

How Does the Marketing Communication Affect to Develop the Popular Culture?

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Abstract

Each Country owns a specific native culture that extended from primitive stage with their, ideas, folk law, rituals, norms, believes and customs that they skilled. These virtual cultures caused to change mainly due to the cultural diffusion that aroused by the advancement of transportation system and modern technology. Hence the people of non-developed, ancient cultures transformed to explore the world by imitating the popular cultural items that disseminated through the satellite technology in electronic media effortlessly and hypnotized the hearts of youth in worldwide. Mass is stimulated by the spectrum of life in the popular culture which included the western cultural attributes that dispersed through the media channels of their countries. “Pop” is the shorten form of “popular” was added to the music, songs and created mega productions. These mega productions such as mega teledramas, films, pop music concerts, and beauty pageants produced stars as social images to introduced innovative social lives to the younger generation. This western cultural imperialism formed an urbanized and commercialized global society that consumes enormously, dresses and behaves appropriately what they advertise. Accordingly, production companies and traders expand the mass market to earn lucrative income.

Keywords: Western Cultural Imperialism, Commercialized Global Society.

Introduction

Marketing is a commercial function that deals with customers to achieve the target profitable income. On this purpose marketers apply innovative principles to reach new customers at the mass markets and achieve for retention of previous customers by satisfying them. Hence in marketing satisfying the customer is a principle requirement for its existence. This requirement encourages the manufacturer or trader to holds healthy relationship with the customer. It becomes quite broad and essential to follow a social and managerial process to realize the customers’ needs and wants. This explicates that the marketing is not only the selling. Currently manufacturing companies invest considerable amount for advertising to capture the mass market of the global village. When advertising and satisfying the customers manufacturing companies develop the customer loyalty and retain them. The long term of utilizing products create a brand name that displays the brand value. At the market place customers pay additional amount to purchase the branded product or service. Hence identifying the marketing principles are highly significant for scrutinizing the factors that affect for popular culture.

Popular cultural improvement basically advanced with the involvement of various media channels. Especially via electronic communication television screen full of advertisements were dispersed by sponsoring for the programs that the spectators watch regularly. Across that people watch at least fifteen minutes advertisements of different products and services within a half an hour program. These advertisements and also programs exhibit how they should live by consuming appropriate meals, wearing latest fashionable dresses and the social lives that the people should maintain. In fact, the relationship that has with the development of popular culture and marketing principles should be scrutinized is most important to clarifying the marketing communication. Electronic media and print media commercials introduce the enormous consumerism to capture the new market. The producers of mega television programs and organizers of amusement events and concerts by targeting receiving a good sponsor create commercially acceptable programs by displaying across that the consuming products and services that the manufacturing companies plan to sell. Especially producers’ who create television commercials aim the stakeholders and build relationship in between the customer and manufacturers or sellers by introducing the popular social lives to the mass.

Generally, consumers make lot of purchasing decisions every day to fulfill their day today requirements and ambitions. But understanding the consumer behavior is not simple. What they select, from where they buy how much price they are ready to pay, when they purchase goods or services and why they purchase are not visible. Because of that reason it is difficult to decide how they can be influenced for purchasing. On this process marketers must identify the customers' environment such as economical back ground, technological aspirations, social and cultural back ground before offering products and services. Specifically, buyers purchasing skills are depending mainly on the buying attitudes and preferences they do. Hence to influence the customers' marketers try to reflect customers' characteristics of perceiving the commercial items they sell and then follow the customer decision making process. Human behavior commonly undergoes by a socialization process relevant to their cultural attributes rigorously from the birth. Accordingly, one's achievements, success, personality, freedom, activity, involvement and comfort all will be influenced by their cultural attitudes and routine. Consequently, marketing process is affected by the cultural elements and sub cultural requirements of nationalities, religions, racial groups, and geographical reasons. Further customers' social class whether they are in upper class, middle class, working class and lower class, or the representative elements of social class their income, education, wealth and other variables marketers should take into consideration to determine the focus group advertisements. The researches in the marketing field will reveal these elements and orient the advertisements to console the buyers' desires to feel like the customer is the king.

On the above purpose manufacturers, marketers and advertising companies invest vastly for advertisements and develop a new social life that orient on mass productions and enormous consumerism. As an example, "Melrose Place", "Beverly Hills", "Dynasty" television programs display a social life of youngsters, high class couples' and widowed people's and influence how do they behave, dress and where should they go for meals throughout the characters and advertisements. Those advertisements and television programs provide a clue to buy them. In view of that dress levy's denims, polo T-shirts, wear Nike, Reebok shoes and T' shirts, eat McDonald, KFC food and Pizza and drink coca – cola or sprite, if not participate mega shows and concerts general public is being influenced to grip these popular items is laid the foundation of growth of the popular culture.

Research Objectives

- i. To identify the way of advertisements or marketing communication affecting to change the cultural value of a country and leverage to develop popular culture.
- ii. Recognize the reasons for attracting for commercial advertisements and programs.
- iii. Minimize the cultural deterioration by controlling the western cultural elements.

Research Question

Why do people imitate commercial advertisements and embrace the popular cultural elements?

