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RESEARCH ARTICLE

An Empirical Study on Impact of Masculinity on Indian Youth with Reference to Indian Television Commercials.

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Abstract

This research investigates the cross-cultural western advertisements and its impact on Indian Youth also; the investigation refers to 'Masculinity', one of the cultural dimensions of Geert Hofstede. Advertisement considered for this study depicts the cross-cultural aspect and examines the impact on Indian Youth. The purpose of this study is to find out impact of cross-cultural western advertisement which specifically implies advertisement manifesting western culture and depicting the 'Masculinity' dimension of Geert Hofstede and its impact on Indian Youth. This study would provide better understanding of 'Masculinity' dimension of Geert Hofstede and help the advertisers in formulating the optimum promotional mix in regard with this dimension.

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INTRODUCTION

This research studies the cross-cultural impact of western advertisement depicting 'Masculinity' on Indian youth. Specifically it investigates the extent to which the western advertisement manifesting the 'Masculinity' as cultural dimension affecting the values and beliefs of Indian culture particularly the youth of India. Though there are five cultural dimensions i.e. Individualism, Masculinity, Powerdistance, Uncertainty Avoidance and Time Orientation, given by Geert Hofstede but this study investigates the impact of 'Masculinity'. Masculinity manifested in advertisement (showcased on television) of western product marketed in India and its impact on Indian youth has been measured in this research. Though there are many areas of cross cultural differences in advertising but this research emphasizes on cultural value i.e. masculinity shown in the content and execution and its affect on the youth of India.

A. Impact of Culture on Advertisement:

Any culture is shaped by the values prevail in the individuals. Advertisers reflect these advertisements to showcase the values of the culture because advertisement is considered as cultural institution as well as form of social communication (Yuan Zhang, 2004). Advertisements not only reflects but also affects the culture and so the society, it may be said that it would reflect what is happening in society, what are the values prevailing. This changes sometimes in order to expedite the merchandise or in order to increase the sale. Advertisers manipulate the cultural values and present it to make the advertisements more interesting and attractive also sometimes the distort values prevailing in the culture and thus impact of this results into a drastic change in culture. Thus advertising has the potential to be an agent of cultural change by gradually reconfiguring the relative importance of different cultural values for individuals, cultures and societies (Pollay, 1983).

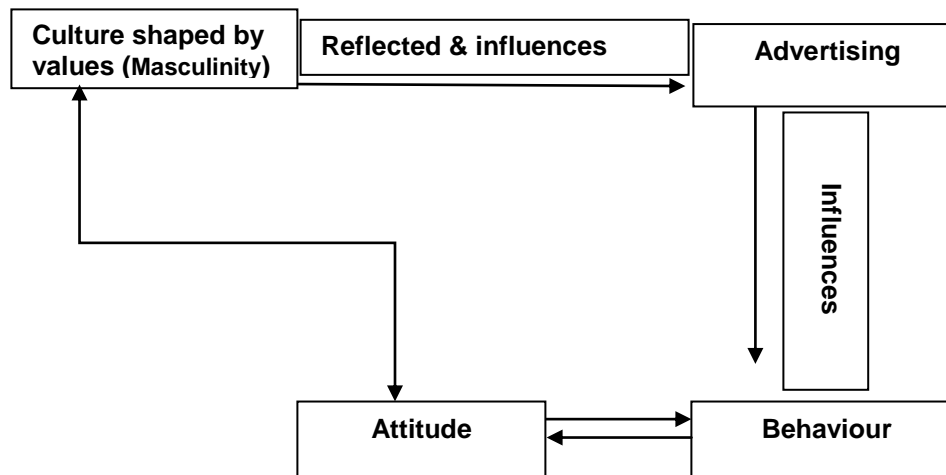
B. Significance of Values:

As discussed above advertisements reflects and affects the culture, this investigation would help in finding out the impact of the 'Masculinity' as a cultural dimension depicted in advertisements. This would further help to understand the change in the attitude of individuals in society because value influences the individuals' perception, attitude, preferences and behavior. The investigation of this change would be attributed to change caused by 'Masculinity' as a cultural dimension. Rokeach (1973) defined values as a person's enduring belief and/or organization of beliefs concerning preferable modes of conduct or states of existence along a continuum of relative importance. Also "a value is a broad tendency to prefer certain states of affairs over others" (Hofstede, cultural consequences). Thus, this value/cultural dimension will comprehensively direct the advertisers about the reflection of advertisement and would determine the change in behavior.

