

## **A study on the consumer perception on westernization with reference to Indian consumers.**

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### **I. Objective**

**To study the consumer perception on westernization with reference to Indian consumers.**

#### **Research Problem**

**It is felt that a study be made on the changing perceptions of customers towards various activities that is being done in day to day life.**

#### **Methodology:**

**Primary and secondary data has been used for the study . Primary data in the form of a structured questionnaire and secondary data from various sources like websites, magazines etc.**

#### **Meaning:**

Westernization is the combination/ assimilation of western culture; the social process of becoming to customs and practices of western civilization.

#### **There is a difference between westernization & modernization.**

Westernization refers to the changes that we are adopting from west where as modernization is referred to adopting of ideas or culture from anywhere of the country. Earlier both the concepts were referred with same meaning but now a days they are not one and the same. If we want to adopt westernization then we have to think whether it is good or bad, what will be the consequences that will arise after implementation.

Westernization can be seen;

In the dressing attire,

In the family setup,

In the buying behavior,

In the perception, in the food habits, likewise.

We can clearly see the differences in all the above listed points. Earlier we had joint family but now we are giving preferences to nuclear family setup. The dressing of the people has changed a lot. Even the tastes, habits & preferences of the consumers are changed a lot they are having their own perceptions. Food habits like fast foods, pizza's, burgers etc. are liked by the consumers. They are giving importance to 'Brand' of a product; this is how their buying behavior has changed.

2 Culture is a word which is derived from a Latin word 'cultura' which means to cultivate. Different people define culture in different senses. It is nothing but a system which is fixed to specific boundaries. Most commonly used segments for defining a culture is tradition, lifestyle, music, sculpture; paintings etc. are used for analyzing the culture.

#### **Definitions of culture:**

- Culture is defined as "the system of shared beliefs, values, customs, behaviors & the members of the society used to cope their world with one another".
- Culture is communication, communication is culture.
- Culture is the systems of knowledge shared by a relatively group of people.
- Culture is sum of total of learned behavior of a group of people that are generally considered to be tradition of that people & are transformed from one generation to another.

#### **Western culture:**

Western culture can also be referred to advancement of people's ideas, happiness, tastes, preferences, perceptions and so on. Because of the growth of trade activities in the country people or consumers are getting different type of products for consumption according to their choice.

**Indian culture:**

India is a country which believes in ‘unity in diversity’. It is the birth place of various religions, traditions across the country. India is a place where we can see the existence or evolution of ‘joint family system’; we give respect to the head of the family. We even find arranged marriage culture in India, where in people give lot of importance and respect to the words of the parents. We even celebrate festivals of different kinds pertaining to different traditions. Food is also a part of human behavior. We even find different varieties of items because of different religion. Indian food occupies equal place for both vegetarian & non-vegetarians. We can even find different types of clothing in Indian culture. Clothing is preferred by taking various aspects like geographical areas, climate, rural, urban areas into consideration. We find bindhi’s, mehendi, wearing of different jewellery, bangles in our country.

**Impact of western culture:**

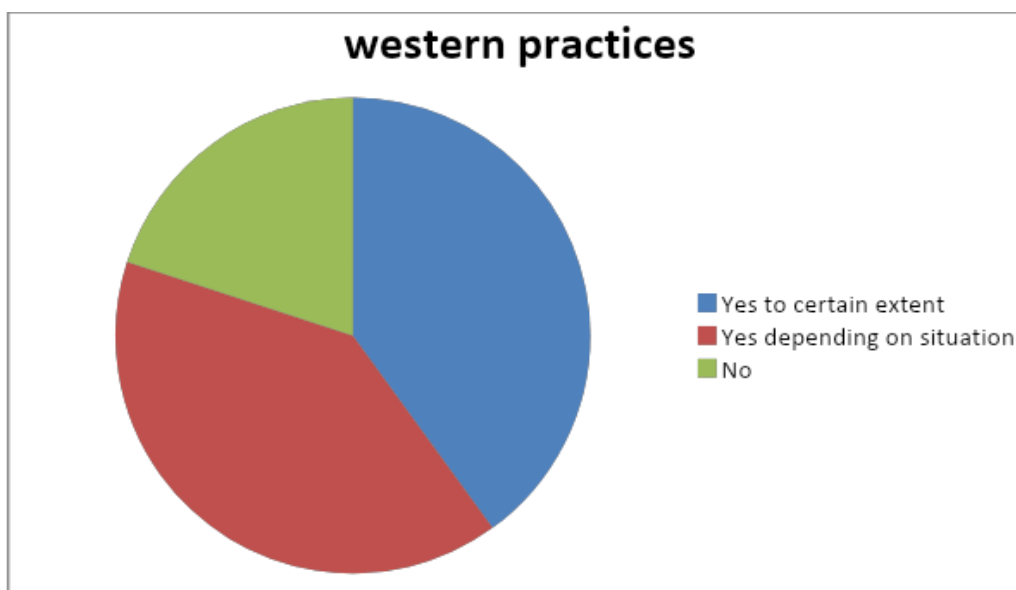
Indian culture is one of the richest & oldest cultures where we are seeing an impact of westernization. People here are adopting the culture of west part of a nation. This influence can be seen in education that we are taking, food habits, our family set up, respect towards others value systems & so on. There are both positive and negative effects for the culture whatever we are adopting. We as parents giving very less information on the culture of India & feeling proud that we are inheriting western culture in them. People from India are going to various parts of world and they are acquainting their culture and they are following it. Because of the impact of western culture. We are seeing equal importance between men & women in regard with education. Now- a-days people are going for different places for conferences, paper presentations and even for job opportunities. Even we can find self independency among the individuals. Before the times people use to take whatever clothes that are available like khaddar (khadi) & so on. Due to the impact of western culture people prefer wide range of brand varieties in costumes. In these criteria even we got the concept of formal & informal dressing. Food habits of people are also changing we are concentrating on the diet very carefully. Consumers with high income groups, with single children’s are opting for the food according to their choices, because of this consumers are getting satisfaction and even they are facing health problems like obesity, acidity problems and so on

