

Impact of Bollywood Movies on Cultural Transformation in Pakistan; Exploring the Influence of Indian Culture on Pakistani Youth a Case of Sargodha Pakistan.

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Abstract

This study is an effort to investigate the "Impact of Bollywood on cultural transformation among Pakistani youth in university of Sargodha's students, Sargodha. The study used the survey method for data collection. A sample of 300 respondents consisting of 150 Males and 150 Females aged 20-30 has been taken from the students of university of Sargodha, using purposive and convenience sampling technique. The findings shows that majority of overall respondents prefer to watch Indian movies to gratify their entertainment needs than Hollywood and Lollywood movies and they follow the mannerism and life style shown in movies having considerable effect on their cultural patterns. Majority of viewers prefer cable television watch movies more frequently than CDs, DVDs, Cinema and Dish antenna. They are more influenced by television characters especially depicting western and Indian life style and dressing. Majority of viewers are of the view that gender interaction in Indian movies is presented through mix gathering, office working, Drinking, Eating, Singing, Dancing, and handshaking. Similarly, viewers prefer to participate in these

atmospheres during their daily lives. The findings show that story, casts, music, set design, songs, violence, romance, comedy, dialogue, and suspense used in Indian movies' significantly attract the viewers. Moreover viewers are of the view that modern dresses used in Indian movies largely affect the Pakistani culture. On the other hand, viewers do not significantly prefer to wear sleeveless tops, t-shirts, Sari, and miniskirts respectively. The findings reveal that Indian movies also influence the language, dresses, life style, festivals, music, food habits, and drinking of the native cultural trends.

Introduction

Word Bollywood is a play on Hollywood derived from Bombay that is considered the center of film world. The word was derived in 1970s. There were many new production companies in 1920. The films made during this period were legendary or historical in nature. Such films were popular among Indian audiences and some of the movies following Hollywood action films. Bollywood means films produced by Mumbai film industry in Hindi language that are distributed across India, consisting of

songs, dance and music as an essential component of the film. Bollywood history is as old as other film industry in the world. Its history is varied and complex that has gained great attention of audiences. The 1947 brought significant changes in film industry. It was the period when modern India was born. Old films were changing into social reformist films that were socially critical overviewed. In films of 1950s, filmmakers focused lower class that was being ignored. Indian new cinema movement development in U.S and Europe during the period of 1960s brought social and political changes (Grant, 2007).

In 1905 J.F. Madan established a company which showed some western movies. He was the great businessman who started great opportunities for Hindi filmmaking. First Indian feature film was shown in 1912 with the increasing demand of audiences. It was only a shot from Englishman and was not considered the independent feature film. For the first Indian feature film, the honor goes to the *Dhundiraj Govind phalke* for *Raja Harishchandra* that was released in 1913. Many of the Indian silent movies were made from 1917 to 1931. These movies were in Hindi and regional languages.

In 1931, the first Indian talkie “Alam Ara” was made. It was basically a costume drama. This was full of fantasy and melodious songs that gained success during that period (Gokulsing & Dissanayake, 1998). The very film with sound system was produced in 1931 that attracted the large number of audiences for long period of time. If we look back to fifties, the Satyajit Ray’s *Pather Panchali* got the global awards and got the popular imagination throughout the Asia. The production trend increased from 1974 to 1985. With the passage of time Bollywood moves to success that captured

the world market and has become contemporary with Hollywood.

Dhundiraj Govind Phalke was one of the earlier film makers also known as “Dadasaheb Phalke and was the father of Indian cinema” (Ganti, 2004). He produced and directed *Raja Harishchandra* (1913) that was a silent movie in Marathi in which female role was played by male actor (Burra & Rao, 253). Only 10 films were produced annually in the early period of time. In the early twentieth century the cinema was very popular among the people of India (p.252). After releasing the *Alam Ara* in 1931 H.M.Reddy produced and released a film *Bhakta prahlada* (Telugu in 15 September 1931 and *Kalidas* in 1931. These two movies were the first talkie films of south Indian

(<http://en.wikipedia.org/wiki/cinema-of-india>). The sound technology emerged during 1930s which started the music in Indian cinema. As different films studios emerged in Kolkata, Chennai and in Mumbai. During this period many of the film attracted the worldwide audience like *Devdas*.

Elements of Popular Indian Cinema

Indian cinema catches lot of attention of the audience through various factors that strengthen the structure of Indian popular cinema. Some original ingredients also play its role in making cinema popular (Pandakur, 2003). During the 1920’s and 1930’s Indian cinema developed short studio period and their production carried out independently Indian film industry brought economic development in 1940s and cinema increase its production about war movies.

Introduction of satellite television brought significant cooperation with T.V and film industry. Indian film industry has strongly relationship with satellite network.

This network provides the new opportunities for producer and directors to promote and enhance their market of Indian films. So they started to get large revenue from industry, because lot of satellite channels depend on Indian movies, Bollywood news, celebrity interviews film award shows with many of film stars (Ganti, 2004). Today Hindi film makers are dubbing their movies into English, Spanish, German, French and Arabic. They are also dubbing English movies into Hindi language for their ordinances. Many of the films integrate different Diaspora and set their stories in foreign countries and international languages. Indian movies consist of several dances and songs. In Hindi movies costumes, set design, actors and actress are mostly consider the eye candy. Bollywood movies consist of 2-3 hours immersing themselves in the world of violence and fantasy. Indian movies are a poster child in dubbing English movies.

At present some of channels like “Sony pictures” are in great battle with the Bollywood movies. Many of the Bollywood and Hollywood film producer and directors portray deep story lines, acting and professionalism. It’s highly assumable that Bollywood have strong connection with large masses with realistic characters, instead of only music, dance, songs, set design, costumes, film stars and being original rather than following the Hollywood. Indian filmmakers are very talented and producing new ideas and will bring significant changes in Bollywood industry (Mathew, 2007). There are four major components that represent the Bollywood viewers: Nationalism, censorship, music and three phases of Bollywood.

Significance of the study

Indian movies are really playing with our youth’ minds, as they are promoting their culture in the minds of Pakistani youngsters. Our youth are very fond of Indian films and also our whole family members regularly watching Indian dramas. Bollywood movies have gained a significant importance in our society and Pakistani viewers mostly prefer to watch Indian movies. Bollywood has become one of the famous and great showbiz industries in all over the world. One of the major causes of Indian movie’s effects on our society and cultural values is the downfall of Lollywood film industry. Pakistani cinema has great dependency on Bollywood movies for its survival. The people even residing in Pakistan and following Pakistani culture prefer to watch Indian movies. Indian cinema and entertainment programs are largely promoting its cultural traits through dramas and films which are completely based on the Hindi folklore (Sarfaraz, 2006).

The girls want to wear such dresses like they see in star plus dramas and in Indian films. Young boys also want to use lipstick. Children and young people are largely affected from Indian movies and use plenty of Hindi words and dialogues in their daily life and try to imitate and adopt the life styles like they see in Indian dramas and films. Even the people know that it is not suitable and right thing to use Hindi words and indeed not good to say even they follow such type of things just to have a fun and feel proud to be a fraction of Hindi culture. Pakistan and India have their own culture and religion that shows great difference between them. Indian films, dramas and especially music, songs, dance, and romance strongly corrupting our norms, values and traditions. Indian cultural trends have deeply penetrated into the minds of the Pakistani. The youngsters mostly talk about Indian films, dramas and about their film’ stars and

follow the similar life pattern as they watch in Hindi channels (<http://www.cultureandyouth.blogspot.com>).

Pakistani culture, public, language and media are largely affected through Hindi dramas and movies. Indian drama channels especially star plus are the most favorite channel to watch the Hindi dramas among Pakistani viewers. Pakistani dramas had great importance before the introduction of cable network in Pakistan; even the Indian drama producers also admitted the popularity of Pakistani dramas. They regularly show their culture, customs and traditions in their dramas that affected the larger number of people. Their family also looks busy in worship of God. They also show heavy jewelry in dramas that affected the Pakistani female viewers. They try to present their native culture but it is not the real Indian culture which they show in dramas and films. They only portray the positive feature of the society that has great influence on the young generation. They are more aware about the Hindi culture and language than their native culture. They show more loyalty and passion with their culture, religion and country. It is the responsibility of Pakistani drama producers to produce such dramas which promote nationalism, their true culture, religion, and traditions. Indian movies also show their devotion about Indian and try to create hatred about Muslim and Pakistan in the minds of Indian. Instead of ban on Indian dramas and films, Pakistani shows Indian movies in their cinemas. Indian media has great influence on youngsters and they want to rule in the mind of young viewers showing negative image of Pakistan in the world (Sajida, 2012).

