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# VISUAL COMMUNICATION STRATEGIES IN INDIAN TELEVISION ADVERTISING: A COMPREHENSIVE ANALYSIS OF CULTURAL INFLUENCES AND BRANDING TECHNIQUES

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## Abstract

The purpose of this study is to investigate the influence that commercials on television have on youngsters and how this influence influences their product consumption. In today's increasingly consumerist culture, advertising is the media that has the greatest amount of sway and influence. Only movies have a greater impact on culture than advertising does, so long as we're talking about societal effects. Children's attitudes and views are molded by advertisements, and the influence of advertisements extends to every facet of children's lives. Children watch television, where they are subjected to the marketing messages of many companies. Culture plays a crucial influence in the consumption pattern of individual or institutional consumers, and the consumption pattern of consumers varies based on the underlying cultural ideologies that consumers adhere to. Culture is a very important factor in the formation of many different companies. Successful businesses have been able to modify their branding tactics in accordance with this prevailing cultural ideology and integrate their brands into the particular cultural fiber. This has allowed them to achieve market dominance. In the Indian context, the seductive face of the Indian corporate environment is characterized by clients who are extremely sensitive and demanding. In addition, there is a growing number of Indian companies that are providing customers with items that are of a higher quality than those offered at more reasonable pricing. In this kind of setting, the only way for global companies to come out on top is for them to adapt their strategies to the specifics of the local environment and culture. The reception that a marketing campaign receives in various communities is directly proportional to the campaign's level of success. Because of this, foreign businesses now arrange their advertising efforts in accordance with the cultural norms of the societies they wish to reach. Therefore, it is extremely important to have a solid grasp of the general attitude and features of that particular community in order to formulate a message that is congruent with the requirements of the people who make up that society.

**Keywords:** *Strategies, Television, Advertising, Branding`*

## Introduction

The domain of advertising is a dynamic and ever-evolving one, and nowhere is this more clear than in the context of Indian television advertising. In fact, the world of advertising is a dynamic and ever-evolving one. Because of the sheer size and variety of its cultural environment, India provides advertisers with a one-of-a-kind and complicated canvas on which they may implement a wide variety of visual communication tactics. This in-depth

examination digs into the interesting dynamic at the heart of what makes the world of Indian television advertising so captivating: the interplay between cultural influences and branding strategies.

Advertisers that want to make interesting television commercials have a difficulty and an opportunity presented by the cultural mosaic that is India, which is defined by its numerous languages, traditions, and regional differences. Advertisers must traverse the difficulties of diversity while simultaneously producing images and ideas that profoundly resonate with their target audience in order to succeed in this dense tapestry. It is necessary for advertisers who want to make advertising that grab the hearts and minds of viewers to have an understanding of the cultural subtleties and preferences of this varied nation in order to develop those advertisements. This study will investigate the numerous dimensions of visual communication in Indian television advertising, ranging from the use of regional languages and traditional symbols to the art of storytelling, celebrity endorsements, and the strategic blending of comedy and entertainment. Specifically, this study will focus on the use of regional languages. It will dive into the roles that color, music, and product placement play in the process of making advertising that are convincing and memorable. In addition, we will investigate the ways in which social problems and religious themes are skillfully incorporated into ads in order to develop brand image and connect with consumers who are socially conscious. As we set off on our adventure into the world of Indian television advertising, we will learn about the tactics and methods that marketers use to make their brands stand out in a market that is both competitive and culturally diverse. This analysis will give a full knowledge of the engaging combination of culture and branding in Indian television advertisements, from the vivid graphics and catchy jingles to the emotive tales and creative digital integrations. This understanding will be provided in the form of a comprehensive understanding.

