

## GENDER AND MODERNITY: CULTURAL INVASION THROUGH ADVERTISEMENTS OF INTERNATIONAL BRANDS IN PAKISTAN

Hassan Ali Maan, Assistant Professor, Lahore Garrison University, Pakistan  
Wajiha Raza Rizvi, Associate Professor, Beaconhouse National University, Pakistan

### 1. INTRODUCTION

Globalization of media brought relatively modern and liberal, uncensored international brand advertisements that accelerated glocalization of culture with the expansion of electronic media in Pakistan at the start of the 3<sup>rd</sup> millennium. Glocalization reached much higher levels during the Covid-19 pandemic of 2020-2021, which placed Pakistan in the list of countries where experts had noted unprecedented changes in culture under the impact of advertising. General Pervez Musharraf (2001-2008) eased glocalization of culture in Pakistan through his theory of moderate enlightenment (2003), new media policies, electronic media expansion, Internet, cable, satellite TV channels and social media that reversed General Muhammad Zia-ul-Haq's (1977-1988) Islamization processes (Ahmad, & Sajjad, 2019). Globalization of media eased the acceptance of theory, which proposed that the Muslim world track the route of equability and enlightenment to free itself from its existing impasse (Musharraf, 2004; Abbas, 2004; Ansari, 2011).



Fig. 1.1: Get best rates on Jazz/Mobilink strong network, Calendar, 2016

Musharraf's new media policies gave way to multinational corporations to advertise in Pakistan and globalize culture with an affluent consumer base that is educated and open to innovation. This was the time when McCANN Erickson Australia, Ogilvy & Mather USA, Carat Global Media & Marketing Agency USA, Publicis France and other multinational companies collaborated with Pakistani Orient Advertising Pvt. (Ltd.), Interflow Communications Pvt. (Ltd.), Evernew Advertising Pvt. (Ltd.) and Publicis Pakistan Pvt. (Ltd.) to market international brands in the country. As a result, local advertising and fashion industries expanded, tremendously increased budgets, and updated and liberated Pakistani models. International brands updated, or in many ways liberated representations of Pakistani women by adopting western dresses, foreign social values, festivals and brand consciousness. In doing so, they contradicted Pakistan's cultural policy and offered a contrast to what Allama Muhammad Iqbal and Muhammad Ali Jinnah called the intangible Muslim culture ("Culture," 2011). They reflected advertiser's insensitivity to the policy, common man's culture, or forces of history: the whole composite of idiosyncratic material, spiritual, emotional and intellectual characteristics that describe the society, systems of values, beliefs, traditions and means of life ("Culture," 2011).

Musharraf removed the ban on screen time and jeans and western dresses for women, which was launched by Zia (MLO, 1984; "Culture," 2011). Pakistani models liberated from the norms of local culture and acquired western looks; foreign dresses, foods, social values and festivals replaced their local counterparts in advertisements of international brands; local brands started beating the bush. Many international food, drink, makeup, telecommunication and transport chains like McDonald's, KFC, Hardies, Mozzarella 27, Inglot, Mac, Chanel, Samsung, Uber and Careem arrived in Pakistan. The telecom industry tremendously dilated as the sim price suddenly dropped from Rs.3000 to Rs.50 in 2003. The size of the TV screen reduced to the size of the cell phone screen that landed on every other person's palm, facilitating the access to media, manipulation of desire, consumption, buying power and influence of media.

Pakistani advertising reflects images of very modern and in some cases liberated models that echo a lack of advertiser's attention to, what Richard Macksay and Eugenio Donato call, *the* system of alleged knowledge and comprehension of a culture (Derrida, 1970/2007, p. 915). They differ from the range of extremely conventional past images of husband and wife who had to maintain privacy (physical distance from each other) on the screen to a strikingly liberated lady who repeatedly calls a carpenter to repair her bed in *Josh* (exciting) condom TV commercial, *Kuch naya har raat* (something new every night; 2021). These images represent educated men and women who are open to western value system and express their mutual affection in public, considering the public display of affection was once an offence under the Pakistan Penal Code.



Fig. 1.2: LUX TVC | Maira Khan, Maya Ali, Mawra Hocane, Shehryar Munawar, 2017, 45 Sec



Fig. 1.3: Maza har lamhe ka with Coca Cola (The pleasure of every moment), 2016, 60 Sec

In *Maza har lamhe ka with Coca Cola* (The pleasure of every moment with Coca Cola, 2016), Lux beauty soap (2017) and Pepe Jeans's (2021) advertisements, Pakistan's top models appear in western dresses, and promote the desire of similar

dressess and goods in youth to stay up to date with the fashion. The Lux soap manipulates consumer's mind through liberating the female model from the Pakistani norms, exposing her bare skin, offering the male gaze at her body as an object against the local or Islamic values. As a traditional Pakistani woman will cover her full body, the change in social values is evident as women are not allowed to valorize, glamorize, or use their bodies as tools for marketing the products in this style. These advertisements manipulate the consumer's mind, liberate the woman and modernize or update the viewer by relying on the seduction and woman's power to induce the purchase decision.



Fig. 1.4: Pepe Jeans's advertisement in Pakistan, 2021

The beverage advertisement shows a happy young woman having Coca Cola in the company of a happy young man standing too close to her unlike the past when man and woman had to maintain the physical distance as a social norm. In this environment, the tagline, *Maza har lamhe ka Coca Cola kay sath* sells the idea: liberate, celebrate, have fun. It promises minute by minute pleasure when the modern youth of opposite genders gather to celebrate each other's company with Coca Cola, liberates themselves from the very idea of essential minimum social distance that Islam or Pakistani culture requires unrelated young man and woman maintain, and manipulates the minds of youth with the dream come true promises. In *Maza har lamhe ka*, the model is wearing a red sleeveless shirt, and looks too happy to maintain social distance when having Coca Cola in the company of the male model. The advertisement promises pleasure upon consumption in company.

