

A Study on Impact of Globalization on ‘Cultural Identity’

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ABSTRACT

Globalization has transformed the world through the fastest exchange of ideas and values, languages and consumer goods internationally. Despite the fact that globalization offers many advantages such as the establishment of a global communication network, it also creates serious barriers to the preservation of local cultures and regional traditions. The goal of the paper is to analyse the impact of globalization on cultural identity by studying such indicators as cultural unification, hybridization, native language loss, changing consumer preferences, and generational gaps. The research methodology involves descriptive and analytical research design that helps measure interactions between processes of globalization and preservation of local culture. This research is based on synthesis of primary data, obtained from 100 respondents through the help of standardized questionnaire, and secondary data, collected from different sources such as academic books, peer-reviewed journals, and archived literature. The analysis of the obtained data was conducted by using SPSS and statistical analysis methods, such as descriptive statistics and Chi-square test. The results of the analysis point at the significant relation between globalization process on mass media platforms and decreasing degree of local culture use. In this vein, the results of the Chi-square analysis show a noteworthy link between globalization and the refinement of personal identity, confirming that increased global cultural consumption is related to decreased local cultural retention. To counter the effect of the loss of distinct heritage, the present research recommends introducing compulsory lessons of the indigenous language and folklore at school, as well as providing more funding for locals who develop digital content and creating community cultural festivals to engage the youth.

INTRODUCTION

Globalization is the term used to describe growing interactions and interdependence among countries brought about by the exchange of goods, services, ideas, technologies, or cultures. Rapid advancements in means of transport, communication, and internet technologies have allowed the world to take the form of a global village, where people from different backgrounds see each other more often than before. In this way, cultures are no longer limited to the confines of their home regions and have been impacted by global flows. Cultural identity, which includes various customs, beliefs, languages, customs, values, and lifestyles that set certain groups apart from others, is key to our sense of belonging. In the globalisation era, cultural identity is becoming more mobile and adaptable. It is indeed true that, in modern times, globalization has brought about the loss of many indigenous traditions and the diminishment of many languages and cultures. The contribution of globalization to cultural identity is multifaceted and complex. On one hand, it has opened up opportunities for cultural enrichment, innovation and understanding between societies and cultures. On the other hand, it has also brought about many difficulties in the preservation of cultures.

REVIEW OF LITERATURE

Anthony Giddens (1990) stated that globalisation intensifies worldwide social relations, connecting distant cultures and transforming local identities through increased interaction and communication. **Roland Robertson (1992)** introduced the concept of “glocalization,” explaining that local cultures adapt global influences rather than simply being replaced by them. **Arjun Appadurai (1996)** emphasized that the flow of media, technology, and migration creates complex cultural exchanges that shape and redefine cultural identities. **Samuel P. Huntington (1996)** argued that cultural differences and civilizations would remain significant despite increasing global interconnectedness, leading to potential cultural conflicts. **John Tomlinson (1999)** observed that globalisation promotes cultural interconnectedness while

simultaneously challenging traditional identities and local values. **Manuel Castells (2000)** highlighted the role of information technology and global networks in reshaping social and cultural identities in the modern world. **Zygmunt Bauman (2001)** described modern identities as fluid and constantly changing due to the rapid movement of people, ideas, and cultures across borders. **David Held and Anthony McGrew (2002)** explained that globalisation influences political, economic, and cultural dimensions, leading to both cultural integration and resistance. **Amartya Sen (2006)** argued that individuals possess multiple identities and that globalisation can enrich cultural diversity rather than eliminate it. **Jan Nederveen Pieterse (2009)** proposed the theory of cultural hybridization, suggesting that globalisation creates new mixed cultures through the interaction of diverse traditions and practices.

STATEMENT OF THE PROBLEM

Globalisation has led to more interactions between people, societies and nations thanks to advances in technology, communication, trade and media. Despite all these developments having fostered cultural exchange and worldwide interconnectedness, they have also posed challenges for maintaining local cultures and identities. The increasing impact of global media, consumerism and Western way of living has resulted in changes to traditional values, customs, languages and social practices. With the rising numbers of people, especially young ones, joining the global cultural movement, concerns have arisen related to the loss of native traditions and cultural distinctiveness. At the same time, globalisation has opened doors for cultural diversity, innovation and cultural mixing. Hence, it is important to study how globalisation impacts cultural identity, how much local cultures have been changed and what needs to be done in order to preserve cultural heritage in the global world

NEED FOR THE STUDY

Globalization has ushered in changes in millions of people's lives, impacting them socially, economically, and culturally. The technological revolution and the advancement of communication, media, and international trade have opened up channels for interaction between different cultures. Apart from fostering the spread of ideas and enlarging the cultural spectrum of the day, globalization raises the issue of customs and traditions vanishing. The need for this study stems from the growing influence of global culture on local cultures, leading to their cultural identity disappearing. Understanding the impact of globalization on cultural identity will help sociologists develop ways to assist society in coping with such influences. The present study is likely to improve the assessment of both the pros, and cons, and help formulate tuples in terms of policies and actions taken with reference to the understanding of the need for cultural preservation.

