

Impacts of Foreign Culture on Indian Culture : A Study on Changing Lifestyles, Values, and Identity

Hitesh S. Nathbuva

nathbuvahitesh1606@gmail.com

R.C.Patel IMRD, Shirpur

Abstract

Foreign culture has increasingly shaped Indian society through globalization social media, and global communication. These influences appear in everyday life – fashion, food, language, education, and entertainment. While such exposure has brought modern thinking, new opportunities, and a wider global outlook, it has also raise concerns about declining traditional values, customs and regional languages. This paper examines both positive and negative impacts of this cultural shift, highlighting how foreign ideas support social awareness and professional growth while also creating challenges related to cultural identity and heritage. The research aims to understand how deeply foreign culture affects Indian society and emphasizes the need to balance global influences with the preservation of India’s cultural roots.

Keywords

Foreign culture, Indian culture, Globalization, Cultural influence, Modernization, Traditional values, Cultural identity, Social change.

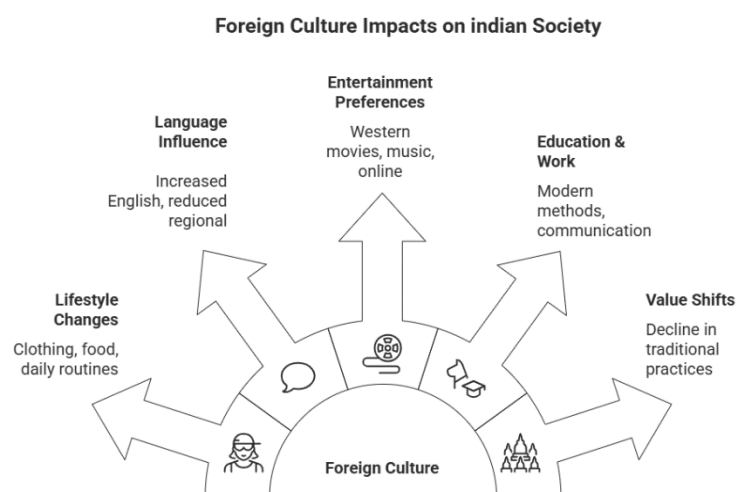
Introduction

India has always been known for its strong cultural roots, diverse traditions, and deep social values. over the past few decades, however , foreign culture has become a major influence on Indian society due to globalization, digital media, international brands , and wider access to the internet. These global interactions have created noticeable changes in the lifestyle and mindset of people, especially the younger generation.

To understand this culture shift more clearly, the major impacts of foreign culture on india can be seen in the following areas:

Key Impacts of Foreign Culture:

- **Lifestyle Changes:** Shift in clothing choices, food habits, and daily routines.
- **Language Influence:** Increased use of English and reduced usage of regional languages.
- **Entertainment Preferences:** Greater interest in Western movies, music, and online content.
- **Education & Work Culture:** Adoption of modern teaching methods, communication styles, and corporate behavior.
- **Value Shifts:** Gradual decline in traditional practices, festivals, and family-centered customs.



These changes have brought both benefits and challenges. While foreign culture introduced modern ideas and global opportunities, it also raises concerns about preserving Indian cultural identity. This research aims to study this impacts in detail and understand how india can maintain balance between modernization and tradition.

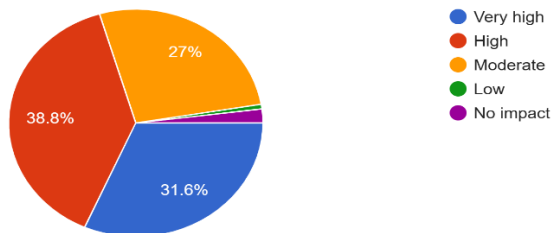
Objectives

1. To identify how foreign culture is influencing different aspects of Indian society, especially among the youth.
2. To examine the negative impacts of foreign culture, such as modern thinking, global awareness, and changes in education and work habits.
3. To understand the negative impacts, including the decline of traditional practices, reduced use of regional languages, and shifting social values.
4. To study how daily lifestyle choices – like clothing, entertainment, communication, and food - are changing under foreign influence.
5. To analyze whether these cultural changes are reshaping or weakening India’s cultural identity.
6. To suggest possible ways to maintain balance between adopting useful global ideas and preserving Indian cultural traditions.

