

REVIEWER'S REPORT

Manuscript No.: JNHST-045

Title: Exploring University students' response to cultural globalization: A study of Rangpur, Bangladesh

Recommendation:

Accept after minor revision.....

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality			✓	
Clarity			✓	
Significance	✓			

Reviewer's ID: JPR- Abdul Haseeb Mir

Detailed Reviewer's Report

The manuscript under review investigates a highly dynamic and culturally sensitive phenomenon within the field of development sociology and cultural anthropology: the impact of cultural globalization on the attitudes, behaviors, and consumption patterns of university students in regional Bangladesh. Specifically, the study centers its empirical inquiry on Begum Rokeya University in Rangpur, providing an important regional perspective that contrasts with existing scholarship that heavily favors mega-urban capitals like Dhaka. The sociological significance of this work is substantial. It explores how higher education institutions act as primary incubation chambers where traditional local values intersect, negotiate, and sometimes clash with ubiquitous Westernized and globalized cultural products, media channels, and lifestyle expectations.

By examining changes across several distinct dimensions—including interpersonal social relations, employment aspirations, dietary preferences, clothing choices, holiday celebrations, and recreational activities—the paper attempts to capture the multidimensional nature of what sociologists describe as the "global melange" or cultural hybridization. The work is highly relevant to contemporary South Asian sociology, as it documents how a historically conservative and agrarian regional society adapts to the

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borderless flow of digital information and international consumer capitalism. It treats young university students not as passive recipients of foreign influence, but as active participants navigating the tensions between localized cultural preservation and globalized modernization.

Methodologically, the study operates within a structured quantitative framework, executing an empirical survey of 212 university students between June and December 2024. The data collection relied on an online questionnaire distributed across the student body, capturing a broad range of self-reported behavioral adjustments and ideological stances. To select the study participants, the researchers deployed a combination of purposive and simple random sampling techniques, which allowed them to target specific academic cohorts while striving to maintain an acceptable level of statistical generalizability across the university's diverse departments.

The analytical core of the paper relies on bivariate hypothesis testing, specifically using Chi-squared cross-tabulations to evaluate the statistical relationships between exposure to cultural globalization (the independent variable) and specific behavioral shifts (the dependent variables). The statistical calculations yield several notable findings: a significant relationship is identified between globalization exposure and altered interpersonal social relations, and a highly significant correlation is established regarding changing dietary items and food consumption preferences. Additionally, the data indicates that high exposure to globalized media significantly reshapes students' career paths, driving a pronounced shift away from traditional regional occupations toward multinational corporate environments and international employment opportunities.

The foundational thesis of the manuscript is built upon classical globalization theories, positioning the experiences of the Rangpur student body within the academic debates surrounding cultural homogenization versus cultural heterogenization. The authors argue that the rapid spread of satellite television, social media, and international high-speed internet infrastructure has fundamentally decentralized traditional cultural authority within Bangladeshi families. This technological shift allows global consumer trends to bypass localized community filters, directly influencing youth culture.

The paper claims that while certain traditional elements—such as deep-seated linguistic pride and specific family structures—remain relatively resilient, surface-level cultural markers like clothing choices, fast-food consumption, and a preference for Westernized or corporate work environments are changing rapidly. The manuscript effectively illustrates a complex dual reality: students do not completely abandon their heritage, but instead practice a form of compartmentalization. They adopt

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globalized aesthetic and professional traits to achieve upward social mobility while retaining essential elements of their domestic identity during major life events and traditional celebrations.

Recommendations for Manuscript Improvement**Upgrading the Depth and Rigor of the Statistical Reporting**

The primary recommendation to enhance the manuscript's academic quality requires a substantial upgrade to the way the statistical data is presented. While the text correctly quotes the final Chi-squared values and corresponding p-values for several core hypotheses, it presents these numbers in isolation within the narrative prose. To satisfy the requirements of a quantitative sociology journal, the authors must introduce fully formatted, multivariate contingency tables for each hypothesis tested. These tables must display the raw observed cell counts alongside the expected cell counts, degrees of freedom, exact significance levels, and standardized residuals. Furthermore, because Chi-squared tests only establish the presence or absence of a statistical association, the authors must calculate and report explicit measures of association strength, such as Cramer's V or Phi coefficients, to indicate the true magnitude of globalization's effect on each behavioral trait.