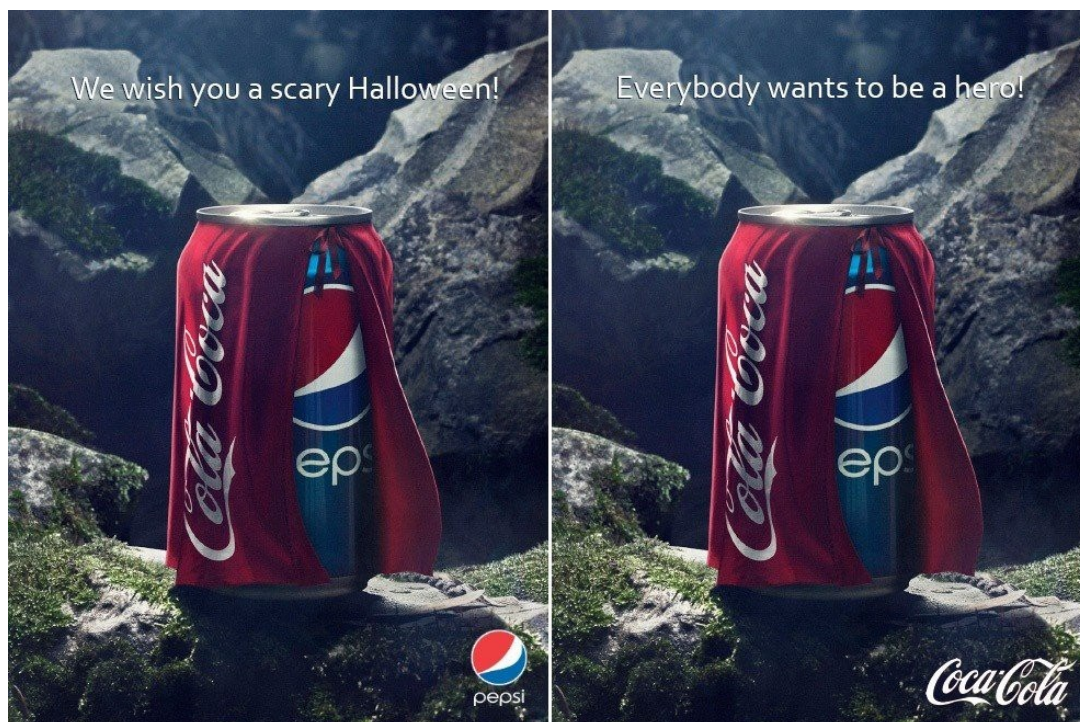


Fig. 1.5: Pepsi Cola Halloween Hero! Coca Cola Halloween Hero! 2020

The consumption of Coca Cola has become customary in urban and rural Pakistan. People like consuming or serving Coke with normal daily meals, at weddings, and to routine guests. Its sale of trillion dollars indicates increase in its consumption and influence on viewers. The soft drink companies, media or authority ignore their corporate social responsibility in regards to their effect on public health or culture. They create images and texts that have a positive effect on consumers who behavior-wise make a purchase decision and influence-wise update their dress, food and drink culture and social values. Pepsi advertised "Pepsi Cola Halloween Hero!" (2020), the superman in a red robe, scary but perfect for having fun at Halloween, a foreign cultural event that focused at celebrities, and had a strong impact on youth of both genders in 2020. The popularity of Halloween has been increasing in Pakistan since the start of the millennium, and it multiplied the number of events held around Pakistan at many nursery, primary, middle and high schools until banned a couple of years ago. Macdonald's and KFC also manipulate the minds of Pakistani young consumers through the taglines: KFC, 'It's finger lickin' good' and 'Happy Meal' respectively. These tactics are attractive and every other company uses the propensity of idioms, or double meaning sexual innuendos to attract consumers to buy their products. In 2019, the Careem, a cab service took another step to liberate the youth of their social values, by proposing "پنی شادی سے بھاگنا ہو تو کریم بائیک کرو!" [If you wanna

run away from your wedding then place the order for a Careem bike!]. Careem posted a series of advertisements with liberating propositions on social media. Apparently, creative, they had to withdraw the series due to the public protests and criticism that lead to the ban on the advertisements by the authority. The public protested because Careem violated the social norm and considered the advertisement immoral (Everette, 2001; Bannerji, 1993 as quoted by Kudchedkar, n.d.).



Fig. 1.6: *Apni shadi say bhagna ho tou Careem bike karo!* (If you wanna run away from your wedding then place the order for a Careem bike), 2019

In view of the above said critical examination of some advertisements, the researchers identified eight dimensions of cultural invasion through advertising for this paper. The variables are further narrowed down to indicated specific bracketed long term effects of advertisements on consumers. They include: consumer (i) manipulation (aiming at liberating viewers from the norms of their culture), (ii) behavior (brand consciousness irrespective of one's financial condition), (iii) dressing style (westernized), (iv) food culture (junk), (v) social values (cell phone obsession), (vi) festivals (Halloween, Holi, Valentine's day), (vii) influence (constant updatation of self), and (viii) the responsibility of the authority or media in Pakistan. International brands rely on these features in advertisements and, in doing so, they manipulate and liberate consumers who reject their traditions to remain up to date by adopting norms of the west. This research focuses on these variables, keeping in mind that they offer scenarios way different from the original values of the people of Pakistan. The local culture and Islam emphasize

on modesty and purity while immodest advertisements sexualize women and emphasize on liberation.



Fig. 1.7: Macdonald's Happy Meal



Fig. 1.8: KFC, it's finger lickin' good, 2020

### 1.1 Statement of the Problem

The advertising scene has changed tremendously in Pakistan, in keeping pace with the world media over the past couple of decades. As there are global changes in lifestyles, needs of Pakistani youth are also altering with marketing of latest products in the country. Globalization is glocalizing their lives way differently from their native culture. The Pakistani youth has learnt newer consumption trends in recent years as opposed to the past decades; globalization has changed them far more than before. It has an effect on the buying behaviour of youth and their dressing styles have become westernized. The generation gap has increased during the Covid-19 pandemic. The youth is constantly in touch with foreign culture via the internet and social networking sites. The western dresses have become common in educational institutions and offices. Every individual is affected and has new needs, tastes, lifestyles and perceptions of what they want and openly explain their opinions. The liberal segment of the society calls it updation, whereas puritans consider it harmful for the roots and bonds of local culture. Thus, it is important to study cultural invasion by international brand advertisements in Pakistan.

## 2. LITERATURE REVIEW

The researchers reviewed literature on advertising, cultural imperialism and cultivation effect theory to throw light on cultural invasion across the globe.

### 2.1 Advertising and Pakistani/Islamic culture

Pakistani public comprises 95%-98% Muslims. However, the culture of Pakistan shows a number of unique, rich, and diverse variations between the local and national from the north to the South ("Travel," 2021; Nadvi, n.d.; Siddiqi, 2012; Majeed, 2011; Rahman, 1997). It is a multi-ethnic and multi-lingual Muslim country, defined by eastern values that Rizvi says emphasize sexual passivity, morbidity, and lowering

of gaze between the male-female genders (2014). The western economic model denies sexual passivity, morbidity, and lowering of gaze between the genders (Rizvi, 2014) or the veil, denying what Suzanne Kanso calls the freedom of choice to both Muslim women and communities (2016). It emphasizes on its constancy, denying exposure to the alternate Islamic economic model. Western media constantly compares images of, what it calls, oppressed Muslim women with images of free western women to provide a comparison of the two cultures to the viewers. In doing so, it manipulates minds of Muslim women and youth in favor of western culture and products through sexual appeal or sex-based advertising strategy (Shafiq, Haque, & Abdullah, 2017). It had been effective worldwide, and damaging for Muslim societies (Khan, Razi, & Mirza et. al., 2013) that emphasize on women's role in child bearing and rearing (Rizvi, 2014). The western economic model replaces mothering with sexually and financially liberated class of independent working women (Tasker, 1998). It influences and liberates young Pakistani minds, including what Aaron and Sylvia Walby call a working class of young (Muslim) male that belongs to middle and upper-middle class and is the largest buying consumer in Pakistan (1991).

