# Has Globalization Changed Lifestyles? A Case Study Of Punjab, Pakistan

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## Abstract

In the past few decades, some remarkable developments in the fields of information technology, transportation and communication have led to the development of closer contacts between people all around the world. As a result of these developments and increased global integration, the world has started experiencing the effects of globalization more intensely than ever. The present study considers how, in response to globalization, respondents (from the three big cities, namely Lahore, Multan, and Rawalpindi, of province Punjab, Pakistan) with different socio-demographic profiles experience a varying degree of changes in their overall life patterns. The results show that individuals who are more educated and belong to the higher income group experience more prominent changes in their overall life patterns. The effect of globalization on the overall life of patterns of females and youngsters was, however, not found to be significant.

*Key Words: Globalization, Lifestyle Changes, Commerce, ICT, Education, Punjab, Pakistan*

## 1. Introduction

The word globalization is on the tip of everyone's tongue due to its multidimensional impact on the residents of every country. Each individual of every country around the globe, irrespective of gender, age, income groups and level of education, is experiencing the effects of globalization albeit with a varying degree of intensity. The eating habits, dress codes, ways of information and communication, source of knowledge etc. have changed altogether with the emergence of globalization. In this regard, Robertson (1992) comprehensively explained the role that trade, media, technology and MNCs play in the course of globalization which is affecting the individuals all over the world. The present study is designed to check the impact of globalization on the life styles of the respondents living in Punjab, Pakistan.

The term global village, which is the core of globalization, is about the idea of bringing societies across the world close together. Media is one of the driving forces changing the life patterns of the individuals and promoting global consumer culture (Jadoon et al, 2016). Satellite Television (TV) and social media have successfully uprooted national boundaries across the globe and unified diverse cultures across the planet (Qamar et al., 2012; Zadeh & Mozaffari, 2014). In this regard, Elshenawy (2017) explored that globalization has affected culture and lifestyle of the Qatari people. The author highlighted that globalization has negatively affected local language, family connections, values, attitudes and customs while it has increased the quality of education.

Considering the case of Pakistan, it is observed that due to the penetration of Indian media in the society, the use of Hindi is becoming common and the consumption patterns and dress codes of the individuals are being affected under the influence of Indian media (Ali et al., 2014; Qamar et al., 2012). Now people in Pakistan are more attracted towards fast food than traditional food (Baig & Saeed, 2012; Yahya et al., 2013) and fast food is considered as a symbol of westernization. The masses are also becoming brand conscious in clothing and other apparels – as is the case in Western countries (Ghani et al., 2007). According to Ali et al. (2014), effects of Indian media were evident on food intake, dress codes, language in use and festival celebrations.

Globalization has actually changed the lifestyle and influenced that how people eat, drink and dress. In this regard, multinational companies such as McDonald's, Coca-Cola, Levis and Denim jeans actually determine how people eat, drink and dress. The growth rate of imports (goods and services) has been increasing continuously since Pakistan opened up its trade policy in the 1990s (Malik & Chaudhary, 2012). Today, the consumers of Pakistan have access to almost all kind of goods and services e.g., food, clothing, books, music, technological goods, etc., which are available anywhere in the world.

Globalization makes consumption behavior increasingly similar from one country to another. One of the reasons for this is that Multinational Corporations (MNCs) homogenize the world's needs and desires. The goods and services

provided by top MNCs like Unilever, Proctor and Gamble, Pepsi Cola International, Mobilink and Warid Telecom are used by almost every class and segment (socioeconomic stratum) of the society of Pakistan. Furthermore, the introduction of McDonald's and KFC in the late 1990s has gradually increased the consumption of fast food in Pakistan.

Furthermore, the role of education is also immensely important. The global education system (due to globalization) is playing an important part in making an individual of any country to a global citizen. Due global education system, the source of knowledge, ideas and values has changed altogether. The educated people are more likely to adopt western life style than those who are less educated and not well connected with rest of the world due to the lack of use of modern technology like internet, smart phones and computer. Globalization has not affected the lifestyle of educated people but also people belonging to different age groups, gender and income groups.

### 1.1 Research Gap

Globalization has affected almost all aspects of our public and private lives. The most immediate manifestation of globalization is an adaptation of multiple lifestyles. Lifestyles, as narratives of 'self', are constantly shaped and reshaped in this ever-changing world because of the increased interactions with the global world. In this regard, Featherstone (1991) stated that within consumer culture there is an inclination to enlarge the range of lifestyles available to global consumers. Keeping in view the effects of globalization on the individuals, the present study is designed to check the effects of globalization on the lifestyle of the individuals living in three big cities of Punjab, Pakistan. Past studies h just checked the effect of globalization on only a few elements of lifestyle but the present study aimed to check the impact of globalization on the overall lifestyles of the individuals living in Punjab which is the biggest province of Pakistan with regard to population.

### 1.2 Research Objectives

The globalization has changed the lifestyle of almost every individual around the globe. In case of Pakistan, there is no study to the best of researcher's knowledge which has investigated the impact of globalization on the lifestyle at micro level. The present study analysis the impact of globalization on the life style of the respondent belongs to different age groups, gender, education level, and income levels. Moreover, in past studies to the best of researcher's knowledge have used qualitative data for such analysis and those who have done quantitative analysis have not used any sophisticated econometric technique (s). In the present study, Binary logistic regression will be used to check whether the intensity of the effect of globalization on people belongs to different age groups, gender, education level and income groups is same or not.

### 1.3 Organization of the Paper

The rest of this paper is organized as follows: Section II reviews the past literature relevant to the present study, section III explains the conceptual framework of the study, section IV explains the methodology used in the study, section V discusses the empirical results of our research and at the end conclusion of the study along with its limitations is presented.

## 2. Literature Review

Due to the phenomenon of globalization and the mediums facilitating this process, the world is becoming a global village and the once strong bond between people and their cultures is becoming weak. Increasingly, people now live in a 'global world', which is creating global consumer culture. Trentmann (2009) argues that globalization not only involves financial flows and commodity trade but rather it encompasses human actors whose thoughts, identities and concerns can influence global exchanges. Therefore, globalization has produced contradictory forms of colonialism, nationalism and internationalism.

In this regard, Arnould et al. (2011) highlighted the role of capital, currency, education, global flow of information through media and ideologies of state to promote global consumer culture. The paper quotes Featherstone (1991) who stated that within consumer culture there is an inclination to enlarge the range of lifestyle available to global consumers. The results suggested that three product categories had a coefficient of variation of 0.20 and showed convergence across countries: TV sets per 1000 people, telephone main lines per 1000 people, and cars per 1000 people.

The introduction of satellite TV has a significant impact on social and cultural aspects of life. According to Jadoon, et al. (2016), the western culture and way of life is now followed by people living in developing countries like Pakistan. The study highlighted the fact that eating habits and dress codes of the people are changing. Multinational companies such as McDonald's, Coca-Cola and Denim jeans actually determine how people eat, drink and what they

wear. Through satellite channels, one country's people are getting used to another culture very easily and forming unified lifestyle.

