

## Indian Cultural Values in Advertising: A Comprehensive Review

Subash Limbu<sup>1</sup>, Kalyan Mukherjee<sup>2</sup>

<sup>1</sup>Research Scholar, Department of Commerce, Gauhati University

<sup>2</sup>Research Guide, Department of Commerce, Gauhati University

Corresponding Author: Subash Limbu, [subhnabas@gmail.com](mailto:subhnabas@gmail.com)

### **Abstract**

*Culture significantly shapes individuals' daily lives by influencing the consumption decision. This, in turn, affects the communication strategies of brand marketing. In order to grab consumer attention, brand marketers usually incorporate various cultural elements of their target audience. This paper focuses on understanding how Indian culture is integrated into advertising practices. However, very few works are available in the public domain addressing this subject matter. This scarcity limits the understanding of how cultural elements can be used effectively in brand communication strategies and potentially limits marketers' ability to connect with target audiences effectively. Consequently, this study reviewed only eighteen research works focussed on the use of cultural values in advertisements. Besides, most studies focus on television commercials only. Cross-cultural studies using Indian culture as one of the cultural resources have also been observed in this regard. Additionally, content analysis is a major method that is employed to understand how culture-related aspects are used in advertisements. In addition to that, there has been no standard definition for culture and values so far as shown by this study. Similarly, a model based on Indian cultural values has not yet been established either. In extant literature, this study examines various aspects of the cultural content in advertisements and identifies possible areas for further*

*investigation, such as exploring diverse cultural elements like language, symbols, customs, and rituals. Additionally, research should focus on newer media forms, such as digital and influencer marketing, and the integration of culture to address gaps in modern marketing communication.*

**Keywords: Indian culture, Cultural values, Advertising, Marketing communication, Content analysis**

## **Introduction**

Culture is the way of life-defining the actions of individuals and groups in a society. It is manifested through “knowledge, belief, art, law, morals, custom, and any other capabilities and habits acquired by man as a member of society” (Tylor, 1871 p1). Culture encompasses the creation and dissemination of ideas, patterns of values, and other meaningful and symbolic systems that shape and impact human behaviour (Kroeber & Parsons, 1958). It is the unique outcome of human societies, moulded by symbolically transmitted thoughts, feelings, and behaviour patterns (Kluckhohn, 1951). Its fundamental components are ideas that have been drawn from the past and the values that go along with them (Kluckhohn, 1951). In essence, culture is a shared way of life that marks individuals as members of a particular community. These unique characteristics are passed down through the generations and are very important to the individual as well as to society at large. Ancient Indian texts, such as the Vedas, Upanishads, and epics like the Ramayana and Mahabharata, serve as repositories of Indian cultural values. It has shaped the Indian way of life since time immemorial. These records not only preserve philosophical ideas but also provide moral and ethical guidelines for individuals as well as for society. Concepts such as Dharma (duty or righteousness), Karma (the law of cause and effect), and Ahimsa (non-violence) are deeply rooted in the cultural fabric of India. These concepts continue to influence contemporary

societal norms and behaviours. Further, these ancient texts reflect social approval of practices like respect for elders, emphasis on family bonds, and the celebration of diversity. These values along with many others, still hold a significant place in Indian culture. The marketers acknowledge the same by incorporating these values in their advertising practices.

Cultural elements are very important for people, irrespective of which culture they belong to. Culture makes them comfortable and secure among those who share similar cultural traits. People have a strong attachment to their culture and they identify themselves through its unique characteristics. As a result, marketers make their products culturally suitable by using the cultural traits of target consumers in their marketing strategies. This strategy of incorporating cultural traits is highly visible in the advertising practices of different brands throughout the world (Dahl, 2004).

### **Global cultural advertising insights**

The use of cultural traits in advertising strategies has drawn the attention of researchers on a national and international scale. This interest is reflected in numerous studies focusing on different aspects of culture and its role in advertisements. These research efforts involve analyses of single cultures, comparisons across cultures, and meta-analyses of published works. In France and the United Kingdom, Mortimer and Grierson (2010) conducted exploratory research that examined advertising appeals in consumer service advertisements. According to their findings, rationality and directness are more evident in UK advertisements while emotional appeals played an important role in promoting consumer services in both countries. To overcome lingering issues, Lee (2019) proposes that we need to sample from non-typical cultures because things are

changing quickly for advertisers' sake. They insist on adding a wider range of nations into investigation so theories can be better applied across borders.