## 2.2 Buying Behavior and Purchase Power

Bakht Rawan and Nazia Bibi argue that advertisements touch upon weaknesses of viewers and leave an impact on their cognition or decisions-making abilities (2019). They disturb the social strata by highlighting a sense of social divide and inequality among masses of lower, middle and high-income background, mostly focus on projecting carefree elite lifestyle and high-end dressing of people in television commercials of every other international brand (Razzaque, & Chaudhry, 2013; Rawan, & Bibi, 2019). Ad agencies make advertisements interesting for the common, attract them to the brand and make them recognize and buy the merchandise to acquire the said superior modern image (Makhijani, et al., 2018). Celebrities inspire people to buy and use objects and do things that they do in advertisements. Their dresses appear provocative and conduct appears untrue from Pakistani standards that the youth casually imitates and reacts if the elders oppose their acts (Balakrishnan, & Shalini, 2011). An enormous number of individuals perceive celebrities as their role models who are gifted with alluring ways of life (Ahmed, Talreja, & Naz, 2018). S. Joshi and S. Ahluwalia (2008) found that individuals appreciate popular stars; popular affirmations make popular stars the specialists in the connected social zones where they have noteworthy impact on social life. The Indian celebrity Katrina Kaif was seen in advertisements of Lux, Veet, and Pantene (Sherman, 1985), Priyanka Chopra in Sunsilk, Kareena Kapoor in Head and Shoulders and Salman Khan in Dew Soft Drink. People recall these brands more effectively than the brand advertised by Pakistani stars (Niazi et. al., 2012). Indian stars invigorate the brand personality and inspire some viewers to be ultra modern (Niazi et. al., 2012). They keep the brand alive in Pakistan despite the India-Pakistan rivalry.

### 2.3 Cultural Imperialism in the Orient

Many of Pakistan's surrounding nations such as UAE and Egypt have identified the alarming loss of their national cultural identity and consider it a genuine threat to the diversity and autonomy of cultures (Al-Aidaros, Kadir, 2015). Edward W. Said (1994) interprets cultural imperialism as manipulation of "the modern metropolitan west" over "its overseas territories" that include countries such as Middle East, far East, Australia, India and other (p. xi). In his view, cultural imperialism reflects the wide-ranging European struggle to rule far-off lands and people (Said, 1994, p. xi). John Tomlinson (1991) defines "cultural imperialism" as the invasion of a weak culture by a powerful culture when the latter comes in contacts with the former, and replaces its indigenous norms and values. Muhammad Haroon, Tahir Masood Qureshi, Muhammad Zia-ur-Rehman, and Mansoor Nisar (2010, pp. 283-89) add that the cultural invasion is generally understood as westernization in Pakistan. It has connected more people in more and different ways across large distances. People are linked merely by performing or experiencing the similar sort of occurrence, in "instances of diffusion" that widely spread "ways of thinking, acting, feeling" (Lechner, & Boli, 2020). As western media businesses shape universal consciousness, globalization involves imperialism of culture (Lechner, & Boli, 2020). Mary Pratt Louise points out that contemporary sights of language as encryption and competence undertake an amalgamated and homogeneous social biosphere in which visual or textual language occurs as a communal patrimony—as a tool, precisely, for envisioning community (1991). The imitating community identifies with the foreign in view of its desire to be like them from the point of view of competence, wears their dress and speaks their language, creating a homogeneous social world. In Pakistan, they speak English besides the national and regional languages, wear western dresses and acquire social values of gender interactions.

## 3. Theoretical Framework

**3.1 Cultivation Theory.** Though George Gerbner developed the cultivation theory in 1969, Eman Mosharfa (2015) says over 125 studies have supported it since 2000 (2015). Gerbner believed the TV has an impact on the thoughts and impressions of the crowd in their day to day life (Gerbner, Gross, Morgan, & Signorielli, 2002). Advertisements influence the audience who encode, infer and retrieve meanings when needed (Mosharfa, 2015). They develop new norms while the public remains ignorant to which degree they preserve media, retrieve and use it. The heavy viewers believe television commercials portray the precise reality. They are more vulnerable and their conviction to media messages is genuine and legitimate (Feshbach, 1972).

## 4. RESEARCH DESIGN

This study uses quantitative method to examine cultural invasion in Pakistan through advertisements of international brands, assuming that the respondents spent more

time with the media during the Covid-19 pandemic. It focused on specific constructs as variables that cater to the consumer's conduct through the (sub)categories: consumer manipulation, dressing style, buying behavior, purchasing power, economic condition, social values and festivals.

#### **4.1 Operationalizations**

The researcher operationalized the terminologies for the studies as below:

**4.1.1 Advertisement.** Advertisement is a broad term that covers an advertising campaign, or a television commercial (TVC), or a digital video commercial (DVC) of an international brand.

**4.1.2 Liberation.** This paper assumes that advertisers consciously modernize, or liberate consumers (especially women) against their cultural norms (sexualize them, or expose their skin, shoulders and collar bones). In doing so, they make their consumers believe that sexualized women look more beautiful, and manipulate their choices and buying decisions through sexual appeal. They advertise products in such a way that audience unconsciously wishes to acquire the liberated look of models as seen in advertisements.

**4.1.3 Purchase Power/Financial Condition.** Television advertisements glamorize models or make them so charismatic that the youth demand to buy products and gadgets of specific brands even if they do not need them, or their parents cannot afford them.

**4.1.4 Dressing Style.** Though shalwar-kameez (a specifically styled trouser with long shirt) is the national dress of Pakistan, young women wear trousers with short shirts because television advertisements show western dresses as normal and common among youth.

**4.1.5 Food Culture.** The food culture is altered from the traditional healthy food to foreign foods country-wide. The youth is forever willing to consume McDonalds, Kentucky fried chicken (KFC), Pizza and other brands, as advertisements show foreign foods as part of daily life.

**4.1.6 Festivals.** International brands advertisements show youth celebrating foreign festivals like the Halloween, Valentine's day, Christmas, Easter, and Holi more than the traditional festivals of the Muslim majority in Pakistan. While this openness is healthy from the perspective of nationalism, international brands celebrate foreign festivals with all the rigor as opposed to the Muslim Eid, or Shab-e-Baraát, etc.

**4.1.7 Social Values.** Advertisements boost materialistic values in the youth which keeps them unhappy and they think spending time with elders is boring and restaurant visits with friends a status symbol (Tariq, Ayesha, & Shahid, 2019).

**4.1.8 Influence.** Advertisements give young models a high profile in a manner that the youth wants to follow them, their style, dress and culture to stay updated than outdated, pays less attention to cultural and religious guidelines for their conduct.

