

Global South Citizen Perspectives: Balancing Growth, Defence, Urban Beautification, and Empowerment

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ABSTRACT

How do citizens in the Global South perceive and prioritize economic growth, strong defense forces, urban beautification, and empowerment in their communities and workplaces? Are there any notable differences in these perspectives based on gender and age groups? What generational variations exist in the Global South concerning the pursuit of progress in shaping their visions for the future? How can insights from citizens' perspectives inform more inclusive and responsive approaches to development, aiming for balanced growth, reduced inequality, and sustainability in the Global South? This research study navigates these vital questions using the data sourced from the World Values Survey, encompassing Global South Nations. The Paper delves into the multifaceted dimensions of development- economic growth, defense, urban aesthetics, and empowerment- with a focus on understanding how citizens' demographic characteristics, especially gender and age, influence their perspectives. From a diverse and comprehensive data set, the analysis illuminates the relationship between gender, age, and citizens' views on these critical dimensions of development. The paper explores generational differences, revealing the evolving aspirations of Global South citizens across age groups. The research underscores the significance of demographic factors in shaping policies and strategies aimed at achieving balanced growth, addressing inequality, and promoting sustainability. The research explores the voices of citizens as influential catalysts in molding the destinies of their countries, offering a more inclusive and responsive approach to development.

KEY WORDS: Global South, Economic Growth, Gender disparities, Urban Beautification, Empowerment.

1. INTRODUCTION¹

In the complex tapestry of the Global South, citizen's perspectives serve as guiding lights, shaping the destiny of nations. This exploration delves into how individuals in prominent Global South countries namely, Brazil, China, India, Indonesia, Nigeria, and South Africa, perceive and prioritize key facets of development: economic growth, strong defense forces, urban beautification, and community empowerment. These nations each contributing uniquely to the global landscape, stands as miniatures of diverse cultures, histories, and aspirations. The selection of these countries for research is both strategic and representative of the diversity within this geopolitical community. These nations collectively embody the essence of the Global South, representing continents, cultures, and developmental trajectories.

Brazil, with its rich cultural heritage and economic

prominence, reflects the Latin American perspective. China, as an economic powerhouse, not only stands as a key player in Asia but also symbolizes the rise of emerging economies. India, with its vast population and cultural pluralism is classic representation of south Asia. Indonesia, as the largest archipelagic state, provides insights into the challenges and opportunities unique to Southeast Asia. Nigeria, as major African nation, highlights the complexities of development of African continent. Finally, South Africa, with its history of overcoming apartheid and economic significance, contributes the perspective of South Africa. Together these countries offer a comprehensive view of the Global South, encompassing diverse economic structures, cultural landscapes, and development challenges, making them apt choices for a nuanced and inclusive research study.

The research endeavors to unravel the intricate dynamics of citizen's viewpoints. Seeking to understand

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how demographic factors, notably gender and age, interface with their aspirations. The research utilizes a rich dataset from the world values survey, spanning across the above-mentioned Global South countries. The study meticulously scrutinizes the relationships between gender, age and the citizen's perspectives on economic growth, defense, aesthetics, and empowerment.

Therefore, to address the complex and multifaceted nature of development priorities in emerging economies, this study aims to provide a nuanced analysis of citizens' perspectives in six key nations of the global south: Brazil, China, India, Indonesia, Nigeria, and South Africa. The specific objective of this research are threefold, First, to investigate how citizens in these countries perceive and prioritize key dimensions of development, such as economic growth, strong defense forces, community empowerment and urban beatification; second to explore notable variations in these perspectives based on gender, exploring differences in how men and women prioritize development goals; and third to investigate generational variations in the pursuit of progress across these dimensions. To achieve this, the researcher employed data from world values survey to conduct a comprehensive analysis. Ultimately, this research seeks to draw critical insights from citizens' own viewpoints to inform more inclusive, responsive, and people centered approaches to development policy and practice in the Global South.

2. REVIEW OF LITERATURE

The Global south concept is a relational category that sensitizes us for historical grown marginalization within international hierarchies and their epistemological implications. Berger (2020). The Global South concept is a chaotic geographical concept, with a dense Pacific Asian network dominating the rest of the South and Latin America having less inter-regional South-South links. Tailor (2009). The global south is the non-European, non-Western parts of the world that blur the bifurcations between developed and developing rich and poor, center and periphery. Wood (2020) The word global south is a fashionable expression where liberation from western democratic rhetoric justify economic takeover and cultural management and is a location of global conflicts due to economic, political, and epistemic conflicts Mignolo (2011).

The rise of the global south and its impact on south – south cooperation is crucial for understanding the global economy and its future direction. Puri (2010) Democracy and economic growth are essential for human empowerment and well-being, and integrating a vibrant market economy into strong democratic institutions promotes fairness and equity Dervis (2006). Gender inequality has a significantly negative effect on economic

growth, with a 5% population effect and a 10% investment effect. Khayria (2015)

A research report using cross-country and panel regressions, investigates to what extent gender inequality in education and employment may reduce growth and development and reveals the result that a considerable impact of gender inequality on economic growth. The results suggest that gender inequality in education has a direct impact on economic growth especially in East Asia and Sub-Saharan Africa, South Asia, and the Middle East. Klasen (1999).