**II. Analysis & Interpretations**

**Analysis**

**1. Do you think adopting Western practices are fruitful?**

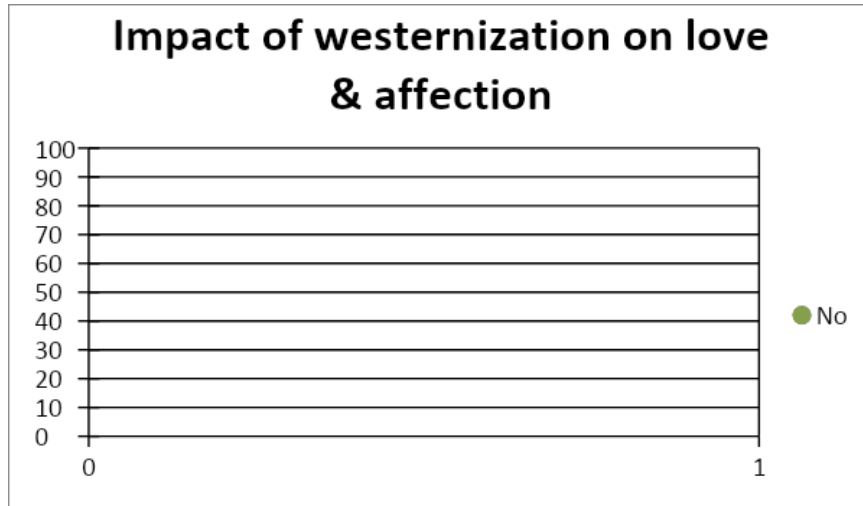
Yes to certain extent	Yes depending on situation	No
40	40	20
40%	40%	20%



**Analysis:** In this particular regard 40% of the respondents are agreeing to it that the impact of westernization is showing a fruitful effect. 40% of the respondents are agreeing to it that depending upon the situation it is having a fruitful effect and rest of the 20% says it don’t have any fruitful results.

**2. India is known for love and affection, do you find it now due to the impact of westernization on Indian culture?**

Yes to certain extent	Yes depending on situation	No
10	Nil	90
10%	Nil	90%



**Analysis:** 90% of the respondents strongly believe that because of the impact of westernization there is no change in the love and affections in the people where as 10% of them says that we can see a change to certain extent and role of money is increasing.

**3. Do you find any changes in food habits of the people the impact of westernization on Indian culture?**

Yes to certain extent	Yes depending on situation	No
40	30	30
40%	30%	30%



**Analysis:** About 40% of the respondents to certain extent are agreeing that there are changes in the food habits. Around 30% of them are agreeing to it that depending upon the situation they prefer food habits and rest of the 30% are strongly dis agreeing to it that there is no changes in the food habits.