In this regard, Shamsher and Abdullah (2012) used both primary and secondary data to analyze the effect of satellite TV on the culture of Bangladesh. The study incorporated that media is changing lifestyle of Bangladeshi people and is a source of increasing knowledge and education along with recreation. Along with its positive effects cable TV has also had strong negative social influences – primarily identified as the tendency of wearing indecent/short dresses especially amongst female audiences as well as the disruption of studying patterns among young children. Similar results were demonstrated in a recent study by Zadeh and Mozaffari (2014) in Iran. The results of the study showed that the satellite globalization process has led to cultural transformation and lifestyle changes for women in Iran. According to Bacchus (2005), globalization has changed intra-household responsibilities of females where women are now seeking jobs to educate their children and even young girls are financially supporting their families.

Globalization has also affected the ways of getting education and knowledge. Chinnammai (2005) conducted a study to highlight the impact of globalization on the education and culture of the world. The author has explicated that globalization, which caused technological advancement, has changed the education system and sources of knowledge, ideas and values. In this way highly educated people are experiencing more intense effects of globalization and trying to meet the lifestyle of the individuals living in developed countries like USA. In this regard Suntoo (2012) conducted a study to see how globalization is affecting people of Mauritious. The results suggested that irrespective of age and gender, people of Mauritius are under a great influence of western culture and adopting their life style.

The literature above demonstrates that globalization has changed the lifestyle of the individuals living in different part of the world. People all over the world are affected by globalization irrespective of their age, gender, education and income level. In the case of Pakistan, there is not a single study (to the best of researcher's knowledge) which has investigated the impact of globalization on the lifestyles of the individuals. The present study intends to fill these gaps by using more sophisticated modern technique like Binary logistic regression analysis.

### 2.1 Conceptual Framework

The review of the literature shows that globalization is driving force which is bringing changes in lifestyle of the individuals all over the world. It is evident from the literature that globalization emerged from capitalism and created a world-system[4] based on the theme of movement of the goods and services from one region to another. Moreover, the role of Transnational Practices (TNPs) emerged where the integration was not only in an economic sense but in a cultural and political sense as well. The role of Information Technology (IT) is vital in the course of globalization due to the rise of the 'Network society'[5]. With the introduction of science and technology, the role of education in changing the socio-cultural dynamics of the society has also increased. All these factors are the part of globalization and are affecting the life styles of the individual all around the globe.

For the present study a new index for globalization namely "Consumer's Index of Globalization (CIG)" is constructed (based on the globalization theories). CIG includes main areas of and by which globalization is changing the life styles of the consumers. These areas include commerce (trade and business), information communication and technology (ICT) and education. The CIG is developed for the analysis of change in lifestyle in response to globalization. For the present study this index will be used to check the impact of globalization on the lifestyle of the individuals in province Punjab. The dependent variable in this study will be "life style changes" will be measured in dichotomous scale. In this regard, a statement: **"Globalization has changed your lifestyle (way of living)"** with dichotomous scale was asked from the respondents to access whether globalization is changing overall life patterns of the individuals or not. Figure 1 shows the model explaining the effect of globalization measured through commerce, ICT and education.

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[4] Multicultural regional division of labor in which production and exchange of goods are necessary for everyday life

[5] The global economy is an economy which has the capacity to work as a unit with the involvement of global financial markets, trade globalization, global production networks and globalization of science and technology

**Figure 1: Model Explaining the Effect of Globalization on Lifestyle Changes**



**Methodology**
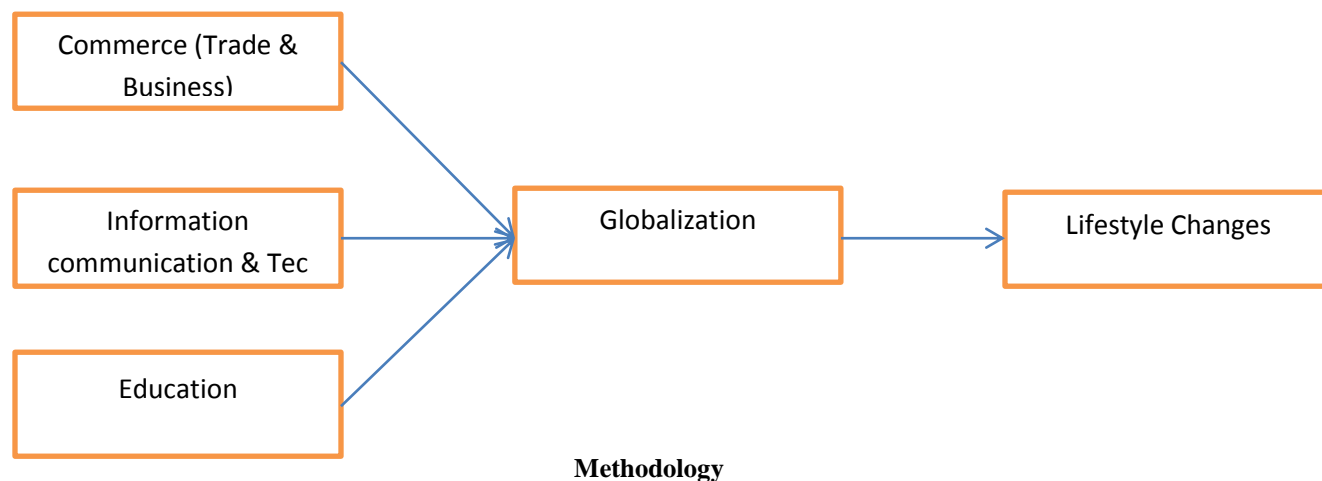
The present study uses a quantitative method to measure specific characteristics of the population based on the selected sample. A questionnaire has been developed to realize the CIG so that impact of globalization on the lifestyle of the consumers can be studied[6].

*2.2 Population*

The present study is a rare initiative to check the impact of globalization on the lifestyle of the individuals living in most developed province of Pakistan i.e. Punjab. To cover whole Punjab, the province Punjab is divided into three regions namely Central, Northern and Southern Punjab and biggest[7] city from each region is selected. Lahore is taken from Central Punjab, Rawalpindi is taken from Northern Punjab and Multan is taken from Southern Punjab.

*2.3 Sampling and Sample Size*

A disproportionate stratified sampling technique with equal allocation has been used for the data collection. Two stage sampling has been used. In first stage, three cities under consideration have been divided into different towns (Strata) and then in second stage respondent from each town (Stratum) is selected by convenient sampling. Lahore is divided into nine towns, Rawalpindi is divided into two towns and Multan is divided into four towns. The present study has considered only those respondents who are earning money and have at least twelve years of education. One hundred and twelve (112) questionnaires have been collected from each of the nine towns (strata) of Lahore. For Multan two hundred and fifty (250) questionnaires have been collected from each of the four towns (strata) and for Rawalpindi five hundred (500) have been collected from each of the two towns (strata).