Re-analyzing the World values survey data reveals that religion and family values are crucial for economic stability and economic growth. Tusch (2015). Falk and Hermle's (2018) study on 80,000 individuals in seventy-six countries reveals that gender differences in preferences, including risk-taking and altruism, are positively associated with economic development and gender equality. As women gain equal opportunities, their preferences diverge from men's. This suggests that increased access to material and social resources promotes gender-specific preferences, emphasizing the intricate link between economic development, gender equality, and individual choices. The world values survey studies the relationship between the economic development, cultural change, and political life across the globe. Minkov (2012)

Another study states that gender inequality in education significantly reduces economic growth and development, affecting human capital quality and indirectly affecting investment in population growth. Klasen (1999). According to Inglehart (2000), economic development leads to shifts towards rational, tolerant, trusting, and participatory values. A study made in the year 1990-1993 using world values Survey, reveals that political, religious, and economic norms vary across 43 societies with differences in responses based on age, gender, economic standing, and education. Inglehart (1998). Economic growth can improve life expectancy, reduce diseases, and reduce infant mortality and malnutrition, but its impact on society is often limited to material wellbeing. Friedman (2006)

A study conducted in China reveals that Urbanization and capital contributes to China's economic growth, but heavy industry negatively affects it, and international trade has mixed results. The study shows "U" shaped relationship between urbanization and economic growth, stating that heavy industry exerts a significant negative affect on economic growth. Zheng (2019) High levels of economic growth are associated with values like achievement motivation, future orientation, and eagerness to learn, with valuing formal institutions more than values. Graafland (2022)

The reviewed literature provides a comprehensive understanding of the topic related to global south's

balanced economic development and gender related issues. However, notable gaps persist where there is no solid literature of defense, community empowerment and urban beatification, suggesting the needs for additional research to address the relation between gender and the citizens perception on the aims of the country and the age as a demographic factor to explore the aims of the country first preference in the selected global south countries. This review sets the foundation for the present study, which aims to explore the global south citizens perspectives on balancing economic growth, defense preference, people rights and urban beatification, contributing to the advancement of knowledge in the global south countries' arena.

In addition, despite a growing body of research on urbanization, sustainability and governance in the Global South, significant gaps remain in understanding how citizens themselves navigate and balance the trade-offs between growth, defense, beatification and empowerment. Much of the existing literature focuses on either macro level policy frameworks or isolated case studies, often overlooking the everyday experience. Addressing these gaps is essential for developing holistic strategies that reflect the lived realities and aspirations of Global South citizens, and for advancing more just, resilient, and vibrant societies.

3. METHODOLOGY

This study uses data from World Values Survey, specifically waves sixth and seventh focusing on respondents from Brazil, China, India, Indonesia, Nigeria and South Africa. A stratified random sampling technique, as employed by World Values Survey in each country, ensures that the data are nationally representative of the adult population.

The variable of interest, first choice aims of the country was operationalized by identifying respondents' top priority from a list of national aims. These responses were analyzed to understand the preferences of citizens across demographic groups. To begin, descriptive statistics were used to summarize key demographic characteristics of the respondents, including gender, age and education level.

To examine how preferences for the country's first choice aims vary across demographics cross tabulations were conducted by gender and age groups. Percentages within each subgroup were calculated to highlight differences in preference patterns. Next the Chi-square test of independence was used to determine whether associations between demographic variables and first choice aims were statistically significant. To assess the strength of association, Cramer's V was calculated. Since Cramer's V does not indicate the direction of relationships, it is interpreted only in terms of strength or

magnitude. This step-by-step approach from descriptive statistics to cross tabulation, Chi-square testing and association strength ensures cohesive analysis. It allows for the identified differences to be interpreted not only as statistically significant or not but also in terms of their practical relevance. Overall, this methodology provides to a systematic way to explore citizens' preferences in the Global South and identify how demographic factors shape their prioritization of national aims.

4. ANALYSIS

Descriptive Statistics

The following paragraphs confer the descriptive statistics and the cross tabulation for the six Global South Countries taken for this study.

Table 1
Descriptive Statistics

Descriptive Statistics							
Country	Brazil	China	India	Indonesia	Nigeria	South Africa	Total
Gender							
Male	836	150 3	229 0	1589	626	1707	855 1
Female	926	153 3	178 5	1611	611	1824	829 0
Total	176 2	303 6	407 5	3200	1237	3531	168 41
Age							
15-29 Years	486	679	968	873	640	1360	500 6
30-49 Years	664	134 8	195 1	1503	508	1303	727 7
50 and above	612	101 0	113 2	824	88	868	453 4
Total	176 1	303 6	405 1	3200	1237	3531	168 16
Education							
Lower	720	195 2	243 6	2024	330	711	817 3
Middle	735	543	109 4	817	652	2475	631 6
Higher	279	505	541	356	245	316	224 2
Total	173 4	300 0	407 1	3196	1227	3502	167 30

Source: Own computation using SPSS data from WVS.org

The Table 1 presents the key demographic characteristics of respondents from the selected global south countries- Brazil, China, India, Indonesia, Nigeria, and South Africa. The data sheds light on the distribution of respondents based on gender, age, and education. As the data is collected from the world values survey which follows the representation sample from each country. The gender distribution reflects a balanced participation with total 8551 male respondents and 8290 female

respondents. Similarly, among the age groups, 30 to 49 years age group is substantial number representation with total 7,277 respondents. As for the education level representation, it varies across countries, with the majority of respondents having lower or middle education. The difference in the total among the gender, age and education group is because of the missing values.

GENDER

One of the objectives of this study is explore the perceptions based on the Gender. The following tables show the cross tabulation based on Gender and the Aims of the country first preference.