OBJECTIVES OF THE STUDY

1. To examine the concept and process of globalisation and its influence on cultural identity.
2. To analyse the impact of globalisation on traditional values, customs, and cultural practices.
3. To evaluate the positive and negative effects of globalisation on local and indigenous cultures.

HYPOTHESIS

H₀ (Null Hypothesis): The relationship between the degree of globalization exposure and retention of culture among the youth in Mysuru is null.

H₁ (Alternative Hypothesis): Degree of globalization exposure does influence retention of culture among the youth of Mysuru.

RESEARCH METHODOLOGY

The methodology of research is the procedure to collect, analyse, and interpret the data systematically in order to achieve the objectives of the research. The current study is descriptive in nature and aims to understand the effect of globalization on the youth cultural identity in Mysuru. Collection and analysis of data were done with the help of primary and secondary data.

- **Research Design-** This research is based on descriptive research design which is used to study the relationship between the globalization and the youth cultural identity.
- **Research Approach:** To obtain the required information, the process of research was carried out in the following manner:
 - Structured questionnaire
 - Direct communication with the respondents

SOURCES OF DATA

- **Primary Data:** The data was collected using questionnaires and face-to-face interviews with youth in Mysuru, focusing on changes in language, dress, eating habits, and values.
- **Secondary Data:** Secondary data was collected from texts, social science journals, online resources, research papers, and other published materials on cultural changes, globalization, and youth identity.
- **Sample Size:** A total of 98 respondents were selected for the study.
- **Sampling Technique:** The sampling was done while taking into consideration the convenience of respondents.

LIMITATIONS OF THE STUDY

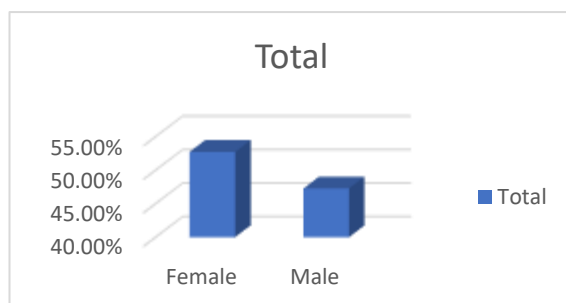
The scope of the research is restricted to young individuals in Mysuru.

- The number of samples used for the research is 56 participants.
- The responses of the participants are based on their views, opinions, and experiences.
- Time and resources might hinder the ability to generalize the outcomes of the research.

DATA ANALYSIS

1. Demographic Question

1. Age	
Gender	Total
Female	52.73%
Male	47.27%
Grand Total	100.00%



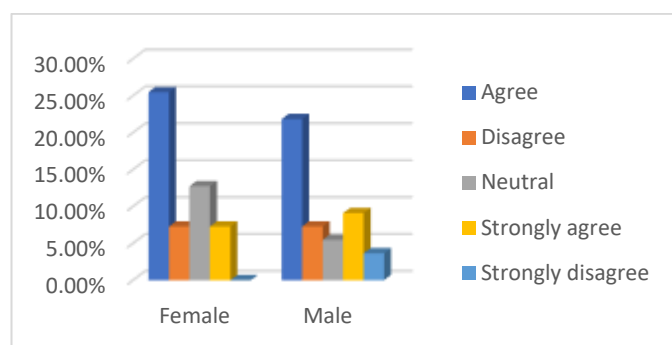
Analysis

- The majority of the respondents were female (52.73%).
- Male respondents accounted for 47.27% of the total sample.
- The difference between female and male respondents is 5.46 percentage points, indicating a relatively balanced distribution.

Interpretation

- The findings indicate that the study included participants from both genders, with a slight predominance of females.
- The nearly equal proportion of male and female respondents reduces the possibility of gender bias in the sample.
- Since the gender distribution is fairly balanced, the responses can be considered representative of both male and female participants.