Statement of Problem

What is the impact of Bollywood movies on the culture of Pakistani Youth? Whether the

consumption and influence of Indian movies is differentiated on the basis of viewers' age, gender, education and occupation? A case study on youth of Sargodha University.

Objectives of the study

Main objective of the study is to determine the effects of Indian movies on youth in Sargodha, Pakistan and to gain the understanding about Bollywood movies. This study will focus on Pakistani viewers of Bollywood movies and its effects on culture of Pakistani youth. The major objectives of study are as follows:

1. To determine the viewer's consumption patterns of Bollywood movies.
2. To obtain the information concerning the level of interest of the respondents in Bollywood movies.
3. To obtain the information concerning the level of gratification of the respondents in Bollywood movies.
4. To determine the impact of Hindi language on the youth.
5. To determine the impact of Hindi culture on the youth.
6. To explore the effects of Bollywood movies on the cultural traits among youth in term of demographics.

Literature Review

A lot of research studies have been conducted in developed countries that theorized the media influence on the attitude and behavior of young audience and perform some risky practices. As most of the studies followed the different models of "media – effects" and revealed the influence of visual media on their behavior such as involving in sex activity, aggression, action and violence.

They also adopt some other behavioral activities as adopting different new dressing styles and gesture. The studies revealed a causal relation between media violence and sexual behavior (Bolz, 1981). Audience watching more sexual content on the television in films and entertainment programs, they will more engage in sexual activity among their friends (Newcomer, 1991). Steele (1999) is of the view that “circular model identifies the young audience as active audience that may judge the message and their content in term of integrity and aptness for their definite circumstance and routine work exercise. Hawk and his colleagues (1994) verified that youth seriously assess the “pragmatism “of the visual media products and they select their material according to their choice and pay attention on the desired materials. They presented their findings that females individuality related to sexual contents (motives, self-concept, outlook and performance) are prognostic of contact in media. Males have more opportunity to appraise their information level about their desired contents.

TV culture fashioned and has become more powerful than traditional native cultural identity. It has strong acceptance and impulsive natural among the large number of audience. TV technology promotes and manipulates new kind of value system, believes and norms among social system (Teffres, 1986). Studies with different perspectives have argued that television has significant impact on native culture and self-cognition of the individual. Such type of influence is critical for the Nigerian cultural identity (Hatchen, 1987). Tager (1997) states “watching soap opera is leading to a world of fantasy which we consider to be true enough to justify the following conclusions, shaping opinions and comparing to what we know about the real

world”. Hagwira (1999) describes that norms, values and style transmitted by television are contrary to the local cultural traits and therefore they are promoting alien patterns among the audiences of the receiving countries. Metz (1982) analyzed in his study about constructs and description about the viewers through blurring of boundary between fantasy and real. Films have different type of format that is being shown in the cinema than any other format based on ritual quality. Such type of films largely portrayed its cultural representations that are interpreted in form of genre and stars that are practices on daily bases (Ellis, 1982 & Turner, 1999).

Sex differences have changed in media concern aggression over the past few years, as female role have changed in modernized societies. After examining the few research studies, it has apparent that affects of movie and drama on domestic audience especially female has become visible and idealized, because they have more aggressive behavior on television. As long as society behaves them accordingly, TV effects increased in young audience than old audience (Paik & Comstock, 1994). The research of social scientists about television critics, that how television plays its role in repeating the patterns of ideals and morals among different classes of the people in social system which clearly describes that how the television represents the social order (Bignell, 2004).

Bryant and Thompson (2002) concluded that the user of new communication media have become more active and selective in understanding and receiving the message. They were more active agents of information than passive receivers. The new media provided more opportunities for viewers to get the information about their concern. James

Curran (1991) stated that “much of the research studies focusing on audience power and short term effect and long term media influence as well. As for as effect of media is concerned it always reinforces the new cultural trends and communication technology that is introduced in all over the society, as technology has positive as well as negative effect. However to determine the influence of cable television a new communication pattern has gained fame throughout the Pakistan that has become a dominant field of research for researchers.

Bellour (1975) stated that the passive behavior of female audience that having the imaginary and symbolic role on satellite channels which created explicit effects on the attitude and behavior of the audience. In Pakistani society women is considered to play a significant role in bringing up their children and are considered a symbol of integrity that transforms the society. Women are also responsible to keep in touch with their traditional values of family. Women are also considered a key element to portray norms and values of its society in general. However the study also focuses and analyzes the influence of Bollywood film and drama that women are watching through cable television and dish antenna.

Herbert (1992) describes a general idea about watching movies on television, influences children’s play, their behavior, dressing, gesture, emotional activities, and

Study’s Hypotheses

The major hypothesis of the study was “greater the exposure of Indian movies greater the effects on the lives of youth in Sargodha, Pakistan. The sub hypotheses of the study were as follows: The more the

concept about romance, and aspiration. He declared that how children follow cowboys, robbery; copy illegally, soldiers, actions of hero and villain, copying dialogues which they have seen in the movies. Thompson (1995) argues that partial conception of their way of life which is significant different from their own lives and receives from their experiences of symbolic distancing that reflect their lived culture. The overall harmony described among majority of poor youth who are watching Bollywood films and are important in providing escape from their daily lives. Their poverty obviously creating lot of difficulties in their everyday life matters and reading that they make of Hindi films, how much those films enable them to escape from particular poverty concerned problems. Such type of particular movies resonates and motivates youth to escape from their day-to-day difficulties (Dilalew, 2008). Satellite television also has strong influence on the tastes of Indian audience particularly on new the audience. Films of these channels influenced the dancing, dressing and talking Style of the people and also on the Indian cinema. Indian choreographers also copy the MTV dance style in their films. Most of the music tapes and albums are sale out in India containing Indian music. Indian songs have created a new genre for the young generation also known as Hindipop. Bollywood also play significant role in making the women more advance and to advance their social roles that leading the India to the modernity (Scrase, 2002).

native consumption habits of Indian movies on cable television then the more their knowledge about Hindi language.

1. It is more likely that young viewers are more dependent on Indian

movies to gratify their entertainment needs.

2. It is more likely that respondents use cable television more as compared to other source for watching the movie.
3. It is more likely that males more participated in gender interaction pattern shown in Indian movies as compared to females.
4. It is more likely that the respondents of all demographic groups are attracted by different aspects in Indian Movies.
5. The more the viewers watch the Indian movies then, the more their interaction pattern affected with the friends and parents.
6. The more the viewers' time spending on Indian movies, then, the more effects on their dressing.
7. The more the viewers take interest in watching Bollywood movies then, the more influence on their cultural practices.
8. The more the viewers watch Indian movies then, the more they use the Hindi language words in their daily life.
9. The more the viewers watch Indian movies then, the more they like the Hindi rituals and customs.

Research Methodology

The study was started to determine the viewer's perception about Indian movies on cultural values through different sources. Different components that were analyzed in survey are jeans-shirts, sleeveless tops, skinny dresses, sari for women, miniskirts, and long skirts, remix songs, fast music, dance and kisses. These characters are familiar in Hindi movies that are watched frequently. The survey has helped the researcher in collecting information by

watching Hollywood and Bollywood movies, so that analysis could be made by comparing their life patterns. The researcher is interested in collecting the data from large population but due to the time and financial limitations, total 300 viewers of Indian movies from university of Sargodha are selected as a sample of the study. The population of this study consists of the viewers of the Bollywood movies from university of Sargodha. They belong to different sex, Education level and age group. In this research study, young people of age group (18-30) from university of Sargodha are selected for the sample. This research has applied the purposive and convenience sampling technique for the selection of sample from required population. A sample size of 300 was further divided on the basis of age, gender, and education.

Findings

Movies are playing its significant role in providing entertainment to large number of people. The results of this study explore the viewer's watching habits of movies and its influence on cultural pattern of the young viewers. In answering some research questions set earlier in the study, the researcher found that majority of the students depend on Indian movies for getting entertainment or just to kill the time than other media. It was further observed that the viewers watch the movies with a degree of difference. The descriptive analysis of the study focuses on the demographic of the respondents that are age, gender, education, occupation and tried to determine their effects on the viewers of the Indian movies, because of cheap and easy availability, Indian movies are being watched by all class of the country almost everywhere. It has become one of the common entertainment commodities. This

study tried to understand whether demography affect the watching habits of the viewers or not. The descriptive analysis is presented in percentage through tables.

