



# **FORMAN CHRISTIAN COLLEGE**

**(A CHARTERED UNIVERSITY)**

## **Relationship of Westernization and Local Cultural Identity in University Students of Lahore**

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## **Abstract**

The aim of this research is to understand the relationship between westernization and its effect on local cultural identity among undergraduate students at Forman Christian College, Lahore. The theory of Globalization has been applied to understand how the connections under globalization that are social, cultural, economic as well as political and are linked to the activities of social life and are compressing the world into one culture. The focus of this research is to explore the relation of westernization with local cultural identity in university students from Lahore, so for this study a quantitative research design has been used. The approach was survey based and made use of a close ended questionnaire in order to obtain the responses from the participants. For the data analysis of this study, SPSS software was used. Factor analysis was done to measure the reliability of the scale. Tests were run for descriptive statistics of the socio-demographic variables to see the relation between the variables. The findings from this research had shown that the mean difference was insignificant and there was no major relation between westernization and local cultural identity. Based on the responses and their findings a new hybrid culture has been observed within the undergraduate students of FCCU, Lahore. The study also shows that the effect of westernization was significant with respect to the respondent's social background i.e., whether they belonged to a rural setting or an urban one. The results had shown that the respondents neither fully associated with western culture nor did they fully associate with their own local culture, instead both the cultures are moving parallel to each other resulting in a hybridized cultural identity.

*Keywords:* Westernization, Local Cultural Identity, Culture, Globalization.

## Introduction

Through the advancements in technology the world has become internationally integrated. Geographical boundaries have been marginalized through globalization and a rise has been observed in communication through internet, mobile phones, web etc. Globalization today is irreversible and constant as it is contributing to the expansion of cultural ties. In sociology “Globalization” is the term referring to a diverse range of trends and events. It includes the emergence of transnational corporations, international trade growth, mass migration and a resultant origination of these multicultural communities along with the sudden growing influence and expanding of the western mass media in culture throughout the world .

In other words, Globalization is a very broad term however this research will be specifically focusing on Westernization. Culture is something that is always changing as humans are always interacting. Some people are of the perspective that Globalization is the homogenization of the cultures of the world under the dominant or popular culture which is the Western Culture. Globalization includes the influence of the culture of the West hence having the term Westernization. It refers to the exchange of cultural values which if scientifically explained means globalization of culture. It is the escalating integration of the world through the development in technology and means of communication and transport and the emergence of transnational corporations including the global market. Globalization changes the opinions of general public regarding individualization and western culture. But how is globalization basically affecting the cultural identity of people?

Scholars of cultural studies usually consider mass communication and mass media as major tools that control and influence social relations. Media and advertising play an important role in socializing, normalizing and reinforcing attitudes. These communication networks happen to be interconnected and have a large influence globally on language, habits, attitudes,

consumption etc. In addition to all this, with the increasing knowledge of the cultures of others especially dominant ones which happen to be of the West, the increase in immigration, travel, interactions etc. also has an impact on how an individual conceives culture and identity.

The purpose of this study is to identify how much of an impact Westernization has had on the university students of Lahore and whether they believe that the globalized culture is causing a loss of local culture within them. It also aims on finding out the role of mass media in promoting western culture among undergraduate students.

### **Research Question**

1. What is the effect of Westernization on local cultural identity in undergraduate students?

### **Study Aims**

This study aims on clarifying if westernization as a process of cultural globalization is impacting the lifestyle, practices, society, beliefs, values, language, ethics etc. of undergraduate students. Youth in the Third World countries happen to be one of the biggest consumers of westernized culture. The main reason being that all over the world, they have exposure to the same type of music, news, films. This is because in almost all the countries most of the media happens to be dominated by western films, music. The study of this research has wide applications. The research will be carried out through a quantitative survey which would be given out to a group of undergraduate students to obtain their responses and it would determine whether western culture has had an impact on their perception towards their own identity, society and culture.

