

Impact Of Global Advertisement Over Local Societies

Gurpreet Singh, Dr. Aarthy Chellasamy, Siddhant Agarwal

Business and Management Sciences, Christ (Deemed to be University), Bangalore

DOI: 10.29322/IJSRP.11.01.2021.p10915

<http://dx.doi.org/10.29322/IJSRP.11.01.2021.p10915>

Abstract- As various countries are progressing, so are the opportunities for companies to grow on the global level. In today's world, various companies are going international, meaning they are setting up in more than two or more countries leading to diversification, increased operations, sales, purchases, etc. This led to an increase in the advertisement sector, as the company tries to grab different available opportunities, leading to a popular advertising technique called global advertisement. Microsoft, Apple, and Coca-Cola majorly use these techniques. But they might have a different impact on local societies as global advertisement means the same advertisement used in different countries. But the author knows that it is a challenging task to account for different cultures being practiced. So, there might be an impact of global advertisement on local societies.

In this research paper, the author will study how it impacts local societies all over the world. To achieve the motive of the research, data is collected through the survey research method. The survey research method is used to collect quantitative data. After data collection, data is statically analyzed to describe the trend and test the research topic or hypothesis. In this research, the Authors would be going through a Cross-sectional survey design, which studies the current attitude or belief, opinion, or practices. The population studied is the person who has access to internet facilities and is little educated. This sample would signify a fair sample of society and define the behavior needed to achieve the research objective and get unbiased information for research and interpretation. The authors use the Descriptive Statistical Analysis technique to get primary data as there has been no research on India. For the analysis, the Authors would calculate the correlation, pie charts, Bar graph. SPSS had been used for interpretation and analysis.

Index Terms- Advertisement, Global, Purchasing, MNC's

I. INTRODUCTION

According to research, most Multi-National Companies have most of their profit and sales from selling goods to the consumer in highly developed countries. Initially, these companies try to present in all developed nations. After that, they come to developing nations to expand their market, but their primary focus is on urban cities where consumers are upper-middle class. Finally, after conquering the middle class, they come to the lower classes to sell their product. Still, during this time, there might be some effect of marketing techniques used by them over their potential customers as from covering customer in developed nations. Under developing nations, they might create a different image of them, which might affect their brand value when they enter into underdeveloped nations. Many MNC's have turned their attention toward Four billion consumers present in developing nations' remote communities. As they are in remote places, it is difficult to advertise these products to them as they are poor, so their primary focus is on the cheap product and uplifts their living standard. Second, there are no proper media and communication means to provide them with goods and services. So, this becomes a challenging task for MNC's to how can they reach them and how they need to price their goods and services, and which type of product would be beneficial for them so that poor can buy them. Also, most developing nations are becoming stable and open to foreign direct investment, and people realize the need to uplift their living standards. How can MNC's can neglect these markets and, according to the world bank, many developing nations have a growth rate of four percent, which is twice that of developed nations? Leading to a great opportunity in these countries. So, how global companies are using advertisement to make a change in the consumer buying decision? The most prominent companies which use this technique are Coca-Cola, McDonald's, and Microsoft. This study would help us understand how the company should make an advertisement to do so if they want to expand quickly. Also, to find the best way a company can make an advertisement to create brand value worldwide. They add on to create an advertisement that does not disturb the people's sentiment and help the company while expanding. This study would elaborate on changes in their advertisement techniques as the data over this concern is valuable as they are not readily available. The objectives of the study are as follows:

- This study would help us to find out the impact of global advertisement on local societies.
- Examine people behavior toward advertisement which are produced globally.
- Identify the direct and indirect effects of global advertisement on people residing in small communities representing the bulk of local societies.

II. REVIEW OF LITERATURE

Influence of Television Advertisement on Purchases Made for the Children

In the age of fancy advertisements, parents cannot do anything because if their child decided to get a new video game, candy, dress, toy, etc., they become helpless and are bound to get them by just looking at some advertisement things. No parent wants their child to lack behind, and they simply want their child to enjoy every luxury possible. These advertisements are the easiest way in which the company gains the young mind of the child. Every parent loves his/her child more than anything in the world, and therefore just to fulfill their needs, they try to do every possible thing. Earlier, children were given books in the free times, but now they are no longer provided with books. But they are instead given a fancy iPad or iPhone to consume their time playing games or watching videos. Even a specific education institute has provided a whole new base to learn. They are providing education online, which leads to more time using phones and tablets and avoiding certain things. Fast food joints are the best example of this advertisement children effect. Whenever we visit McDonald's, the first things that come to our notice are the big ads and massive discounts. Many movies tie-up with these joints to provide specific goodies with them, and therefore children are easily convinced to buy the item just because they want the goodies. This is the best marketing strategy that fast-food joints use. (Vasmih, 2014)

Social Media Research in Advertising, Communication

Advertisements have a great power to influence our behavior towards various products. They not only shape our minds, but they positively influence us to use certain products. We often end up buying certain goods that we don't even need, but just because these fancy advertisements hit us so bad that we end taking that product. It's just not our behavior, but it can shape our aspirations. After seeing certain advertisements, we develop certain expectations from that product and company or brand. These expectations can sometimes do severe damage to us. We start trusting certain brands after seeing their advertisements, but this is what they want. They want us to trust them so that their profitability and customer base increase. In the business world, coming up with new techniques and ways to introduce a product is what every company is mostly concerned about. They want their product to be the best. Many small companies are using highly using social media platforms to advertise their products. Instagram, Facebook, and even Snapchat are highly used to advertise the product that the company wants. As everyone worldwide uses these apps on a vast scale, the company takes this as an opportunity to advertise their products. This method of advertising is relatively cheaper. (Hyoungkoo Khang, 2010)

