



RESEARCH PAPER

Exploring the Effects of Globalization on Interpersonal Relationships: A Study of Punjab, Pakistan

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PAPER INFO	ABSTRACT
<p>Received: July 11, 2020</p> <p>Accepted: August 25, 2020</p> <p>Online: September 30, 2020</p> <p>Keywords: Communication Process, Globalization, Interpersonal Relationship</p> <p>*Corresponding Author:</p> <p>Khan.aamirhayat@yahoo.com</p>	<p>Globalization produces many benefits for mankind but also some unintended and undesired negative effects like economic crises, unemployment, poverty, pollution and even disrupting social cohesion and communities. Due to information era and globalization people and communities can communicate to each other almost without restrictions everywhere from anywhere, using personal computers, cell phones, iPads, iPhones and some other type of electronic devices. Present study finds out the effects of globalization on interpersonal relationships in the province of Punjab, Pakistan. The study was confined to three districts of Punjab, Pakistan and 480 respondents were selected through Multi Stage Sampling Technique. In the present study; the data were collected with the help of interview schedule. After field work data was analyzed by using Statistical Package for Social Sciences (SPSS). The overall findings show that the globalization has effects on interpersonal relationships. On the basis of research finding it is concluded that gender, background, age, education and income of the respondents were influencing on their thinking about globalization had effects on interpersonal relationships.</p>

Introduction

The term 'Globalization' has become popular in the everyday life since 1990s. Importance of state boundaries is reducing due to the process of globalization. But the global economy also needs institutions to deal with global polity. Globalization has emerged in a contrasting situation of a rapidly occurring change and consistent problems. Cross country transfer of information, ideas, technologies, goods, services, capital, finance and people have created interdependence among economies. This interdependence has created challenges for governments to control and regulate their economies. Economic integration, an indicator of globalization, has created the need for harmonization of national policies due to the emergence of interlinked markets and economies (Esty & Ivanova, 2003).

Globalization has been largely influenced and spread due to advancement of technology of communication. There has been emphasis in developing countries to seek public opinion on various aspects of globalization. The trend of globalization has opened up doors for country like Pakistan to explore opinion of its intellectuals on this particular dimension (Tahir, 2011).

Basically, globalization is something more than a simply financial phenomenon showing itself on a worldwide scale. There is significant role of globalization in the financial capital, information sharing, services and good on the international level across the world. It has promoted the relationship and communication among the people and sharing of cultural values. Throughout the world the technological invention, exchange of culture, exchange of products, trade, tourism, political scene and immigration brought by the connectivity of the world in developing countries. In simple the changes in all aspects and the connectivity of the world through different sources is called globalization (Yach, 1998).

Globalization contributes most to increasing speed, volume and number of participants to information transfer between people, as well as between communities. The process of globalization produces many benefits for mankind but also some unintended and undesired negative effects like economic crises, unemployment, poverty, pollution and even disrupting social cohesion and communities. Due to information era and globalization people and communities can communicate to each other almost without restrictions everywhere from anywhere, using personal computers, cell phones, iPads, iPhones and some other type of electronic devices. Everybody can benefit from globalization if well prepared. So, as any other economic process, globalization cannot have winners only. Free market could be the new and most important battlefield for future wars (Orzeață, 2013).

Held and McGrew explain the globalization as a "procedure (or set of procedures) which exemplifies a change in the social relations of spatial organizations and transformation - surveyed as far as their extensity, intensity and velocity and effect producing cross-country or between local streams and systems of movement". It is change in the relations or connectivity of the organizations on the local or international level (transcontinental) (Held & McGrew, 1999).

The worldwide technology is increased by globalization and effective, the readability of fast communication and consumption of popular products. It connected the relation on international level like the internationals relations on different level, socially, political, culture and economics etc. As more nations, people, and cultures adapt to the ever changing international community, diplomats, politicians, and representatives must meet and deal with accordingly to the needs and demands of nations. As more countries, individuals, and societies adjust to the consistently changing worldwide group, government officials and diplomats deal and meet the need of the countries that the nation's needs. Globalization has impact on the family structure all over the world. The family, being element of the society, absorbs the custom, values and tradition from the mainstream culture. The socio-economic status as well as the exiting dominant political forces, play a significant role in formulating norms and values of any society (Chughtai, 2007). Pakistan from time to its creation in 1947 had distinct political cultures in different historical periods. This had a visible effect on the value system of Pakistani society.

From the past, Pakistan had inherited an amalgamated culture from the Indian sub-continent, having shades of Mughal culture, the British Colonial rule and many indigenous cultures of the local South Asian region (Kalim, 2001). In this scenario, the social development in Pakistan is changed. The present research aims to study this change with a central focus on the effects of globalization on social development.