The analytical review of the viewer’s watching different movies shows that overall (51.7%), age (25-30) show (53.2%) significantly sometimes watch Hollywood as compared to their other categories respectively. However some of them watch Hollywood movies very frequently m.phil (63.3%) but observed the similar situation as compared to their other education categories. It is further observed from the findings that age (25-30) respondents (61.7%) master respondents

(64.6%) while students (56.4%) significantly very frequently prefer to watch the Bollywood movies for their entertainment while similar situation is observed in males and females respondents’ responses in watching Bollywood movies as compared to their cross categories respectively (see table 1.1). The comparison of the study’ findings regarding watching to Lollywood movies depicts that respondents significantly somewhat prefer to watch Lollywood movies. It is observed from the research findings that majority of the respondents never prefer to watch Lollywood movies as compare to their competing categories respectively (see table 5.1).

Table (5.1).Watching Habits Of Movies

	Overall	Age		Gender		Education		
		*A	B	C	D	E	F	G
Hollywood Movies								
Very Frequently**	38.7 [^]	47.3	38.8	58.7	54.0	53.3	58.3	63.3
Somewhat	51.7	47.3	53.2	35.4	44.0	44.0	36.7	30.0
Not at all	09.6	05.4	08.0	06.0	02.0	02.7	05.0	06.7
Bollywood Movies								
Very Frequently	56.4	38.4	61.7	58.7	54.0	36.5	64.6	32.1
Somewhat	39.6	49.1	35.1	35.4	44.0	55.3	33.3	67.8
Not at all	04.0	12.5	03.2	06.0	02.3	08.2	02.2	05.3
Lollywood Movie								
Very Frequently	14.6	19.6	13.9	16.7	12.7	14.7	11.9	10.7
Somewhat	46.4	24.2	39.6	40.0	41.3	55.3	60.2	53.5
Not at all	39.0	33.0	26.2	21.3	36.7	30.0	28.0	35.8

N=300 170 130 150 150 150 120 30

*A=18-24, B=25-30, C=Male, D=Female, E=Graduate, F= Master, G= M.Phil,

**Very frequently means very frequently and frequently,

Somewhat means somewhat and rarely, Not at all mean never.

: Figures in the table show percentage.

Figure 5.1 Time spending on watching Bollywood Movies

Overall

The analytical review of the time spending of Bollywood movies by overall respondents reveals that significant majority of respondents (41.3%) watch these movies on average from six to seven hours per week, followed by 28 % respondents who watch Bollywood movies from 8-10 hours whereas 17% are those who watch these movies for more than 10 hours (Figure 5.1). These findings show the strong viewing patterns of Bollywood movies by overall respondents. The analysis based on gender reveals a slight difference between male and female viewers time spending on watching movies. The data for example reveals that 17 % males as against 14.7% females watch the movies for more than 10 hours weekly. Somewhat similar difference has been observed between the other three time spending categories (figures 5.2 and 5.3).

Figure 5.2 Male

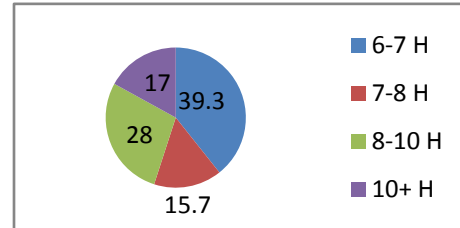
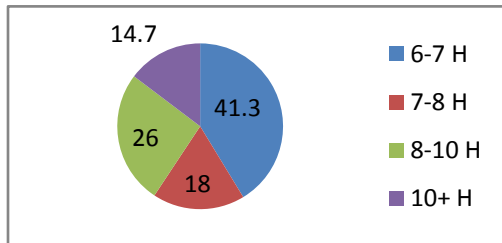
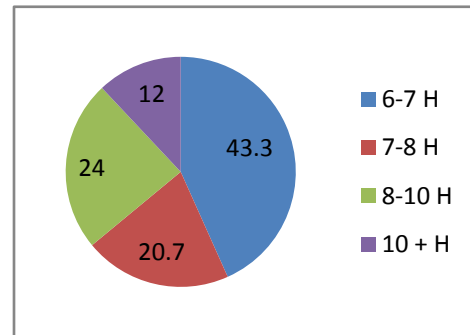


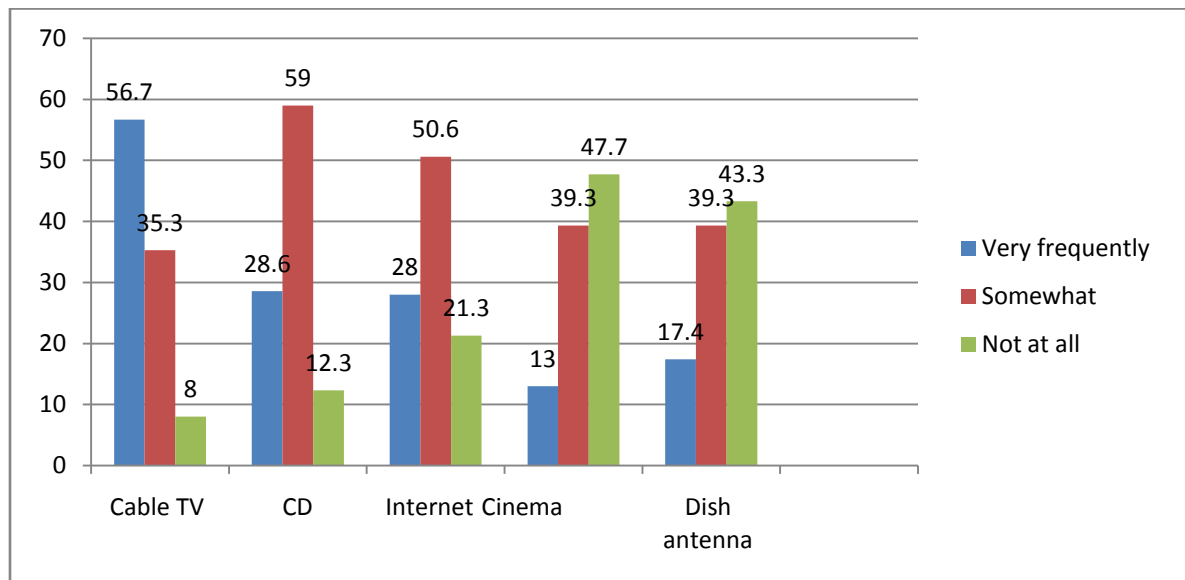
Figure 5.3: Female



Graph 5.1 Viewers ‘use of Sources for Movie

The findings about people’s extent of using various sources for watching movie reveal that respondents significantly use cable television more for watching movie as compared to CD, internet, cinema and dish antenna. While the findings further indicate that they significantly somewhat use CD for watching movie followed by internet. The comparative analysis of study’s findings reveals very significant difference in using cable television for watching movie among other sources while the respondents significantly never prefer to use cinema and dish antenna as compared to their other categories respectively.

Graphic 5.1



The viewers prefer to watch Indian movies for a variety of reasons. The movies are a cluster of so many components that is why the viewers were asked to give their opinion about such components. As it is observed from the findings majority of them think that dance is significantly shown very frequently (68.6%) as compared to mix gathering (53.5%), drinking (51.0%), eating (54.7%), singing (64.7%) and hand shaking (52.3%) in parties and other celebrations respectively(see table 5.2).The age bracket analysis regarding the respondents' responses about presentation of mix gathering in Bollywood movies reveal that age (18-24) are (55.9%), males (53.5%) significantly very frequently viewed about gender interaction presentation in Indian movies while age(25-30) viewed (32.7%) respondents significantly observed that mix gathering significantly never presented in Indian movies as compared to their cross categories respectively. According to the survey analysis it has been found that presentation of mix gathering in Bollywood movies reveals that age (18-24) are (51.8%)

and graduates (50.8%) who significantly somewhat viewed about the presentation of office working in Bollywood movies as compares to their competing categories respectively(See table 5.2).

The comparative analysis of data regarding presentation of drinking in Indian movies shows that age (25-30) observed (52.7%) females (58.4%) and respondents of masters (64.1%) are of the view that drinking is significantly very frequently presented in Indian movies as compared to cross categories respectively. The findings about data regarding presentation of eating in Indian movies show age (25-30) percentage of (60.1%) females (58.7%) and m.phil (64.3%) very frequently viewed that eating is significantly presented in Indian movies but less in percentage in not at all responses of presentation of eating as compared to their competing categories respectively. The comparison of findings regarding presentation of singing in Indian movies depicts that age (18-24) show (55.4%), females (38.3%) and graduates

(50.5%) are significantly very frequently as compared to their cross categories respectively. The finding of the study further revealed that respondents about presentation of hand shaking in Indian movies are of the

view that age (18-24) present (46%), the males (51.3%) and master (53%) are significantly very frequently as compared to their competing categories respectively.

