

## DISCRIMINANT ANALYSIS OF WESTERN CULTURE ON PAKISTANI YOUTH

Seher Malik\*

Madiha Aslam\*

*The research was conducted to study the effect of western culture on Pakistani Society. The main objective of research was to test which factor contribute more. The Universe of the study was consisted of students from University of Punjab, Lahore. A sample of 275 students was drawn. The technique of convenience Sampling was used for this purpose. Questionnaire was used as a tool for data collection and face to face method was used as survey method. For testing the hypothesis, the qualitative data was quantified by giving codes to the response of the respondents. The method of factor analysis was applied to extract the most effective factors and method of Discriminant analysis was applied to explain the variation in the dependent variable by some independent variables. The method was used by taking 5% level of significance using SPSS Package. From Discriminant analysis it was concluded that the independent variable (Impact of western culture) contribute more in favor of dependent variable (people wear western and Indian dresses) than other independent variable (behavior of people towards tradition). It was concluded from study that western culture has negative impact on Pakistani youth as they prefer to follow western culture.*

**Keywords:** Western Culture, Civilization, Factor Analysis, Discriminant Analysis

### Introduction

Culture is a way of spending life for a specific group of people, their behaviors, beliefs, values, and symbols that they accept tells about their norms and customs. Collectively we can say that its culture and traditions that distinguishes the members of one nation from other nation. People are what they learn. Culture can be defined as set of knowledge, belief, art, law, customs and other habits acquired by the human being.<sup>1</sup> Pakistan is an ideological state and achieved on the name of Islam. Pakistani culture in a present-day is an Islamic society which draws its significance and civilization from Islamic history. Islam has clear teachings regarding values and ethics but people of Pakistan follow Indian and western culture due to modernization and acculturation.<sup>2</sup> Majority of population of Pakistan consist of Muslims and follows Islamic teachings that is faith in one Allah and teaching of Holy Prophet P.B.U.H. The visible change in Pakistani culture is the outcome of blind imitation of western civilization. Westernization has intervened so deeply into our culture that the obligations of Islamic

---

\* Lecturer, Kinnaird College for Women Lahore.

\* M.Phil Scholar.

teaching are getting ignored day by day, and the major source of Westernization is blowout in our country through media and social network. The visible change in Pakistani culture is the outcome of blind imitation of western culture and civilization. Westernization has intruded so deeply into our culture that the Islamic values and “Adaabs” have faded away. Western media has negative influence on youngsters. These channels are replacing Pakistani culture with other culture and changing lifestyle. The study explored that frequent exposure to the international channels results in change in identity and lifestyles of the youngsters.<sup>3</sup> The obligations of a Muslim have long been forgotten. No longer do people respond to the call for prayers, No longer do they keep fasts in Ramazan, in fact, they eat or smoke openly. Alcohol, prostitution, drugs are becoming regular and despite their openness, no actions are being taken to eliminate them from our society. Westernization has been spread throughout our country because of the media. The TV channels show various newscasters and different characters in the dramas wearing westernized clothes. In addition to this, intimate scenes are becoming more common in TV programs. The following study discusses the influence of the dimensions of western culture to the respective dimensions of the Pakistan. Pakistani Culture is very inimitable in terms of its social and ethical values which are based on Islam. Islamic culture revolves around the teaching of Islam but now a day’s our culture is strongly victimized by culture of India, Central Asia and the Middle East along with other places. According to Islamic and Pakistani culture accumulation of wealth is not appreciated. Islam teaches us sharing of wealth, humanity, love and brotherhood but now people are grabbing money and running after wealth. They do not pay attention to relations and ignore their moral and ethical values. A drastic change is observed in clothing, language pattern, family relations and social and ethical values of youth of Pakistan due to blind following of western culture. Media played a key role in promotion of alien culture in Pakistani youth. The media content specially dramas that are based on the social issues promote western culture through the themes they project in dramas like boy friend, girl friend relation and extra marital affairs that contradicts with Islamic values and leads the youth to disaster.

### **Culture and Media**

The foreign TV entertainment programs are changing the minds and beliefs of the youth by influencing Pakistani independent channels.

Cultural imperialism leads to the distortion of the independent cultures and media specially cable TV and satellite channels inject alien culture in the minds of the people.<sup>3</sup>

The Indian dramas have great impact on language and dressing pattern of the youth. Young generation mostly watch these dramas and imitate the Hindi words daily routine e.g. didi(sister) “jeej” (brother in law) “shanty”(sagoon) “vishwas” and also wear fashionable dresses that were wore by the leading heroines of those dramas. This ends up with the distortion of Islamic culture and leads upcoming generation towards cultural imperialism.<sup>4</sup>

Modernism brought many changes not only in west but also in east. Now a day’s modernism is associated with western culture. On one side modernization is considered need of the hour but at the other side it leads towards destruction of humanity. Media plays a significant role in spreading westernization to every part of the world and the role of Pakistani media is also debatable in this regard.<sup>5</sup>

#### **Descriptive Analysis**

The research work was conducted to analyze the effect of western culture on Pakistani youth. A questionnaire was designed based on 4 demographic questions and 31 general questions. The data was collected from University of the Punjab. A total of 275 questionnaires were filled. Data analysis was done by using the Statistical Package SPSS 15.

