

The comparative Study on the Cultural Change in Behaviour of Teenage Consumers after Globalisation in Malaysia and India

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Abstract: A product and its development are often determined by the consumers. The post purchase evaluation and consumer reviews highly influence the products sales and its downfall. After the process of globalisation several entities entered into the markets of India and Malaysia which resulted in the change of consumer buying behaviour. Globalisation has also led to change in the economy of the respective countries. Teenagers behaviour often tend to change with respect to change in culture. Though there has been a lot of research and discussion on the impact of globalisation, its role on teenage consumers and the cultural change in behaviour is still unknown. This research paper attempts to identify the cultural change in behaviour of teenage consumers in Malaysia and India. This paper also tries to compare and contrast the behaviour of teenage consumers in Malaysia and India. Finally by the help of secondary and primary sources of data effective ways to understand the teenage consumer behaviour is suggested.

Key words: consumer behaviour, teenagers, cultural change, globalization,

1. INTRODUCTION:

The true augmentation and triumph of any product introduced in the market is completely reliant in the minds of the consumers. The remarks and the criticisms given by the consumers complement the growth of the product in the market. The consumers demand is unswervingly relative to the profit of the company. Hence the sellers in the Modern era have been consciously working in the satisfaction of the consumers as their satisfaction is the determinant for the profit of the company. It is quiet interesting to note that consumer's satisfaction is the optimum vision of many newly emerging companies across the globe.

Consumer behaviour is the study in which an attempt is made to study, understand, analyse, evaluate and identify how individuals or groups buy or use a particular product in the market and study how these individuals or groups react to different market conditions.

The consumers behaviour is an active notion of study. The behaviour of the consumer keeps changing with respect to time. There have been many internal and external factors that influence the behaviour of the consumer which comprises of taste, income, temperament, government rules and duties and etc... cultural change has also contributed to the change in the behaviour of the consumers.

The customary practices which are followed by an individual could be easily changed if in case there is influx of new culture or a lifestyle into that society. This is evident from the process of globalisation and westernisation. After globalisation, the markets of the respective countries were kept open and the trade barriers were slowly removed this led to the influx of many other multi national companies to establish their business entity into other foreign countries. As new foreign product were introduced in competence with the traditional products, it led to a massive amount of change in the consumer behaviour especially in that of the teenagers. Studies and theories have shown that choices and the needs of people between the age of one to fourteen keeps changing with respect to the change in lifestyle and time. After the process of globalisation in Malaysia and India several multi national companies introduced their products into these countries which influenced the choice and needs of the teenage consumers at a great deal because the array of products available in the market increased at a great deal. However there has been a lot of ambiguity in cultural change in behaviour of teenage consumers in each country. By the help of this study an attempt is made to compare the cultural change in behaviour of teenage consumers after globalisation.

2. Objectives

- To identify the cultural change in behaviour of teenage consumers in Malaysia.
- To study the cultural change in behaviour of teenage consumers in India.
- To compare and contrast the behaviour of teenage consumers in Malaysia and India.
- To recommend effective ways to understand the teenage consumer behaviour.

3. RESEARCH METHODOLOGY:

The research is based on **secondary source of data**, which include:

- Articles
- Books
- Journal
- Research paper

Primary sources of data including:

- A survey from the teenage consumers of India in the age group 14 to 18 years.

a. Methods

- Analytical Method
- Descriptive method
- Qualitative method
- Comparative method
- Random sampling method
- Descriptive method

b. Types of Research

- Applied Research
- Qualitative Research
- Explorative Research
- Comparative research
- Descriptive research

4. REVIEW OF LITERATURE:

Adil Ina Halim (2001) attempts to study the cultural impact of globalisation in Malaysia. The author takes steps to find out various changes in the life style of teenagers in Malaysia. The study finds out that globalisation has caused negative impact in the cultural domain of Malaysia. The author suggests that the NGOs and government bodies should support the traditional sellers in the country.

Stephen and Andrew (2012) tries to define the term globalisation with respect to the contemporary economy. The research work attempts to find out different factors influencing globalisation in the country and also discuss about the impact of globalisation in the world.

Hiswanth Kaur (2014) aims to study the factors that determine cultural change in India. The author also finds out the various factors of globalisation that influence and affect the cultural heritage in India. The author with the help of secondary sources of data gives logical suggestions for preserving cultural practices in India

5. LIMITATION:

Lack of generalised access to primary source of data.

6. HYPOTHESIS:

H₀₁: The process of globalisation has caused significant changes in teenage consumer behaviour.

H₀₂: The cultural change in behavioural change of consumers in India is significant when compared to Malaysia.

H₁₁: The process of globalisation has caused in significant changes in teenage consumer behaviour.

H₁₂: The cultural change in behavioural change of consumers in Malaysia is same as India.