## **Significance of Study**

Westernization has had a significant impact on the cultural identity of individuals and has changed the way they behave and think greatly and it has affected almost all the nations of the world. However, Pakistani individuals have been unable to utilize the potential of globalization and spread of western culture in the growing modern world. This study will determine whether the impact of globalization is causing a loss of cultural identity among Pakistani individuals or not. The results of this study aim on indicating if it has negative or positive influence on the local cultural identity within undergraduate students of Lahore. It includes beliefs, religion, values and society. There have been many studies done on topics similar to this one however, findings of this study will be able to fill the research gaps and will be able to help figure if there is a need to protect, promote and preserve the local indigenous culture.

## **Literature Review**

The international integration of different people, companies and nations through the exchange of distinct world views, ideas, products and other parts of a culture has been given the term Globalization. The introduction of new technology and communication is changing the world. Globalization has a direct impact on the lives of people and their cultural, social, economic and regional aspects .

The rise of Globalization and Western Culture has had significant effects on the Pakistani society as a whole in the recent years and has affected the lifestyle of many individuals and has had a cultural influence on the lifestyles of Undergrad students. The aim of this study is to explore how Western Culture through Globalization has had an effect on the loss of cultural identity within Pakistani Undergrad Students.

Throughout history, people have had some sort of connection or communication however within the last few years due to the significant development in technology, transportation, communication there has been a rise in global integration. This has had an influence on the preference over the goods as well as services people consume. According to this there have been both direct and indirect impacts of globalization on cultural patterns. The term Globalization was derived from global village which means the bringing of different societies closer and integrating them. This has changed the cultural patterns along with how individuals behave and think (Jadoon et al., 2016).

Globalization has led to modernity which has had an effect on each and every country of the world yet developing countries are the ones which got more affected by these modern forces. The modern cultural, social practices are the practices of the European and Western



Culture and they are now considered as the blueprint of development whether its socioeconomic or cultural.

The traditions and customs of the life of the participants are mentioned by culture and it consists of how they clothe, their traditions of weddings, linguistics, their domestic life cycle, their forms of attempts, leisureliness searches and spiritual ceremonials.

Culture can be defined as a complex whole which consists of beliefs, knowledge, morals, custom, law, art and other means achieved by people as different members of a society are involved. The foundation of a civilized society including its customs and values develops and grow over a certain period of time however it can change in accordance with certain needs as it is flexible. Factors like being exposed to other cultures, political and economic ideas, social structures, education and language can cause a culture to change (Ali, 2019).

Your cultural identity provides the infatuation of belonging to a certain group with characteristics which are similar to yours. It includes the way you see yourself, your nationality as well as ethnicity, beliefs, religion and social class and also if you belong to a group which has its own unique culture .

Westernization also happens to have negative impacts. Cultural integration which is majorly under globalization has resulted in diminishing the cultural boundaries. English has already removed a number of communication barriers at international level and there is a growth and spread of western thoughts, beliefs, institutions, approaches. This increase in a standard globalized culture is at the expense of one's own culture. In Pakistan, the usage of internet and mass media is on a steady rise and there is more exposure to the outside world which is a threat to our cultural values and norms. One of the most disliked results of globalization within our

society is that children are growing up liking the latest pop music, wanting to eat at McDonald's, liking Disney, wearing of blue jeans and western brands.

Another reason why cultural loss due to westernization is widely observed in the younger generation is because of English. An important tool for globalization and breaking communication barriers internationally is language. Pakistan is a country which happens to have low literacy rate. More than half the population is unable to read, write or communicate in English yet it is still the official language of the country. This has moved our education towards the English language and has changed the education system and patterns. Students graduating from English medium institutions are considered more literate, open-minded, less conservative and having less traditional and cultural mindsets (Ashraf, 2015).

There has been a steady decline in the cultural values especially seen within the newer generation. A loss of culture can be observed with the change in attitudes, values, norms, lifestyle, language, religious practices etc. However, one of the utmost exposed and vulnerable regroup according to this is the literate urban part of the society of Pakistan. This vulnerable segment happens to be the elite class who live a very extravagant life. They practice modern and western values, but are somehow influencing the middle and lower class to be like them.

