

Education and Society
(शिक्षण आणि समाज)

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Since 1977

**The Quarterly dedicated to Education through Social Development and
Social Development through Education**

May 2023

(Special Issue-1/ Volume- II)



INDIAN INSTITUTE OF EDUCATION

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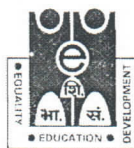
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**“Advances in Commerce, Management Social Sciences and Humanities: A
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J. P. Naik Path, Kothrud, Pune- 38**

Indian Institute of Education

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A Study on Impact of Western Culture on Indian Youth

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Abstract:

India has treasure of norms, ethics, languages, food, attire, cultures, traditions, festivals but still Indian youth is neglecting it and is attracted towards western culture. The opinions of Indian youths were ascertained using structured questionnaire and data processed and analyzed with the help of Ms- excel. This study reveals that most of youths attracted towards the western culture such as food, language attire, festivals and art.

Keywords: Indian culture, Westernization, Impact of western culture

Introduction:

The culture of India refers to a collection of minor unique cultures. The culture of India comprises of clothing, festivals, languages, religions, music, dance, architecture, food, and art in India Now a day's Indian youth is neglecting Indian culture and found prefer the western food to eat, western dress to wear, western language to speak, western Music and dance and because of this our Indian culture is decaying and it is not good for us.

Research Problems:

Indian culture is our asset and youths must save the culture and tradition, being modern doesn't mean that forgot our old culture, Youth does not find accepting our culture and neglecting it so researcher have undertaken study to understand the scenario of impact of western culture on Indian youth and young generation.

Research Methodology:

Present study has been undertaken with following objectives.

1. To study impact of western culture on Indian youth.
2. To study the concept of Indian culture.
3. To know how Indian youth is attracting towards western culture.
4. To find out solution for this problem.

The research is descriptive in nature and data collected using inferential approach and Inductive method is used. 141 sample students from SSC, HSC, under graduate, post graduate and 15 parents in Satara to seek the opinion on Impact of western

culture on Indian youth. A structured questionnaire was executed on these samples and the data analysis was undertaken using MS Excel. Percentage has been used for data.

Data analysis:

Data analysis is done using MS Excel. Initially sample profile is mentioned followed by opinions of samples on impact of western culture on Indian youth.

Following table shows gender of samples participated in the study. Two options were facilitated to mark the gender one is male and second is female.

Table 1 (youth) Gender of sample youth

Sr.	Variable	Frequency	Percentage
1	Male	89	63.1
2	Female	52	36.8
	Total	141	100

Source: Field data

Above table, number 1 reveals male and female gender. As from the participation of sample is considered, it has found that participation of male sample is 63.1% and rest 36.8% are females.

Table 2: Qualification of sample youths

Sr.	Variable	Frequency	Percentage
1	SSC	3	2.12
2	HSC	30	21.27
3	UG	83	58.86
4	PG	25	17.73
	Total	141	100

Source: Field data

Above table number 2 reveals the educational qualification of sample participated. It has found that undergraduate sample is 58.86% and 21.27 are HSC, 17.73 are Post graduate and rest 2.12 from SSC.

Table 3: Occupation of sample youth

Sr.	Variable	Frequency	Percentage
1	Business	19	13.47
2	Job	25	17.73
3	self-employed	5	3.54
4	Student	92	65.24
	Total	141	100

Source: Field data

Above table number 3 reveals the occupation of samples participated. It has found that Students are 65.24 % and 17.73 % are doing job, 13.47 are doing business and rest 3.54 are self-employed.

Table 4: Languages sample youth prefers to speak.

Sr.	Variable	Frequency	Percentage
1	Marathi	62	43.97
2	Hindi	8	5.67
3	English	6	4.25
4	Sanskrit	1	0.70
5	Language combination	64	45.39
	Total	141	100

Source: Field data

Above table number 4 reveals the most preferred language is Marathi with 43.97 % and Hindi 5.67%, English 4.25% Sanskrit 0.70 %, and rest 45.39 % prefer to speak all 4 languages in combination.

