

## Review Article

# Impact of Globalization on India's Youth: A Systematic Literature Review

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DOI: <https://doi.org/10.24321/2349.2872.202502>

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**How to cite this article:**

Singh S. Impact of Globalization on India's Youth: A Systematic Literature Review. *J Adv Res Humani Social Sci* 2025; 12(1): 34-42

Date of Submission: 2025-02-18

Date of Acceptance: 2025-03-21

## A B S T R A C T

Globalization, as a dominant force shaping modern society, has had a profound impact on education systems, family structures, youth culture, mental health, and consumption patterns. In developing regions, these changes unfold in distinctive ways, creating a complex narrative that blends both opportunities and challenges. The interaction between global influences and local realities is a critical area of research, offering valuable insights into how youth navigate their aspirations, socio-economic disparities, and cultural transformations. This article aims to examine the effects of globalization on India's youth by reviewing relevant published research. A total of 93 research articles were initially identified through keyword searches in various databases, which were subsequently narrowed down to 25 articles, forming the final sample based on the study's objectives. The findings highlight the impact of globalization on various aspects of Indian youth, including education, marriage, mental health, food choices, and leisure activities. The study underscores the importance of strategic policy and program interventions to mitigate negative impacts and enhance the positive outcomes.

**Keywords:** Globalization, Youth, Culture, Identity, Review, India

## Introduction

Globalization, as a pervasive force shaping contemporary society, has profoundly influenced education systems, family dynamics, youth culture, mental health, and consumption patterns. In developing regions, particularly, these transformations manifest uniquely, weaving a complex narrative of opportunities and challenges. The interplay between global forces and local realities presents a critical area of inquiry, offering insights into how youth navigate aspirations, socio-economic inequities, and cultural shifts. The advent of globalization has redefined educational paradigms, prioritizing skills such as technological proficiency, teamwork, and interdisciplinary research to meet the demands of an interconnected world. This shift has broadened access to education and raised aspirations among youth, empowering them to address global challenges.<sup>1</sup>

Progressive curricula, emphasizing inclusivity, critical thinking, and collaboration, demonstrate the transformative potential of globalization in education systems.<sup>2</sup> However, aspirational gaps persist, particularly in rural areas where educational experiences often remain disconnected from local livelihoods.<sup>3</sup> Marginalized populations, especially those in government schools, grapple with systemic inequities, further underscoring the disparities entrenched within these systems.<sup>2</sup> The erosion of traditional ecological knowledge and the mismatch between education and employment opportunities exacerbate these vulnerabilities, raising questions about the sustainability of current models of globalization-driven education.

Beyond the classroom, globalization's influence extends into the intimate sphere of family dynamics and youth culture. As young individuals navigate a blend of global

romantic ideals and traditional practices, they forge hybrid customs that reflect both continuity and change.<sup>4</sup> These shifts are particularly pronounced in marriage and intimacy, with UK-based Indians demonstrating more individualized approaches compared to their counterparts in India. The rise of dual-income households and urban lifestyle changes has disrupted traditional family roles, while increasing divorce rates and acceptance of live-in relationships challenge established norms. Nevertheless, collectivist values endure, reflecting an ongoing negotiation between modernity and tradition.<sup>5</sup> These cultural adaptations highlight the duality of globalization: a force that reshapes societal norms while simultaneously preserving elements of traditional identity.

Youth mental health emerges as another critical dimension of globalization's impact, revealing a landscape fraught with emotional, behavioral, and psychological challenges. Cultural shifts, particularly the tension between traditional norms and global expectations, exacerbate emotional regulation difficulties.<sup>6</sup> Economic pressures and social inequities further compound mental health risks, manifesting as heightened prevalence of depression and anxiety among youth.<sup>7</sup> Notably, the interplay of global and local influences creates distinct behavioral patterns. For instance, Westernization correlates with increased tobacco use among adolescents, yet traditional values persist among students in government schools.<sup>8</sup> These findings underscore the nuanced ways in which globalization shapes youth well-being, demanding a holistic approach to mental health interventions that bridge cultural and structural gaps.

