

ACCULTURATION WITH MARKETING BY MNC'S IN INDIA

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Abstract

Human beings are grown in an environment which provides all the essentials that are required for their survival and development. Development is a key issue for a person or a nation by which the standard of life is maintained in societies. Human mind is shaped by its necessities and wants which emerge from instinct and intellect. Intellect always searches for optimization of resources to maximize the benefits that ultimately provides comfort, pleasure and pride. Now a day's race is going on to accumulate those man-made things is so intense that humans have forgotten that real peace and pleasure which lies beneath their desirability. Human wants are being triggered by modern marketers in such a way that they can not perceive how and by what way it enters into their subconscious mind, socio-cultural factors of a country (value, belief, norms, rituals, aesthetics) are learned within a society and create a favourable attitude towards their social surroundings. MNC's operating in India are knowing the importance of these social-cultural values and they are effectively marketing their offerings by incorporating these factors in their promotion. Occidental philosophy of life is based on eat, drink and be merry is being propagated in such a way that a race of materialism are seen due to acculturation in Indian society.

(This paper is an attempt to find the underlying factor deeply inserted in Indian mind that has shaped their buying behaviour in search of comfort, pleasure and pride.)

Keywords: Occidental, acculturation, subconscious mind.

Introduction

A nation is built up by the geographical boundary, a name, inhabitants and a government which deals with people by a constitution and a society is formed within the nation by a large number of people who share a common heritage and culture. Sociologists have long recognized many ways in which culture influences human behaviour. The word culture is derived from the Latin term *cultura* meaning tilling or cultivating a set pattern of human activity and the symbolic structure that nurtures behaviour. Culture is the totality of learned, socially accepted and transmitted customs, knowledge, beliefs and artefacts. Patriotic attachment to the flag and national anthem is an aspect of Indian culture. Culture works like a tool kit of habits, skills and styles and it constructs knowledge and behaviour within a society. Sociologist William Osburn (1922) made a distinction between material (food, houses, raw materials, factories) and non-material (customs, beliefs, communication, government) which affects our daily lives and conduct. Non-material culture is more resistant to change than the material culture. Culture and society are mutually supportive and form a social perspective. Cultural traits or practices will persist if they perform functions that society seems to contribute to overall consensus. A strong cultural ideology of India maintains its social, economical and political beliefs and values to maintain its existence against the impact of cultural invasion from others and stands untouched with its religious, ethical and moral characteristics lies in its core cultural values. Core cultural values provide the tools that people of all persuasions need to develop strategies to bring about social change, and a common belief found in every culture such as courtship and religion, culture is bound to adopt for meeting according to specific circumstances such as climate, technology, population and geographical. Sociologists use the term diffusion to refer to the process by which a cultural trait spreads from group to group or society to society and these diffusions are clearly visible in Indian society earlier by military conquest, missionary work, exploration, tourism and now by globalization of economy.

Determinants of Indian culture

As a member of society one adopts capabilities and habits from others by acquiring knowledge, belief, art, moral customs and it establishes formal, informal and technical standards for behaviour among other members of society. Anthropologists said that a citizen of a nation views the world by a set pattern which is exhibited in its national character, language

symbols Taboos and rituals. Violation of cultural norms result in disapproval or banishment from the society therefore that is desirable in a culture create acceptable range of response. A person of the India is culturally shaped to adopt following practices like.

1. Group (family, relatives, peers) is the most important part of society and family ties are very important.
2. Saving and conserving resources for future are highly valued.
3. Education is an investment to bring achievement and prestige for the family.
4. Avoidance of personal conflict to so seeking arbitration from court are not judged good.
5. Great respect is shown for elder person and love to the younger ones.
6. High affiliations for traditional values and customs.
7. Take part in network of intricate social ties.
8. Public service is a moral responsibilities.
9. Interested in leader not in what is spoken by leader.
10. Display emotion in public.
11. Woman place is in home.

By these way an Indian culture can be early seen what is conditioned by mental and material influence and it is the aspect that contribute in a major way how an Indian behaves.

Cultural values and behaviour

Indian mind are shaped by the society which is very cohesive towards it traditions customs rituals and value that set a distinct standard. It helps in Judging what is desirable and right in a given situations. These cultural values can be classified into three categories.

1. Self oriented values – It shows people orientation about life and how to make it valued in society (material health, leisure spend or save, sensual pleasure, humor/serious).
2. Environmental value – it prescribe people relationship with its physical political economical and technical surrounding (traits that are admired or overcome).
3. Others oriented values – It reflects relationship between individual and groups with a society (individual qualities line independence, self reliance, self expression, decision making and achievement 15 more value that collective activity).

