



PIPES TO PERSUASION: TELECOM ADS AND CULTURAL SHIFTS

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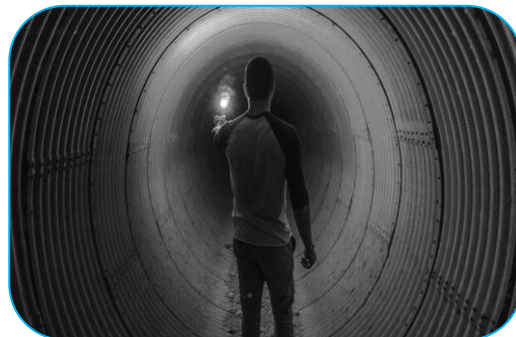
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ABSTRACT

Telecom operators have transitioned from passive conduits of communication to active intermediaries in the advertising ecosystem. Through SMS, RCS, USSD, in-app operator platforms, and direct carrier billing (DCB) integration, advertising now reaches consumers at moments of intimacy, immediacy, and high engagement. This paper investigates how telecom-delivered advertising influences cultural constructs—values, attitudes, and lifestyles—in the Indian context. Drawing upon a 48-item survey ($n=400$), factor analysis identifies twelve dimensions including career orientation, family bonds, health consciousness, humanitarianism, materialism, and Westernization. Weighted Average Mean (WAM) scores suggest that health, family cohesion, and education-driven telecom campaigns exert positive cultural influence, whereas materialism and status-oriented promotions risk negative outcomes. The study contributes a telecom-specific cultural influence framework and provides recommendations for operators, regulators, and advertisers to balance commercial objectives with cultural integrity.



KEYWORDS : Telecom advertising, RCS, cultural values, direct carrier billing, materialism, privacy, India, factor analysis.

INTRODUCTION

Telecom networks are no longer neutral “pipes.” As smartphones became the primary screen in many countries, operators now co-create and deliver advertising through SMS/RCS, in-app banners, USSD menus, caller tunes, and co-promotions with OTT apps and handset OEMs. This infrastructural role gives carrier-delivered advertising unique cultural power: it is immediate (arriving during moments of micro-choice), ubiquitous (on a device that rarely leaves our hands), personalized (via plan usage, handset tier, and location/time context), and carries quasi-institutional legitimacy (“from your network”).

At the same time, the channel itself is evolving—RCS Business Messaging is scaling globally (including India) with richer, more interactive ads and measurable engagement, backed by operator ecosystems and platform support, which expands ad expressiveness and reach cdn-web.infobip.com+3juniperresearch.com+3juniperresearch.com+3. Parallel commercial models such as

direct carrier billing (DCB) entwine promotion with frictionless purchase, intensifying advertising's ability to translate desire into demand at the point of attention theinsightpartners.com+1. These advances arrive amid live debates on permissible operator data use for targeting (e.g., TrustPid's tokenization model) and long-running policy scrutiny around zero-rating and neutrality in India, both of which shape cultural trust in carrier-mediated advertising WIRED+2Telecom Regulatory Authority of India+2.

This paper reframes classic questions about advertising's cultural influence—on values, attitudes, and lifestyles—inside the **telecom delivery context**. We propose constructs and a measurement approach specific to operator channels, then ground the discussion in recent ecosystem evidence.

Advertising is an important instrument of our times. It has been hailed as a capitalistic virtue, as an engine of free market economy, and as a promoter of consumer welfare. It's detractors on the other hand accuse it of an array of sins ranging from economic waste to purveying of harmful products; from sexism to deceit and manipulation, from triviality to intellectual and moral pollution (Mittal Banwari,1994). In recent times, advertising is playing a very important role on our culture. Culture is changing over a period of time. The impact of ads on our culture may be good or bad. Ads may uphold or threaten the culture (Makaty, tabergen, Whitlow and Boyd, 1996).

Advertising is doing its work of persuasion –conversion of desire into demand- without bothering much of good or bad effects it is bringing to our culture (Sontakki C N, 1989). Advertising may predispose individuals to respond positively or negatively toward a product or brand (Stern and Zaichkowsky, 1991) because advertisements are influencing the attitudes of the people on various objects and these attitudes of the individuals ultimately have an impact on our culture.

In this paper, effort has been put to understand the influence of advertisements on our culture. Therefore, it is very important to know that what actually the culture is. As stated by Philip R. Cateova and John. M. Hess, Culture is sum total of knowledge, beliefs, art, morals, laws, customs and any other capabilities and habits he acquires as a member of society (Sontakki C N, 1989).

The cultural function of advertising is to understand, reflect and accept the value structure of society well before it vanishes. Advertising within the limits set by culture is to create new expectations for the consumers. The current world is moving on the level of advertising. With its educative value, provoking force and invoking tinge, it affects thoughts, gestures and behaviors of the people caught in the spotlight of advertising (Sontakki C N, 1989).

The amount of money spent on advertisements has been steadily increasing but public response regarding its effectiveness and value is declining (Andrews, 1989; Mittal, 1994; Stipp, 1992; Stewart, 1992). Thus, it is very important that advertisements must come to turns with the culture of its host country and values of people (Cheng Hong, Schwitzer, 1996).

Telecom networks, once regarded as neutral infrastructures, now actively mediate advertising content. Rich Communication Services (RCS), SMS, operator apps, and direct carrier billing (DCB) linkages allow carriers to deliver promotional messages that are personalized, contextual, and transactional. This immediacy amplifies the cultural role of advertising: shaping consumer aspirations, reinforcing or challenging family values, and accelerating lifestyle shifts.

REVIEW OF LITERATURE

In the past, researchers have tried to find the influence of advertisements on our culture in different parts of the world with different techniques.