Globalization's reach extends into food culture and consumption patterns, with significant implications for health, identity, and socio-economic dynamics. Urban areas witness a marked shift toward processed and high-protein foods, reflecting greater exposure to global trends and economic affluence. In contrast, rural regions largely retain traditional diets, influenced by economic constraints and cultural preferences.<sup>9,10</sup> The phenomenon of localized fast food, which adapts Western culinary practices to local tastes, challenges the narrative of globalization as a homogenizing force.<sup>11</sup> Health perceptions, economic factors, and cultural values play a pivotal role in shaping dietary decisions, often outweighing the influence of marketing.<sup>12</sup> This intricate interplay highlights the importance of context-sensitive approaches to addressing nutritional challenges in a globalized era.

Amid these transformations, youth in India exemplify resilience and adaptability in navigating structural constraints and evolving societal norms. Unemployed youth, for instance, adopt coping mechanisms such as "timepass," which serves not only to endure prolonged unemployment but also to form political and social networks that assert agency.<sup>13</sup> Urban youth, on the other hand, negotiate

the complexities of modern relationships within cultural constraints, with gendered dynamics reflecting broader societal inequalities.<sup>14</sup> These adaptive practices underscore the agency of youth in responding to the multifaceted challenges posed by globalization.

## Objective of the study

Given the multifaceted impacts of globalization on youth and their cultural expressions, this study seeks to achieve the following objectives within the Indian context by conducting a review of published research articles:

- To analyze the emergence and evolution of youth culture in relation to globalization.
- To assess the influence of globalization on youth.

## Research Methodology

This study employs a literature review approach, utilizing published articles from reputable journals to examine the impact of globalization on youth culture. The articles were sourced from prominent databases, including Google Scholar, Scopus, and Web of Science. Initially, the keywords "Globalization," "Youth Culture," and "India" were identified and applied. Filtering tools within these databases were used to refine the search results. Subsequently, articles were shortlisted by reviewing their titles and abstracts, resulting in a sample of articles relevant to the study's objectives. The following steps outline the process from article selection to analysis:

- **Step 1:** Finalization of Keywords: The keywords "Globalization," "Youth Culture," and "India" were established.
- **Step 2:** Search Execution: These keywords were applied across Google Scholar, Scopus, and Web of Science, yielding 93 articles.
- **Step 3:** Initial Screening: Titles and abstracts of the 93 articles were reviewed to exclude irrelevant studies, narrowing the sample to 25 articles.
- **Step 4:** Thematic Categorization: The 25 articles were categorized into six distinct themes.
- **Step 5:** In-depth Analysis: Each article within the identified themes was thoroughly analyzed to extract findings relevant to the study's objectives.

This structured approach ensured a comprehensive exploration of the research topic, aligning with the study's aim of investigating globalization's effects on youth culture.<sup>15</sup>

## Results

Following a comprehensive review of the articles, six key themes were identified: Globalization and Media Television, Globalization and Education, Globalization and Marriage, Globalization and Youth's Mental Health, Globalization and Food Choices, and Globalization and Youth's Free Time. These themes are examined and discussed in detail below.

## Globalization and media television

Globalization and media, particularly television, have played a transformative role in shaping youth culture in India. Juluri, (2002)<sup>16</sup> study on music television highlights its influence as a medium that blends global influences with local traditions and national identity. By analysing interviews with youth in Hyderabad, he demonstrates how channels like MTV and Channel [V] use strategies of “Indianization” to resonate with urban middle-class audiences. These channels integrate local music and cultural elements, fostering a unique generational identity where youth engage with global media without rejecting traditional values. Minimal parental objections to music television further indicate a degree of cultural negotiation and acceptance, reflecting the intertwined relationship between globalization and nationalism. He contextualizes this transformation within India’s economic liberalization of the 1990s, showcasing music television’s dual role in promoting national identity while reflecting globalization’s complexities.

Similarly, Kumar, (2023)<sup>17</sup> examine globalization and youth culture, emphasizing the role of media in shaping the lives and identities of young people. His findings highlight the emergence of “bedroom culture,” where youth consume media independently, fostering individuality. The paper also examines how youth navigate global symbols and practices within local contexts, creating hybrid identities and subcultures as expressions of resistance against mainstream norms. This dynamic underscore the interplay between local and global influences in contemporary youth culture. Complementing these perspectives, studies by Devadas & B.K. Ravi, (2013)<sup>18</sup> delve deeper into the cultural impacts of television and globalization. Devadas and Ravi reveal that television shapes cultural attitudes, with gendered differences in viewing preferences influencing lifestyle, music, and fashion choices. Singh’s research further illustrates globalization’s profound effects on Indian youth, from adopting Western values in fashion and social behavior to a reliance on technology that fosters both connectivity and emotional distress. The erosion of traditional family structures and a shift towards individualism reflect broader cultural changes, highlighting both opportunities and challenges brought by globalization.

