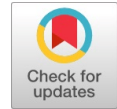# Public Opinion on Cultures Changes in Chennai

KS Harsalingesh, Sreeya B

Abstract— *Culture modification may be a term employed in public political affairs that emphasizes the influence of cultural capital on individual and community behavior. it's been generally known as positioning of culture,which suggests the reconstruction of the cultural idea of a society.there is no significant difference between traditional culture and age . The aim to understand about cultural changes in chennai . For research methodology we use discripitive methods is used For the aim of the study ,descriptive analysis .for sampling methods Convenience sampling ways is employed. For Sample size 1480 samples. Independent variable such as Age ,Monthly financial gain,Gender,educational qualifications . Dependent are variable , ancient culture ,Changes in culture ,Social mediaWorship ,traditional ,spending,time,outdoors game.Statisticspercentage analysis ,Chi square ,Correlation ,Independent sample t check ,Anova. the sample size about 1480 .From this research it was found the cultural changes is mainly caused about people forgot of traditional cultures. The main courses of cultural changes is social media .From the research I found cultural changes is mostly increased in the city's then I give suggestions people want follow traditions culture*

Keywords— *Social media, Worship traditional ,spending,time,outdoors game , ancient culture.*

I. INTRODUCTION

In history India is thought for diversity and prosperity in its Culture. it's one in all the oldest civilization and culture within the world. Despite of such diversity Indian culture has the huge power to unite peoples along. There area unit fifteen national languages recognized by the Indian constitution and these area unit spoken in over 1600 dialects. With language dynamic across completely different elements of country, culture is additionally various. The Culture of India has compete a significant role in its civilizationA few Centuries agone "Sati pratha" was abolished and "widow remarriage" was approved. These Changes were the main achievements of Indian Society. These changes have removed the traditions and methodologies that was a curse to any or all the ladies and humanity. These Changes were the main revolution within the Indian Society. From that point,changes have influenced plenty to the Indian Society. Now a days, there area unit

several visible changes in our society. a number of them are:-technology turning into quick and simply moveable individuals of various elements of the globe area unit interacting along. nowadays they'll simply apprehend every other's culture and tradition.So technology has created this world a smaller place and create the peoples come back nearer to understand every other's life-style and culture. currently a days individuals of a rustic area unit renowned concerning the culture and tradition of alternative countries and then their data has broaden. Peoples have become a lot of freelance. they're no a lot of restricted in theirown methodologies. New thinking area unit evolving between society. The objectives of this study are to understand about culture changes in Chennai, to analyse the association distinction between ancient culture and age, to identity the connection between culture changes and therefore the financial gain of the respondents, and to spot the impact of social media.

II. LITERATURE REVIEW

FtownNicholas occupier & Sharyn Davies ORCID Icon2018 The author unconcealed however individuals within the Mentawai Islands, Indonesia, understand surfriding business enterprise, taking explicit note of however individuals state each the positive and negative influences on their daily lives. The article attracts totally on fortification undertaken between July and Gregorian calendar month of 2010 however incorporates more information in creating its arguments. Emily Stokes-Rees (2018) The author explored The Anne of inexperienced Gables National Heritage web site in physicist, Edward Island, Canada, centers round the house wherever author, Australopithecus afarensis Maud Montgomery, was raised, and is the setting for her classic novel, Anne of inexperienced Gables (1908). Sabina Owsianowska2016, The author found the necessary effects of the political transformation when 1989 in japanese Europe is that the development of business enterprise and increasing quality of voters from several countries, antecedently separated by the 'Iron Curtain'. the method of economic and socio-cultural modification justifies the talk relating to the longer term, however additionally on the bequest of the past. Chad Whelan, initial revealed (2015), The author analyzed organisational culture may be a complicated and heavily oppose idea. Not solely is it tough to outline what organisational culture is, however it's additionally terribly tough to analyse however it guides and constrains behaviour, and whether or not and the way organisational cultures modification.

KS Harsalingesh, B.A.L.L.B(HONS),1year**,** Saveetha school of Law, SIMATS,Chennai, Tamil Nadu, India.
 (E-mail: karankumarr125@gmail.com)
Dr. Sreeya B, Associate professor, Department of Management Studies, Saveetha school of Law, SIMATS, Saveetha Institute Of Medical and Technical Sciences SIMATS, Chennai, Tamil Nadu, India. (E-mail: sreeya.ssl@saveetha.com)