In a bibliographic analysis conducted by Ford, Mueller, and Mueller (2023) that spanned four decades and published in the *International Journal of Advertising*, it was revealed that despite variations in topics addressed, issues concerning cross-cultural differences and gender role portrayals persisted. Among the most frequently employed bases were theories like Hofstede's model. In a review of global branding and advertising strategy based on the application of the Hofstede model, Mooij (2010) stressed the need for strategies to be culturally sensitive. Hornikx and O'Keefe (2009) performed a meta-analytic study to examine the persuasive effectiveness of advertisements tailored to cultural values while Albers-Miller and Gelb (1996) analyzed business advertising appeals across 11 countries correlating their use with Hofstede's cultural dimensions. From another angle, Zhang and Gelb (1996), investigated different US-China advertisements targeting product use conditions as an effect on persuasion. Moreover, there is a paper by Mooij & Hofstede (2011) that deals with cultural impacts on consumer behaviour; whereas Hornikx, Janssen, & O'Keefe (2023) evaluated how effective cultural-value adaptation is in advertisement. Muralidharan, Ferle, and Sung (2017) evaluated the effectiveness of culturally compatible green advertising messages in India and the USA. Zhang and Neelankavil (1997) concluded that collectivist appeals were more persuasive in China as a whole except for product-specific advertisements.

### **Indian Culture in Advertising**

Cultural subtleties are the foundation of Indian advertising, making it possible for them to create messages that would be acceptable to a wide range of audiences. Advertisements in India thread these cultural strands into their narratives, from the

bright festivals such as Diwali and Holi to the treasured customs of family gatherings and rituals. Indian culture is represented and celebrated through advertising campaigns thereby reflecting the significance of cultural representation in creating customers' perceptions and brand identities. India's multiculturalism provides advertisers with a vast source of inspiration, given its diversity in languages, traditions, and customs. A detergent commercial can showcase the warmth radiating from a joint family or a patriotic ad campaign can bring forth ideas of unity among others drawing on cultural motifs to evoke emotions within consumers thereby building brand preference. Commercials speak not only about entertainment but also about what is happening in society by acting as windows on cultures that give vent to desires, dreams, and expectations shared by everyone. India's advertisers negotiate between its ancient and modern cultures as it undergoes rapid social and economic transformations. Contemporary advertising campaigns in India have embraced numerous topics, including the empowerment of women, LGBTQ+ inclusivity, and environmental conservation. This engagement ignited dialogue in society and has the potential to drive meaningful change. Thus, it can be said that advertisements incorporate different aspects of Indian culture to create emotional bonds towards their brands; resulting in long-term consumer loyalty among Indians.

The preceding sections highlighted the significance of integrating culture into advertising practices. This study represents a sincere effort to address the research questions concerning how Indian cultural values are portrayed in advertising and to identify emerging trends and variations in the literature. The aim is to provide insights into the representation of cultural values in Indian advertisements and to identify patterns and differences across the reviewed research works.

### **Significance of the study**

Advertising is one of the important components of the promotion mix. It plays a very crucial role in communicating marketing messages to the stakeholders. Advertising uses different elements of culture for the effective delivery of marketing messages. In other words, cultural elements in advertising play a vital role in communicating marketing messages effectively. In this context, this paper reviews the literature on the integration of Indian culture in advertising, reflecting the research community's perspectives on various dimensions of Indian culture and its application in advertisements. It aims to highlight gaps in existing literature and draw researchers' attention to unexplored areas within this theme.

### **Objective of the study**

The objective of this study is to conduct a literature review analyzing the representation of cultural values in Indian advertising. Additionally, it seeks to identify common trends and variations in scholarly research within this specific research theme.

### **Research Methodology**

The present research work is a narrative review study based on secondary data. The parameters used in the study are year of publication, journals and indexing, geographic scope, theoretical framework and themes covered, advertising media, and method adopted. These parameters are considered to identify the common trends and variations in the existing works of literature.

The research works for the study are sourced from online research-based platforms. Only those studies are selected that specifically address the incorporation of Indian culture in advertising. These articles are accessed through Google Scholar using keywords such as Indian, Culture, Advertising, and

Marketing Communication. Non-English articles, review articles, conceptual, theoretical, and non-empirical studies are excluded from the review.

After an extensive search, the researcher identified 31 research articles focusing on Indian culture and advertising. However, upon careful study, 13 papers were excluded due to lack of clarity, limited focus on culture, or poor drafting. Therefore, the present review is based on 18 selected research articles on the theme. Despite the limited number of studies reviewed, the selection was rigorous and focused on ensuring the validity and comprehensive coverage of Indian cultural values in advertising.

### **Discussion**

The discussion section of this study is structured around parameters used for analysing the identified research works of various authors. The parameters include years of publication, journals and indexing, geographic scope, theoretical framework and themes covered, advertising media, and method adopted. The brief discussion based on these parameters is as follows (see Table 1 in Annexure I for reference):

#### **Year of Publication**

The selected research works span from 1991 to 2024, comprising a total of 18 papers. Four papers were published before 2000, six between 2001 and 2010, five from 2011 to 2020, and the most recent three were published between 2021 and 2024. The number of research papers published varied over time. There were fewer papers at the beginning, more in the middle years, and slightly fewer again in the most recent years.