**4.1.9 Consumer Behaviour.** The Pakistani youth is brand conscious, makes buying decisions and uses products to avoid feeling left out by their peers.

**4.1.10 Responsibility.** It is the responsibility of Pakistan Electronic Media Regulatory Authority, Pakistan Advertising Society, Pakistan Advertising Association and media itself to control content and avoid cultural invasion in Pakistan.

**4.1.11 Censorship.** The censorship mean(s) the application of guidelines or rules to the audiovisual content under *PAS Code of advertising practices (CoAP)* issued by Pakistan Advertisers Society (PAS, n.d.).

## 4.2 Objective of the Study

The objective of the study is to examine cultural invasion (trends) in Pakistan through advertisements before and during the pandemic.

## 4.3 Research Questions

How advertisements invaded (changed) the culture of Pakistan with the free flow of information before and during the pandemic?

The study focuses on cultural invasion—(i) liberation, (ii) behavior (brand consciousness), (iii) dressing styles, (iv) food culture, (v) social values (cell phone obsession), (vi) festivals, (vii) influence (upgradation of self), and (viii) the responsibility of media authorities in Pakistan before and during the pandemic. To answer this question, the researchers reviewed literature, critically analyzed content of a convenience sample of significant TV advertisements of major international brands from the past five years as discussed in introduction and conducted a survey of 841 respondents.

## 4.4 Research Methods

The study alludes how advertisers have altered the culture of Pakistan by depicting the western culture in advertisements in a manner that directly creates an emotional appeal for fun loving and pleasure-seeking youth.

**4.4.1 Population.** The population includes all the students enrolled in undergraduate and diploma programs at Lahore Garrison University (LGU), University of

Management & Technology (UMT), Roots International IVY Campus DHA Phase V, Pakistan Institute of Fashion Design and Virtual University.

**4.4.2 Sample.** The sample includes 841 students enrolled in the above mentioned universities. Most students belonged to urban working class background with male parents working to fully support their families and siblings by earning Rs.110,001/- to Rs.130,000/- per month.

**4.4.3 Sample Size.** The researchers included a sample of 841 male and female students of the age groups 16 to 40 years in the survey.

**4.4.4 Sampling Techniques.** The researchers prepared a list of universities and contacted the respective authorities to easily approach a random sample of 1000 students. The respondents filled 450 copies of the survey questionnaire online and 550 face to face. They were filtered, and a total sample of 841 responses by 436 (51.8%) females and 405 males (48.2%) was drawn, which shows that more females than males participated in study. The valid percentage of the respondents is same as the simple percentage.

**4.4.5 Unit of analysis.** The unit of analysis includes a member of Pakistani youth in view of his / her value in the society.

## 4.5 Variable Construction

The study aims at inspecting the connection between TV advertisements and ways of life, standards and estimations of the adolescents.

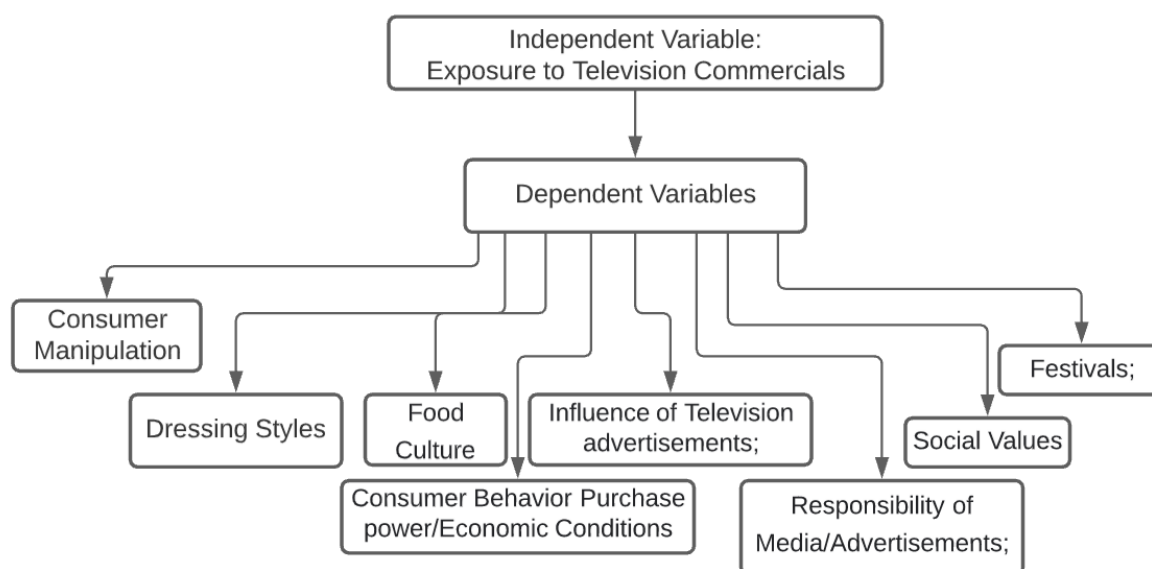


Fig. 4.5.1: Theoretical Model of Variable Construction

#### 4.5.1 Independent Variable

Responsibility to control advertising content is treated as the independent variable.

#### 4.5.2 Dependent variables

The dependent variables are divided in in groups and subgroups for making specific inquiries about the way TV advertisements influence the life of consumers and include liberation, consumer behavior (brand consciousness/purchase power), influence (up-dation) and adoption of western culture: dressing styles, food culture, social values and festivals. The survey included some basic demographic questions about their gender, age, (family) income, marital status and level of education, etc.

#### 4.6 Procedure

The researchers 1) constructed the variables and the questionnaire, 2) collected 40% data face to face from the selected universities, and 3) 60% online by creating an online survey questionnaire and sharing its link with students at the four universities through the professors. 841 students responded to the questionnaire online and on campus just before and during the pandemic. The researchers filtered out the forms, ran the tests on data in SPSS, analyzed the findings and reported results.

**4.6.1 Instrument.** The researchers reviewed a number of questionnaires on advertising effects developed by Fiona Gilmore (2002), Scott B. MacKenzie and Richard J. Lutz (1989) and conducted 6 focus group discussions with media students to construct the instrument for the study. The final questionnaire comprised five (5) items to study consumer manipulation (if they believed that “international brands such as Pepsi Cola, Coca Cola, or Nestle encouraged Pakistani youth to dress and behave like models who bear the westernized look in advertisements”), seven (7) items to study change in dressing styles (such as “you like adopting dressing styles of models shown in TV commercials”), and five (5) items for studying food culture (such as people prefer using soft drinks with their meals after watching advertisements of 7up, sprite, coke, or “advertisements have actually changed our eating habits or what we feed our kids”). The researcher used four (4) items each for measuring the consumer behavior, purchase power/economic conditions, influence of advertisements and responsibility of media/advertising agencies. They used three (3) items for measuring the cultural invasion in festivals and social values. They used the five point Likert scale – (1) = Strongly disagree; (2) = Disagree; (3) = Neutral; (4) = Agree & (5) = Strongly Agree – for measurements. Most questions focused on a number of multinational products/brands and individual companies such as Mountain Dew, Pepsi, Mirinda, Lays and Kurkure by Pepsi Cola Company, Fanta, Sprite, Kinley, Cappy Pulpy and Coke Studio by Coca Cola Company, Everyday, Nido, Milk Pak and Maggi Noodles by Nestle, Lipton, Walls, Knorr and Brook Bond by Unilever Pakistan, Fair & Lovely, Lifebuoy soap, Lux soap and Ponds by Unilever Personal

Care, and Vim and Surf Excel by Unilever Homecare. Some individual companies: foodpanda, Uber, Glaxo Smith Calcium, Samsung and Jazz.