Methodology

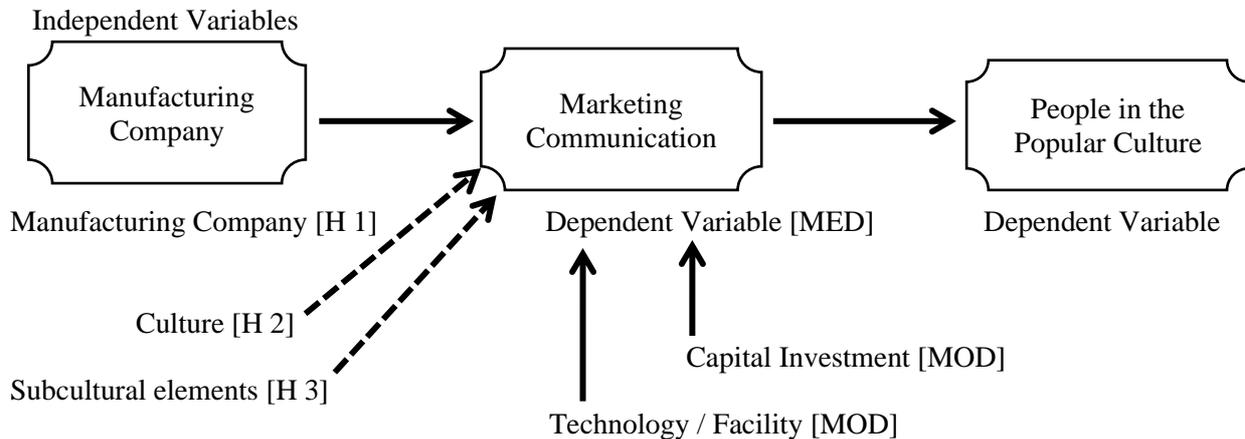
Throughout this research will be studied the advantages of advertising and link between popular culture to decide the influential weight of popular culture and disadvantage of it to a nation. Accordingly take time to observe the advertisements and television programs for a period of 6months and collect data by interviewing consumers randomly. Further search the theoretical back ground of advertising strategies that influence and introduce elements how severely affect for the culture and its nation. And finally search the factors that can regulate the marketing advertisements and social lives focus programs for the progression of one's country and the way of achieving goals of the companies to receive targeted sales and income.

Respectively scrutinizes the attributes of the culture which has been transforming from the ancient period to the present popular culture for discovering the suitable solutions on cultural deterioration and for managing the marketing communication.

Here as independent variables manufacturing companies or marketers play considerable role to reach their appropriate goal. Hence the Marketing communication is a mediating variable and the capital investment of companies and modern technology or facilities moderate the marketing communication. Consumers of in the culture or society turn into dependent variables that depend on marketing

communication. The message that carries the marketing communication is influenced or mediating by the cultural attribute and subcultural elements of the society. These variables will be analyzed throughout this research. Accordingly observe and scrutinize the strength of the marketing communication that extended on the culture to develop the popular culture. It will elaborate how did the popular mass culture was affected by the marketing communication that absorbed the western cultural attributes to turn the society will be defined. Also pay concentration to specify mediating variables across this research. Please refer conceptual frame work below.

Conceptual Framework:



Findings

Relevant to the finding advertising communication influence the customers to develop their awareness of the products and services that the manufacturing companies offer. The five senses of human interpret the information of sight, hearing, touch, taste and smell that they receive and improve the awareness. The people's perceptibility is varied for the same stimulus and exhibit three perceptual processes as selective attention, selective distortion and selective retention. Generally, customers expose to large number of advertising communication messages daily. It explicates they are unable to save in mind or pay attention to all the information they receive throughout the marketing communication. Each person faces them with a different mind – set. Because of that reason people don't place all information in their mind and place only the content that they received support and believe appropriately to their attitudes elaborate the selective distortion. And selective retention describes that customers remember only the good points of the brand they favor and forget the good points of competing other brands.

Due to above reasons most marketers' worry about the ineffectiveness of marketing communication that they orient to the target group. And some customers showed anxiety of the marketing information that hurts them. Even customers have fear on subliminal marketing messages that can affect to them. Anyhow a strong internal stimulus if not a drive, cues; responses and reinforcement motivate the people for developing their buying behavior.

Finally, these findings will be analyzed to justify the strengths and weaknesses of marketing communication and to identify the impact on development of popular culture.

Results and Conclusions

Finding elaborated the categories that affect for customer decision making of purchasing products and services. Hence customer awareness and preference of products are being depended on their beliefs and attitudes. Marketers convert these customer attitudes, beliefs and stimuli into many characters and social images of their marketing advertisements and programs that they telecast and familiarize them. When customer seeks information of a new product or service, they get an idea from publicized or they exposed to or from the social life they experienced by consuming whether it's satisfactory or dissatisfactory. This social life has been introduced by the marketers across their marketing communication. Marketers or Production companies advertise an innovative life style for people to sell their product and services. On this purpose they insert the western cultural elements to hang on their

advertisements and allow circulate them for introducing those attributes. Advertising within a period of time boots their product into branded level by receiving the customer loyalty. Branded products and services also let the people to experience the quality of product or service by consuming or utilizing them.

As a conclusion the advantages and disadvantages of marketing communication that the marketers receive throughout the marketing communication can be pointed out comparable to the idea of sustaining the culture by regulating the marketing communication. In order to fascinate the cultural diffusion that developed through the popular culture. And discuss the matters which can enhance the marketing communication while securing the specific attributes own native culture.

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