Table 5.2 Frequency of presentation of gender interaction in Bollywood movies

	Overall	Age		Gender		Education		
		*A	B	C	D	E	F	G
Mix Gathering								
Very Frequently**	53.3 [^]	55.9	35.2	53.5	43.3	40.5	39.4	41.1
Somewhat	35.0	36.7	32.1	36.4	40.9	34.7	47.5	38.2
Not at all	11.7	07.4	32.7	10.0	15.8	24.8	13.1	20.7
Office Working								
Very Frequently	36.1	36.6	42.6	45.4	48.0	48.2	60.2	53.5
Somewhat	53.9	51.8	38.3	44.3	41.3	50.8	30.1	36.0
Not at all	10.0	11.6	09.1	10.3	10.7	10.0	09.7	10.7
Drinking								
Very Frequently	51.0	43.8	57.2	46.0	58.4	43.5	64.1	60.0
Somewhat	36.7	46.5	31.1	30.0	33.5	43.8	26.1	25.7
Not at all	10.0	09.8	11.8	14.0	08.1	12.9	09.8	03.6
Eating								
Very Frequently	54.7	45.6	60.1	50.6	58.7	50.0	62.4	64.3
Somewhat	40.4	50.9	34.0	43.4	37.4	44.7	30.3	24.1
Not at all	05.0	03.6	05.9	06.0	04.0	05.3	05.4	03.6
Singing								
Very Frequently	64.7	55.4	44.0	27.4	38.3	50.5	40.8	26.5
Somewhat	30.3	34.8	40.4	52.1	30.0	30.2	41.0	42.9
Not at all	05.0	09.8	15.6	20.5	31.7	19.3	18.2	30.6
Dancing								
Very Frequently	68.6	48.7	68.7	64.0	63.4	60.6	60.9	63.6
Somewhat	24.7	26.9	23.9	29.3	28.2	21.5	21.1	17.8
Not at all	06.7	05.4	07.4	06.7	06.4	06.5	07.0	03.6
Hand shaking								
Very Frequently	52.3	46.0	28.0	51.3	36.0	41.5	52.0	35.7
Somewhat	39.7	43.0	59.3	45.3	54.0	50.3	39.4	55.8
Not at all	08.0	11.0	13.7	03.4	10.0	08.2	08.6	08.5

*A=18-24, B=25-30, C=Male, D=Female, E=Graduate, F= Master, G= M.Phil,

**Very frequently means very frequently and frequently,

Somewhat means somewhat and rarely, Not at all mean never.

: Figures in the table show percentage

The people's extent of their participation in different gender interaction patterns of Indian movies is another major concern of

the study and reviews of the respondents (table 1.4) shows that almost all of the overall respondents significantly somewhat

participate in gender interaction patterns of Bollywood movies-mix gathering, office working, drinking, eating, singing, dancing and hand shaking. However the little amount of them are those who never prefer to participate in different gender interaction patterns of Indian movies but not at significant level. The findings regarding viewer’s participation show that majority of the overall respondents significantly somewhat participate in such activities which includes: mix gathering (46.6%), office working (55.6%), drinking (47.3%), eating (46.3%), singing (44%), dancing (42%) and hand shaking (41%) respectively (table 1.4). The comparison of the respondents’ scores on index of participation in different gender interaction patterns of Indian movies with different demographic characteristics, Most of the cases reveal the similar situation that is observed in respondent’s responses of mix gathering. Those who belong to the age (25-30) are (46.8%), males (54.7%) and master (56.6%) significantly very frequently participate in mix gathering as compares to their competing categories respectively. The study’s results regarding responses’ of various categories, participating in office working also illustrates somewhat difference. The findings with regard to office working reveal that age (25.30) are (54.1%) males (48%) and M.phil (53.9%) are significantly somewhat more satisfied

with participating as compared to their cross categories respectively. The findings with regard to drinking shows that age (18-24) are (27.7%), females (28%) and graduate (27.1%) significantly never participated in drinking as compares to their cross categories. while the age (18-24) are (47.7%) males (52%) and graduates (51%) who significantly very frequently participated in eating as compare to their other categories .

The results further reveal that respondents participating in singing are significantly very frequently includes: age (18-24) show (47.7%), m.phil (57.6%) while females (60.4%) who significantly never prefer to participate in singing as compared to their competing categories .In case of dancing age (25-30 show (47.7%), males (45.1%) and graduate (50.4%) who significantly very frequently preferred to participate in dancing as compared to their cross categories respectively. The comparison of the respondents ‘demographic characteristics in terms of their participation in gender interaction of hand shaking reveal that age (18-24) are (49%), females (54%) and m.phil (44.1%) who significantly never preferred to participate in hand shaking in gender interaction of Bollywood movies as compared to their cross categories respectively (table 5.3).

Table 5.3 Frequency of participation of gender interaction in Bollywood movies

	Overall	Age		Gender		Education		
		*A	B	C	D	E	F	G
Mix Gathering								
Very Frequently**	42.0 [^]	12.6	46.8	54.7	39.3	34.1	56.6	36.8
Somewhat	46.6	20.0	42.6	27.3	48.0	53.0	21.9	56.3
Not at all	11.4	04.7	10.6	18.0	12.7	12.9	21.5	06.9
Office Working								
Very Frequently	34.4	36.2	36.7	37.7	32.7	30.8	36.6	36.3
Somewhat	45.6	44.2	54.1	48.0	43.3	47.1	41.9	53.9
Not at all	20.0	11.6	09.2	14.3	10.7	10.0	09.7	10.8

Drinking

Very Frequently	28.0	26.8	39.8	26.7	29.3	24.7	18.0	31.4
Somewhat	47.3	45.3	36.4	52.0	42.7	48.0	59.5	44.9
Not at all	24.7	27.7	23.8	21.3	28.0	27.3	22.5	23.7

Eating

Very Frequently	29.4	47.7	30.4	52.0	26.6	51.0	26.9	38.8
Somewhat	46.3	37.3	45.7	27.3	45.4	25.0	44.1	36.3
Not at all	24.3	25.0	23.9	20.7	28.0	24.0	29.0	24.8

Singing

Very Frequently	31.0	47.7	36.7	27.3	22.2	31.3	40.9	27.6
Somewhat	44.0	23.0	29.9	42.0	52.3	39.6	23.4	50.8
Not at all	24.3	28.3	60.4	20.7	25.5	23.1	35.8	21.6

Dancing

Very Frequently	35.0	31.5	47.7	45.1	30.7	50.4	32.3	32.1
Somewhat	42.0	45.0	29.3	30.0	44.7	23.1	41.9	50.0
Not at all	23.0	22.5	22.0	24.9	24.6	26.5	25.8	17.9

Hand shaking

Very Frequently	34.0	38.8	23.0	33.4	46.0	26.2	31.2	44.6
Somewhat	41.0	39.5	50.4	45.0	44.0	48.1	42.0	33.3
Not at all	25.0	20.7	26.6	22.6	10.0	25.7	28.8	22.1

 *A=18-24, B=25-30, C=Male, D=Female, E=Graduate, F= Master, G= M.Phil,

**Very frequently means very frequently and frequently,

Somewhat means somewhat and rarely, Not at all mean never.

: Figures in the table show percentage

The analysis of respondents' responses about attraction of various aspects of Bollywood movies reveals that majority of the overall respondents significantly very frequently attracted from these aspects of Bollywood movies which include: story (50%), cast (56.2%), music (56.6%) set design (55.7%), songs (62%), violence (46.6%), romance (53.3%), comedy (57.4%), dialogue (57%) and suspense (56%) respectively (table 1.5). It is further observed from the findings that little difference between very much and somewhat. The findings regarding people's attraction with story of Bollywood movies observed that age (25-30) are (58.1%), males (60.6%), and M.phil (53.6%) significantly very much attracted from story but graduate (13.9%) respondents who

significantly never attracted from story in Bollywood movies. One of the findings of the survey research on casts in Indian movies show that age (25-30) reveal (47.1%), males (40%) and M.Phil (53.5%) who significantly somewhat attracted from story in Bollywood movies while age (25-30) show (55%) significantly very frequently in responses as compared to their cross categories respectively. The findings further indicate that respondents attracted from music are (61.6%) females and master (59.7%) who significantly very much attracted from music in Bollywood movie while age (25-30) who are only (3%) significantly never attracted from music as compared to their cross categories respectively. The comparative analysis of study's findings reveals that age (25-30)

show (61.2%), females (60.7%) and master (62.4%) who significantly very much attracted from set design in Indian movies but with very little difference as compared to their cross categories while somewhat responses show little difference among their percentages.