Cultural hybridity is one of the suitable characteristics of culture which is parallel with globalization. Having parts of other cultures into your culture through foreign media, transcultural marketers have an effect on the relation of their commodities and the local commodities and eventually an intercultural communication, hybridity is resulted in leading in mutual exchange and development of both foreign and the local culture (Kraidy, 2005).

With the emergence of a global culture there has been a debate regarding the origin of it which leads to America. The USA might not solely have a role in this but the American trans-nationalizing culture is still considered to be dominant and will remain dominant in the coming ages (Berger, 2002).

This study aims on finding as to what extent has Globalization affected the cultural values within Undergraduate students and how it has negatively or positively impacted their lifestyle, beliefs, mindsets, preferences, values.

## **Theoretical Framework**

The process of globalization can be seen starting back in the 18<sup>th</sup> century yet the term is somewhat relatively new and has been defined in a number of ways. To understand globalization in a deeper way, along with the definitions, there is a need to discover theories too.

For this study, Tomlinson's (1999) Theory of Globalization will be applied as he has defined a global culture as the emerge of a single culture which is embracing everyone and will replace the diverse system of cultures. This theory has defined the term globalization as the mere process of expansion of connections that are linking the world together. These connections are social, cultural, economic as well as political and are linked to the activities of social life and are compressing the world.

Tomlinson's theory focuses on two main points in this theory which are "Deterritorialization" and "Cosmopolitanism" which describe Cultural Globalization. Generally, a culture is unique to one place and is supposed to be fixed to the people of that certain community however under globalization, there is a reconstruction of the place and culture's relation.

Deterritorialization with respect to this theory is the migration of culture through people. Deterritorialization is not only the transformation or travel of culture but is also the broadening the horizons. (Tomlinson, 1999). A deterritorialized culture causes transformation in other cultures giving rise to hybrid cultures. Tomlinson explained this process will potentially lead to cosmopolitanism. Cosmopolitanism in general terms is the deposition of culture. In conclusion, this theory perfectly defines how globalization is eradicating unique and distinct cultures of the world and is replacing it with one homogenized western culture. And as culture is

an important element of the process of globalization, (Tomlinson, 1999) globalization is creating a globalized culture and not a global culture.

Another theory that will be applied to this research is the Modernization Theory by Max Weber further developed by Parsons. It is the process of underdeveloped and traditional societies becoming modern societies. Modernization is the process in which change in social, political and economic systems which have already developed in the West and America spread to other countries in African and Asian continents in point of modernization theory is that with the advancements, it has not only affected societies economically but has also influenced their social and cultural patterns.

## **Methodology**

### **Research Design**

Since this research had focused on exploring the relation of Westernization with local cultural identity in university students from Lahore, for this study a quantitative research design was used. The approach was survey based and had made use of a close ended questionnaire in order to obtain the responses from the participants. A questionnaire was used and distributed to the sample population. The questionnaire included a demographic form to obtain brief information regarding the participants such as their age, gender, province and social organizations (rural/urban).

### **Ethical Considerations**

For the data collection for this study, ethical considerations were taken into account and all necessary precautions and guidelines were followed throughout the research. The purpose of considering research ethics is important as to keep the personal information of the respondents safe from any offense or potential harm. The data was collected with the consent of the participants therefore the respondents were informed regarding the research along with the purpose and aim of this study. The privacy of the respondents was ensured and their identity while collecting the data was kept anonymous and confidential. The data collected from the respondents will solely be used for this study. The respondents were also free to leave and not answer the complete questionnaire if they had wished to do so. The participants were also not discriminated in order to ensure a research that is without any bias of the researcher. Permission to conduct this study was officially given by IRB FCCU and the study was also approved by them.

## **Variables**

In this research the independent variable was “Westernization” and the dependent variable was “Cultural Identity”.

### ***Conceptualization***

#### **Westernization**

The process of social change through which societies change and adapt the customs and practices of the West. This is closely linked with colonialism, modernization and globalization (Bozkurt, 2012).