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[6] This questionnaire is part of the whole questionnaire developed in the previously published paper Jadoon et al. (2016). This study has used globalization construct consisting of 14 questions which fulfilled the purpose of the study. The complete questionnaire can be seen on this website link http://pu.edu.pk/images/journal/pesr/PDF-FILES/8-v54_2_16.pdf.

[7] Based on population, radio transmission hours, no. of television sets and no. of cinemas (Pakistan statistical year Book page 326,489,490 and 445)

When the size of population for any study becomes larger than 5000 then sample size become irrelevant (Gay et al., 2009) and sample size of 400 become ideal. To get more precise results a sample of 1000 for each city has been selected.

### 2.4 Measurement of Globalization Index

For the measurement of Consumer's Index of Globalization (CIG), questionnaire (instrument) has been developed (attached in appendix 1) for the present study. A self-reporting scale was used for the development of questionnaire and close ended questions were created and ranked on Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5).Three main dimensions namely commerce, ICT and education have been considered. The reliability of the instrument with sample size of 257 (for pilot study) was checked with the help of Cronbach's alpha coefficient. The minimum acceptable value of Cronbach's alpha coefficient was set at 0.60 which is considered as sufficient for pilot testing (Bollen, 1989). The Exploratory Factor Analysis (EFA) was performed on all three dimensions of CIG. The Cronbach's alpha values for commerce, ICT and education were 0.619, 0.601 and 0.764 respectively. The convergent validity was checked with the help of factor loadings in Confirmatory Factor Analysis (CFA) and results are presented in section V. The results of EFA and CFA suggested that CIG developed in the present study can be used as a measure of globalization for consumers. The descriptive analysis of the variables used to develop CIG and the dependent variable "overall lifestyle" are given in appendix 2.

### 2.5 Data Collection Procedure and Response Rate

For the present study, both paper pencil and web based survey methods have been used. The response rate after cleaning, screening and removing outliers was 46.4 % (464 out of 1000), 43.1% (431 out of 1000) and 42.6% (426 out of 1000) for Lahore, Multan, and Rawalpindi respectively. In this way total of 1321 responses were recorded.

### 2.6 Binary Logistic Regression

Binary logistic regression is used in the situations in which the observed outcome for a dependent variable can have only two possible types (for example, "yes" vs. "no"). Unlike ordinary linear regression, logistic regression is used for predicting binary dependent variables (treating the dependent variable as the outcome of a Bernoulli trial) rather than a continuous outcome. Due to this difference, the assumptions of linear regression are violated-especially, the assumption related to the normality of the residuals - and hence the traditional Ordinary Least Squares (OLS) technique is not ideal to handle dichotomous outcome for the dependent variable.

Usage of linear regression models, in such a case, may make nonsensical predictions (value of the dependent variable may not be in the range 0-1) for a binary dependent variable. Therefore, there is a need to transform the binary dependent variable into a continuous variable – the one that can take any real value. To do this, logistic regression first takes the odds of a particular event happening for different levels of each independent variable, forms the ratio of those odds and then takes the logarithm of that ratio.

Thus, even though the dependent variable in logistic regression is binomial, this transformation makes logit a continuous criterion upon which linear regression can be run. The logit of success is then fitted to the predictors using linear regression analysis and thereafter the predicted value of the logit is converted back into the predicted odds (by taking an exponent). This is how the odds are estimated as a continuous variable. This is referred to as logit or log-odds. Mathematically, the logit model estimates the following:

$$logit(p) = \log\left(\frac{p}{1-p}\right) = \beta_0 + \beta_1 x_{1i} + \beta_2 x_{2i} + \cdots + \beta_n x_{ni}$$

for i = 1…n

where $p$ is the probability of success and $x_1 ….. x_n$ represents independent variables.

The dependent variable (changes in overall lifestyle) has two categories namely, yes; if the respondent feels that globalization has changed his/her overall lifestyle and no; if the respondent feels that globalization has not changed his/her lifestyle.

The general equation for a linear probability model is given as:

$$Y_i = f(x_1 \ldots \ldots \ldots x_n)$$

Where $Y_i$ denotes changes in overall lifestyle. $X_1 \ldots X_n$ represent various factors which bring about changes in life patterns of the individuals in the society.

Now suppose that $Y_i^*$ is a latent variable - continuous and unobserved and it is determined by the following model:

$$Y_i^* = \beta_0 + \sum_{j=1}^{k} \beta_j x_{ij} + \varepsilon_i$$

where, $\varepsilon_i$ represents residuals.

Although we do not observe $Y_i^*$ we do observe a dummy variable $Y_i$ defined by $Y_i^*$

$Y_i = 1$ if $Y_i^* > 0$

$Y_i = 0$ otherwise

For the present study, $Y_i$ is equal to 1 if, in the wake of globalization, the respondents experience changes in their lifestyle and equal to zero, if they do not experience such changes. $\beta$ is a row vector of parameters and $\varepsilon_i$ is an error term with standard logistic distribution.

The present study considers several characteristics of the target population to see whether the impact of globalization on overall lifestyle is uniform across different segments of the society or not. For this, the study takes into account the differences in the gender, age, income and level of education for the respondents and estimates the following model:

$$logit(p) = \log\left(\frac{p}{1-p}\right) = \beta_0 + \beta_1 Globmod + \beta_2 Globhigh + \beta_3 Notyoung + \beta_4 Educatedhigh + \beta_5 Male + \beta_6 Incomehigh + \varepsilon \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots(6.1)$$

Where,

$p$ is the probability of experiencing changes in the overall life patterns in response to globalization and $1 - p$ is the probability of not experiencing such changes.

**Globmod** is a variable showing a relatively moderate effect of globalization.

**Globhigh** is a variable showing a relatively more intense effect of globalization.

**Notyoung** is a dummy variable which is equal to 1 if the respondent has age 26 years or above and 0 otherwise

**Educatedhigh** is a dummy for the level of education which is equal to 1 if an individual is highly educated (has a master or above qualification) and 0 otherwise.

**Male** represents a dummy variable that takes a value of 1 for male respondents and 0 for the female respondents.

**Incomehigh** is a dummy for the level of income. This variable takes a value of 1 if the respondent belongs to a high-income group (earns Rs. 25000 per month or more) and 0 otherwise.

$\varepsilon$ is the error term

**The Classification Table**

If the probability of an event occurring is greater than 0.5 (which means better than even chances), SPSS classifies that particular event as occurring (lifestyle of the individuals is changing in response to globalization). It is necessary to assess the effectiveness of the predicted classification against the actual classification.