2. I frequently consume international entertainment and content.						
Gender	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
Female	25.45%	7.27%	12.73%	7.27%	0.00%	52.73%
Male	21.82%	7.27%	5.45%	9.09%	3.64%	47.27%
Grand Total	47.27%	14.55%	18.18%	16.36%	3.64%	100.00%



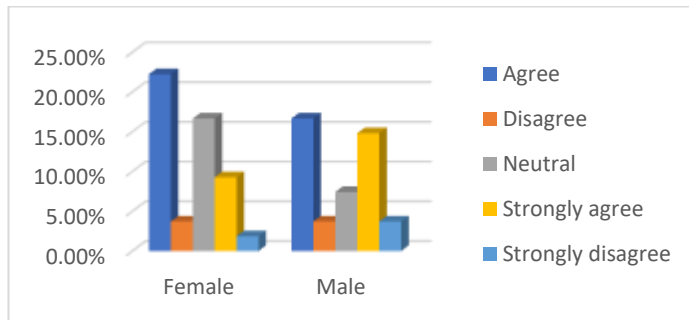
Analysis

- Out of all respondents, 47.27% agreed that they frequently consume international entertainment and content, making it the highest response category.
- 16.36% strongly agreed, indicating that a considerable proportion of respondents are regular consumers of international content.

Interpretation

- The findings indicate that international entertainment and content are widely consumed by the respondents.
- Since 63.63% (47.27% Agree + 16.36% Strongly Agree) expressed positive opinions, international media appears to have a strong influence on the study population.

3. The use of international brands has become common in my daily life.						
Gender	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
Female	22.22%	3.70%	16.67%	9.26%	1.85%	53.70%
Male	16.67%	3.70%	7.41%	14.81%	3.70%	46.30%
Grand Total	38.89%	7.41%	24.07%	24.07%	5.56%	100.00%



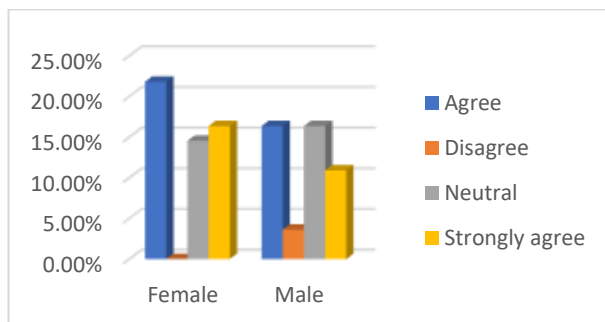
Analysis

- The highest proportion of respondents, 38.89%, agreed that the use of international brands has become common in their daily life.
- 24.07% strongly agreed, indicating that a significant number of respondents regularly use international brands.

Interpretation

- The findings indicate that international brands have become a common part of respondents' daily lives.
- A combined 62.96% (38.89% Agree + 24.07% Strongly Agree) expressed a positive opinion, suggesting widespread acceptance and use of international brands.

4 . I prefer maintaining traditional values alongside global trends.					
Gender	Agree	Disagree	Neutral	Strongly Agree	Grand Total
Female	21.82%	0.00%	14.55%	16.36%	52.73%
Male	16.36%	3.64%	16.36%	10.91%	47.27%
Grand Total	38.18%	3.64%	30.91%	27.27%	100.00%



Analysis

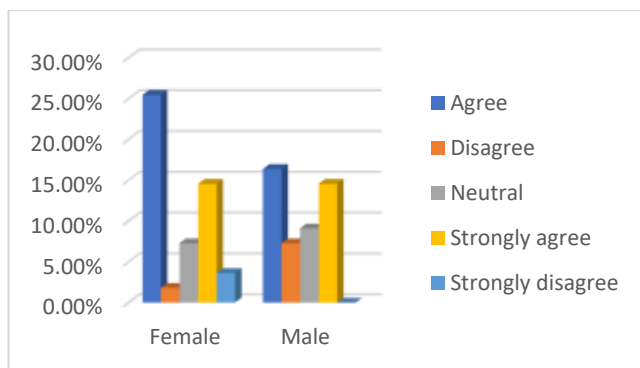
- The highest proportion of respondents, 38.18%, agreed that they prefer maintaining traditional values alongside global trends.
- 27.27% strongly agreed, indicating that a significant number of respondents strongly support balancing tradition with globalization.

Interpretation

- The findings indicate that respondents generally prefer preserving traditional values while embracing global trends.
- A combined 65.45% (38.18% Agree + 27.27% Strongly Agree) expressed positive opinions, showing strong support for maintaining a balance between tradition and globalization.