C. Masculinity: The Cultural Dimension

To investigate the impact of cross cultural advertisement in terms of attitude of individual towards the advertisement, researcher needs to find out the different context of the culture in communication (theme) and the dimensions of culture which is reflected by the cultural values and thus the execution of the same and the attitude of individual towards it. This can be broadly shown as:

Figure 1.1: Conceptual Background



This dimension emphasizes on performance and achievement. The dominant values in masculine society are achievement and success whereas in feminine culture the dominant value is 'care for others'. Hofstede (1980) define masculinity as "a situation in which the dominant values in society are success, money and things" (p.419) and femininity as "a situation in which the dominant values in society are caring for others and quality of life" (p.420). Masculine culture values ego enhancement, achievement and material things that demonstrate performance and wealth (Steenkamp, Hofstede, & Weedel, 1999). In masculine culture gender roles are clearly distinct, men are expected to be assertive, tough and focused on material success and women are expected to be more modest, tender and concerned with quality of life (Hofstede, 1980).

Mooij (1998, p.82) emphasized that masculinity culture describes about ego-pals, competitiveness, achievements, heroism, assertiveness and material success and in contrast femininity culture describes relationship, modesty, caring for the weak, and quality of life. He further states that masculinity/ femininity dimension "discriminates between cultures particularly with respect to values related to winning, success and status which are much used in advertising appeals for advertising and branding, this dimension can be used to distinguish important cultural differences with respect to values and motivations like achievement, accomplishment and success."

In masculine cultures it is emphasized that big and fast are beautiful whereas in feminine culture it is emphasized that small is more beautiful. Feminine culture gives more importance to quality of life. This results in role differentiation. In feminine culture males do not mind taking the role of female but in masculine society, taking up the job of female is considered as "sissy job". Though there are many studies which support the existence of sex

role differences across cultures (McClelland, 1961; Hofstede, 1980; Inkeles & Levinson, 1969). India scores 56 on this dimension. India is considered as masculine culture. India believes in displaying the success and power thus considered very masculine. Though India prays many Deities and claims to respect the woman but even though the disparity is visible. Also it gives value to humility and abstinence and also it is considered as longest surviving culture but at the same time people of India are indulged in masculine display. India even gives importance to material gains, success and achievements. Work is the centre of one's life and success is given utmost importance which is also validated with the material gains, often displayed in Indian culture.

This value (Masculinity) has been measured by the appeals which are reflected through advertisement to manifest the cultural value. Though Pollay has given 42 appeals in order to define the different cultural dimensions but the appeals which define this cultural dimension can be categorized through following table:

Table 1.1: Assignment of Pollay's appeals to cultural dimension

Cultural Dimension	Score	Pollay Appeal	Operational Definition
Masculinity	High	Effective	Feasible, workable, useful, pragmatic, appropriate, functional, consistent, efficient, helpful, comfortable (clothes), tasty (food), strength, longevity of effect
		Technological	Engineered, fabricated, formulated, manufactured, constructed, processed, resulting from science, invention, discovery, research, containing secret ingredients.
		Productivity	References to achievement, accomplishment, ambition, success career, self- development, being skilled, accomplished, proficient, pulling your weight, contributing, doing your share
	Low	Natural	References to the elements, animals, vegetables, minerals, farming, unadulterated, purity (of a product), organic, grown, nutritious
		Affiliation	To be accepted, like by peers, colleagues and community at large, to associate or to gather with, to be social, to join, unite or otherwise bond in friendship, fellowship, companionship, co-operation, reciprocity, to confirm, to social customs, have manners, social graces and decorum
		Modesty	Being modest, naive, demure, innocent, inhibited bashful, reserved timid, coy, virtuous, pure, shy, virginal