**Chi- Square Goodness of Fit Test**

Once the results have been estimated, the Omnibus tests of model coefficients are used to check the overall goodness of the fit of the model. They test whether the explained variance in a set of data is significantly greater than the unexplained variance, overall. Omnibus tests check whether the intercept and all the coefficients of the model are zero or not and test the following hypothesis:

$H_o$ = Intercept and all the coefficients are zero

$H_1$ = Intercept and all the coefficients are not zero

## 3. Empirical Results and Discussion

### 3.1 Demographic Profile

This section of the research study discusses the demographic characteristics of the respondents. The demographic characteristics of 1321 respondents are discussed as under:

3.1.1 City

Three big cities (Lahore, Multan and Rawalpindi) are taken for the present research. Vertical cylinder graph is used to show absolute number of respondents in each of the three cities. The city wise segregation of the respondents is given in Figure 2.
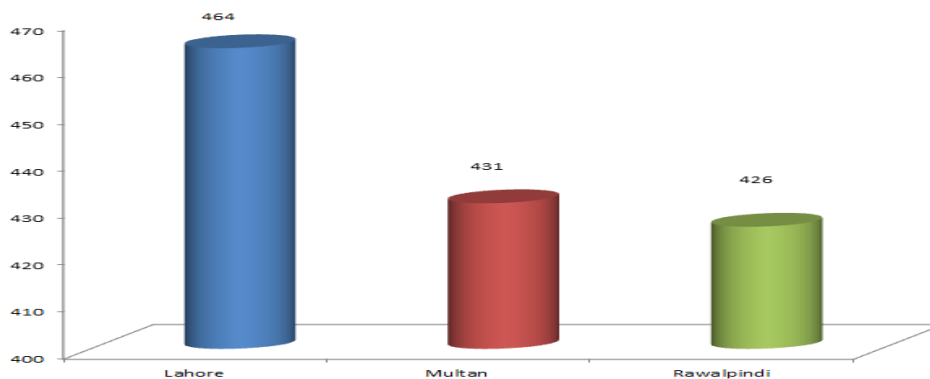


**Figure .2 City Wise Composition of the Respondents**

The minimum required sample size for each city was 400. The largest number of respondents is from the Lahore city. 464 (35.12% of the overall sample), 431(32.63% of the overall sample) and 431(32.25% of the overall sample) respondents are from Lahore, Multan and Rawalpindi respectively.

3.1.2 Gender

The female labor force participation has increased significantly in Pakistan in last two decades. Therefore, both males and females were considered for the analysis. The gender wise segregation of the respondents is given in Figure 3.
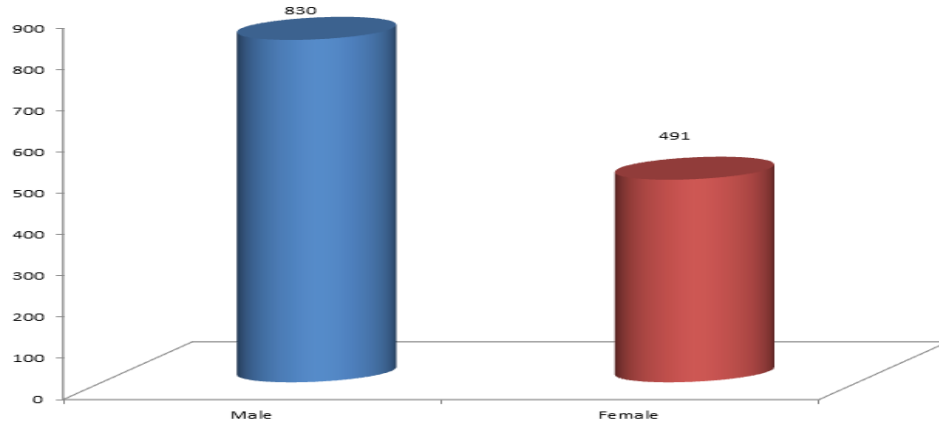
**Figure 3: Gender Wise Composition of the Respondents**

The figure shows that out of 1321 respondents, 830 respondents are males and 491 are females. It was expected that male would be in larger proportion due to the low level of female labor force participation rate as compared to male in Pakistan.

3.1.3 Age

For the present study, the minimum age of the respondents was set to be 18 years. The upper limit for the age was not set because, in Pakistan, many people work with the age of more than 60 years (due to lack of old homes and old-age stipend from the government of Pakistan). Age of respondents is classified into four broad categories. The composition of participants belonging to different age groups is represented in Figure 3.
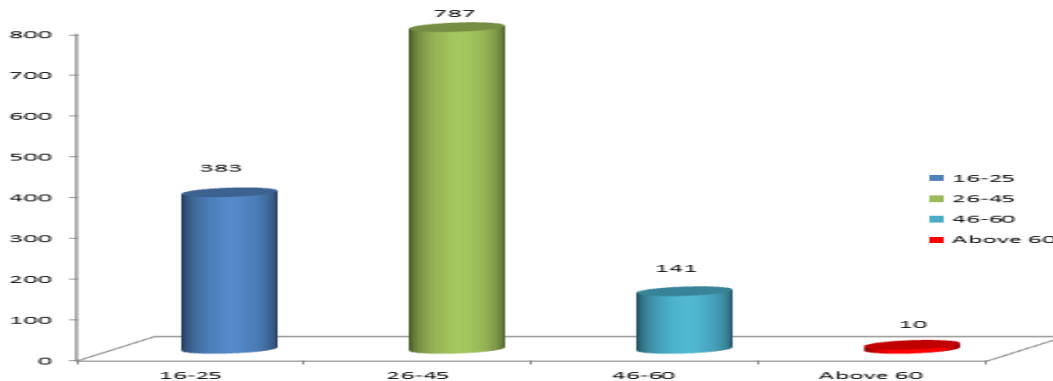
 **Figure 3. Age Wise Composition of the Respondents**

The vertical cylinder graph shows that the majority of the respondents belong to the age group of 26-45years and the lowest number of respondents is from the age group of above 60 years.

### 3.2 Monthly Income Level of the Respondents

The present study has taken only those people as respondents who are earning money. Minimum income of the respondent is considered to be 10,000 per month while the upper limit is set to open with income more than 100,000 per month. The graphical representation of respondent's income is in Figure 4.
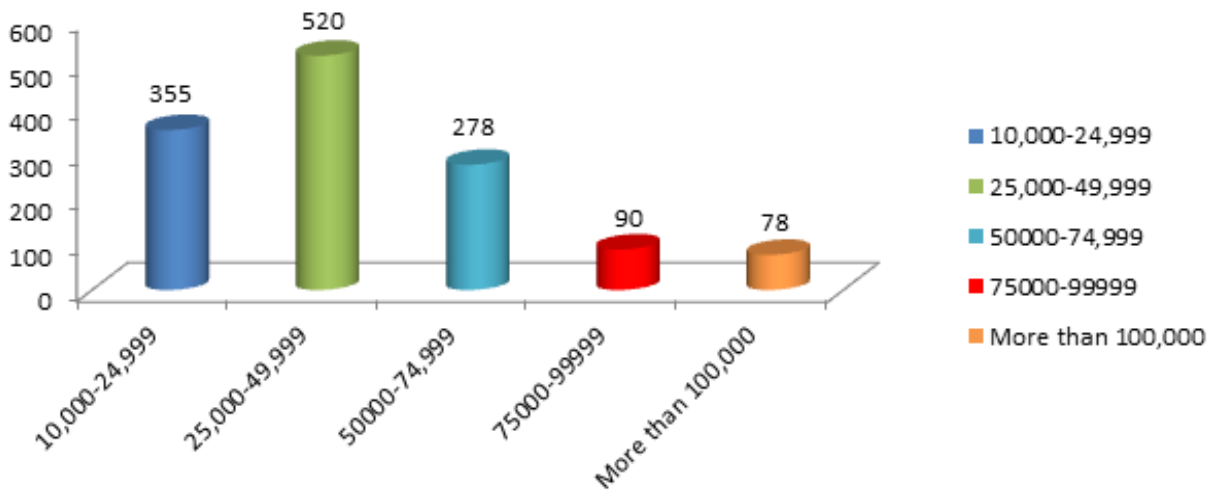