The demographic information about the students included gender, department, education Level and age. Out of 275 respondents 103(37.5%) respondents were male and 171(61.7%) were female. Most of them were from Islamic study department 84(30.3%) respondents were students of statistics department. Almost 157(56.7%) were graduated students and 18(6.5%) of respondents were below 20 years.

#### **Data Analysis**

Many statistical test has been used to test hypothesis and for analysis of data. Inferential analysis allows us to study samples and then make generalization about the population. It is very critical part of scientific research and these techniques are used to test hypothesis. In order to identify the underlying structure of the items measuring the effects of western culture on Pakistani Society, common factor analysis was applied. The method of principal component analysis was used for extraction. Before applying factor analysis, the data factorability was assessed.

### Data Factorability

Two measures were used to identify the factorability of data. Descriptive measure (Kaiser Meyer Olkin (KMO) measure of sampling adequacy) and inferential measure (Bartlett's test) tool were used. The results obtained for these statistics are presented in Table 1

**Table 1 KMO and Bartlett's Test**

Test	Values
KMO	0.739
Bartlett	1087.129
Df	210
Sig.	0.0000

The value of KMO = 0.739 which is greater than 0.70 which indicate that data is factorable for the factor analysis run. In order to reinforce this result Bartlett's test was applied. This test assumes the following hypothesis,  $H_0 : \rho = I$  as p-value = 0.000 which is less than 0.05 which indicate the rejection of null hypothesis and it can indicate that the variables are correlated and correction will be explained by factor analysis.

### Criteria to Retain Number of Factors

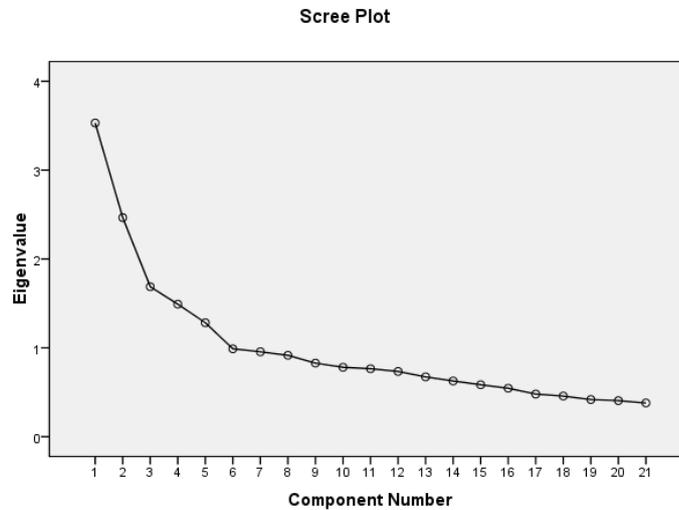
The number of factors which was used in factor analysis was identified by Kaiser Criteria. It was used to explore the appropriate number of factors to be retained in the analysis. According to this criterion, the number of factors to be retained was equivalent to the number of eigen values which was greater than one. According to Table 2, the number of eigen values greater than one were five, so five factors were suggested to be retained in factor analysis.

**Table 2 Total Explained Variance**

Factors	Rotation Sums of Squared Loadings		
	Total	Variance Percentage	Cumulative Percentage
1	2.699	12.854	12.854
2	2.384	11.352	24.206
3	2.253	10.729	34.935
4	1.639	7.806	42.741
5	1.484	7.064	49.806

According to Table 2 the percentage of explained variation was 49.806 which should be at least 50% so it is approximately 50% which means five factors explain sufficient amount of variation.

The appropriate number of components was determined by scree plot by looking for an elbow. From the scree plot it can be seen that five factors model was appropriate for the study.