Modes of acculturation

Human actions are shaped by adapting a particular life style and behaviour pattern as they stem from their societies. Cultural elements like material life, social interactions language aesthetics, religion and faith roles and responsibilities, pride and prejudice and ethical and moral standards while a change in cultural behaviour is seen when a person came into contact with other cultures and it often leads to charge in behaviour in the people from the original culture. In individual level it is termed as psychological acculturation (like identity, values and attitudes) and when it change in social structure, economy and politics it is group level acculturation. Acculturation occurs in a society by four ways.

- (i) Separation – When people while encounter with other culture tend to avoid its impact and maintain their own cultural values very little change are seen.
- (ii) Marginalization – Marginalization take place when people have how interest in maintaining their own cultural beliefs and relate with other cultural element start showing amalgamation marginalization starts.
- (iii) Integration – An interest start when people encounters with other cultural elements and liking and preference are visible.
- (iv) Assimilation – If people do not show strong feelings to maintain their owns cultural values and their daily interactions with other culturing it starts a tendency to assimilate with other cultural element very easily.

In present global world in which cultural contact is increasing due to immigration, migration, global employment, tourism, telecommunication exposing people to a range of

valves beliefs and life styles leads to a situation that is how termed as cultural borrowings, In metros of India a hybrid culture is seen which slowly leading towards a world culture.

MNCs role in economic development of India and acculturation

Peace and pleasure can only maintained if peoples in the society early obtain their basic requirements for which they endeavour. Global marketers always search business opportunities to provide those goods and services which are required in every society for maintain standard of living and quality of life. East India company was the first MMC came into India is sixteen century and its role in spreading western culture are clearly seen. Now a days when more than two lakh MMCs are doing business in India are making remarkable change in Indian society by bringing their technology, managerial know how capital and cultural practices. Indians are fighting with a clash of tradition and modernity in their every days life. It is observed in language gender equality, free will versus conformity orthodoxy versus obedience rising expectations for materialistic goods and capitalist tendencies. MNCs transmitted their home culture into the most countries in two ways. First by establishing enterprises and introduce demonstrate and disseminate new work culture that make new changes in peoples behaviour and secondary by business services (Advertisement public relation sales promotion digital marketing) and make attitudinal change. MMCs provide employment to more than one million Indian personnel's while living in their own culture spend their working lives in a foreign environment thus working lives of the affiliates to a large extent shows the values being rules by parent corporation. These corporate house of the parent company made their employee to learn initiate and share new value and become channels to further diffuse these values in the most country culture and acculturation starts. Advertisement made by these MMCs plays a major role in transmitting their cultural values in host nations. Advertisement not only make people aware persuade them and remind about offerings of MMCs but also create attitudinal change and new images that influence their new bahaviour. Acceptance of innovation (Products and services which are introduced first time in host nations) brings change in attitude towards these products services will also bring cultural change. It can be explained citing A Maslow's need hierarchy theory when one need is fullfills people shift for another. Employment to women's and economic prosperity provided new role to Indian women and their purchasing behaviour and this change are reasoned in logical fashion and no emotion based on cultural taboos stand in the way. Cigarette smoking in women in metro cities in India is oflenly seen by rejecting cultural values completely.

Process of Acculturation adopted by MMCs

In business where inputs are transformed into out put that posses values must be exchanged with customers and marketing is a discipline that sense search serve and satisfy customer by knowing their cultural social economical and psychological factors that shape their intension to seek satisfaction by exchange. MMCS in host nation do it by adopting a well defined steps viz.

Step 1 – Define the business goals in term if cultural traits habits norms of host nation people.

Step 2 – Define the business goods of home country cultural traits habit and norms.

Step 3 – ISOLATE THE SELF REFERENCE CRITERION of the most nation which influence purchasing decisions.

Step 4 – Redefine the self reference criteria to solve the business problem.

Self reference criteria is defined as when ever people face with new situation they evaluate the situation, comprehend and make response by their own cultural values and beliefs. MMCs use this SRC of host nation by making changes that fit in the SRCs by adopting various change in product and promotion and this change helps MNCs to develop an understanding that what is good in the home nation would be acceptable in host nation. MNCs by their involvement of economic activities in host nation are serving in Change Agents for acculturation.

Conclusion

Economic activities of a nation shows clearly the standard of living that is measured in terms of necessities comfort and luxuries availed by its citizens consumption of man made

utilities has started a race for accumulating these materialistic thing is seen in Indian society for which immigration, urbanization abroad education employment has broken the national boundaries and adopting new life styles and demand of several new things which were not known in Indian society. Human wants are shaped by society and in present era of information and technology world become a global village in which human contacts with other increased that caused assimilation of newer habits and customs. Western influence were noticed many centuries ago in Indian societies but modern technology based on information has opened many job opportunities in trade business and commerce that forced the amalgamation of cultural norms which untimely resulted acculturation.

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