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 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
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- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

GLOBALIZATION AND CHANGING LIFE STYLE OF INDIAN MIDDLE CLASS

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ABSTRACT

Since 1991, India has been going through a continuing process of economic reforms and liberalization. The reforms have embraced almost all aspects of the country's economy. The massive change in the environment brought about by the country's reforms has direct impact on the consumer behavior and its spending pattern and life style. Purchasing branded products, visiting restaurants, beauty salons and personal care centres has become common phenomenon. Quite a lot of these changes in the middle class spending and consumption are propelled by his desire to join a new social class seeking a particular level of prestige in the society. His yesterday's purchases have become his today's necessities. The middle class is becoming the 'consumption community of the country. This research paper aims to study the impact of globalization on middle class families in India in respect to their residential status, education, their family system, possession of personal vehicles, investment preferences and decision making authority.

KEYWORDS

Globalization, Life style, Middle class.

INTRODUCTION

India is a culturally diverse country. Sixteen per cent of the world's population lives in the country. There are over 826 languages and thousands of dialects spoken. The difference in regions, topography and climate allow for different types of lifestyles and culture. On recent years, India has emerged as one of the fastest growing economies of the world, growing at an average rate of over 8 percent; whereas the rate of growth was quite low before 1990. During 1970's and 1980's opportunities for higher growth were available, but the country remained insulated, to a large extent, from the rest of the world and followed an industrial policy, which was skewed against the private sector. But the story 1990's onwards has been quite different from that of previous few decades.

Since 1991, India has been going through a continuing process of economic reforms and liberalization. The reforms have embraced almost all aspects of the country's economy. Policies relating to industrial licensing, foreign trade and foreign investment have undergone major changes. The banking sector, insurance sector and capital markets have been major targets of the change. In nut shell, it has been a case of all round opening up of the country's economy, creating an environment for faster economic growth.

The massive change in the environment brought about by the country's reforms has direct impact on the consumer behavior and its spending pattern and life style. India is rapidly urbanizing with more than 225 cities with over 100,000 population, and at least ten cities alone with over a million people. India's middle class consumers constitute the real consumption community of the country and there has been a massive change in their spending behavior. This research paper aims to study the impact of globalization on middle class families in India in respect to their residential status, education and family system, possession of personal vehicles, investment preferences and decision making authority.

GLOBALIZATION AND MIDDLE CLASS IN INDIA

The globalization is not a new, but an old age concept, which was first introduced by Adam Smith in the year 1776 through the book titled, "Wealth of Nation". The phenomenon of globalization has come to represent the major changes in the world economy. It refers to integration of nations through the process of cross national flows of goods, investment, production and technology. Globalization has affected all facets of the world economy. In India globalization has put a favorable impact in the economy of the country; there has been an improvement in the living standard of the people specially, the middle class.

Indian middle class is growing fast. It is not the same what it was just a decade back. Not anymore, India's middle class is now dynamic, educated, liberal and form the pillars of this vibrant Indian economy (due to their spending nature). A report by National Council for Applied Economic Research's (NCAER) Centre for Macro Consumer Research said by 2015-16, India will be a country of 53.3 million middle class households, translating into 267 million people falling in the category. As per the study, which uses 'household income' as the criterion, a family with an annual income between Rs 3.4 lakh to Rs 17 lakh (at 2009-10 price levels) falls in the middle class category. The report said a typical Indian middle class household spends about 50 per cent of the total income on daily expenses with the remaining goes into savings. Indian middle class, target consumers for many companies, is expected to swell up to 267 million people in the next five years, up 67 per cent from the current levels, thus providing a great market opportunity for firms, according to NCAER.

Indian households can be divided into five economic classes based on real disposable income as shown below:-

Global Indian	-	Rs. 10 lakh and above
Strivers	-	Rs. 5 lakh to 10 lakh
Seekers	-	Rs. 2 lakh to 5 lakh
Aspires	-	Rs. 90,000 to Rs. 2 lakh
Deprived	-	(less than Rs. 99000)

As per NCAER and Mckinsey the strivers and seekers together constitute the middle class.