(Source: Daedhun, 2003)

II Review of Literature

Critical Appraisal

Since long cross-cultural advertising concept is studied. It has always been the topic of discussion for the researcher to understand whether the advertisement to be showcased in different countries to be standardized or to localize as per the culture of different countries. Many studies have been conducted to understand the different cultural dimensions and its impact on different culture. Though many studies conducted so far have tried emphasize on content analysis of advertisement of different culture also it was emphasized to comprehend the similarities and differences of the culture..Since the entire globe is becoming one thus it becomes a serious problem for advertisers to understand what strategy to be adopted for the culture like India. Also, it is very important to understand how to keep the interest of Indian as they are susceptible to global cultural flow. This also signals very important when the concept of 'cultural imperialism' comes in picture. By understanding this it would be easier to strategize the advertisements. This would also help the advertiser in moving the merchandise and keeping the culture intact of receiving country and thus they would not be bombarded by alien beliefs.

To find out the gap in literature, many research papers have been reviewed and it was identified that though many research in cross- cultural advertisement has been done so far and most of the study relied on analyzing the advertising content but besides Zang and Gelb (1996) and Dahl (2004) no other researcher made attempt to find out the customers' perception about the appeal depicted in cross-cultural research. Also many researches have considered the Individualism and Collectivism dimension for the study but no study so far dedicated

to this cultural dimension (Masculinity) and also the perception of respondents have not been considered. Moreover, synchronization of appeal with the value dimension of Hofstede has not been considered dedicating masculinity as cultural dimension.

Thus to identify the research gap and to orienting the advertisers to formulate the advertising strategy the review of various literature have been done which are Cross-cultural Advertising Research, CCAR(01) (Albers-Millerr & Gelb, 1996), CCAR(02) (Bongjin et al., 1999), CCAR(03) (Daechun, 2003), CCAR(04) (Daechun, 2003), CCAR(05) (Daechun, 2003), CCAR(06) (Christie et al., 2003) CCAR(07) (Sho et al., 2004), CCAR(08) (Francis and Vrience, 2004), CCAR(09) (Okazaki, 2004), CCAR(10) (Zhang, 2004), CCAR(11) (Nilaweera, 2005), CCAR(12) (Singh et al., 2005), CCAR(13) (Dahl, 2005), CCAR(14) (Twing, 2005), CCAR(15) (Weller et al., 2005), CCAR(16) (Kalliny, 2005), CCAR(17) (Fam, 2006), CCAR (18) (Fam et al., 2007), CCAR(19) (Iemanski, 2007), CCAR(20) (Khairullah, 2008), CCAR(21) (Ngoe, 2009), CCAR(22) (Zhang, 2009), CCAR(23), (Seo, 2010), CCAR(24) (Emery et al., 2010), CCAR(25) (Sills, 2010), CCAR(26) (Srivastava, 2010), CCAR(27) (Mueller, 2010) CCAR(28) (Birgiel, 2011), CCAR(29) (Gupta, 2012) CCAR(30) (Jawaid et al., 2013).

It can be noted here that 'CCAR' stands here for cross-cultural advertising research which has been chronologically arranged in the following table with the number 28.

Here we notice the growth in the literature of cross -cultural advertisements. It is sequentially arranged to provide continuous update in learning from the findings of previous studies. Many researchers have given varying perspectives and using different methodologies to discuss following issues:

- a) Defining Culture
- b) Definition of Cross- culture
- c) Cultural values of Hofstede
- d) Impact of Different Cultural Dimensions
- e) Cross- Cultural content Analysis
- f) Cross- Cultural Impact on Advertisement
- g) Cross-Cultural Impact on culturally different countries on advertisement
- h) Cross- Cultural Impact on culturally similar countries on advertisement
- i) Empirical research on content analysis of advertisement
- j) Cross- Cultural Impact on perception of ads cultural Values and Appeal
- k) Cultural values and Appeal
- l) Impact of appeal on attitude
- m) Attitude components
- n) Gender Role Analysis
- o) Content Analysis of T.V.
- p) Content Analysis of Magazine
- q) Content Analysis of website
- r) Execution Analysis of advertisements
- s) Standardisation of advertisement
- t) Consumer acculturation
- u) Comparative advertisement's analysis
- v) Youth Culture