Table 5: Attire preferred by sample youth

Effort has been made to understand the inclination towards clothing's.

Sr.	Variable	Frequency	Percentage
1	Jeans-T-shirt	116	82.26
2	Dhoti-kurta	11	7.80
3	Trousers	10	7.09
4	Saree	4	2.83
	Total	141	100

Source: Field data

Above table number 5 reveals that most male and female samples wear jeans-t-shirt with percent 82.26% and dhoti-kurta 7.80%, trousers 7.09% and Saree 2.83 %.

Table 6: Food preferred by sample youths

Following table narrates the food preferences of sample youths.

Sr.	Variable	Frequency	Percentage
1	Puran Poli	35	24.82
2	Pizza burger	7	4.96
3	Bhajibhakari	49	34.75
4	Manchurian	50	35.46
	Total	141	100

Source: Field data

Above table number 6 reveals that 35.46% of samples prefer to eat Manchurian, 34.75% samples prefer Bhaji-Bhakari ,24.82% samples prefer to eat Puranpoli and rest 4.96 % prefers Pizza burger.

Table 7: Valentine Day celebration preference of sample youths

Sr.	Variable	Frequency	Percentage
1	yes	22	15.60
2	no	119	84.39
	Total	141	100

Source: Field data

Above table number 7 reveals that 84.39% samples are not celebrating valentine day and rest 15.60% samples celebrates valentine day.

Table 8: Words preferred to speak by sample youths while meeting peoples.

Sr.	Variable	Frequency	Percentage
1	Hello	28	19.85
2	Namaste	25	17.73
3	Hi	62	43.97
4	Ram-Ram	26	18.43
	Total	141	100

Source: Field data

Above table number 8 reveals that 43.97% samples use word Hi, 19.85% Hello, 18.43% Ram-Ram and rest 17.73% use Namaste.

Table 9: Family structure preferred by sample youths

Sr.	Variable	Frequency	Percentage
1	Joint family	101	71.63
2	Nuclear Family	40	28.36
	Total	141	100

Source: Field data

Above table reveals that 71.63% samples wants to live in Joint family and rest 27.65% samples wants to live in Nuclear family .

Table 10: Marriage type preferred by sample youths

Sr.	Variable	Frequency	Percentage
1	Arrange Marriage	78	55.31
2	Love marriage	63	44.68
	Total	141	100

Source: Field data

Above table number 10 reveals that 55.31% samples prefer Arrange marriage and rest 44.68% percent samples prefer love marriage.

Table 1: Language books sample youths preferred to read.

Sr.	Variable	Frequency	Percentage
1	Marathi books	32	22.69
2	English books	2	1.41
3	Hindi books	2	19.85
4	Sanskrit books	3	2.12
5	Combination language books	76	53.90
	Total	141	100

Source: Field data

Above table number 11 reveals that 22.96% samples prefer to read Marathi books, 19.85% prefer to read Hindi books and 2.12% samples prefer to read Sanskrit books and 1.41% samples prefer to read English books and rest samples prefer to use combination of books in number 53.90%.

Table 12: Medical treatment preferred by sample youths

Sr.	Variable	Frequency	Percentage
1	Allopathic	50	35.46
2	Homeopathic	91	64.53
	Total	141	100

Source: Field data

Above table number 12 reveals that 64.53% samples prefer homeopathic treatment and rest 35.46% samples prefer allopathic.

Table 13: Sample youths preferred to watch on television.

Sr.	Variable	Frequency	Percentage
1	Marathi serials	20	14.18
2	Marathi comedy shows	50	35.46
3	English serials	12	8.51
4	English comedy shows	10	7.09
	Combination	49	34.75
	Total	141	100

Source: Field data

Above table number 13 reveals that 35.46% samples watch Marathi comedy shows, 14.18% samples watch Marathi serials, 8.51% samples watch English serials, 7.09% samples watch English comedy shows and rest 34.75% samples watch all in combination.