PetrakisPantelisKostis(2013), The author contributed to the interpretation of annual growth rates supported the impact of the essential growth factors (capital, labour, human capital) and therefore the cultural background as a part of the "remaining factors". 10)C. Perez-Alvarez (2012), The author examined the dynamics of a philosophy hands in IT units and therefore the potential that cultural diversity has in impacting the effectiveness of the work surroundings. Merlin-Patricia Grueso-Hiniestroza at Universidad del Rosario(2012), The author found the healthy organization idea becomes robust within the corporative and tutorial environments, because of its integral focus and to the impact it's caused in several interest teams. because of its recent consolidation as a sound idea, there's very little to no corpus of investigation concerning this subject. Biswajit Ghosh (2011),The author has unconcealed in Delhi concerning culture will modification the economy,society,culture and politics New technology development is additionally vital modification in culture many aspects ourCustom and tradition continues to exist aspect by aspect as there's each adoptions or rejection Globalisation is additionally facilitate in growth among them self consiousness unvaried. Alexandrino Gonçalves, Virgílio Hipólito-Correia(2006), The author aims to introduce variety of technological topics, applied to the valuing of many cultural heritage structures in Portuguese Republic, which will be employed in the context of problems like protective, presenting and human activity cultural heritage to the final public.

III. METHODOLOGY

For the aim of the study ,descriptive analysis .for sampling methods Convenience sampling ways is employed. For Sample size 1480 samples. Independent variables are age, Gender, and educational qualifications. Dependent variables are ancient culture, Changes in culture, Social media, Worship, traditional, spending,time, and outdoors game. The research tools used Chi square, Correlation, Independent sample t test, and Anova.

IV. ANALYSIS AND DISCUSSION RSEULTS

Null hypothesis:

There is no significant association between the traditional culture followed by youngsters and the age

Alternate hypothesis:

There is significant association between the traditional culture followed by youngsters and the age

Table 1: Cross tabulation – Traditional Culture and Age

| | | Youngsters follow Traditional I | | Total |
		Yes	No	
Age	Less than 30 years	443	323	766
		57.8%	42.2%	100.0%
		29.9%	21.8%	51.8%
	31-40 years	202	186	388
		52.1%	47.9%	100.0%
		13.6%	12.6%	26.2%
	41-50 years	134	108	242
		55.4%	44.6%	100.0%
		9.1%	7.3%	16.4%
	Above 50 years	53	31	84
		63.1%	36.9%	100.0%
		3.6%	2.1%	5.7%
Total		832	648	1480
		56.2%	43.8%	100.0%
		56.2%	43.8%	100.0%

Source: Primary data

Table 2: Chi Square test: Traditional Culture and Age

	Value	df	p-value
Pearson Chi-Square	5.219	3	0.156

Source: Primary data

Using Chi square test, it was found that p value is greater than 0.05, which shows that null hypothesis is accepted. Therefore, there is no significant association between the traditional culture followed by youngsters and the age. It shows that opinion towards traditional culture followed by youngsters does not vary with age. Majority (56.2%) of the respondents responded that youngsters follow traditional culture.

Null Hypothesis (H0):

There is no significant difference in the mean scores of level of agreeability regarding cultural change among the educational qualification group.

Alternate Hypothesis (H1):

There is significant difference in the mean scores of level of agreeability regarding cultural change among the educational qualification group.

Table 3: ANOVA for Cultural Change and Educational Qualification

		Sum of Squares	df	Mean Square	F	Sig.
People forgot worship	Between Groups	14.594	4	3.649	2.900	.021
	Within Groups	1855.670	1475	1.258		
	Total	1870.264	1479			
People forgot our tradition	Between Groups	10.161	4	2.540	3.544	.007
	Within Groups	1057.157	1475	.717		
	Total	1067.318	1479			
Social media is a major cause for cultural change	Between Groups	1.066	4	.267	.305	.874
	Within Groups	1286.977	1475	.873		
	Total	1288.043	1479			
Spending time with family got reduced	Between Groups	13.677	4	3.419	4.001	.003
	Within Groups	1260.590	1475	.855		
	Total	1274.268	1479			
Outdoor games are reduced	Between Groups	4.932	4	1.233	1.175	.320
	Within Groups	1547.812	1475	1.049		
	Total	1552.743	1479			

Source: Primary data

Using ANOVA it was analysed whether the mean scores of level of agreeability regarding cultural change depends on the educational qualification group. Since the p value is less than 0.05 except social media and outdoor games, it was found that there is significant difference in the mean scores of level of agreeability regarding cultural change except social media and outdoor games among the educational qualification group.

Null Hypothesis:

There is no significant relationship between the necessity of change in culture and the income.

Alternate Hypothesis:

There is significant relationship between the necessity of change in culture and the income.

Table 4: Correlation – Change in Culture and Income

Variable 1	Variable 2	p-value	Correlation coefficient
Change in Culture	Income	0.032	0.056*

Source: Primary data* Correlation is significant at the 0.05 level

Correlation analysis is used to test the relationship between the necessity of change in culture and the income.. Since $p<0.05$, null hypothesis is rejected at 5% level of significance. There is significant relationship between the necessity of change in culture and the income. It shows that if there is increase in income then there is need of change in culture.