**1. You belong to which type of family?**

**a. Nuclear family b. Small family c. Joint family**

Nuclear family	Small family	Joint family
70	Nil	30
70%	Nil	30%

**Analysis:** 70% of the respondents are from Nuclear family where as rest of the 30% is from joint family set up.

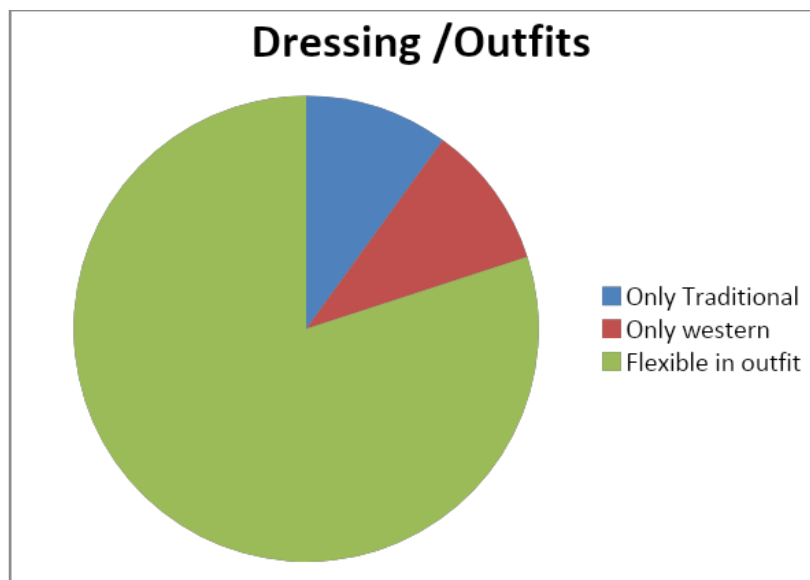
**2. If u belongs to Nuclear family do u like the family setup?**

Yes to certain extent	Yes depending on situation	No
10	Nil	90
10%	Nil	90%

**Analysis :** 10% of the respondents are happy with the nuclear family set up where as rest of the 90% are not interested in the family set up they prefer this kind only because of the present scenario's .

**3. What kind of out fits you prefer or feel comfortable?**

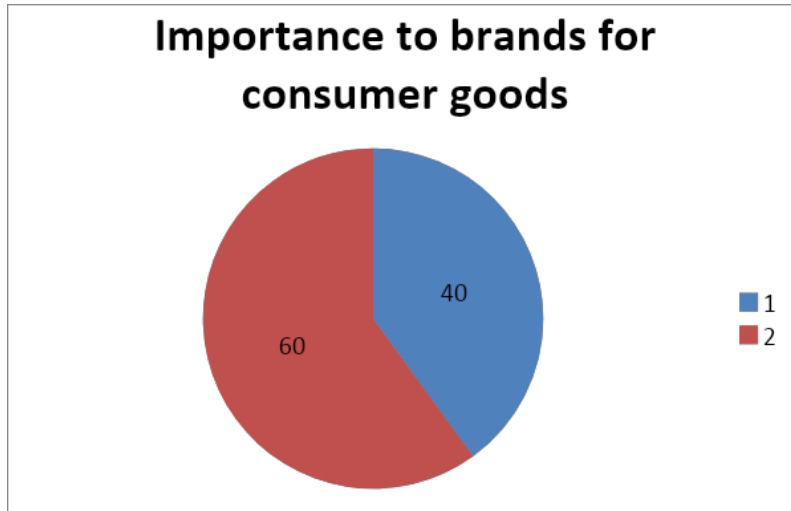
Only Traditional	Only western	Flexible in outfit
10	10	80
10%	10%	80%



**Analysis :** 10% of the respondents prefer to traditional outlet under any circumstances . 10% of the respondents prefer for only western outfits and rest of the 80% will prefer for flexible in outlet depending upon the circumstances.

**4. Do you give importance to 'Brands' for consumer goods?**

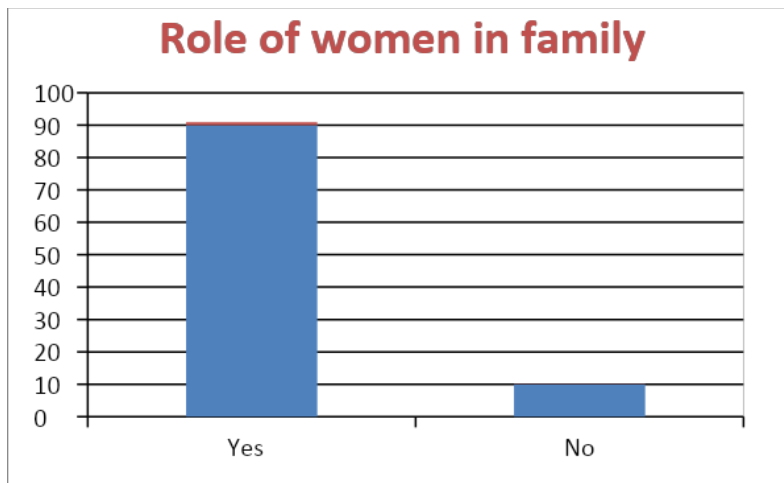
Yes	No	Depending on purchasing power Of a product
40	Nil	60
40%	Nil	60%



**Analysis :** 40% of the respondents are agreeing that they prefer for Brands for purchasing behavior.60% of the respondents are saying that depending upon the product what ever they are purchasing they prefer for ‘Brands’ .