The middle class is becoming the 'Consumption Community' of the country. The number as well as spending power and pattern has been growing at a rapid pace. A major shift in spending pattern of Indian middle class consumer has been noticed during the past years. The share of spending on grocery has fallen significantly while that on clothing, personal care and eating out has risen significantly. It can be said that spending has shifted from conventional to aspirational. It is change in life style that has brought about the change in their consumption habits. Present day urban middle class is going after life style – oriented products and activities – items such as entertainment, clothes, eating out and vacations. Substantial sum of money is being spent in fitness centers, on skin care products and health food. Traveling and eating out have been a common phenomenon. Middle class prefer to shop at a super market instead of a local grocery shop and watch a movie in a multiplex rather than a cinema house of older type. The 'Shoppertainment' concept has spread all over India which confirms the new leisure – pleasure – shopping life style of the middle class. Interestingly, as per NCAER findings, the middle class that represents only 13.1 per cent of India's population currently owns 49 per cent of total number of cars in India, 21 per cent of TVs, 53.2 per cent of computers, 52.9 per cent of ACs, 37.8 per cent of microwaves and 45.7 per cent of credit cards.

They are buying/ building new modern and attractive homes or redesigning their existing houses with new and branded items. Everyone in the house wants his own personal conveyance. Changing home appliances after 4-5 years has become a common feature in Indian middle class.

Food habits of the middle class have also been changing. Ready to eat food, fast food culture has changed the eating habits of Indian middle class. The shift of joint families to nuclear families and women going to work, have contributed to this development. The nuclear families have their own criteria for making various types of decision. The decision making is more collective rather than by a single person.

Quite a lot of these changes in the middle class spending and consumption are propelled by his desire to join a new social class seeking a particular level of prestige in the society. His yesterday's purchases have become his today's necessities.

REVIEW OF LITERATURE

1. Prof. Irina. I. Skorobogatybh, Peekhanov Academy of Economics Russia concluded in his project on “ Middle Class in Russian Federation: Style of living and consumption (1999) that the middle class representatives can recall main international brands more easily, that local or national brands, especially for electronics, automobiles cosmetics , clothes and shoes. But as far as brands for food products the main preferences are to the local brands. Middle class want a house with qualitative standards of construction but not so expensive as the highest level oriented to the highest class of society.

2. Grishma Shah, (Department of Management and Marketing, School of Business, Manhattan College, Riverdale, New York, USA) (2009) in her paper on “The impact of economic globalization on work and family collectivism in India”, examine the impact of economic globalization on work and family collectivism for young middle class Indians. She found that in an increasingly globalizing India, young Indians will strive to preserve traditional values of collectivity when it comes to family, but will loosen their reins on work-place collectivism. This paper is limited to examining the educated middle class in India as they are at the forefront of globalization. The intention of the study is not to assess national culture as a whole, but to predict cultural shifts in India.

3. Sudeshna Maitra (Department of Economics, York University) in her paper “Who are the Indian Middle Class? A Mixture Model of Class Membership Based on Durables Ownership” concluded that the size and consumption habits of the Indian middle class have evoked considerable interest in the media in the past two decades. She used a mixture model of class membership to identify and estimate the size of the lower, middle and upper classes in urban India, based on their distinct durables ownership patterns.

4. Deutsche Bank Research (February 10, 2010) on “Middle class in India”, concluded that the growth of middle class and the economic growth of India are in a virtuous cycle. Middle class grows and continues to increase domestic demand. It has also increased its share of capital for companies. In terms of consumption it is accounted for 55% of GDP and in terms of investment it is accounted for 35% of GDP.

OBJECTIVES OF STUDY

This research paper aims to study the impact of globalization on middle class families in India in respect to their residential status, education, their family system, possession of personal vehicles, investment preferences and decision making authority.

METHODOLOGY

The study is intended to analyze the impact of globalization on life style of middle class in India.