### **Children, Advertising and Consumerism**

The process through which youngsters are exposed to consumer ideology through television advertising therefore involves the ceremonial chanting of famous jingles. This is something that we in India can readily relate to today since it is a phenomena that we have experienced. In addition, it is clear that children, as avid watchers of television, are readily persuaded by the joyful, carefree, and luxurious world that is portrayed in television commercials. Children learn at a very young age that they deserve the things they see on television, and as they get older, they eventually become active persuaders both in the marketplace and in their own homes. They were especially attuned to new brands of products they had seen on television, such as soaps, crisps, and high-tech equipment; as a result, they appear to act as the family's antenna, picking up new ideas, noticing new products, and keeping a watchful eye on premiums and discounts, free gifts, and sales offers. We noticed that many children appeared to be more interested in discovering new products than their parents were. They are not at all immune to the allure of luxurious lifestyles, including the glitz of extravagant residences and the sophistication of foreign products. Attractive goods, clothing, and cuisine may be found at upscale shops. Both consumerism and advertising played significant roles in the history of the globe. In the modern world, advertising has become ingrained in society, and as a result, consumerism has done the same. Both consumerism and advertising were concepts that served as a diversion for society, which in turn assisted in the preservation of a peaceful and contented community. As a means of satiating their requirements, people in the modern society are extremely reliant on commercialism and advertising. The commercials that people see on television are now a significant component of everyday life. However, the most essential function of advertising is to pique the interest of customers in order to encourage them to make a purchase. Advertising frequently incorporates a great deal of self-satisfaction and hyperbole in order to convince customers that they are connected to the brand being advertised. Consumption of new products and services on a regular basis without giving due consideration to

whether or not these things are actually needed, how long they will last, where they come from, or the environmental impact of their production and disposal is an example of consumerist economic behavior. Massive amounts of money are spent on advertising with the goal of creating a desire to follow trends as well as a personal self-reward system that is centered on acquisition. This is the driving force behind consumerism. Consumption often has unintended consequences, one of which is the rise of materialism. Information, image, personality, and lifestyle are some of the arrows that are used in modern advertising. Other arrows include lifestyle. The manner in which these are combined for a specific campaign is also contingent on the presence of the following factors: the kind of product or service that is being sold, the type of audience that is being targeted, the nature of the audience that is actually being targeted, the type of product or service, the context in which it will be used, the medium by which it will be used, and the medium by which the message will be transmitted. As a direct consequence of all of this, there have been shifts made in the manner in which items are consumed. The nature of the market began to shift in the late 19th century, which is where the origins of modern advertising and consumer culture can be found. These shifts occurred along with shifts in the modes of transportation and communication, the rise of metropolitan areas, and a cultural environment that encouraged geographical and social mobility. People have been earning more money as of late, which has enabled them to buy more things within their budget. Over time, the various businesses began to shift their approach to sales. The idea of "trying to sell everything you produce without considering if there is any need for it" gave rise to the marketing concept of "discovering and appealing to the existing needs and wants" that is used by manufacturers today. In today's modern culture, the term "advertising" most commonly refers to the act of swaying the purchasing decisions of a large number of individuals via the use of various forms of mass media. On the other hand, it differs from direct selling, which refers to when a vendor sells their wares to customers face-to-face in a public market, as well as "public service announcements." Children are continuously being exposed to a variety of advertising and marketing messages in a society that is characterized by a consumerist ideology. Communications that are not necessarily intended at them have comparable effect over their attitudes and behavior as those that are directed at them. In a world that is driven by a consumerist ideology, children are constantly being exposed to a variety of advertising and marketing messages. Exposure to a variety of marketing messages, including as advertisements, branding, sponsorships, and sales promotions, may have a dramatic effect on children's behavior and, in some situations, may even hinder children's capacity to make decisions that are reasonable and practical, according to the findings of a number of studies that have been conducted on the topic. Fast food and other sugary drinks, on the other hand, have been connected to an increase in the prevalence of childhood obesity. Retail clothes advertising on television that is aimed at adults, for instance, has been associated to the early and improper sexualization of children. Consumer psychologists have argued that it is possible to protect children from the potentially harmful selects of marketing communications. This is particularly important when considering that the methods currently being used to measure these selects may not be appropriate or extensive enough to measure children's implicit attitudes and their select on behaviors.

### **Advertising in India**

At the very least, from the beginning of commerce, economies have always had some form of advertising in a more general sense. In the history of the marketplace, merchants have always dissected the benefits that their wares offer. The oldest known piece of written advertising is a tablet inscribed in Babylonian that dates back 3000 years and requests the return of a slave. Before the invention of newspapers, the most frequent forms of advertising in all civilizations were shop signs and broadsides that were posted to buildings, poles, or trees. The development of printing using moveable type marked the beginning of a new era in the history of business