A philosophical defense of advertising

Many of the philosophers all around the world believe that "Advertising is the greatest art form of the 20th century." In a communication summit, many philosophers concluded the definition of advertisement by this. They concluded that it's not less than art because very high thinking skills are required to advertise a product and make it the best. We've been seeing how the advertisement industry is coming up with new advertisements these days; they have pushed the appropriate limits. We can't escape the heavy bombardment that has been going on in the advertisement sector because where ever go or the apps we used, they are all around us. This has also heavily impacted our thinking, and the cultural aspect of various societies have witnessed many changes. These changes are good and bad in certain aspects. Societies are getting modernized, and they are learning the new meaning of life. People believe in the change now. Earlier, they weren't reluctant to change, but now they welcome it; trying new products and living differently is what everyone is focusing on. The advertisement has very well shaped the market and the needs of the people. This form of art has no end to it, new ideas and creativity of the people have taken this advertisement industry on a whole new level, and the future holds a lot more. (Kirkpatrick, 2010)

Are Lifestyle Brands Squeezing Out Luxury?

Branding, marketing, advertisements have become an essential part of our lives, and we can't avoid them. People are moving towards a more sophisticated lifestyle, and they want whatever they have it should be the best. India's very original clothing type, Khadi, has been completely lost with time, and people are purchasing their clothes from companies like Gucci. U.S. Polo, Nike, Puma, and the list is never-ending. Everything that we consume has a class, and companies make certain products that are class-oriented, just like U.S. culture. But it's not their fault as Indians have followed western culture for a very long time. People have created their high-class societies, and they are living their life very differently. Advertisements have played a significant role in doing so as some huge companies make very few advertisements, but whatever ads they make, they are the best in the class. They don't settle for less; they sign contracts with some rich Actors/Actress, and therefore they define a

class apart. For those who have money for them, it's okay to spend money, but people are following the diplomacy of this lavish lifestyle, and therefore they are spending more their earnings just to satisfy their ego and try to live life in the best way they can. Societies that we classify as the upper class have a completely different way of living their lives. They have planted the roots of western culture in their hearts and souls. They want to enjoy every luxury possible, and most of them are leaving the societies in which they were born, and they are welcoming this change with a smiling face. (Weinswig, 2010)

The role of advertising in society

We live in a world where our societies shape our mentality and give us a sense of belongingness. Since ancient times, the societal concept has been going on, and there's no way people can avoid their society. We all believe that society gives us a way to live life. It teaches us the ideologies, tells us what's right and wrong, the moral values, and the ethics we are supposed to follow. There were very few recognized societies in ancient times, but now we've more than thousands of societies worldwide. But the fascinating fact is that they all are not very different from one another, and they all have some common beliefs and ideologies. Most of the societies want peace, apart from some like Al-Kaeda, etc. These societies tell us that every individual has his/her place in the world. It helps to take our stands, and without society, there won't be a base for humankind to live on. This is a matter of truth, and one should respect it. But we shouldn't blindly follow the societies' ideologies, and we should even think whatever we are doing is right. Societal beliefs and norms should be followed, but they shouldn't be the basis to judge other people and discriminate. (Ohio State, 2010)

Video games and their effect on modern-day society

Gone are the days when people loved to play outdoor games. Now we prefer to open our Play stations and spend some time playing a variety of games. This is one of the newest kinds of society that has been formed by gaming enthusiasts, and they are trying to bring all the game lovers from all across the world to join them and play along with them. The Americans highly recognized this gaming industry, and just like any other thing, they made it a global thing. Several gaming competitions are going all around the world, and they are heavily priced too so that people can pursue their passion for gaming. People can play along with someone sitting in China, thanks to the high mobility internet setting that we see these days. There are colossal gaming society created, and people are involved in them as global players. They share their beliefs and interest in the games and create strategies. This gaming society is not a bad thing, though, but it's doing no good to humankind. People are just coming up with new games and setting up their giant screens and controllers. They can invest that time in doing something productive; they completely ignore that their health is being adversely harmed. But just like they are unaware of this fact. This gaming society has emerged highly because of the gaming companies' fancy advertisement for the worldwide spread. People promote their games in various ways, and for every child, playing video games gives them hell lot of joy, so they simply watch the advertisements in the magazines, videos, etc., and hit the provisions to get their hands on one. (Susain, 2009)

Brand Confusion in Advertising

There is a belief that is eating up many profitable brands. The belief is that advertising affects consumer behavior, and they tend to use the product that they see the most on their television screens or elsewhere. Many profitable brands cannot take their stand in the market very well because of this belief. They don't have sufficient money, or they don't feel like spending a considerable chunk of money on the advertisements. They believe that their product doesn't need to be advertised as it will unnecessarily increase the product's cost. Most of us must not be knowing this fact, but for every product that we buy, we pay 60-65% of the advertisement expenses. That means that the coke available in the market for Rs15 we pay 10 rupees for the advertisement expense incurred, and the actual price of the product is just Rs 5. This is the hard reality of product marketing and advertisement. Some profitable brands with better products and lower prices don't sell a lot because they don't have fancy advertisements and packing. The consumer should understand the quality for the price that they are paying. Understanding this is one of the biggest deals of all time, but most people don't understand this concept. They focus on the advertisement and blindly buy the product because some famous people were using it. Nestle's Maggi faced serious issues because many film stars eating Maggi in the advertisement ended up facing severe trouble after Maggi's ingredient quality was exposed. The advertisement and marketing diplomacy should be considered, and people shouldn't buy the products blindly. (Verhallen, 2009)

The dark side of advertising

Everything in the world has a dark side. Whether you like it or not, but this is reality, and you can't deny it. Advertisement, to holds a dark side. Many philosophers have portrayed the dark side of the advertisement industry all across the world. They believe that this advertisement is sometimes very misleading and certain products which don't require to be advertised are also coming in the race just because it has become a trend to advertise things. This is doing no good to us as people see many posters, videos, etc., which easily distract them.