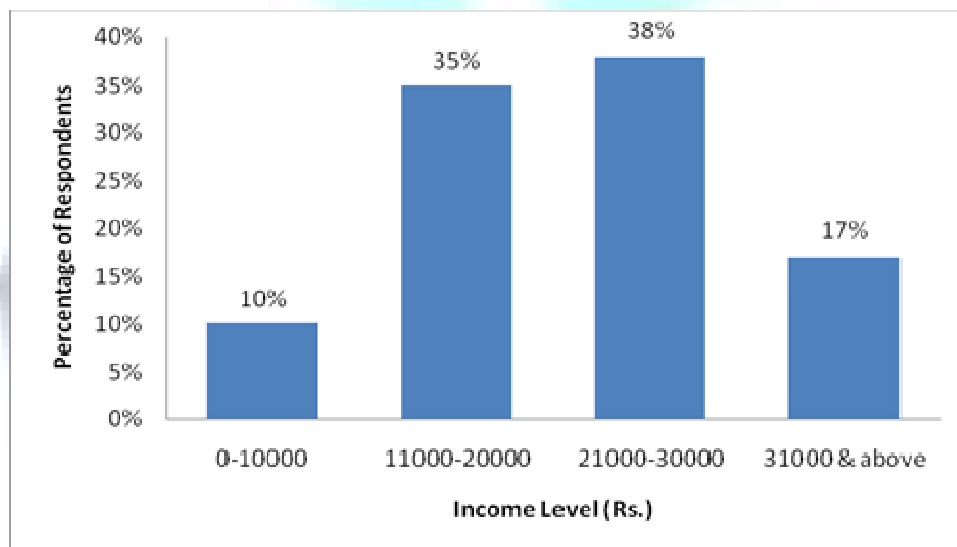
SOURCES OF DATA COLLECTION -: Data is collected from both primary & secondary sources. The data for the study, primary in nature, has been collected by using questionnaires. Secondary data is collected from journals, newspapers, books, business magazines and websites.

SAMPLING DESIGN -: The present study was carried by selecting the respondents from rural and urban areas. Sample of 100 respondents were selected for collecting primary data. The respondents taken for study belong to the age group of 40-60 because two decades ago , they were about 20-40 and lot of changes have been occurred in their living style due to globalization .To carry out the study in a more accurate and easier way, convenience sampling was adopted.

DATA ANALYSIS AND INTERPRETATION

TABLE 1: MONTHLY INCOME OF RESPONDENTS

INCOME (Rs.)	RESPONDENTS(Percentage)
0-10000	10%
11000-20000	35%
21000-30000	38%
31000 & above	17%



It is observed that majority of respondents are in income bracket of Rs.21000-30000, followed by Rs. 11000-20000.

TABLE 2: OCCUPATION OF RESPONDENTS

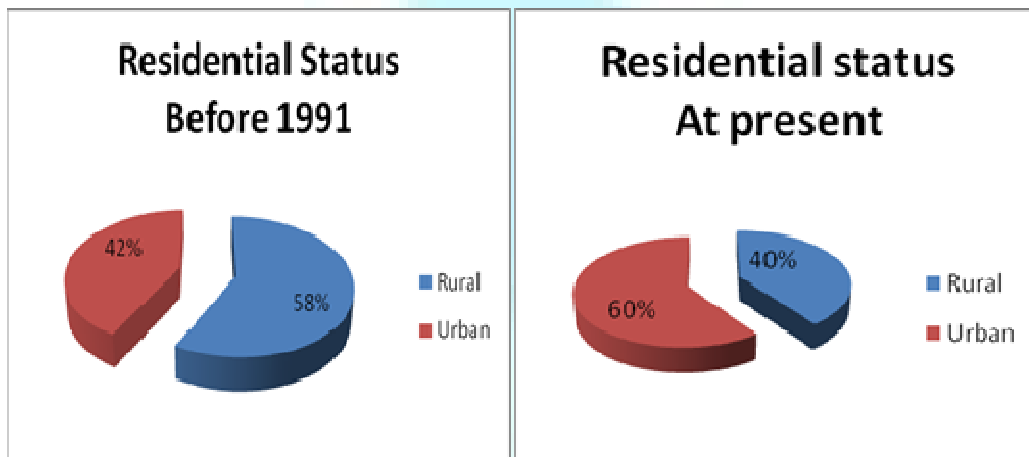
NATURE OF OCCUPATION	RESPONDENTS(percentage)
Business/profession	28%
Agriculture	17%
service	55%



The data is collected from 100 respondents out of which 28% are professionals or running a business, 17% are farmers and other 55% are working in service sector.