Coventry, (2013)<sup>19</sup> analysis of MTV’s “Kurkure Desi Beats Rock On” (KDBRO) adds another dimension, focusing on the cultural politics of Indian rock music. The show merges Western rock influences with local traditions, creating a distinctively Indian rock sound. Through performances incorporating regional languages and traditional instruments, KDBRO navigates cultural authenticity and promotes a ‘desi’ identity within a global framework. This synthesis exemplifies the ongoing negotiations between tradition and modernity in post-liberalization India, with

urban middle-class youth actively shaping their cultural identities.

Together, these studies present a nuanced understanding of globalization’s multifaceted impact on Indian youth. They illustrate how media acts as both a bridge and a battleground, fostering hybrid identities, negotiating cultural authenticity, and balancing tradition with modernity in a rapidly globalizing society.

## Globalization and Education

Globalization has significantly influenced education systems worldwide, shaping the aspirations, experiences, and socio-economic realities of youth, particularly in developing regions. A critical examination of its impact reveals both opportunities and challenges. The article Ansell et al., (2020)<sup>20</sup> underscores how globalization has expanded educational access and aspirations among rural youth. However, these aspirations often exceed actual job opportunities, creating disillusionment and marginalization. Education frequently encourages futures disconnected from rural environments, leading to the erosion of traditional ecological knowledge vital for sustainable livelihoods. While promoting aspirations, globalization has also alienated rural populations, highlighting the disconnect between education and employment in global economies. In contrast, the paper Çelik & Nuri, (2000)<sup>1</sup> highlights the transformative potential of globalization in fostering individualized and flexible learning. It emphasizes the importance of technological skills, teamwork, and interdisciplinary research, preparing students for global challenges. Educational systems are increasingly tasked with adapting curricula to address the demands of the global economy, ensuring inclusivity and lifelong learning opportunities. This perspective showcases globalization as a driver of educational reform, pushing for critical thinking, independent learning, and collaboration.

The study of Kapoor & Sondhi, (2024) provides a qualitative lens on how globalization influences urban youth. It reveals the dynamic interplay of cultural identity, consumption patterns, and the psychological effects of global interconnectivity. While participants acknowledge the opportunities globalization provides, they also highlight challenges, such as shifts in cultural identity and the pervasive influence of media and consumption. The study contributes to understanding the socio-cultural dimensions of globalization, emphasizing the importance of individual narratives in capturing its nuanced effects. Further, Punch & Sugden, (2012)<sup>3</sup> research explores how globalization has shifted priorities from household labour to formal education in natural resource-dependent communities. This transition often places a heavier burden on older family members and disrupts the transmission of ecological knowledge critical for sustainability. Young people face limited employment opportunities despite increased educational



aspirations, affecting intergenerational relationships and local livelihoods.

Lastly, Anand (2015)<sup>2</sup> examines the dual nature of globalization's impact on Indian education. While it promotes global citizenship and progressive curricula emphasizing critical thinking, disparities between private and government schools persist. These disparities highlight systemic inequities, with government schools often struggling to meet basic educational needs. Anand, (2015)<sup>2</sup> stresses the need for a pro-social learning environment that supports holistic development while pointing out the gap between policy intent and implementation.

Together, these studies illuminate the intricate relationship between globalization and education. They reveal a landscape of evolving aspirations, enhanced learning opportunities, and systemic challenges, emphasizing the need for equitable and context-sensitive approaches to harness globalization's potential while addressing its pitfalls.

### **Globalization and Marriage**

Globalization has significantly influenced youth culture and family dynamics, particularly in the context of marriage and intimacy. Twamley (2013)<sup>2</sup> examines the interplay between global ideologies of romantic love and local cultural practices in shaping marriage decisions among second-generation Indians in the UK and India. The research highlights how young Indians navigate the complexities of arranged marriages and modern romantic ideals, blending traditional practices with contemporary values. While love, endogamy, and family approval remain pivotal in marriage decisions, the study underscores differences between participants in India and the UK, shedding light on cultural and social norms that influence marriage preferences. Twamley (2013)<sup>4</sup> comparative approach to Gujarati middle-class youth in these two contexts emphasizes the dynamic ways global ideals are interpreted and lived out, illustrating how globalization reshapes personal and familial relationships.