#### **Cultural Identity**

Cultural identity is the distinctiveness or specific traits of a certain community having its own different characteristics which are common to the people belonging to that community (Karjalainen, 2020).

### ***Operationalization***

#### **Westernization**

To measure Westernization, a scale had been adapted and modified from the scale used to measure Culture and Consumption Patterns in Punjab (Jadoon et al., 2016). The scale consists of 14 questions on a Likert Scale rated from -2 (Strongly disagree) to 2 (Strongly agree) with -28 as the lowest scoring and 28 being the highest.

#### **Cultural Identity**

To measure cultural identity, the scale used to measure indigenous identity among Indian students (Stigler et al., 2010) had been adapted and modified. The scale includes 14

questions on a Likert Scale rated from -2 (Strongly disagree) to 2 (Strongly agree) with -28 as the lowest scoring and 28 being the highest.

### **Hypothesis**

1. The higher the score will be on the Westernization scale, lower will be the score on indigenous cultural identity scale.
2. If the students associate more with the western culture they will feel less associated with their own culture and vice versa.

### **Sampling Design**

For sampling, the data was collected from 142 baccalaureate students who are currently enrolled in Forman Christian College and University, Lahore using the Convenience sampling method. A questionnaire was prepared using Google Forms which included a consent letter and a demographic form, and it was sent to the students in FCCU via WhatsApp groups. The form was kept open for about one month. A questionnaire was also printed and distributed among the students in person to get a higher and faster response rate. The anonymity and privacy of the students were taken into consideration, which is why name, email address or roll numbers were not asked for and the data was not shared with anyone.

160 responses were achieved out of which 19 were dropped due to higher missing values. The sampling frame therefore consisted of 141 baccalaureate students only from Forman Christian College and the students to fill the questionnaires were chosen randomly.



**Data Analysis**

For data analysis, SPSS (Statistical Package for the Social Sciences) version 20 was used. Factor analysis was conducted to determine the validity and reliability analysis was conducted to determine the reliability. Descriptive statistics such as frequency and percentages were generated. In order to test correlation between the variables, Pearson correlation was used, and mean testing was also carried out.

**Budget**

Budget was used for the printing of the questionnaires which were to be distributed amongst the participants and were self-funded.

1. Printing of a 100 questionnaires	Rs. 800-1000
2. Binding	Rs. 500

## Results

### Sociodemographic Characteristics of Participant

Frequency and percentage distributions for sociodemographic variables are summarized in Table 1. The results have shown that 63.4 % of the respondents were females and 36.6 % of them were males. Out of these, 74.7% of the respondent's ages were 18-21 while the respondents who were of the ages from 22-24+ were 25.3%. 85.2% of them were from Punjab, 9.2% of them were from Khyber Pakhtunkhwa, 4.2% of them were from Sindh while 1.4% of them were from Balochistan. Out of these respondents, 69.7% percent belonged from Urban areas while 30.3 percent of them belonged from Rural areas.

**Table 1**

*Frequency Distribution of Categorical Variables used in study (N = 142)*

<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>		
Female	90	63.4
Male	52	36.6
<b>Age</b>		
18-19	28	19.7
20-21	78	55
22-23	26	18.3
24+	10	7
<b>Year of Study</b>		
Freshman	28	19.7
Sophomore	37	26.0
Junior	38	26.8
Senior	39	27.5
<b>Region</b>		
Punjab	121	85.2
Khyber	13	9.2
Pakhtunkhwa	6	4.2
Sindh	2	1.4
Balochistan		

<b>Social</b>	99	69.7
<b>Organization</b>	43	30.3
<b>Urban</b>		
<b>Rural</b>	131	92.3
<b>Religion</b>	11	7.7
<b>Muslim</b>		
<b>Christian</b>		

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### Factor Analysis

Factor Analysis was conducted to assess construct validity of the scales used in the study. All the items measuring the construct of indigenous cultural identity had a factor loading of  $\geq 0.4$  which showed that the scale had construct validity. These items explained 32.15 % variance in the construct of indigenous identity scale. Reliability analysis of this scale was assessed using Cronbach's alpha and the value was 0.830 which was greater than/equal to standard acceptable value of 0.7, showing that the scale had internal consistency. The mean and standard deviation of the construct was  $10.4 \pm 7.8$  which showed that majority of the respondents had low to average scores on the construct of indigenous cultural identity (Range = -17 – 27).