communication. 1477 was the year that saw the first printed advertising in the English language. This was the same year that William Caxton established his first press in England. Around the middle of the seventeenth century, newspapers in Britain began including advertisements as an essential component of the material that they published. The very first daily newspaper published in what would become the American colonies devoted up to 10 of its total of sixteen newspaper columns to advertisements. At least in nations where English is the predominant language, the formats and goals of these advertisements served as templates for the initial phase of the modern era of advertising. The genesis of Indian advertising may be traced back to the time when hawkers would shout out their products to potential customers in the early days of the development of towns and markets. The development of things like signs, trademarks, advertisements in the press, and similar things occurred around this time. Classified advertisements were the first step in the development of the advertising industry. Hickey's Bengal Gazette, which was India's first newspaper, is credited with being the publication where advertisements first appeared in print. Studios symbolize the beginning of advertising that is generated in India as an alternative to advertising that is imported from England. The studios were designed to accommodate advertisements with bolder text, more elaborate typefaces, and bigger formats. The earliest generation of visualizers and illustrators were educated and trained in newspaper studios. Retailers such as Spencer's, Army & Navy, and White away and Laidlaw were among the most prominent advertisements during that time period. Early examples include catalogs sold by retailers and used for promotional purposes in the marketing industry. Medicines with a patent: The very first example of a brand in the sense that we use the term today was an advertising category. In the year 1883, Horlicks was the first "malted milk" product to get a patent. The company B Dattaram and Co. asserts that it is the oldest Indian agency still in operation in Mumbai and that it was established in 1902. After some time, Indian advertising companies began to establish themselves and eventually began to compete with international advertising firms. At the beginning of the 1920s, the advertising companies Ogilvy and Mater and Hindustan Thompson Associate were established. Dalda was the first notable example of a brand and a marketing campaign that was particularly built for India, and it was introduced by the advertising department of Lever in the year 1939. In the 1950s, a number of advertising organisations were established with the intention of looking out for the best interests of its members and the industry as a whole. The very first advertisement was shown on VividhBharati in 1967; the very first commercial to appear on television was broadcast that same year. Many businesses have recently begun airing advertisements on television and providing financial support to a variety of television programs, such as Humlog and Yeh Jo Hai Zindagi. In 1986, Mudra Communications produced India's first ever folk-history television serial called Buniyaad. The show, which was shown on Doordarshan, went on to become the first of the mega soaps in the nation. Later on in the year 1991, the first satellite station aimed specifically at India, Zee TV, began broadcasting. 1995 was a year that witnessed a significant increase in the number of publications published in print medium as well as the expansion of cable and satellite television. This decade was also marked by the expansion of public relations and events, in addition to the introduction of a number of other novel forms of promotion by a variety of businesses and advertising firms. Advertising geared toward the general populace became more prevalent in India concurrently with the country's increasing level of industrialization, particularly beginning in 1992. The public's attention was drawn through the use of countrywide advertising to the ever-increasing variety and number of items that were being provided on a nationwide scale. The advent of mass manufacturing accelerated the development of a mass market, which ensured that everything that was manufactured could be sold rather than accumulating in storage facilities. The face of advertising in India has gone through various transformations. The colonial population in India were targeted by the pre-independence ads, which mostly focused on travel, colonial-era restaurants and hotels, items for women and men, and various forms of amusement. In those time periods, things like motor vehicles, electricity, and lifts in residential buildings were thought to be examples of luxury. Their target audience was the

British people in India, the princely families, and the abolition of the princely order that led to a new born middle class receiving attention from advertisers. Many of the early advertisements were about hotels, four wheelers, tea, gramophones, cotton goods tailoring shops, etc., and their subject matter included tailoring shops. India has recently entered the modern era of television. It began in a rather unassuming manner with an experimental broadcast at Delhi on September 15, 1959. At the time, television commercials consisted of still images with voiceovers or condensed copies of film advertising. The first broadcast of a regular television program took place in 1965, and since then, the medium has undergone significant growth. The years 1976-1977 were a significant turning point in the annals of advertising in India. This was the first year that Doordarshan (DD) began taking commercials after they had been broadcast. On January 1, 1976, the first instance of commercial advertising appeared on television in a limited capacity. Since that time, the income generated by commercial advertising has skyrocketed at an incredible rate. The advent of satellite television brought in epoch-defining shifts in the entertainment industry and raised awareness of fashions and ways of living in other countries. It has also significantly extended media alternatives and had an impact on the styles and ingredients of advertising, which is now richer and more powerful in imagery and emotional appeal as a result. The economic liberalization that has taken place over the course of the previous two decades has presented both difficulties and possibilities for the advertising industry. Both domestically and globally, businesses in India must contend with a cutthroat market for their goods and services. The battles for control of international brands are increasingly being fought on Indian soil. As a direct result of globalization, Indian advertising companies are increasingly venturing into the realm of global partnership opportunities. In India, not only have the designs of advertising but also the methods in which they are presented been changing swiftly.