People are largely exposed to various components of Bollywood movies, so they are more attracted from these components. One of the most dominant aspects is songs that largely attracted the viewers. The results of the present study further show that respondents are very much attracted from songs as compared to their other categories while the age (25-30) depicts (46.6%), males (34.3%) and graduate (41.7%) who significantly somewhat attracted from songs but with little differences among their percentage as compared to their cross categories respectively. The comparison of the respondents 'scores on index of attraction in case of violence in Indian movies reveals same situation that is observed in very much and somewhat respondents' responses. The results of the study further show that age (25-30) show (56.9%) and master (54.9%) who significantly very much attracted from violence in Indian movies as compared to

their cross categories respectively (table 1.5). In case of romance age (25-30) respondents show (57.5%), females (64.3%) and graduate (55.5%) who significantly attracted from romance in Indian movies while the similar difference has been observed in somewhat responses of romance among different demographic characteristics.

The findings of the study further observed that age (25-30) show (59%), males (70.7%) and m.phil (64.3%) who are significantly very much attracted from comedy in Indian movies and also show little difference in responses of somewhat about comedy. As it is further observed from the study that females (68%) and M.phil (66.9%) are more attracted from dialogue as compared to their competing categories respectively, while females (26%) and M.phil (24.5%) who are less in percentage in somewhat responses that attracted from dialogue as compared to their cross categories respectively. The analysis of the respondents responses concerning the aspect of suspense that attracted the respondents 'show that females (38.4%), graduate (55.9%) are more attracted as compared to females ,master and M.phil in case of comedy.

Table 5.4 Attraction in different aspects of Bollywood movies

	Overall	Age		Gender		Education		
		*A	B	C	D	E	F	G
Story								
Very Much**	50.0 [^]	48.2	58.1	60.6	49.3	44.2	51.8	53.6
Somewhat	37.7	40.2	33.9	27.4	38.0	41.9	41.8	32.2
Not at all	12.3	11.6	08.0	12.0	12.7	13.9	06.6	13.2
Cast								
Very Much	56.2	55.0	43.3	51.3	49.4	44.7	46.7	39.3
Somewhat	37.7	33.5	47.1	40.0	30.4	43.5	43.5	53.5
Not at all	12.3	125	09.6	12.7	13.7	11.8	09.8	07.1
Music								
Very Much	56.6	50.6	59.5	42.2	61.1	54.1	59.7	53.5
Somewhat	35.4	37.8	38.5	29.6	30.9	35.9	33.7	42.9
Not at all	08.0	11.6	03.0	08.1	08.0	10.0	06.6	03.6

Set design								
Very Much	55.7	53.7	61.2	50.7	60.7	51.2	62.4	53.5
Somewhat	36.7	40.2	31.4	39.4	33.3	41.2	28.0	42.9
Not at all	07.7	06.1	07.4	09.3	06.0	07.6	09.6	03.6
Songs								
Very Much	62.0	63.4	49.0	60.7	68.3	51.2	62.4	60.7
Somewhat	30.7	29.5	46.6	34.3	25.0	41.7	29.1	32.1
Not at all	07.3	07.4	08.5	06.0	06.7	07.1	08.5	07.2
Violence								
Very Much	46.6	42.9	56.9	45.3	48.0	40.6	54.9	50.0
Somewhat	44.0	46.7	36.2	45.6	43.4	49.4	35.6	42.9
Not at all	09.4	10.7	06.9	09.1	08.7	10.0	09.5	07.1
Romance								
Very Much	53.3	47.4	57.5	53.3	64.3	55.5	43.4	36.1
Somewhat	37.7	40.2	35.1	38.6	26.7	34.7	35.5	39.2
Not at all	09.0	12.4	07.4	08.1	06.0	09.8	20.1	24.7
comedy								
Very Much	57.4	37.2	59.0	70.7	60.7	55.9	58.0	64.3
Somewhat	35.4	55.7	34.5	22.0	30.7	38.3	32.3	25.0
Not at all	07.2	08.0	06.4	07.3	08.6	05.8	09.7	10.7
Dialogue								
Very Much	57.0	53.6	54.8	53.3	68.0	51.8	61.3	66.9
Somewhat	36.0	38.4	38.3	41.3	26.0	41.8	30.1	24.5
Not at all	07.0	08.0	06.9	05.3	06.0	06.4	08.6	08.6
Suspense								
Very Much	56.0	53.1	57.1	54.0	52.3	35.3	53.8	60.8
Somewhat	36.7	28.9	37.9	17.4	38.4	55.9	39.8	35.8
Not at all	07.3	18.0	05.0	28.6	09.3	08.8	06.6	03.6

 *A=18-24, B=25-30, C=Male, D=Female, E=Graduate, F= Master, G= M.Phil,

**Very much means very much and much,

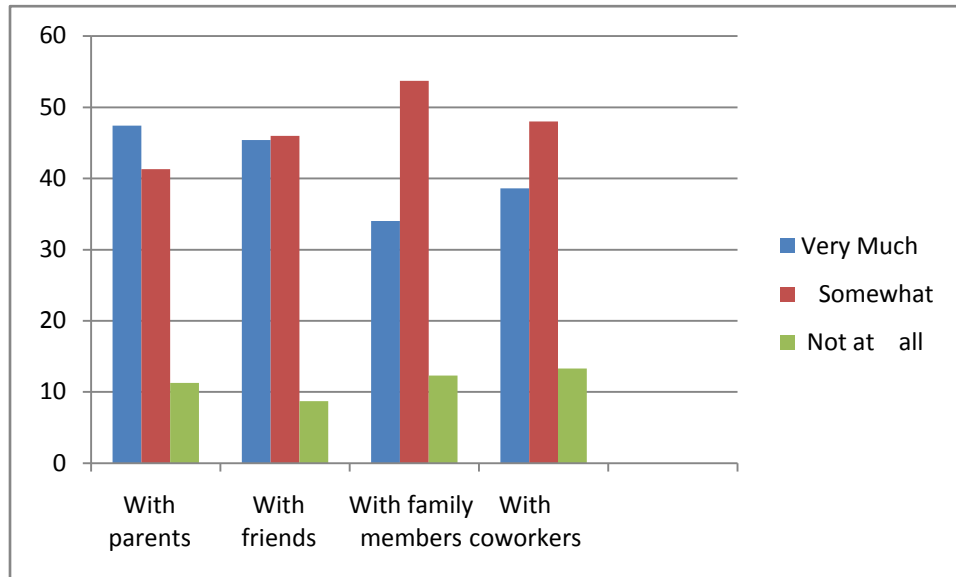
Somewhat means somewhat and rarely, Not at all mean never.

: Figures in the table show percentage.

The critical review of the respondents' opinion show that majority of them significantly very much affected in interaction with the parents and friends followed by their interaction with,

coworkers and family members. The findings of the study further revealed that interaction with family members are somewhat affected from Indian movies (graphic 5.2).

Graphic 5.2 Effects of Bollywood movies on pattern of social interaction



People are exposed to various Indian channels for entertainment, their dressing styles and adoption also influenced by Indian movies and Indian culture. To determine different adoption patterns and role of Indian culture in changing the dressing style of Pakistani people, the present finding of the study reveal that according to the perception of overall respondents Indian dramas and movies performs major role in transmitting the new dressing styles and Indian couture. The results of the survey illustrate that a significant majority of the respondents, however are of the view that their dressing styles have come to Pakistani culture from Indian culture. The findings of the study in term of adoption of jean show that age (25-30) are (61.1%), graduate (71.2%) who presented their views more than other cross categories about adoption of jean while a slight difference is observed in males and females' very frequently and somewhat responses about adoption of jeans while (19%) females who significantly never think about adoption of jean as compares to their cross categories respectively. In case of t-shirts age (25-30) viewed (63.3%) and

master (68.8%) who significantly very frequently observed about the adoption of t-shirts as compared to their cross categories while age (18-24) are (45.1%) males (34.7%) and graduate (45.3%) who significantly somewhat presented their view point about adoption of t-shirts from Indian culture. The findings revealed that age (18-24) are (52.9%), males (58.7%) and graduate (49.4%) who are significantly somewhat about adoption of sleeveless tops while females (59.3 %) presented their perception about adoption of sleeveless tops from Indian movies more than their competing categories (see table 1.6). Females (59%) and m.phil (63.2%) are significantly very frequently in case of skinny dresses; while males (28.1%) and age (18-24 are (21.8%) who significantly never in case of respondents' responses about skinny dresses. It is also further observed that females (48%) and master (49.4%) who significantly very frequently viewed about the adoption incase of coat and suit for men while age (25-30) are 59.1%), males (59.3%) and graduate (56.8%) who significantly somewhat viewed about adoption of coat and suit for men from

Indian culture as compared to their cross categories.

