

ROLE OF CULTURAL VALUES AMONG YOUTH ON SEGMENTING THE ADVERTISING ACROSS INDIA

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ABSTRACT

Considering everything, the cultural disparity shall be researched about advertising for the explanation that by what means consumers get along in explicit culture including an acknowledgment to value philosophy and guidance. In any way, the brand marketer's commitment is to get hold of Indian culture and understand the value shift that allows to build up a sharp marketing strategy. Multistage sampling is pinpointed to conceptualize against measuring the attitude of young consumers which allows them to behave suitably. Correspondingly the organizations that need to extend within Indian boundaries, the need of the time is to understand the comparison across the various sub-culture following values. Considering to uncertain culture and their key values, the advertisers' key aspect is to acknowledge the heterogeneity within society and which need be considered likewise.

Keywords: Factor Analysis, Indian Youth, Instrumental Values, Terminal Values.

INTRODUCTION

To satisfy the unforeseen drive for the western prospect, Asian nations are showing interest in a similar style of living and behavior (Sinha, 1988). (Hofstede, 1980; Hall, 1976) depict Asia as a community with a high restrained form of the populace. Considering to restrained form of culture, Asian individuals are destined to local traditions and bond with the particular religious beliefs (Lane, 2002). Examining of Asian background, it is inspected on behalf of the cultural peculiarity and to spotlight on a diverse community (Sinha, 1983). While principles of any culture are carried on by its society, accomplished from the individual lifestyles and the adoption of media (Schiffman & Kanuk, 2000) which allows consent toward discrete culture to the overall population. (Feather, 1995) To existence, the culture innervates the particular conduct and lets oneself represent of value-attitude-behavior viewpoint. However, twenty years of this century is over, admits of the Asian values which are switching fast definitely with globalization (Kurdija & Uhan, 2002). Likewise, to convince the consumer, advertising exhibit is brought into an application following topographical peculiarity, style of living, and financial conditions (Bell, 2001). Target to any nation, it is the cultural perspective that acknowledges the advertising screening at a particular media platform (Razzouk et al., 2003). All things considered, advertising concedes about the society, though it is an impulse for advertisers to understand the culture and their values (Harris, 1984), and develop a picture of host values as considering it to the population (Srikandath, 1991). Observing of the advertising, the need is to clarify the cultural objectivity in the description of global advertising in the field of marketing (Zou, 2005). Whereat to core of the advertising message, the cultural values are pointed (Albers-Miller & Gelb, 1996). Beforehand in a relate of the global organizations that have a longing to extend in the Asian scenario, must have a glimpse of the inherent values and shall pinpoint the diversified culture directing the broadcast of advertising (Fam & Grohs, 2007). Transversely to composite culture, divergent ads are proposed because of cultural disparity that outlines the specific values (Zhang & Gelb, 1996).

(Hofstede & Hofstede, 2005) Values are considered as a basic part of each culture. Whereabouts values switch over time with the change in lifestyle and thought prospect (Hawkins & Mothersbaugh, 2010; Chen et al., 1999). Value is noted as an enduring precept that reinforces individual to the specific behavior to achieve towards the ultimate target of the being (Rokeach, 1968). Moreover, values draw on inside each culture to outline the life circumstances of the individuals, and all the same to remain intact with the general public (Scott, 1965). Even though India has an engaging culture, however, the judgment of values in advertisements has not been followed comprehensively (Ghale, 2010). Consequently, marketers shall permit those values to consideration in advertisements which vary effectively and set out toward the social perceptible (Yuan Zhang, 2004). (Polegato & Bjerke, 2009; Lin, 1993) generalized that standardization of advertising could be suitable to a little degree, where values are stretching along in an exceptionally identical culture. Consideration at the present study, Rokeach values are focussed to investigate the ideas and beliefs of the target population. Likewise, Rokeach Value Survey is focused because of its versatility and the appropriateness in social sciences to provide appropriate information (Braithwaite & Law, 1985). Rokeach values include the terminal values and instrumental values that shape human behavior, drafts the human conduct, and how to show up in absolute conditions (Vinson et al., 1977). Resulting in Rokeach values, the Likert scale is determined over the ranking and rating technique in relative of the equal proportion against each value (Ovadia, 2004).

METHODOLOGY

Exploratory research design is proposed for the study as there is no research done in the Indian conditions, and the accessible research is in an unstructured form. Also, the exploratory design moves towards the conclusive research which thusly expresses investigation for the sample population. Focussing on the sample population, here full India is targeted, from which the sampling outline is confined. The sampling frame is based on the five zones, incorporates an equivalent number of respondents from each zone-North, South, East, West, and Center. Here the respondents were the post-graduate students, generally from the Master of Business Administration stream. The Youth of the nation is chosen as the respondents for the study because—(i) they contribute mainly towards the Indian population (Census, 2011), (ii) it is the young individuals which is getting more materialistic, getting open to innovation, changing their way of life, and style of living consideration of westernized perspective (Mooij, 2014). Conforming to need of the study, the examined sample size is 600 which represents the sample population. Stratified Random Sampling is selected to collect the data from the post-graduation students fulfilling their qualification in Master of Business Administration. Strata are formed following the sub-groups where the heterogeneity is affirmed between the group and while the homogeneity insists within a group. After the computation of 600 sample size, the equivalent number (120) of pre-determined size is drawn from five zones. Primary data is gathered utilizing the questionnaire, which is validated and reliability checked before the collection of data.