**5. Do you think that Woman is given importance in family?**

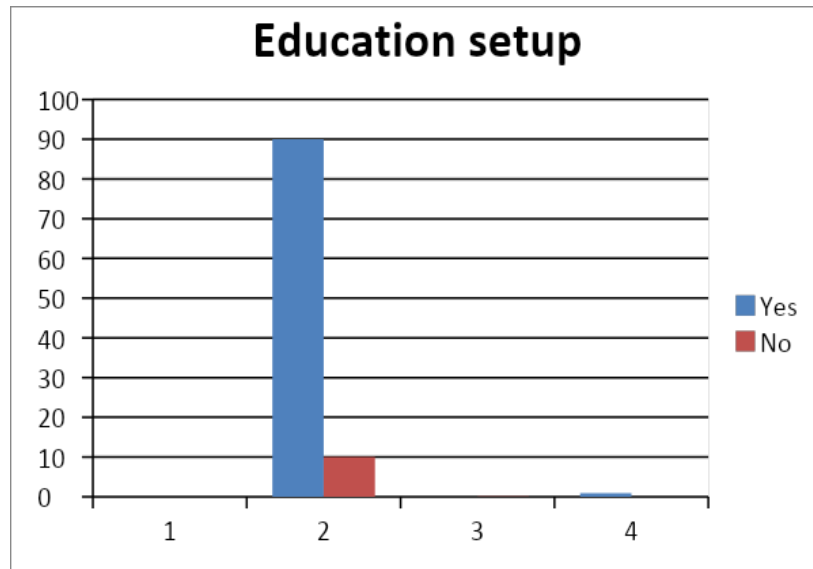
Yes	No
90	10
90%	10%



**Analysis:** 90% of the respondents are strongly agreeing that the role played by a woman is increasing in Families whereas 10% of the respondents are not accepting it.

**6. Are there any changes in Education set up since globalization?**

Yes	No
90	10
90%	10%



**Analysis :**

90% of the respondents are agreeing and accepting that there are lot of changes in the education system which is existing . Rest 10% because of various reasons they have not found any changes.

**Interpretations:**

- 40% of the respondents were in the assumption that the impact of westernization can be seen in a fruitful way where as rest of the percentage of the respondents are under the assumption that we have implemented only certain procedures which will show us good results.
- 90% of the respondents are in the assumption that India is such a country where we find Respect, Love, Affection and they are not agreeing that there is an impact of westernization.
- There are certain assumptions that the food habits of the people changes according to the situations the food habits preferences defer.
- 70% of the respondents have set up Nuclear families because of the reason that they have come for earning sake or they have migrated from their places due to transfers or problems in their families.
- 10% of the respondents were responding to it that under any circumstances they prefer and wear only Indian traditional dresses. 10% of the respondents prefer to wear western dresses because of their migration and 80% of the respondents prefer out fits depending upon flexibility of clothes.
- 40% of the respondents have replied that they prefer brands depending upon the products what they are buying and rest of 60% respondents have said that depending upon the product what ever they are purchasing plays an important role.
- 90% of the families are accepting to it that the role of a woman in the present society is increasing tremendously and they are allowing them to work , to get education , they are going abroad , even they are in to each and every field in todays world where as 10% of the families are still not allowing them to take active part in the present scenario because of their cultures , tradition , family set up , so they say that there is no impact of westernization on them .
- 90% of the respondents are strongly accepting that there are number of changes that have crept into Indian society & culture due to westernization.

**III. Suggestions**

**Stress, crime rate, lack of courage, family burden taken but decision making is not given.**

**More comfort in western outfit.**

**Western impact we need to limit in such a way**

1. Westernization has a good as well as bad impact on Indian culture, tradition & human values. There is a positive impact with regard to role of women played in the family as well as work environment & society at large. This is due to modern education set up which is available to the public at large in an economical way due to westernization.
2. Education facilities have changed a lot because of westernization i.e. globalization .which has led to wide choice to the middle class income groups to provide quality education with par excellence from the world.
3. Indian culture has an impact due to westernization with regard to festival celebrations, dressing, food habits & family set up. India is known for its unity in diversity i.e. different religions, customs, festival etc.

4. the role of a woman in the present society is increasing tremendously and they are allowing them to work, to get education, they are going abroad, even they are in to each and every field in todays world where as 10% of the families are still not allowing them to take active part in the present scenario because of their cultures, tradition, family set up , so they say that there is no impact of westernization on them .

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