



Exploring the Western Cultural Impact on Society: A Case Study of District Peshawar Pakistan

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Abstract: In this article we study culture is a way of life for people of any society. Pakistan's culture is predominantly Islamic, with Islam being the official religion. This study explores the impact of Western culture on Pakistani society, focusing on the city of Peshawar. Data was collected through a questionnaire from 400 students at different Universities in Peshawar using simple random sampling. SPSS version 27 was used for data analysis. The results, obtained through univariate and bivariate analysis, including pie charts, histograms, cross-tabs, Chi-square tests of association, Cross Tabulation, odds ratios, reveal that Western culture is influencing Pakistani society and leading to the adoption of Western lifestyles through social media. Further analysis indicates that the celebration of Valentine's Day promotes Western culture, Western dressing and customs are eroding moral values, and the influence of Western culture is leading to changes in dressing habits, including a decline in the use of hijab among females.

Key Words: Western Culture, Pakistani Society, Social Media Influence, Moral Values, Valentine's Day, Western Lifestyles, Western Dressing, Hijab.

1. Introduction

Culture encompasses the traits and knowledge of a specific group, including language, religion, food, social habits, music, and arts, shaping their identity through learned behaviors and socialization. Pakistani culture, deeply rooted in Islamic values and traditions, is shaped by Islamic practices such as the five pillars of Islam, influencing various aspects of daily life including dress, festivals, and social customs. Urdu, alongside regional languages like Punjabi and Pashto, reflects this cultural diversity, while religious festivals like Eid and Independence Day highlight its vibrancy. In contrast, Western culture, originating from European traditions and influenced by Greco-Roman and Christian heritage, includes subcategories like French, Spanish, and British cultures, and contrasts with Eastern and African cultures. Westernization in Peshawar has introduced modernization, technology, and economic opportunities but also presents challenges such as cultural friction and conflicts with traditional values. Positively, Western culture has advanced human rights, women's rights, and modernized Pakistan's justice system, reflected in legislative changes and increased female participation in various sectors. However, it has also led to negative effects including shifts in cultural norms through Western media, a decline in native language use, changes in diet towards

fast food, and disruptions in traditional family systems and fashion preferences, impacting societal values and traditions in Pakistan.

1.1 Objectives of the Study

1. To assess the effect of Western celebrations and Western culture on society.
2. To compare, contrast, and contextualize the political, cultural, and social history of Western culture.
3. To explore participants' perceptions of the promotion of Western values through media.
4. To determine the effect of Western culture on traditional virtues.

2. Literature Review

Rashid Minhas (2004) studied the effects of modernization on female dress, attitudes towards modernization, and marriage patterns among women in Bahria Town, Islamabad. The research, based on a sample of 100 females, revealed a decline in religious values and an increased adoption of Western culture, which often objectifies women. Exposure to Indian and Western media, such as Star Plus dramas, was found to contribute to social and sexual delinquency. The study suggests that Pakistani society requires a socio-cultural and religious revival, advocating for women to work publicly while preserving their Islamic identity.

Tanzeela Anbreen (2014) explored the impact of English on Pakistani students, revealing that they view English as crucial for communication and job prospects. The study stressed the importance of integrating both local and global cultural elements into English language courses and suggested that career decisions about language education should involve discussions between students and their parents. It also recommended that English language policies take local cultural contexts into account.

Richard Eckersley (2005) assessed whether modern Western culture poses health risks and found that 26% of individuals were experiencing poor mental health, including feelings of languishing or depression. Conversely, 57% were moderately mentally healthy, and 17% were flourishing with good mental health. The study noted that older, well-educated, and married individuals were more likely to be flourishing and less likely to face mental health issues.

Syed Haseeb Gilani (2016) analyzed the effects of Valentine's Day on Pakistani society, noting that the celebration, which began appearing in the late 1990s through media, negatively affected Muslim values. The event faced opposition from Pakistani officials, including President Mamnoon Hussain and PEMRA, who criticized it as contrary to Islamic norms.

3. Research Methodology

3.1 Data Collection

Primary data was collected using a structured questionnaire consisting of twenty-seven questions with various response options.

3.2 Population of the Study

The target population comprised citizens of Peshawar, with a focus on university students as the sampled population.