7. GLOBALISATION AND THE CULTURAL CHANGE IN BEHAVIOUR OF TEENAGE CONSUMERS IN MALAYSIA:

The Malaysian economy was initially dependent on tin and rubber which acted as the sole and indispensable source of employment and growth in the country. Later in the 1980's the country's government understood the need to diversify the global market and eradicate poverty in the country therefore the process of globalisation was carried out. The various steps of liberalisation and globalisation led development in trade, export and employment Malaysia. However globalisation has affected the traditional culture in Malaysia.

About 24.2 percent of Malaysian population is occupied by the teenagers as per the department of statistics of Malaysia in the year 2016. The youth in Malaysia show active interest and participation in sports and education. The hobbies and activities of teenagers in Malaysia are diversified and are mostly based on cultural mores in the country until early 1980's. However after globalisation a survey carried out by optimum media direction called the right of admission reserved showed the swift in the hobbies of teenager in Malaysia. 91 percent of teenagers hobby

was to use mobile phones, while 90 percent of the teenagers spent their time watching videos and DVDs. At the same time 88 percent of the teenagers hobby is to surf on the internet.

Following globalisation, it is deemed by the Malaysian teenagers that mobile phones and wireless networks are the most popular communication devices. Immediately after globalisation and introduction of mobiles in Malaysia, it became an essential part of life among the teenagers. Studies carried out Right of Admission Research reveals that 91 percent of teenagers in Malaysia like to use mobile phones. They feel that use of mobile phones are a symbol of refinement in the society. Mobile phones act as a platform to connect with friends and family. The mobile phones usage among the teenagers and youth is backed by an negative impact on the consumers behaviour, the general tradition of writing letters has become obsolete in Malaysia. Moreover the youth prefer the mobiles introduced by westernised countries rather than traditional ones. Media and entertainment has also been a part of social entertainment instruments of globalisation in the Morden era. subsequent to globalisation teenagers have started using CCDs and DVDs ignoring the traditional dramas and folk lore of the country. As a part of westernisation teenagers show neglecting attitude to the local media and to the values of customary practices. Critiques have also implied that the western cultural influx through globalisation made teenagers forget the traditions of the country and get carried away by the violence and in appropriate content shown. globalisation of Information technology has influenced the teenagers to spend more time on the internet and on cyber surfing. They have also forgotten the practice of reading books and newspapers. It is also felt that the internets have broken the bonds of family in Malaysia. It could be clearly understood that globalisation has paved way for Morden lifestyle among the teenagers in Malaysia, because of which they have started using Morden outfits rather the traditional ones. The branded jeans and t shirts have caught the minds of Muslim youth also. As a part of post globalisation several food stalls such as Mc Donald's , KFC , Pizza Hut has been opened in Malaysia and many teenagers have started eating in these fast foods which is not the culture in Malaysia. Teenagers have stopped playing outdoor games because they are more attracted to the video games offered by foreign companies.

Teenager behaviour change on consumption	Percentage (%)
Internet surfing	88
Mobile phones using	91
Laptop and personal computer using	79
purchasing/Watching foreign movies	90
Playing gadget oriented video games	90
Buying and consuming food from food stalls like KFC etc...	91
Wearing branded and western outfits ^{*c}	96

Table1. Teenager behaviour change on consumption in Malaysia

Source: **The Right of admission of Research**

8. GLOBALISATION AND THE CULTURAL CHANGE IN BEHAVIOUR OF TEENAGE CONSUMERS IN INDIA:

Globalisation in India was started in the year 1991, since then it a wide range of change on the behaviour of consumers in India could be observed. The globalisation initiated the mass traveling to other areas of trade and also gave a platform for the entrepreneurs to invest into India. India being a developing country owes allegiance to its heritage and culture in the process of development in the country. This diversified country pays heed 236.5 million teenagers. the children of India are considered resilient because even by studying under the street lights get to become the best in their profession. Nevertheless globalisation process has affected the cultural behaviour of teenage consumers.

The Indian culture doesn't only portray the region and the language spoken in the country but also portray the respectful cultural practice that has contributed immense to the laws of country also past globalisation reveal electronic gadgets were introduced into the Indian market and has influenced the teenagers adversely because many teenagers get attracted to the new form of gadget oriented games introduced in the market and forget the traditional

games played in the country. After the introduction of mobile phones in the Indian market, the teenagers have started liking the western manufactured mobiles rather than the Indian ones. The teenagers have started preferring SMS instead of writing letters and emails. After globalisation they have also started using mobile phone accessories which portray western culture and style rather than Indian culture. It is quiet interesting to note that there is a change in lifestyle of teenagers after globalisation. Indian language and clothing have been varied in the nature with respect to culture. However after globalisation, the teenagers have started to wear clothing introduced by foreign companies and are accustomed to wear westernised clothes rather than Indian ones. The survey reveals that percent of teenagers prefer wearing western out fits while moving outside. A change in the eating habits could also be found after the process of globalisation. Teenagers prefer eating in food stalls like KFC Mc Donald's and Pizza Hut. They have stopped having their traditional foods. In fact some teenagers don't know the names and tastes of certain traditional Indian foods. later than globalisation access to internet became more liberal and easy which attracted the teenagers. Various packages have also attracted the teenagers and made them invest and spend more time in it.