TABLE 3: RESIDENTIAL STATUS OF RESPONDENTS

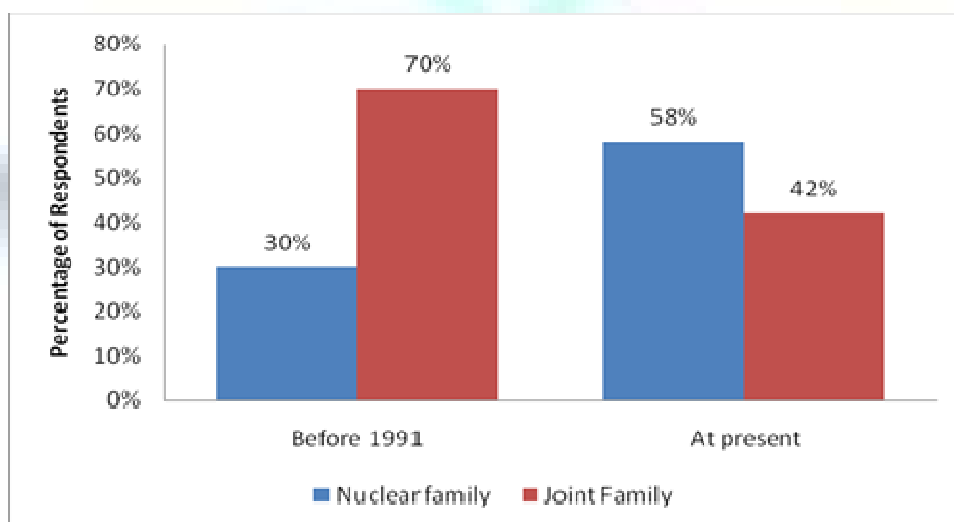
	Percentage of respondents	
	Before 1991	At present
Rural	58%	40%
Urban	42%	60%



The above table shows that before globalization there were only 42% respondents who were living in urban areas, while presently 60% are living in urban areas, which shows that globalization has led to urbanization.

TABLE 4: FAMILY SYSTEM OF RESPONDENTS

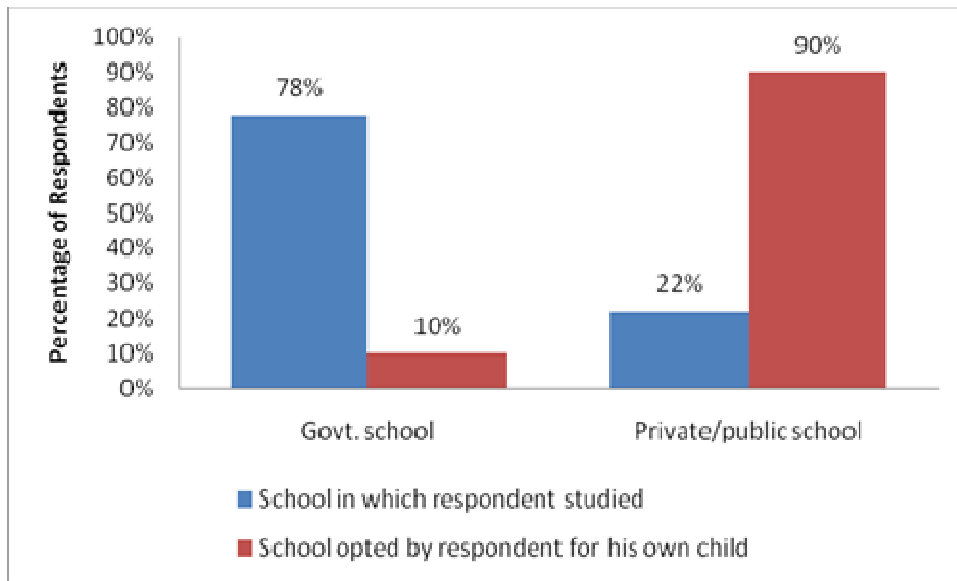
Family in which respondents were/are living	Percentage of respondents	
	Before 1991	At present
Nuclear family	30%	58%
Joint Family	70%	42%



The study shows that family system has also changed. Before globalisation there were 70% respondents who were living in joint family and 30% were living as nuclear family. But after globalisation, the percentage of joint family has come down to 42% while there are 58% respondents who are presently living as nuclear family.

