ABSTRACT

Cross culturally testing the impact of TV advertisements for global marketing

In the early part of twentieth century, supply of goods was at par with the demand and in general, manufacturers were not dreaming to enter into the market with label of brands. It was mainly the sellers market and people had no choice.

Later the scenario was changed. New products started coming in the market and market was flooded with various brands. Market changed from the sellers market to the buyers market. Consumers had choices and they became the king. With this change in scenario, marketing became important activity and advertising became essential tool for branding of any product.

TV became important advertising medium in India after the success of Hum Log serial. At the same time in 1991, socio-economic revolution started in India. Economic liberalization and growth of IT industry culminated into new business houses. At this juncture, development of TV industry was fueled by the launch of private satellite channels.

To cater to the rising living standards of the “middle class” in many parts of the world, TV advertisement was perceived as an effective media. Advertisers started opting private channels for product branding. Because of the many choices and the easy means of television manipulation available to viewers, TV advertisement became critical for capturing the attention of the global consumer.
NEED FOR STUDY

Globalization has been identified as one of the six "imperatives of marketing" of the present era, as important as productivity, innovation, distribution, alliances, and quality. With the opening up of sky to foreign tie-ups, there is a change in outlook towards life. Because of this change and globalization, theme of the advertisement shifted from purely emotional to cultural context, in tune with the liberalized economy.

Over the decades, television advertising has developed with ever-increasing allocation of advertising budget and the market competition. For advertiser, there has been an ever-increasing complexity in terms of understanding the markets, target audiences, impact of channels, and deliveries of programs. Strategies of advertising theme have consequently changed by exploiting different selling ideas to cater to competition.

Through TV advertisements, global marketing has increased its importance because of the economic interests of individual countries with one another. This offers enormous opportunity of extending image, product, and revenue generation to previously unavailable markets.

Many foreign products are flooding the Indian market and so are the advertisements. To evolve a better understanding of global marketing, it is essential to compare the impact of TV advertisements on samples of two different cultural groups. As youngsters are the future consumers, this research will provide important baseline information for the same.
OBJECTIVES

1. To evaluate difference in the comprehension and appreciation of TV advertisement between different cultural groups.

2. To understand whether TV advertisements elicits different responses/impact in different cultural groups.

3. To suggest suitable modifications to be made in advertising campaign (by means of presentation, concept, media vehicle, model), if the above differences across different cultures are obtained significantly.

4. To promote collaborative research of cross-cultural testing with an aim of Global Marketing for the benefit of Indians and foreign advertisers.

HYPOTHESIS

1. Response of TV advertisements varies with the difference in cultural groups.

2. The basics and commonalities of promotion of TV advertisement in domestic channel do not differ substantially from global television channel.

RESEARCH METHODOLOGY

This research study tries to create understanding of current market, concerning the youth in these countries for the Global marketing. This will help to promote cross cultural understanding between India and other countries.
The study is designed along the following lines:

- First stage analyses inter-cultural impact of TV advertisements.
- Second stage understands the complexities of the analysis and Questionnaire is redesigned for cross-cultural analysis.
- Third stage collects the required sample for cross-cultural analysis.
- Forth stage measures the differences in the impact of TV advertisements from the samples.
- Fifth stage is final analysis based on the results of Qualitative and Quantitative analysis.

This is a 2 x 2 factorial study where two groups, namely Indian and Foreign students are subjected to filling of elaborate Questionnaire on TV advertisements.

This study aims at comparing the comprehension and appreciation of TV advertisements between student groups. This experiment is based on multiple sample and multiple tools. The student sample is selected purposively since they are future consumers.

**SAMPLE**

There are two types of sample. The sample is determined & selected on conceptual equivalence. First of all Pilot testing is carried out from the students residing at Pune, Mumbai, Delhi, Kerala and Goa. Total sample size taken is 200. Critical analysis is carried out on these samples and questionnaire for the cross cultural testing is evolved.
To understand the market in Middle East, interviews are taken in Dubai by personal meeting with advertisers and advertising agencies and these findings are supported to the final conclusions.

100 college students who are Indian and 100 college students who are from outside India both studying in the same University are selected. Questionnaire is exposed into these two cultural groups individually. Interviews are taken of some of the clients and advertising agencies in India and supported as a Qualitative analysis.

**EXPERIMENT PROCEDURE**

The two groups are matched on conceptual equivalence. 100 Indian students and 100 Foreign students especially from the Middle East region assigned randomly. For both the groups, care is taken to select sample from both the genders in equal percentage. The Questionnaire is filled by them, followed by discussion on the individual views about the subject.

Parallely, along with this, separate Qualitative sample is taken from the clients and advertising agencies in India and Middle East (Dubai) and supported to the quantitative analysis for the final results.