**Figure 4 Income Wise Composition of the Respondents**

The graph shows that most of the respondents belong to the income level of less than Rs.49, 999 per month. 355 respondents are in the income bracket of Rs. 10,000- 24,999 and 520 respondents are in the income bracket of Rs. 25,000-49,999. Only 78  respondents are earning an income of  more than Rs.100, 000 per month and  278 respondents belong to the income bracket of Rs.50, 000 -74,999 per month.

**Education**

At least high school experience was considered mandatory for the targeted population to participate in the survey. Keeping in view the educational system of Pakistan and the restriction of the study, six classes are made to represent the education level of the respondents. The graphical details are shown in Figure 5.5.
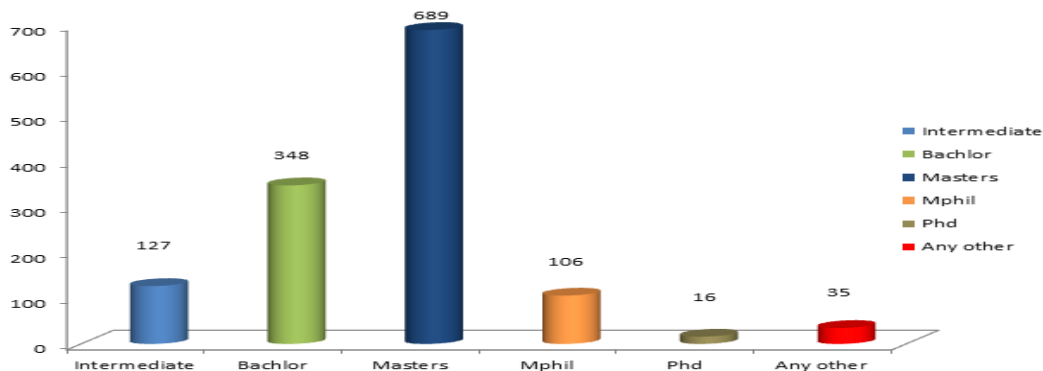


**Figure 5: Education Wise Composition of the Respondents**

Figure show that 689 out of 1321 respondents have a master's degree (16 years of education). 348, 127, 106 and 35 respondents have a Bachelor (14 years of education), Intermediate (12 years of education), MPhil and Ph.D. qualification respectively.

4. **CFA Results**

CFA is performed, by using AMOS version 18, to validate the EFA results obtained from the pilot study. Since the researchers do not have any direct and accurate method for the measurement of latent variables used in the studies so they use proxies to measure these latent variables. These proxies contain measurement errors. CFA is a well-known tool for the analysis of such kind of problems.

CFA is performed on each dimension of globalization namely commerce, ICT and education. Normed Chi-square (CMIN/DF), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Goodness of Fit Index (GFI), Root-Mean-Square Error of Approximation (RMSEA) and Tucker Lewis Index (TLI) fit indices are used to check the model fitness. The value of CMIN/DF must be less than 5. The values of CFI, IFI, GFI and TLI must be greater than 0.95 or even 0.90. The value of RMSEA must be less than 0.08. The model is considered as good if values these fit indices are according to the limit stated above. Moreover, factor loading of each item must be greater than 0.30. Final CFA for commerce, ICT and education are presented in Figure 6.
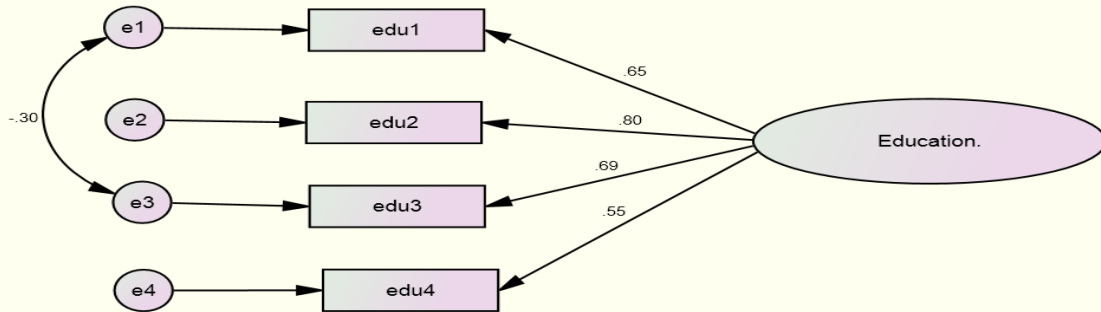
**Figure 6 Final CFA for Commerce, ICT and Education Construct**
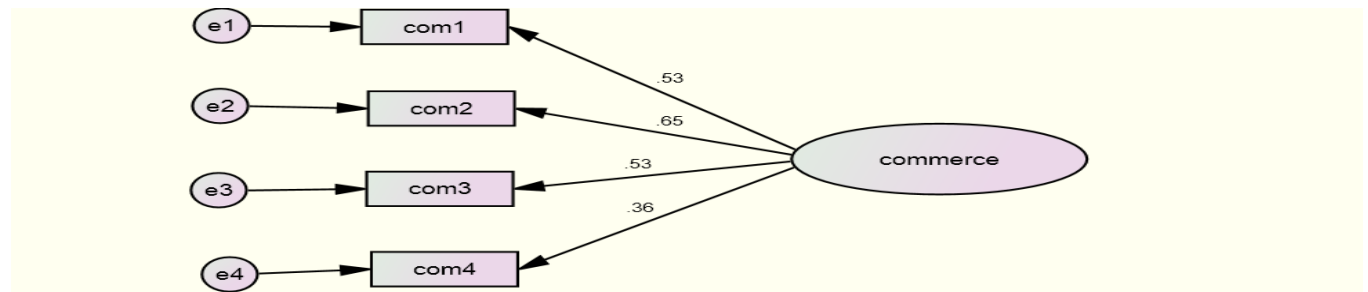


