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Impact of Globalization on Urban Culture: A Case Study of Lucknow, India

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ABSTRACT

This study, which focuses on Lucknow, India, investigates the complex effects of globalisation on urban culture. Growing international ties and technical developments have led to globalisation, which has made it easier for ideas, goods, and cultures to travel across national borders. Cultural globalisation has resulted in the spread of ideas and values around the world, especially as a result of the internet and international travel. Globalisation brings advantages like economic expansion, but it also creates questions about the validity and preservation of cultural traditions. This study uses a mixed-method approach to investigate how globalisation has transformed Indian urban culture, thereby filling in research gaps about these effects. This study used a descriptive research approach and cross-sectional analysis to examine the prevalent trends of globalization's influence on urban culture among different demographic groups. The results point to a widely held belief that Indian and global cultures are mingled, which is mostly due to economic globalisation. There are, however, differences according to age, gender, and socioeconomic level, pointing to complex viewpoints on the influence of culture. While respondents from lower socioeconomic origins and older demographics tend to see limited impact from global culture, younger demographics tend to regard it as having a stronger influence. The study concludes by highlighting the intricacy of the cultural effects of globalisation on Lucknow's urban culture and highlighting the necessity of a nuanced knowledge and customised measures to address cultural repercussions.

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INTRODUCTION

Globalisation is the process of growing international connection and integration among governments, organisations, and individuals, according to James and Steger (2014). In order to characterise the increased interconnection of the post-Cold War globe, this word acquired prominence in the 1990s. Originating in the development of transportation and communication technology in the 18th and 19th centuries, this phenomenon allowed the cross-border flow of products, ideas, and cultures. International trade and market formation are facilitated by the removal of trade barriers brought about by globalisation, which has an economic impact on financial resources, information, technology, goods, and services (Albrow, 1990; National Research Council, 1930). Fostering worldwide connections has been made possible by advancements in transportation, such as steam locomotives and cargo ships, as well as telecommunications infrastructure, such as the Internet and cellphones (FordStever, 1972).

According to James (2006) and Steger (2010), cultural globalisation is the process through which concepts, meanings, and values are transmitted throughout the world, resulting in common knowledge and norms among many populations and civilizations. This process can lead to cultural diffusion and the homogenization of once isolated communities; it is aided by the Internet, popular culture media, and international travel (Nadeem, 2009). Over time, religions have also become more globalised, affecting societies far from their places of origin through trade, evangelism, and migration (McAlister, 2005). Globalisation, however, can also pose a threat to long-standing cultural customs, such as music, which could result in the blending of traditions and the eventual loss of musical legacy (Froetschel, 2016).

Globalisation, with all its advantages, has spurred discussions about cultural conservation, authenticity, and how modernity affects customs. While some academics, like Cao (2009), contend that globalisation might result in cultural uniformity and alienation, others emphasise how it can promote leisure time expansion and the advancement of both the economy and culture (Encyclopaedia Britannica, 2018; Dunmore, 2011).

Research Gap and Significance of the Study

Filling in the research gaps about the effects of globalisation on Indian urban culture—especially in Lucknow—is important. Prior research has frequently concentrated on

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particular socioeconomic segments or cultural facets, leading to a lack of understanding regarding the whole effects of globalisation. This study attempts to provide a thorough knowledge of the cultural effects of globalisation by looking at both material and non-material aspects of culture across different socioeconomic divisions. Furthermore, it aims to pinpoint prevalent patterns of cultural transformation brought about by globalisation, enhancing understanding of the topic and clearing up any confusion that may exist.

Objectives

The broad objective of the study is to examine the impact of globalisation on urban culture with a focus on the people of Lucknow city. The specific objectives of the study are as follows:

1. To examine the dominant general pattern of the impact of globalisation on urban culture.
2. To examine Main cause of cultural changesdueto globalisation

Methodology

This study employs a descriptive research design, focusing on providing a descriptive account of the current scenario regarding the impact of globalization on urban culture. It is conducted as a cross-sectional study, analyzing the impact of globalization across various societal sections based on age, gender, class, and caste.