The comparison of the respondents' demographic characteristics in terms of adoption of Indian dresses that have come to Pakistani culture shows the difference. The findings of the study according to respondents' perception about adoption of sari for women show that age (25-30) show (46.3%), females (58%) and graduate (48.9%) significantly very frequently viewed about the adoption of sari while age (18-24) are (19.1%) and master (15.8%) who significantly never think that sari has come to Pakistani culture as compare to other categories. The findings further revealed that males (63.3%) and master (56.9%) significantly very frequently presented their perception about adaption of long skirts while graduate (45.9%) who significantly

somewhat adopted the long skirts as compared to their other categories.

It is further observed from the findings that males (46%) and master (64.4%) who are very frequently but with little difference in their categories while age brackets show very little difference in respondents' responses as compared to their cross categories. The present study's findings further observed that age (25-30) are (55%), females (49.6%) and graduate (66.8%) who significantly very frequently are of the view that jackets have come to Pakistani culture from Indian movies while age (25-30) present (54.3%), males (54.9%) who presented their perception about uppers more that their competing categories but with a similar situation observed among their competing responses.

Table 5.5 Adoption of dresses from Indian culture

	Overall	Age		Gender		Education		
		*A	B	C	D	E	F	G
Jean								
Very Frequently**	56.6 [^]	50.0	61.1	53.4	60.0	71.2	68.1	40.5
Somewhat	35.3	40.2	32.4	38.6	31.0	20.6	23.4	52.0
Not at all	08.1	09.8	06.5	08.0	19.0	08.2	08.6	07.5
T-shirts								
Very Frequently	57.0	46.4	63.3	58.7	55.3	47.7	68.8	55.0
Somewhat	35.0	45.1	22.2	34.7	25.3	45.3	20.5	41.4
Not at all	08.0	08.5	14.5	06.6	09.4	07.0	10.7	03.6
Sleeveless tops								
Very Frequently	52.7	40.6	57.5	34.0	59.3	44.0	53.7	58.3
Somewhat	38.3	52.9	35.7	58.7	22.0	49.4	38.7	32.3
Not at all	09.0	06.5	06.8	07.3	18.7	06.6	07.6	09.4
Skinny dresses								
Very Frequently	48.4	44.1	51.0	27.0	59.0	47.6	53.8	63.2
Somewhat	42.0	34.1	40.0	44.9	41.4	40.7	36.6	27.9
Not at all	09.6	21.8	09.0	28.1	08.6	11.7	09.6	09.9
Coat and suit for men								
Very Frequently	51.1	38.4	32.9	34.0	48.0	32.0	49.4	39.5
Somewhat	44.3	52.7	59.1	59.3	42.0	56.8	40.9	52.4
Not at all	04.6	08.9	08.0	06.7	10.0	11.2	09.7	08.1
Sari for women								
Very Frequently	49.0	44.1	46.3	29.9	58.0	48.9	38.9	40.3
Somewhat	43.3	36.8	43.6	54.3	35.7	42.3	45.3	49.6

Not at all	07.7	19.1	10.1	14.8	06.3	08.8	15.8	10.1
Long skirts								
Very Frequently	51.0	44.7	45.7	63.3	52.8	47.0	56.9	55.7
Somewhat	40.7	45.6	43.5	26.0	32.6	45.9	27.1	27.7
Not at all	08.3	09.7	10.8	10.7	09.6	07.1	16.0	16.6
Mini skirts								
Very Frequently	45.4	45.5	39.6	46.0	36.0	57.4	64.4	55.9
Somewhat	44.7	44.7	52.0	34.7	54.0	36.6	26.0	30.0
Not at all	09.6	09.8	08.4	09.3	10.0	06.0	09.6	14.1
Jackets								
Very Frequently	49.7	43.4	55.0	33.7	49.6	66.8	42.1	40.0
Somewhat	40.0	47.7	35.0	49.9	34.9	20.4	42.4	58.9
Not at all	10.3	08.9	10.0	16.4	11.5	12.8	15.5	11.1
Uppers								
Very Frequently	53.0	46.5	54.3	54.9	39.8	49.3	55.8	43.5
Somewhat	39.3	44.7	36.5	36.0	47.8	41.0	37.4	46.0
Not at all	07.7	08.8	09.2	09.1	12.4	09.7	06.8	10.5

*A=18-24, B=25-30, C=Male, D=Female, E=Graduate, F= Master, G= M.Phil,

**Very frequently means very frequently and frequently,

Somewhat means somewhat and rarely, Not at all mean never.

: Figures in the table show percentage.

After the influx of cable television and CD culture in Pakistan for the last decade, the influence of Bollywood movies on native Pakistani culture is observed to large extent because people take more interest in watching Bollywood movies for entertainment. The results of the present study in terms of the effects of Bollywood movies on language depicts that overall (60%) age (18-24) are (70.2%), males (65%) and master (67.8%) significantly very frequently of the view that Indian movies influenced our native language while females (47.6%) and m.phil (56%) who significantly somewhat think about the influence of Indian movies on our language as compared to their competing categories respectively. The present study's findings further reveal that age (25-30) perceived (58.4%), females (66.6%) and master (53.8%) who are significantly very frequently in responses about effects on dresses of our native culture while age (18-

24) show (50.6%) and m.phil (57.2%) who significantly somewhat observed in respondents' responses regarding the influence on dresses as compared to their competing categories respectively (table 1.7). The comparative analysis the of data regarding effects of Indian movies on native cultural patterns in case of life styles found that age (18-24) are (52.7%), males (48.6%) and m.phil (50.7%) presented significantly very somewhat perception about effects on life style while age (25-30) are (63.3%), Graduate (63.5%) who significantly very frequently viewed about effects on Indian movies on life styles of native culture as compared to their cross categories respectively. The of the study about effects of Indian movies on native festivals of Pakistan reveals that age (18-24) viewed (51.5%) and graduates (42.7%) who significantly very frequently presented their perception about effects on festivals while males (56%) and master (65%) are

significantly somewhat in responses while age brackets have little difference in their somewhat responses about effects on festivals. It is further observed from the findings that Indian movies largely affected the Pakistani culture and music. Age brackets (25-30) viewed (62.3%), males (58.7%) significantly very frequently presented their perception about influence of Indian music on Pakistani culture while graduate, master and m.phil depicted same condition in very frequently responses about music. Master (45.6%) who significantly somewhat observed in responses about music influence as compared to their competing categories respectively. The effects of food habits reveal the findings that overall (46.3%), age bracket (25-30) show

(49.9%), and master (50.9%) who significantly somewhat presented their perception about the effects of Indian movies on food habits on Pakistani cultural trends while males (19.7%) significantly never think that food habits affected the Pakistani culture as compared to their cross categories respectively. It is further observed that females (65.5%) and m.phil (65.7%) are significantly very frequently observed in respondents' responses about influence of drinking on Pakistani parties and other celebrations while age (25-30) viewed (17.3%) significantly never think about influence of drinking on our native culture as compared to their cross categories respectively (see table 5.6).

