

Socio-cultural Values and Their Effects on Acceptance/adoption of Traditional Values

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Abstract: This study is based on 100 urban females in three strata from Faisalabad district. It was found that measures of the extent to which women acceptance/adoption of traditional values. The data showed that the independent variables such as age, education, family type, family occupation and status had significant association with marriage practices, changing role of men and women, adoption of traditional values and women participation in decision making.

Key words: Socio-cultural values

Introduction

Values defining other values of conduct life appropriate pattern of eating ,dressing, education, marriage are also vary from society to society. Pakistan live in a culture and traditions is many centuries old. The current institutions, belief attitudes, values and customs have been shaped by a long history during which the Indian subcontinent was conquered by Muslim values who brought the religion of Islam, this conquest resulted in the conversion of a sizable minority of local inhabitants to the Islamic faith. Pakistan is an Islamic country and its values are also Islamic. Religion is a system of commonly held belief and rituals that are oriented towards some sacred supernatural realm. Men and women are assigned different behaviors, tasks, rights, obligations and resources. Different people weight values differently, some people and some cultures, will encourage one value over the other systems of priorities. Change is the inevitable and universal characteristics of all human societies. No matter whether it is progressive or regressive, unidirectional or multidirectional, permanent or temporary.

In Pakistani society there are changes in the family type, in the status and role of women and in values placed on family life. Information technologies through computer oblige Internet system has more effective in the world communication. In the present study an attempt to determine the Socio cultural values and their effect on acceptance/adoption of traditional values was made.

To study the prevalent Socio cultural values of urban women.

To study women's attitude towards acceptance/adoption of traditional values.

To investigate relationship among Socio cultural values and their effects on acceptance/adoption of traditional values.

Tejumola *et al* (1993) in their presentation on changing values concerning marriage and family concluded that effect of change of tradition may see imperative if the values expressed are to be neatly fitted in to the location in which they exist. They concluded finally that observed changes can, however, not be perceived as settled at the moment leave values in a state of flux and dynamic alternations.

Inglehart (1993) in a proposal for a study of global change, entitled "changing goal and values" indicated that some of the basic values of the people of industrial societies have been undergoing a process of intergeneration change .In his study ,he indicated changes in the role of women and value placed on family

life relative to life outside the home .This proposal was presented at conference on global omnibus environmental survey.

Materials and Methods

This study was conducted (2000) in the urban area of district Faisalabad. Three areas of Faisalabad city randomly selected. In strata one People's Colony No.1 was selected that area represents the high class, in strata second Batala colony was selected that area represents middle class and ,in strata third Waris pura was selected that area represents the lower class. Thirty three females were selected using simple random sampling techniques from all three strata.

Results and Discussion

Age is an important characteristics of human beings. An individual has to play different role at different stages of his life. The results showed in our study that 45.0% of respondents fell in age less than 24 years, 30.0% fell in age 25 to 29 years while 25.0% belonged to age 30 and above years. Age has non significant relationship with adoption of traditional values.

Socio - Cultural values are associated with age .

Education is considered one of the most important factor for variation in knowledge, attitude and prestige. The data showed that 12.0% of respondents were illiterate, 18.0% were under metric level of education, 70.0% had intermediate and above education.

Socio- Cultural values are associated with education.

The table revealed that education has significant relationship with education value, language, social status and economic status significance at the level of 10 and 1%, while traditional dress has no significant relationship.

Family is a group of intimate people emotionally involved and selected either by blood , marriage or adoption , responsible for the reproduction and rearing of the children and living together .In our study the result revealed that 61.0% of respondents were living nuclear families and 39.0% adopted joint family system. It is evident from the given data that family type has non significant relationship with adoption of traditional values. Socio- Cultural values are associated with family type occupation as a specific activity with a market value which an individual continually pursues for purpose of obtaining a steady flow of income. According to the data 79.0% of respondents family occupation was non agriculturist. While 21.0% belonged to agriculturist occupation.

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Table 1: Distribution of areas according to their strata

Strata1(High)	Strata 2(Medium)	Strata 3(Low)
Civil Line	Khyaban no. 1	Tuhdi Wala
Madina Town	Garden Colony	Allahi Abad
Muslim Town No.1	Sarraz Colony	Kramat Abad
People's colony No.1	Kareem Town	Warispora
Gulistan Colony	Muslim Park	Marriam Abad
Saman Abad	Batala Colony	Ghandasing Wala
Jinnah Colony	Rubani Colony	Junglesing Wala
Gulberg	Ghulam Mohd Abad	Muhallah Noorpur
33	33	34

(Source: HBFC, 1998)

Table 2: Association between age and adoption of traditional values

Adoption of traditional values	Chi-square	d.f	significance level
Education value	4.50046	4	0.3425
Tradition dress	0.53241	4	0.8209
Language	0.76923	4	0.9425
Social status	0.84270	4	0.9326
Economic status	2.81470	4	0.5893

* ~ = 0.05 or 5% ** ~ = 0.01 or 10%

Table 3: Association between education and adoption of traditional values

Adoption of traditional values	Chi-square	d.f	significance level
Education value	13.56432	4	0.0088
Traditional dress	11.01320	4	0.264
Language	45.29007**	4	0.0000
Social status	18.00498**	4	0.0012
Economic status	13.58763	4	0.0087

* ~ = 0.05 or 5% ** ~ = 0.01 or 10%

Table 4: Association between family type and traditional values

Adoption of traditional Value	Chi-square	d.f	Significance level
Education value	2.67788	4	0.2621
Traditional dress	0.35541	4	0.8370
Language	3.98819	4	0.1361
Social status	2.06381	4	0.3563
Economic status	0.74651	4	0.8855

* ~ = 0.05 or 5% ** ~ = 0.01 or 10%

Table 5: Association between family occupation and adoption of traditional values

Adoption of traditional values	Chi-square	d.f	significance level
Education value	0.76804	2	0.6811
Traditional dress	0.23597	2	0.8887
Language	0.47459**	2	0.0144
Social status	0.59566	2	0.7424
Economic status	0.74538*	2	0.0565

* ~ = 0.05 or 5% ** ~ = 0.01 or 10%

Socio-Cultural values are associated with family occupation.

The data Table showed that family occupation of respondent has significant relationship with adoption of traditional values language at the level of 10% and economic status at the level of 5%, while remaining have non significant relationship.

Near to half i.e. 45.0% of the respondents were in favor of marriage of male in age group 30 + years, while in their parents point of view 55% in age group 20 to 25 years. About 40% of respondents were in favor of age of marriage of female in age group 21 to 24 years, while 74.8% of respondent's parents were in favor of the age of marriage of female in age group 15 to 20 years.

About one sixth of respondents were married within the caste for better adjustment. About one third of respondents parents were not accepted to marry out side the caste.

Majority of the respondents were in favor of smaller number of children make life happier. More than half 64% of respondents were in favor of large number of sons give social and economic security to the family . More than half

were in favor of modern society the birth of daughter in welcome more than it is in a traditional society.

More than one third of the respondents were in favor to give higher education to male because they support the family. More than half of the respondents had good opinion about living on joint family. More than one third of the respondents were on the opinion for final decision in house hold decision making.

References

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