Research Methodology:

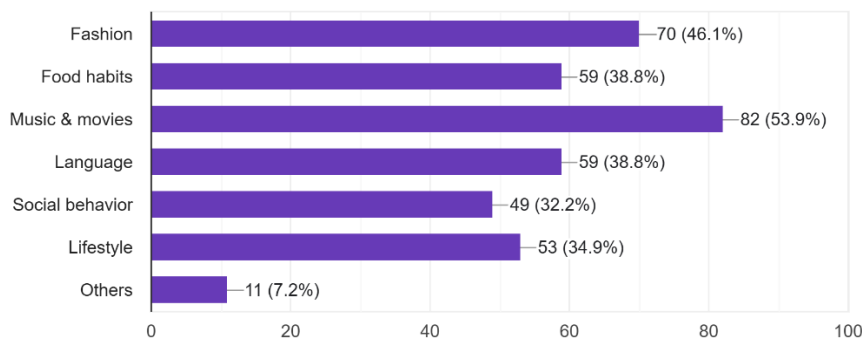
How much impact do you think foreign culture has on Indian culture overall?

How much impact do you think foreign culture has on Indian culture overall?
152 responses



Which foreign cultural elements influence you the most?

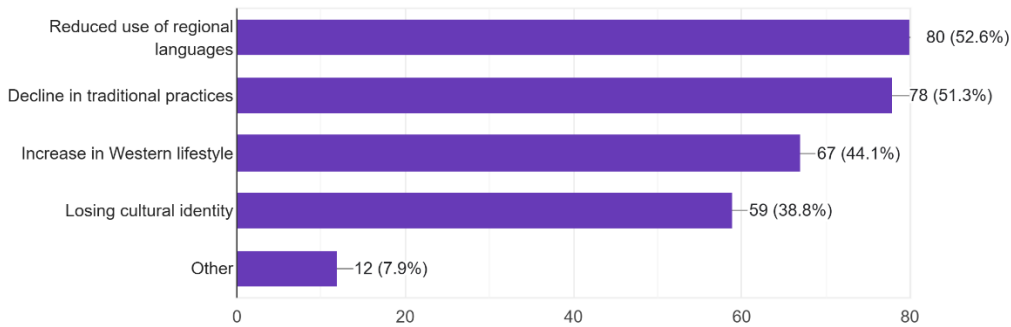
Which foreign cultural elements influence you the most? (Select all that apply)
152 responses



Which negative impacts do you notice the most?

Which negative impacts do you notice the most?

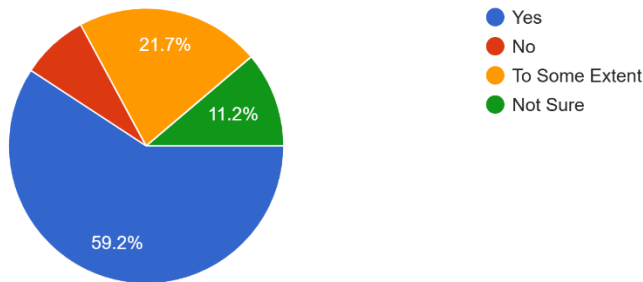
152 responses



Do you think the influence of foreign culture is causing people in India to move away from devotion and traditional religious practices?

Do you think the influence of foreign culture is causing people in India to move away from devotion and traditional religious practices?

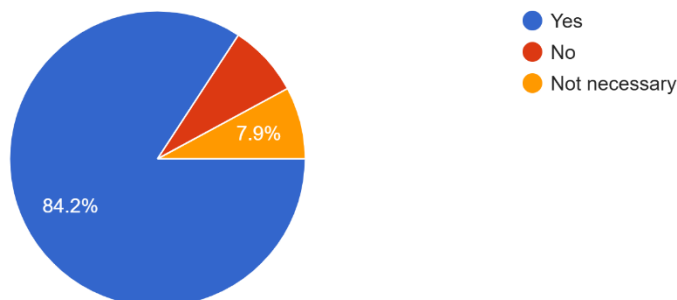
152 responses



Should schools and families take more steps to protect Indian cultural values?