All the items measuring the construct of Western culture had a factor loading of  $\geq 0.4$  which showed that the scale had construct validity. These items explained 26.1 % variance in the construct of Western Culture scale. Reliability analysis of this scale was assessed using Cronbach's alpha and the value was 0.763 which was greater than/equal to standard acceptable value of 0.7, showing that the scale had internal consistency. The mean and standard deviation of the construct was  $10.4 \pm 7.8$  which showed that majority of the respondents had low to average score on the construct of westernization (Range = -11 – 25).

**Table 2.***Psychometric Evaluation and Descriptive Statistics of Scales used in study (N = 140)*

<b>Variable</b>	<b>Factor Loading</b>	<b>Variance (%)</b>	<b>Cronbach's Alpha</b>	<b>M (SD)</b>	<b>Range</b>
<b>Indigenous</b>		32.15	0.830	10.4 (7.8)	-17 – 27
<b>Cultural</b>	0.798				
<b>Identity</b>	0.620				
<b>Being Pakistani</b>	0.567				
<b>is important to</b>	0.607				
<b>me</b>	0.489				
<b>I prefer</b>	0.843				
<b>following</b>	0.785				
<b>Pakistani</b>	0.459				
<b>culture</b>	0.560				
<b>I am proud to</b>	0.760				
<b>be part of</b>	0.650				
<b>Pakistan</b>	0.412				
<b>I have a lot in</b>	0.661				
<b>common with</b>	0.658				
<b>Pakistanis</b>					
<b>I feel positive</b>					
<b>about</b>					
<b>Pakistanis</b>					
<b>I speak and</b>					
<b>understand</b>					
<b>Urdu well</b>					
<b>I can easily</b>					
<b>read and write</b>					
<b>in Urdu</b>					
<b>I feel pride in</b>					
<b>speaking my</b>					
<b>own language</b>					
<b>I feel pride in</b>					
<b>following my</b>					
<b>culture</b>					
<b>I have</b>					
<b>knowledge</b>					
<b>about Pakistani</b>					
<b>traditions</b>					

**I have  
knowledge  
about Pakistani  
history  
I prefer  
wearing  
Pakistani  
clothing  
I often  
watch/listen to  
things in Urdu  
I prefer eating  
Pakistani  
cuisines**

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<b>Variable</b>	<b>Factor Loading</b>	<b>Variance (%)</b>	<b>Cronbach's Alpha</b>	<b>M (SD)</b>	<b>Range</b>
<b>Westernization</b>		26.09	0.763	12.1 (6.92)	-11 - 25
<b>My culture is becoming similar to Western</b>	0.566 0.634 0.781 0.709				
<b>Western lifestyle is impacting my lifestyle Western cultural patterns are more useful</b>	0.660 0.614 0.546 0.704 0.670 0.623 0.719 0.702				
<b>People follow western lifestyle with pride Elites are moving away from own culture I speak in English with friends/family</b>	0.775 0.656				

**People prefer  
 English  
 medium  
 institutes  
 People feel  
 pride in  
 speaking  
 English  
 New dressing  
 patterns are  
 inspired by  
 west  
 I often wear  
 western  
 clothing  
 I often  
 watch/listen to  
 things in  
 English  
 I often take  
 inspiration  
 from western  
 media  
 I often eat fast  
 food  
 I prefer to eat  
 foreign cuisines**

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Pearson correlation was used to test the association between westernization and indigenous cultural identity. Coefficient value of  $r$  was .017 and the  $p$ -value was 0.841 which showed that correlation was negligible and statistically insignificant. As the correlation was negligible and statistically insignificant, linear regression was not carried out. Paired samples T-test was conducted which showed that there was a mean difference of 1.64 between western cultural identity ( $12.06 \pm 6.92$ ) and indigenous cultural identity ( $10.42 \pm 7.76$ ). Though, students scored slightly higher on the western cultural identity, the mean difference was statistically insignificant ( $p = .06$ ).