3.3 Sample Size

The sample size for this study 400, determined using the formula $n = \frac{N}{1 + Ne^2}$. Data were gathered from respondents through the distributed questionnaires.

3.4 Sampling Method

A simple random sampling technique was employed to select the 400 respondents from different universities in Peshawar. The sample included 246 males and 154 females.

3.5 Study Design

The collected responses were coded, tabulated, and analyzed using the Statistical Package for the Social Sciences (SPSS 27).

3.6 Statistical Methods of Data Analysis

For statistical evaluation, various techniques were used, including the chi-square test of independence, independent sample t-tests, and odds ratios. Descriptive statistics, such as bar charts, pie charts, frequency distributions, and percentages, were also employed to summarize and present the data.

4. Data Analysis

Table: 1.1 Gender of the respondents

Gender	Frequency	Percent	Valid percent	Cumulative percent
Male	246	61.5	61.5	61.5
Female	154	38.5	38.5	100.0
Total	400	100.0	100.0	

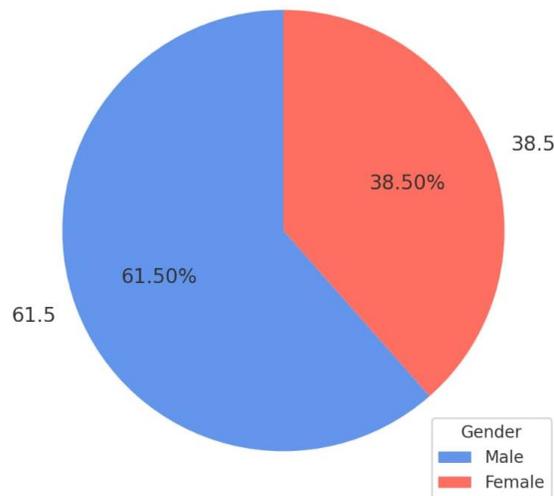


Table 1.1 and Pie Chart

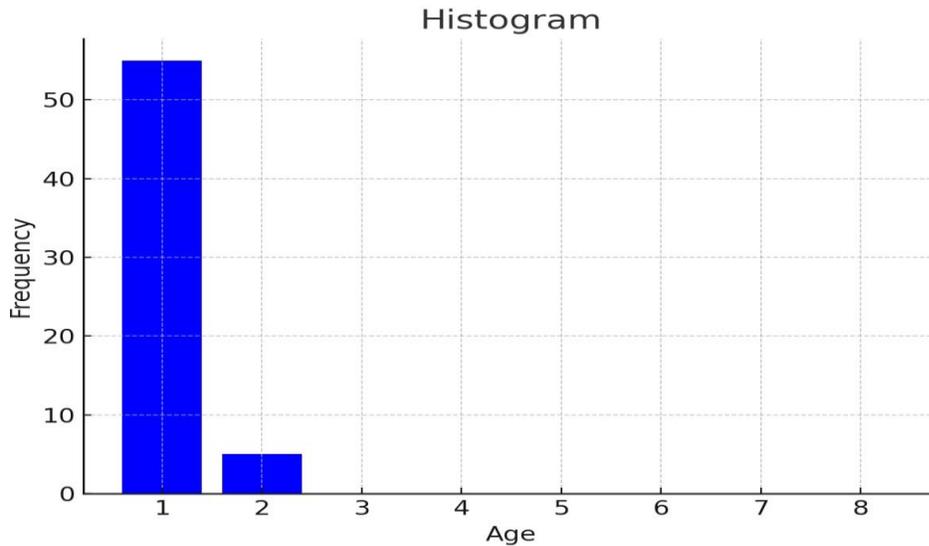
The table and pie chart present the gender distribution of the respondents. The majority of respondents are male (61.5%), while females constitute 38.5% of the sample. This gender imbalance is important to consider when interpreting the study's findings, as it may influence the generalizability of the results to a more balanced population.

Table 1.2: Age of the respondents

Age group	Frequency	Percent	Valid percent	Cumulative percent
18-25	349	87.3	87.5	87.5
26-35	43	10.8	10.8	10.8
36-45	4	1.0	0.8	0.8
46-above	4	1.0	1.0	1.0

Total	400	100.0	100.0	100.0
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Table 1.2: Age Distribution of Respondents the majority of respondents (87.3%) belong to the 18-25 age group, indicating a strong skew towards younger participants. The remaining respondents are distributed across three age groups: 26-35 (10.8%), 36-45 (1.0%), and 46 and above (1.0%).