A mixed-method approach is adopted, utilizing both qualitative and quantitative methods of data collection.

Universe and Sample:

The study's universe comprises people from Lucknow residing in Aligarh city. For the quantitative aspect, 75 families were selected from two localities using the lottery method of random sampling. 45 families were chosen from locality-1 and 30 from locality-2. Similar neighbouring families replaced cases where the selected family was identical to those in the case study, resulting in the replacement of five families.

Tools of Data Collection:

Two sets of tools were used: an Interview Guide for conducting case studies and a structured Interview Schedule/Questionnaire for quantitative data collection. The Interview Schedule was utilized for illiterate respondents, while the Questionnaire was used for literate respondents.

Sources of Data:

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Primary data was collected through interview schedules/questionnaires and interview guides. Secondary sources included relevant books, journals, articles, and websites on globalization and culture. The voter list of the concerned area facilitated sampling.

Processing and Analysis of Data:

Quantitative data were processed and analyzed using SPSS software. The raw data was scrutinized for missing entries and irrelevant questions were omitted. A codebook and master chart were created, and univariate tables were prepared to understand the general profile of respondents. Some variables were regrouped to suit the SPSS system. Cross-tables were then analyzed based on age, gender, class, and caste to draw findings.

ANALYSIS AND INTERPRETATION

Dominant Pattern of Impact of Globalization on Urban Culture inIndia:

Respondents were asked about the dominant pattern of impact of globalisation (Euro-American culture) on Indian urban culture. They were given four options - similar toglobal culture, equal combination of global and Indian culture, little impact of globalcultureand no impact.

Table. 1: Dominant Pattern of Impact of Globalization on Urban Culture inIndia:

S. No	Dominantpatternofimpactof Globalization	Frequency	Percentage
1	SimilartoGlobalculture	27	12.9
2	EqualcombinationofGlobaland Indian culture	117	55.7
3	LittleimpactofGlobalculture	66	31.4
4	Noimpact	0	0
	Total	**210**	**100.0**

From Table 1st, it is clear that majority of the respondents (55.7%) of the respondentsstatedthatthereisequalcombinationofglobalandIndianculture,morethanaquarterof the respondents(31.4%)stated that there is little impact of global culture on urbanculture, few respondents (12.9%) stated similar to global culture and none replied thatthere is no impact. Thus it is clear from the above table that the dominant pattern of theimpactofglobalisationonurbancultureismuchtowardsequalcombinationofglobalandIndian

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culture.

Table. 2: DominantPatternof ImpactofGlobalisationonUrbanCulturethebasis of Age

Age-group	Dominant pattern of impact of globalisation on Urban culture			Total
	Similar to Global culture	Equal combination of Global and Indian culture	Little impact of Global culture	
14-20 years (%)	17 (45.9)	12 (32.4)	8 (21.6)	37 (100.0)
20-35 years (%)	7 (12.5)	30 (53.6)	19 (33.9)	56 (100.0)
35-60 years (%)	2 (2.2)	64 (71.9)	23 (25.8)	89 (100.0)
Above 60 years (%)	1 (3.6)	11 (39.3)	16 (57.1)	28 (100.0)
Total	27 (12.9)	117 (55.7)	66 (31.4)	210 (100.0)

Table 2, shows that in the age-group of 14-20 years, around half of the respondents(45.9%)replied similartoglobal culture, aroundonethird ofthe respondents(32.4%)repliedequalcombinationofglobalandIndiancultureandlessthanaquarterofrespondents (21.6%) replied little impact of global culture. In the age group of 20-35years, more than half of the respondents (55.7%) of the respondents stated that there isequal combination of global and Indian culture. In the age group of 35-60 years, largemajority of the respondents (71.9%) stated that there is equal combination of global andIndian culture.In the age group of above 60 years, more than half of the respondents(57.1%) stated that there is little impact of global culture and more than one third of therespondents(39.3%)statedthatthereis equalcombinationofglobalandIndianculture.

