# Society & Social Justice · GS - I

**Do you think that globalization results in only an aggressive consumer culture? Justify your answer.**

| EXAM YEAR | PAPER | SUBJECT |
|---|---|---|
| 2025 | GS - I | Society & Social Justice |

| MARKS | WORD LIMIT |
|---|---|
| 10 | ~150 words |

## Answer Hint

**Globalisation, consumerism, cultural exchange, technology, markets, cultural homogenisation, hybridisation, opportunities, sustainability**

## Model Answer

### Introduction

Globalisation has significantly expanded markets and consumer choices, but its cultural consequences are multidimensional and cannot be reduced to aggressive consumerism alone.

### 1. Consumerist Impact

Global brands, advertising, digital platforms and rising purchasing power can promote materialism, status consumption and disposable lifestyles. Social media can intensify aspirational consumption.

### 2. Beyond Consumerism

Globalisation also facilitates cultural exchange, international collaboration, knowledge dissemination and exposure to diverse ideas. Indian cuisine, yoga, cinema and handicrafts have acquired global audiences.

### 3. Cultural Transformation

Rather than producing complete cultural homogenisation, globalisation often creates cultural hybridisation, where global influences interact with local traditions.

**4. Positive Social Effects**

Global connectivity can strengthen awareness of human rights, environmental sustainability, gender equality and global citizenship. It can also expand educational and employment opportunities.

**Conclusion**

Globalisation can intensify consumer culture, but its effects depend on institutions, values and individual choices. The challenge is to harness global opportunities while preserving cultural diversity and promoting sustainable consumption.

BECOME IAS
AI POWERED UPSC PREP