Brazil

Table 2
Aims of the Country - First Choice * Gender
Crosstabulation

			Gender		Total
			Male	Female	
Aims of the Country- First Choice	A high level of economic growth	Count	361	348	709
		% within Aims of the Country- First Choice	50.9%	49.1%	100.0%
		% within Gender	45.5%	40.6%	42.9%
	Making sure this country has strong defence forces	Count	106	125	231
		% within Aims of the Country- First Choice	45.9%	54.1%	100.0%
		% within Gender	13.4%	14.6%	14.0%
	Seeing that people have more say about how are done at their jobs and in their communities	Count	283	338	621
		% within Aims of the Country- First Choice	45.6%	54.4%	100.0%
		% within Gender	35.7%	39.4%	37.6%
	Trying to make our cities and countryside more beautiful	Count	43	47	90
		% within Aims of the Country- First Choice	47.8%	52.2%	100.0%
		% within Gender	5.4%	5.5%	5.5%
Total		Count	793	858	1651
		% within Aims of the Country- First Choice	48.0%	52.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%

Source: Own computation using SPSS data from WVS.org

The Table 2 reveals the cross tabulation for Brazil's aim of the country first choice by gender. It illuminates distinctive preferences. Regarding a high level of economic growth, 50.9% of the males and 49.1% of the females prioritize this aim, with males slightly inclined. Conversely, making sure the country has strong defence forces sees a preference shift, with 54.1% of females

prioritizing compared to 45.9% of males. Notably, for enhancing people's influence in their jobs and communities, 54.4% of females prioritize compared to 45.6% of males. Preferences for making the cities and countryside more beautiful are balanced in Brazil. These dynamics exhibit diverse perspectives.

China

From the cross tabulation of Gender and aims of the country (Table 3) first preference it can be observed that 52.4 % of the respondents prefer high economic growth followed by strong defence force 25%. Trying to make the cities and countryside more beautiful is 13.6% and People have more say is around 8.7%. For a high level of economic growth 51.7% of male prefer and 53.1% of female prefer this option. Among the strong defence forces option male prefer more with 57.1% and female 42.9%. For people voices female prefer more with 54% and male have 45.9%. For trying to make the cities more beautiful there is no variance among male and female.

Table 3
Aims of the country first choice with Gender
Crosstabulation

			Gender		Total
			Male	Female	
Aims of the Country- First Choice	A high level of economic growth	Count	561	526	1087
		% within Aims of the Country- First Choice	51.6%	48.4%	100.0%
		% within Gender	51.7%	53.1%	52.4%
	Strong defence forces	Count	299	225	524
		% within Aims of the Country- First Choice	57.1%	42.9%	100.0%
		% within Gender	27.6%	22.7%	25.3%
	People have more say about how things are done	Count	83	98	181
		% within Aims of the Country- First Choice	45.9%	54.1%	100.0%
		% within Gender	7.6%	9.9%	8.7%
		Count	142	141	283

Trying to make our cities and countryside more beautiful	% within Aims of the Country- First Choice	50.2%	49.8%	100.0%
	% within Gender	13.1%	14.2%	13.6%
	Count	1085	990	2075
Total	% within Aims of the Country- First Choice	52.3%	47.7%	100.0%
	% within Gender	100.0%	100.0%	100.0%

Source: Own computation using SPSS data from WVS.org

India

Table 4 cross tabulation for India's Aim of the country first choice by gender reveals intriguing patterns. In the pursuit of a high level of economic growth, 59.3% of male and 40.7% prioritize this goal with a notable gender disparity favouring males for the economic growth.

There is a significant difference based on gender. Improving gender equality significantly contributes to economic growth by changing females time allocation and promoting human capital accumulation. Kim J Lee (2016).

Also overall, 58.5% of the respondents prefer economic growth. For aspiration of Strong defence forces, 57% of male and 43% of females prefer. The overall preference for this option is 15.5%. Females 52.3% and Males 47.7% exhibit preference for people have more say about how things are done. The overall preference for this option is only 11.5%. Out of the 14.5% who preferred for making the cities and countryside more beautiful, 47% of male and 53% of females prefer this option. But overall, this option is 14.5% Urban governance in India requires institutional reforms, private sector involvement and state government support to effectively manager urban growth and improve quality of life for residents, Ahluwalia, I, 2019.

Table 4
India Aims of the Country - First Choice * Gender Crosstabulation

	Gender		Total
	Male	Female	
Count	1406	963	2369

A high level of economic growth	% within Aims of the Country - First Choice	59.3%	40.7%	100.0%
	% within Gender	61.6%	54.5%	58.5%
	Count	357	269	626
Strong defence forces	% within Aims of the Country - First Choice	57.0%	43.0%	100.0%
	% within Gender	15.6%	15.2%	15.5%
	Count	243	222	465
People have more say about how things are done	% within Aims of the Country - First Choice	52.3%	47.7%	100.0%
	% within Gender	10.6%	12.6%	11.5%
	Count	277	312	589
Trying to make our cities and countryside more beautiful	% within Aims of the Country - First Choice	47.0%	53.0%	100.0%
	% within Gender	12.1%	17.7%	14.5%
	Count	2283	1766	4049
Total	% within Aims of the Country - First Choice	56.4%	43.6%	100.0%
	% within Gender	100.0%	100.0%	100.0%

Source: Own computation using SPSS data from WVS.org

A high level of economic growth is the first priority among the citizens of India, followed by strong defence and beatification. The last choice is the people rights.