#### **Journals and Indexing**

Out of the total research works, just two were published in one single journal. The rest of the research works are spread across different journals. Additionally, 10 of

these journals are indexed in Scopus, and one is indexed in the UGC-Care List – I. Therefore, out of the 18 journals, 11 are indexed. This shows that the research comes from different places and is published in different journals. It also reflects that many of these journals are recognized and listed in important databases, which means the research is likely of good quality and gets noticed by other experts.

### **Geographic Scope**

Since the study explores how advertising in India includes cultural aspects, it mainly focuses on India. However, four research articles looked at comparisons between different cultures, with India being one of the countries they studied. This shows that along with the India-specific research, it also compares Indian advertising with other countries in some studies.

### **Theoretical framework and Themes covered**

The reviewed articles covered various themes and many studies are based on standard theoretical framework. These studies explored the established models such as Pollay's cultural values (1983), Cheng and Schweitzer's value model (1996), Pollay and Gallagher's cultural value model (1990), and Hofstede's cultural dimensions (1980), among others.

Three studies focused on Pollay's model of value (1983), while one study drew from Cheng and Schweitzer's value model (1996). Another study was based on Pollay and Gallagher's cultural value model (1990), and one utilized Hofstede's cultural dimension (1980). The remaining studies derived their models from various literature sources.

In the context of the theme covered, diversity is highly visible. Researchers have examined the use of hedonistic consumption appeals in advertisements and one study reflected upon the evolution of advertising in Indian-language newspapers.

One study focussed on the use of cultural values in the advertisements of multinational corporations vis-à-vis Indian-origin enterprises. Existing research also covered the themes of advertisements targeting women, outdoor advertising practices, and the perspectives of advertisers on cultural depictions in Indian advertising.

Furthermore, the articles explore cultural identity, the hybridisation of culture in advertisements, and the glocalization phenomenon in Indian TV commercials. Through conceptual models and frameworks, researchers sought to understand the complex relationship between global and local cultural values. Collectively, these studies provided valuable insights into the relationship between culture and advertising. The existing literature on the themes provides a deeper understanding of how values, traditions, and societal norms influence consumer behaviour and marketing strategies, both in India and across diverse cultural contexts.

### **Advertising Media**

The review suggests that most of the articles have focussed only on one type of advertisement based on the media. It also reflects that researchers have diverse choices with respect to advertising media as the focus of the study. Seven of the research articles explored television advertisements, while another five focused on print advertisements. Only one article chose to study outdoor advertising. There is only one article that is based on two different media of advertisement - television and print. Moreover, only one research work studied the online advertisements that are broadcast/played on YouTube.

The review also observes that the two studies didn't reflect upon the type of advertising they are studying. Furthermore, only one study didn't focus on advertisement as it was focused on the perspective of advertisers on the use of culture in advertisement.

However, many media are yet to be covered by the research community which can carry Indian cultural cues influencing the audiences and their choices. Some of the media that fail to attract the attention of researchers are radio, digital media (leaving audio-visual), transit media, Cinema, Speciality, Influencer, and many more.

### **Method Adopted**

The most prevalent method for understanding the integration of culture in advertising practices is content analysis. This approach was used by ten studies. Following closely behind is the survey method, employed in four studies through the use of questionnaires. Additionally, one article utilised a case study, another employed narrative, and a third used focus group discussion as their research approach. Moreover, the articles employing content analysis share a similar theoretical foundation, suggesting a common theoretical framework among them.

### **Outcomes of the reviewed literature**

The outcome of the present study is classified into three sections based on the objectives of the study and research questions. The first section reflects upon the Indian cultural values in advertisements, followed by common trends and variations in the reviewed works.

### **Cultural values in Indian advertisements**

The study observes that various Indian values are reflected in advertisements targeting Indian consumers. The values represented both traditional and contemporary aspects of Indian society. These values include Family, Relationships, Togetherness, Respect for work and people, including elders and hierarchy, Respect for traditions, customs/rituals, religious symbols, Festivals, God worship, Tradition, Maturity, Aspirations, Success, Achievement, Cooperation,

Courtesy, Individualism, Modernity, Youth, Fun, Leisure, Adventure, Nature, Quality, Effectiveness, Convenience, Gifting trends, and Technology.

Notably, Indian advertisements usually emphasise non-materialistic values over materialistic values. In rural areas, outdoor advertising incorporates local culture and language or dialect. However, Indian advertisements often stereotype women by associating achievement with men and hedonism (pleasure or happiness or image) with women. Moreover, it also unearthed that MNCs are not reflecting the dominant values of Indian audiences in their advertisements. The review also discusses cultural and language hybridizations, where different cultures or languages are amalgamated to appeal to diverse audiences.