Now days the teenagers prefer wearing sunglasses and coolers while traveling outside as a practice which came into the country as a part of globalisation consequent to globalisation in India, information technology developed at a rapid phase which also changed the behaviour of the teenage consumers. Many Indian computers and laptops became a failure in the market because the teenagers started using preferring the foreign products at a great deal. Teenagers today have also started watching western television series and Hollywood movies also.

Teenager behaviour change on consumption	Percentage (%)	
Internet surfing	91	
Mobile phones using	96	
Laptop and personal computer using	92	
purchasing/Watching foreign movies	84	
Playing gadget oriented video games	90	
Buying and consuming food from food stalls like KFC etc...	91	
Wearing branded and western outfits	79*	100 [#]

Table2. Teenager behaviour change on consumption in India

Based on a random sampling survey conducted between the teenagers of age 14 to 18 years

*' indicates wearing branded western outfits

#' indicates wearing western outfits

Comparison between cultural change in behaviour of teenage consumers in India and Malaysia

Teenager behaviour change on consumption	Malaysia	India
Internet surfing	Information technology has influenced the teenagers to spend more time on the internet and on cyber surfing. They have also forgotten the practice of reading books and newspapers. It is also felt that the internets have broken the bonds of family in Malaysia	After globalisation access to internet became more liberal and easy which attracted the teenagers. Various packages have also attracted the teenagers and made them invest and spend more time in it.
Mobile phones using	It is deemed by the Malaysian teenagers that mobile phones and wireless networks are the most popular communication devices.	The teenagers have started liking the western manufactured mobiles rather than the Indian ones. The teenagers have started preferring SMS instead of writing letters and emails

Laptop and personal computer using	Many using computers and laptop for gaming and surfing.	Many Indian computers and laptops became a failure in the market because the teenagers started using preferring the foreign products at a great deal.
Playing gadget oriented video games	Teenagers have stopped playing outdoor games because they are more attracted to the video games offered by foreign companies	Teenagers get attracted to the new form of gadget oriented games introduced in the market and forget the traditional games played in the country.
Buying and consuming food from food stalls like KFC etc...	As a part of post globalisation several food stalls such as Mc Donald's , KFC , Pizza Hut has been opened in Malaysia and many teenagers have started eating in these fast foods which is not the culture in Malaysia.	Teenagers prefer eating in food stalls like KFC Mc Donald's and Pizza Hut. They have stopped having their traditional foods. In fact some teenagers don't know the names and tastes of certain traditional Indian foods
Wearing branded and western outfits	It could be clearly understood that globalisation has paved way for Modern lifestyle among the teenagers in Malaysia, because of which they have started using modern outfits rather the traditional ones.	Teenagers have started to wear clothing introduced by foreign companies and are accustomed to wear westernised clothes rather than Indian ones. The survey reveals that percent of teenagers prefer wearing western out fits while moving outside
purchasing/Watching foreign movies	Teenagers have started using CCDs and DVDs ignoring the traditional dramas and folk lore of the country. As a part of westernisation teenagers show neglecting attitude to the local media and to the values of customary practices.	Teenagers today have also started watching western television series and Hollywood movies also

Table3. Teenager behaviour cultural change on consumption in India and Malaysia

9. FINDINGS:

- Globalisation has negative impact on the society.
- The globalisation has also affected heritage in the two countries.
- The process of globalisation has caused significant changes in teenage consumer behaviour.
- The cultural change in behavioural change of consumers in Malaysia is same as India.
- Teenagers in Malaysia and India have started preferring western outfits.
- Teenagers in Malaysia and India have started eating in food stalls and they have started avoiding their traditional foods.
- Teenagers get attracted to the new form of gadget oriented games introduced in the market and forget the traditional games played in both the countries.
- Indian teenagers use the internet and mobile phones more when compared to that of Malaysian teenagers

10. SUGGESTIONS AND RECOMMENDATIONS:

- Government shall support the domestic sellers.
- The domestic sellers should invest more on selling cost of the products.
- The domestic sellers should sell their products in the market that match the foreign products and should not degrade the traditions.

- Food stalls that has traditional foods of the respective countries shall be established.
- The domestic sellers shall start selling products that match both western and traditional outlook.

11. CONCLUSION:

After this research it could be understood that globalisation has led to great progress of the country's economy and has also led to the fall out the traditional cultures in each country. The true growth and success of any product introduced in the market is completely dependent in the hands of the consumers. The remarks and the criticisms given by the consumers decide the growth of the product in the market. The study reveals that The process of globalisation has caused significant changes in teenage consumer behaviour and The cultural change in behavioural change of consumers in Malaysia is same as India. It could be found that Globalisation has negative impact on the society and Teenagers in Malaysia and India have started eating in food stalls and they have started avoiding their traditional foods. It could be recommended that The domestic sellers should invest more on selling cost of the products and Food stalls that has traditional foods of the respective countries shall be established.

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