Indonesia

The Table 5 reveals the cross tabulation of Indonesia's aims of the country first choice. In the pursuit of high level of economic growth 49% of the total respondents prefer it followed by 30% for people's voice and the third being beatification of the country with 14.8% and lastly

Table 5
Indonesia Aims of the Country - First Choice * Gender
Crosstabulation

Indonesia Aims of the Country - First Choice * Gender
Crosstabulation

Aims of the Country-First Choice

Nigeria

Table 6

	Gender		Total
	Male	Female	

Aims of the Country-First Choice

	more beautiful	Country-First Choice			
		%			
		within Gender Count	4.2%	5.9%	5.0%
			625	608	1233
		%			
Total		within Aims of the Country-First Choice	50.7%	49.3%	100.0%
		%			
		within Gender Count	100.0%	100.0%	100.0%
		%			

Source: Own computation using SPSS data from WVS.org

South Africa

The Table 7 cross tabulation on the South Africa's aims of the country first choice and Gender reveals intriguing patterns in societal priorities. While a balanced gender distribution is evident in the emphasis on strong defence forces, with 50.6% of females and 49.4% of male within the 22.7% preferring it. For people have more say 23.6% of the respondents prefer it within which 50.4 are male and 49.6% are female. Also, Females 52.3 %exhibit a slight preference to Economic Growth compared to male with 47.7%. It is evident that female preferred country beautification with 57% and 43% only for male. This analysis emphasizes valuable insights into intersection of gender and National Priorities, emphasizing the importance of recognizing and addressing diverse perspectives for more effective and equitable governance. Gender equality in education contributes to economic growth in developing countries, while women's presence in parliaments shows a positive relationship with growth in all developing countries, but a negative relationship in sub-Saharan African countries. Altuzarra, (2021) .

		First Choice			
		%			
		within Gender Count	45.2%	46.4%	45.8%
			397	406	803
		%			
Strong defence forces		within Aims of the Country-First Choice	49.4%	50.6%	100.0%
		%			
		within Gender Count	23.3%	22.3%	22.7%
			420	413	833
		%			
People have more say about how things are done		within Aims of the Country-First Choice	50.4%	49.6%	100.0%
		%			
		within Gender Count	24.6%	22.6%	23.6%
			119	158	277
		%			
Trying to make our cities and countryside more beautiful		within Aims of the Country-First Choice	43.0%	57.0%	100.0%
		%			
		within Gender Count	7.0%	8.7%	7.8%
			1707	1824	3531
		%			
Total		within Aims of the Country-First Choice	48.3%	51.7%	100.0%
		%			
		within Gender Count	100.0%	100.0%	100.0%
		%			

Source: Own computation using SPSS data from WVS.org

Table 7
South Africa Aims of the Country - First Choice *
Gender Crosstabulation

			Gender		Total
			Male	Female	
Aims of the Country-	A high level of economic growth	Count	771	847	1618
		%			
		within Aims of the Country-	47.7%	52.3%	100.0%

AGE

Another objective is to explore the age-related difference. The following tables depict the cross tabulation of age and the aims of the country first choice:

Brazil

The Table 8 reveals the distribution of respondents in Brazil based on their age groups and their first choice regarding the aims of the country.

Table 8

Aims of the Country - First Choice * Age of the Respondent Crosstabulation

			Age of the Respondent			Total
			16-29 years	30-49 years	50 and more years	
Aims of the Country-First Choice	A high level of economic growth	Count	202	268	238	708
		% within Aims of the Country- First Choice	28.5%	37.9%	33.6%	100.0%
		% within Age of the Respondent	43.6%	42.6%	42.6%	42.9%
	Making sure this country has strong defence forces	Count	64	85	82	231
		% within Aims of the Country- First Choice	27.7%	36.8%	35.5%	100.0%
		% within Age of the Respondent	13.8%	13.5%	14.7%	14.0%
	Seeing that people have more say about how are done at their jobs and in their communities	Count	174	254	194	622
		% within Aims of the Country- First Choice	28.0%	40.8%	31.2%	100.0%
		% within Age of the Respondent	37.6%	40.4%	34.7%	37.7%
	Trying to make our cities and countryside more beautiful	Count	23	22	45	90
		% within Aims of the Country- First Choice	25.6%	24.4%	50.0%	100.0%
		% within Age of the Respondent	5.0%	3.5%	8.1%	5.5%
	Total	Count	463	629	559	1651
		% within Aims of the Country- First Choice	28.0%	38.1%	33.9%	100.0%
		% within Age of the Respondent	100.0%	100.0%	100.0%	100.0%

Source: Own computation using SPSS data from WVS.org

A majority of respondents across all age groups express a preference for a high level of economic growth as the country's primary aim. The highest count comes from the age group 30-49 years. For making sure the country has strong defence forces is evident across all age groups, particularly among the 50 or more years group shows a slightly higher preference. The 3- to 49 years age group again leads in the preference for giving people more say on how things are done, 40.8% of respondents in this

category. Interestingly, the 50 and more year's age group shows a higher percentage for the aim trying to make the cities more beautiful.

China

Table 9

Aims of the Country First Choice Vs Age of the Respondent Crosstabulation

		Age of the Respondent			Total	
		15-29 years	30-49 years	50 and more years		
Aims of the Country- First Choice	A high level of economic growth	Count % within Aims of the Country- First Choice	224	533	329	1086
		% within Age of the Responde nt	20.6%	49.1%	30.3%	100.0 %
			48.7%	53.7%	53.0%	52.4%
	Strong defence forces	Count % within Aims of the Country- First Choice	134	242	148	524
		% within Age of the Responde nt	25.6%	46.2%	28.2%	100.0 %
			29.1%	24.4%	23.8%	25.3%
	People have more say about how things are done	Count % within Aims of the Country- First Choice	48	83	50	181
		% within Age of the Responde nt	26.5%	45.9%	27.6%	100.0 %
			10.4%	8.4%	8.1%	8.7%
	Trying to make our cities and countrysi de more beautiful	Count % within Aims of the Country- First Choice	54	134	94	282
		% within Age of the Responde nt	19.1%	47.5%	33.3%	100.0 %
			11.7%	13.5%	15.1%	13.6%
	Total	Count % within Aims of the Country- First Choice	460	992	621	2073
		% within Age of the Responde nt	22.2%	47.9%	30.0%	100.0 %
			100.0 %	100.0 %	100.0 %	100.0 %