### Factor Loadings

Factor loadings of the items measuring effect of western culture on Pakistani Society were extracted by Principal component method of extraction. The results were represented in Table 3. The defining factor loadings were highlighted (bold) to aid interpretation

**Table 3 Factor Rotated Matrix**

Items	Factors				
	1	2	3	4	5
Q1					.583
Q2					.715
Q3					.664
Q4	.599				
Q5		.709			
Q6				.487	
Q7	.746				
Q8		.649			
Q9		.522			
Q10		.655			
Q11		.759			
Q12				.613	
Q13	.585				
Q14				.475	

Q15		.672	
Q16			.701
Q17	.602		
Q18		.459	
Q19		.689	
Q20	.663		
Q21		.773	

The rotated component analysis factor matrix was shown in table 3. The interpretation of factors was simplified after rotation. According to varimax-rotation 5 variables were making factor 1, 5 variable factor 2, 4 variables factor 3, 4 variables factor 4 and 3 variables in factor 5.

#### Reliability Analysis

After extracted factors from exploratory factor analysis, reliability analysis was performed to check whether the extracted factors are reliable or not.

**Table 4 Reliability analysis**

Sr. No.	Factors	Factor Reliability
1	Impact of western culture	0.705
2	Behavior of people towards tradition	0.722

As alpha value of both factors was greater than 0.6 so both factors are reliable.

#### Discriminant Analysis

In the present research we have one dependent variable that youth prefer to wear western dresses like jeans etc casually and Indian dresses like sarees formally. Dependent variable have two categories i.e. Yes or No. Firstly, it was determined how much the 2 predictors could predict that whether or not youth prefer to wear western dresses like jeans etc casually and Indian dresses like sarees formally.

Firstly, In Fisher's linear Discriminant analysis we test the assumptions, significance of the group means and the equality of the covariance matrices.

**Table 5 Tests of Equality of Group Means**

Variables	Wilks Lambda	F	Df1	Df2	Sig.
Impact of western culture	0.982	4.998	1	273	0.026
Behavior of people towards tradition	0.920	23.677	1	273	0.000

The results of the equality of group's means are shown in Table 5. The Wilk's Lambda statistic was used for this purpose which was tested by F-test. The small value of Wilk's Lambda shows the significance of the

independent variables to the Discriminant function. The results showed that the predictors' impacts of western culture and behavior of people towards tradition are significant.

**Table 6 Log Dterminants**

<b>Youth prefer to wear western and Indian dresses</b>	<b>Rank</b>	<b>Log Determinant</b>
0	2	6.519
1	2	6.345
Pooled within-groups	2	6.412

**Table 7 Test Results**

<b>Box's M</b>	9.730
<b>F Approx</b>	3.195
<b>Df1</b>	3
<b>Df2</b>	111116.079
<b>Sig.</b>	0.022

In the table 6 and 7, the results of covariance test are presented. Equality of covariance matrices for both groups is one of the important assumptions for applying the Discriminant analysis. The value of log determinants for the two groups, yes or not are shown with their corresponding degrees of freedom. Discriminant analysis assumes homogeneity of covariance matrices between groups (yes, no). The table for the log determinants shows that the determinants for the two groups are relatively equal. The numbers of independent variables are identified in rank column which is 2 in this analysis.

Box's M, test was used for testing the assumption of the homogeneity of covariance matrices. So the hypothesis to be tested is

$H_0$ : The covariance matrices are same for two groups.

$H_1$ : The covariance matrices are not same for the two groups.

We can conclude that null hypothesis is accepted with 3 and 111116.079 degrees of freedom at  $p=0.022$ .

**Table 8 Eigen Values and Wilks' Lambda**

<b>Function</b>	<b>Eigen Value</b>	<b>% of Variance</b>	<b>Cumulative %</b>	<b>Canonical Correlation</b>
1	0.095	100.0	100.0	0.294
<b>Function</b>	<b>Wilks' Lambda</b>	<b>Chi-Square</b>	<b>Df</b>	<b>Sig.</b>
1	0.913	24.658	2	0.000

Table 8 presents the Eigen values, the larger the value, means Discriminant function explained more of the variance of dependent variable of the two-group. The last column shows the canonical

correlation. Squaring this value provides the percentage of variance explained in the dependent variable that is about 8.64%.

In the Table 8 Wilk's lambda tests the significance of the Eigen value for each Discriminant function.

H<sub>0</sub>: The predictor do not differentiated between those youth who prefer to wear western dresses like jeans etc casually and Indian dresses like sarees formally

H<sub>1</sub>: The predictor differentiated between youth who prefer to wear western dresses like jeans etc casually and Indian dresses like sarees formally

So reject null hypothesis and concluded that discriminant function is significant.

**Table 9 Standardized Canonical and Structure Matrix Discriminant Function Coefficients**

Factors	Standardized Canonical	Structure Matrix
Impact of western culture	0.297	0.956
Behavior of people towards tradition	0.910	0.439

Standardized Canonical Discriminant Function Coefficients reports the weights that are analogous to the beta weights (i.e. the standardized weights) in the multiple regression, indicating the relative importance of the independent variable in predicting youth prefer western and Indian dresses. From this we note that the factor Behavior of people towards tradition more to the prediction than the Impact of western culture.