Table. 3: Dominant PatternofImpact ofGlobalisation onUrban culture on the basis ofGender

Gender	Dominant pattern of impact of globalisation on Urban culture			Total
	Similar to Global culture	Equal combination of Global and Indian culture	Little impact of Global culture	
Male (%)	17 (15.0)	64 (56.6)	32 (28.3)	113 (100.0)
Female (%)	10 (10.3)	53 (54.6)	34 (35.1)	97 (100.0)

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Total	27 (12.9)	117 (55.7)	66 (31.4)	210 (100.0)

In male gender, more than half of the respondents (56.6%) of the respondents stated thatthere is equal combination of global and Indian culture and few respondents (15%) stated similar to global culture. In female gender, more than half of the respondents (54.6%) oftherespondentsstatedthatthereisequalcombinationofglobalandIndiancultureandfewresponde nts (15%) stated thatit issimilar to globalculture.

Table. 4. DominantPatternof ImpactofGlobalisationonUrbanCultureon thebasisof Class

Class	Dominant pattern of impact of globalisation on Urban culture			Total
	Similar to Global culture	Equal combination of Global and Indian culture	Little impact of Global culture	
Upper (%)	17 (42.5)	17 (42.5)	6 (15.0)	40 (100.0)
Upper-middle (%)	7 (8.8)	64 (80.0)	9 (11.2)	80 (100.0)
Middle (%)	3 (4.1)	35 (47.9)	35 (47.9)	73 (100.0)
Lower (%)	0 (.0)	1 (5.9)	16 (94.1)	17 (100.0)
Total	27 (12.9)	117 (55.7)	66 (31.4)	210 (100.0)

In upper class, equal number of respondents (42.5%) stated similar to global culture andequal combination of global and Indian culture. In upper-middle class, large majority oftherespondents(80%) statedequalcombinationofglobalandIndian culture.

In middle class, equal number of respondents (47.9%) stated equal combination of globaland Indian culture and little impact of global culture. In lower class, overwhelmingmajorityof the respondents (94.1%)stated littleimpact of global culture.

Table. 5: Dominant Pattern of Impact of Globalisation on Urban culture on the basis of Caste

Caste category	Dominant pattern of impact of globalisation on Urban culture			Total
	Similar to Global culture	Equal combination of Global and Indian culture	Little impact of Global culture	
General (%)	26 (13.3)	113 (57.7)	57 (29.1)	196 (100.0)
O.B.C. (%)	1 (9.1)	2 (18.2)	8 (72.7)	11 (100.0)
S.C. (%)	0 (.0)	2 (100.0)	0 (.0%)	2 (100.0%)
S.T. (%)	0 (.0)	0 (.0)	1 (100.0)	1 (100.0)

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Total	27 (12.9)	117 (55.7)	66 (31.4)	210 (100.0)

Ingeneralcategory,morethanhalfoftherespondents(57.7%)statedthatequalcombination of global and Indian culture and a little more than thirteen percent statedsimilar to global culture. In O.B.C. about three fourth of the respondents (72.7%) statedlittle impact of global culture. In S.C. and S.T. category, cent percent of the respondentsstated equal combination of global and Indian culture and little impact of global culturerespectively.

Table. 6: Dominant Pattern of Impact of Globalisation on the Culture of People of Lucknowin Aligarcity

Respondents were also asked about the dominant pattern of impact of globalisation on theculture of peopleof Lucknowliving inLucknowcity.The datahasbeengiveninTable 6:

Dominant Pattern of impact of globalisationon theculture ofpeopleofLucknow livinginAligarhcity	No.	%
(i)SimilartoGlobalculture	9	4.3
(ii)Equalcombinationof Globaland Indianculture	35	16.7
(iii) LittleimpactofGlobalculture	165	78.6
(iv)Noimpact	1	0.5
Total	210	100.0

Table 6 demonstrates that majority of the respondents (78.6%) stated that there is littleimpact of global culture on the culture of people of Lucknow living in Aligarh, aboutsixteenpercentoftherespondents(16.7%)statedthatthereisequalcombinationof global andIndian culture, very few respondents (4.3%) stated similar to global cultureandnegligiblenumberofrespondents(0.5%)statedthatthereisnoimpactofglobalisation on the culture of people of Lucknow living in Aligarh city. Thus, it isclear from the above table that the dominant pattern of the impact of globalisaton on theculture of people of Lucknow

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living in Lucknow is the little combination of globalculture.