### **Trends**

The analysis of literature on Indian culture and advertising practices from 1991 to 2024 reveals several key trends. There is a varied publication timeline, with a peak in the middle years and fewer recent studies. Research is spread across many journals, with most being well-indexed, indicating quality. While most studies focus on India, some include cross-cultural comparisons. Common theoretical frameworks include Pollay's cultural values, Cheng and Schweitzer's model, and Hofstede's dimensions. The themes explored range from hedonistic appeals and the evolution of Indian-language advertising to cultural values in MNCs and gender-targeted ads. Television and print are the main media studied, with little focus on other types. Content analysis is the most common method, followed by surveys, case studies, narratives, and focus group discussions, highlighting a qualitative approach to understanding cultural integration in advertising.

Furthermore, a recent trend observed in advertisements is the emergence of a Glocal (Global + Local) identity, which reflects the integration of both local and global cultural identities. This integration is particularly promoted in the

advertisements of MNCs. In contrast, some studies have also observed that Indian culture is not depicted rightfully in the advertisement. Thus, revealing a gap between the expectations of the audience and the actual integration of cultural aspects in the advertisement.

### **Variations in the reviewed work- Distinctness and Commonalities**

Each article had its own goals, so their findings and observations varied at great length. However, similarities in the outcomes of the studies do exist to some extent. Moreover, some studies are based on different value models and many are based on the modified version of standard value models. This variety in the cultural value model adopted by the researchers may reduce the importance of comparing outcomes. However, the outcomes of these studies also reflect various trends worth mentioning. Across the 18 studies, a consistent outcome is the deep influence of cultural values on advertising practices. Whether it's the portrayal of tradition, modernity, quality, or youth in Indian advertisements, or the adoption of Western values by multinational corporations (MNCs), cultural values serve as a cornerstone in shaping advertising content and strategies. Moreover, gender stereotypes persist in advertising, particularly evident in products targeted towards women, where achievement and success are often associated with men, while hedonistic appeals prevail.

Amidst these commonalities, the studies also reveal the distinct outcomes of the selected studies. Some articles explore the historical evolution of advertising practices, while others focus on contemporary trends or comparative analyses between different cultural contexts. Additionally, the role of multinational corporations in reflecting Western values varies, as does the influence of product categories on advertising content and preferences.

The present study primarily aimed at identifying the cultural values portrayed in Indian advertisements and exploring common trends and variations in scholarly articles available in the public domain. The discussions made above conclude that the research objectives of the present study are satisfactorily accomplished and the research queries are answered.

### **Advertising Implications**

Considering the observed trends in advertising, understanding the implications for marketers and advertisers is crucial. These implications are twofold based on current advertising trends. Firstly, the emergence of a Glocal identity offers marketers an opportunity to appeal simultaneously to local and global audiences. By blending local cultural elements with global themes, advertisers can cater to the cultural diversity of their target markets while maintaining universal appeal. This approach enhances consumer engagement and loyalty by fostering cultural relevance and authenticity in advertising campaigns. Secondly, the gap identified between audience expectations and the actual depiction of Indian culture in advertisements emphasises the necessity for marketers to adopt more culturally sensitive and contextually relevant advertising strategies. Accurately representing diverse cultural values and norms can improve consumer perception and brand acceptance. Marketers should aim for a balanced portrayal of Indian culture that resonates with the values and aspirations of their audience, thereby building stronger connections and trust.

### **Limitations of the Study**

The limitations of this study include its reliance on a small sample size of 18 research articles, potential subjectivity in the narrative review approach, and exclusion of non-English and non-empirical studies. The dominant use of content analysis in the reviewed papers limits generalizability. Additionally, the conceptual

frameworks used may not fully capture the essence of Indian cultural values. Moreover, the use of only eight parameters in analysing the identified literature may have limited the scope of the present study.

### **Conclusion**

It is worth noting that, little attention has been paid to the research on Indian culture and its influence as far as advertising is concerned. This is evident by the fact that there are only a few articles published in this area as identified in the present study. Moreover, the present review highlights the extensive use of content analysis as a method of research. This creates a scope for future research based on primary data, focusing on understanding the perspectives of the audience and how culture is reflected in advertising. Furthermore, the conceptual frameworks of cultural values employed in these studies were developed by authors and thinkers from other countries. In many studies, values were considered distinct from culture and language, while in others, values and language were seen as integral parts of culture. These discrepancies reflect the lack of a standardised definition of culture or cultural values in the Indian context. In a cross-cultural context, a standardised international value model or cultural model is justified. However, studies specific to India need to be based on a cultural model that reflects Indian perspectives on culture and its constituents. At the same time, scholars must recognise that attempting to standardise cultural values for the whole of India would be a complex proposition, given the country's vast subcultures. India is a culturally diverse nation, comprising various sub-cultural groups. Understanding and developing a model for the Indian context is a challenging but not impossible task. Collaborative efforts among researchers are essential for comprehending subcultures and their interactions with both Indian and global cultures, thereby influencing advertising practices.