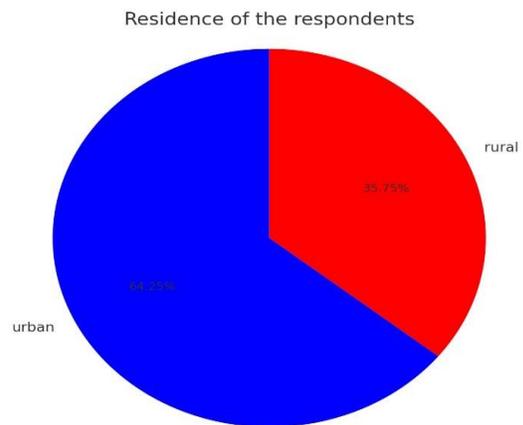


The histogram visually confirms this skewed distribution towards the younger age groups. This age distribution is important to consider when interpreting the study's findings, as it may influence the generalizability of the results to different age demographics.

Table 1.3: Residence of the respondents

	Frequency	Percent	Valid percent	Cumulative percent
Urban	257	63.3	63.3	64.3
Rural	144	35.8	35.8	100.0
Total	400	100.0	100.0	

Among 400 respondents, 63.3% live in urban areas, while 35.8% live in rural areas. The data is complete, with the



cumulative percentage adding up to 100%.

Table 1.3 and Pie Chart

The data shows that 63.3% of respondents live in urban areas and 35.8% in rural areas, highlighting the influence of residential environment on the study's findings.

Table 1.4: Status of family

	Frequency	percent	Valid percent	Cumulative percent
Lower class	21	5.3	5.3	5.3
Middle class	348	87.0	87.0	92.3
Upper class	31	7.8	7.8	100.0
Total	400	100.0	100.0	

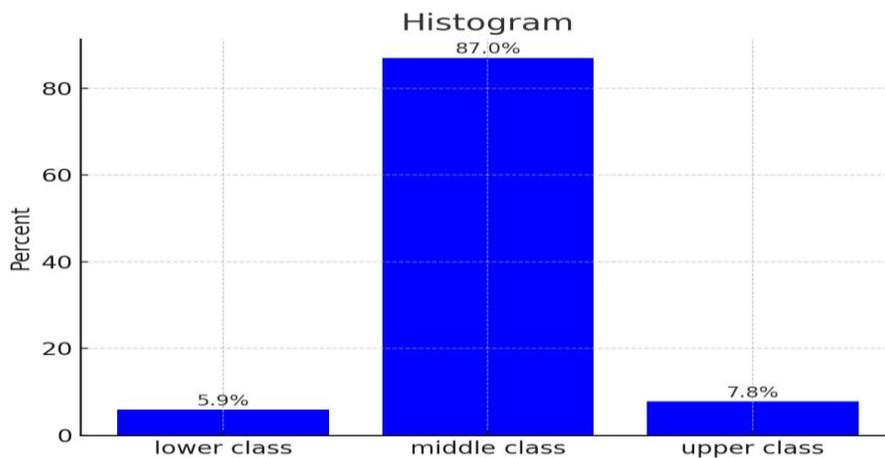


Table 1.4 and Histogram

The data reveals that most respondents (87%) are from the middle class, while 7.8% are from the upper class, and 5.3% are from the lower class. The histogram visually highlights this skewed distribution, with the middle class being the dominant group.

Table 1.5: Qualification level of the respondents

	Frequency	percent	Valid percent	Cumulative percent
Illiterate	0	5.0	5.0	0.3
Matric	20	33.3	33.3	5.3
Inter	133	49.5	49.5	38.5
Graduate	198	12.0	12.0	88.0
Postgraduate	48	12.0	12.0	100.0
Total	400	100.0	100.0	

The data shows that among 400 respondents, 49.5% have completed intermediate education, 33.3% have finished high school, 12% have a college or university degree, and another 12% have postgraduate qualifications. In total, 88% of respondents have reached graduate level or below.