Source: Own computation using SPSS data from WVS.org

From the Table 9 it can be observed that the highest count of respondents preferring a high level of economic growth comes from the 30-49 years age group. This group also show preference for strong defence forces. While the 15 to 29 years group has the lowest count for strong defence. Similarly for the people having more say, the 30 to 49 years old again leads in the preference. This indicates a desire for increased participation in decision making processes, particularly among the middle-aged respondents. Also, the 30-49 years age group has the highest preference for making cities and countryside more beautiful.

India

The Table 10 provides a detailed examination of the preferences of Indian respondents based on the age groups regarding the aims of the country. A high level of economic growth is mostly preferred alternative among which the 30 to 49 age groups prefer the most with highest percentage of 47.8%.

Table 10

Aims of the Country - First Choice * Age of the Respondent Crosstabulation

			Age of the Respondent			
			15-29 years	30-49 years	50 and more years	Total
Aims of the Country - First Choice	A high level of economic growth	Count	631	1128	603	2362
		% within Aims of the Country - First Choice	26.7%	47.8%	25.5%	100.0 %
		% within Age of the Respondent	65.9%	58.1%	53.6%	58.7%
	Strong defence forces	Count	112	306	204	622
		% within Aims of the Country - First Choice	18.0%	49.2%	32.8%	100.0 %
		% within Age of the Respondent	11.7%	15.7%	18.1%	15.4%
	People have more say about how things are done	Count	104	231	126	461
		% within Aims of the Country - First Choice	22.6%	50.1%	27.3%	100.0 %
		% within Age of the	10.9%	11.9%	11.2%	11.4%

Trying to make our cities and countryside more beautiful	Respondent Count	111	278	193	582
	% within Aims of the Country - First Choice	19.1%	47.8%	33.2%	100.0%
	% within Age of the Respondent	11.6%	14.3%	17.1%	14.5%
Total	Count	958	1943	1126	4027
	% within Aims of the Country - First Choice	23.8%	48.2%	28.0%	100.0%
	% within Age of the Respondent	100.0%	100.0%	100.0%	100.0%

Source: Own computation using SPSS data from WVS.org

Economic aspirations are particularly pronounced among respondents aged 30 to 49 years. This age group expresses the highest preference for ensuring the country has strong defence forces, followed by the 50 and more year's group. This suggest that middle aged individuals harbour greater concerns about national security, potentially influenced by socio-economic responsibilities. Respondents of this age group also exhibit inclination towards ensuring that people have more say how things are done. The findings suggest a nuanced set of priorities among different age groups in India. While economic growth is crucial, the middle-aged demographic exhibits a unique focus on national security and particularly governance. Strategies that combine economic empowerment with enhanced security measures and avenues for citizen involvement could find greater acceptance, fostering a more inclusive and responsive national development agenda.

Indonesia

The Table 11 of Indonesia and age delves into the preferences of Indonesian respondents across different age groups regarding the aims of the country.

Table 11

Aims of the Country - First Choice * Age of the Respondent Crosstabulation

		Age of the Respondents			Total
		16-29 years	30-49 years	50 and	

				more years		
Aims of the Country-First Choice	A high level of economic growth	Count	370	706	389	1465
		% within Aims of the Country-First Choice	25.3%	48.2%	26.6%	100.0 %
		% within Age of the Respondents	42.4%	47.1%	47.5%	45.9%
	Making sure this country has strong defence forces	Count	93	121	83	297
		% within Aims of the Country-First Choice	31.3%	40.7%	27.9%	100.0 %
		% within Age of the Respondents	10.7%	8.1%	10.1%	9.3%
	Seeing that people have more say about how are done at their jobs and in their communities	Count	322	482	152	956
		% within Aims of the Country-First Choice	33.7%	50.4%	15.9%	100.0 %
		% within Age of the Respondents	36.9%	32.2%	18.6%	30.0%
	Trying to make our cities and countryside more beautiful	Count	87	189	195	471
		% within Aims of the Country-First Choice	18.5%	40.1%	41.4%	100.0 %
		% within Age of the Respondents	10.0%	12.6%	23.8%	14.8%
	Total	Count	872	1498	819	3189
		% within Aims of the Country-First Choice	27.3%	47.0%	25.7%	100.0 %
		% within Age of the Respondents	100.0 %	100.0 %	100.0 %	100.0 %

Source: Own computation using SPSS data from WVS.org

Respondents aged 30 to 49 years exhibit the highest preference (48.2%) for a high level of economic growth, suggesting that this demographic is particularly focussed on economic development. The 16 to 29 years age group also shows a significant interest (25.3%) highlighting a dual emphasis on economic progress among the younger generation. This age group expresses the highest

preference (31.3%) for ensuring that the country has strong defence forces. This finding is noteworthy, as it challenges the common perception align with older age groups, signaling a significant awareness and importance attached to defence matters among the youth. The 50 years and above group exhibits the highest interest in making the cities and countryside more beautiful. Understanding these diverse priorities is crucial for policy makers to design inclusive development strategies that address the multifaceted needs of the population. In addition, it should be noted that understanding the youth's interest in national security exhibits the importance of engaging them in discussions and decisions related to defence policies.