Table. 7: DominantPatternofImpactofGlobalisationontheCultureofPeopleofLucknow livinginAligarhCityon thebasis of Age

Age-group	Dominant pattern of impact of globalisation on the culture of people of Lucknow				Total
	Similar to Global culture	Equal combination of Global and Indian culture	Little impact of Global culture	No impact	
14-20 years (%)	6 (16.2)	14 (37.8)	16 (43.2)	1 (2.7)	37 (100.0)
20-35 years (%)	3 (5.4)	9 (16.1)	44 (78.6)	0 (.0)	56 (100.0)
35-60 years (%)	0 (.0)	12 (13.5)	77 (86.5)	0 (.0)	89 (100.0)
Above 60 years (%)	0 (.0)	0 (.0)	28 (100.0)	0 (.0)	28 (100.0)
Total	9 (4.3)	35 (16.7)	165 (78.6)	1 (0.5)	210 (100.0)

According to Table 7, in the age group of 14-20 years, around half of the respondents(43.2%) replied little impact of global culture, more than one third of the respondents(37.8%) replied equal combination of global and Indian culture. In the age group of 20-35years, more than three fourth of the respondents (78.6%) of the respondents stated thattheir little impact of global culture. In the age group of 35-60 years, large majority of therespondents (86.5%) stated thatthere is little impact of global culture.In the age group ofabove60years, alltherespondents statedthatthereislittleimpact ofglobal culture.

Table. 8:

DominantPatternofImpactofGlobalisationontheCultureofPeopleofLucknowlivinginAligarh city on thebasisofGender

According to Table 8, in male gender, about three fourth of the respondents (74.3%) ofthe respondents stated that there is little combination of global culture and very

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few(6.2%)replied similarto global culture.

Gender	Dominant pattern of impact of globalisation on the culture of people of Lucknow living in Aligarh city				Total
	Similar to Global culture	Equal combination of Global and Indian culture	Little impact of Global culture	No impact	
Male (%)	7 (6.2)	22 (19.5)	84 (74.3)	0 (.0)	113 (100.0)
Female (%)	2 (2.1)	13 (13.4)	81 (83.5)	1 (1.0)	97 (100.0)
Total	9 (4.3)	35 (16.7)	165 (78.6)	1 (0.5)	210 (100.0)

In female gender, large majority of the respondents (83.5%) of the respondents stated thatthere is little impact of global culture and very few respondents (2.1%) stated similar toglobalculture.

Table. 9: Dominant Pattern of Impact of Globalisation on the Culture of People of Lucknow living in Lucknow city on the basis of Class.

Class	Dominant pattern of impact of globalisation on the culture of people of Lucknow living in Aligarh city				Total
	Similar to Global culture	Equal combination of Global and Indian culture	Little impact of Global culture	No impact	
Upper (%)	7 (17.5)	13 (32.5	20 (50.0)	0 (.0)	40 (100.0)
Upper-middle (%)	2 (2.5)	18 (22.5)	60 (75.0)	0 (.0)	80 (100.0)
Middle (%)	0 (.0)	3 (4.1)	69 (94.5)	1 (1.4)	73 (100.0)
Lower (%)	0 (.0)	1 (5.9)	16 (94.1)	0 (.0)	17 (100.0)
Total (%)	9 (4.3)	35 (16.7)	165 (78.6)	1 (0.5)	210 (100.0)

AccordingtoTable 9, in upperclass,half oftherespondentsrepliedlittleimpactof globalcultureandnearaboutonethirdoftherespondents(32.5%)repliedequalcombination of global andIndian culture.Inupper-middle class, three-fourth oftherespondents replied little impact of global culture. Overwhelming majority of respondentsfrom middle and lower class replied little impact of global culture (94.5% and 94.1%respectively).