**4.6.2 Construction of Questionnaire.** The researchers discussed, refined and constructed the survey questionnaire with the help of experts. They kept the format and language of the apparatus simple and partitioned the device into several parts. The Section 1 encompassed the introduction and demographic questions, Section 2 the television exposure, and Section 3 the impact of advertisements on the lifestyles and social norms of the youth.

**4.6.3 Exclusion and Inclusion Criteria of the Sample.** The pilot testing of the tool was done with 100 students to check the reliability of the questionnaire or remove any errors. The final data collected from about 841 students was entered in Statistical Package for Social Sciences (SPSS) and its reliability was evaluated. The Cronbach's Alpha value .649 was within the limit of the standardized highest value .659, and it determined that the tool was in accordance with the plan of the study and reliable.

Table 4.6.3.1

*Cronbach's Reliability score*

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.649	.659	8

#### 4.7 Data Collection

The Covid-19 pandemic caused the closure of the educational institutions from 13 March 2020 to 26 September 2021 though they reopened for two months in October and November 2020 and 15 days in March 2021. The researchers physically collected 40 per cent data face to face and 60 per cent data online using the Google forms from the above-mentioned institutions in Fall 2020.

#### 4.8 Data Analysis

The questionnaires were filtered, information screened, and data analyzed using SPSS version 20. The researchers conducted Descriptive Analysis, Correlation, Component Rotation, Variance Rotation, and Factor Analysis tests. This research design effectively and efficiently demonstrated the relationships between dependent and independent variables. Illustrative measurements helped in determining the information pattern. Relapse examination helped in affirming the hypotheses. Circulations were added to fortify the examination recurrence.

## 5. FINDINGS, DISCUSSION AND RESULTS

The researchers collected data on cultural invasion by international brands through a number of subtopics: liberation, dresses, foods, festivals, social values, buying behavior, influence, and responsibility from students enrolled in universities in Lahore. They used the quantitative strategies to study how television advertisements have changed the culture of Pakistan through the following nine hypotheses:

- H1: TV commercials of international brands have liberated Pakistani young consumers.
- H2: Dressing styles have changed due to cultural invasion through television commercials of international brands in Pakistan.
- H3: Food culture has changed due to cultural invasion through television commercials of international brands in Pakistan.
- H4: Pakistani youth is less interested in local social values due to cultural invasion through television commercials of international brands in Pakistan.
- H5: Pakistani youth is more interested in western festivals due to cultural invasion through television commercials of international brands in Pakistan.
- H6: The youth constantly desires to update/upgrade themselves under the influence of TV commercials of international brands in Pakistan.
- H7: Brand consciousness has increased due to TV commercials of international brands in Pakistan.
- H8: Purchasing power has increased (despite dropping economic conditions) due to cultural invasion through advertisements of international brands in Pakistan.
- H9: It is media's responsibility to protect the Pakistani culture from the invasion.

The researchers believe the methods are appropriate for this kind of research and help in gathering the information from a large populace through numerous questions.

### 5.1: Descriptive Statistics

The sections below discuss the findings of the study on the basis of statistical tests:

Table 5.1.1

*Descriptive Statistics of Demographic and Dependent Variables*

	N	Minimum	Maximum	Mean	Std. Deviation
Gender	841	1	2	1.48	.500
Age	841	1	5	3.60	1.149
Education	841	1	5	3.80	.966

Income	841	1	5	3.71	1.111
Daily Television	841	1	5	3.55	1.035
Consumer Manipulation	841	5.00	25.00	17.5375	4.46668
Dressing Styles	841	7.00	35.00	25.6052	4.94360
Consumer Behaviour	838	6.00	20.00	14.6623	3.08800
Purchase Power	839	8.00	25.00	19.1657	3.24165
Food Culture	840	4.00	20.00	14.3464	3.50688
Influence of Television	840	4.00	20.00	14.9679	2.86821
Advertisements	840	4.00	15.00	11.4024	2.38889
Responsibility of Media	839	4.00	15.00	11.5554	2.24862
Festivals	840	4.00	15.00	11.5554	2.24862
Social Values	839	4.00	15.00	11.5554	2.24862
Valid N (list wise)	837				

Table 5.1.2

*Frequency of the Income*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	50,000-70,000	19	2.3	2.3	2.3
	70,000-90,000	133	15.8	15.8	18.1
	90,001-110,000	160	19.0	19.0	37.1
	110,001-130,000	286	34.0	34.0	71.1
	130,001-150,000	243	28.9	28.9	100.0
	Total	841	100.0	100.0	

The 841 respondents included 436 females (51.8%) and 405 males (48.2%). 23 respondents were 16-18 years old (2.7%), 159 were 19-21 years old (18.9%), 173 were 22-24 years old (20.6%), 260 were 25-27 years old (30.9%) and 226 were 30 years and above (26.9%). The number of the respondents of age group 25-27 years was high. 11 respondents (1.3%) were in high school; 63 (7.5%) were doing diploma studies, 238 (28.3%) bachelors, and 300 (35.7%) graduate studies. 229 respondents (27.2%) were enrolled in undergraduate programs in media studies. Most respondents belonged to the income group Rs.110001-130000.

23 respondents (2.7%) watched television for 4 hours, 105 (12.5%) for 6 hours, 172 (20.5%) for 12 hours, 268 (31.9%) for 8 hours and 273 for 10 hours on daily basis. The respondents who watched television for 10 hours on daily basis accounted for the highest number in the sample with heavy viewing habits, and they were the ones who were most affected by the advertisements shown on television.

