

ADOPTION OF FASHION TRENDS AND ADVANCED TECHNOLOGY IN MEERUT: CHANGING LIFESTYLES UNDER GLOBALIZATION

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ABSTRACT

Globalization can be viewed as an expansion and intensification of interconnectivities and movement of people, goods, capital, ideas and/or cultures between various countries. Globalization has resulted in the increase in availability and also knowledge about the changing fashion trends across the globe. The knowledge of fashion leads to a greater awareness and thus increasing wants as regards to fashion. Similarly, a wide array of technological advancements taking place today have exposed the common man to newer and newer technology and gadgets, which on one hand improve the quality of day to day life but also leads to a greater hunger for improved technology. People today are more aware about the international brands and in addition many indigenous brands have cropped up in the market at the disposal of the consumer. All this has led to a significant change in the standard of living and lifestyle of an average consumer. The present study is an attempt to study the impact of globalization on lifestyle in Meerut through the chosen demographic and socio-economic variables.

KEYWORDS: Fashion Trends, Technology, Lifestyle, Globalization, Brands