

## STUDY THE IMPACT OF MODERNIZATION ON VALUES OF COLLEGE STUDENT FROM DIFFERENT STREAM

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### Abstract :

In present research, researcher find the impact of modernization on values of college students of commerce students. 200 sample sizes have been taken by random sampling techniques from Ahmadabad city .the result shows that there is significant correlation between economic value and modernization of commerce student .

### 1. INTRODUCTION

Values defined in Organizational Behavior as the collective conceptions of what is considered good, desirable, and proper or bad, undesirable, and improper in a culture value has been taken to mean moral ideas, general conceptions or orientations sometimes simply interests, attitudes, preferences, needs, sentiments and dispositions. Most of our core values are learned early in life from family, friends, neighborhood school, the mass print, visual media and other sources within the society. Values are socially approved desires and goals that are internalized through the process of conditioning, learning or socialization and that become subjective preferences, standards, and aspirations. Values involve individual feelings, ideas and believe and individual operates according to system of values. Everything he does, decision he makes, comes from within, conscious or unconscious system of values.

### 2. STATEMENT OF THE STUDY

Study the impact of modernization on values of college student from commerce stream .

### 3. OBJECTIVE OF THE STUDY

To study the significant correlation between modernization and values of college student in relation to their commerce stream .

### 4. HYPOTHESIS

There is no significant correlation between modernization and values among Commerce college student.

### 5. RESEARCH METHODOLOGY

The researcher has adopted the survey method in this study .and the study is descriptive in nature.

#### Population-

Population for the present study comprised all the commerce student of government & private P.G. College from .Ahmadabad city.

#### Sample-

In present research the sample consist 200 students both boys & girls of U.G.& P.G. from government & private college. Sample was selected by systematic random sampling method.

#### Variable -

In present study variable are as :-

**Dependent variable** -value (education score) education inventory which is measured the six dimension [T.E.A.S.P.R.] of values scaling – R.K. Ojha.

#### **Independent-**

– Gender, area, type of college, family type, mother father, occupation modernization etc.

Sub ordinary variable –Academic stream Commerce

#### **Research tool-**

1. Standardized tool: - R.K. Ojha (1971) – Value Inventory.

2. Standardized tool; prof. S.p Ahluvalia and ashok k. kalia CMI – Comprehensive modernization Inventory.

#### **Statistical use -**

Mean & standard deviation, "t"ratio was calculating for testing the null hypothesis.

## 6. DATA ANALYSIS

**Hypothesis- 1**-There is no significant correlation between modernisation and values among commerce stream student ..

Table- 1 - co-efficient of correlation 'r' between modernisation and values among commerce stream student.

S. No.	Group commerce	variable	n	Co-efficient correlation 'r'	of .05
1	commerce student	Modernisation and Theoretical value	200	+0.070	Insignificant Positive co- rrelation
2	commerce student	Modernisation and economic value		-0.174	significant Negative Co-rrelation
3	commerce student	Modernisation and aesthetic value		+0.0705	Insignificant Positive co-rrelation
4	commerce student	Modernisation and social value		+0.115	Insignificant positive co- rrelation
5	commerce student	Modernisation and political value		_0.0034	In Significant Negative co-rrlation
6	commerce student	Modernisation and religious value		_0.093	Insignificant Negative co-rrelation
df	198				
0.05	.138				

The above table shows that the co-efficient of correlation between the modernisation and theoretical values of commerce student is positive and in significant. The value of co-efficient co-rrelation'r' is +0.0704 is less than the table value 0.138 at 0.05 level of significance. Therefore the null hypoyhesis of correlation that "there is no significant co-rrelation between modernisation and values among commerce student stand accept .

The above table shows that the co-efficient of correlation between the modernisation and economic values of commerce student is positive and significant . The value of co-efficient co-rrelation'r' is +0.175 is higher than the table value .138 at 0.05 level of significance. Therefore the null hypoyhesis of correlation that "there is no significant co-rrelation between modernisation and values among commerce student stand reject .

The above table shows that the co-efficient of correlation between the modernisation and aesthetic values of commerce student is positive and insignificant. . The value of co-efficient co-rrelation'r' is +0.0705 is less than the table value 0.138 at 0.05 level of significance. Therefore the null hypoyhesis of correlation that "there is no significant co-rrelation between modernisation and values among commerce student stand accept .

The above table shows that the co-efficient of correlation between the modernisation and social values of commerce student is negative and insignificant. . The value of co-efficient co-rrelation'r' is - 0.115 is less than the table value 0.138 at 0.05 level of significance. Therefore the null hypoyhesis of correlation that "there is no significant co-rrelation between modernisation and values among commerce student stand accept.

The above table shows that the co-efficient of correlation between the modernisation and political values of commerce student is negative and insignificant . The value of co-efficient co-rrelation'r' is negative – 0.0034 is

less than the table value 0.138 at 0.05 level of significance. Therefore the null hypothesis of correlation that "there is no significant co-rrrelation between modernisation and values among commerce student stand accept.

## 7. CONCLUSION

The co-efficient of correlation between the modernisation the religious, social political, theoretical, aesthetic values of commerce student are negative and insignifcan. Only economic value and modernization have coefficient of correlation is positive and significant and the null hypoythesis of another dimension of values "there is no significant co-rrrelation between modernisation and values among commerce students stand accept.

## 8. SUGGESTION

They should focus on how to manage their modern culture with values. They should give equal amount of values and modernization all together.

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