Table 5.6 Effects of Indian movies on native culture

	Overall	Age		Gender		Education		
		A	B	C	D	E	F	G
Language								
Very Frequently	60.0 [^]	70.2	42.2	65.0	48.4	54.1	67.8	39.6
Somewhat	35.0	44.3	43.7	22.7	47.6	29.4	28.6	56.0
Not at all	05.0	05.5	14.1	09.3	04.0	16.5	03.6	04.4
Dresses								
Very Frequently	52.3	38.4	58.4	52.7	66.6	39.7	53.8	39.2
Somewhat	32.7	50.6	33.6	35.0	26.7	48.8	38.7	57.2
Not at all	15.0	11.0	07.0	10.3	06.7	11.5	08.5	03.6
Life style								
Very Frequently	62.0	40.9	63.3	35.3	41.6	63.5	49.8	42.1
Somewhat	33.7	52.7	22.2	48.6	35.0	20.6	43.0	50.7
Not at all	03.3	06.4	07.5	06.1	13.4	15.9	08.2	07.2
Festivals								
Very Frequently	55.3	51.5	39.8	39.0	40.7	42.7	25.0	38.5
Somewhat	39.7	41.7	48.5	56.0	41.0	40.0	65.0	45.5
Not at all	05.0	06.8	11.7	07.0	18.3	17.3	10.0	18.0
Music								
Very Frequently	57.0	52.0	62.3	58.7	43.0	55.5	60.5	62.3
Somewhat	37.0	33.5	20.8	34.7	40.9	30.0	45.6	29.0
Not at all	06.0	14.5	16.9	06.6	16.1	14.5	13.9	08.7
Food habit								
Very Frequently	44.7	54.2	47.5	40.5	48.9	58.7	38.7	56.5
Somewhat	46.3	35.3	49.9	39.8	40.2	34.8	50.9	27.9
Not at all	09.0	10.5	02.6	19.7	10.9	06.5	10.7	15.6
Drinking								
Very Frequently	36.0	50.8	48.7	36.0	65.5	60.0	46.5	65.7

Somewhat	48.3	42.0	35.0	58.4	30.6	35.6	47.2	30.5
Not at all	15.7	07.2	17.3	05.6	03.9	04.6	06.3	07.8

*A=18-24, B=25-30, C=Male, D=Female, E=Graduate, F= Master, G= M.Phil,

**Very frequently means very frequently and frequently,

Somewhat means somewhat and rarely, Not at all mean never.

: Figures in the table show percentage.

The findings of the present study regarding people's use of Hindi words in their everyday life shows that overall (18%) and respondents of all types of demographic characteristics very much use the word pitaji as compared to other words which include: *mataji, patti, patni, Namaste, dhanyawad, Aarti, yatra, ashirwat, badhaae ho, chinta na karo, pariwar, samasia, kirpa, pratna, bhawishar and pramptra* respectively. The findings of the present study regarding respondents' using habits of other Hindi

swords however, show different situation. The overall respondents having different demographic characteristics are those who significantly somewhat and never like to use the Hindi words in their daily life. However, majority of the overall respondents of all types of demographic characteristics never prefer to use the Hindi words. It can be concluded on the basis of observed empirical findings that pitaji is the only word that is used more as compared to all other categories (see table 5.7).

Table 5.7 liking to use Hindi words

	Overall	Age		Gender		Education		
		*A	B	C	D	E	F	G
Pitaji								
Very Frequently**	18.0 [^]	14.4	11.1	11.7	09.4	13.6	12.6	14.3
Somewhat	41.0	31.5	30.9	32.4	28.7	29.5	31.3	39.6
Not at all	41.0	54.1	58.0	57.9	61.9	56.9	56.1	46.1
Mataji								
Very Frequently	11.7	13.4	06.4	07.7	08.0	08.9	09.9	08.0
Somewhat	35.1	31.2	32.4	41.4	30.4	35.9	30.8	30.0
Not at all	53.2	55.6	61.2	50.9	61.6	55.2	59.3	62.0
Patti								
Very Frequently	12.4	09.8	05.9	09.4	11.1	08.2	07.6	08.6
Somewhat	31.1	40.2	34.6	29.5	28.2	26.0	35.3	39.3
Not at all	56.5	50.0	59.5	61.1	60.7	65.8	57.1	52.1
Patni								
Very Frequently	09.0	08.9	03.7	07.3	07.3	05.9	06.5	07.7
Somewhat	32.0	25.9	31.5	26.6	24.2	25.9	26.7	28.2
Not at all	59.0	65.2	64.8	66.1	68.5	68.2	66.8	64.1
Namaste								
Very Frequently	07.4	04.5	06.4	09.4	06.6	05.8	07.3	07.8
Somewhat	36.6	35.7	25.1	33.6	31.4	35.9	32.7	21.4
Not at all	56.0	59.8	68.5	57.0	62.0	58.3	60.0	70.8
Dhanyawad								

Very Frequently	06.0	11.6	10.2	12.6	08.0	05.8	08.4	07.8
Somewhat	32.7	34.8	30.5	33.0	35.0	35.9	34.6	30.0
Not at all	61.3	53.6	59.3	53.4	58.0	58.3	57.0	62.2
Aarti								
Very Frequently	07.0	10.7	09.6	10.0	08.0	07.7	07.2	07.0
Somewhat	29.7	27.7	33.5	31.3	26.0	25.9	30.4	25.0
Not at all	63.3	61.6	56.9	58.7	66.0	66.4	62.4	67.0
Yatra								
Very Frequently	07.4	10.0	08.0	11.7	04.0	05.3	06.8	08.3
Somewhat	25.3	28.7	29.6	27.4	30.0	28.2	28.5	25.0
Not at all	67.3	61.3	62.4	60.6	63.0	66.5	64.7	66.7
Ashirwat								
Very Frequently	08.7	05.4	09.0	08.6	15.3	07.1	06.3	04.3
Somewhat	32.4	35.7	28.6	25.7	21.3	27.1	27.7	27.5
Not at all	58.9	58.9	62.4	66.7	63.4	65.8	66.0	68.2
Badhaae ho								
Very Frequently	08.0	07.2	06.9	14.6	15.3	13.9	07.1	07.7
Somewhat	32.4	31.2	27.5	24.7	24.3	36.1	35.0	31.6
Not at all	59.6	61.6	65.6	60.7	60.4	56.0	57.9	60.7
Chinta Na karo								
Very Frequently	10.4	07.2	06.9	12.7	07.0	05.3	05.4	08.1
Somewhat	34.0	26.8	25.7	26.7	30.0	28.4	33.4	23.4
Not at all	55.3	66.0	67.4	60.6	64.0	66.3	61.2	67.5
Pariwar								
Very Frequently	09.0	09.0	06.4	11.5	15.3	05.3	05.4	05.6
Somewhat	29.6	28.6	26.6	27.7	35.5	27.1	26.9	26.0
Not at all	61.4	62.4	67.0	60.8	49.2	67.6	67.7	68.4
Samasia								
Very Frequently	08.3	05.4	07.0	08.0	06.3	06.5	05.4	07.3
Somewhat	28.7	43.9	29.0	27.7	27.6	32.8	29.6	27.2
Not at all	63.0	50.7	64.0	64.3	66.1	60.7	68.0	65.5
Kirpa								
Very Frequently	07.3	16.1	06.9	05.3	08.4	05.9	14.0	07.5
Somewhat	27.7	31.9	26.5	31.3	31.6	27.0	35.0	26.0
Not at all	65.0	52.0	66.6	63.4	63.0	67.1	51.0	66.5
Pratna								
Very Frequently	05.0	06.3	04.8	08.0	06.7	05.6	07.6	07.6
Somewhat	29.6	31.5	28.8	24.2	26.6	24.9	24.9	25.9
Not at all	65.4	62.2	66.6	67.8	66.7	65.5	67.5	66.5
Bhawishar								
Very Frequently	08.0	08.2	06.9	06.0	13.3	14.0	16.5	11.1
Somewhat	27.0	26.8	25.7	26.1	23.6	22.1	23.1	28.0
Not at all	65.0	65.0	67.4	67.9	63.1	63.9	60.5	60.9
Prampra								
Very Frequently	06.6	10.0	05.9	06.9	12.9	08.3	10.3	10.2
Somewhat	26.7	26.0	26.7	27.0	24.0	31.7	21.4	29.8
Not at all	66.7	64.0	67.4	66.1	63.1	60.0	68.3	60.0

*A=18-24, B=25-30, C=Male, D=Female, E=Graduate, F= Master, G= M.Phil,

**Very frequently means very frequently and frequently,
Somewhat means somewhat and rarely, Not at all mean never.

: Figures in the table show percentage

The comparative analysis of the data regarding liking the Hindi customs and traditions reveals that respondents of all types of demographic characteristics do not like Hindi customs and traditions very much. The apparent reason that seems is that *Mangal phera, touching feet; Sindoor, ashirwat, karwa chaut, and holi, diwali and raksha bandhan* are not according to Islamic tradition and culture. However, somewhat difference is observed in all the types of demographic characteristics. In case of *touching feet*, females (35%) somewhat like

it more as compared to males (26.5%). The results of the study further reveal that females who significantly somewhat like *karwa chaut* and *raaksha bandhan* as compared to males. The review of the findings reveals that significant majority of all the types of respondents significantly somewhat and never like the Hindi customs and traditions. A very little difference is observed among respondents' demographic categories respectively in term of somewhat and not at all Responses.