Chi-square=6.886, df= 2, p-value= 0.032, CMIN/DF= 3.443, CFI=0.990, GFI=0.997, IFI= 0.999, TLI=0.970, RMSEA=.043
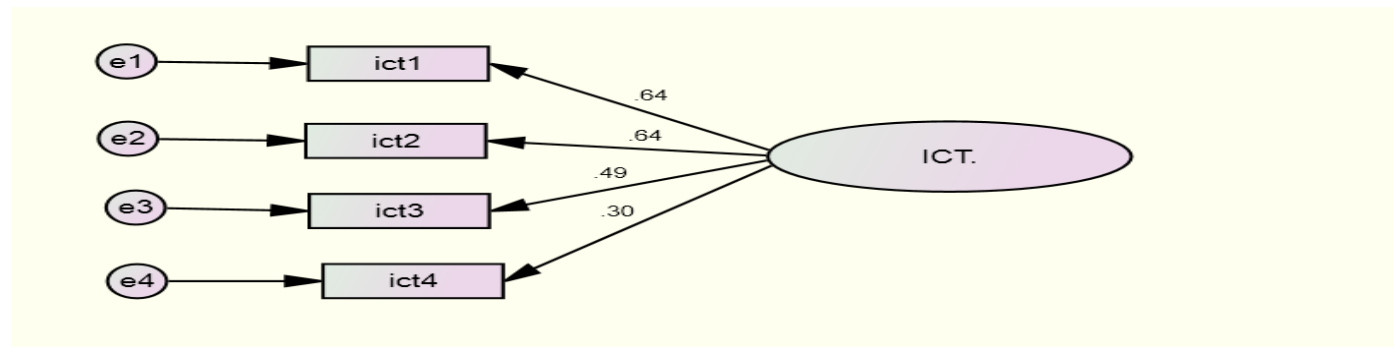


Chi-square=3.014, df=2, p-value= 0.222, CMIN/DF=1.507, CFI= 0.998, GFI=0.999, IFI= 0.998, TLI=0.994, RMSEA=0.020

Chi-square=2.147, df =1, p-value= 0.143, CMIN/DF=2.147, CFI= 0.999, GFI=0.999, IFI= 0.999, TLI=0.995, RMSEA=0.029

The results show that the values of CMIN/DF, CFI, GFI, IFI, TLI and RMSEA fit indices are according to defined limit. This indicates that each dimension of globalization is measuring the concept of globalization.

### 4.1 A Three Factor CFA for the Globalization

Each dimension of globalization namely commerce, ICT and education are linked to form a three factor CFA. The results are presented in Figure 7.

**Figure 7. A Final Three Factor CFA for Globalization Construct**
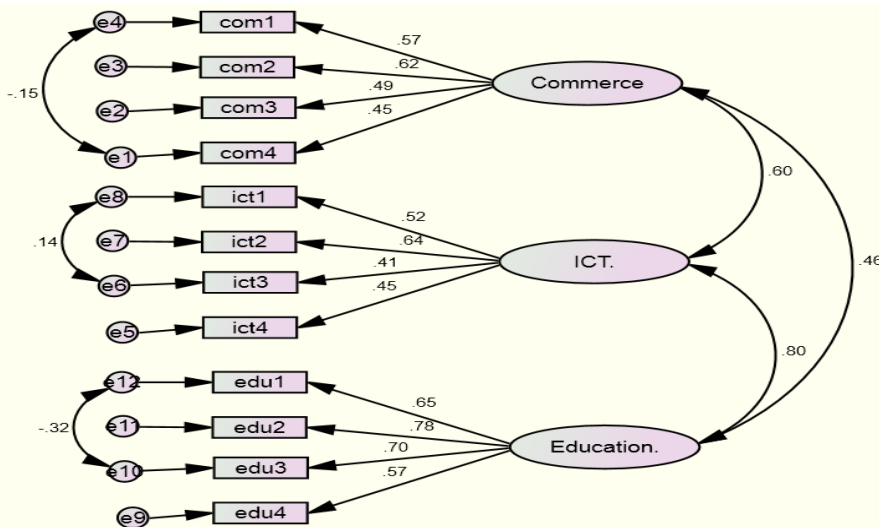


Chi-square= 224.368, df=48, p-value= 0.000, CMIN/DF=4.674, CFI= 0.934, GFI=0.966, IFI= 0.934, TLI=0.909, RMSEA=0.057

The results show that factor loading of each item is more than 0.30. The lowest factor loading is 0.41 and highest factor loading is 0.78. The fit indices also indicate that model is perfect fit. According to Cunningham (2008), if high correlation exists amongst the lower order latent variables then higher order factors can be hypothesized. In the present study, it is been established that all three lower order factors (commerce, ICT, and education) form a higher order factor (globalization). Higher order CFA is applied and results are presented in Figure 8.
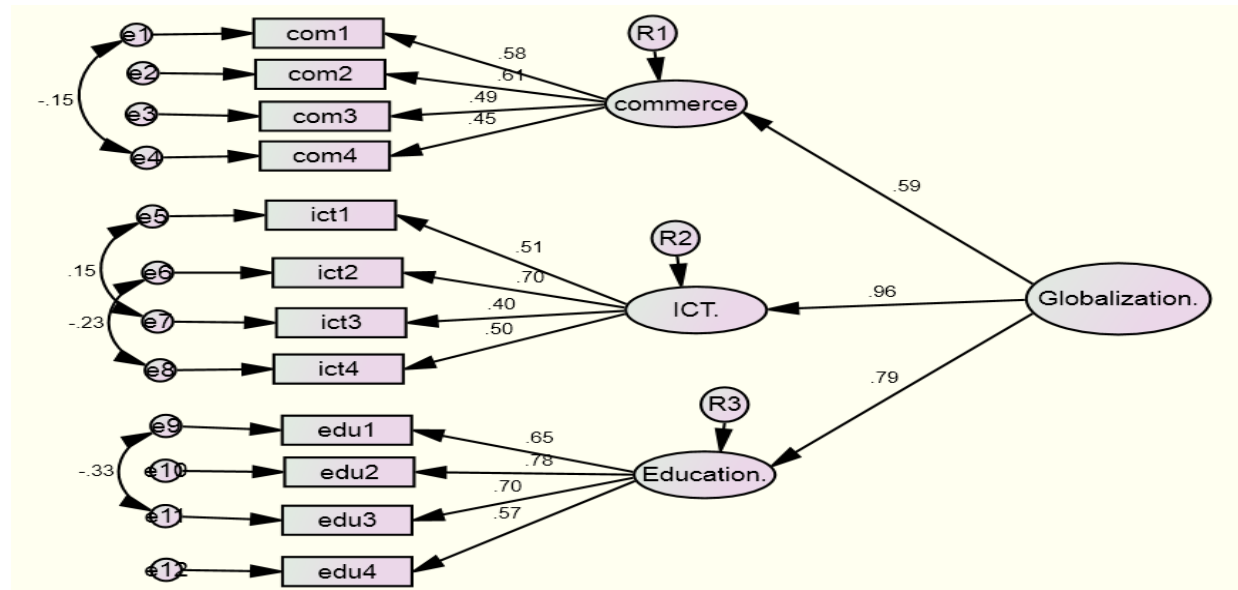
**Figure 8. Final Higher Order CFA for Globalization Construct**

Chi-square=197.687, df=47, p-value= 0.000, CMIN/DF=4.206, CFI= 0.944, GFI=0.971, IFI=0.944, TLI=0.921, RMSEA=0.053

The results show that model is perfect fit as the values of all the fit indices are according to desired level. The value of CMIN/DF is less than 5 and the values of other fit indices are also according to their threshold level. The factor loadings of the first order factors are 0.59, 0.96 and 0.79 respectively indicates that globalization is formed by these three factors.