### **Literature Review**

According to brand theorist Keller (2014), the reason for the controversies and popularity surrounding most brands is that people think that they own the brand, and as a consequence, customers search for self-identification with brands. This is one of the factors that contributes to the success of most brands.

According to Fournier (2015), customers frequently establish emotional attachments to the brands they use. Further on in this investigation, a very significant aspect of brands is brought to light by Pitta and Franzak, 2008, who explain that "A brand is personification of the product; what it does, how well it does it, who did it, and how it feels after having done the same." This is a very important notion of brands, and it is highlighted in this investigation. Marketers need to have adequate understanding about the culture, behavior, and lifestyle of their target consumers in order to successfully target those people. They need to have an understanding of these ideas and use those ideas appropriately in order to be successful in the target market. According to McCort and Malhotra (2016), the initial difficulty is in gaining an awareness of the culture as well as the function that it plays in marketing and use. They also mentioned that the culture of a location refers to the acquired information, beliefs, practices, morality, and habits by the people living there. Hofstede's (2017) cultural framework was created on the premise that individuals from various cultures have diverse attitudes, beliefs, values, and practices. This foundation was used to build the framework. (Burton, 2018) a number of research have been conducted with the purpose of classifying fundamental values that are shared by several cultures as well as those values that are shared by multiple societies while having local cultural variances. According to a study of the literature on marketing conducted by Soares et al. (2019), it is recommended that the cultural value of every particular consumer plays a key role in shaping the behavior of consumers towards brands. The ability of marketers to convince customers depends on their level of understanding of the value system of the society in which they operate. This can be accomplished by adapting product characteristics to meet the requirements of individual

customers (Parasuraman 2019; Woodruff 2020). According to Sekeran (2020), culturally patterned behaviors are separate from the economic, political, legal, religious, linguistic, educational, technical, and industrial context in which individuals find themselves. [C]ulturally patterned behaviors are thus different from the world in which people find themselves. Further, in order to improve the knowledge of how a mix of cultures may adapt to a new market, a few instances of various companies were addressed so that the audience could appreciate the secret to the brands' respective levels of success. Kellogg's and McDonald's were two of the brands from the food industry that were taken into consideration, along with Coca-Cola and Paper Boat from the beverage industry, and football clubs from the sports arena.

### **Kellogg's**

The Kellogg Company is a worldwide food manufacturing corporation with its headquarters in Battle Creek, Michigan, in the United States of America. It is one of the largest makers of cereal and other types of convenience meals, with production facilities in around 18 countries, distribution in over 180 countries, and annual sales of approximately US\$14.8 billion. When it first entered the Indian market in September 1994, the company's marketing approach consisted on positioning the product as "crispy breakfast food." On the other hand, the culture of India traditionally included a hearty breakfast that was prepared hot. As a result, when Kellogg's joined the market in India, the locals began consuming the cereal dish with hot milk, despite the fact that the business had claimed that their cereal should be had with cold milk. This resulted in the crispy flakes being rendered unsatisfactorily mushy, which was in direct opposition to the statements made by the company. Furthermore, it was difficult for consumers to embrace the culture of having cornflakes as their whole breakfast since the majority of them stayed hungry and because it contradicted the premise of the perfect meal, which is one that is hot, spicy, and changed on a regular basis. After that, the firm overhauled its whole marketing approach in order to transform Kellogg's from a "crispy breakfast food" brand into a "All Day Meal" brand. In subsequent years, the company in India shifted its marketing focus to emphasize the health benefits of its products. Kellogg's now projects itself as a breakfast, small between-meal convenient, easy-to-prepare food, to complete your diet, with higher nutritional and lower calorific values, to keep you fit and healthy with products like Chocos, Honey Loops, Kellogg's Cornflakes with iron-Shakti Plus, and Special K targeting various sections of the society. This is done in order to appeal to a wider audience. It came up with a number of different endorsing ideas, such as introducing small sized compact packages of Rs. 10 for the purpose of overcoming the price sensitivity, and starting an advertising campaign with several catchy Hindi one liners like "jago jaise bhi, lo Kelloggs hi." For crediting the daily energy provision to Kellogg, the phrases "Andar se khush, to bahar se kush" and "Shuruvat sahi to din sahi" are appropriate. In addition, the firm collaborated with celebrities from the television industry as well as Bollywood in order to promote its goods on the premise of health and wellness. One such instance is the recent introduction of Kellogg's Special K, which included Lara Dutta in her role as the company's brand ambassador. In today's market, the Indian market alone provides 10% to Kellogg's parent company's sales in the Asia-Pacific region. As such, the Indian market is Kellogg's fastest growing market in the area. The business now has plans to make investments in order to treble its growth in the Indian market, with the goal of increasing its share of the market to 20% within the next five years.