Material and Methods

Methodology can refer to the science that studies the method of problem solving. It also based on the scientific paradigm. It can properly refer to theoretical analysis of the methods appropriate to a field of study or to the body of methods and principles particular to a branch of knowledge. It also helps us to describe and explain research design and techniques of the research. The validity and the precision of the findings of a study may give a misleading picture unless the study has not been put to rigorous and scientific methodology (Neuman, 2001).

The study aims at to Exploring the Effects of Globalization on interpersonal: A Study of Punjab. The study was conducted in three districts of Punjab province.

Consequently, Multi stage sampling was used for the selection of respondents. At first stage three districts (one from each region) i.e. Faisalabad, Gujrat and Bhakkar were selected from Punjab through simple random sampling technique. At second stage three tehsils from Faisalabad two tehsils from Gujrat and one tehsil from Bhakkar were selected by simple random technique again. At third stage two union council (one rural and one urban) were selected randomly from each selected tehsil, at fourth stage one village/mohalla was selected randomly from each selected union council and at fifth stage 480 (40 from each village/mohalla) respondents were selected through systematic randomly sampling technique.

Data were collected through well-organized interview schedule consisted of close and open ended questions regarding the research objectives. Descriptive and inferential statistical methods were applied for data analysis.

Table 1
Socio-Economic Attributes of the respondents (n = 480)

Sex	F	%
Male	399	83.1
Female	81	16.9
Residential status		
Rural	240	50.0
Urban	240	50.0
Age categories (Years)		
18-28	82	17.1
29-38	143	29.8
39-48	151	31.5
49-58	86	17.9
59-68	10	2.1
69 and above	8	1.7

Educational level	f	%
Illiterate	34	7.1
Literate	67	14.0
Primary pass	95	19.8
Middle pass	86	17.9
Matriculation	90	18.8
Intermediate	52	10.8
Graduation	42	8.8
Post-Graduation	14	2.9
Household size (members)		
1-2	25	5.2
3-4	82	17.1
5-6	190	39.6
7-8	106	22.1
9 and above	77	16.0
Family Type		
Single	35	7.3
Nuclear	189	52.4
Joint	191	26.8
Extended	65	13.5
Household income		
5000-10000	61	12.7
10001-15000	80	16.7
15001-20000	109	22.7
20001-25000	65	13.5
25001-30000	80	16.7
30001-35000	48	10.0
35001 and above	37	7.7

The data in the table 1 reflects sex composition of the respondents. According to the table 83.1 percent were male respondents and 16.9 percent were female respondents.

Residential status of the respondents is an important indicator as it shows the attitude toward the effects of globalization on social development. The attitude of the urban and rural respondents is different so both types of the areas were selected for the study. The data in the table show that 50 percent respondents belonged to rural areas and 50 percent are from the urban areas.

The respondent's age is classified into six categories but it is concluded that there is an insignificant proportion of respondents belonging to lower age group 18-28 years at 17.1 percent and on the higher age group 69 years and above it was only 1.7 percent. Therefore, it can be said that the majority of respondents belong to middle age group (29-68 years).

Globalization introduced the new teaching method in primary and secondary education as well as in technical education. To know the educational level of the respondents, the respondent's education was divided into eight categories. The analysis of the data reflects that 19.8 percent respondents were primary pass, 14.0 percent

respondents were literate, 18.8 percent of the respondents were pass the matriculation level, while 7.1percent respondents were illiterate 10.8 percent respondents were intermediate 8.8 percent of the respondents were graduates and only 2.9 percent respondents were post-graduate.

Literacy in urban areas is higher than the rural areas, according to Pakistan Social and Living Standards Measurement (PSLM) Survey 2013- 14 literacy rate in urban areas is 74 percent and in rural areas is 49 percent. Province wise the Punjab leads with 61 percent, Sindh 56 percent, KPK 53 percent and Baluchistan 43 percent (Govt. of Pakistan, 2012).

In above table the distribution according to total household member shows there is only 5.2 percent respondents were 1-2 members in the household and 16.0 percent respondents reported that they are 9 and above household member. It shows that most of the respondents have the household (3-8) member.

The nuclear family system is promoted by the globalization in few years. There are different factor that become the changing force from joint family to nuclear family system like global cultural influences, migration (rural to urban), employment, child care incentive form government. These social and economic aspects change the traditional joint family system to nuclear system in the world (DeSilva, 2003) the result shows a similar trend. There were about half of the respondents 52.4 percent belong to nuclear family, 26.8 percent respondents belongs to joint family systems and only 13.5 percent respondents were belong to extended family type. Majority lived in nuclear family system in the study area.

In above table 1 data reveals that more than half of the respondents 57.5 percent belonged to middle class, 26.5 percent of the respondents were poor and only 16 percent were belonged to rich class. An insignificant proportion of the respondents showed their household income to be on the lowest which was Rs. 5000-10000 per month only (12.7 percent) and on the highest side 35000 and above it was only 7.7 percent. Therefore, It can be said that majority of the respondents belong to middle income households.