More than 3000 product advertisement is being made all around the very in every 15 minutes. Such advertisements will confuse the customers, and they might not be able to select a brand. These advertisements are often very misleading and easily take the wrong turns as people interpret them differently. One example can be the Tide balls. People found it so attractive that they started consuming it, and it sort of became a challenge game all across the globe. Apart from this small thing, many sites use advertisements to commit frauds and scams. They post encrypted ads that take you to different pages, and there if you even click something, you might lose a handsome chunk of your money. This advertisement sector certainly needs specific regulations and rules so that it doesn't harm any individual or community. (Devine, 2007)

Country-of-origin effects in consumer processing of advertising claims

We know how the countries are divided based on developed and under-developed nations. These nations have different styles and entirely different life patterns, but every country tries to get their stand in the developed country list. We believe that the developed nation has better options and a better understanding of life and so on. But is that the reality? It's not the truth because every person and every society has their meaning of life, and they have a whole different mindset. Moving to the advertisement sector, many countries' advertisement is entirely country centric as they have all the necessary public and consumers to meet their advertisement requirements. For example, in a country like India, McDonald's can't bring the Hamburgers as they won't get enough consumers. Therefore, in the countries where they cancel these Hamburgers, they put on ads for that particular country and not everyone. Advertisement helps the company understand the public's requirements because companies often start to display their advertisements even before the product is even launched. Public, they see the ad and decide whether they want this product or not. Companies are also using social media platforms to get the audience poll for a particular product they wish to introduce. If they get enough hatred they want against the product, they never launch it. It's straightforward to understand what the audience wants as people can use various features on various social media platforms. (T.G. Meulenberg, 2005)

Advertising Research: Theory and Practice Joel

Why is advertising a product so important? The response to this simple question is that the company wants to attract a more significant number of customers. These advertisements are simply paid promotions. Channels, YouTube videos, and Instagram get a lot of money to promote the product and put up their advertisement to see and buy the product. In the movies, also we see many advertisements; they are simply for promotional purposes. The advertisement industry spends approximately \$190 million on annual advertisement expenditures. Another fascinating fact that most of us won't be aware of is product placement. So, product placement simply means putting up the product in the running video in such a proper way that audience considers it as a part of the video. Still, it's a kind of advertisement technique that is gaining a lot of attention. An example of such placement will be James Bond driving Aston Martin in all his movies because it is one of the movie's highest investors. This is one of the most outstanding examples of product placement. People are finding this an excellent opportunity to advertise their products as it's straightforward to show. No specific strategy is required to advertise their product. Moreover, an actor/actress is shown using the product, which improves the company's goodwill and overall recognition. (Davis, 2005)

Green advertising affects attitude and choice of advertising themes.

International advertising can be seen as the global communication process as the companies try to communicate with many audiences through this advertising technique. This communication process accounts for multiple cultures, their values, traditions and interest, and most importantly, their language. Through these international advertising companies, they try to capture societies together because one person won't make any relevant changes to the company's interest, but gaining the trust and interest of society helps the companies boost their development and global expansion. We can state that International advertising is a significant force that portrays specific values and social values worldwide. All the companies are trying to capture several customers than ever, and they are trying to do everything to get that form of attention. Several companies are providing a variety of offers and deals. They are spending like anything to meet up customer expectations and fulfill their demands. (Medium, 2005)

Are Lifestyle Brands Squeezing Out Luxury?

The urban culture has taken all over the world. From tiny towns to big cities, it's everywhere. People can't travel to Asia, Africa, or America if they don't consider this urban change. The world is more inclined towards the development of global culture. It's a kind of symbol of transnational culture - advertising, shopping centers, fast food chains, and movies; this all gives us the feeling of being at home in every part of the world. Societies are coming together, and they believe in living together and helping others. There are specific intangible attributes to this overall global development. Some believe global culture is the result of state integration, which started after World War II. A different country is now trading with one another and sharing their thinking and ideologies

for global development. Certain studies show that this whole process wasn't as straightforward as it sounds. People have accepted this overall development, and they now trust the other country people. People believe in opening up with the world now, which wasn't the case earlier. The societies worldwide share some of the other common ideologies, which has led to such a global development and integration that we see today. (Richard, 2002)

Is modern Western culture a health hazard?

Several advertising agencies characterize the world of advertisement. We see so many companies competing against each other for gaining their market value and creating their goodwill. Many agencies have developed an extensive network. They perform well in this area as we see so many advertisements regularly and probably the fastest growing industries in the recent era. These networks often include both wholly-owned subsidiaries and formal offices throughout the world. As the gift on the internet has reduced the distance to just nothing. Companies outsource this advertisement to other countries and get their advertisement produced and use it in some other country. To gain and establish greater control over their advertising, most advertisers are coming up with the idea of collaborating with the other advertising agencies. To establish global recognition, many companies are consolidating with other agencies to run their business together. (Mehi, 2000)

Advertisers and Themes

Advertisers heavily rely on specific themes. Some of the themes are happiness, success, status, fashion, and beauty. One of the most critical factors that the advertisers try to avoid is social contradictions and class differences. They never promote such practices as this will affect their work and the brand at the same time. They make ads that are not violent. They try to account for the values and beliefs of the social groups present out there. The advertisement industry's essence is to gain the maximum consumer base by creating an advertisement that suits everyone's feelings. They try to capture the minds of the people. After all, they want more and more people to come and do their business with them. These themes help companies attract a category of consumers. We've widely seen how beverage companies have always focused on the advertisement theme of people consuming the drink and enjoying it. This has been working on for a very long time, and now consumers recognize the advertisement before the product is even displayed because they are so used to it. (D'souza, 1995)