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Table. 10:

DominantPatternofImpactofGlobalisationontheCultureofPeopleofLucknowlivinginAligarh City on thebasisofCaste

Castecategory	Dominantpatternof impactofglobalisationonthecultureofpeopleofLucknowlivinginAligarhcity				Total
	Similar toGlobalculture	Equal combinationof Global andIndian culture	LittleimpactofGlobalculture	Noimpact	
General(%)	9 (4.6)	35 (17.9)	151 (77.0)	1 (0.5)	196 (100.0)
O.B.C.(%)	0 (.0)	0 (.0)	11 (100.0)	0 (.0)	11 (100.0)
S.C. (%)	0 (.0)	0 (.0)	2 (100.0)	0 (.0)	2 (100.0)
S.T. (%)	0 (.0)	0 (.0)	1 (100.0)	0 (.0)	1 (100.0)
Total	9 (4.3)	35 (16.7)	165 (78.6)	1 (0.5)	210 (100.0)

From Table 10, it is clear that in general category, majority of the respondents (77%)stated that there is little impact of global culture. In O.B.C., S.C. and S.T. category, centpercentof therespondents also statedthat thereislittle impact ofglobal culture.

MaincauseofculturalchangesinIndiaduetoimpactofglobalisation

Respondentswereaskedaboutthemaincauseofculturalchangesin Indiaduetoglobalisation. They were given five options –economic cause, political cause, ideologicalcause, technological cause and all the reasons equally. In Table 11, the data regardingmaincause has beengiven.

Table. 11: Main Cause of Cultural Changesdueto Globalisation

Main cause of cultural changes in India due to impact ofglobalisation	No.	%
(i)Economic	173	82.4
(ii)Political	0	0
(iii)Ideological	2	1.0
(iv)Technological	12	5.7

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(v)All thereasons equally	23	11.0
Total	210	100.0

Table demonstrates that a large majority of the respondents (82.4%) consideredeconomic cause as the main cause, few respondents (11%) considered all reasons equallyas main reason, very few respondents (5.7%) considered technological reason as the maincause, negligible number of respondents (1%) considered ideological reason as maincauseand noneconsidered political cause as the main cause.

Main Causeofculturalchanges duetoglobalisationthe basisof age

Intheagegroupof14-20years,majorityoftherespondents(62.2%)consideredeconomiccauseasthemaincause,andaroundaquarterofrespondents(24.3%)considered all reasons equally as main reason. In the age group of 20-35 years, largemajority of the respondents (82.1%) considered economic cause as the main cause. In theage group of 35-60 years, large majority of the respondents (89.9%) considered economiccause as the main cause. In the age group of above 60 years, large majority of therespondents(85.7%) considered economiccauseas the main cause**.**

Table. 12: Main Causeof Cultural ChangesduetoGlobalisationonthebasisofAge

Age-group	Maincauseofculturalchangesin Indiaduetoimpactofglobalization				Total
	Economic	Ideological	Technological	All the reasonsequally	
(i)14-20years(%)	23 (62.2)	0 (.0)	5 (13.5)	9 (24.3)	37 (100.0)
(ii)20-35years(%)	46 (82.1)	0 (.0)	6 (10.7)	4 (7.1)	56 (100.0)
(iii)35-60years(%)	80 (89.9)	0 (.0)	1 (1.1)	8 (9.0)	89 (100.0)
Above60years (%)	24 (85.7)	2 (7.1)	0 (.0)	2 (7.1)	28 (100.0)
Total(%)	173 (82.4)	2 (1.0)	12 (5.7)	23 (11.0)	210 (100.0)

The highest number of respondents who considered technological cause and all the causeequally as main cause were from 14-20 years of age group. The highest number ofrespondents who considered ideological cause as the main cause belonged to the agegroupof above60years.

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Maincauseofculturalchangesduetoglobalisationonthebasisofgender

In male gender, large majority of the respondents (88.5%) considered economic cause asthe main cause and in female gender, near about three fourth of the respondents (75.3%)considered economic cause as the main cause. The maximum number of respondents whoconsidered technological reason and all the reasons equally as main cause were fromfemale gender.