### 5. Results of Binary Logistic Regression and Discussion

To construct the variables measuring globalization, the variable globalization is first converted into a continuous variable. Then depending on the values that this variable takes, the variable is categorized into three subcategories. These sub-categories basically capture the differences in the intensity of the impact of globalization. In this regard, three variables namely low level of globalization (globlow), moderate level of globalization (globmod) and high level of globalization (globhigh) are made by dividing the data into three quantiles[8]. The value of globalization ranging from 1.75-3.58, 3.67-4.17 and 4.25-5 are categorized as least, moderate and highly globalized respectively. Age, income and education were also formed in binary relation as discussed in previous section of the study.

The model analyzing the differential impact of globalization on overall lifestyle of the individuals is run on 1,321 observations. Considerable variations in the intensity of the impact of globalization on overall life patterns are observed across different segments of the society. Table 5.1 reports Binary Logistic Regression results.

**Table 5.1: Binary Logistic Regression Results**

| Variables | Coefficient | Standard Error (S.E) | Z | P-value |
|---|---|---|---|---|
| *Male* | -0.1900 | 0.1728 | -1.10 | 0.272 |
| *Notyoung* | -0.1028 | 0.1868 | -0.55 | 0.582 |
| *Incomehigh* | 0.3682 | 0.1809 | 2.04 | 0.042 |

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[8] Quantiles are made in Stata version 13 by using " xtile" command

| | | | | |
|---|---|---|---|---|
| *Educatedhigh* | 0.3777 | 0.1663 | 2.27 | 0.023 |
| *Globhigh* | 0.3921 | 0.1990 | 1.97 | 0.049 |
| *Globmod* | 0.5766 | 0.1890 | 3.05 | 0.002 |
| *Globlow* | (omitted) | | | |
| Constant | 1.2188 | 0.2313 | 5.27 | 0.000 |

The results of the Binary Logistic Regression are given in the following equation.

$$\text{Changes in Life Pattern} = 1.2188 - 0.1900 Male - 0.1028 Notyoung + 0.3777 Educatedhigh + 0.3921 GLobhigh + 0.5766\ Globmod$$

Table 5.2 reports Binary Logistic Regression results of in form of marginal effects.

**Table 5.2: Average Marginal Effects in Binary Logistic Regression Results**

| Variables | Marginal Effect | Standard Error (S.E) | Z | P-value |
|---|---|---|---|---|
| *Globhigh* | 0.0462 | 0.0234 | 1.97 | 0.049 |
| *Globmod* | 0.0679 | 0.0223 | 3.05 | 0.002 |
| *Globlow* | (omitted) | | | |
| *Incomehigh* | 0.0434 | 0.0213 | 2.04 | 0.042 |
| *Educatedhigh* | 0.0445 | 0.0196 | 2.27 | 0.023 |
| *Male* | -0.0224 | 0.0204 | -1.10 | 0.272 |
| *Notyoung* | -0.0121 | 0.0220 | -0.55 | 0.582 |

The results of the logistic regression suggest that globalization is significantly affecting the lifestyle of the individuals in Pakistan. The results show that, on average, the respondents who are moderately globalized have 6.79% more probability of experiencing changes in life patterns as compared to the respondents who are least globalized. Moreover, on average, as compared to respondents who are least globalized, respondents who are highly globalized have 4.62% more probability of experiencing changes in life patterns.

Education plays an important role in determining the intensity of the effect that globalization has on overall lifestyle of the individuals. Past literature suggests that more educated people are more globalized and experience more prominent changes in their way of living. The logistic regression results also show that as compared to the respondents who have low level of education, the respondents having high level of education on average have 4.45% more probability of experiencing changes in their lifestyle. These results are in line with the study of Paek and Pan (2014) who pointed out that more educated people promote the global consumer culture.

More educated people are more globalized because these people are more likely to go abroad acquiring education and hence, they absorb learn from the culture of foreign countries and when they come back, they bring back with them the foreign cultures (Taylor and Albasri, 2014). Moreover, people who are more educated get more opportunities to work abroad or more frequently visit abroad. They are more interested in wearing western dresses, eating fast food and consider English language as a status symbol. Furthermore, people who are more educated have greater access to modern technology, internet and social media (Perrin, 2015).

Income plays a vital role in the convergence of global consumer culture and in bringing homogeneity in lifestyles. Past literature suggests that the respondent with higher income levels experience more prominent changes in their ways of living. The results show that, on average, as compared to the respondents with low level of income, the respondents belonging to higher income group have 4.34% more probability of experiencing changes in their lifestyle. These results reinforce the results of Paek and Pan (2014) who pointed out that the people with higher income, in the course of globalization, experience significant changes in their way of living. Moreover, Michael (1975) also empirically proved that higher income people spend a larger proportion of their income on food away from home, clothing, leisure and travel. Yahya et al. (2013) also concluded his study on this view.

Globalization has greatly affected the lives of male and females in region Punjab. The past literature points out that the changes in life patterns, in response to globalization, are more pronounced amongst females. The results of the logistic regression confirm (negative sign associated to coefficient of male) that as compared to males, females are experiencing more intense changes in their life patterns. However, these results are insignificant as p-value is greater than 0.05.

Globalization process has affected the life patterns of people of all age groups, however, the intensity of this impact is different for each group. The past literature suggests that effect of globalization on young people is more prominent than on elderly people. Although the regression results validate the hypothesis (negative sign associated to coefficient notyoung) that youngsters are experiencing more changes in their overall life patterns, these results are not significant.

### 5.1 The Classification Table

The classification table, shown in Table 5.3, is used to assess the effectiveness of the predicted classification against the actual classification.

**Table 5.3: Classification Table**

| Observed | | | Predicted | | |
|---|---|---|---|---|---|
| | | | Glob | | Percentage Correct |
| | | | No | Yes | |
| Step 0 | Glob | No | 0 | 184 | 0.0 |
| | | Yes | 0 | 1137 | 100.0 |
| | Overall Percentage | | | | 86.1 |

b. The cut value is 0.50

The results of the classification table show that the 'percentage correct' value of the model is 86.1 % (0.861) - greater than 50% (0.50)-so it can be inferred that SPSS has classified changes in lifestyle in response to globalization as occurring.

### 5.2 Chi- Square Goodness of Fit Test

The results of the Omnibus goodness of the fit tests are shown in the Table 5.4.