Culture comprises various elements, including language, cultural symbols, customs, rituals, and cultural values (Limbu & Mukherjee, 2024). This diversity suggests opportunities for future research to explore these elements individually and together. Understanding these aspects is crucial for developing comprehensive models that reflect Indian perspectives on culture and its influence on advertising practices. Moreover, there is also a notable gap in research on newer media forms like digital and influencer marketing and the integration of culture. Thus, emphasising the need for more comprehensive primary research focusing on the newer mode of marketing communication in the era of advanced information communication technology.

## References

- Albers-Miller, N. D., & Gelb, B. D. (1996). Business Advertising Appeals as a Mirror of Cultural Dimensions: A Study of Eleven Countries. *Journal of Advertising*, 25(4), 57-70. [10.1080/00913367.1996.10673512](https://doi.org/10.1080/00913367.1996.10673512)
- Chattopadhyay, A., Ali, S. S., Chakraborty, S., Acharjee, S., Roy, A., & Pal, S. (2023). Cultural Adoption Through Advertisements: International and Indian Scenarios. *International Journal of Research Publication and Reviews*, 04(02), 370–377. <https://doi.org/10.55248/gengpi.2023.4215>
- Cheng, H., & Patwardhan, P. (2010). One region, two worlds? Cultural values in Chinese and Indian TV commercials. *Asian Journal of Communication*, 20(1), 69–89. <https://doi.org/10.1080/01292980903440863>
- Cheng, H., & Schweitzer, J. C. (1996). Cultural values reflected in Chinese and U.S. television commercials. *Journal of Advertising Research*, 36(3), 27–45.
- Ciochetto, L. (2004). Advertising and Globalization in India. *Media Asia*, 31(3), 157-169. <https://doi.org/10.1080/01296612.2004.11726750>
- Dahl, S. (2004). *Cross-Cultural Advertising Research: What Do We Know About the Influence of Culture on Advertising?* (SSRN Scholarly Paper 658221). <https://doi.org/10.2139/ssrn.658221>
- Dash, A. K. (2021). Cultural appeals in Indian TV commercials. *International Journal of Indian Culture and Business Management*, 24(3), 386. <https://doi.org/10.1504/IJICBM.2021.119741>
- Dash, A. K., Patnaik, P., & Suar, D. (2016). A multimodal discourse analysis of globalization and cultural identity in three Indian TV commercials.

- Discourse & Communication*, 10(3), 209–234.  
<https://doi.org/10.1177/1750481315623892>
- Ford, J. B., Mueller, B., & Mueller, S. (2023). Forty years of cross-cultural advertising research in the International Journal of Advertising: a bibliometric analysis. *International Journal of Advertising*, 42(1), 119-127. [10.1080/02650487.2022.2138149](https://doi.org/10.1080/02650487.2022.2138149)
- Gupta, K. (2017). *Linguistic and Culture: The Issue of Hybridization in Indian TV Advertisements*.
- Hornikx, J., Janssen, A., & O'Keefe, D. J. (2023). Cultural Value Adaptation in Advertising is Effective, But Not Dependable: A Meta-Analysis of 25 Years of Experimental Research. *International Journal of Business Communication*. <https://doi.org/10.1177/23294884231199088>
- Hornikx, J., & O'Keefe, D. J. (2009) Adapting Consumer Advertising Appeals to Cultural Values A Meta-Analytic Review of Effects on Persuasiveness and Ad Liking. *Annals of the International Communication Association*, 33(1), 39-71. [10.1080/23808985.2009.11679084](https://doi.org/10.1080/23808985.2009.11679084)
- Jeffrey, R. (1997). Advertising and Indian-Language Newspapers: How Capitalism Supports (Certain) Cultures and (Some) States, 1947-96. *Pacific Affairs*, 70(1), 57–84. <https://doi.org/10.2307/2761228>
- Khairullah, D. H. Z., & Khairullah, Z. Y. (2003). Dominant Cultural Values: Content Analysis of the U.S. and Indian Print Advertisements. *Journal of Global Marketing*, 16(1–2), 47–70. [https://doi.org/10.1300/J042v16n01\\_03](https://doi.org/10.1300/J042v16n01_03)
- Kluckhohn, C. (1951). The study of culture. In D. Lerner & H.D. Lasswell (Eds.), *The policy sciences* (pp .86–101). Stanford, CA: Stanford University Press.

