



RESEARCH PAPER

Exploring the Effects of Globalization on Social Development: A Study of Punjab, Pakistan

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The effect of globalization can be looked from alternate points of view. Observational evidence proposes that nations those opened up observed their wages develop commonly than who did not open up. There has been a serious connection between globalization and wage disparity. In spite of its disparity affect, globalization can be seen as welfare improving with the opening up of entrepreneurship and speculation streams. The international competition has increased and the production also increased. Therefore, present research was aim to “exploring the effects of globalization on social development: a study of Punjab, Pakistan. The study was confined to three districts of Punjab, Pakistan and 480 respondents were selected through Multi Stage Sampling Technique. In order to obtain robust results of the study both quantitative and qualitative techniques of data analysis and exploring information were used. Statistical Package for Social Sciences (SPSS) was used for the analysis of data after field work. As a result globalization have positive role in the social development in Pakistan by significant change in the education, health, politics and economic development

Introduction

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).

Not all nations are similarly proficient for opposing the stuns of globalization. The effect of globalization can be looked from alternate points of view. Practical proof proposes that nations those opened up observed their income develop ordinarily than who did not open up. James (2002) investigations the causes as far as exchange costs, concentrating on the data and correspondence advances and specialized change and outside speculation that gets from globalization and their application to Africa. It has introduced the new organizational tools and technology and access to the entire sector. The impacts of globalization on social policies of the countries, skilled person and unemployment are tended to by Ethier (2002). Assessments and from the literature advance support to the way that globalization offers premium to the general population with high level of entrepreneurship and education. The globalization gifted the world with the change in technology but for the developing nations it has certainly had unfavorable impact on the interest for unskilled, non-specialized and illiterate communities. In the recent phase of globalization the demand of the skilled labour increased and manual labour decreased in the developing countries. The bulk of skilled labour increased developing countries and industries as well. As from above discussion there is a change in economy of the world and very low demand of non- skilled person in the industries and other departments. Therefor the advance employment have impacts on the marginalized labour because it may be neglected.

The worldwide use of technology is increased by globalization and effectiveness, the readability of fast communication and consumption of popular products is fastening. It connected the relation on international level like the internationals relations on different level, socially, political, culture and economics etc. Similarly 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 developed the countries as like the China and Korea regulate the governing tact's due to process of globalization. The china and Korea consider the success story of globalization. China GDP (gross domestic products) has increased twice in the two decades. They avoid from the risky factor and take advantage from the globalization. China accrued the GDP in two decade between 1980 to 2000 and work for the next two (Klein, 2004).

The impact of globalization seems on the food security and peasants. The farmers facing the high cost on agricultural items and the price of crops are lower than the cost. But this is observed in developing countries because the policies are not favorable for farmers in the developing countries. The policies of developed or Western countries are favorable for the farmer like the subsidies item, technology for farmer etc. It gear up the economy of developed countries. Food security

policies are strictly followed in the developed nations but the effect of globalization on food security is observed all over the world (Weibrot & Baker, 2002).

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

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

In order to obtain robust results of the study both quantitative and qualitative techniques of data analysis and exploring information were used. Multi stage sampling was used for the selection of respondents for quantitative data. 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.

Three focus groups were conducted from the selected districts (Faisalabad, Gujrat and Bhakkar). One focus group was conducted from each selected district. Some dignitaries like numberdar, school master, imam masjid and two randomly selected Head of household were the participants of focus group discussions. The size of all selected focus groups was maintained to five members.

Descriptive and inferential statistical methods were applied for quantitative data analysis and thematic analysis for qualitative information.

Results and Discussion

This part of research paper provides the discussion about the complete and general profile of the respondents. The socio-economic conditions of respondents are also discussed in this section of paper. The effects of globalization and results of the research are carried out in this section. In this part of the paper the results of the research are discussed and both descriptive and inferential analysis are mentioned.

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

Marital Status	Frequency	Percent
Married	410	85.4
Separated	3	0.6
Divorced	6	1.2
Widow	7	1.5
Single	54	11.2
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
Occupation of Respondents		
Govt employee	45	9.4
Private employee	67	14.0
Self-employed	47	9.8
Business	26	5.4
Labour	77	16.0
Shop keeping	40	8.3
Housewife (for women)	43	9.0
Agriculture	112	23.3
Any other	23	4.8
Total Household Monthly 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

Results in the table 1 shows that majority of the respondents 85.4 percent were married and 0.6 percent of the respondents were separated 1.2 percent respondents were divorced head of household while remaining 1.5 percent respondents were widow and head of household while 11.2 percent of the respondents were single.

In above table 1 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 (Dseilva, 2003, Nossier, 2003) the result shows a similar trend.

Ahmad (1990) explain that the occupation is activity in which individual involve for the purpose of income and as a career. It directly or indirectly affects the livelihood of the individual as well as the community. Therefor it is indicated that out 480 respondents only 9.4 percent respondents were doing government jobs, 16.0 percent respondents were busy in different kinds of labor, 14.0 percent respondents were doing different private jobs, 5.4 percent were doing their own businesses, 8.3 percent respondents were small shopkeeper and 9.0 percent women respondents were busy in their domestic works.

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. It can be checked by the wealth quintile, more than half of the respondents belong to middle class.

Multiple Linear Regression Model

Multivariate analysis is carried to examine the relationship among two or more variables. It is basically the extension of bivariate (relationship between two variables) and univariate (single variable analysis). Multiple analyses analyze the relations of multiple variables in set of relationship.

