
Materialistic Attitude in the Age of Globalization

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Introduction:-

In 20th century globalization has been implemented in the world. Globalization also is in various forms like materialism, universalism, secularism etc. Secularism, materialistic attitude, pluralism etc. are originated from globalization. Globalization means lack of borders among the countries. In globalization there is a scope to free economy with creation of global markets for export and import of production. Globalization promotes many multinational companies, identification of need of customers and provide goods as per their needs. There is no development without the acceptance of globalization process. Many techniques, tricks, advertisements are used to attract customers for unnecessary needs. So the study of customer's psychology also takes place in globalization. Sometimes customers are exploited in various angles in the materialistic age.

Globalization has its own characteristics and values, either positive or negative. Globalization is a vast and deep concept having effects and side effects on society. It has various causes. The main cause of globalization includes three parameters like international market/trade, multinational production, and international finance. Every country in the world has accepted the policy of globalization and related concepts in current scenario.

“Globalization can be defined as the ability to produce and good or service anywhere in the world using capital, technology and components from anywhere and to sell the output anywhere.” (Peter Jay, 1996)

Globalization has improved the overall economic status of people as well as the Indian nation in current situation. It is a type of motivation process for development of nation.

Industrialization and Globalization are always focused on industrial investment and economic growth process. In 18th century industrial revolution took place first time in United Kingdom. After that its effects spread all over the world which was the symbol of globalization.

The effects of science and technology on society can be shown in number of ways. It has issues like economic growth, global economy, environment, working class structure, class system, changes in values and norms, more importance to money etc. This globalization is stressed on social cultural issues of society. Whenever social, cultural problems create, globalization helps to establish, to maintain the relationship in these activities. Today every stage of life occupied by globalization process. Cultural globalization has increased cross-cultural contacts in society.

Economic globalization is the increasing economic interdependence of national economy across the world through a rapid increase in border movement of goods, service, technology and capital. Whereas the globalization of business is centered on the dimension of international trade regulations as well as tariffs, taxes and other impediments that suppresses global trade, increasing economic integration between countries, leading to the emergence of a global market place or a single world market. Depending on the paradigm, economic globalization can be viewed as either a positive or a negative phenomenon.

Attitude of public-

In ancient time, just fulfillment of basic needs was the only trend. Therefore production was limited. Day by day due to globalization, life is going to become complicated. Globalization is the cause for many social,

economical and psychological problems. Globalization is beneficial only to developed countries but not to developing and non-developed countries. European countries have settled their existence in the market. Global economic policies, global markets are responsible for losing control of government. Therefore 'Corporate Sector' a new concept becomes a centre of attraction and place of economic power.

Free economy provide the attitude about free and zigzag life style. Today's generation specially youths are diverting towards the materialistic lifestyle, fashion and fad along with the avoidance of norms and values. Today there is more importance to economy than emotions. Self attitude or self centeredness is becoming strong with respect to Indian society. Materialistic lifestyle, complications in Indian society is spoiling the Indian culture. The difference between rich and poor is increasing day by day.

Effect of diverted attitude

In the age of globalization, common man totally excluded from progress. Today globalization is responsible to decline the attitude about neighborhood, humanism, tolerance, love, emotions, pityness etc. Especially this attitude is very harmful among the youths.

Materialistic attitude affects the moral, religious and social values and creates social problems. Healthy attitude changes into sick attitude and behavior. Materialism has the superpower on humanism. Today women are a thing of exploitation in spite of being mother, sister and wife. Her beauty is becoming the status symbol in society and market. The beauty of women is used as earning source. Many corporate companies are organizing beauty model competition. India is also participating in such type of activities. Now-a-days everyone is trying to explore his or her qualities, beauty and skills for getting the benefits. Therefore, today knowledge is power.

There is changing attitude of Indian women in current scenario. Sita, Savitri are not the idols of modern women. This attitude will very harmful in future. Today we can see some examples about such type of materialistic approach and attitude. Large number of old age home, orphans home, problems of unmarried mothers and their children, divorces, free sexual contacts, keeping boyfriend and girlfriend etc. are the current examples of this attitude.

The final significant effect of globalization is the cut throat competition. With globalization to remove limits trade has been started between the countries. This situation of enterprises has prepared the ground to be in constant competition with not only national competitors but also international competitors. Therefore, to maintain continuity and development, business requires being in a more rigorous and challenging competitive atmosphere.

Conclusion-

Today, there is a need of time to preserve and promote the culture of every country for values, morals, environment protection, and behavior.

Today there is a fear about the elimination of the existence of our culture which has been carried forward since an ancient time. It is also dangerous to family and marriage culture. Social life was free prior to the organization of tribal man.

Today is a global world. Globalization is process of nation prosperity and progress as per the current trend. It involves various modern processes and concepts. For the development of country, there is no alternative to globalization and related issues. But while implementation of globalization, we should not ignore our social and familiar construction in society. From all the levels, there should be need of taking care and cognizance of global related issues. Identification, sort out and solve the global concerning problems as early as possible and maintain suitable frame of family and society.

Gradually man becomes learned by mind, power and money which originated the family, marriage, religion and educational system. These all are the stages and symbols of human development. Whether today's free market, materialistic attitude is diverting us towards post modernization or tribal life is a question and need to think on it.

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