### **McDonald's**

McDonald's is the largest network of hamburger fast food restaurants in the world, and it serves around 68 million people on a daily basis across more than 36,000 locations in 119 countries. 1940 marks the year when operations began in the United States. It entered the Indian market in the year by founding two 50:50 joint ventures, the first

with Hardcastle Restaurants Private Ltd. in Western India and the second with Connaught Plaza Restaurants Private Ltd. in Northern India, with the first outlet opening in Mumbai. Both of these joint ventures are located in different regions of India. In spite of the fact that McDonald's had received approval from the Foreign Investment Promotions Board (FIPB) in 1991, the firm did not make its final entry until 1996. This fact strongly shows that McDonald's was not going to let its foot go without first adequately preparing itself. The diverse cultural landscape of India was the greatest obstacle for McDonald's in that country. The nation of India, which reveres cows as sacred animals, was about to welcome the world's largest beef burger firm for the first time. It was anticipated that the majority of customers would be vegetarians, while some non-vegetarians would also buy it as long as meat and pork weren't included. In addition, the price points were far more than what the Indian customers were able to spend. Therefore, the firm had a lot of work to do in terms of its specialties and the varieties of food that were to be supplied while keeping in mind the cost of the menu. In addition to that, there was a stiff rivalry from the many local food merchants who had been in the market for years and had an advantage over McDonald's in terms of costs, as well as understanding of local tastes. Moreover, there were many of local food stores. The adaptability of McDonald's system was easily the most interesting aspect of the problem management method. The business came up with the concept of localizing their product in order to fulfill the requirements and expectations of its clientele, which led to the company's success. They assured us that there would be no meat or pork on the menu, and on top of that, they went to great lengths to provide a diverse selection of vegetarian options. The organization went above and above to ensure that separate kitchens were kept for the production of vegetarian and non-vegetarian food while keeping in mind the importance of respecting different cultures and religions. It was the first vegetarian restaurant of its kind to ever open, and it was located near one of India's holy pilgrimage places. The restaurant in Gujrat even has a menu that takes into mind the Jain community, who is known for avoiding all forms of root vegetables in particular. In terms of cost as well, McDonald's came up with the brilliant decision of producing a burger called the Aloo Tikki Burger for just 20 rupees. This burger has a cutlet that is comprised of mashed potatoes, peas, and Indian spices, and it is seasoned with those ingredients. McSpicy, and having a unique range Cheeseburgers are one of the few other examples of how the menu has been localized. The Happy pricing menu was introduced in order to appeal to customers who were budget conscious. In addition, the menu emphasized the enjoyment that could be had by the whole family. There are already as many as 350 McDonald's restaurants spread over India, and the firm has plans to expand to more than 1000 restaurants since they anticipate a large pool of potential customers numbering close to 1.2 billion people.

### **Coca-Cola India**

Coca-Cola is one of the largest and oldest leading players in the Indian beverage market. It has a share of sixty percent in the market for carbonated soft drinks sold under the brand names Coca-cola, Thumbs up, and Sprite; thirty-six percent of the market for fruit drinks sold under the brand names Mazaa and Pulpy Orange; and thirty-three percent of the market for packaged water sold under the brand name Kinley. Coca-Cola in its entirety. Initial entry into the Indian market occurred in the late 1970s, and the business was compelled to withdraw from the Indian market as a result of an order issued by the Indian government. After the Indian government took the decision in 2016 to once again liberalize the market, the corporation decided to make another attempt at entering the Indian market. Coca-Cola has successfully eliminated all of its rivals in the market by acquiring the most successful brands of Indian soft drinks, such as Thums-up, Limca, and Gold Spot, and utilizing its considerable financial resources. In addition, the controversy surrounding the herbicide harmed the brand of the corporation, which in turn led to a decline in sales of 11%. In order for the business to be successful in India, they spent a

