

REVIEWER'S REPORT

Manuscript No.: JNHST-045

Title : *Exploring University Students' Response to Cultural Globalization: A Study of Rangpur, Bangladesh*

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

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

Reviewer's ID: JNJST-04

Detailed Reviewer's Report

Overall Evaluation

This manuscript investigates how cultural globalization influences various aspects of university students' lives at Begum Rokeya University (BRUR), Rangpur, Bangladesh. Specifically, the study examines the relationship between cultural globalization and six dimensions of student behavior: social relations, food consumption, job preferences, dress patterns, celebration programmes, and recreational activities. Using a quantitative survey of 212 students and chi-

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square analysis, the author seeks to determine whether exposure to cultural globalization is associated with changes in these behavioral domains.

The topic is relevant and socially important. Cultural globalization remains a significant area of inquiry within sociology, globalization studies, youth studies, and cultural studies, particularly in developing societies where global cultural influences increasingly intersect with local traditions and identities. The focus on a public university outside Bangladesh's major metropolitan centers provides a potentially useful contribution, as much of the existing literature tends to concentrate on larger urban settings.

The manuscript demonstrates a good effort to engage with relevant theoretical perspectives, particularly Glocalization Theory, Consumer Culture Theory, and Cultural Hybridity Theory. The author also clearly identifies research objectives, develops hypotheses, and attempts to connect empirical findings to broader theoretical debates regarding cultural adaptation and hybridization. The inclusion of multiple behavioral dimensions is another positive feature, as it allows for a broader assessment of cultural globalization than studies focused on a single domain.

However, several important issues require attention. While the paper presents statistically significant findings, the methodological design, measurement strategy, and analytical procedures need greater clarification. The study relies heavily on chi-square associations without sufficiently explaining how key concepts were operationalized. Furthermore, many interpretations extend beyond what the data can directly support. There are also substantial language, formatting, and presentation issues throughout the manuscript. Despite these

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limitations, the study addresses a meaningful research question and has potential for publication following revision.

Strengths of the Paper**1. Relevant and Contemporary Research Topic**

The manuscript addresses an important issue concerning how globalization shapes the cultural practices and social behavior of young people. Understanding how university students negotiate global and local influences remains highly relevant in contemporary societies, particularly in South Asia where rapid technological and cultural changes continue to transform everyday life.

2. Focus on an Understudied Geographic Context

A notable strength of the study is its focus on Begum Rokeya University in Rangpur. Much existing research on globalization and youth culture tends to focus on major urban centers. By examining students in a secondary divisional city, the study provides insight into cultural change beyond metropolitan contexts and highlights regional dimensions of globalization.

3. Clear Research Objectives and Hypotheses

The paper clearly identifies six hypotheses and links them to specific dimensions of student behavior. This provides a structured framework for empirical investigation and allows readers to follow the analytical logic of the study.

REVIEWER'S REPORT**4. Useful Theoretical Foundation**

The incorporation of Glocalization Theory, Consumer Culture Theory, and Cultural Hybridity Theory provides an appropriate conceptual basis for understanding cultural change. The theoretical framework recognizes that globalization does not necessarily produce cultural homogenization and acknowledges the possibility of adaptation and hybridization.

5. Multi-Dimensional Analysis

Rather than focusing on a single outcome, the study examines multiple domains including food habits, employment aspirations, social relationships, recreation, celebrations, and dress patterns. This broader scope enhances the overall contribution of the research and offers a more comprehensive picture of cultural globalization among university students.

6. Attempt to Connect Theory and Empirical Findings

The discussion sections consistently attempt to interpret statistical findings through theoretical lenses. Although some interpretations require further caution, the effort to move beyond simple reporting of statistical results is commendable and contributes to the manuscript's analytical value.

Areas for Improvement**1. Clarification of Sampling Procedure is Needed**

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The manuscript states that both purposive sampling and simple random sampling were used. However, the relationship between these two sampling approaches is not sufficiently explained. It remains unclear:

- How respondents were identified.
- How random selection was implemented.
- Whether all students had an equal probability of participation.
- How the online questionnaire was distributed.