There are many techniques available to define the association between more than one predictor variable and response variable. Multiple linear regression is common method to explore the significance of each of the involved factor. So the multiple linear regression was carried out for the present study. Correlation or bivariate techniques did not give the alternative explanation of the relationships so the multiple linear regression was applied to check the alternative explanation. Regression is mostly used for the multivariate analysis.

Table.2
Model Summary of Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637	.406	.390	.54652

Table .3
ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.243	12	7.937	26.573	.000
	Residual	139.488	467	.299		
	Total	234.731	479			

Dependent Variable: Social Development

Table 4
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-.813	.219		-3.712	.000**
	Area of residence	.454	.055	.324	8.264	.000**
	Sex of respondent	.277	.069	.148	3.990	.000**
	age of respondent	.089	.027	.128	3.329	.001**
	Educational level	.092	.015	.230	6.280	.000**
	Family size	.069	.024	.107	2.897	.004**
	Family type	.018	.032	.021	.559	.577 ^{NS}
	Income	.035	.014	.089	2.392	.017*
	Car is available	.230	.080	.106	2.859	.004**
	T.V is available	.254	.118	.081	2.162	.031*
	A.C is available	.128	.077	.062	1.667	.096 ^{NS}
	Computer/laptop is available	.129	.066	.074	1.954	.051*
	What is your wealth quintile	.206	.041	.188	4.965	.000**

a. Dependent Variable: Social Development

NS = Non-significant

* = Significant (at 5%)

** = Highly-Significant (at 1%)

The value of R-Square in the model summary is 0.406. This shows that the 41 percent change in respondents' thinking about social development through globalization was explained by the twelve variables such area of resident, sex, age, education, family size, family type, income, ownership of car, ownership of AC, possessing of TV and possessing of computer/laptop and wealth quintile 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 26.573, which is significant at less than one percent level of significant. This too suggests that the model is highly significant.

Results of Focus Group Discussion

The focus group discussions are presented as under:

Effects on social Attributes

It is concluded that participants have knowledge about and the globalization and almost all participants have some source of globalization like Mobile phone, internet and T.V at the home. They were also aware about the effects of globalization at all level. A large number of the participant said that due to globalization people from the all over world are connected to each other but they are physically disintegrated from with each other. People are busy in the telecommunication technology but they don't know about the neighbours. New trends are introduced due to globalization and resulting new trends of life style are emerged. Globalization has effects on the all level of social relationships like family relationships and community level relationships. There is alienation in the youth due to globalization and technology.

Effects of Globalization on Education

People are conscious about the education of their children due to globalization. The school technical education is preferred. High standard school is choice of the parents. Parents try their best to access the good standard school and they don't care of the expenses. It showed the effects of globalization on education. All of the participants have more concern about the education of their children, they are very conscious for the selection of school and their field for further education.

Effects of Globalization on Health

It was revealed that Globalization has influence on operational aspects of health system like influence on the provision of health services, access to the health services, health legislation, infrastructure, goods and services. Due to globalization and technology change the health system is changed in all over the world. Peoples are now focusing on the preventive measure for the better health. Mostly people prefer the private health care provider due to better health facilities instead of cheap and free treatment from government hospital. Due to technology change and innovation the treatment of all disease is possible. Now the treatment from abroad is very common in the people due to global village nature of the world.

Effects of Globalization on Politics

The world is like global village and all countries are interconnected with each other through a switch of one button so they are adopting the method and procedures of the each other. There is an indigenous political system in Pakistan and anybody can take part in the election. Women's are also political leader and

they are Member of Parliament at provincial and national level. Young generation is very interested in the political affairs and they criticised and discuss the politics at all levels. Social media and technology give awareness to the people about different issues. Politics of Pakistan is changed due to connectivity with other countries through the technology and interaction.

Effects on Cultural Aspect

Culture is largely affected due to globalization. The patterns of living are changed due to fast telecommunication. The dressing pattern, food pattern and cultural events are all changed due to globalization. There were get to gathers at local places of villagers in past for the gossiping and cultural events but now people have don't time for sitting together for such cultural activities. Marriage custom is changed in Pakistani society. It is observed that Pakistani society adopted the culture of other countries due to strong interaction through the telecommunication process.

Effects on Economic Factors

It is found that the perception about economic factors was mixed. Some of the people said that there is positive effect and some said there is negative effect on economic aspects of life. Due to globalization the remittances has increased. It is indicated that the people are not satisfied with the economic development due to economic policies and loan from the other countries. Globalization provides the employment opportunities in other counties that directly increase the remittances of parent countries.

Conclusions

It is concluded by the results that the globalization changed the social life and the traditional cultural custom of the society. It has change the social life of the individual and create relationship gap due to invention and use of modern information technology. Some major changes include increase in smaller size household, delayed marriages, lesser number of children, more families living in urban setting, preference of marrying with caste or baradari or to cousin, an increase gap between parents - child relationship and respect given to the elders. Globalization has brought more isolation for youth as now the focus has shifted in to individual from family and friends Social attributes are changed due to globalization and introduce the new trends. Educational objectives are seemed to be an area of great concern in the era of globalization. It is observed that universities play an important role for creating a better society. Due to educational era the people have much awareness regarding the selection of the institution for their children and they claim that they conscious about choosing the good institute for their education. Due to remittance and the earning opportunity most of the respondents are satisfied to some extent by the economic development.

Recommendations

- i. Individualism or isolation are the problem of youth these days, technology should be used for the purpose of improving the individual quality of life rather than the isolation from the people. Personal relations should be improved by technology rather than the creating deficit in social relations.
- ii. The role of females in the development in developing countries is very significant; gender equity should be promoted at all levels and females should be provided opportunities to play their role.

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