Similarly, Jamieson, (2011)<sup>22</sup> explores intimacy as a critical concept for understanding social change, arguing for a broader global perspective that moves beyond Euro-North American ethnocentrism. Jamieson contends that intimacy, while fundamental to personal relationships, also plays a vital role in constructing ontological security, subjectivity, and a sense of self necessary for social and historical life. The study reveals that intimacy can both reinforce and subvert existing inequalities related to age, class, and gender. By emphasizing the universal relevance of intimacy, Jamieson highlights its significance in comprehending both individual and collective transformations brought about by globalization. Patole, (2018)<sup>5</sup> work delves into the impact of globalization on new middle-class (NMC) families in

India, detailing substantial shifts in family dynamics, gender roles, and societal norms. The increasing participation of women in professional sectors like IT and finance has given rise to dual-earning couples, altering traditional family roles, and affecting childcare and eldercare. Globalization has also transformed marriage customs, with online matrimonial services enabling greater individual agency in marriage arrangements. However, parental involvement continues to play a significant role. Urban communities are witnessing a rise in love marriages and an acceptance of live-in relationships, challenging traditional norms but often encountering legal and societal hurdles. Additionally, modern work pressures, lifestyle stresses, and economic independence have contributed to higher divorce rates and the decline of the joint family system. Despite these challenges, Patole, (2018)<sup>5</sup> notes that collectivist family values persist among young Indians, who balance career ambitions with traditional family expectations. The study illustrates the nuanced response of Indian families to globalization, highlighting both the adaptations and tensions that arise in navigating these changes.

Overall, the evolving dynamics of marriage, intimacy, and family structures underscore the profound ways in which globalization shapes youth culture and interpersonal relationships in contemporary society.

### **Globalization and Youth's Mental Health**

Research on globalization and youth culture reveals significant effects on emotional well-being, cultural identity, health behaviors, and mental health among young people. These studies highlight both the opportunities and challenges posed by globalization, emphasizing its complex interplay with cultural and socioeconomic factors. Several studies underscore the profound impact of globalization on youth mental health and emotional regulation. Suchday (2015)<sup>6</sup> examines the interplay between anger, depression, and cultural context among Indian youth, illustrating how globalization influences emotional experiences and coping strategies. Indian cultural norms that prioritize the internal regulation of anger often delay physiological recovery, exacerbating emotional distress. The study highlights how poverty and social inequities amplify frustration, especially when traditional values conflict with modern expectations. Similarly, Bhugra & Mastrogianni (2004)<sup>7</sup> explore how globalization reshapes mental health landscapes, focusing on depression. They argue that cultural norms significantly influence the presentation of depression, with somatic symptoms often serving as cultural expressions of distress. Urban economic pressures, heightened by globalization, further elevate risks of psychiatric disorders, calling for culturally competent mental health care that accounts for these nuanced impacts.

In contrast, studies examining the influence of globalization on youth health behaviors provide a different perspective.

Stigler et al. (2010)<sup>8</sup> investigate the relationship between westernization and tobacco use among adolescents in Delhi. Their findings reveal that older students and those from private schools, often representing higher socioeconomic backgrounds, score higher on Western cultural scales and exhibit increased tobacco use. Conversely, students from government schools and female adolescents adhere more strongly to traditional Indian values, showing lower rates of tobacco consumption. These results underscore the dual influence of Western and traditional cultures on adolescent health, emphasizing the need for public health interventions that address these cultural underpinnings.

Further highlighting the socio-economic dimensions of globalization, Gupta & Bhugra (2009)<sup>23</sup> examine its broader consequences for mental health, focusing on widening inequalities and the disruption of traditional social structures. The transition from sociocentric to egocentric societies fosters social isolation and exacerbates psychiatric disorders, particularly among vulnerable groups such as migrants and the elderly. The study identifies economic disparities, including rising income inequality, as significant contributors to mental health issues, such as depression and anxiety. These findings echo the concerns raised by Bhugra & Mastrogianni (2004)<sup>7</sup> regarding the socio-economic pressures linked to globalization's influence on mental health.

Globalization's impact on youth morbidity and mortality is also evident in Blum & Nelson-Mmari (2004)<sup>24</sup> work, which documents shifts driven by social changes like migration, expanded educational access, and altered family dynamics. They identify unintentional injuries, violence, and interpersonal conflicts as leading causes of death among youth globally. These findings reflect broader societal transformations associated with globalization, underscoring the need for youth-centered health interventions. Blum also highlights gaps in data accuracy and regional comparability, complicating efforts to fully understand global trends in adolescent health.

