

GLOBALIZATION AND EMERGING TRENDS IN INDIAN FAMILIES

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ABSTRACT

Primary and secondary data have used to study the Globalization and new emerging trends in middle class Indian families. In the era of Globalization female members of middle class families are going out for work at large number as compared to last few decades, obviously traditional pattern of the family cannot remains unaltered. Globalization has affected every part of the social system, including traditional values, shopping patterns, entertainment media, eating habits and educational level etc. The survey was conducted among the households of Kanpur city of Uttar Pradesh to observe the impact of globalization and new emerging trends among the middle class urban families. Many interesting answers were revealed during the survey.

KEY WORDS: Globalization, Trends, Family, Traditional, Change