Greater transparency regarding sample selection would improve methodological rigor and allow readers to assess the representativeness of the sample.

2. Measurement of Cultural Globalization Requires Further Explanation

The central independent variable—cultural globalization—is insufficiently operationalized. While Table 2 identifies several indicators, the manuscript does not clearly explain:

- How exposure to cultural globalization was measured.
- How respondents were classified as connected or not connected to cultural globalization.
- Whether composite indices were created.
- How questionnaire items were coded for statistical analysis.

Since cultural globalization is the key explanatory variable, a more detailed explanation is essential.

3. Statistical Analysis Could Be Strengthened

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The analysis relies exclusively on chi-square tests. While chi-square analysis is suitable for examining associations between categorical variables, it provides only a limited understanding of relationships.

The study could be strengthened by:

- Reporting effect sizes.
- Including measures of association strength.
- Presenting confidence intervals where appropriate.
- Exploring multivariate approaches to account for demographic factors such as age, gender, education level, and occupation.

At present, the analysis demonstrates statistical association but offers limited insight into the magnitude or direction of influence.

4. Interpretation of Results Should Be More Cautious

Several discussion sections make strong causal or explanatory claims that are not fully supported by the statistical evidence presented.

For example, statements suggesting that globalization “causes” changes in social relations, food choices, or career aspirations extend beyond what can be inferred from cross-sectional chi-square associations. The findings demonstrate association rather than causation. A more cautious interpretation would improve the scientific credibility of the paper.

5. Some Findings Require Deeper Discussion

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The result concerning dress patterns is particularly interesting because it differs from the other findings and indicates no significant association between cultural globalization and clothing behavior. This potentially important finding deserves deeper exploration.

The discussion could engage more extensively with:

- Religious norms.
- Family expectations.
- Gendered social controls.
- Regional cultural conservatism.
- Symbolic dimensions of dress.

A richer discussion would enhance the paper's contribution.

6. Literature Review Needs Greater Critical Engagement

The literature review contains many relevant sources but often reads as a collection of summaries rather than a critical synthesis of existing scholarship. The review would benefit from:

- More explicit engagement with debates surrounding cultural homogenization versus hybridization.
- Stronger integration of Bangladeshi research.
- Clearer identification of how the current study advances existing knowledge.

This would strengthen the academic positioning of the manuscript.

REVIEWER'S REPORT**7. Presentation of Results Requires Improvement**

Some tables and sections require careful revision.

Examples include:

- Inconsistencies in reported percentages and frequencies.
- Formatting irregularities across tables.
- Occasional duplication and placement issues in the results section.
- Limited reporting of descriptive statistics beyond demographic characteristics.

Improved table formatting and clearer presentation would enhance readability.

8. Language and Grammar Need Substantial Editing

The manuscript contains numerous grammatical, stylistic, and syntactical issues throughout.

Examples include:

- Subject-verb agreement errors.
- Inconsistent tense usage.
- Awkward sentence construction.
- Missing articles and prepositions.
- Typographical inconsistencies.

While the overall meaning remains understandable, professional language editing would substantially improve clarity and presentation.

REVIEWER'S REPORT**9. Limitations Section Could Be Expanded**

The manuscript briefly acknowledges limitations, but a more explicit discussion would strengthen the study.

Potential limitations include:

- Single-university focus.
- Cross-sectional design.
- Self-reported data.
- Online survey bias.
- Limited generalizability beyond BRUR students.

A fuller discussion would demonstrate methodological awareness and improve scholarly transparency.

Final Recommendation**Accept with Minor Revisions**

The manuscript addresses an important and contemporary topic and provides useful empirical insight into how university students in a regional Bangladeshi context respond to cultural globalization. The study is theoretically informed, clearly organized, and supported by original survey data. However, revisions are needed to clarify the measurement of key variables, strengthen methodological transparency, improve the interpretation of statistical findings, refine the literature review, and address language and presentation issues. With these improvements,

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the paper would make a worthwhile contribution to research on globalization, youth culture, and social change in developing societies.