity and building resilient, inclusive cities. Integrating cultural diversity into urban strategies enhances a city's ability to cope with challenges, maintain its core functions, and "move forward" after disruptions. Cities that prioritize cultural inclusion are better equipped to adapt to ongoing change, sustain long-term growth, and showcase the contributions of all residents. By placing cultural heritage and migrant integration at the forefront, urban development balances economic expansion with social equity and cultural vibrancy. This approach fosters social cohesion, cultural exchange, and recognizes the unique contributions of rural migrants, thereby establishing cultural heritage as a driver of urban development (Spina, 2019).

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#### **Conflicts of interest**

The authors declare that there are no conflicts of interest regarding the publication of this paper

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