staggering one billion dollars on the country's infrastructure. The investment was made in the establishment of 25 bottling factories in India that were completely owned by the firm. All of these efforts done by the firm guaranteed that the company was able to ensure a deeper level of penetration in the Indian market, especially in the rural regions. This was achieved by ensuring that the company was able to provide a deeper level of customer satisfaction. Coca-Cola has already invested \$2 billion in the nation since it re-entered the market in 2016. The company has come a long way since 2005-2006, when it was rated number 16 in the worldwide pecking order in terms of volume sales. While the Coca-Cola brand was being re-launched in India, the firm first proceeded with simply worldwide communications. However, it soon realized that this was a mistake, and the corporation moved rapidly to modify its communications in order to properly appeal to Indian customers. Bollywood and cricket are two of the most powerful pillars that a business may employ to thrive in the Indian commercial and communication sector. The corporation rode on these two pillars to propel its growth. In order to promote its brand in the Indian market, it collaborated with a number of well-known actors and cricket players. The slogan "Thanda matlab Coca-Cola" was used in the company's marketing campaign, which was successful in increasing the brand's popularity among consumers. Aamir Khan, a well-known Bollywood actor who contributed to the rise in popularity of the consumption of cold drinks in rural regions, was recruited by the corporation Coca-Cola to assist in positioning the brand Coca-Cola for rural consumers. In order to further establish itself in the rural market, the company lowered the minimum purchase price to Rs. 5. only The Company was also successful in overcoming the greatest obstacle it encountered in the year 2003, which was the issue around the use of pesticides. They later devised a plan to screen an advertisement that took viewers on a tour of the Coca-Cola facility and demonstrated how 400 quality control tests are incorporated into the production process. This was done in an effort to regain the consumers' faith that the product they were consuming was not harmful to their health. As things are right now, India is one of our top 10 markets in terms of unit-case sales for Coca-Cola. Between the years of 2012 and 2020, The Coca-Cola Company and its worldwide bottling partners will invest a total of \$5 billion in our businesses based in India. They anticipate that at the conclusion of that time frame, India will be one of the top five markets on a worldwide scale.

### **Research Objective**

To identify the underlying cultural factors that influence customer decision making and the overall performance of a brand in a specific market.

### **Methodology**

The study objective that was developed for this research is put to the test through surveying utilizing a questionnaire that has been appropriately designed and constructed. Using a method called convenience sampling, the research was carried out on people in the age range of 18 to 44 years old, including students, working professionals, and individuals who were not employed. The questionnaire was given to 200 respondents, and after collecting and compiling their responses, the results will be subjected to additional analysis and debate. There were a total of 64 female respondents, while there were 96 male respondents, which is a 41 percent female response rate and a 59 percent male response rate respectively. For the purpose of putting the hypothesis to the test, the components of perceived quality, lifestyle, self-identity, values, and national traditions were added into the construction of the questionnaire. These traits were generated from Sun et al (2014) and Strizhakova et al (2008) in order to understand the significance of these attributes as dimensions of culture and their role in



developing a brand. Sun et al (2014) and Strizhakova et al (2008) were cited. The questionnaire consists of 14 questions that use a Likert scale with five points, with 1 representing a response that is strongly disagreeing and 5 representing a response that is strongly agreeing.

### Finding & Analysis

In order to determine the degree to which each component of the questionnaire may be relied upon, Cronbach's alpha is applied to the questions in the survey. The following table (Table 1) provides the alpha value for each of the fourteen items, demonstrating the extremely high reliability of the items. According to Churchill (1979), constructs with higher alpha values (greater than 0.7) are dependable and accurately evaluate the fundamental idea underlying the research being conducted.