Cronbach's alpha is computed to inspect the consistency for each factor. Each scale is pretested for resolute quality and consistency as considering the Indian setting. The Cronbach's alpha scores have achieved the limit estimation of 0.7 and significant values 0.921 and 0.903 is stated respectively after computation through the SPSS Reliability Analysis test, proposing the consistency. Furthermore, Factor Analysis is determined to recognize the correlation and interrelationships between an arrangement of factors. Though, Construct Validity is analyzed before the applicability of the factor analysis where KMO value and Cumulative scores are checked accordingly for both terminal and instrumental values. Both scales stood reliable and valid in accordance with the sampling unit. Construct Validity

results are stated as follows in Table 1.

Scale	KMO > 0.5	Cumulative Variance Explained > 50%	N of Items
Rokeach Terminal Values	0.834	57.565	18
Rokeach Instrumental Values	0.750	61.272	18

ANALYSIS AND RESULTS

Factor Examination examines the reduction and summarization of the data. However, the assumptions for the factor analysis are fulfilled, the next step is to have the interpretation for the communality extraction which is determined for all statements, where statements were excluded having extraction values less than (0.5). Principal Component Analysis is brought in front using the eigen value method to extract various factors as generalizing to both scales. Other than this varimax rotation is stated for both scales separately and thus results were interpreted subsequently. Those factors were evaluated, those which have the eigen value more than one. Confirming of the factor analysis, size suppressed method is utilized over the number of factors defined method, justifies size more than (0.5) for significant statements. Explaining the terminal scale three factors is determined, whereas four factors are emphasized to instrumental scale for the young respondents (Table 2).

Terminal Values	Component		
	1	2	3
Inner harmony (i.e., freedom from inner conflict)	0.794		
Mature love (i.e., sexual and spiritual intimacy)	0.773		
Wisdom (i.e., a mature understanding of life)	0.738		
Salvation (i.e., saved, eternal life)	0.673		
An exciting life (i.e., a stimulating, active life)		0.710	
A comfortable life (i.e., a prosperous life)		0.698	
Freedom (i.e., independence, free choice)		0.651	
Happiness (i.e., contentedness)		0.538	
Equality (i.e., brotherhood, equal opportunity for all)			0.732
A world at peace (i.e., free of war and conflict)			0.713
A world of beauty (i.e., beauty of nature and the arts)			0.711

Considering of eastern and western India, the scenario to advertising is different as a whole, while young individuals are highly prioritized towards the religious aspects plus allowing themselves to achieve a mutual understanding of life. Moreover, young individuals are involved in the 'restrained' form of cultural values and are less motivated by the change in lifestyles as well as materialistic behavior. Local principles allow individuals to have faith in religion and which further allows them to show a keen interest in Salvation, Family Security, and Wisdom among the terminal values and whereas Intellectual, Obedience, and Polite is given higher importance in consideration of Instrumental values. Except for Mumbai, where youth is independent and further involved in the adoption of materialistic values. They are open-minded to new things, likewise aware and show interest in the newly broadcasted advertisements. Apart from it, Local advertising could be seen around the streets of major cities like Kolkata, Patna, and Ahmedabad, but interaction towards any other form of advertising instead of the local ones is less visualized or shown least interest. Scanning it to the advertising, majority of the young population has unfavorable prospects towards advertising (Table 3).

Instrumental Values	Component			
	1	2	3	4
Broad-minded (i.e., open minded)	0.772			
Logical (i.e., consistent, rational)	0.722			
Independent (i.e., self-reliant, self-sufficient)	0.697			
Imaginative (i.e., daring, creative)	0.667			
Helpful (i.e., working for the welfare of others)		0.794		
Forgiving (i.e., willing to pardon others)		0.783		
Clean (i.e., neat, tidy)			0.718	
Responsible (i.e., dependable, reliable)			0.710	
Ambitious (i.e., hardworking, aspiring)			0.583	
Loving (i.e., affectionate, tender)				0.828
Polite (i.e., courteous, well-mannered)				0.640

Further, the Northern and Southern India has a mixed approach to the materialistic form of life. Independence is highly emphasized and the young individuals are allowing themselves to achieve the '*exciting form of life*' as well as show least interest towards the Wisdom, Salvation, and Mature Love values, instead show importance to Independent and Broad-Minded values. Cities like Delhi, Chandigarh, Bangalore, and Chennai are changing at a rapid pace, as the local cultural aspects are shifting from restrained to indulgence form of living. Instead of saving for future circumstances, individuals are spending on leisure and desires. Religion part herein this both zones have very less or no influence on the young generation, where they want to live their life on their specific terms, and freedom is highly characterized with pleasure and true friendship values. Global Advertising is somewhat considered important by young consumers, as slowly individuals are connecting to the outside world and seeking new trends/lifestyles.

CONCLUSION

In prevailing times, Indians are vivacious of fame plus gain for which the youth is immensely inveigled in the direction of universal as to the international spark. There is no doubt as a matter of fact that Indian young consumers come into possession of innovative stuff because of conjoining the international boundaries, as a consequence indulges oneself in substantial decision-making about the product selection. Accompanying to cultural values, the prominence of time is to count on progression of the nation with a connection in the evolution of media that conjointly carves cultural values. Moreover, western marketers should notably headline the '*Think Global, Act Local*' together with the '*Glocalization*' presumption to acquire constructive progress in the Indian audience.

IMPLICATIONS

Considering from the theoretical point of view, Study provides clues for managers to enhance the image of different sub-cultures and their specific values that affect the marketing mix decisions across India. Bringing into consideration practical prospects, Practitioners can have a robust measure of cultural values as to how young individuals think, feel, and behave, though kind of be applicable for segmentation of the market. Lastly, allow advertisers/marketers to (i) Able to decide as concerning which zone to target first, when expanding business within the nation, (ii) Whether to adopt a global brand strategy, or to go for a customized approach whichever will be more culture-specific.

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