Nigeria

Table 12
Aims of the Country - First Choice * Age of the Respondent Crosstabulation

		Age of the Respondent				
		16-29 years	30-49 years	50 and more years	Total	
Aims of the Country-First Choice		Count	321	287	45	653
	A high level of economic growth	% within Aims of the Country-First Choice	49.2%	44.0%	6.9%	100.0 %
		% within Age of the Respondent	50.2%	56.6%	52.3%	53.0%
		Count	155	112	28	295
	Making sure this country has strong defence forces	% within Aims of the Country-First Choice	52.5%	38.0%	9.5%	100.0 %
		% within Age of the Respondent	24.2%	22.1%	32.6%	23.9%
		Count	128	83	12	223
	Seeing that people have more say about how are done at their jobs and in their communities	% within Aims of the Country-First Choice	57.4%	37.2%	5.4%	100.0 %
		% within Age of the Respondent	20.0%	16.4%	14.0%	18.1%
		Count	36	25	1	62
	Trying to make our cities and countryside more beautiful	% within Aims of the Country-First Choice	58.1%	40.3%	1.6%	100.0 %
		% within Age of the	5.6%	4.9%	1.2%	5.0%

Total	Respondent Count	640	507	86	1233
	% within Aims of the Country-First Choice	51.9%	41.1%	7.0%	100.0%
	% within Age of the Respondent	100.0%	100.0%	100.0%	100.0%

Source: Own computation using SPSS data from WVS.org

The Table 12 explores the preferences of Nigerian respondents regarding the country's primary aims, dissected by different age groups. Respondents in the age group of 16 to 29 years demonstrate the highest inclination towards level of economic growth, contrarily, respondent aged 50 years and above years express a lower interest on 6.9% in this aim. The young age group also preferred strong defence forces. There is a generational shift in the perception of priorities for defence forces as we can see that only 9.5% of 50 years and above group selected this aim. The youth also showed interest in making the cities beautiful. These findings show diversity in priorities among the age groups in Nigeria. Policymakers should consider these variations to develop inclusive strategies that address the unique needs and aspirations of each cohort, contributing to more comprehensive and effective national development agenda.

South Africa

Table 13
Aims of the Country - First Choice * Age of the Respondent Crosstabulation

	Age of the Respondent			Total
	15-29 years	30-49 years	50 and more years	

A high level of economic growth	Count	625	583	411	1619
	% within Aims of the Country-First Choice	38.6%	36.0%	25.4%	100.0%
	% within Age of the Respondent	45.9%	44.7%	47.4%	45.8%
	Count	295	330	179	804
Strong defence forces	% within Aims of the Country-First Choice	36.7%	41.0%	22.3%	100.0%
	% within Age of the Respondent	21.7%	25.3%	20.6%	22.8%
	Count	316	315	202	833
	% within Aims of the Country-First Choice	37.9%	37.8%	24.2%	100.0%
People have more say about how things are done	% within Age of the Respondent	23.2%	24.2%	23.3%	23.6%
	Count	125	75	76	276
	% within Aims of the Country-First Choice	45.3%	27.2%	27.5%	100.0%
	% within Age of the Respondent	9.2%	5.8%	8.8%	7.8%
Trying to make our cities and countryside more beautiful	Count	1361	1303	868	3532
	% within Aims of the Country-First Choice	38.5%	36.9%	24.6%	100.0%
	% within Age of the Respondent	100.0%	100.0%	100.0%	100.0%
Total					

Source: Own computation using SPSS data from WVS.org

The Table 13 presents a cross tabulation of the respondents' age group and their first choice for the South Africa country's primary aim. The age group of 16 to 29 chose a high level of economic growth as their first choice. This group demonstrated a substantial interest in national defence, also. The 30 to 49 group showed a slightly higher preference for defence, while the 50 years and above group exhibited a lower interest. The younger age group showed an incredibly good interest in the

urban beautification. This option is declined in the older age groups.

OVERALL ANALYSIS

Table 14
Overall Analysis of the first choice

Country	Brazil	China	India	Indonesia	Nigeria	South Africa	Total
	%	%	%	%	%	%	%
A high level of economic growth	42.9	32	58.5	45.9	53	45.8	46
Making sure this country has strong defense forces	14	38.4	15.4	9.3	23.9	22.7	21
Seeing that people have more say about how are done at their jobs and in their communities	37.6	6.2	11.5	30	18	23.6	21
Trying to make our cities and countryside more beautiful	5.4	23.4	14.5	14.8	5	7.8	12
Total	100	100	100	100	100	100	100

Source: Own computation using SPSS data from WVS.org

The Table 14 presents the distribution of respondents first choice regarding the aims of their respective countries across six nations: Brazil, China, India, Indonesia, Nigeria, and South Africa. The percentages highlight the variations in priorities, reflecting the diverse socio-cultural contexts of these countries. A noteworthy observation is the predominant emphasis on economic growth as the primary national objective. India stands out with 58.5%, while Indonesia follows with 45.9%. China demonstrates a lower focus on economic growth with only (32%), indicative of potential variations in development perspectives. Concerns about strong defence forces exhibit substantial disparities with China showing the highest percentage (38.4%) and Indonesia the lowest (9.3%). This variation underscores diverse geopolitical considerations and national security perceptions among the surveyed nations. The desire for increased citizen participation in decision-making

processes shows considerable variability, ranging from a significant (37.7%) in Brazil and a mere (6.2%) in China. These differences may reflect distinct cultural attitudes towards governance and individual activity.

Furthermore, the commitment to enhancing the aesthetic appeal of cities and countryside exhibits interesting contrasts, with Brazil (5.4%) and China (23.4%) representing the extremes. These distinctions reflect diverse societal values related to environmental consciousness and urban planning.