TABLE 5: LITERACY STATUS

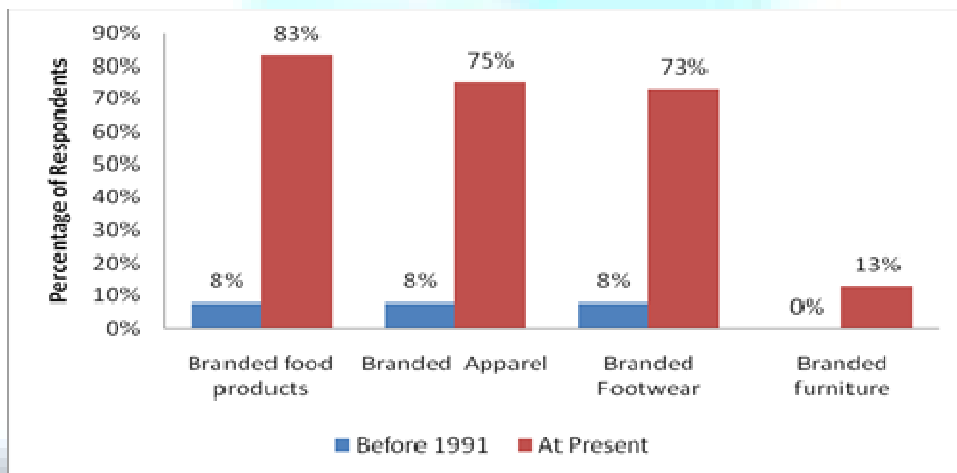
	Percentage of respondents	
	Govt. school	Private/public school
School in which respondent studied	78%	22%
School opted by respondent for his own child	10%	90%



The table shows that 78% respondents had their studies from Govt. schools, while presently there are only 10% respondents who have opted Govt. school for their children. 90% respondents were such who have opted private/public schools (preferably English medium schools) as their preference

TABLE 6: PURCHASE PREFERENCE FOR BRANDED ITEMS

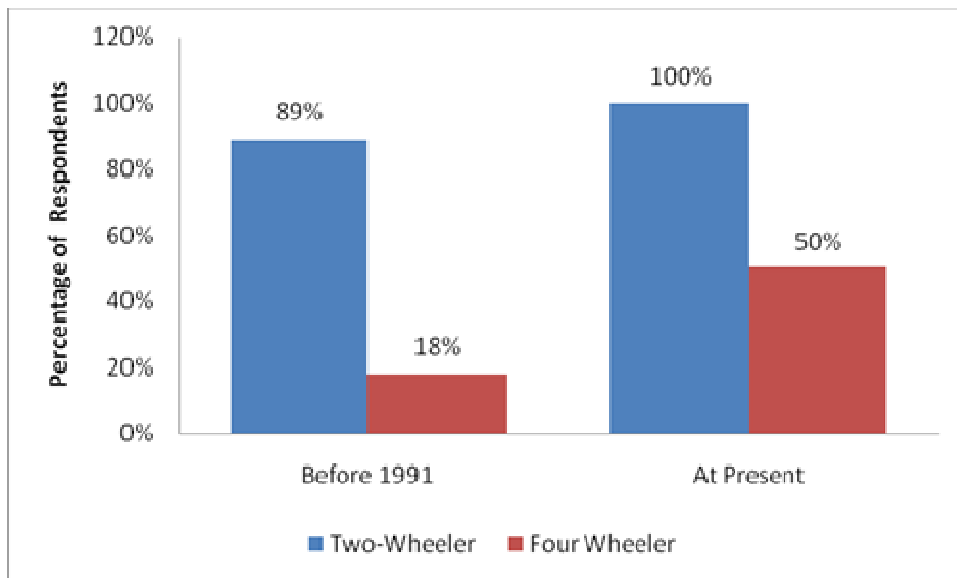
ITEMS	Percentage of respondents	
	Before 1991	At Present
Branded food products	8%	83%
Branded Apparel	8%	75%
Branded Footwear	8%	73%
Branded furniture	0%	13%



The table shows that middle class families now prefer to buy branded products. They are more inclined towards purchase of branded food items followed by branded apparel and footwear. But purchasing branded furniture is still not in the priority list of middle class families.