	Frequency	percent	Valid percent	Cumulative percent
Conservative	166	41.5	41.5	42.0
Liberal	218	54.5	54.5	96.5
Neutral	14	3.5	3.5	100.0

Table	Total	400	100.0	100.0	1.8:
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Personality type of a respondents

The data shows that out of 400 respondents, 54.5% identify as liberal, 41.5% as conservative, and 3.5% as neutral. This means 96.5% of the sample identifies as either liberal or conservative, with the remaining 3.5% being neutral, covering 100% of the respondents.

Table 1.9: Respondents opinion about influence of western cultural on society

	Frequency	Percent	Valid percent	Cumulative percent
Strongly agree	168	41.5	41.5	42.1
Agree	162	40.5	40.5	82.5
Neutral	53	13.3	13.3	95.5
Disagree	11	2.8	2.8	98.5
Strongly Disagree	6	1.5	1.5	100.0
Total	400	100.0	100.0	

Among 400 respondents, 82.5% either strongly agree (41.5%) or agree (40.5%) with the statement. A smaller portion remains neutral (13.3%), while 4.3% disagree or strongly disagree.

Table 2.1: Respondents opinion about promoting western cultural on social media

	Frequency	percent	Valid percent	Cumulative percent
Strongly agree	184	46.0	46.0	46.0
Agree	165	41.3	41.3	87.3
Neutral	33	8.3	8.3	95.5
Disagree	9	2.3	2.3	97.8
Strongly Disagree	9	2.3	2.3	100.0
Total	400	100.0	100.0	

The data shows that 87.3% of respondents either strongly agree (46%) or agree (41.3%) with the statement, while 8.3% are neutral, and 4.6% either disagree or strongly disagree. This reflects the opinions of the entire sample of 400 respondents.

Table 2.2: Respondents perception about declining the concept of abaya due to western cultural

	Frequency	percent	Valid percent	Cumulative percent
Strongly agree	133	33.3	33.3	33.3
Agree	122	28.0	28.0	62.0
Neutral	92	23.0	23.0	85.0

Disagree	46	11.5	11.5	96.5
Strongly Disagree	14	3.5	3.5	100.0
Total	400	100.0	100.0	

The data shows that 62% of respondents either strongly agree (33.3%) or agree (28%) with the statement, while 23% remain neutral. A smaller portion disagrees (11.5%) or strongly disagrees (3.5%), accounting for the entire sample of 400 respondents.

Table 2.3 Respondents opinion about upper class families moving away from their own cultural

	Frequency	percent	Valid percent	Cumulative percent
Strongly agree	186	46.5	46.5	46.5
Agree	138	34.5	34.5	81.0
Neutral	45	11.3	11.3	92.3
Disagree	19	4.8	4.8	97.0
Strongly Disagree	12	3.0	3.0	100.0
Total	400	100.0	100.0	

The table shows that 46.5% of respondents strongly agree with the statement, and 34.5% agree, indicating strong overall agreement. A smaller portion, 11.3%, is neutral, while 4.8% disagree and 3% strongly disagree. In total, 81% of respondents agree or strongly agree, with 19% being neutral, disagreeing, or strongly disagreeing.

Categories	Frequency	percent	Valid percent	Cumulative percent
Pepsi	184	37.0	37.0	41.8
Dew	53	13.3	13.3	55.0
Marinda	68	17.0	17.0	72.0
Sting	112	28.0	28.0	100.0
Total	400	100.0	100.0	

Table 2.4 Respondents choice about liking western drinks

The data shows that among 400 respondents, Pepsi is the most preferred soft drink (37%), followed by Sting (28%), Marinda (17%), and Dew (13.3%). Together, these preferences account for 100% of the respondent pool's soft drink choices.

4.1 Inferential Analysis

Personality type				
Residence	Conservative	Liberal	Total	
Urban	110	147	257	
Rural	57	86	143	
Total	167	233	400	Chi-Square Test of

Association Table 1.1 cross tabulation of residence and personality type

Chi-square value=0.568p-value=0.327

Table 1.1 depicts the comparison between residence and personality type of respondents. The result shows that the majority of the respondents, whether living in urban or rural areas, had a liberal personality type. The Chi-square

test statistic value is 0.568 and the corresponding p-value is 0.327, suggesting that there is association between the two variables.