**Table 1: Cronbach's Alpha Value of Items**

Sr. No	Statements	Cronbach's Alpha Values
1	I prefer the brands because of the quality they represent	.864
2	I prefers this brand because of its offerings to spend time with friends and family	.856
3	A brand name tells about the quality of a product it offers.	.756
4	I prefer the brands because of its adaptability as per our traditions	.955
5	My choice of brand is because of its consciousness towards, to keep you fit and healthy	.854
6	I have a preference for a brand because options are available for various categories of people	.835
7	I prefer any brand because it that helps in quick use	.755
8	I choose a brand because they were preferred by my friends	.854
9	I refer a brand because of the emotional connect with the brand and I get nostalgic seeing the advertisement	.896

10	I prefer any brand because they blended their offerings as per the locally available tastes	.952
11	I opt for particular brands because they are part of our local traditions	.925
12	I prefer those brands that are reliable and consistent with my values.	.755
13	I use brands because I agree with the company's values.	.854
14	I avoid brands because I do not support the values they stand for	.853

Exploratory Factor Analysis (EFA) was carried out by the researcher, and the results of this analysis assisted in better comprehending the value of culture in influencing customer decision and establishing a brand in a target market. This multivariate analysis was used to identify the components that had an effect on the positive construction and perception of the brand through the cultural dimension. In order to evaluate the hypothesis, the elements in the surveys were organized into the following categories: perceived quality, lifestyle, self/group identity, values, and national traditions. The discussion that follows will focus on the specifics of the results and the analysis.

The specifics of the factor analysis are as follows:

**Variables included:** In the analysis, each of the characteristics and aspects indicated above were taken into consideration.

**Extraction method:** The default method of principal components, which is also the method that is utilized the vast majority of the time, is maintained, and the lowest value for an eigen that can be calculated is maintained at 1.00.

**Rotation method:** This is done in order to find factors that are as different from one another as is humanly conceivable. In this situation, we are employing an orthogonal solution with the value left as the default, which is Varimax.

\*The KMO test and the Bartlett's test of sphericity are both chosen in order to evaluate whether or not factor analysis is possible with the data that is provided.

**Table 2: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.819
Bartlett's Test of Sphericity	Approx. Chi-Square	105.673

	Df	45
	Sig.	.000

The KMO and Bartlett's tests were incorporated into the investigation as a means of determining whether or not the data set in question is acceptable for carrying out a productive factor analysis. The results of the table demonstrate that the Bartlett's test of sphericity is statistically significant, with a value of 105.673 and a level of significance of 0. This indicates that, from the point of view of Bartlett's test, carrying out factor analysis in this particular scenario is doable.

The findings of Bartlett's test, on the other hand, almost always have a strong tendency. As a result, it was essential to make use of the Kaiser-Meyer-Olkin Measure of Sampling Adequacy test. To determine whether factor analysis is appropriate and whether there is room for additional research, this test is far more discriminatory. The data presented in the table that is located above shows that the KMO value is 0.819. This value is high enough to substantiate the need for factor analysis and highlights the fact that the sample size is sufficient to carry out factor analysis.

## Discussion

In the study, the value of culture was discussed in relation to the creation of a brand in a target market or the co-creation of a brand in that market. There is a great deal of competition between different brands in the worldwide market, which makes it difficult for any one brand to maintain its position. Every single brand conceives of novel concepts and methods in order to better target the market and raise the level of its own production. On occasion, they achieve their goals, but on other occasions, they are not successful. Understanding a company's social ideals and the emotional connection it has with its customers is critical to the success or failure of any given brand. Every marketer needs to have the understanding that building a brand is about adjusting with the choices, preferences, and cultures of individuals. In order for brands to have success in any market, they need to adopt the global culture and customize their services to the culture of the specific area, region, or location in which they operate. This research demonstrated the success of international brands in the Indian market by using a variety of illustrative cases. The significance of culture as well as its incorporation into society is brought into focus by this research. The study provided a condensed explanation of how multinational businesses were successful in winning the trust of consumers and developing an emotional connection with them by adopting aspects of Indian culture.

## Conclusion

In conclusion, Indian television advertising is a dynamic field that draws on the country's rich cultural past and employs a variety of branding tactics in order to captivate viewers. This is the case because of the country's large and diverse population. In order to make a lasting effect in this competitive industry, advertisers need to understand the cultural subtleties and preferences of their target audience while also maintaining their ability to be creative and original. The current study provided a very clear and concise discussion on a limited number of international as well as Indian brands that embraced the culture of a certain region in order to create their brand in the country. The examples of Kellogg, McDonald's, Coca-Cola, and Paper Boat paint a picture that is crystal clear and gives a clear picture of the perfect combination of their product with their target audience bearing in mind the feelings, religion, and consumption habits of that population. Even in the world of sports, one can witness a blending of cultures, as major European clubs are increasingly looking to sell their items in the

potentially large Indian market. In order to promote the same thing, they are focusing on Indian holidays and adding a dash of Indian culture and tone to the flavor of their product.

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