Influence of Television Advertisement on Purchases Made for the Children

International advertising tries to target more than one country audience. They focus on capturing many countries together for global expansion. As we all know, companies try to expand globally and focus on a global expansion strategy. This international advertisement is one of the following strategies that many companies follow to target more people. Their target audience isn't limited to one country. Companies with the help of advertisement agencies create ads and then use the voice-over techniques for launching that same ad in different parts of the world. They are trying to use one single ad to gain the maximum number of people throughout the world. The best example of such companies as Coca-Cola, PepsiCo, etc. (Douglas & Craig, 1995)

III. RESEARCH DESIGN

To achieve the motive of the research, data would be collected through the survey research method. The survey research method is used to collect quantitative data. In this method, the researcher collects quantitative data through a questionnaire or interview. The questionnaire or interview questions are basically about their opinion, behavior, and attitude toward the topic. After data collection, data is statically analyzed to describe the trend and test the research topic or hypothesis. In this research, the Authors would be going through a Cross-sectional survey design, which studies the current attitude or belief, opinion, or practices. The population calculated is the one who has access to internet facilities and is little educated. This sample would signify a fair sample of society and define the behavior needed to achieve the research objective and get unbiased information for research and interpretation. For this research, the Authors are using random stratified sampling techniques. According to this technique, the population is divided into strata or sub-groups with similar characteristics that Authors need to get the result and out of these strata. Authors would select the random answer, which would help us get unbiased data to get an unbiased interpretation. For the analysis, the authors have used correlation, pie charts, Bar graphs. SPSS had been used for interpretation and analysis. For the research on how global advertisement affects local societies, our hypothesis for analyzing and interpreting data from the questionnaire would be:

- H_0 – Global Advertisement affect local societies
- H_1 – Global Advertisement does not affect local societies

VARIABLE

Dependent variable –Local societies

Independent Variable –Distinct ideologies

INTERPRETATION AND ANALYSIS:

Your gender?

302 responses

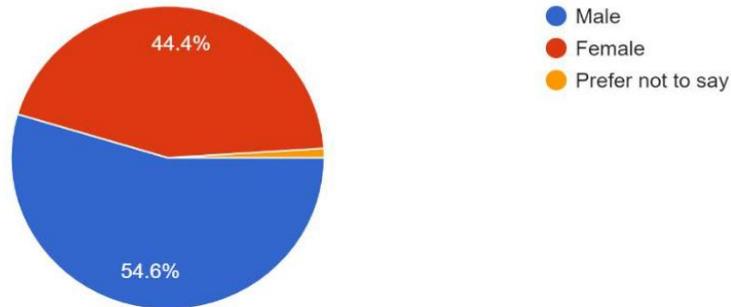


Figure 1 Gender

Does the advertisement impact your shopping decision?

302 responses

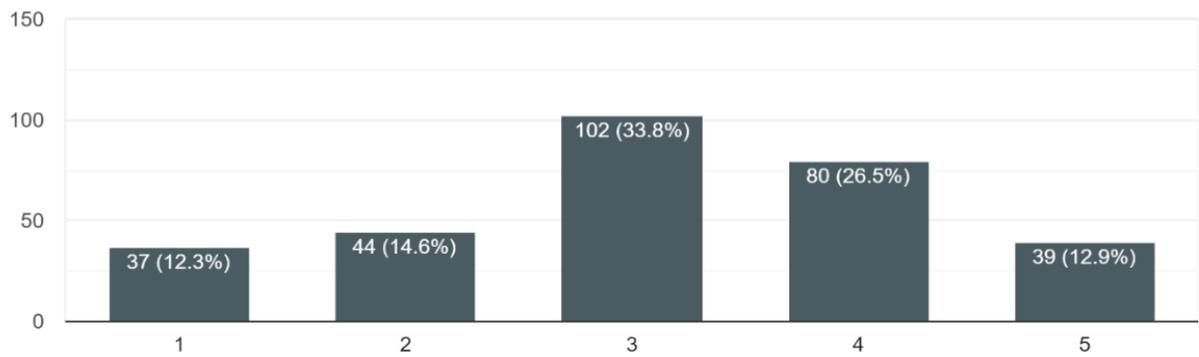


Figure 2 Advertisement impact on shopping decision

Where do you see most of the advertisement?

302 responses

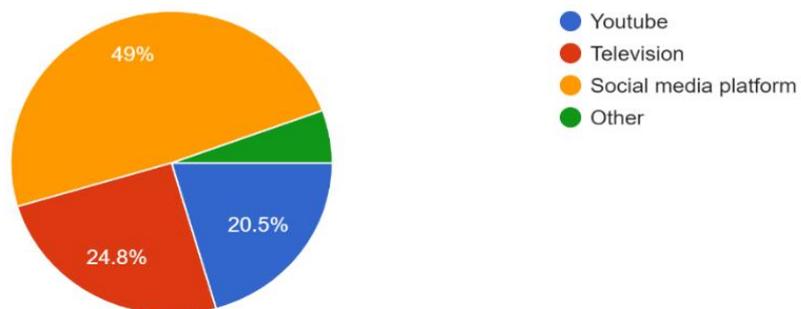


Figure 3 Popular advertisement platform

Please tell us if you agree or disagree with each of the following statements

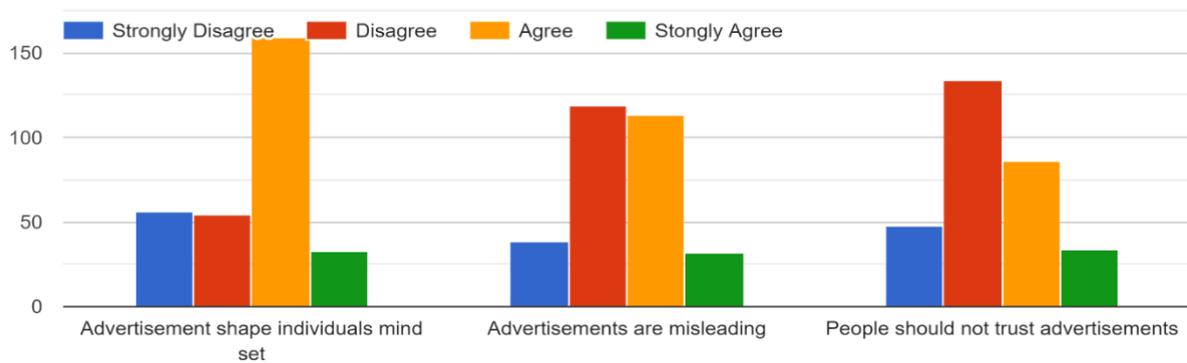


Figure 4 Mindset about Advertisement

Do you use the same brand products as everyone around you?