Table 1.2: Cross tabulation of personality type Of respondents and internet facility at home.

Do you have internet at home			
Personality type	Yes	No	Total
Conservative	139	28	325
Liberal	186	47	75
Total	167	233	400

Chi-square=0.740 p-value=0.390

Odds ratio analysis

Estimate		1.254
95% confidence interval	Lower bound	
	Upper bound	0.748
		1.114

The data shows that both conservative and liberal respondents generally have internet connections at home, but conservative respondents are 1.245 times more likely not to have internet access. The chi-square test with a value of 0.740 and a p-value of 0.390 indicates that the association between political orientation and having internet access is not significant.

Table 1.3: Cross tabulation of family status and residence of the respondents

Family status				
Residence	Lower class	Middle class	Upper class	Total
Urban	9	231	17	257
Rural	12	117	14	143
Total	21	348	31	400

Chi-square=6.066p-value=0.048

According to the above table, it demonstrates the association between residence and family status of respondents. The result shows that the majority of respondents living in urban areas belonged to the middle-class family. The Chi-square test statistic value is 6.066, and the corresponding p-value is 0.048, suggesting a significant association between the two variables. The result shows that residency depends on the family status of the respondents.

Table 1.3 Cross tabulation of gender of the respondents and opinion about decline of hijab concept

Respondents perception about declining the concept of Abaya due to western cultural						
Gender respondents	Strongly agree	Agree	Neutral	Dis agree	Strongly dis agree	Total
Male	98	61	56	21	7	246
Female	35	51	36	25	7	154
Total	133	112	92	46	14	400

Chi-square=18.23p-value=0.003

According to the above table, it shows the association between gender of the respondents and respondents' opinions about the decline of the hijab concept due to the influence of Western culture. According to the above table, the majority of male respondents agree that the concept of abaya is declining in our society, whereas female respondents disagree that the concept of abaya is not declining in our society. The Chi-square test statistic value is 18.235, and

the corresponding p-value is 0.003, suggesting a significant association between the two variables.

Table 1.4: cross tabulation of gender of the respondents and their opinion about upper class families moving away from their own culture

Gender respondents	of	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Male		129	68	29	14	6	246
Female		57	70	16	5	6	154
Total		186	138	45	19	12	400

Chi-square=14.754 p-value=0.004

The data shows a significant association between gender and the perception that upper-class families are moving away from their own culture. Most male respondents agree with this view, while female respondents disagree. The chi-square test confirms the significance with a value of 15.58 and a p-value of 0.004, indicating that gender influences this perception.

Table 1.5 Cross tabulation of family status of the respondents and their opinion about upper class families are moving away from their own culture

Family respondents	status	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Lower class		12	3	2	1	3	21
Middle class		160	127	38	15	8	348
Upper class		14	8	5	3	1	31
Total		186	138	45	19	12	400

Chi-square=16.07 p-value=0.041

The data shows a significant association between respondents' family status and their opinion that upper-class families are moving away from their own culture. Most middle-class respondents agree with this statement. The chi-square test confirms the significance with a value of 16.07 and a p-value of 0.041, indicating that family status influences this perception.

5. Conclusion

The study investigated the impact of Western culture on Pakistani society, with a focus on respondents' engagement with Western norms such as celebrating festivals like Valentine's Day, adopting Western fashion through media, and changing food and dining habits. Data were collected via a questionnaire distributed to a random sample of 400 individuals in Peshawar, comprising 246 males and 154 females. The analysis employed statistical tools like chi-square tests and graphical representations. The results indicate a substantial influence of Western culture, largely propagated through social media, which promotes Western norms such as the English language, food, festivals, and education. Male respondents noted a shift away from traditional culture, particularly among upper-class families. The study also found that liberal respondents were more likely to have cable TV and celebrate Western festivals compared to conservative ones. Significant associations were observed between gender and attitudes toward traditional practices, such as the wearing of the hijab. Overall, the findings suggest that Western culture is significantly impacting Pakistani society, leading to a gradual shift from local cultural practices and values. This shift, driven by social media and perceived as a status symbol, poses a risk to the preservation of traditional values and cultural heritage.

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