Table 14: Sample youths prefer to listen music

Sr.	Variable	Frequency	Percentage
1	Classical Music	41	29.07
2	Folk Music	8	5.67
3	Pop Music	9	6.38
4	Rap	16	11.34
	Combination	67	47.51
	Total	141	100

Source: Field data

Above table number 14 reveals that 29.07% samples love to listen Classical music, 11.34% samples love to listen Rap, 6.38% samples love to listen Pop music, and 5.67% samples love to listen Folk music.

Table 15: Celebration of birthdays preferred by sample youths

Sr.	Variable	Frequency	Percentage
1	Cake cutting	105	74.46
2	Eating meat	18	12.76
3	Drinking	3	2.12
4	To wave	15	10.63
	Total	141	100

Source: Field data

Above table number 15 reveals that 74.46% samples celebrates birthday by cake cutting , 12.76% samples Eating meat , 10.63% samples To wave and rest 2.12% Drinking .

Table 16: Sample youths prefer to communicate.

Sr.	Variable	Frequency	Percentage
1	Chatting	23	16.31
2	Oral communication	67	47.51
3	Video calling	3	2.12
4	Combination	48	34.04
	Total	141	100

Source: Field data

Above table number 16 reveals that 47.51% samples communicate through Oral communication 16.31% samples communicate through chatting and 2.12% samples Video calling and rest 34.04% samples use all in combination.

Table 17: Workout preferred by sample youths

Sr.	Variable	Frequency	Percentage
1	Yoga	71	50.35
2	Gym	70	49.64
	Total	141	100

Source: Field data

Above table number 17 reveals that 50% samples does yoga and rest 50% samples does Gym.

Table 18: Kind of dance Sample youths prefer to watch.

Sr.	Variable	Frequency	Percentage
1	Lavani	21	14.89
2	Orchestra	11	7.80
3	Kathak	6	4.25
4	Folk	12	8.51
5	Hip-hop	28	19.85
6	Combination	63	44.68
	Total	141	100

Source: Field data

Above table number 18 reveals that 19.85% samples watch Hip-Hop, 14.89% samples watch Lavani, 8.51% watch Folk, 7.80% Orchestra, 4.25% watches Kathak and rest 44.68% samples watches all dance forms in combinations.

Table: A: Gender of Parents

Sr.	Variables	Frequency	percentage
1	Male	8	53.33
2	Female	7	46.66
	total	15	100

Source: Field data

Above table A reveals that male and female gender. As from participation of sample is considered, it has found that participation of male samples is more in number i.e., 53.33% and female 46.66%.

Table B: Opinion of parents on wards towards following westernized culture.

Sr.	Variables	Frequency	percentage
1	Strongly agree	3	20
2	Agree	6	40
3	Neutral	2	13.33
4	Disagree	2	13.33
5	Strongly disagree	2	13.33
	total	15	100

Source: Field data

Above table B reveals that 40% samples agrees and 20% samples are strongly agreeing and 13.33% samples are neutral, 13.33% samples disagrees and rest 13.33% samples strongly disagrees.

Finding:

1. As from the participation of sample is considered, it has found that participation of male sample is. 63.1% and rest 36.8% are females.
2. It has found that undergraduate sample are more in number i.e., 58.86% and 21.27 are HSC, 17.73 are Post graduate and rest 2.12 from SSC.
3. It has found that Students are more in number i.e., 65.24 % and 17.73 % are doing job, 13.47 are doing business and rest 3.54 are self-employed.
4. Most preferred language is Marathi with 43.97 % and Hindi 5.67%, English 4.25%, Sanskrit 0.70 %, and rest 45.39 % prefer to speak all 4 languages in combination.
5. Most of male and female samples wear jeans-t-shirt with percent 77.30% and dhoti-kurta 8.51%, trousers 8.51%, Saree 2.83 %.
6. Samples prefer to eat Manchurian, 34.75% samples prefer Bhaji-Bhakari, 24.82% samples prefer to eat Puran poli and rest 4.96 % prefers Pizza burger.
7. The opinions of sample youths on celebration of valentine day have been taken and it has found that 84.39% samples are not celebrating valentine day and rest 15.60% samples celebrates valentine day.
8. Samples were asked about the salutation or greeting words they use the moment they meet first. It has found that 43.97% samples use word Hi, 19.85% Hello, 18.43% Ram-Ram and rest 17.73% use Namaste.
9. The opinions on samples preference regarding staying in joint or nuclear family has been assessed. 71.63% samples wants to live in Joint family and rest 27.65% samples wants to live in Nuclear family.
10. One of life's important decision is marriage the opinion on marriage of sample has been assessed 55.31% samples prefer Arrange marriage and rest 44.68% percent samples prefer love marriage
11. The reading habit of sample has been ascertained 22.96% samples prefer to read Marathi books, 19.85% prefer to read Hindi books and 2.12% samples prefer to read Sanskrit books and 1.41% samples prefer to read English books and rest samples prefer to use combination of books in number 53.90%.
12. Opinion of samples on medical treatment 64.53% samples prefer homeopathic

treatment and rest 35.46% samples prefer allopathic treatment.

13. From the samples 35.46% samples prefer to watch Marathi comedy shows, 14.18% samples watch Marathi serials, 8.51% samples watch English serials, 7.09% samples watch English comedy shows and rest 34.75% samples watch all in combination

14. Listening music is hobby it might be preferred by 29.07% of samples love to listen Classical music, 11.34% samples love to listen Rap, 6.38% samples love to listen Pop music, and 5.67% samples love to listen Folk music.

15. Celebration pattern selected by samples 74.46% celebrates birthday by cake cutting, 12.76% samples Eating meat, 10.63% samples to wave and rest 2.12% Drinking.

16. Communication mode preferred by samples 47.51% communicate through Oral communication 16.31% samples communicate through chatting and 2.12% samples Video calling and rest 34.04% samples use all in combination

17. Now the young generation is health conscious 50% of samples attracted towards yoga and rest 50% samples prefers Gym.

18. The opinion of samples loves to watch dancing forms while 19.85% samples watch Hip-Hop as it is western form of dance, 14.89% samples watch Lavani, 8.51% watch Folk, 7.80% Orchestra, 4.25% watches Kathak and rest 44.68% samples watches all dance forms in combinations.

19. B) Opinion of parents was also taken on the culture. From amongst 15 sample parents 53.33% were male and 46.66% were female participants. 40% parent's samples Agrees and 20% samples are strongly agreeing and 13.33% samples are neutral, 13.33% samples Disagrees and rest 13.33% samples strongly disagrees.

Suggestions:

Parents and educational institute should facilitate the knowledge about Indian culture to youth what exactly it is. Social media is giving scope to wrong things such as trend and youth is blindly following the trend for style and coolness. Indians must wear Indian traditional clothes at least clothes which will cover our full body. Educational institutes and Government must organize camps on imparting on Indian culture, Ayurveda and such Indian traditional knowledge treasure. Citizens should prefer to speak regional and national language. Our India has so many laws, ethics was implemented by great authors of India in ancient time we must follow them also. Indian food is made as per environment, seasons and it is healthy too so eat Indian healthy food rather than spicy and harmful food. All peoples must appreciate and support our Indian art and artists who are saving our culture.

Conclusion:

From the present research study, it has seen that more youth is attracted towards western culture and they are neglecting Indian culture from this study researcher finds that the parameters which used for data collection such as clothing, food, dress, language etc. The Indian youth is not proud of Indian culture from this research it is concluded that the efforts must take to change youth's mindset by giving knowledge about Indian culture to youth, by giving limit to social media, giving information to youth about our great Indian culture.

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