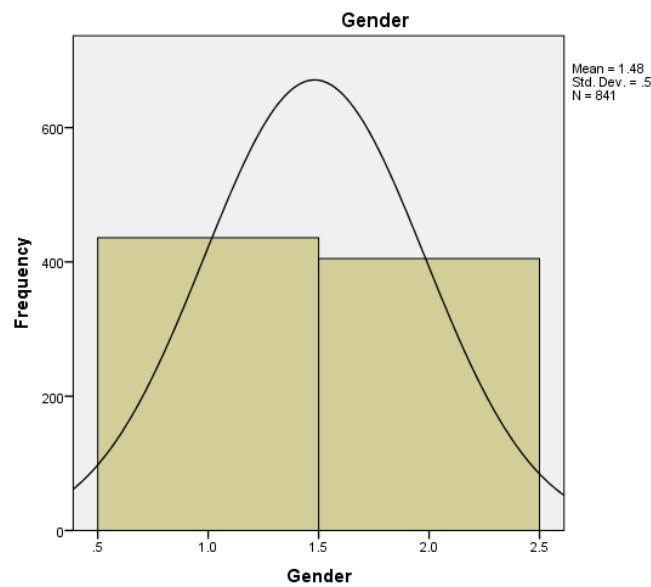


Fig. 5.1.1: Histogram of Gender

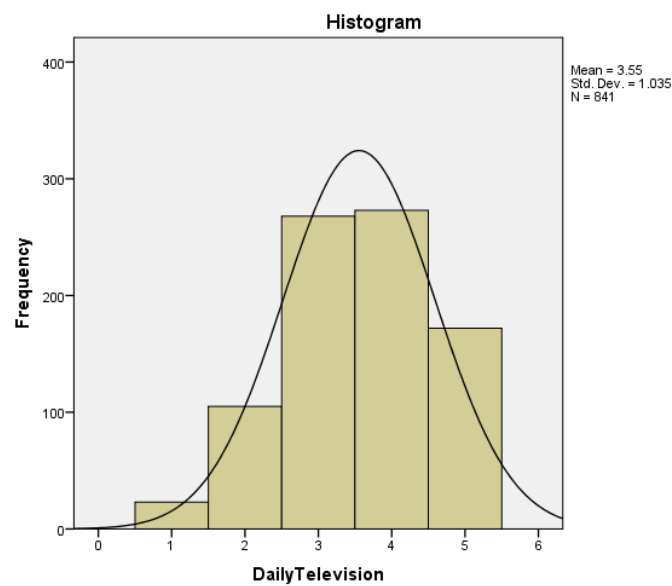


Fig. 5.1.2: Histogram of Daily Television Viewing

The figure 5.1.2 shows the binomial graph (with two possible outcomes) of daily television viewing groups by dividing the data into five parts; these parts are 12 hours, 10 hours, 8 hours, 6 hours, and 4 hours. The curved segment of this graph is 3.55 on the X-axis, that is identified as the mean value of the collected data. The standard deviation is 1.035%, and the sample size 841 on the Y-axis.

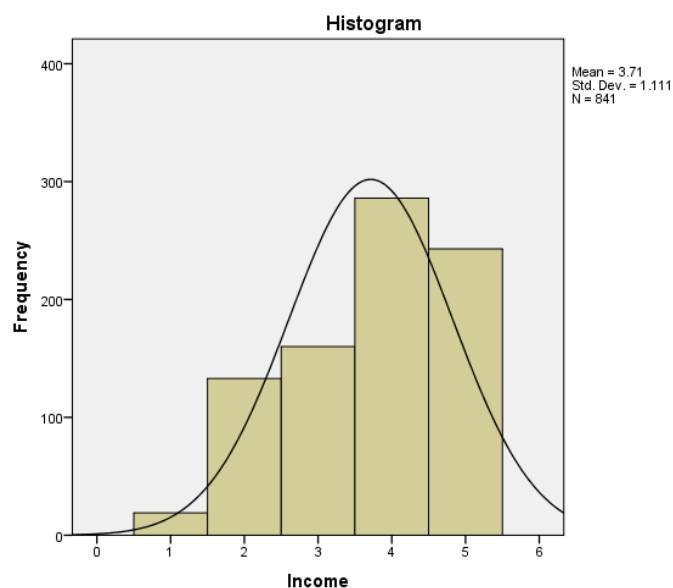


Fig. 5.1.3: Histogram of Income

Table 5.1.3

*Cronbach's Alpha Reliability Value*

Cronbach's Alpha	Cronbach's Alpha Based on N of Items	Standardized Items
.649	.659	8

The Table 5.1.3 shows that the Cronbach Alpha value of eight items is 0.649, and all of the items have high internal consistency. The value of the Cronbach Alpha based on the standardized items is 0.659 that shows slight change from the simple one due to the standardized values.

Table 5.1.4

*Correlation Matrix of all Variables: Inter-Item Correlation Matrix*

	Consumer Manipulation	Dressing Styles	Food Culture	Consumer Behavior	Influence of Television Advertisements	Responsibility of Media	Festival Values	Social Values
Consumer Manipulation	1.000	.606	.219	.126	.102	.039	.080	.040
Dressing Styles		1.000	.349	.109	.132	.018	.057	.026

Food Culture	1.000	.183	.085	.067	.052	.054
Consumer Behavior		1.000	.527	.384	.394	.149
Purchase Power			1.000	.502	.396	.075
Influence of Television Advertisements				1.000	.454	.027
Responsibility of Media					1.000	.195
Festivals						1.000
Social Values						

In the correlation table 5.1.4, each variable has a perfect relation with itself i.e. the first variable in the row has a perfect correlation with the first variable in the column. The consumer manipulation and dressing style also have a strong correlation. The result figure  $>.30$  shows a low degree or weak relation between the rest of the variables.

Table 5.1.5

*Inter-Item Correlations of all variables*

	Mean	Minimum	Maximum	Range	Maximum /VarianceN	of
					Minimum	Items
Inter-Item Correlations	.195	.018	.606	.588	32.873	.031 8

The Table 5.1.5 shows that the total number of items as eight (8), whose “inter-item correlations” mean is 0.195, the minimum and maximum values are 0.108 and 0.606. The range is calculated by subtracting maximum value from the minimum value.

Table 5.1.6

*KMO and Bartlett's Test*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.679
	Approx. Chi-Square	1384.754
Bartlett's Test of Sphericity	Df	28
	Sig.	.000

In Table 5.1.6, the value of KMO and Bartlett's 0.679 indicates that the sampling is not adequate for factor analysis because it is less than 0.8 but more than 0.50, so this value is acceptable.

Table 5.1.7

*Principal Component Analysis through Extraction Method*

*Communalities*

	Initial	Extraction
Consumer Manipulation	1.000	.675
Dressing Styles	1.000	.772
Food Culture	1.000	.367
Consumer Behavior Purchase Power	1.000	.573
Influence of Television Advertisements	1.000	.661
Responsibility of Media	1.000	.645
Festivals	1.000	.557
Social Values	1.000	.948

Extraction Method: Principal Component Analysis.

Table 5.1.8

*Total Variance Explained*

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings <sup>a</sup>
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	2.502	31.275	31.275	2.502	31.275	31.275	2.378
2	1.687	21.086	52.361	1.687	21.086	52.361	1.884
3	1.008	12.601	64.962	1.008	12.601	64.962	1.104
4	.830	10.372	75.334				
5	.646	8.075	83.409				
6	.535	6.682	90.091				
7	.437	5.464	95.555				
8	.356	4.445	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

### 5.1.9 Scree Plot of the Extracted Factors

There are three (3) components which are explaining the 65% of the variance.