302 responses

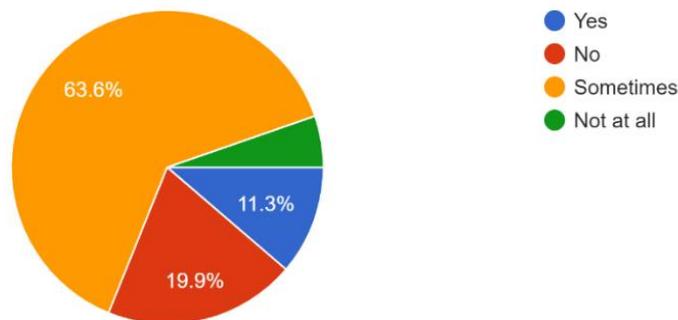


Figure 5 Popularity impact on buying decision

How often do you shop?

302 responses

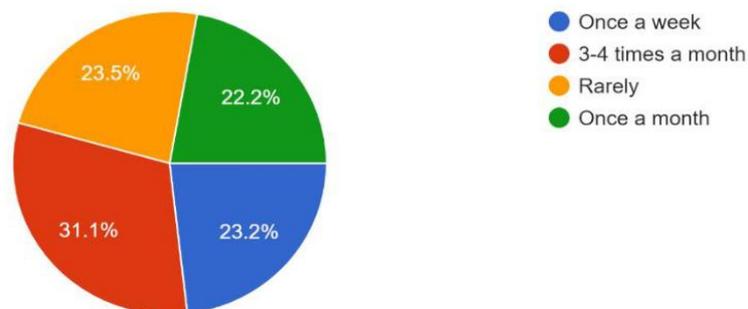


Figure 6 Shopping Frequency

Does the advertisement bring any change to society's thinking?

302 responses

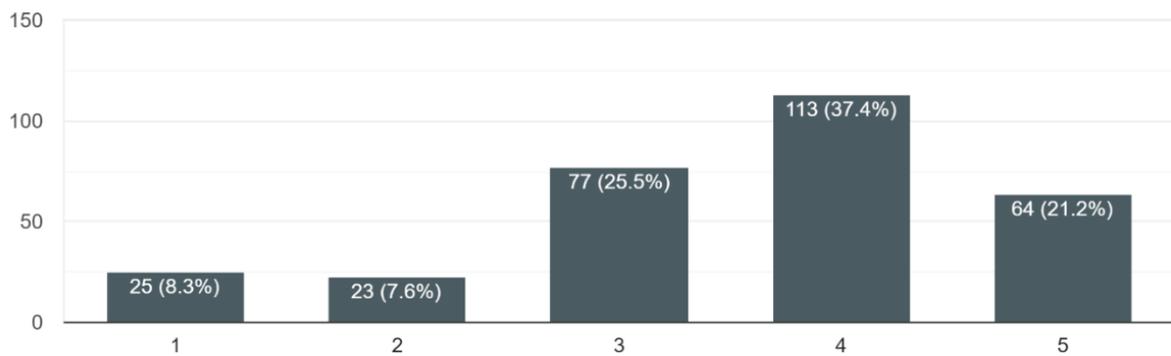


Figure 7 Advertisement impact on society's thinking

Which characteristics of the advertisements influence your purchasing decision?

302 responses

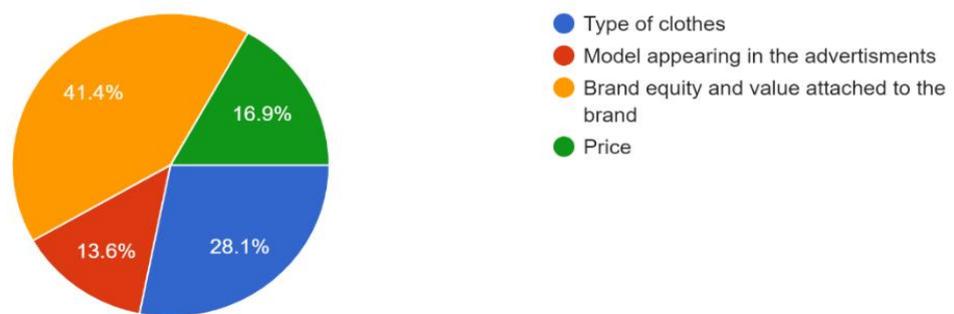


Figure 8 Characteristics influencing the buying decision

Does social media advertisement influence your purchasing decision?