Based on research gap as shown in the table below, following findings were observed:

- Many researcher have attempted to define concept of culture and cross- culture (Miller & Gelb, 1996); (Daechun, 2003); (Kalliny, 2005) which is considered as reflection of value in people of that culture. Many of the research have considered either the value dimensions of Hofstede for the cross- cultural study. Though concept of culture and cross-culture has been comprehensibly studied in most of the research.
- Many researcher have done the content analysis (Miller & Gelb, 1996), (Bongjin et al., 1999), (Daechun, 2003), and (Christie et.al, 2003) for the study of cross cultural research whereas very few have done research on perception (Daechun, 2003) and (Weller et al., 2005), about the cross cultural western advertisements
- Only little empirical evidence on cross- cultural advertisement are found coming on India (Ahmad, 1996), (Fam et al., 2007), and (Srivastava, 2010).

Table 2.1: Critical Appraisal

Time Line Year	Issue	CC 01	96	00	03	03	04	04	04	04	04	05	05	05	05	05	05	06	07	07	08	09	09	10	10	10	10	10	11	13
	A	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	CC 28
	B	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	CC 27
	C		+		+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	CC 26
	D	+	+		+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	CC 25
	E	+		+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	CC 24
	F		+																											CC 23
	G	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	CC 22
	H		+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	CC 21
	I			+																										CC 20
	J	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	CC 19
	K																													CC 18
	L	+		+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	CC 17
	M	+																												CC 16
	N																													CC 15
	O																													CC 14
	P		+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	CC 13
	Q																													CC 12
	R																													CC 11
	S		+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	CC 10
	T																													CC 09
	U			+																										CC 08
	V																													CC 07
	W																													CC 06
	X																													CC 05

III Research Methodology

To measure the impact of one of the dimensions of culture i.e. Masculinity, the researcher has got one of advertisement validated by the panel of academicians and advertisers. This panel has validated about the manifestation of the value dimension depicted in advertisement. Panel validated the manifestation of 'Masculinity' as the value dimension in advertisement i.e. advertisement of 'Clinic All Clear'. It seems that Indians have 'care for others' and thus seems feminine, therefore hypothesis developed in this regard. To develop the hypothesis researcher had taken 50 samples as respondents who were the youth of India in the age bracket of 18-35. Since the perception of the youth had to measure thus the attitude of youth and the corresponding components i.e. affect (Feel), Behaviour (Find), cognition (Thought), of youth were measured after formulating the questionnaire. The hypotheses formulated for the study are as below:

H₁, Cultural Dimensions are perceived to influence youth behavior:

(H_{1a}) Masculinity influences negatively on Indian youth.

Table 3.1: Research methodology at a glance

Type	Description
Exploratory Research	Exploring the Problem through different literature reviewed.
Descriptive Research	It describes the state of affair as they exist
Cause and Effect Research/ Causal –comparative (or ex post facto)	This finds out the impact of different independent variable on one dependent variable, thus analyzing what causes the effect. It establishes the cause of the status or the condition of research subjects at some point of time on the basis of knowledge of factors which cannot be manipulated by researcher.
Associative Research	It determines the degree of relationship exist between status or condition of research subjects at some point of time which cannot be manipulated by researcher.
Quantitative and Qualitative	Approach is both qualitative and Quantitative in nature as behavioural aspect has been measured and analysed mathematically and statistically.
Sampling	Non- Probability Convenience Sampling has been considered
Sample Size	1067 youth on the age bracket of 18-35
Method of data Collection	Survey method was used where research subjects were asked the responses.
Instrument for Data Collection	Questionnaire
Statistical Tools Used	SPSS
Statistical Test	Regression Analysis

Source: This table has been referred from the thesis of kieu minh Nguyen, 2001. (<http://epubs.scu.edu.au/cgi/viewcontent.cgi?article=1034&context=theses>. Adapted from Emory (1985) .