- Kroeber, A. L., & Parsons, T. (1958): The Profession: Reports and Opinion. (1958). *American Sociological Review*, 23(5), 582–590. <http://www.jstor.org/stable/2088917>
- Lee, W. (2019). Exploring the Role of Culture in Advertising: Resolving Persistent Issues and Responding to Changes. *Journal of Advertising*, 48(1), 115-125. [10.1080/00913367.2019.1579686](https://doi.org/10.1080/00913367.2019.1579686)
- Lee, W. (2019). Exploring the Role of Culture in Advertising: Resolving Persistent Issues and Responding to Changes. *Journal of Advertising*, 48(1), 115-125. [10.1080/00913367.2019.1579686](https://doi.org/10.1080/00913367.2019.1579686)
- Limbu, S., & Mukherjee, D. K. (2024). Cultural Attributes In Advertising: An Indian Perspective. *Educational Administration: Theory and Practice*, 30(1), Article 4. <https://doi.org/10.53555/kuey.v30i4.5988>
- Mooij, M., & Hofstede, G. (2011). Cross-Cultural Consumer Behavior: A Review of Research Findings. *Journal of International Consumer Marketing*, 23(3-4), 181-192. [10.1080/08961530.2011.578057](https://doi.org/10.1080/08961530.2011.578057)
- Mooij, M., & Hofstede, G. (2010). The Hofstede model: Applications to global branding and advertising strategy and research. *International Journal of Advertising*, 29(1) 85-110. [10.2501/S026504870920104X](https://doi.org/10.2501/S026504870920104X)
- Mortimer, K., & Grierson, S. (2010). The relationship between culture and advertising appeals for services. *Journal of Marketing Communications*, 16(3), 149-162. [10.1080/13527260802614229](https://doi.org/10.1080/13527260802614229)
- Nelson, M. R., & Paek, H. (2007). A content analysis of advertising in a global magazine across seven countries: Implications for global advertising strategies. *International Marketing Review*, 24(1), 64–86. <https://doi.org/10.1108/02651330710727196>

- Sengupta, S. (1996). Understanding consumption related values from advertising: A content analysis of television commercials from India and the United States. *Gazette (Leiden, Netherlands)*, 57(2), 81–96. <https://doi.org/10.1177/001654929605700201>
- Sengupta, S., & Frith, K. T. (1997). Multinational corporation advertising and cultural imperialism: A content analysis of Indian television commercials. *Asian Journal of Communication*, 7(1), 1–18. <https://doi.org/10.1080/01292989709388295>
- Sharma, S., & Bumb, A. (2020). Culture in advertising: Model for Indian markets. *Journal for Cultural Research*, 24(2), 145–158. <https://doi.org/10.1080/14797585.2020.1802143>
- Singh, D. G., & Khaira, K. S. (2020). Role of Cultural Values Among Youth on Segmenting the Advertising Across India. *Academy of Marketing Studies Journal*, 24(4). <https://www.abacademies.org/abstract/role-of-cultural-values-among-youth-on-segmenting-the-advertising-across-india-9678.html>
- Singh, T., & Schoenbachler, D. D. (2002). Women’s Advertising in Developing Nations: An Analysis of the Thematic and Information Content of Indian Magazine Advertisements. *Journal of Asia-Pacific Business*, 4(2), 3–28. [https://doi.org/10.1300/J098v04n02\\_02](https://doi.org/10.1300/J098v04n02_02)
- Srikandath, S. (1991). Cultural values depicted in Indian television advertising. *Gazette (Leiden, Netherlands)*, 48(3), 165–176. <https://doi.org/10.1177/001654929104800302>
- Swaminathan, F., & Bansal, I. (2014). *Indian Culture and its Reflection on Advertising: A Perceptual Study of Advertising Practitioners*. <http://gnanaganga.inflibnet.ac.in:8080/jspui/handle/123456789/1628>

- Swaminathan, F., & Zameer, A. (2017). A Study on the Dimensions of Cultural Values in Contemporary Indian Advertising. A Consumer Perspective. *Abhigyan*, 34(4), 24–37. <https://doi.org/10.1177/0970238520170403>
- Tylor, E. B. (1871). *Primitive Culture: Researches Into the Development of Mythology, Philosophy, Religion, Art, and Custom*. John Murray.
- Zhang, Y., & Neelankavil, J. P. (1997). The influence of culture on advertising effectiveness in China and the USA: A cross-cultural study. *European Journal of Marketing*, 31(2), 134-149. <https://doi.org/10.1108/03090569710157106>
- Zhang, Y., & Gelb, B. D. (1996). Matching Advertising Appeals to Culture: The Influence of Products' Use Conditions. *Journal of Advertising*, 25(3), 29-46 [10.1080/00913367.1996.10673505](https://doi.org/10.1080/00913367.1996.10673505)

