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A study on impact of globalization among youngsters in Coimbatore

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Abstract

Globalization is something that we all have to deal with and should encourage if we wish to continue world economic development. By integrating culture, economies, politics, societies and technology we can see globalization in action. This study is an attempt to know the cultural behavior among youngster's adapting to foreign culture, the impact of youngster's perception on foreign brand against Indian domestic market, youngster's plan to go abroad to pursue higher studies, level of acceptance of foreign brands and majority of the youngsters do adapt and accept the foreign culture. From the analyzed inference electronic gadgets are more likely purchased when it comes to foreign brands. Hence, the Indian domestic market gets affected by the products like electronic gadgets. Majority of the youngsters does not plan to go abroad to pursue higher studies. Globalization has increased the trade of ideas and technologies in India. Impact of globalization involves both positive and negative impact. In a bigger picture the world, trade and direct investments are getting stronger through relationships of nations. Developing nations are believed to become a developed nation by adopting and opening doors to the countries of the world.

Keywords: Globalization, Foreign culture, foreign brands, higher studies abroad

Introduction

Globalization refers to the process through which societies and economies are integrated through cross border flows of ideas, communication, technology, capital, people, finance, goods, services and information. Cross country Integration has several aspects and can be political, cultural, social and/or economic, all which equal globalization. However, economic integration is the most common of the four aspects. This study aims to study the impact of foreign culture on our local youngsters and how it directly or indirectly affects the domestic market. This study draws to identify the cultural changes in the local environment in this current state of globalized world.

Statement of the problem

The statement of the problem can be summarized by the following questions.

- This research project is an attempt to study the positive and negative impact of globalization.
- Whether globalization affects nationality of Indian citizens.

Objectives of the study

- To study the changes in the local cultural behavior among youngsters adapting to the foreign culture.
- To study the impact of youngster's perception towards foreign brands against Indian domestic market.
- To study the level of acceptance of foreign brands in India.
- To analyze the reason behind Indian youngsters opting to do their higher studies in foreign countries.

Research Methodology

This study is based on primary as well as secondary data, however primary data collection has given more importance since it is youngsters behaviour. The population studied here is the youngsters of Indian culture. The research is analytical and tool used for data collection is structured questionnaire. In this study, Convenient Sampling method is being used to collect data from the youngsters.

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- **Statistical Tools Used:** Percentage Analysis, Anova Test, Chi-Square Test and Weighted Average Method.
- Data Analysis**
Chi-Square test

Chi-Square test for age of the respondents and adaptation of foreign culture		
Factors	Table value	Significant value
i) Influence of television advertisements	0.05	0.40
ii) Influence of the internet and social media	0.05	0.053
iii) Influence of digital streaming platforms like Netflix, Amazon Prime Video, etc	0.05	0.434
iv) Influence of foreign celebrities, models lives, etc	0.05	0.652
v) Influence of movies and pop culture	0.05	0.356

Chi-Square test for age of the respondents and adaptation of foreign culture		
Factors	Table value	Significant value
Freedom of expression that the foreign fashion offers.	0.05	0.001

Anova test

Anova test for gender of the respondents and adaptation of foreign culture						
Factors		Sum of Squares	DF	Mean Square	F	Sig.
Advertisements	Between Groups	1.655	1	1.655	.663	0.417
	Within Groups	369.678	148	2.498		
	Total	371.333	149			
Social Media	Between Groups	.937	1	.937	.659	0.418
	Within Groups	210.503	148	1.422		
	Total	211.440	149			
Streaming	Between Groups	1.198	1	1.198	.962	0.328
	Within Groups	184.295	148	1.245		
	Total	185.493	149			
Celebrities	Between Groups	.469	1	.469	.320	0.572
	Within Groups	216.705	148	1.464		
	Total	217.173	149			
Pop Culture	Between Groups	8.391	1	8.391	3.645	0.058
	Within Groups	340.682	148	2.302		
	Total	349.073	149			

Anova test for occupation of the respondents and the freedom of expression that the foreign fashion offers						
Factor		Sum of Squares	DF	Mean Square	F	Sig.
Freedom of expression that the foreign fashion offers	Between Groups	.382	2	.191	.129	0.879
	Within Groups	217.491	147	1.480		
	Total	217.873	149			

Weighted Average

Weighted Average for applications that are mostly used	
Factors	Weighted Average
Twitter	3.68
Instagram	2.94
Facebook	2.86
Snapchat	3.08
YouTube	2.41

Weighted Average for products that are more likely purchased when it comes to foreign brands	
Factors	Weighted Average
Cosmetic products	3.34
Clothing, footwear and accessories	3
Electronic gadgets	2.92
Food and beverages	3.7
Home appliances	3.88
Vehicles	4.18

Findings

Chi-Square Test

- There exists a significant relationship between age of the respondents and adaptation of foreign culture.
- There exists no significant relationship between time spent on the internet and the freedom of expression that

the foreign fashion offers.

Anova Test

- There exists a significant relationship between gender of the respondents and adaptation of foreign culture.
- There exists a significant relationship between

occupation of the respondents and the freedom of expression that the foreign fashion offers.

Weighted Average Method

- Twitter is the most used application among youngsters among the other applications.
- Electronic gadgets are more likely to be purchased when it comes to foreign brands.

Suggestions

- The Indian youngsters are not very much in favor of promoting their mother tongue. Instead, some of the youngsters today consider it to be shameful condition to speak in their own mother tongue. The way the foreign languages are getting prevalent in India like the French, German and Spanish, right from the school level, is the example of how much we provide importance to Indian languages in comparison to the foreign ones. This should not be the case of globalization instead; the young bloods of India should not forget their roots and where they come from.
- Indian food, clothing and languages are varied with respect to different states. The food varies in its taste, but every food has its own nutrient value and every region is specified and rich in its medicinal preparations with the home remedies. Even the clothing varies in different states which is very much particular in maintaining the dignity of woman.
- The varies cuisines from all over the world though have different flavors to add, still the food ingredients that have inflicted with much popularity are the junk food items which has increased the health disorders in the country. Again, the dressing like the suiting for the males are an inappropriate match for the Indian type of climate. The female dresses are again a way of distraction to the perverted minds.
- The increasing trend of Indian youngsters going abroad to pursue higher education is only being increased year by year although, it's not a drawback Indian education has to keep up with the standard of higher studies compared to the foreign nations.

Conclusion

Impact of globalization involves both positive and negativity. Globalization has increased the trade of ideas and technologies. As a developing country it also faces negative impact. India is moving forward to a modern economy while being strengthened economically & politically. Globalization creates opportunity on a global level and participation capacity among nations has developed. In a bigger picture the world, trade and direct investments are getting stronger through relationships of nations.

Globalization strengthens global level relationship among citizens cross culture habitations. Cultural adaptations do create a positive apology. Privatization and liberalization activities keep improving the globalization. Competing capacity on a global level can be increased and adapting to the market structure and direct competition can be faced easier. Developing nations are believed to become a developed nation by adopting and opening doors to the countries of the world.

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