TABLE 7: POSSESSION OF PERSONAL VEHICLE

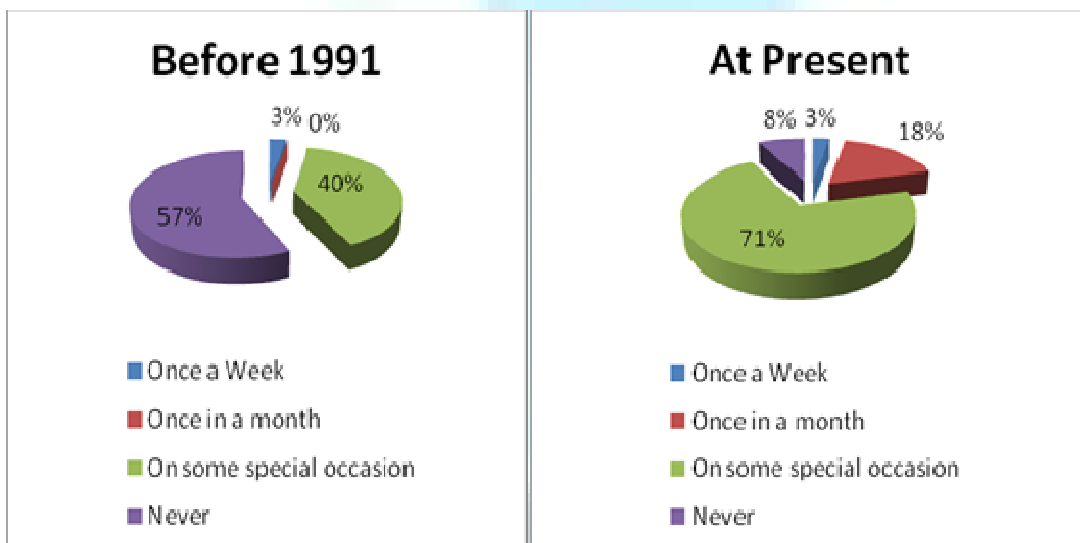
ITEMS	Percentage of respondents	
	Before 1991	At Present
Two-Wheeler	89%	100%
Four Wheeler	18%	50%



The chart shows that there were only 18% respondents who were having a car/jeep as personal vehicle while 89% were having a two wheeler. But after globalisation all 100% respondents are having a two wheeler as personal vehicle & 50% are having a four wheeler (car/jeep) also.

TABLE 8: VISIT TO HOTEL/RESTAURANT

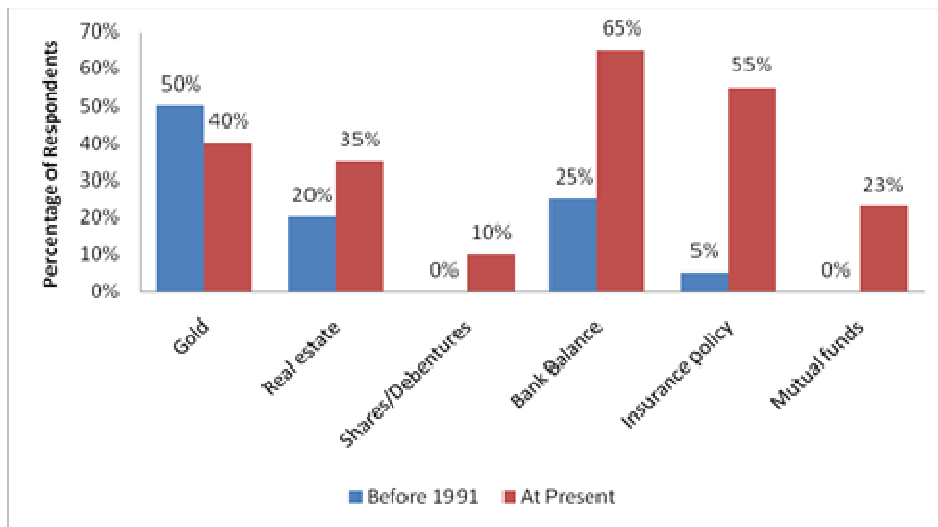
FREQUENCY OF VISIT	Percentage of respondents	
	Before 1991	At Present
Once a Week	3%	3%
Once in a month	0	18%
On some special occasion	40%	71%
Never	57%	8%



The above chart shows that percentage of respondents who never visited a hotel/restaurant before globalisation has come down from 57% to only 8% presently. There were only 40% respondents who visited hotels on some special occasion whereas now 71% respondents are such who visit hotel on a special occasion.