Grounding the Analysis in Explicit Theoretical Frameworks

The current draft describes the observed cultural shifts in a theoretical vacuum, frequently relying on generalized descriptions of globalization without engaging deeply with established sociological theories. The authors must thoroughly revise the literature review and discussion sections to explicitly frame their data within specific competing theoretical models. The narrative should use George Ritzer's McDonaldization theory to interpret the highly significant shifts observed in students' dietary choices and fast-food consumption. Concurrently, the discussion regarding apparel and holiday celebrations should be explicitly linked to Jan Nederveen Pieterse's framework of cultural hybridization or hybridity, exploring how local Bangladeshi traditions merge with global trends to produce entirely new, localized cultural expressions rather than experiencing total Western assimilation.

Clarifying and Justifying the Mixed Sampling Methodology

The methodology section states that the researchers utilized a combination of purposive and simple random sampling, but it fails to explain the operational mechanics of this hybrid design. In a peer-reviewed methodology evaluation, this omission represents a significant weakness. The authors must explain exactly how these two distinct sampling methods were integrated. They must clarify whether they first used purposive sampling to select specific departments or academic years, followed by simple random sampling from official student rosters, or if a different selection mechanism was used. Explaining the precise steps of the sampling process, detailing how the sampling frame was constructed, and

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providing the exact response rates are critical to prove that the study minimized selection bias and to justify the generalizability of the findings.

Deepening the Sociopolitical and Economic Context of Regional Bangladesh

While the study provides valuable data on the student body of Begum Rokeya University, it fails to sufficiently contextualize how the unique socioeconomic environment of the Rangpur division influences the survey responses. Rangpur has historically faced higher rates of economic poverty and geographical isolation compared to the central Dhaka division. The authors should incorporate a dedicated contextual paragraph in their discussion section to explore how this regional backdrop impacts student attitudes. They should explicitly analyze whether the rapid embrace of cultural globalization represents an intentional strategy by regional youth to overcome geographic limitations, acquire global cultural capital, and position themselves for competitive employment within the broader national and international labor markets.

Standardizing and Repairing the Bibliographic References

A thorough typographical audit of the bibliography reveals a high volume of incomplete citation records and formatting inconsistencies. Several older foundational texts and contemporary 2025 citations tracking South Asian student demographics are entirely missing essential publication metadata, such as missing journal volume indices, issue numbers, precise page ranges, or valid digital object identifiers. The authors must carefully audit the entire reference list to complete these missing details and ensure that every single entry conforms perfectly to a singular, standardized academic style manual, such as the APA seventh edition or the ASA format, which is an absolute requirement for modern indexing.

Eradicating Typographical Anomalies and Processing Remnants

Finally, the review copy features minor formatting anomalies, uneven line spacing around major section transitions, and inconsistent paragraph indentations that detract from its academic presentation. There are a few instances of missing spaces between words directly preceding the statistical notations, alongside minor typographical errors within the introductory sentences. The authors must manually proofread the entire document to eliminate these processing remnants. Ensuring that the manuscript possesses a flawless visual presentation will provide a polished, highly professional appearance that matches the empirical importance of the sociological data.

Editorial Recommendation

This manuscript is recommended for **publication with major revisions**. The authors have chosen a highly important, contemporary, and under-researched topic by evaluating the cultural negotiation of globalization within a major regional university in Bangladesh. The quantitative design is appropriate for

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a localized descriptive survey, the sample size is sufficient for the chosen bivariate statistical analyses, and the focus on regional youth dynamics offers a valuable counterweight to urban-centric development literature.

However, to make the paper suitable for a top-tier international sociology journal, the authors must move away from broad narrative summaries of statistical results and provide rigorous, comprehensive data tables. Once the text is updated to include full contingency tables, explicit measures of association strength, a deeper engagement with established sociological theories like hybridity and McDonaldization, and a fully standardized reference list, this manuscript will be a strong and highly relevant addition to the field of contemporary South Asian cultural studies.