Should schools and families take more steps to protect Indian cultural values?

152 responses



Hypothesis

H1: Do you think the influence of foreign culture is causing people in India to move away from devotion and traditional religious practices?

Thus, Applying The Formula $X^2 = \sum (O_i - E_i)^2 / E_i$
Here, O_i = Observed Frequency (Response Collected From Survey),
 E_i = Expected Frequency (Expected Response)
Showing Calculation Of $\sum (O_i - E_i)^2 / E_i$.

Sr. No.	Options	O _i	E _i	O _i -E _i	(O _i -E _i) ²	(O _i -E _i) ² /E _i
1.	Yes	90	38	52	2704	71.15
2.	To Some Extent	33	38	-5	25	0.65
3.	Not Sure	17	38	-21	441	11.60
4.	No	12	38	-26	676	17.78
Total		152				101.18

$$\sum (O_i - E_i)^2 / E_i = 101.18$$

Degree Of Freedom (D.F.) Is 3

Therefore, Tabulated Value Of X^2 as 3

Degree of Freedom Is 7.815*

$$X^2 = 101.18 > 7.815^*$$

The result will be positive by chi-square test.

H2: How much impact do you think foreign culture has on Indian culture overall?

Thus, Applying The Formula $X^2 = \sum (O_i - E_i)^2 / E_i$
Here, O_i = Observed Frequency (Response Collected From Survey),
 E_i = Expected Frequency (Expected Response)
Showing Calculation Of $\sum (O_i - E_i)^2 / E_i$.

Sr. No.	Options	O _i	E _i	O _i -E _i	(O _i -E _i) ²	(O _i -E _i) ² /E _i
1.	Very High	48	30.4	17.6	309.76	10.18
2.	High	59	30.4	28.6	817.96	26.90
3.	Moderate	41	30.4	10.6	112.36	3.69
4.	Low	1	30.4	-29.4	864.36	28.43
5	No Impact	3	30.4	-27.4	750.76	24.69
Total		152				93.89

$$\sum (O_i - E_i)^2 / E_i = 93.89$$

Degree Of Freedom (D.F.) Is 4

Therefore, Tabulated Value Of X^2 as 4

Degree of Freedom Is 9.488* $X^2 = 93.89 > 9.488^*$

The result will be positive by chi-square test.

Data Analysis

The answers provided in the survey were tested using the Chi-Square test, which aims to evaluate whether there is a statistically significant perception regarding the impact of foreign culture on Indian

society.

1. Devotion and Traditional Practices (H1): Out of the 152 total respondents, 90 (59.2%) believed that foreign culture is the reason why people are drifting away from devotion and religious traditions. 33 (21.7%) believed that this is happening “to some extent,” while 17 (11.2%) are unsure, and 12 (7.9%) disagreed.