The variations observed underscore the importance of considering unique cultural, economic, and political contexts when formulating policies and strategic initiatives for national development.

Table 15
Chi-Square Test with Gender and aims of the country's first choice

Symmetric Measures for Gender				
Test	Phi		Cramer's V	
Country	Value	Significance	Value	Significance
Brazil	0.051	0.231	0.051	0.231
China	0.064	0.037	0.064	0.037
India	0.090	0.000	0.090	0.000
Indonesia	0.124	0.000	0.124	0.000
Nigeria	0.044	0.487	0.044	0.487
South Africa	0.039	0.148	0.039	0.148

Source: Own computation using SPSS data from WVS.org

From the above Table 15, it can be observed that, there is a weak positive association between the gender and the variable "Aims of the Country First Preference" for all the countries and however, the association is not statistically significant for the countries Brazil, Nigeria, and South Africa with ($p > 0.05$). For China, India, and Indonesia there is positive association between the gender and the variable aims of the country first choice and also statistically significant with ($P < 0.05$). For Brazil, Nigeria and South Africa, Gender may have a minor influence. For China, Gender may have a subtle but significant influence. For India, Gender has a more pronounced influence in shaping perceptions or preferences. For Indonesia with a strong positive association among all the countries and with high statistically significant association, Gender significantly influences the variable. For Nigeria and South Africa, Gender may have minor influence.

Understanding the association between gender and the Aims of the country preference has policy implications. In countries with stronger associations, policies may need to consider gender related factors for effective implementation. The chi-square test for gender across different countries reveals varied associations, with gender showing a more pronounced influence in some of

the nations. This shows the importance of considering gender- specific factors for policy formulation and cultural contexts.

Table 16

Chi-Square Test with Age and Aims of the country first choice

Test Country	Symmetric Measures for Age			
	Value	Phi Significance	Value	Cramer's V Significance
Brazil	0.094	0.025	0.066	0.025
China	0.067	0.154	0.048	0.154
India	0.099	0.000	0.070	0.000
Indonesia	0.197	0.000	0.139	0.000
Nigeria	0.097	0.072	0.069	0.072
South Africa	0.073	0.005	0.051	0.005

Source: Own computation using SPSS data from WVS.org

From the Table 16, it can be observed that the chi-square test reveals varying degrees of association between age and the first preference for the aims of the country across different global south nations. Strong and highly significant associations are observed in India and Indonesia with ($p < 0.05$). Brazil and South Africa also show significant associations, though not as strong as in India and Indonesia. China and Nigeria exhibit weaker or non-significant associations.

The relationship between Age and preferences for the country's aims has policy implications. The countries with stronger association may need age-specific policy considerations to align with citizen's preferences.

5. DISCUSSION

The interplay between economic growth, defense, empowerment and urban beautification in the Global South reflects both structural realities and evolving citizen priorities. Economic growth remains the most significant concern with 46 percent overall, particularly in India, Nigeria and Indonesia where over 45 percent of the respondents selected it as their first choice. This aligns with the literature, which highlights that growth is seen as a pathway to poverty reduction, improved welfare and global competitiveness. Azam (2019) Zeng et al., (2016) Surya, Menne, et al., (2021). However uneven benefits and issues such as inequality, environmental degradation and resource extraction highlight the need for sustainable and inclusive growth models Shaw et al., (2007) Terra dos Santos et al., (2023). Defense is a secondary but notable concern, especially in China with 38.4 percent and parts of Africa, shaped by geopolitical pressures, national identity and evolving security roles Garcia et al., (2024). Yet excessive militarization risks diverting resources from social development.

Empowerment, defined as citizens having a stronger

voice in communities and workplaces, is prioritized in Brazil and Indonesia but less so in China and India. This aligns with research on participatory governance and citizen led initiatives, which are more embedded in certain political and social contexts Andres et al., (2019) Surya, Suriani, et al., (2021). Empowerment contributes to resilience and improved social outcomes, especially where formal institutions are weak. However, digital and data driven platforms in the Global South risk reconfiguring empowerment into consumer-based participation within neoliberal frameworks Arora (2016). Urban beautification ranks the lowest overall with 12 percent but is more valued in rapidly urbanizing countries like China and India. Through aspirational, beautification can enhance quality of life, civic pride and sustainability when tied to environmental and social goals Zeng et al., (2016) Kesar et al., (2021) Andres et al., (2019)

Overall while economic growth dominates public priorities there is increasing recognition of the need to balance it with empowerment, security, environmental quality and inclusive governance. Studies emphasize integrated policy frameworks that combine economic, social and environmental objectives, alongside participatory approaches that reflect diverse citizen perspectives Terra dos Santos et al., (2023) Basheer et al., (2022) Experience from BRICS and other emerging economies illustrate that sustained developed requires attention to human capital, effective governance and environmental sustainability Azam (2019) Kesar et al (2022). Moving forward, fostering citizen engagement and aligning development with sustainability will be key to navigating the complex challenges facing the Global South.