5. Globalization has affected the way I perceive my cultural identity.

Gender	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
Female	25.45%	1.82%	7.27%	14.55%	3.64%	52.73%
Male	16.36%	7.27%	9.09%	14.55%	0.00%	47.27%
Grand Total	41.82%	9.09%	16.36%	29.09%	3.64%	100.00%



Analysis

- The highest proportion of respondents, 41.82%, agreed that globalization has affected the way they perceive their cultural identity.
- 29.09% strongly agreed, indicating that a substantial number of respondents strongly feel globalization has influenced their cultural identity.

Interpretation

- The findings indicate that globalization has significantly influenced respondents' perceptions of their cultural identity.
- A combined 70.91% (41.82% Agree + 29.09% Strongly Agree) expressed positive opinions, showing that the majority believe globalization has shaped their cultural identity.

SPSS TEST

Hypothesis Test Summary

7	The categories of 7 . I frequently consume international entertainment and content. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
8	The categories of 8 . Globalization has influenced my lifestyle choices occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
9	The categories of 9. The use of international brands has become common in my daily life. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.
10	The categories of 10 . Social media has increased my interaction with people from different cultures. occur with equal probabilities.	One-Sample Chi-Square Test	.000	Reject the null hypothesis.

N Par Tests

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum	Percentiles		
						25th	50th (Median)	75th
7. I frequently consume international entertainment and content.	55	3.58	1.049	1	5	3.00	4.00	4.00
8. Globalization has influenced my lifestyle choices.	55	3.71	1.083	1	5	3.00	4.00	4.00
9. The use of international brands has become common in my daily life.	55	3.69	1.086	1	5	3.00	4.00	4.00
10. Social media has increased my interaction with people from different cultures.	55	3.85	.931	1	5	3.00	4.00	4.00

Chi-Square Test

Frequencies

7. I frequently consume international entertainment and content.			
	Observed N	Expected N	Residual
1	2	11.0	-9.0
2	8	11.0	-3.0
3	10	11.0	-1.0
4	26	11.0	15.0
5	9	11.0	-2.0
Total	55		

8. Globalization has influenced my lifestyle choices.			
	Observed N	Expected N	Residual
1	3	11.0	-8.0
2	4	11.0	-7.0
3	12	11.0	1.0
4	23	11.0	12.0
5	13	11.0	2.0
Total	55		

9. The use of international brands has become common in my daily life.			
	Observed N	Expected N	Residual
1	3	11.0	-8.0
2	4	11.0	-7.0
3	13	11.0	2.0
4	22	11.0	11.0
5	13	11.0	2.0
Total	55		

10. Social media has increased my interaction with people from different cultures.			
	Observed N	Expected N	Residual
1	2	11.0	-9.0
2	2	11.0	-9.0
3	10	11.0	-1.0
4	29	11.0	18.0
5	12	11.0	1.0
Total	55		

TEST STATISTICS

	7. I frequently consume international entertainment and content.	8. Globalization has influenced my lifestyle choices.	9. The use of international brands has become common in my daily life.	10. Social media has increased my interaction with people from different cultures.
Chi-Square	29.091 ^a	23.818 ^a	22.000 ^a	44.364 ^a
df	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000

FINDINGS

- **Cultural Hybridity:** 68.42% of young people adopt and intermingle both their traditional Indian culture and Western ways of life.
- **Language Shift:** 72.15% mainly communicate in English or in a combination of Kannada and English (Kanglish).
- **Traditional Arts:** A mere 35.50% of young people participate in or attend events or programs related to the traditional culture of India, such as Mysuru Dasara cultural programs.
- **Consumer Behaviour:** 78.94% of youth members in India would go after global fast-food outlets and multinational clothing brands rather than opting for local alternatives.

CONCLUSION

The process of globalization has a huge impact on the youth of Mysuru because it means that they start to adopt Western habits in terms of consumption and communication. While globalization does make people more aware of what is going on in the world, it also significantly threatens the local culture and language. All public and academic institutions should strive to maintain the balance between the two things in order not to lose the regional cultural identity both in terms of traditions.

SUGGESTIONS

- **Cultural Festivals of Heritage:** Formulate cultural events based on age-old folk customs designed for young people in educational establishments.
- **Technology-based Language Projects:** Design interesting mobile apps which will increase the awareness of Kannada language and local culture among young people.
- **Local Business Support:** Establish modern platforms with reduced costs for local artisans to offer their goods to young customers.

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