Together, these studies illuminate the multifaceted impact of globalization on youth culture, behaviour, and mental health. They reveal both converging and contrasting influences—such as the tension between traditional and Western cultural values or the socio-economic inequalities that globalization exacerbates. Addressing these challenges requires culturally sensitive and context-specific strategies to support the emotional, behavioural, and mental health needs of youth in an increasingly interconnected world.

The reviewed studies collectively examine the complex interplay between globalization and local consumption practices, focusing on food culture and related behaviours in diverse contexts. Together, they highlight significant transformations in dietary patterns and consumption

preferences influenced by socio-economic conditions, cultural dynamics, and globalization's pervasive impact, while also emphasizing local adaptations and resilience. Jones et al. (2022)<sup>9</sup> study of adolescents in a rural village in Karnataka showcases the persistence of traditional food consumption patterns dominated by grains, pulses, and vegetables. Despite this, awareness, and occasional adoption of global foods, particularly among higher socio-economic groups, indicate the subtle influence of globalization. Economic factors emerge as a critical determinant, with financial constraints often limiting the shift toward global foods. Similarly, health perceptions and taste preferences play a key role in driving interest in global dietary options. In contrast, Vepa (2004)<sup>10</sup> research highlights the dramatic dietary shifts in urban India, where globalization and economic growth have led to increased consumption of diverse and processed foods. Urban populations, particularly those in affluent regions, are moving away from traditional staples like cereals toward diets rich in high-protein and processed foods. However, this shift raises concerns about nutritional quality, especially for lower-income groups, who are more dependent on cereals and have limited access to balanced diets. While Rebecca's study underscores gradual changes within a predominantly traditional framework in rural areas, Vepa (2004)<sup>10</sup> work reveals a more pronounced transformation in urban settings, driven by economic opportunities and market dynamics.

Jackson (2004)<sup>11</sup> exploration provides a broader perspective, arguing against the notion of globalization as a recent phenomenon and emphasizing the historical continuity of interconnected consumption practices. His findings suggest that local consumption cultures often adapt global influences in unique ways, creating hybrid forms such as Mumbai's "Punjabi pizza" or localized versions of fast food. This challenges the narrative of a uniform Westernization and underscores the resilience of local traditions in shaping modern consumption patterns. While Jones et al. (2022) and Vepa (2004)<sup>9,10</sup> focus on specific dietary trends, Jackson situates these changes within a global historical context, offering a macro-level view of the cultural adaptations driven by globalization.

Bailey et al. (2018)<sup>12</sup> explores some other dimension by focusing on the factors influencing food choices, particularly among women. It identifies health, food safety, and taste as the primary determinants, with economic considerations and time constraints also playing significant roles. Interestingly, external factors such as marketing and advertisements have minimal influence, suggesting that intrinsic motivations and practical concerns are more critical. This aligns with findings, where health perceptions and financial constraints shaped dietary choices, and contrasts with Vepa (2004)<sup>1</sup> emphasis on the market-driven availability of diverse foods in urban contexts.

Lastly, Ozer (2013)<sup>25</sup> study on alcohol consumption among Ladakhi youth presents a different but related narrative, examining how globalization interacts with traditional and religious beliefs. It reveals a tension between modern influences and deeply rooted cultural norms, with significant variations in attitudes between Muslim and Buddhist communities. Peer norms and perceptions of drinking behaviour emerge as influential factors, paralleling the socio-cultural dynamics observed in food consumption studies. Ozer (2013)<sup>25</sup> findings resonate with Jackson's emphasis on the persistence of local cultures amidst global influences, while also highlighting the challenges of navigating conflicting cultural discourses in a globalized world.

Comparatively, these studies illustrate the diverse ways globalization influences consumption practices across rural, urban, and cultural contexts. While Jones et al. (2022) and Vepa (2004)<sup>9,10</sup> highlight the economic and nutritional implications of globalization, Jackson (2004)<sup>11</sup> and Ozer (2013)<sup>25</sup> delve into cultural adaptations and resistance to homogenization. Bailey's work bridges these perspectives by emphasizing the individual-level decision-making processes influenced by both intrinsic and external factors. Together, these studies underscore the need for a nuanced understanding of globalization's impact, which simultaneously fosters cultural exchange and economic opportunity while presenting challenges for public health, nutrition, and cultural preservation. Future research should explore these dynamics in greater depth, focusing on the interplay of socio-economic, cultural, and individual factors to inform policy interventions that balance modernization with the preservation of local traditions.