6. CONCLUSION

In conclusion, this research aimed to explore citizen perspectives in Brazil, China, India, Indonesia, Nigeria, and South Africa, focusing on economic growth, defence, urban beautification, and empowerment. The study revealed multiple variations in the priorities of citizens across these diverse countries and demographic groups. Notably, economic growth emerged as predominant aim with overall 46% and country wise it is observed that 58.5% in India, 53% Nigeria, 45.9% Indonesia, 45.8% from South Africa, 42.9% from Brazil, and 33% from China. For the aim of defence forces, the ranking is China stood first with 38.4%, Nigeria with 23.9%, South Africa with 22.7%, India with 15.4%, Brazil with 14 %, and surprisingly Indonesia with only 9.3% opting this option. For the community empowerment option, Brazil stood first with

37.6%, Indonesia second with 30%, thirdly South Africa with 23.6%, fourthly Nigeria with 18%, fifth is India with 11.5% and in the last China with 6.2% as priority by the citizens. For Urban beautification among all the six countries, China citizens stood first with 23.4%, Indonesia with 14.8% standing second, thirdly, India with 14.5%, fourth South Africa with 7.8%, fifth Brazil with 5.4% and Nigeria stands in the last with only 5% for beautification of the cities. There is a weak positive association between the gender and the variable aims of the country first choice from the chi-square tests. It is found that there is statistically significant association in China, India, and Indonesia. For Brazil, Nigeria and South Africa, gender has minor influence. For age as a factor of association, it is observed that India and Indonesia have strong and highly significant association. Brazil and South Africa also show association but not as strong as India and Indonesia. China and Nigeria exhibit weaker or non-significant associations.

7. RECOMMENDATIONS

Enhancing Economic opportunities

India's citizens showed highest priority to economic growth. All the countries except China the highest priority is to economic growth. So, the Global South countries should capitalize on this shared vision, Policy makers in these countries should focus on creating an environment that fosters entrepreneurship and innovation, implementing targeted initiatives to support small and medium enterprises.

Strengthening Defence Strategies

The research revealed a notable preference for strong defence forces among the Chinese citizens followed by Nigeria and South Africa.

These countries policy makers should prioritize investments in modernizing defence capabilities while maintaining transparency in communication about national security. Also, there is a need to address comprehensive security strategies in these countries.

Empowerment Programs

Brazil followed by Indonesian citizens showed a notable interest in empowerment. Policymakers in Brazil and Indonesia should prioritize inclusive governance, participatory decision-making processes and initiatives that empower marginalized communities.

Gender-Inclusive Policies

The observed gender disparities in preferences, particularly in the higher inclination of males towards defence and females towards beautification, advocate for gender-inclusive policies.

Generational outreach programs

Given the generational variations in preferences,

implement outreach programs that cater to the specific concerns of different age groups. Engaging with the youth on economic opportunities and with older demographics on security related matters may foster a more holistic developmental approach.

In addition to the above recommendations, it is suggested that there should be public awareness campaigns, education and skill development programs, international collaborations, and empowerment initiatives in the studied global south countries.

8. FUTURE RESEARCH

For all the countries, there is no latest survey. In future when the data is available in the next wave the research will be more comprehensive. In this research, only gender and age demographics are addressed, education and occupation and other factors also play a key role, including socio-economic status. Besides that, technological changes influence citizen perspectives.

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و پيشخستنی به رده وامي. تويزينه وه كه دهنگی ها ولاتيان وهك كاتاليسيتيكي كاريگر له قالدانی چاره نووسی ولاته كانیان دهكولیتته وه، ریازیکی گشتگیرتر و وه لامده ره وهر بؤگه شه پیدان پیشكهش دهكات. وشه سه ره كیه كان: باشووری جیهانی، گهشه ی نابووری، جیاوازی جینده ری، جوانکاری شار، به هیژكردن

وجهات نظر مواطني الجنوب العالمي: الموازنة بين النمو والدفاع وتجمليل المدن والتكئين

الملخص

كيف ينظر مواطنو الجنوب العالمي إلى النمو الاقتصادي، وتعزيز القوات الدفاعية، وتجمليل المدن، وتمكين المجتمعات وأماكن العمل، وكيف يحددون أولوياتهم؟ هل ثمة اختلافات ملحوظة في هذه الرؤى بناءً على الجنس والفئات العمرية؟ ما هي الفروقات بين الأجيال في الجنوب العالمي فيما يتعلق بالسعي نحو التقدم في صياغة رؤاهم للمستقبل؟ كيف يمكن لرؤى المواطنين أن تسهم في وضع مناهج تنموية أكثر شمولاً واستجابة، تهدف إلى تحقيق نمو متوازن، والحد من عدم المساواة، وضمان الاستدامة في الجنوب العالمي؟ تتناول هذه الدراسة البحثية هذه الأسئلة الجوهرية باستخدام بيانات مستقاة من مسح القيم العالمية، الذي يشمل دول الجنوب العالمي. تتعمق الورقة في الأبعاد المتعددة للتنمية - النمو الاقتصادي، والدفاع، والجماليات الحضرية، والتمكين - مع التركيز على فهم كيفية تأثير الخصائص الديموغرافية للمواطنين، ولا سيما الجنس والعمر، على وجهات نظرهم. ومن خلال مجموعة بيانات متنوعة وشاملة، يُسلط التحليل الضوء على العلاقة بين الجنس والعمر وآراء المواطنين حول هذه الأبعاد الحاسمة للتنمية. تستكشف الورقة الفروقات بين الأجيال، كاشفةً عن التطورات المتطورة لمواطني الجنوب العالمي عبر مختلف الفئات العمرية. يؤكد البحث على أهمية العوامل الديموغرافية في صياغة السياسات والاستراتيجيات الرامية إلى تحقيق نمو متوازن، ومعالجة عدم المساواة، وتعزيز الاستدامة. كما يستكشف البحث آراء المواطنين بوصفهم عوامل مؤثرة في تشكيل مصائر بلدانهم، مقدماً نهجاً تنموياً أكثر شمولاً واستجابة.

الكلمات المفتاحية: الجنوب العالمي، النمو الاقتصادي، التفاوتات بين الجنسين، تجمليل المدن، التمكين.