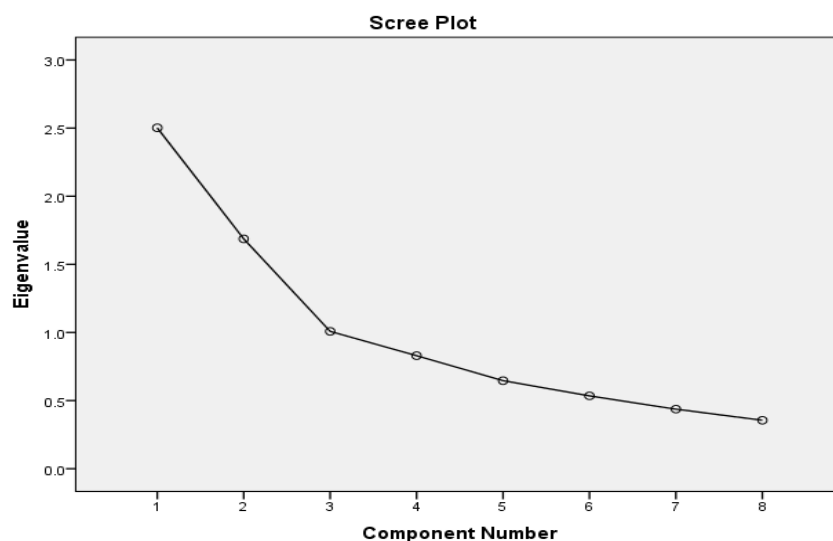


Fig. 5.1.8: Scree Plot of the Extracted Factors

The above scree plot is a graph between Eigen value and the component factor. The value 3 of the component factors shows 64% of the total variance. The line is almost flat with a 1 number decrement that shows that each component factor is considered for little amount of the total variance.

Table 5.1.10

*Component Matrix<sup>a</sup> Principal Component Analysis of all variables*

	Component		
	1	2	3
Influence of Television Advertisements	.753		
Consumer Behavior Purchase Power	.738		
Responsibility of Media	.677	-.355	
Festivals	.673		
Dressing Styles	.395	.783	
Consumer Manipulation	.385	.725	
Food Culture	.343	.496	
Social Values			.942

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

In Table 5.1.10, the results of component 1, 2 and 3 are of other component loadings that show the correlations between the variables e.g. the Influence of Television Advertisements and the component 1. The value of such possible outcomes is falling in between -1 to +1.

Table 5.1.11

*Pattern Matrix<sup>a</sup> of Principle Component Analysis of All Variables*

	Component		
	1	2	3
Responsibility of Media	.816		
Influence of Television	.813		
Advertisements			
Consumer Behavior Purchase Power	.714		
Festivals	.689		
Dressing Styles		.884	
Consumer Manipulation		.825	
Food Culture		.590	
Social Values			.974

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 4 iterations.

The rotation is orthogonal which implies that the factors are not correlated and are tantamount with centered variables. The rotated factor matrix presents both the loadings as well as the correlations between the variables and the factors. The pattern matrix holds that the loadings and each row of the pattern matrix is essentially a regression equation that express the standardized observed variable as a function of the factors. These loadings represent the regression coefficients. The structure matrix holds the correlations between the variables and the factors.

Table 5.1.12

*Component Correlation Matrix of Principle Component Analysis*

Component	1	2	3
1	1.000	.144	.140
2	.144	1.000	.076
3	.140	.076	1.000

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

The Table 5.1.12 shows a small correlation between the variables of the components as the values are less than .30. The relation is strong if these values are greater than 5.

In the correlation Table 5.1.13, each variable has a perfect correlation with itself. For example, the first variable in the row has a perfect correlation with the first variable in the column. Consumer Manipulation and Dressing Style have a strong correlation with themselves. The Correlation between the rest of the variables is weak because the result figure  $>.30$  shows a low degree relation between the variables; the level of significance is not less than .05, and is statistically insignificant.

Table 5.1.13

*Correlation of All Variables*

	Consumer Manipulation	Dressing Styles	Food Culture	Consumer Behavior Purchase Power	Influence of Television Advertisements	Responsibility of Media	Festivals	Social Values
Pearson Correlation	1	.607**	.220**	.126**	.102**	.041	.082*	.040
Consumer Manipulation								
Sig. (2-tailed)		.000	.000	.000	.003	.235	.017	.242
N	841	841	839	838	840	840	840	839
Pearson Correlation	.607**	1	.350**	.110**	.131**	.020	.058	.027
Sig. (2-tailed)	.000		.000	.001	.000	.560	.092	.441
N	841	841	839	838	840	840	840	839
Pearson Correlation	.220**	.350**	1	.185**	.085*	.065	.051	.054
Sig. (2-tailed)	.000	.000		.000	.014	.059	.143	.115
N	839	839	839	838	838	838	839	838
Pearson Correlation	.126**	.110**	.185**	1	.526**	.382**	.391**	.149**
Sig. (2-tailed)	.000	.001	.000		.000	.000	.000	.000
N	838	838	838	838	838	838	838	837
Pearson Correlation	.102**	.131**	.085*	.526**	1	.503**	.394**	.074*
Sig. (2-tailed)	.000	.000	.000					
N	838	838	838	838	838	838	838	837
Pearson Correlation								
Sig. (2-tailed)								
N								

Advertisements	Sig. (2-tailed)	.003	.000	.014	.000	.000	.000	.032
N		840	840	838	838	840	839	838
Pearson Correlation		.041	.020	.065	.382**	.503**	.453**	.026
Responsibility of Media	Sig. (2-tailed)	.235	.560	.059	.000	.000	.000	.447
N		840	840	838	838	840	839	838
Pearson Correlation		.082*	.058	.051	.391**	.394**	1	.195**
Festivals	Sig. (2-tailed)	.017	.092	.143	.000	.000	.000	.000
N		840	840	839	838	839	840	839
Pearson Correlation		.040	.027	.054	.149**	.074*	.195**	1
Social Values	Sig. (2-tailed)	.242	.441	.115	.000	.032	.000	.000
N		839	839	838	837	838	839	839

\*\*. Correlation is significant at the 0.01 level (2-tailed).

\*. Correlation is significant at the 0.05 level (2-tailed).

