Countries are becoming more and more similar because people are able to buy the same products anywhere in the world.

Do you think this is a positive or negative development?

A conspicuous trend, currently, is going to be pervasive throughout the world by genesis of globalization. This trend may lead to citizens turning to purchasing~~e~~ similar items. In my opinion, the dominance of this mindset might have adverse impacts on societies.

To begin with, buying the same products, citizens show that a worldwide trend is penetrating into their culture. As a consequence, the citizens will, with the demise of their identity, ~~and~~ try to keep up with the prevalent trend promoted by mainstream media. They will yield their culture as well when they do not have strong cultural commitment to their own nation and tradition as well as history, hence a pervasive rupture between citizens and their nationality. ~~On~~ in the next ~~other~~ step, citizens who feel alienated embark on immigration to seek their ambitions overseas.

In addition to diminishing people's identity, an individual will follow the global trend as a means of power. Having lost their entity, citizens strive to take a stance in global community through imitating western symbols and fashion, thereby keeping distance from their own customs while gaining a sense of fake achievement among themselves. As an example, teenagers buy T-shirts labeled by western symbols and names and consider it a way of excellence.

As outlined above, that citizens have turned to buying similar things is ~~an~~ indicative of a global trend causing profound impact on societies' culture and individual identity. This process called globalization, in the general sense, will gradually prompt target countries to lose their culture, customs and traditions in a speedy process. From my perspective, ~~it~~ this will negatively affect under-developed societies as people do not feel satisfied with their country and culture.