Sample Derivation

To evaluate sample size assuming there is a large population(as the population of Indian youth has been considered for the research) and since the variability in the proportion that will adopt the practice is not known; therefore, assume $p=.5$ (maximum variability).Also, the researcher assumes the confidence level is 95% and precision be $\pm 3\%$. Thus after evaluation the resulting sample size will then be 1067. Hence, for the survey to conduct and to test the hypotheses, the sample size is considered to be 1067. Following calculation is done for sample derivation:

$$n = z^2 pq / e^2$$

z = observed – expected/Standard error

$$z^2 = ne^2 / pq$$

$$z = e / \sqrt{pq/n}$$

$$z^2 pq / n = e^2$$

$$n = z^2 pq / e^2$$

$$p+q = 1$$

at 95% confidence interval ; $z = \pm 1.96$

$$p = q = 0.5$$

$e = \text{sampling error} = 0.03 = 3\%$

$$n = (1.96)^2 \times 0.5 \times 0.5 / (0.03)^2 = 0.9604 / 0.0009 = 1067$$

Thus 1067 is sample size considered for the unknown population.

IV Data Collection

The data collected for this research was done very scientifically and systematically. The survey conducted on youth was instrumented with Questionnaire developed after pilot study. All the questions considered for the Questionnaire were prepared keeping the objectives of the research under consideration. Also, various literatures were reviewed before developing the questionnaire and those literatures were the basis for the development of questionnaire. Youth in the age bracket of 18-35 were considered. They were from the various colleges of Technical and Professional Institutes. The reliability of different items of the questionnaire was tested by using Cronbach's alpha and those were found more than 0.7 which is considered as reliable data.

Reliability Test of Questionnaire through Chronbach's alpha:

Table 4.1: Reliability for Clinic All Clear Shampoo

Case Processing Summary			
		N	%
Cases	Valid	1067	100.0
	Excluded ^a	0	0
	Total	1067	100.0
Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
Cronbach's Alpha		No. of Items	
0.707		15	

The Cronbach's alpha scores of Clinic All Clear which predominantly depicts the masculinity dimension, has reached the threshold value of 0.7 and was calculated which resulted 0.707 after calculation through SPSS reliability test, suggesting the internal consistency. This table shows the Cronbach's alpha.

Data collection was done through the instrument i.e. the questionnaire. The questionnaire was developed by using Likert scale i.e. five point scale (1= No, 2= Little, 3= Moderate, 4= Very much, 5= Great) to measure the responses of respondents.

Hypothesis Testing:

Regression Analysis has been conducted to find out the impact of masculinity on attitude of Indian youth which further shapes the youth culture, when depicted in advertisements. Attitude of respondents are measured considering the three components of attitude those are: 'affect (feeling), behavior (finding) and cognition (thought)'. Also, masculinity is measured by the appeals given by Pollay (1983) i.e. Effective, Technological, and Productivity. There were 14 independent variables and one dependent variable i.e. the youth culture underwent the regression analysis through SPSS.

V Results and Discussions:

Table 5.1: Model summary for Clinic All Clear

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.085 ^a	.007	.005	1.433	.007	3.842	2	1064	.004
2	.649 ^b	.561	.557	.956	.554	156.556	7	1055	.000
3	.650 ^c	.563	.558	.957	.003	.731	4	1053	.400

a. Predictors: (Constant), [FIND] , [THOU]

b. Predictors: (Constant), [FIND] , [THOU], [MASC], [EFFE],

c. Predictors: (Constant), [FIND] , [THOU], [MASC], [EFFE], AGE, EDUCATION, OCCUPATION, GENDER