The person’s perception and attitude have influence on the different issues of life due to economic status. It is important factor that influence the perception of the individual. The family standard was determined from the economic position in the past. Breadwinner was mostly determined (Goldthropes, 1983) or the highest occupational adult. But today this can be used to measure the permanent income of household. The economic status is deal with all aspects of livelihood even in all decision making related to any issue (Diprete & McManus, 2000).

Table 2
Categories of Respondents regarding Sources of globalization at home

Sources of globalization	F	%
Internet	95	19.8
Mobile	142	29.6
T.V	70	14.6
Cable	91	19.0

Newspaper	28	5.8
Any one abroad	28	5.8
Any Other	26	5.4
Total	480	100.0

Fahey (2005) said that the role of modern communication Technology (instrument of globalization) has influenced the lives of youth by providing them new avenues in the job market it has created job in 'Call Centre' the design industry 'finance in business'. In the developing word such opportunities have assisted the youth in providing additional economic support to their parent in running the household affairs. The use of modern communications technology has also facilitated individual lives by working from home through internet facility.

Globalization is readily spread due to use of modern technology. Most of the respondents have multiple sources of globalization at their home to use. The results are presented in table 2.

Behaviors and attitude are the construct of social experiences with in the society. Studies have shown that even the inherited potential of human brain functioning depends upon the social environment factors (Polmin & Foch, 1980). Family, peer group, neighborhood, educational intuitions and mass media are the important agents in constructing individual attitude and behaviors.

Table 3
Effects of globalization on interpersonal relationships (n=480)

Effects	To great extent	To some extent	Not at all
New trends due to interaction of countries	61.7	27.5	10.8
Change in the social life due to globalization	59.8	28.1	12.1
Social relationship are becoming weak due to globalization	40.6	42.3	17.1
Effects of globalization on family level relationships	51.5	37.3	11.2
Effects of globalization on community level	51.9	31.9	16.2
Integration or disintegration due to globalization	46.5	39.4	14.2

Globalization gives the benefit to all of the people in the world if they are well prepared. Due to use of modern technology world become like a village and it has introduced new trends in the world. Similarly the result of table 3 shows that due to globalization new trends are introduced. The data in the above table 3 reveals that majority of the respondents 61.7 percent claimed that new trends are introduced 'to great extent' due to interaction of countries and 27.5 percent of the respondents reported that new trends are introduced 'to some extent' due to interaction of countries while the remaining 10.8 percent reported that interaction of the countries did not introduce the new trends.

World is becoming in the shape of a global village and it increases the participants rate of communication rapidly due to transfer of information between people as well as among the communities. There is no restriction to communicate each other anywhere in the world and people and communities communicate each other anywhere in the world due to modern information era and globalization by using the different type of electronic device like personal computer, cell phones, iPads, iPhones and other communication technology. Economic globalization is winner in the all over the world it provides the free market that could be very important for the new era and it would be battlefield for future wars (Orzeata, 2013).

The data in the table 3 expresses that majority of the respondents (59.8 percent) claimed that globalization has changed their lives 'to great extent', 28.1percent of the respondents revealed that they have changed their lives 'to some extent' due to globalization only (12.1percent) of the respondents were completely disagreed and said globalization did not changed their social lives. According to Michalski *et al.* (1997) thoughts changed outcomes might be occur that are likely to have a different social effect. The study high light that high-tech modernism, liberalized market and much better economic disorder may create favorable atmosphere on the social front. Globalization directly or indirectly affects the social life. It has changed the customs as well as the living standard of the people.

The data in the above table 3 indicates that 40.6 percent of the respondents reported that social relationship are becoming weak 'to great extent' due to globalization, 42.3 percent of the respondents revealed that social relationship are becoming weak 'to some extent' and 17.1 percent reported that social relationship are not becoming weak due to globalization. Fahey (2005) concluded that globalization has brought more alienation for youth as now the focus has shifted in to individual from family and friends. Greater social, as well as geographical mobility among the present youth as compared to their older generation has also resulted in 'dislocation' from primary relations.

About half of the respondents 51.5 percent reported that globalization have effects on family level relationships 'to great extent'. However the 37.3 percent reported that globalization has effects on family level relationship 'to some extent' while the remaining 11.2 percent said that globalization did not affect the family level relationship.

Globalization has also influenced the family structure all over the world. Nuclear families in the most of the countries are indication of the declining birth rates. Aging of societies is sign of increasing life expectancy. The number of child or youth remain contains or same but the number of old person increased during the next fifty years. The number of child or youth may be decline or remain constant. The interpersonal relationships are becoming weak or limited. Now the family is consist on only children and parents. The old and traditional family system is abolishing. In the past it was consists of the sibling and cousins etc. There is change in the family system and the values observed in the developing and developed countries (UN, 2005a).