Table. 13: Main Cause of Cultural Changes due to Globalisation on the basis of Gender

Gender	Maincauseof culturalchangesin Indiaduetoimpactof globalisation				Total
	Economic	Ideological	Technological	All the reasonsequally	
Male (%)	100 (88.5)	2 (1.8)	4 (3.5)	7 (6.2)	113 (100.0)
Female(%)	73 (75.3)	0 (.0)	8 (8.2)	16 (16.5)	97 (100.0)
Total (%)	173 (82.4)	2 (1.0)	12 (5.7)	23 (11.0)	210 (100.0)

Maincauseofculturalchangesduetoglobalisation onthebasisofclass

In upper class, majority of the respondents (67.5%) considered economic cause as themain cause.In upper-middle class, majority of the respondents (88.8%) consideredeconomic cause as the main cause. In middle class, majority of the respondents (86.3 %)considered economic cause as the main cause.In lower class, majority of the respondents(70.6%)consideredeconomiccauseasthemaincause.Themaximumnumberofrespondentswho considered technologicalcauseasmain causewere fromupper classand the maximum number of respondents who considered all the reasons equally as maincausewere from thelower class.

Table. 14: Main Causeof Cultural ChangesduetoGlobalisationonthebasisof Class

Class	Maincauseof culturalchangesin Indiaduetoimpactof globalisation				Total
	Economic	Ideological	Technological	Allthereasonsequally	
Upper (%)	27 (67.5)	1 (2.5)	8 (20.0)	4 (10.0)	40 (100.0)
Upper-middle (%)	71 (88.8)	0 (.0)	3 (3.8)	6 (7.5)	80 (100.0)
Middle (%)	63 (86.3)	1 (1.4)	0 (.0)	9 (12.3)	73 (100.0)

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Lower (%)	12 (70.6)	0 (.0)	1 (5.9)	4 (23.5)	17 (100.0)
Total(%)	173 (82.4)	2 (1.0)	12 (5.7)	23 (11.0)	210 (100.0)

MainCauseofCulturalChangesduetoGlobalisationonthebasisof Caste

In general category, majority of the respondents (81.1%) considered economic cause asthe main cause, near about eleven percent of the respondents (11.7%) considered all thereasons equally as the main cause and very few respondents (6.1%) technological reasonas the main cause. In O.B.C., S.C. and S.T., cent percent of the respondents consideredeconomiccause as themain cause.

Table. 15: Main Cause of Cultural Changes due to Globalisation on the basis ofCaste

Castecategory	Maincauseofculturalchangesin Indiaduetoimpactof globalisation				Total
	Economic	Ideological	Technological	All the reasonsequally	
General (%)	159 (81.1)	2 (1.0)	12 (6.1)	23 (11.7)	196 (100.0)
O.B.C. (%)	11 (100.0)	0 (.0)	0 (.0)	0 (.0)	11 (100.0)
S.C. (%)	2 (100.0)	0 (.0)	0 (.0)	0 (.0)	2 (100.0)
S.T. (%)	1 (100.0)	0 (.0)	0 (.0)	0 (.0)	1 (100.0)
Total	173 (82.4)	2 (1.0)	12 (5.7)	23 (11.0)	210 (100.0)

CONCLUSION

In summary, the research clarifies the intricate connection between urban culture, especially in Lucknow, and globalisation. The results show that respondents generally believe that globalisation has resulted in a substantial blending of Indian and global cultures, with a noteworthy influence from Euro-American cultural aspects. This mixing is especially noticeable across different socioeconomic categories and in younger age groups.

Furthermore, the study shows that a sizable majority of respondents from a variety of demographic groups believe that the economic component of globalisation is the main force behind cultural shifts. This emphasises how crucial economic variables are in determining the

cultural dynamics that exist in metropolitan settings.

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It's important to remember, though, that opinions about the influence of culture might differ depending on a person's age, gender, and financial standing. For example, respondents who are older and come from poorer socioeconomic origins are more likely to see limited impact from global culture, whereas younger respondents tend to feel a bigger influence.

Overall, the results point to the influence of globalisation on Lucknow's urban culture, which has resulted in a fusion of Indian and global cultural aspects. Different demographic segments experience this effect to varying degrees, which emphasises the necessity for nuanced methods to comprehending and addressing the cultural ramifications of globalisation.

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