302 responses

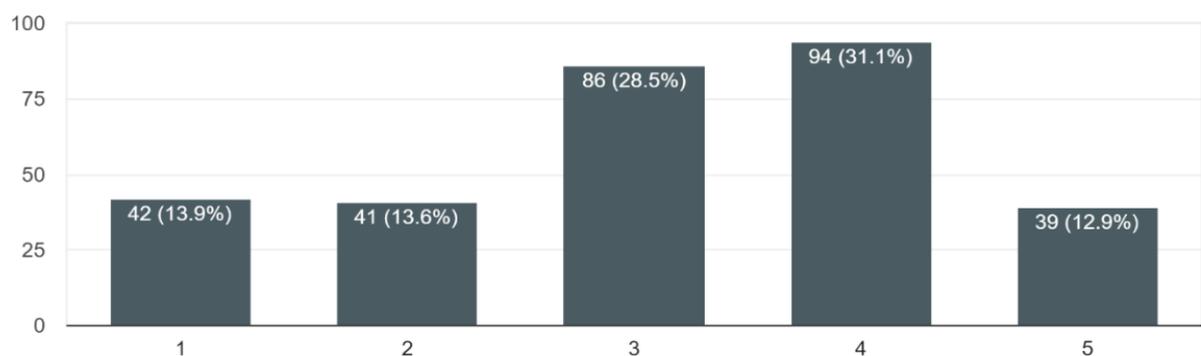


Figure 9 Social Media Influence on purchasing decision

Does advertisement influence societal values?

302 responses

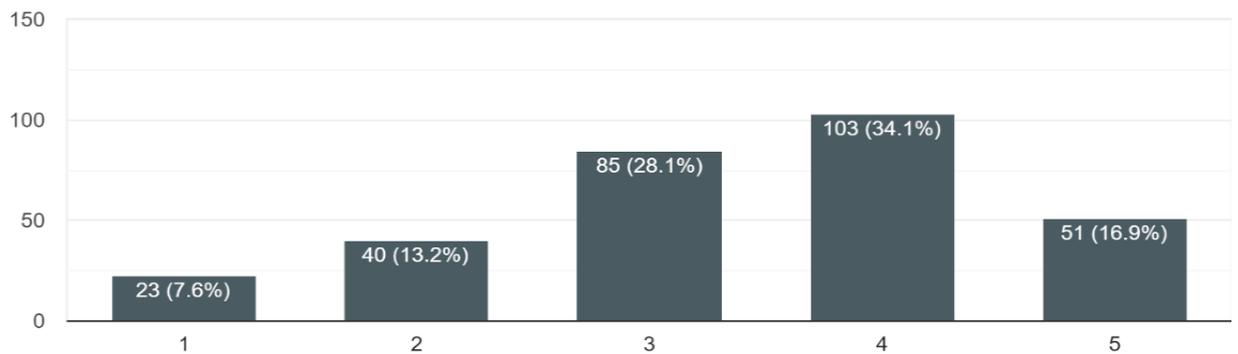


Figure 10 Advertisement influence over societal values

How often changes in prices effect your purchasing decision?

302 responses

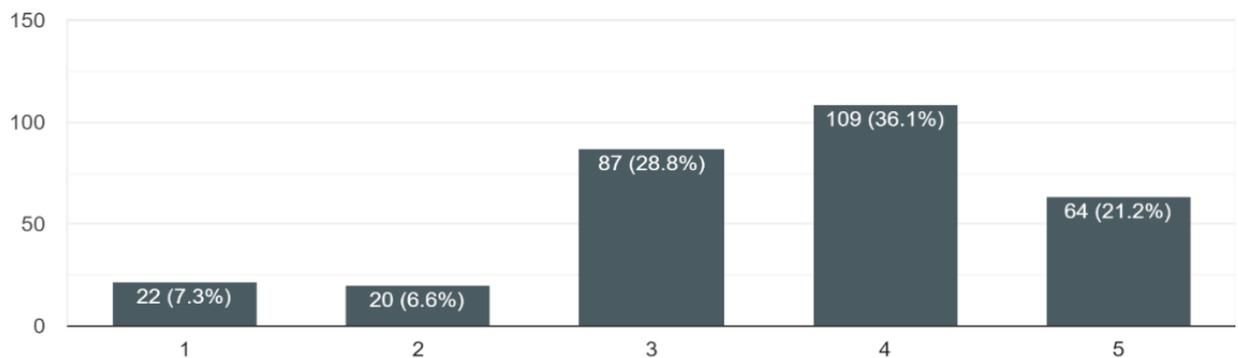


Figure 11 Impact of change in price on buying decision

Do you trust buying from the social media advertisements?

302 responses

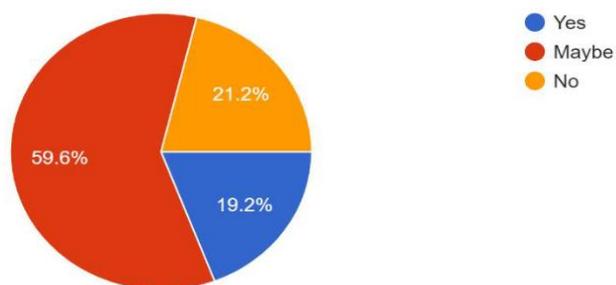


Figure 12 Trust toward social media advertisement

Authors collected data from all over India, using Google forms circulated through the social media platform. The authors got three hundred and two responses out of forty-four percent were female, fifty-four percent were male, and the rest two percent belong to others. This variation helped us understand how Indian society thinks about global advertisement influence over local societies. Out of the responses collected, the Authors find that they have the approximately equal type of individual responses, which are frequent, rarely, once a week, and three-four times a month shopper. This would help us generalize our research on how different types of buyers get influenced through global advertisement. Through the third question, the author directly finds that maximum people think their buying decision might get affected due to perception, which is being created in people's minds through global advertisements that they have seen. They might have chosen another product if they have not seen the advertisement for the brand. The author also concludes that the brand's perception of the consumer has a significant impact on buying decisions. This conclusion gets verified by the fourth question, which asked people what they think about how society's thinking changes when they see an advertisement. Around Eighty four percent of the sample size thought that advertisement significantly impacts society's buying decision. This helps us to understand how the advertisement is essential for a company's success.