Structure Matrix represents the simple correlation of each predictor with the Discriminant function and all these correlations must be greater than 0.3. From this table we can see that all are greater than 0.3 Basing on the predictors standardized weights

$$Y = 0.297X_1 + 0.910X_2$$

and their correlations with Discriminant function we can conclude that the factor, impact of western culture contributes more to determine Discriminant function, whereas behavior of people towards tradition show a small contribution.

**Table 10 Classification Results**

People prefer to wear western and Indian dresses	0.00	1.00	Total
--	------	------	-------

<b>Original Count</b>	<b>0.00</b>	35	16	51
	<b>1.00</b>	65	159	224
	<b>0.00</b>	68.6	31.4	100.0
	<b>1.00</b>	29.0	71.0	100.0

In order to identify the validity of the model, classification rate was evaluated which is 71.0%. This means that 71.0% of the original group cases were correctly classified indicating that the constructed model is valid.

## CONCLUSION

In this study the descriptive and inferential analysis has been applied. Descriptive analysis of data helps to describe detail in a meaningful way however it does not allow us to make conclusions beyond the data was analyzed. For descriptive purpose frequency distribution, percentage analysis was applied. The methods used for inferential analysis was factor analysis used to extract the most effective variables and Discriminant analysis to explain variation in the dependent variables by some independent variables.

In the present study the researcher observed that, from total 275 respondents, the results show that most of the respondents agree (67.5%) that our life style is changing due to influence of western culture. Most of the respondents agree (59.6%) with the way of living separately. Most of the respondents agree (71.9%) to prefer love marriage over arranged marriage.

The Kaiser-Meyer-Olkin measure of sampling adequacy was 0.739, indicating that the present data was suitable for principal component analysis similarly Bartlett's test of sphericity was significant ( $p < 0.05$ ) indicating sufficient correlation between the variables to proceed with the analysis. Using the Kaiser-Guttman retention criterion of eigen values greater than 1.0, a five factor solution provided the clearest extraction. These five factors accounted for 49.80 % of the total variance. We can also see the factor results through scree plot in results elbow is after 5 points. So, by scree plot it is also clear we have five factors.

To see that how much factors contributes in determining that whether or not people prefer to wear western and Indian dresses should be accepted and allowed we have applied Discriminant analysis. From the Discriminant function we can say that the Impact of western culture factor contributes more in determining the Discriminant function and it effect positively on the Discriminant function that is Impact of western culture are in favor of people wear western and Indian dresses. The

factor of Behavior of people towards tradition contributes moderately and also positively effect on the dependent variable which is people prefer to wear western and Indian dresses.

### REFERENCES & NOTES

- <sup>1</sup> Lane, J., and S. Erison.(2007). "Culture and politics".2nd Edition. England: Ashgate publishing limited. pp (16-17).
  - <sup>2</sup> Batool, U. (2007). "What are impacts of Indian dressing in Pakistan?". Society and politics. Retrieved at this source: <http://www.blurtit.com/q459730.html>.
  - <sup>3</sup> Naseer, M., Yasir, N., Azhar,Z., Andleeb, Z., Ahmed, U.& Riaz.F. 2014. "A Sociological Analysis of Cultural Imperialism of International Media on Pakistani Youth." *Mediterranean Journal of Social Sciences* 5 (3):523–32. <https://doi.org/10.5901/mjss.2014.v5n3p523>.
  - <sup>4</sup> Ashraf,M.& Arif,I.(n.d.)"Media imperialism and its effects on culture on Pakistan :A case study of youth of Multan."Retrieved from [http://www.aiou.edu.pk/sab/gmj/GMJ%20Spring%202009/Article\\_3.pdf](http://www.aiou.edu.pk/sab/gmj/GMJ%20Spring%202009/Article_3.pdf)
  - <sup>4</sup> Ali , A., Khalid,A.& Hassan,A. 2014. "The Impact of Indian Dramas on Language and Dressing of Females\n." *IOSR Journal Of Humanities And Social Science (IOSR-JHSS)* 19 (1):66–71. <http://www.iostjournals.org/iosr-jhss/papers/Vol19-issue1/Version-11/J0191116671.pdf?id=8836>.
  - <sup>5</sup> Malik,H.(n.d). "Impact of Modernism depicting in Pakistani drama". Retrieved from [https://scholar.google.com/scholar?hl=en&as\\_sdt=0%2C5&q=impact+of+modernism+depicting+in+pakistani+drama+by+humaria+malik&btnG=1](https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=impact+of+modernism+depicting+in+pakistani+drama+by+humaria+malik&btnG=1)
-