Null hypothesis:

There is no significant difference between the causes of social media for cultural change and the gender.

Alternate hypothesis:

There is significant difference between the causes of social media for cultural change and the gender.

Table 5: Social Media and Gender

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Reasons	Male	883	3.77	.949	.032
	Female	597	3.76	.910	.037

Source: Primary data

Table 6: Independent Sample t test: Social Media and Gender

	Value	df	p-value
Independent Sample t test	0.416	1478	0.519

Source: Primary data

Using Independent sample t test, it was found that p value is greater than 0.05, which shows that null hypothesis is accepted. Therefore, there is no significant difference between the level of agreeability regarding social media is the major cause for cultural change and the gender.

V. CONCLUSION

Thus Culture modification may be a term employed in public political affairs that emphasizes the influence of cultural capital on individual and community behavior. it's been generally known as positioning of culture,which suggests the reconstruction of the cultural idea of a society.There area unit fifteen national languages recognized by the Indian constitution and these area unit spoken in pover 1600 dialects. With language dynamic across completely different elements of country, culture is

additionally various. Majority (56.2%) of the respondents responded that youngsters follow traditional culture.

REFERENCES

1. Biswajit Ghosh, Cultural Changes and Challenges in the Era of Globalization,The Case of India, Journal of culture change in society , First Published May 17,2011 Research Article https://doi.org/10.1177/0169796X1102700203 ,Article has an altmetric score of 3 No Access
2. Toney K. Thomas, Paolo Mura &Aiwa Romy, Tourism and the 'dry law' in Kerala – exploring the nexus between tourism and alcohol, Received 02 Oct 2017, Accepted 26 Apr 2018, Published online: 02 May 2018, Download citation https://doi.org/10.1080/14766825.2018.1471085
3. Nicholas Towner & Sharyn Davies ORCID Icon, Surfing tourism and community in Indonesia, Received 24 Jun 2015, Accepted 16 Mar 2018, Published online: 01 Apr 2018Download citation https://doi.org/10.1080/14766825.2018.1457036
4. Kristen Ounanian, Not a 'museum town': discussions of authenticity in coastal Denmark, Received 23 Feb 2017, Accepted 16 Mar 2018,Published online: 02 Apr 2018 Download citation https://doi.org/10.1080/14766825.2018.1456544
5. Craig C. Lundberg, Working with Culture, Strate:General review,Vol. 1 Issue: 2, pp.38-47, https://doi.org/10.1108/eb025598
6. Anthor piralcage xender Water dispersed polymers for textile conservation: a molecular, thermal, structural, mechanical, https://doi.org/10.1016/j .culher.2005.11.
7. AriasaC.OrdóñezaH.LorenzoaJ.Herraez, Methods for documenting historical agro-industrial buildings: a comparative study and a simple photogrammetric method,
8. Alexandrino Gonçalves, Nuno Carlos Rodrigues, Anabela Marto, Virgílio Hipólito-Correia, Technology as Means to Recreate Cultural Heritage: An Assessment of some Current Portuguese Projects
9. Eva Svensson, Heritage and development outside the metropolis: Discussing issues of attractiveness, growth, participation and sustainable development, (Environmental Science, Karlstad University, Karlstad, Sweden)
10. Junjie Su, Understanding the changing Intangible Cultural Heritage in tourism commodification: the music players' perspective from Lijiang, China,Article in Journal of Tourism and Cultural Change · January 2018 with 26 Reads,DOI: 10.1080/14766825.2018.142710
11. M. Watad,C. Perez-Alvarez, Cultural differences in information technology settings: Impacts on creativity and knowledge-sharingArticle in International Journal of Knowledge, Culture and Change Management 11(4):232-242 ,·January 2012 with 13 Reads
12. Debra Meyerson Joanne Martin, CULTURAL CHANGE: AN INTEGRATION OF THREE DIFFERENT VIEWS[1], ,First published: November 1987https://doi.org/10.1111/j.1467-6486.1987.tb00466.x
13. Emily Stokes-Rees, Re-thinking Anne: representing Japanese culture at a quintessentially Canadian siteArticle in Journal of Tourism and Cultural Change · March 2018 with 4 Reads, DOI: 10.1080/14766825.2018.1448833. ,
14. Sabina Owsianowska, Tourist narratives about the dissonant heritage of the Borderlands: the case of South-eastern Poland,Article in Journal of Tourism and Cultural Change 14(4):1-19 · December 2016 with 12 Reads,DOI: 10.1080/14766825.2016.1260125,