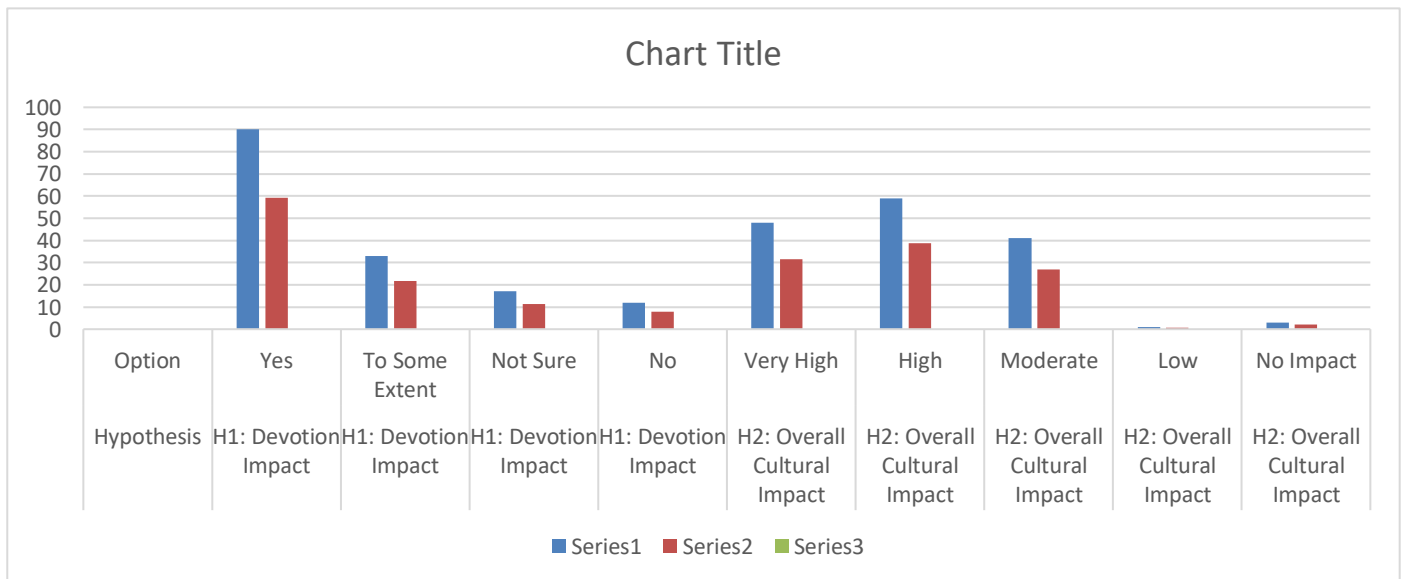
The value of Chi-square was calculated as 101.18, which is higher than the table value of 7.815 under 3 degrees of freedom. This suggests that the perceived erosion of dedication due to the influence of foreigners is statistically significant.

2. Overall Cultural Impact (H2):

When asked about the overall impact of foreign culture on Indian culture, 59 respondents (38.8%) picked the option “High,” and 48 respondents (31.6%) picked the option “Very High.” Together, they make 70.4%. The option of picking the impact as moderate was taken by 41 respondents (27%), while the option of the impact being low was picked by merely 4 respondents (2.6%).

The calculated Chi-square value was found to be 93.89, which is higher than the tabular value 9.488 at 4 degrees of freedom. This clearly indicates that the respondents strongly perceive that the foreign culture has an impact on the Indian society.

Interpretation: From the results, it is evident that foreign culture is leaving its mark on Indian society. A majority of the population has the opinion that the foreign culture is affecting traditional values and religious sentiments. Since all the values are more than the respective critical values, the hypothesis is accepted. With the results obtained, it is evident that the foreign culture is affecting the culture of India accordingly.



Conclusion

The conclusion of this study is that foreign culture has a significant and measurable effect on Indian society. The results of the survey and the Chi-square test show that a majority of the respondents agree that foreign culture is influencing lifestyle decisions, social values, and even religious practices. Although foreign culture has brought modernization and awareness of the world, it has also brought concerns about the erosion of cultural traditions and identity.

The results of the study show that the change in culture is not random but a noticeable shift that has been brought about by globalization and exposure to the media. The answer to this problem is not to reject it but to strike a balance between adopting good ideas from the world and maintaining the rich heritage and traditions of India.

References

1. Appadurai, A. (1996). *Modernity at Large: Cultural Dimensions of Globalization*. University of Minnesota Press.
2. Giddens, A. (2000). *Runaway World: How Globalization is Reshaping Our Lives*. Routledge.
3. Ministry of Culture, Government of India. (2021). *Annual Report on Preservation of Indian Cultural Heritage*. Government of India.
4. Nayar, P. K. (2010). *An Introduction to Cultural Studies*. Pearson Education.
5. Singh, Y. (2004). *Modernization of Indian Tradition*. Rawat Publications.
6. Tomlinson, J. (1999). *Globalization and Culture*. University of Chicago Press.