Table 5.8 Liking for Hindi customs and traditions

	Overall	Age		Gender		Education		
		*A	B	C	D	E	F	G
Mangal phera								
Very Much**	06.0 [^]	07.2	08.5	06.5	02.4	06.9	06.5	07.6
Somewhat	29.0	27.7	29.9	28.8	29.4	24.7	24.7	26.4
Not at all	65.0	65.1	61.6	64.7	68.2	68.4	67.8	66.0
Touching feet								
Very Much	9.0	13.0	19.3	12.9	07.7	06.5	11.8	09.0
Somewhat	30.0	40.8	45.0	26.5	35.0	30.2	27.9	27.5
Not at all	61.0	46.2	35.7	60.6	57.3	63.3	60.3	63.5
Sindoor								
Very Much	07.0	08.8	09.2	15.4	13.4	07.7	11.9	05.7
Somewhat	32.6	33.9	35.0	28.7	34.4	31.1	31.2	38.5
Not at all	60.4	57.3	55.8	55.9	52.2	61.2	55.9	55.8
Ashirwat								
Very Much	09.0	09.0	07.1	10.0	10.6	07.6	04.0	14.7
Somewhat	36.3	35.7	42.7	30.0	36.7	31.7	36.5	28.5
Not at all	54.7	55.3	50.2	60.0	52.7	60.7	49.5	56.8
Karwa chauth								
Very Much	11.0	05.3	12.1	12.7	15.0	08.6	15.3	11.0
Somewhat	31.0	29.8	27.0	20.5	34.4	25.6	33.9	35.0
Not at all	58.0	64.9	60.9	66.8	50.6	65.8	50.8	54.0
Holi								
Very Much	08.0	10.1	09.9	13.4	11.1	04.7	05.9	06.6
Somewhat	37.0	29.2	27.5	31.0	28.9	34.5	34.0	30.1
Not at all	55.0	60.7	62.6	55.6	62.0	60.8	60.1	63.3
Diwali								

Very Much	08.3	11.4	12.4	09.5	11.3	06.3	12.5	11.0
Somewhat	34.0	30.6	21.6	30.5	20.3	33.4	30.9	21.4
Not at all	55.7	58.0	66.0	60.0	68.4	60.3	58.6	67.6
Raaksha Bandhan								
Very Much	10.3	11.2	15.3	17.0	06.9	10.9	11.0	13.4
Somewhat	33.3	31.9	29.8	21.5	31.5	33.2	37.2	33.6
Not at all	56.3	56.9	54.9	61.5	61.6	55.9	51.8	53.0

*A=18-24, B=25-30, C=Male, D=Female, E=Graduate, F= Master, G= M.Phil,

**Very much means very much and much,

Somewhat means somewhat and rarely, Not at all mean never.

: Figures in the table show percentage.

Summary and Discussion

In this study, sustainable efforts have been made to explore the impact of Bollywood movies on the cultural patterns of young students of Sargodha University, Pakistan. It was explored that majority of the respondents prefer to watch Indian movies on cable television network as cable television has been introduced in Pakistan during the last decade. The year 2000 witnessed mushrooming of cable networks all over the country. This raised the question that Indian movies through cable television may have effects on the native culture of young viewers because cable TV is quite affordable, easily available round the clock and provides variety of channels to watch the movies and other programs.

The core purpose of the study was to dig out the effects of Indian movies on social and cultural life of young viewers. Therefore, the study records the respondents' consumption patterns of Indian movies and determines their level of viewing. The findings of the previous related researches (Michael, 1997; Tariq 2004 et al; & Qurat-ul-Ain, 1998) have made the researcher to determine that Indian movies do have some direct or indirect effects on the culture of the young viewers. Therefore, this research probed into whether or not the Indian movies have effects on the

young students of Sargodha University and to measure the magnitude of these effects. The analysis of the findings showed that overall respondents preferred Indian movies relatively more as compared to Lollywood and Hollywood (table 5.1). The findings extended full support to research hypothesis: It is more likely that young viewers are more dependent on Indian movies to gratify their entertainment needs. This situation is in line with the findings of different studies (Shakuntala, 2006; Murthy, 1988 & Sajida, 2012) which reveals watching habits of Indian movies of youngsters and their preferred movie for entertainment.

The analysis of the empirical findings revealed that the respondents had less dependency on internet, cinema and dish antenna as compared to the cable networks for watching the movies (graph 5.1). The findings of the study extended full support to the research hypothesis: It is more likely that respondents use cable television more as compared to other source for watching the movie. This situation also supported by different research studies (Zia, 2007; Ferguson, 1993; & Fatima, 2000) conducted on the watching the cable television for different purposes. The findings in terms of viewers' time spending on watching Indian movies further revealed

that they mostly watched Indian movies from 6-7 hours in a week that are differentiated in terms of their demographic characteristics.

The empirical evidence further indicated that the viewers also thought that the various gender interaction patterns are largely presented in Indian movies that are mix gathering, office working, drinking, eating, singing, dancing and hand shaking. The review of the respondents' scores on index of participation in gender interaction patterns presented in Indian films indicated that male students participated more in mix gathering, office working, eating, and dancing as compared to female students. The study's results extended partial support to the research hypothesis: It is more likely that males more participated in gender interaction pattern shown in Indian movies as compared to females. The findings of the study partially supported to male's participation in eating and dancing but partially rejected in term of participation in office working, drinking, singing and hand shaking (table 5.3).

The critical analysis of empirical evidences in terms of effects of Indian movies explore that respondents of all demographic groups are largely attracted from the contents and aspects in Indian movie that are story, casts, music, set design, songs, violence, romance, comedy, dialogue and suspense (Table 5.4). The study's findings in this regard rejected the research hypothesis: it is more likely that the respondents of all demographic groups are attracted by different aspects in Indian Movies. This situation showed the contradiction by different studies (Scrase & Srinivas, 2002; Michael, 1997) which reveals that Bollywood movies influenced the large number of audience through different ingredients of films that

have become the driving force of Bollywood movies.

It was also observed from the findings of the research study that the majority of the viewers documented their opinion that Indian movies largely affected their interaction patterns with parents and friends but significantly somewhat affected with the family members (graph 5.2). The study's findings in this regard extended full support to the research hypothesis: The more the viewers watch Indian movies then the more their interaction pattern affected with the friends and parents but partially supported in term of the interaction pattern with family members.

Another major concern of the study was to explore the effects of Indian dresses and its effects on Pakistani culture. The analytical review of the findings in this regard revealed that Indian movies largely affected the dressing of the people and played major role in making the respondents' mind to adopt various dresses shown in Indian movies that affected the Pakistani culture (table5.5). The study's findings in this regard extended full support to research hypothesis: the more the viewers' time spending on Indian movies, then the more effects on their dressing. It was explored that Indian dresses like jeans, t-shirts, sleeveless tops, skinny dresses, sari, long skirts and uppers showed in movies played most effective role in adopting these dresses on different occasions.

The main focus of the study was to explore the effects of Indian movies on native culture of young viewers. After the review of the empirical evidence, it was observed that Indian movies played their significant role in changing language, dresses, life style, festivals, music, food

habits and drinking patterns of the young viewers. The critical analysis of the observed empirical findings of the study further indicated that effects of Indian films on cultural practices of native youth was differentiated on the basis of their age, gender, and education level (table 5.6). The findings of the study extended partial support to the hypothesis: The more the viewers take interest in watching Bollywood movies, then the more influence on their cultural practices but it was partially rejected as viewers' food habits and drinking habits were affected less as compared to all other categories and partially accepted the influence of Indian movies on the language, dresses, life styles, festivals and music was more as compared to food habit and drinking in this regard.

The review of the respondents' using different Hindi words in their daily life showed that respondents of all the demographic groups very little use Hindi words in their daily routine life (table 5.7). The findings of the study rejected the research hypotheses: the more the viewers watch Indian movies then the more they use the Hindi language words in their daily life. This situation showed contradiction to many study's (Sheikh, 2007; <http://cultureand youth.blogspot.com>; Sara, 2012; & WHO, 2003) findings conducted on influence of Hindi movies on language of people which have showed that youngsters use plenty of Hindi wordings and feel proud to use three to four letter Hindi film 'dialogue while conversation with their friends, colleagues and with family members.

It was evident from the observed evidence that majority of the respondents did not like the Hindi customs and traditions like *mangal phera*, *touching feet*, *sindoor*, *ashirwat*, *karwa chauth*, *holi*, *diwali* and

raksha bandhan. The study's findings in this regard rejected the research hypothesis: The more the viewers watch Indian movies then, the more they like the Hindi rituals and customs. The responses of the majority of respondents showed that they did not like these Hindi rituals and customs (table 5.8).

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