

CULTURAL IMPACT OF MOVIES ON INDIAN CONSUMERS

Abstract

With technological advancement and ever increasing accessibility to variety of media, innumerable forces are shaping the cultural mind set of present day consumer. Consumption decisions made in the market are closely related to cultural orientation and allegiance of the consumers. Cultural dimensions become an important strategic issue in marketing, playing a vital role in brand building exercise.

India's Hindi language movie industry called 'Bollywood' is the world's most prolific factory of cinema. Bollywood movies have been a major point of reference for Indian culture.

This paper attempts to examine the cultural impact of Bollywood movies on Indian consumers. Culture is operationalized through cultural values in this empirical research. Cultural values relevant to Indian culture are measured and analyzed through quantitative techniques. Results indicate that contemporary cultural values are reinforced due to consumers' exposure to Bollywood movies, thus signifying the big role of Bollywood in India.