Interpretation: Now looking at model summary, which compares each of the three models (one, two, or three predictors). Here we note that for model 1, with only the component of attitude as predictor, r is the same as the zero-order correlation between culture and component of attitude. But the associated R square is significant (i.e. the regression equation is better than using the mean of Y as a predictor) at $F(2, 1064) = 3.842, p < .005$. Model 2, with two of the three main predictors, are even better, with an r of .659 and an R square of .561 of the variance accounted for. This change in R square is significant ($F(7, 1055) = 156.556, p < .005$), indicating that the second predictor, Cultural Dimensions, added significantly to the regression equation after the first predictor had done its work. But the third predictor, control variables, came up short. It only increased R square by a tiny bit, from .557 to .558, and the change in R square was not significant ($F(4, 1052) = .400$, not significant). It is said that more the R square value of a model is, more significant that model would be but again from ANOVA table F value needs to be considered which is mentioned in Table 5.2.

Table 5.2: ANOVA Table for Clinic All Clear:

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.781	2	7.891	3.842	.022 ^b
	Residual	2185.195	1064	2.054		
	Total	2200.977	1066			
2	Regression	1234.905	10	123.490	134.986	.000 ^c
	Residual	966.072	1056	.915		
	Total	2200.977	1066			
3	Regression	1238.254	15	82.550	90.120	.000 ^d
	Residual	962.723	1051	.916		
	Total	2200.977	1066			

a. Dependent Variable: CULTURE

b. Predictors: (Constant), [FIND] , [THOU]

c. Predictors: (Constant), [FIND] , [THOU], [MASC], [EFFE],

d. Predictors: (Constant), [FIND] , [THOU], [MASC], [EFFE], AGE, EDUCATION, OCCUPATION, GENDER

Interpretation: ANOVA table gives us the significance of each of the three models one (CA) predictor, two (CA and CD) predictors, three (CA, CD and CV) predictors) and we see that the F is largest for the two-predictor model). [These Fs are for the overall predictive effect and are different than the F for the amount of change we get when adding in an additional variable as in the previous table (model summary)]. Thus, we may consider firmly that the model 2 is most significant model.

Table 5.3: Regression Coefficient for Clinic All Clear:

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.003	.643		1.560	.119
	[THOU]	.269	.115	.093	2.333	.020
	[FIND]	-.062	.172	-.014	-.359	.720
2	(Constant)	.889	.891		.074	.000
	[THOU]	.391	.082	.055	2.554	.003
	[FIND]	-.018	.122	-.004	-.149	.882
	[MASC]	1.466	.041	.754	33.040	.000
	[PROD]	.699	.306	.058	3.284	.003
3	(Constant)	.918	.899		.132	.033
	[THOU]	.194	.082	.067	2.349	.019
	[FIND]	-.014	.122	-.003	-.114	.909
	[MASC]	1.474	.041	.745	35.933	.000
	[EFFE]	.711	.307	.048	2.314	.021
	AGE	.007	.036	.004	.204	.838
	GENDER	-.049	.045	-.028	-1.088	.277
	EDUCATION	-.006	.032	-.004	-.203	.839
	OCCUPATION	.035	.034	.022	1.046	.296
a. Dependent Variable: CULTURE						

Interpretation: To test the hypothesis that a youth culture is a function of three variables, components of attitude, the different cultural dimensions, and control variables, a hierarchical multiple regression analysis was performed. Tests for multicollinearity indicated that a low level of multicollinearity was present. Components of attitude (ATTI, FEEL, THOU, FIND) was the first variables entered, followed by Cultural Dimensions (MASC, EFFE, TECH, PROD,) and then Control Variable(AGE, GENDER, MARITAL STATUS, EDUCATION,MONTHLY INCOME, OCCUPATION), according to the theory. Results of the regression analysis provided partial confirmation for the research hypothesis. Beta coefficients for the predictors entered in the model 2, which were found significant and the significant predictors were ; for the predictors THOU $\beta = .055$, $t = 2.554$, $p < .005$; MASC, $\beta = .754$, $t = 33.040$, $p < .005$; and PROD, $\beta = .058$, $t = 3.284$, $p < 0.05$ The best fitting model for predicting Masculinity is a linear combination of the cultural dimensions and components of attitude ($R = .649$, $R^2 = .561$, $F(7,1055) = 156.556$, $p < .005$). Addition of the control variable did not significantly improve prediction (R^2 change = .003. $F = .731$, $p = .400$).