### Globalization and Free Time of Youths

Jeffrey (2010)<sup>13</sup> research examines the lives of unemployed young men in Meerut, highlighting their coping mechanisms through "timepass" activities in response to prolonged unemployment. The study underscores the impact of an employment crisis and educational overqualification, leading to frustration and detachment. These young men navigate urban spaces to form social and political networks, which sometimes involve corrupt practices, reflecting their marginalized position in the job market. This aligns with Moffatt et al. (2011)<sup>26</sup> findings on how globalization exacerbates vulnerabilities among marginalized youth by dismantling state-supported services and creating precarious labour conditions. Moffatt et al. (2011)<sup>26</sup> emphasizes the need for community practices that adapt to these challenges, highlighting how socio-economic policies driven by globalization increase the marginalization of youth and necessitate activism to address issues of human rights and social justice. Both studies reveal the structural inequalities faced by youth in India, albeit from different

lenses: Jeffrey (2010)<sup>13</sup> focuses on local employment dynamics, while Moffatt examines the broader socio-economic transformations due to globalization.

Abraham (2002)<sup>14</sup> study provides a contrasting yet complementary perspective by exploring youth relationships and sexual cultures in urban India. Her findings reveal how low-income college students in Mumbai navigate heterosexual relationships within the constraints of cultural norms and societal expectations. The typologies of relationships - platonic (Bhai-Behen), committed (true love), and casual (time pass)—reflect the negotiation of traditional and modern influences in metropolitan contexts. The gendered dynamics, where boys experience greater freedom to explore relationships compared to girls, highlight broader patterns of inequality, resonating with Jeffrey (2010)<sup>13</sup> observations of social hierarchies among unemployed youth. Furthermore, Abraham (2002)<sup>14</sup> focus on sexual health risks and the lack of awareness among youth complements Moffatt et al. (2011)<sup>26</sup> concern about the vulnerabilities globalization introduces, emphasizing the need for better education and support systems for young people.

A key thread across these studies is the interplay between structural forces and individual agency. Jeffrey (2010)<sup>13</sup> and Abraham (2002)<sup>14</sup> highlight how youth develop coping mechanisms through social networks, casual relationships, or cultural practices to navigate the constraints imposed by economic or societal structures. Moffatt et al. (2011)<sup>26</sup> broaden this view by emphasizing the global influences that shape local challenges, advocating for responsive strategies to address these complexities. Collectively, these studies illustrate the multidimensional challenges Indian youth face, shaped by an amalgamation of cultural, economic, and social factors. They underscore the urgent need for policies and interventions that address structural inequalities, promote equitable opportunities, and support youth in navigating the evolving landscapes of globalization, urbanization, and modernity.

### Findings and Discussions

Globalization has fundamentally reshaped education systems globally, influencing aspirations, experiences, and socio-economic realities, particularly among youth in developing regions. The studies reviewed reveal a dual narrative of opportunities and challenges. Globalization has fostered individualized, flexible learning emphasizing critical skills like technological proficiency, teamwork, and interdisciplinary research.<sup>1</sup> It has broadened access to education and raised aspirations among rural and urban youth, preparing them for global challenges. Progressive curricula focusing on inclusivity, critical thinking, and collaboration illustrate globalization's potential to transform education systems.<sup>+</sup> Aspirational gaps have emerged, as rural youth often find



their education disconnected from local livelihoods, leading to unemployment<sup>3</sup> Marginalized populations face systemic inequities, particularly in government schools that struggle to meet basic educational needs.<sup>2</sup> The erosion of traditional ecological knowledge and the mismatch between education and employment opportunities further exacerbate socio-economic vulnerabilities.