The author gets to know the most critical advertisement aspect that Indian viewers check while buying a product from the fifth question. From the responses, the author finds that Forty-one percent sample size prefer to buy goods by checking their brand value and equity attached to the product. That means for Indians, and the brand image is one of the factors affecting their purchasing decision. If global advertisement depicts a false thing, how greatly it can affect their brand equity and sales in the country. From the responses, the author finds that people put other factors aside like the product's price, quality of the product, and model who ad for them. Therefore, to sell India's goods, the company needs to increase its brand value to sustain itself in the market as currently, the brand is the only thing that people check before buying a product.

The sixth question tells us how a particular mode of showing an advertisement to the consumer affects the most. Through the responses, the author finds that around forty-nine percent of samples find more advertisement over other means like television, YouTube, etc. This means that if a company advertised in a different market, it can adversely affect the market in different places. Currently, social media has made this world a small village. The author also found a case of a company that supplied meat in the Australian market depicted a party being organized by god, and their company delivered the meat. This particular advertisement was just meant for an Australian audience. According to Hindu Mythology, it traveled to India, criticized as the advertisement shows lord Ganesh, a pure vegetarian. This led to a significant loss for the company, leading to removing the advertisement and apologizing. This made it challenging for the corporation to sustain itself in the Indian market and to lead to shut down in the Indian market. Therefore, the author can see how global advertisement impacts local society and how it can change its fortune.

The seventh question further helped us find how crucial social media is in changing society's buying decisions.

The eighth question tells us the importance of understanding local societies before making an advertisement. It tells us how the company needs to check its advertisement concerning local societies in a different country and find the advertisement which helps them to create goodwill in those countries also where currently officially it's not there.

The ninth question helps us understand India's market, i.e., which factors influence buying a product. In this, the author found that sixty-four percent of the sample buys the product known to society. The Indian market is based on worldly things that help the company easily advertise by endorsing their product through famous people. The tenth question tells us how price sensitive is the Indian market, so keeping the price low and showing more advertisement related to discount help the company grow in the society. The company needs to provide an advertisement regularly and advertisement for the same to sustain in the market.

Through eleventh till the Fourteenth question, the author finds that global advertisement has a significant impact on local societies as social media had made the entire world a small village; therefore company's need to be careful while advertising their product as most of the sample agrees that advertisement shape their mindset and they are often misleading, but it should be trusted by them as advertisement ethically need to represent the real side of the product or services which is being advertised.

[1] Regression Statistics	
[2] Multiple R	[3] 0.981
[4] R Square	[5] 0.962
[6] Adjusted R Square	[7] 0.943
[8] Standard Error	[9] 300.625
[10] Observations	[11] 302

Table 1 Regression Statistics

The author calculated the Simple Linear Regression for our data. Regression helps to predict or explain the dependent variable through the Independent Variable. In this case, the Dependent variable was, Does the

advertisement bring any change to society's thinking? And the Independent variable was which characteristics of the advertisements your purchasing decision influence?

In this case, the author finds out that Brand equity had a direct relation with the society's thinking made by advertisement as R square as shown in table showed R square 0.962, which is Ninety-six (96.2) percent, which is a good fit, this Ninety-six percent tell us that with the change in Brand Equity there is a significant change in society thinking about the brand. Therefore, with an increase in brand equity company can make a good impression on society.

ANOVA

	Df	SS	MS	F	Significance of F
Regression	1	13.4738	13.4738	10.4706	0.0013
Residual	229	384.7586	1.2868		
Total	300	398.2325			

Table 2 ANOVA Table

	Coefficient	Standard Error	T Stat	P-Value	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	3.069052	0.164683	18.63611	0.001225	2.744967	3.393137	2.744967	3.393137
1	0.197605	0.061067	3.235844	0.001349	0.077428	0.317781	0.077428	0.317781

Table 3 Anova

To check whether it is reliable or not, the Author look at Significance F, If Sig. F is less than 0.05, then the result is reliable, and the author can check from here that how our Significance F is below 0.05, i.e., our significance F is 0.001, which mean that our result is reliable also, the author could further see that P-Value is also less than 0.05, which further verify our result that our result insignificant. Therefore, according to regression, our dependent variable can be predicted through the independent variable. In this case, the author means that how advertisement brings a change in society's thinking can be justified using advertisement characteristics to influence consumer buying decisions.

		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14
Q1	Pearson	1	-.024	-.101	-.107	-.125	-.037	-.164	-.025	-.114	.000	-.032	.000	-.033	.077
Q2	Pearson	-.024	1	.050	.120	.102	.266	-.050	.051	.341	.038	.208	-.281	-.142	-.125
Q3	Pearson	-.101	.050	1	.499	.115	.218	.615	.484	.178	.279	.173	-.170	-.145	-.051
Q4	Pearson	-.107	.120	.499	1	.925	.229	.459	.579	.185	.375	.168	-.322	-.228	-.092
Q5	Pearson	-.125	.105	.115	.925	1	.317	.088	.092	.249	.191	.038	-.279	-.105	-.127
Q6	Pearson	-.037	.266	.218	.229	.317	1	.144	.219	.305	.151	.132	-.302	-.062	-.034
Q7	Pearson	-.164	-.050	.615	.459	.088	.144	1	.512	.074	.324	.065	-.189	-.094	-.011
Q8	Pearson	-.025	.051	.484	.579	.092	.219	.512	1	.163	.370	.106	-.271	-.173	-.100
Q9	Pearson	-.114	.341	.178	.185	.249	.305	.074	.163	1	.175	.308	-.254	-.113	-.092
Q10	Pearson	.000	.038	.279	.375	.191	.151	.324	.370	.175	1	.076	-.209	-.245	.187
Q11	Pearson	-.032	.208	.173	.168	.038	.132	.065	.106	.308	.076	1	-.026	-.079	-.025
Q12	Pearson	.000	-.281	-.170	-.322	-.279	-.302	-.189	-.271	-.254	-.209	-.026	1	.477	.292
Q13	Pearson	-.033	-.142	-.145	-.228	-.105	-.062	-.094	-.173	-.113	-.245	-.079	.477	1	.569
Q14	Pearson	.077	-.125	-.051	-.092	-.127	-.034	-.011	-.100	-.092	-.187	-.025	.292	.569	1