**Annexure**

*Table 1: Descriptions of the select research articles*

<b>Sl. No.</b>	<b>year of publication</b>	<b>Researcher</b>	<b>Title of the research article</b>	<b>Journal Name</b>	<b>Geographic Scope</b>	<b>Theoretical Framework and theme covered</b>	<b>Media Cover</b>	<b>Method</b>	<b>Significant Observation of the Study</b>
1	1991	Srikandath, S.	Cultural values depicted in Indian television advertising	Gazette (Leiden, Netherlands)	India	The modified version of Pollay's (1983) cultural values to examine	Television	Content Analysis	Hightech, Fun, and Quality were the top three dominant values used in Indian advertising. Indian advertising promotes high technology, modernity, quality, fun, youth, and adventure.

						which are used most.			
2	1996	Sengupta, S.	Understanding consumption related values from advertising: A content analysis of television commercials from India and the United States	Gazette (Leiden, Netherlands)	Cross Cultural - India and USA	The use of four types of hedonistic consumption appeals in advertisements was investigated. These were image, hedonism, variety, and modernity.	Television	Content Analysis	US advertisements often emphasize materialistic values, while Indian advertisements tend to focus on non-materialistic values. These differences reflect the cultural values of each country. For instance, hedonism, variety, and modernity are more prevalent in US advertisements, whereas Indian advertisements

									sometimes rely on image appeal.
3	1997	Jeffery, R.	Advertising and Indian-Language Newspapers : How Capitalism Supports (Certain) Cultures and (Some) States, 1947-96.	<i>Pacific Affairs*</i>	India	History of the collaboration between Advertising and Indian Language Newspapers. It narrates the evolution of English	News paper	Narrative	Reflected on the evolution of Indian language advertisement

						advertisements into Indian language advertisements in newspapers			
4	1997	Sengupta, S., & Frith, K. T.	Multinational corporation advertising and cultural imperialism: A content analysis of Indian	<i>Asian Journal of Communication*</i>	India	The presence of Pollay and Gallagher's (1990) cultural values were examined.	Television	Content Analysis	Indian-owned business tends to favour cultural values like tradition and maturity in contrast to MNCs favouring cleanliness, modernity and technology. MNCs also tend to reflect more

			television commercials			The definition of the cultural values was modified to make it relevant to Indian culture. The use of cultural values in the advertisements of MNCs and			on Western values through advertising.
--	--	--	------------------------	--	--	--	--	--	--

						Indian Origin Business are examined.			
5	2002	Singh, T., & Schoenbachler, D. D.	Women's Advertising in Developing Nations: An Analysis of the Thematic and Information Content of Indian	Journal of Asia-Pacific Business *	India	Themes of advertisements: 21 themes were used to examine which themes are mostly used by advertisement	Print Magazine	Content Analysis	Indian advertisements often stereotype women, associating achievement with men and hedonism with women. Advertisers seem to limit women's decision-making to lower-value, non-durable goods. Women's magazines frequently feature themes of

			Magazine Advertisements.			nts targeting women			hedonism, foreign settings, tradition, individuality, medicinal benefits, and conformity.
6	2003	Khairullah, D. H. Z., & Khairullah, Z. Y.	Dominant Cultural Values: Content Analysis of the U.S. and Indian Print Advertisements	Journal of Global Marketing*	Cross Cultural - India and USA	32 cultural values developed by Cheng and Schweitzer (1996)	Print Magazine	Content Analysis	Cultural values that are mostly reflected in Indian advertisements are adventure, convenience, courtesy, effectiveness, leisure, nature, quality, technology and others. The reflection of cultural values is based on the categories of products being advertised.

7	2004	Ciochet to, L.	Advertising and Globalizatio n in India	Media Asia*	India	Outdoor advertising practices	Outdo or Media	Case Study	Outdoor advertising reflects local culture especially targeting rural areas. The local language is dominant.
8	2007	Kumar, S. R., Guruva yurapp an, N., & Banerje e, M.	Cultural values and branding in an emerging market: The Indian context	The Marketin g Review	India	32 modified values based on different literature reviews are examined	Silent	Survey	Dominant Indian values observed were Gifting trends, Cooperation, Individualism, Respect for Work and others. MNCs are not reflecting the dominant values of target audiences in their advertisements.

9	2007	Nelson, M. R., & Paek, H.	A content analysis of advertising in a global magazine across seven countries: Implications for global advertising strategies	International Marketing Review*	Cross Cultural: India and other six countries	Parameters: Spokesperson and Language	Print Magazine: Single magazine, local edition of Cosmopolitan	Content Analysis	Comparatively Indian Magazine has fewer MNC advertisements. Along with the USA, in India English is highly used in advertisement. In comparison to others, in India and Brazil, MNCs were using more domestic models as spokespersons.
10	2010	Cheng, H., & Patwar	One region, two worlds? Cultural values in	Asian Journal of	Cross Cultural - India and China	Eastern values - tradition, collectivism,	Television	Content Analysis	Chinese advertisements frequently use symbolic values, such as collectivism, modernity,