## 5.2 Discussion on Quantitative Data Results in regards to Hypotheses

All the hypotheses were tested quantitatively through different techniques. The descriptive statistics show the standard error of kurtosis is 0.168, which indicates that the set of data is less in the tail, the skewness is positive, and the data is symmetrical. The reliability statistics were run to give results of Cronbach Alpha, and the results of the eight dependent variables showed 0.649 value, which indicates that all the nine hypotheses were acceptable. The inter-item correlation matrix was also tested, which produced satisfactory results, showing that each of the eight variables and nine hypotheses are interrelated with respect to their questions items. The KMO & Bartlett's Test gave satisfactory results, indicating that the hypotheses were accepted as the Bartlett's test of sphericity showed a significant value below 0.05. The KMO's measure of sampling adequacy resulted in 0.679 value, which is acceptable because it was more than 0.50, but it is not suitable for running factor analysis test, as the value is less than 0.8. In the total variance, only three factors were extracted, showing 64% variance, and indicating that the hypotheses were acceptable. In the correlation table, each variable and each hypothesis was accepted. Consumer manipulation/liberation and the dressing styles had the strongest correlation. The other variables though were accepted had a weak correlation. They were present because the level of significance was not below 0.05. Statistically, this value is insignificant and it indicates that all the hypotheses are accepted.

### 5.2.1: Summary of Questionnaire Results

<b>H1</b>	TV commercials of international brands have liberated Pakistani young consumers.	Accepted
<b>H2</b>	Dressing styles have changed due to cultural invasion through television commercials of international brands in Pakistan.	Accepted
<b>H3</b>	Food culture has changed due to cultural invasion changed through television commercials of international brands in Pakistan.	Accepted
<b>H4</b>	Pakistani youth is less interested in local social values due to cultural invasion through television commercials of international brands in Pakistan.	Accepted
<b>H5</b>	Pakistani youth is more interested in western festivals due to cultural invasion through television commercials of international brands in Pakistan.	Accepted
<b>H6</b>	The youth constantly desires to update/upgrade themselves under the influence of TV commercials of international brands in Pakistan.	Accepted

- H8** Purchasing power has increased (desptie dropping economic conditions) due to cultural invasion through advertisements of international brands in Pakistan. Accepted
- H9** It is media's responsibility to protect Pakistani culture from the invasion. Accepted

The first hypothesis "TV commercials of international brands have liberated Pakistani young consumers" is accepted. It implies that respondents feel that television commercials of the international brands have manipulated the choices of youth as well as their buying decisions by convincing them through advertisements that they are incomplete without those products. The second hypothesis "dressing styles have changed due to cultural invasion through television commercials of International brands in Pakistan" is also accepted, and more and more youth are see in western dresses irrespective of their gender. The third hypothesis focuses on food culture which has changed, and respondents agreed that youth consumers eat more junk food these days. The fourth hypothesis that "Pakistani youth is less interested in local social values" is accepted. The fifth hypothesis on "Pakistani youth's excessive interest in western festivals as opposed to Pakistani festivals due to the cultural invasion under the influence of television commercials" is also accepted. The sixth hypothesis is accepted as respondents thought that Pakistani youth constantly desires to update or upgrade themselves by comparing their own image with those of westernized models. The seventh hypothesis about the increase in brand consciousness due to television commercials of international brands is also accepted. Then eighth hypothesis "purchasing power has increased due to cultural invasion through advertisements of international brands in Pakistan" is accepted. The last hypothesis "it is media's responsibility to protect Pakistani culture from the invasion" is also accepted.

### 5.3 Validity and Reliability

The Cronbach Alpha values of the eight (8) items were up to 0.649 which are between the range of 0.6 to 0.7 and are considered acceptable (Tashakkori, & Teddlie, 2009).

Table 5.3.1

#### *Reliability Statistics*

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.649	.659	8

Table 5.3.2

*Inter-Item Correlation Matrix*

	Consumer Mani- pulation	Dressing Styles	Food Culture	Consumer Behavior Purchase Power	Influence of TV Ads	Respon- sibility of Media	Festivals	Social Values
Consumer Manipulation	1.000	.606	.219	.126	.102	.039	.080	.040
Dressing Styles	.606	1.000	.349	.109	.132	.018	.057	.026
Food Culture	.219	.349	1.000	.183	.085	.067	.052	.054
Consumer Behavior Purchase Power	.126	.109	.183	1.000	.527	.384	.394	.149
Influence of Television Advertisements	.102	.132	.085	.527	1.000	.502	.396	.075
Responsibility of Media	.039	.018	.067	.384	.502	1.000	.454	.027
Festivals	.080	.057	.052	.394	.396	.454	1.000	.195
Social Values	.040	.026	.054	.149	.075	.027	.195	1.000

Table 5.3.3

*Item-Total Statistics*

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Consumer Manipulation	111.7384	158.318	.385	.372	.609
Dressing Styles	103.6523	148.895	.401	.424	.608
Food Culture	110.1159	185.012	.295	.147	.630
Consumer Behavior Purchase Power	114.6165	175.433	.447	.350	.594
Influence of Television Advertisements	114.9391	170.153	.426	.400	.596
Responsibility of Media	114.3166	187.056	.335	.344	.621
Festivals	117.8829	191.185	.373	.297	.618
Social Values	117.7288	208.564	.121	.054	.660

The researchers validated the studies through triangulation of methods and peer evaluation. They covered different aspects of cultural invasion due to television commercials of international brands in Pakistan. The brands ignored important aspects of the local culture or mix them with western culture while targeting and catching the attention of youth/young adults. They got caught in the glamor in advertisements and followed newer trends blindly. The researchers shared the completed studies with senior experts for observations and comments. They are positive the results may be generalized. The quantitative study relies upon the empirical and or criterion validity. The empirically collected data supports the hypotheses about the fast pace cultural invasion in Pakistan due to television advertisements.

## **6. CONCLUSION**

The studies showed that international advertisements weakened social values of Pakistan before and during the Covid-19 lockdown. They liberated young women and merged western culture in Pakistani culture. The youth and young adults not only followed the western culture, believing it will increase their worth, they also criticized their peers and reduced their worth as beings if they did not follow western cultural trends. International brands promoted foreign festivals instead of local festivals. They hardly arranged or celebrated Islamic festivals. The youth was attracted to and excitedly attended the valentine's day, father's day, or mother's day festivals arranged by various international brands to promote their products. Brands increased their sale promotions on these days to inspire the youth to buy their products. The respondents said they attended the Halloween and valentine's day parties and sangeet nights, as they got attracted to them, despite knowing that Muslim societies do not consider these events right for them. Advertisers promoted their products, ignoring both the Islamic and Pakistani culture because they knew the youth would be interested in western and Indian cultural events like the valentine's day or Holi. 839/841 respondents agreed that they only ate junk food. A cold drink was necessary with every meal. They said they served soft drinks to their guests. They used cell phones on the dinning tables and totally ignored that their behavior was antisocial, considering most Pakistanis jointly dined family meals. TVCs and DVCs appeared in their lives 24/7 through different media. Advertisements relied on westernized content whose values attracted them. The spicy sexual content manipulated their minds and amalgamated the difference between culturally right and wrong deeds. This quantitative study was consistent with the qualitative study, as they both found that the society is under strong influence of western culture. TV advertisements leave a positive impact on the youth for updating their conduct. Only two respondents disagreed to these views, and stated that advertising had a very good impact on the society, as it had improved the living standards and economy by increasing the demand for services and products.

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