### Mean Testing

Mean testing was also carried out for both the major variables in the study with respect to sociodemographic variables. The results showed that there was a significant mean difference in indigenous identity score between urban ( $9.58 \pm 7.51$ ) and rural ( $12.37 \pm 8.07$ ). The remaining mean differences were statistically insignificant. The results are summarized in Table 3.

**Table 3**

**Mean differences of sociodemographic variables with respect to indigenous and western cultural identity constructs**

Variables	Indigenous Cultural Identity			Western Cultural Identity		
	Mean	SD	p-value	Mean	SD	p-value
<b>Gender</b>			.448			.189
Female	10.80	7.06		12.64	6.41	
Male	9.77	8.87		11.06	7.68	
<b>Age</b>			.782			.300
≤ 21 years	10.53	7.54		12.42	6.89	
≥ 22 years	10.11	8.45		11.03	6.96	
<b>Year of study</b>			.564			.747
Freshman	9.89	5.85		12.32	6.85	
Sophomore	9.11	7.96		12.46	7.65	
Junior	11.24	7.83		11.00	6.99	
Senior	11.26	8.7		12.54	6.27	
<b>Region</b>			.193			.845
Punjab	10.40	7.9		11.87	6.94	
KPK	13.15	6.06		12.69	6.90	
Sindh	4.83	6.58		14.00	8.07	
Balochistan	10.50	2.12		14.00	4.24	
<b>Social Organization</b>			.048			.901
Urban	9.58	7.5		12.11	6.79	
Rural	12.37	8.06		11.95	7.27	
<b>Religion</b>			.677			.383
Muslim	10.34	7.79		11.92	7.02	
Christian	11.36	7.75		13.82	5.47	

## Discussion

The aim of this study was to find a relationship between Indigenous Cultural Identity and Westernization within undergraduate student students of FCCU, Lahore and a modified questionnaire was used to measure both of these mentioned variables. The hypothesis stated that the higher the individual would score on the cultural identity scale the lower their score would be on the westernization scale. Meaning that the more a person would feel close to their local culture the farther they would be from western culture and if the individual was to score higher on the westernization scale meant that they would significantly feel less close to their local culture.

However, the results have shown that there was no significant mean difference between both the variables and the scores on both the scales are almost the same. This shows that majority of the people are now following a hybridized culture and are maintaining a balance in the values, practices and customs of two or more different cultures which includes their own and western culture. In cultural hybridization, the individual develops a new identity which basically reflects a dual sense of being. This has mostly been observed in immigrants who move to new places and environments and adapt to their customs and values while holding onto their own. But in Pakistan, the rise in cultural hybridity is because of various reasons, media and education being one of them. These results came because a lot of our youth these days is heavily invested in social media and western shows which has a great impact on their mindsets.

The study has shown that westernization has had a huge impact on changing the lifestyle of Pakistani undergraduate students and its influence has been so strong that a number of cultural beliefs and practices have died. It includes their language, their preferences, their clothing, their interests, their values etc.



The findings of this study have also indicated that these have also affected the pace of modernization and the change in values of the country. In some ways westernization has had a positive impact on the country, language for instance is not a barrier anymore and majority of the university students all across Pakistan are fluent in the English language. This has helped the country overcome language barriers and interact with western countries and establishing such relations which are beneficial for the future of the country and its economy. It has also given exposure to the youth to become independent and has made them aware of basic human rights etc. However, the western way of life is becoming common and students now often use English as a common language to communicate, wear western clothing, western style cafes and cuisines are now normal. The elite class in Pakistan has especially fully adapted to western culture which sets a standard for the middle and lower class.