TABLE 9: INVESTMENT AVENUES

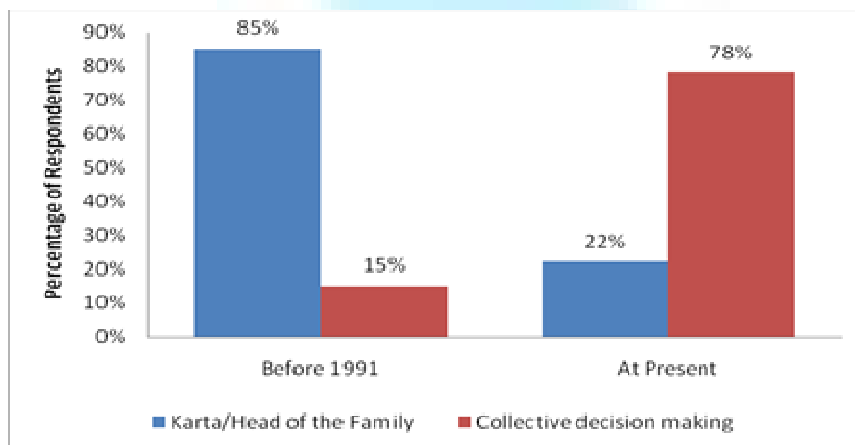
Investment Avenue	Percentage of respondents	
	Before 1991	At Present
Gold	50%	40%
Real estate	20%	35%
Shares/Debentures	0%	10%
Bank Balance	25%	65%
Insurance policy	5%	55%
Mutual funds	0	23%



The chart shows the interest of respondents in making their investments. Before globalisation, 50% respondents were having investment in gold followed by 25% in bank deposits, 20% in real estate and only 5% were having insurance policies. But after globalisation, percentage of respondents investing in insurance policies has risen to 55%, real estate to 35% and also 23% are investing in mutual funds which was earlier nil.

TABLE 10: DECISION MAKING AUTHORITY AT HOME

	Percentage of respondents	
	Before 1991	At Present
Karta/Head of the Family	85%	22%
Collective decision making	15%	78%



The above chart shows that 85% respondents reply that decision was taken by head of the family before 1991, while at present only 22% respondents live in such families where decision is taken by head of the family. In rest of the families the decision making is collective.

FINDINGS OF THE STUDY

It is observed that globalisation has made the middle class families to migrate to urban areas. Before 1991 there were 58% respondents who were living in rural areas, but presently 60% respondents are living in cities and only 40% respondents are living in villages.

Family system has also changed. Concept of joint family system is vanishing with the passage of time. Before 1991, there were 70% respondents who were living in joint family, while presently only 42% are living in joint family and 58% are living in nuclear families which was 30% in 1991.

Although all the respondents are literate, but only 22% respondents are such who studied in public or private school, others had their study from the Govt. schools. But after globalisation, presently only 10% respondents are such who have opted Govt. school for their children because public or private school has become the first preference of the parents irrespective of their income.

Now a days purchasing branded products has become common phenomenon. Middle class families who were earlier not brand conscious, now prefer to buy branded food products, branded clothes as well as footwear. These are the choices of more than 70% of respondents, but still purchasing branded furniture is not on the priority list of majority of respondents.

Almost all the respondents are having their own personal vehicle, while only 18% were having a car/jeep before 1991, presently all the respondents are having a two wheeler (scooter/motor bike) and 50% are having a car/jeep.

Globalisation has changed the culture and life style of middle class families. There were 57% respondents who never visited a hotel/ restaurant but now this %age has come down to 8% while more than 70% are such who visit a hotel/ restaurant on some special occasion, such as to celebrate birthday, anniversary etc.

Majority of the respondents have the possession of mobile phones, colour T.V's at home, electronic gadgets in kitchen such as mixer grinder/ food processor, washing machines and cooler/ AC which shows that globalisation has a great impact on the life style of middle class families.

Gold is still a major investment avenue for middle class families. But the trend of investment has changed from traditional investment means investment in gold to other options available such as life insurance policies, mutual fund, real estate etc.

As the culture of joint family system is vanishing, so there has also been a change in the decision making authority. Now in more than 75% of families decision is taken by family members collectively which was 15% only before 1991.

CONCLUSION

In nutshell, it is concluded that globalization has totally changed the life style of Indian middle class families. The massive change in the environment has direct impact on the people of India. Now in middle class families, educated and employed woman is an innovative and active partner. She is not only a cashier and a budgeter, but also the image builder. Today, everything is available to middle class consumers on installment payments. The number as well as spending power and pattern has been growing at a rapid pace. Purchasing branded products, visiting restaurants, beauty salons and personal care centres has become common phenomenon. Education system has totally changed. Decision making has become collective in the families. And the middle class is becoming the 'consumption community of the country.

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