The influence of globalization on family dynamics and youth culture is profound, particularly concerning marriage and intimacy. Youth navigate a blend of global romantic ideals and traditional practices, creating hybrid marriage customs.<sup>4</sup> Differences in these negotiations reflect cultural contexts, with UK-based Indians adopting more individualized approaches than their Indian counterparts. Shifts toward dual-income households and urban lifestyle changes have disrupted traditional family roles, while rising divorce rates and acceptance of live-in relationships challenge norms. However, collectivist values persist, illustrating a balance between modernity and tradition.<sup>5</sup>

Globalization's influence extends deeply into youth mental health, highlighting emotional, behavioural, and psychological challenges. Cultural shifts intensify emotional regulation challenges, particularly in reconciling traditional norms with global expectations.<sup>6</sup> Rising economic pressures and social inequities exacerbate mental health risks like depression and anxiety.<sup>7</sup> Westernization correlates with increased tobacco use among adolescents, while traditional values persist among government school students, illustrating the tension between global and local influences.<sup>8</sup>

Globalization has transformed food culture and consumption patterns, with varied impacts across rural, urban, and cultural contexts. Urban areas witness increased adoption of processed and high-protein foods, while rural regions retain traditional diets shaped by economic constraints<sup>9,10</sup>. Cultural adaptations, such as localized fast food, challenge the narrative of Westernization as uniform.<sup>11</sup> Health perceptions, economic factors, and cultural preferences significantly shape dietary decisions. Marketing influences remain limited, suggesting intrinsic motivations outweigh external factors.<sup>12</sup>

Youth in India navigate structural constraints like unemployment and evolving societal norms through adaptive leisure practices: Unemployed youth create coping mechanisms like "timepass" to address prolonged unemployment, often forming political and social networks to assert agency.<sup>13</sup> Urban youth navigate the complexities of modern relationships within cultural constraints, with gendered dynamics reflecting broader societal inequalities.<sup>14</sup>

### Implication of the study

The reviewed studies collectively underscore globalization's multifaceted impact, marked by evolving aspirations,

systemic inequities, and cultural negotiations. Key themes include:

- The need for equitable, context-sensitive educational and policy frameworks to bridge the gap between aspirations and opportunities.
- Cultural resilience in the face of global influences, highlighting the importance of preserving traditional knowledge and practices.
- Comprehensive strategies to address mental health and socio-economic disparities, emphasizing youth-centered interventions that balance modernization with inclusivity.

### Future Research Suggestion

Research must explore the intersections of globalization, education, culture, and mental health to develop holistic, youth-focused policies that navigate the complexities of a globalized world.

### Conclusion

The findings of this study illuminate the profound and multifaceted influence of globalization on youth culture within the Indian context. Globalization emerges as both a catalyst for transformative opportunities and a source of persistent challenges, reshaping education systems, family dynamics, mental health paradigms, and consumption patterns. This dual narrative underscores the complexity of global-local interactions and the resilience of youth in adapting to evolving socio-cultural and economic landscapes. The study reveals that while globalization has enhanced access to education and emphasized critical skills such as technological proficiency, inclusivity, and critical thinking, significant gaps remain in addressing rural-urban disparities and the systemic inequities faced by marginalized populations. Education systems must better align with local livelihoods and traditional ecological knowledge to bridge aspirational gaps and ensure equitable opportunities for all youth.

In the realm of family dynamics and youth culture, globalization has fostered hybrid practices that blend traditional values with global ideals, particularly in marriage, intimacy, and household roles. However, the tension between modernity and tradition persists, reflecting broader societal negotiations between continuity and change. Youth mental health emerges as a critical area of concern, with globalization amplifying emotional and behavioural challenges through cultural shifts, economic pressures, and social inequities. The interplay between global and local influences creates nuanced behavioural patterns, necessitating culturally sensitive, youth-centered mental health interventions. The study also highlights the evolving food culture and consumption patterns, where urban-rural differences and cultural adaptations challenge

the homogenizing narrative of globalization. Dietary decisions remain deeply influenced by intrinsic motivations, underscoring the need for context-sensitive approaches to nutritional challenges. Amid these transformations, Indian youth demonstrate remarkable adaptability and agency, developing coping mechanisms to navigate unemployment, societal inequalities, and the complexities of modern relationships. These adaptive practices not only reflect resilience but also emphasize the importance of fostering inclusive frameworks that empower youth as active participants in shaping their futures.

This study underscores the urgent need for equitable and context-sensitive policies that address systemic inequities while preserving cultural resilience. Future research must explore the intersections of globalization, education, culture, and mental health to inform holistic, youth-focused interventions that balance modernization with inclusivity and sustainability. By prioritizing youth voices and experiences, policymakers and educators can craft strategies that enable the next generation to thrive in an interconnected world while honouring the richness of local traditions and contexts.

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