The study also shows results that not a lot of students are now familiar with their own local language. Most of them feel more comfortable listening, speaking and writing in English now rather than Urdu and somewhere the education system also has a great influence on this. The rise in popularity of sending children to English medium private schools and the local languages are losing their significance. Almost all the books being taught in the schools are now in English especially at private school level and Urdu is not considered as important and the main focus is to teach the students English language.

The impact of westernization however is stronger in urban areas rather than rural areas according to the findings of the study. The respondents belonging from a rural setting were still more inclined towards their local cultural identity and had no regards towards the rising westernization in Pakistan. The access and exposure to such a liberal and westernized lifestyle cannot be seen as much in rural areas as it can be seen in urban areas. Cultural and family values

are still stronger comparatively stronger there as rural areas distinctive feature is close contact with family and other members of the community and there is greater focus on one's own local language, food and dressing.

It is an argued fact that rural life is simple and traditional. Results have shown that mostly people coming from such backgrounds take pride in being a Pakistani and their local cultural identity and have no interest in adapting to the westernized way of life. The reason such a great difference exists between the lifestyle of the two is because urban areas are more developed and are the main ground of social life having better opportunities, facilities as well as amenities of life. A large number of private educational institutions are also situated in the urban areas which attract youth from rural areas too and therefore making urban areas the center of socialization. In any society, the fastest way for change is advancement in media, technology and economy.

Access to social media also has a huge influence on the lifestyle and mindset of the consumer and it therefore has a far greater impact on the mindsets of the coming generation and the youth. The promotion and glorification of the west through Netflix shows and social media apps has significantly increase in the recent years and the findings of this research also show that a number of students prefer watching and consuming western media more than their own local ones. The west having access to the most technology makes it the home of mass culture which includes pop culture and many studies have shown that this impact of mass media has not only affected the lifestyle of youth in Pakistan but in many other developing countries.

## **Limitations**

There were several limitations to this study being an undergraduate thesis. The first limitation of this study is that the observable sample population was restricted to the students from just one university i.e., Forman Christian College and University which was also not large enough which can affect the reliability of the results of the survey. Using the convenience sampling method was also a limitation as it is unreliable and could include potential bias as the respondents are chosen based on convenience and leads to imbalance in the selection of an equal representable population.

## **Implications for future research**

Even though this study was limited to the students of one university it can still be generalized to a majority of the students in Pakistan. With the help of the findings of this study it can be observed that there is a strong need to promote Pakistani culture and local languages. This can be done through the education in schools as well as colleges. Cultural events should take place and there should be more focus on the Urdu language instead of English and this study can help guiding curriculum and policy makers to design and develop the syllabus and create such interventions that can get a positive attitude towards local culture from the youth.

## **Conclusion**

This study was conducted to find how much of an affect Westernization had had on the indigenous cultural identity of undergraduate students and to what extent it was affecting their lifestyle and what impact it had on society as a whole. Any local culture of the country is important for it because it is the reflection of the people, the community and the society and is the identity of the nation and gives a sense of belonging which is why it is important to preserve one's culture and westernization has been considered a threat to the loss of culture and cultural identities in many countries. Increasing mass media and rapid pace of globalization has already demolished a majority of the cultural diversity in the world. The study however shows that in Pakistani youth there was not a strong and significant correlation between the two variables it was concluded that the local indigenous culture has not completely been eradicated nor does it show any signs of being diminished, but it is moving parallel to western culture and hence normalizing a hybridized culture. However, there is a need to promote patriotic and cultural values back into the youth along with encouraging the use of local languages in schools as well otherwise it could have adverse effects towards the culture of the country in the coming years.

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## **Appendix A: Informed Consent Letter**

Dear Respondent,

You are invited to participate in a survey on Western and Pakistani Culture. You will be asked some general questions related to western and Pakistani culture. Questionnaire is attached below which will require 3-5 minutes for its completion. There is not any kind of risk nor is there any compensation for responding. Your participation is voluntary and you can withdraw at any point. Provided information will be kept anonymous and will solely be used for this study and all the steps to ensure confidentiality will be ensured. By signing this form, you are agreeing that you have read the above information and indicating your consent to participate in this research study.

Thank you.