		dhan, P.	Chinese and Indian TV commercials	Commun ication*		<p>                     veneration                      for elders,                      and                      oneness                      with nature                      Western                      values -                      modernity,                      individualis                      m,                      hedonism,                      and                      manipulatio                      n of nature                 </p>			<p>                     and youth. Indian                      advertisements                      consistently use utilitarian                      values like effectiveness,                      along with symbols of                      modernity and                      individualism. Chinese                      advertisements also often                      reflect values like respect                      for elders, unity with                      nature, health, wisdom,                      and patriotism. Indian                      advertisements, on the                      other hand, frequently                      emphasize efficiency and                      quality. Western values                 </p>
--	--	-------------	---	--------------------	--	--	--	--	--

									are more evident in Indian than Chinese advertisements. Product categories often determine the dominant values used.
11	2014	Swaminathan, F., & Bansal, I.	Indian Culture and its Reflection on Advertising: A Perceptual Study of Advertising Practitioners	Indian Journal of Marketing*	India	Understanding the perspective of advertisers about the culture depicted in Indian advertising	no media	Survey	Culture in Indian advertising is reflected through the themes of family, togetherness, achievement, relationships, aspirations, and success. The language styles employed are simple, entertaining, persuasive, emotional,

									and soft, and often blend English with vernacular languages. The values emphasized in advertising include ambition, seeking value, aspiration, respect for elders, honesty, and social status.
12	2016	Dash, A. K., Patnaik, P., & Suar, D.	A multimodal discourse analysis of glocalization and cultural identity in three Indian TV	Discourse & Communication	India	cultural identity	Television	Content Analysis	different brands are using conflicting cultural identities. Some brands focus on creating a Desi identity and some focus on a Glocal identity.

			commercials						
13	2017	Gupta, K.	Linguistic and Culture: The Issue of Hybridization in Indian TV Advertisements.	the Criterion	India	Hybridisation of culture in advertisement	Television	Observation	Cultural and linguistic hybridizations create an impact on gaining audience attention as it reflects upon their hybridisation habit.
14	2017	Swaminathan, F., & Zameer, A.	A Study on the Dimensions of Cultural Values in Contemporary	Abhigyan	India	Cultural dimension by Hofstede (1980) Pollay's 42	Print and Television	Survey	Power Distance is highly visible in Indian advertising. Reflects society treating everyone with respect. Gender roles are defined

			ry Indian Advertising: A Consumer Perspective			appeals (1983).			clearly with men usually shown with more power. Respect for elders and hierarchy is clear in the advertising The individualistic desire for success and a better lifestyle are also reflected. Uncertainty avoidance like fear of failure, pessimism and worrying about the future are reflected as well.
--	--	--	---	--	--	-----------------	--	--	---

15	2020	Sharma, S., & Bumb, A.	Culture in advertising: Model for Indian markets	Journal for Cultural Research*	India	32 values modified from Pollay's 42 value (1983) Effect of cultural values on recall	Print	Survey	Four latent variables were identified - 1. Individual traits, 2. Fun and Frolic/Pleasure traits, 3. Religious traits, 4. Interpersonal Traits The third latent variable comprises cultural values - god worship, festivals, customs/rituals, values, religious symbols and temples. These factors are most effective in advertisements.
----	------	------------------------	--	--------------------------------	-------	--	-------	--------	--

16	2021	Dash, A. K.	Cultural appeals in Indian TV commercials	International Journal of Indian Culture and Business Management#	India	Conceptual model of glocalisation in Indian TV commercial Global and local cultural values are summarised in 12 values	Television	Content Analysis	Glocal cultural appeals are more frequent than global and local cultural appeals. Foreign companies are dominantly using global appeals. The use of local cultural appeals is very less in advertisements.
17	2023	Chattopadhyay, A., Ali, S. S.,	Cultural Adoption Through Advertisement	International Journal of	India	Indian culture in general	Silent	Focus Group Discussion	Indian culture is not depicted rightfully in the advertisement. There is a gap between the

		Chakraborty, S., Acharjee, S., Roy, A., & Pal, S.	nts: International and Indian Scenarios	Research Publication and Reviews					expectations of the audience and the actual integration of cultural aspects in the advertisement
18	2024	Limbu, S., & Mukherjee, K.	Cultural Attributes In Advertising: An Indian Perspective	Educational Administration: Theory and Practice*	India	Element-based cultural framework: Language, Cultural Values, Customs &	Audio-Visual : youtube	Content Analysis	Language and Cultural values are heavily displayed in Indian advertisements. Cultural symbols are moderately used and Customs & Rituals are least used in the advertisement.

						Rituals, and Cultural Symbols.			
--	--	--	--	--	--	--------------------------------------	--	--	--

*Source: Compiled by the authors based on reviewed studies.*