Globalization has influenced the institutions of family on all over the world. According to Weeks (2002) family is experiencing household structure changes, smaller the household size, the children are less dependent on the parent in their matters, most of

the families prefer to live in urban environment and adaptation and separation and divorce is increased. There is changing pattern livelihood. Globalization has changed the concept of traditional societies. The modern or new trends introduced and old pattern demolish in the world.

About half of the respondents (51.9 percent) reported that globalization have effects on community level relationships to great extent. However 31.9 percent reported that globalization has effects up to some extent on community level relationship while the remaining 16.2 percent said that globalization did not affect the community level relationship. As the globalization have effects on the social relationship and family level relationship. It directly or indirectly affects the community level relationships, the trends of setting on the specific place and gossip with the community members changed to the setting inside the home. Globalization changed the community level meetings and influence of local leaders and justice system. According to Held, Goldblatt and Perraton (1999) who say that technological and economic force molded the world into a shared space. If there is development in region it has effects on the other side of the globe. The world is share space in this era so it effects on the livelihood of the communities on the side of globe. It is very important discussion about globalization whether it closer the societies or creates gap through the dominance culture. Globalization is impact on the family and community level in across the world. It has integrated the societies as well as the communities together.

Peoples are integrated or disintegrated due to globalization. Table 3 revealed that 46.5 percent respondents replied that people are integrated due to globalization and 39.4 percent said peoples are disintegrated while 14.2 percent said that they don't know about the integration or disintegration of the peoples due to globalization.

Globalization is a process of agglomeration and transformation of social, cultural, demographic and economic elements and growing awareness of the communities and social development in the world as a whole. It has integrated the society, culture, economic by the process of change. In short it has impact on the socio- cultural and economic aspects. The organizations and relationships expanded very rapidly in the world. It is the process of connecting the all aspects in a single village (Fulcher & Scott, 2003).

Table 4
Regression model

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.505	.125		12.011	.000**
	Gender	.611	.067	.321	9.108	.000**
	Background	-.141	.069	-.099	-2.045	.041*
	Age	-.808	.037	-1.271	-21.872	.000**
	Education	.255	.034	.647	7.497	.000**
	Family size	.026	.051	.039	.509	.611 ^{NS}
	Income	.265	.034	.662	7.779	.000**

Dependent Variable: Effects of globalization on interpersonal relationships

R² = .646

Adjusted R² = .641

F-value = 143.72

P-value = .000

The value of R-Square in the model summary is 0.646. This shows that the 65 percent change in respondents' thinking about Effects of globalization on interpersonal relationships was explained by the six variables such gender, background, age, education, family size and income in the model. This shows that overall model is statistically significant. The overall significance of the model can also be judged by the F-test. The F-value is 143.72, which is significant at less than one percent level of significant. This too suggests that the model is highly significant. The impact of each individual variable is prescribed as:

Impact of Gender Differences

The coefficient for education variable is 0.611 with a positive sign. This coefficient is statistically significant at 1% level of significance. It shows that male respondents had strong opinion about effect of globalization on interpersonal relationship as compared to female respondents.

Impact of Background Differences

The coefficient for background variable is 0.141 with a negative sign. This coefficient is statistically significant at 5% level of significance. It shows that rural respondents had strong opinion about effect of globalization on interpersonal relationship as compared to urban respondents.

Impact of Age

The coefficient for this variable had a negative sign with the value of 0.808 and is significant at 1% level of significance. It shows that young generation had strong opinion about effect of globalization on interpersonal relationship as compared to aged selected community.

Impact of Education

The coefficient for this variable had a positive sign with the value of 0.255 and is significant at 1% level of significance. It shows that education level of the respondents is positively associated with their opinion about effect of globalization on interpersonal relationship.

Impact of Family Size

The coefficient for this variable had a positive sign with the value of 0.026 and is non-significant at 5% level of significance. It shows that family size of the respondents had no impact on their opinion about effect of globalization on interpersonal relationship.

Impact of Income

The coefficient for this variable had a positive sign with the value of 0.265 and is significant at 1% level of significance. It shows that income level of the respondents is positively associated with their opinion about effect of globalization on interpersonal relationship.

Conclusions

The analysis shows that globalization has introduced the new method in the education and the health sector as well as economic dynamics. Globalization is readily spread due to use of modern technology. Most of the respondents have multiple sources (Internet, mobile, TV & Newspaper) of globalization at their home to use. It was found that majority of the respondents claimed that globalization has changed their lives and globalization have effects on family level relationships, whereas, social relationship are becoming weak due to globalization. On the basis of research finding it is concluded that gender, background, age, education and income of the respondents were influencing on their thinking about globalization had impact on interpersonal relationships.

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