Name of the participant:

Signature:

Researcher: Emaan Athar

BS (Hons.), Department of Sociology, Forman Christian College.

[241546874@formanite.fccollege.edu.pk](mailto:241546874@formanite.fccollege.edu.pk).

## Appendix B: Questionnaire

**Please answer the following questions.**

Gender	<ol style="list-style-type: none"> <li>1. Male</li> <li>2. Female</li> <li>3. Other</li> </ol>
Age	<ol style="list-style-type: none"> <li>1. 18-19</li> <li>2. 20-21</li> <li>3. 22-23</li> <li>4. 24+</li> </ol>
Year Of Study	<ol style="list-style-type: none"> <li>1. Freshman</li> <li>2. Sophomore</li> <li>3. Junior</li> <li>4. Senior</li> </ol>
Region	<ol style="list-style-type: none"> <li>1. Punjab</li> <li>2. Balochistan</li> <li>3. Sindh</li> <li>4. Khyber Pakhtunkhwa</li> </ol>
Area	<ol style="list-style-type: none"> <li>1. Rural</li> <li>2. Urban</li> <li>3. Other</li> </ol>
Religion	<ol style="list-style-type: none"> <li>1. Muslim</li> <li>2. Christian</li> <li>3. Hindu</li> <li>4. Other</li> </ol>

### Cultural Identity

		<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1	Being a Pakistani is an important part of my identity.					
2	I prefer to follow the cultural Pakistani paths.					
3	I am proud to be a part of Pakistan					
4	I have a lot in common with people from Pakistan					
5	I feel negative about the people from Pakistan					
6	I speak and understand Urdu well					
7	I can easily read and write in Urdu					
8	I feel pride in speaking my own language					
9	I feel pride in following Pakistani Cultural Patterns					
10	I have enough knowledge about the culture and traditions of Pakistan					
11	I have enough about the history of Pakistan					
12	I prefer to wear Pakistani clothing					
13	I often watch shows or listen to music in Urdu					
14	I prefer to eat Pakistani cuisines instead of other cuisines					



## Westernization

			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1		I believe my culture is becoming similar to the Western Culture					
2		Western lifestyle is playing an important role in changing my lifestyle					
3		I believe Western cultural patterns are more useful.					
4		People I know take pride in following westernized lifestyle					
5		I believe the elite in my society are moving away from their local culture					
6	Language	I often speak with my family and friends in English					
7		People prefer to send their children to English Medium Institutes rather than Urdu Medium institutes.					
8		People I know feel pride in speaking English instead of Urdu					
9	Clothing	I believe the new dressing patterns are inspired by the western fashion					
10		I often wear western clothing (jeans, t-shirts, etc.)					
11	Media	I often watch shows and listen to music in English					
12		I often take inspiration from western media					
13	Food	I often eat fast food (burgers, pizza etc)					
14		I prefer to eat other cuisines. (Chinese, American, Italian etc.)					

## Appendix C: IRB Approval Certificate



**FORMAN CHRISTIAN COLLEGE**  
(A CHARTERED UNIVERSITY)

### **INSTITUTIONAL REVIEW BOARD** **APPROVAL CERTIFICATE**

#### IRB Approval Certificate

IRB Ref: IRB-394/05-2022

Date: 18-05-2022

**Project Title:** Relationship of Westernization and Local Cultural Identity in Undergraduate Students of Lahore.

**Principal Investigator:** Emaan Athar

**Supervisor:** Dr. Jawad Tariq.

Institutional review board has examined your project in IRB meeting held on 18-05-2022 and has approved the proposed study. If during the conduct of your research any changes occur related to participant risk, study design, confidentiality or consent or any other change then IRB must be notified immediately.

Please be sure to include IRB reference number in all correspondence.

Dr. Kauser Abdulla Malik HI, SI, TI  
Chairman, IRB  
HEC Distinguished National Professor (Biotechnology)  
Dean Postgraduate Studies  
Director, Research, Innovation & Commercialization (ORIC)  
Forman Christian College (A Chartered University)  
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