**Table 5.4: Omnibus Goodness of Fit Test**

| | | Chi-square | Df | P-value |
|---|---|---|---|---|
| Step 1 | Step | 21.754 | 6 | .001 |

| | | | |
|---|---|---|---|
| **Block** | 21.754 | 6 | .001 |
| **Model** | 21.754 | 6 | .001 |

Since the p-value is less than 0.05, the results indicate that the overall model is a good fit and the intercept and the coefficients used in the model are statistically not equal to zero. Therefore, a relationship exists between the dependent and the independent variables used in the analysis.

## 6. Conclusion

The present study is a rare initiative regarding the study of consumers at the micro-level and focuses on primary data collected from the most developed province, i.e. Punjab of Pakistan. The prime objective of the present study was to develop an index of globalization for the consumer related studies and then it was checked either globalization is bringing a significant change in the lifestyle of individuals living in Punjab, Pakistan. Three big cities of Punjab namely Lahore, Multan and Rawalpindi were taken to generalize results for the whole Punjab.

Globalization has traditionally been measured using proxies like trade volume, trade to GDP ratio, and later, by the KOF index developed by Dreher (2006). None of these measures were developed to check the impact of globalization on the consumers at the micro-level. The present study has developed a construct, following the lines of globalization theories (Section III), to measure the sources through which globalization is penetrating in the societies. The present study has used twelve observed variables to measure globalization. Moreover, on the statistical grounds, the theoretical model of globalization developed under the new empirical research setting, strained from various theories, satisfied all the conditions of the good fit of the models. This confirms the contribution of the present study in designing an appropriate measure for measuring the variable 'globalization' which can be used to investigate the micro-level effects of globalization on the individuals.

The results of the present study showed that globalization has affected the lifestyle of the individuals living in Punjab, Pakistan. People belonging to different age groups, gender, income levels and education levels are affected by the globalization. The empirical results of the present study are also in line with the studies who have theoretically explained that more educated and high income people are feeling effects for globalization more prominently than those who are less educated and belong to low income level groups. The results also showed that female are experiencing more effects than males but the results were insignificant and same was the case for young people than the old ones.

### 6.1 Limitation and Future Research Direction

The present study is restricted to a sample of educated people only because the concept of globalization is not simple enough that an uneducated person can understand it. But, nowadays, almost every individual in Pakistan is experiencing the effects of globalization. The use of imported products is common in routine life for every individual. For example, a few decades ago it was the custom in Punjab, Pakistan to serve guests with the local drink like Lassi but now even uneducated households serve imported drinks (Pepsi or Coca-Cola) to their guests. Therefore, to deeply understand the effects of globalization, the researchers interested to work in this area can take both educated and uneducated people. Furthermore, since the present study is only conducted for the urban areas so it can be extended to rural areas as well.

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## Appendix 1

### QUESTIONNAIRE

**Note: Please answers all questions and provide the best suited response according to your opinion and practice.**
**Please choose one response for each question.**
1.1 Gender: □ Male                □ Female
1.2 Age:       □ 18-25 years      □ 26-45 years           □ 46-60 years                □ Above 60 years
1.3 Income (per month on rupees):     □ 10,000- 24,999    □ 25,000- 49,999        □ 50,000- 74,999
.                                                         □75000-99,999        □ More than 100,000
1.4 Highest degree completed: □ Matric        □ Intermediate    □ Bachelor           □ Masters □ Others: Please specify-----------------

| Globalization | SD | D | N | A | SA |
|---|---|---|---|---|---|
| 2.1  There is an increasing trend of online (via internet) buying and selling. | | | | | |
| 2.2  Nowadays, many companies take online services (data entry, Ads posting, etc.) from the people living in other countries. | | | | | |
| 2.3  Companies like Nike, McDonald's, Pizza Hut, KFC, etc., are seen in almost all areas in your city. | | | | | |
| 2.4  Nowadays, countries are more dependent on each other for getting different goods and services because they cannot produce everything in their own country. | | | | | |
| 2.5  The number of internet users has increased over time. | | | | | |
| 2.6  Mobile phones and internet are easy ways to contact people within and outside Pakistan. | | | | | |
| 2.7  Social networking sites such as Facebook and Twitter are increasingly used to keep in touch with people all over the world. | | | | | |
| 2.8  You spend money to have more than one television set at your home. | | | | | |
| 2.9  The number of Pakistani students going abroad for studies has increased over time. | | | | | |
| 2.10 The use of advanced and modern facilities, such as multimedia and projectors, in educational institutions has improved the learning process of the students. | | | | | |
| 2.11 Global news and entertainment channels are a source of spreading knowledge and awareness among people. | | | | | |
| 2.12 You prefer to send your family members to English medium schools rather than Urdu medium schools. | | | | | |

**Respond to the following questions by choosing the appropriate option:**

| GLOBALIZATION | YES | NO |
|---|---|---|
| 1.   Globalization has changed your lifestyle (way of living). | | |
| 2.   You think that globalization has positively affected your lifestyle. | | |

**Appendix 2**

**Descriptive Analyses**

| | N | Minimum | Maximum | Mean | Std. Deviation | Skewness | | Kurtosis | |
|---|---|---|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| com1 | 1321 | 1.00 | 5.00 | 3.8478 | .89545 | -.743 | .067 | .143 | .135 |
| com2 | 1321 | 1.00 | 5.00 | 3.8039 | .91047 | -.695 | .067 | .103 | .135 |
| com3 | 1321 | 1.00 | 5.00 | 3.9379 | .78185 | -1.006 | .067 | 1.832 | .135 |
| com4 | 1321 | 1.00 | 5.00 | 3.5534 | 1.00773 | -.495 | .067 | -.668 | .135 |
| ict1 | 1321 | 1.00 | 5.00 | 4.0250 | .93183 | -1.023 | .067 | .740 | .135 |
| ict2 | 1321 | 1.00 | 5.00 | 4.0076 | 1.01799 | -1.059 | .067 | .613 | .135 |
| ict3 | 1321 | 1.00 | 5.00 | 3.6389 | 1.11694 | -.581 | .067 | -.660 | .135 |
| ict4 | 1321 | 1.00 | 5.00 | 3.8183 | .93111 | -.997 | .067 | .781 | .135 |
| edu1 | 1321 | 1.00 | 5.00 | 3.8448 | .93630 | -.785 | .067 | .144 | .135 |
| edu2 | 1321 | 1.00 | 5.00 | 3.9001 | .87421 | -1.086 | .067 | 1.469 | .135 |
| edu3 | 1321 | 1.00 | 5.00 | 3.9311 | .88194 | -.947 | .067 | 1.023 | .135 |
| edu4 | 1321 | 1.00 | 5.00 | 4.1294 | .96643 | -1.290 | .067 | 1.437 | .135 |
| Overall lifestyle | 1321 | 1.00 | 2.00 | 1.1393 | .34638 | 2.086 | .067 | 2.355 | .135 |