The best value of ' R^2 ' has been obtained for Model 2 as 0.561, which means that 56.1% of variation is explained (see table of model summary), which does establish discriminant validity, which is the extent to which a measure does not correlate with other constructs from which it is supposed to differ. The 'Adjusted R^2 ' adjusts for the number of explanatory terms independent variables) in a model and increases only if the new independent variable(s) improve(s) the model more than would be expected by chance.

Selecting the best multiple linear regression model for hypotheses testing:

(H_{1a}) Masculinity influences negatively on Indian youth culture.

The best model has been found to be Model 2, whose regression results are shown in Table 5.2. Additionally, regression results have been shown in Tables 5.3 for Model 1, Model 2 and Model 3, respectively. According to Tables 5.3 the best model as 'Model 2' can be written as:

$$\text{CULTURE} = .889 + (.391)\text{THOU} + (.018)\text{FIND} + (1.466)\text{MASC} + (.699)\text{PROD} \dots \dots \text{Eq.1}$$

It is to be seen from the Table 5.3 and Eq. 1 that the variables ATTI, FEEL, EFFE and TECH has not been included in model 2 and FIND, is not significant. This establishes nomological validity, which is the extent to which the scale correlates in theoretically predicted ways with measures of different but related constructs.

The regression equation though expresses the impact of masculinity and productivity on youth culture but the impact is positive rather than expected as negative because Indian culture seems to be feminine culture.

This regression result indicates H_{1a} is not supported in general. This implies that thought of Indian youth is positively influenced by the advertisement showcasing success and money and their thought is result oriented thus the advertisements depicting result oriented thoughts manifests their belief. This reflects the thought of Indian youth. Also the regression analysis supports in general those cultural dimensions influences the youth behavior which accepts the H_1 . Further it can be generalized that youth are more success oriented and becoming masculine unlike the Indian culture considered.

VI Concluding Remark

It is notable here by this research that unlike Indian culture's reflection the result has come. This research reflects that Indian who believes in being soft and has cared for others is changing. They are more inclined to become successful and Indian youth are coming in global cultural flow. Since global advertisers face significant pressure while formulating advertising strategy for different country thus while formulating strategies for India, considering India having a culture which is deep rooted and advertising which is the moderator as well as mirror of any culture, needs intense investigation before formulation. As we know from above discussion that Global advertisers are benefited when they formulate the advertisements which are standardized. Standardized advertisements are cost effective and also facilitate with the benefit of uniform brand image. Global advertisers always advocate for the standardized advertising strategy as they consider the major effect of globalization and also they insist upon the effect of dismantling of trade barriers but when it comes to the country like India which strongly believes in its culture and very resistant to dismantle its cultural barrier then for the formulation of advertisement, this research would help in formulating strategy atleast for this value dimension. Advertisers may formulate the strategy based on the finding of this research "Indian youth have more inclination towards success and money. They believe in result oriented work. Their thought is more influenced by success and money". Therefore, it is suggested that while formulating the strategies for promotional mix considering the value dimension masculinity/femininity, Indian youth are positively influenced by masculinity unlike femininity which was perceived as established dimension of Indian culture. People want to see the result oriented advertisements and also which depicts the efficiency.

Though the research was done very systematically and all the precautions were taken to make the research work effective despite these precautions, key limitations in the study are present. These consists the dearth of correct participant database, weaknesses associated with cross-sectional surveys and limitations on the profundity of information provided in survey methodology research.. Further research area in cross-cultural advertisement and its impact on Indian youth is appealing and it can be extended with the impact of rest of cultural dimensions and the appeals grouped under those dimensions. To truly measure the attitudes of youth in India and generalizability of this research, participants from throughout India should be considered and either stratified or multistage sampling can be considered. Moreover, to make the research more effective one can apply structural equation modeling which is a technique to effectively include a whole range of standard multivariate analysis methods, including regression, factor analysis and analysis of variance.

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