Table 4 Correlation

The author has also found a correlation between our entire variables. Correlation tells us how a variable is related to another variable. In the following table, the author could see that at Q4, Q5, or Q5, Q4, the correlation is highest at 0.925; therefore, the author concludes that Variable 4 and variable 5 are most commonly related. Therefore, the author concludes that how advertisement brings a change in society's thinking is closely related to

advertisement characteristics influencing consumer buying decisions or vice-versa. The author concludes that our null hypothesis gets accepted, and the alternate hypothesis is rejected through all the analysis. Therefore, there is a significant impact of global advertisement on local societies.

IV. DISCUSSION

The author finds a significant impact of Global advertisements on local societies as they might change the consumer perspective as every place has different ideologies. The author needs to customize the advertisement according to local ideology and always take care that no advertisement leads to a negative impact on other parts of the world. Many more things that the author finds out in the study related to societal settings. In society, people are changing the way they used to live. People are changing according to the world. As the world is changing in various aspects, people are also changing accordingly. It's entirely accurate to say that advertisements shape the individual's minds, and in today's world, ads are present everywhere we go. Companies are spending more on these advertisement campaigns, and they are trying to capture the world's market. As in many articles, the author concluded that people are moving towards westernization and high-class societies. People are moving towards luxurious goods and always want to use the best products available. Companies are trying their greatest to make their products the best in the segment. These are some key points that the author noticed in many advertisements,

- Presence of famous personalities
- Promotion of healthy lifestyle
- Global presence
- Eye-catching videography and photography
- Social media platforms for promotional activities

People are forming their societies now, and they are making their ideologies and rules to live life. They define life in their terms now, and they can't be compared with the traditional societies that we had. People move from their traditional societies into modern societies by seeing these advertisements and people who use great products to fulfill their needs. Currently, this study studied advertisement impact by taking the advertisement industry. This research could be further performed by taking particular industries because several more factors change an individual's mindset. Societies are becoming significant and distinct from one another. The author can't compare different societies that are present.

V. CONCLUSION

After studying the effects of the advertisements in every possible way, the author saw how advertisements could shape people's mindset of living in different societies. The author even saw how the rise of the upper-class people has boosted up in recent years. So, after studying everything in the end, the author can say that the advertisements impact societies and individuals, but they are also shaping the youth and children's minds. Like gaming society, different societies have been recently captured the attention of everyone all across the globe. People are concerned about their way of living, and they all want to be the best in the class. The societies are not following those traditional norms and values that they used to follow, and they are moving towards a world where people are driven based on their status. Advertisements are one of the primary reasons why this change in the overall world is impacting societies. Right from car to flats, everything is being advertised, and people are focusing more on luxury items. So, in the end, the author can say that societies are being impacted differently due to these advertisements.

REFERENCES

- [1] Browne, M. (n.d.). Asking the Right Question. In M. N. Browne, *A guideline to Critical Thinking*. Pearson Edition. Retrieved from
- [2] <https://google.com/url?sa=D&q=https%3A%2F%2Ffiles.pearsoned.de%2Ffin%2Fext%2F9781292068718>
- [3] Chow, G., (1999). Optimal Portfolios in Good Times and Bad. *Financial Analyst Journal*.
- [4] Davis, J. (2005). Advertising Research: Theory and Practice Joel. J. Davis.
- [5] Devine, S. m., (2007). *The dark side of advertising*. Steve.
- [6] D'souza, C. (1995). Green advertising affects attitude and choice of Theme. *Green advertising affects attitude and choice of Theme*.
- [7] Hyoungkoo Khang, E.-J. K. (1997 - 2010). *Social Media advertisement*. Retrieved from Journals: <https://journals.sagepub.com/doi/abs/10.1177/1077699012439853>
- [8] Mehi. (, 2000). A Review of Advertising Agencies Activities in Online World, *Advertising*.
- [9] Richard. (, 2002). *Is modern Western culture a health hazard?* Retrieved from Academia: <https://academic.oup.com/ije/article/35/2/252/694666>
- [10] Stephen M. Wright, S. S. (2013). Generalized Mean-Variance Analysis and Robust Portfolio Diversification. *Elsevir*, 1 - 25.
- [11] Susain(2009). *Video game*. Retrieved from HuffPost: https://www.huffpost.com/entry/video-games-and-their-eff_b_9873646
- [12] T.G.Meulenbergc, P. W.-B. (2005). *Country-of-origin effects in consumer processing of advertising claims*. Retrieved from DOI: <https://doi.org/10.1016/j.ijresmar.2004.05.003>
- [13] Vasmiha. (, 2014). Impact of Television Advertisement on Purchases Made for the Children. Vasmiha.
- [14] Verhallen, T. B. (2009). Brand Confusion in Advertising. In T. B. Verhallen, *Brand confusion in Advertising*. Theo B. C. Poiesz & Theo M. M. Verhallen.
- [15] Weinswig, D. (2010). Are Lifestyle Brands Squeezing Out Luxury?Deborah.

AUTHORS

First Author – Gurpreet Singh, Business and Management Sciences Christ (Deemed to be University), Bangalore
aarchy.c@christuniversity.in

Second Author – Dr. Aarchy Chellasamy, Business and Management Sciences Christ (Deemed to be University), Bangalore

Third Author – Siddhant Agarwal, Business and Management Sciences Christ (Deemed to be University), Bangalore