First attempt was made by Pollay's (1983) to examine cultural values in advertising and his efforts were further supported by Schwatzer and Cheng (1986) and they examined the cultural values reflected in Chinese and US ad commercials and found that Chinese commercials are inclined towards "family", "tradition" and "technology" whereas, Western Values were most frequently used in US commercials. Following is the related work in the field of telecom and advertsinsng:

- **Classic advertising & culture studies:** Pollay (1983), Mittal (1994), Wiles et al. (1996) showed how advertising embeds cultural values such as materialism, humanitarianism, and family cohesion.
- **Telecom and mobile-first context:** RCS is forecasted to become a \$15B+ market globally by 2029, with India a leading adopter [1], [2]. Apple's support further legitimizes RCS [3].
- **Business messaging in India:** The market expected to cross \$1B in 2025, fueled by WhatsApp Business and operator RCS [4].
- **Payments integration:** DCB revenues projected to grow steadily [5], [6], increasing conversion proximity.
- **Privacy & trust:** Operator token models such as TrustPid have raised debates on autonomy and "supercookies" [7].
- **Cultural localization:** Indian telecom campaigns are deeply tied to festivals and regional diversity

These efforts were again supported by Makaty, Tabergen, Whitlow and Boyd (1992) in Saudi Arabia and learnt the perception of advertising on Islamic Culture. Another study done by

Classic cultural effects of advertising. Foundational work (e.g., Pollay; cross-cultural analyses across U.S./Europe/Asia) mapped how ads communicate and reshape values—materialism, family bonds, humanitarianism, Westernization, sex appeal, status signaling—often with mixed welfare implications. We extend these dimensions to a carrier-delivered, mobile-first setting.

Mobile and business messaging as ad rails. Modern enterprise messaging blends utility with promotion. RCS introduces carousels, rich media, verified sender IDs, and in-chat actions—raising the ceiling for persuasive content within operator channels and improving deliverability/read rates, with India among high-growth markets and Apple's support further normalizing RCS. The Economic Times+3juniperresearch.com+3juniperresearch.com+3. India's business-messaging revenue is projected to cross the \$1B mark in 2025, propelled by WhatsApp Business and RCS, indicating a mainstreaming of conversational advertising on telco rails The Economic Times.

Payments and purchase proximity. DCB growth forecasts (2024–2031) indicate strong coupling between operator channels and commerce, creating a tight loop between promotion and conversion (subscriptions, gaming, media), which can amplify both utilitarian and materialist appeals theinsightpartners.com+1.

Privacy, identifiers & consent. Operator-level identifiers (MSISDN, IP-based tokens) enable persistent reach but raise privacy concerns. Tokenized models like TrustPid claim GDPR compliance yet draw critiques as "supercookies," underscoring the cultural salience of trust, autonomy, and perceived surveillance in telco-delivered ads WIRED. Broader 5G privacy work highlights stronger protections and risks specific to telecom identifiers, useful in framing compliant personalization Trusted Connectivity Alliance.

India's cultural heterogeneity & timing. Studies of digital marketing in India emphasize linguistic diversity and festival-linked promotions—both prominent in operator campaigns that time top-ups, bundles, and creative to local calendars, affecting lifestyle and value expressions at scale Web Marketing Academy+1.

Attitudes toward smartphone advertising. Cross-cultural research notes that Indian audiences weigh entertainment higher while U.S. samples emphasize informativeness—useful when designing telco campaigns that oscillate between utility (alerts, billing, benefits) and entertainment (content bundles, device upgrades) ResearchGate.

Wilses, Wiles and Jernlund (1996) examined the similarities and differences between the values portrayed in magazine advertising in the United States and Sweden. The purpose of this study was to explore value transmission across two cultures. Findings revealed that Youthfulness, body shape, leisure activities, portrayal of women, Racial discrimination differ in the two cultures. According to Fred Zandpour (1996) made a similar attempt in his study and examined cultures of United States, Mexico,

France, United Kingdom, Spain, Germany, Taiwan and South Korea with relation to advertising industry. This study identifies various factors of advertising that are likely to shape culture and advertising market. Caillat, Mueller (1996) in their study compared the cultural variables in American and British commercials including dominant values, rhetorical style and advertising appeals. A similar study was again made by Becker (1998) in America and developed some knowledge on Cultural values on advertising strategy. Shavitt, Lowery, Haefner (1998) made a similar study and assessed public attitude and confidence in advertising and it was found that people found advertisements generally informative and useful in guiding decision – making. Another similar study was made by Shao, Raymond and Taylor (2004) in Taiwan and they made an attempt to analyze whether the advertising appeals in Taiwan are dominated more by “Westernized” cultural values or by Chinese traditional values. It was found that foreign influences were less problematic to advertising in Taiwan reflecting the acceptance of “Western” values. Yoon (1996) compared attitudes of the people towards advertising between Korean and American consumers.

From the above studies, it is clear that efforts have been put in from time to time to find the influence of advertisements on our attitudes, values and lifestyles outside India. All the above studies have been conducted in Foreign Countries and not in India.

RESEARCH METHODOLOGY

In this paper, an attempt is made to study the following objectives:

Isolate cultural influence of telecom-delivered advertising on three components—values, attitudes, lifestyles—in an Indian urban setting.

Compare the direction and strength of effects to those reported for generic mass-media ads in the classic literature.

Identify channel-specific drivers (e.g., RCS richness, verified sender trust marks, DCB proximity, festival timing, privacy signals) that modulate cultural outcomes.

Thus, it can be stated that this paper is primarily done to determine some important factors that are shown in the ads and which influence our values, attitudes and life styles. Following is the Research Design:

- **Population & Sampling.** Urban smartphone users (age ≥15) across prepaid/postpaid, balanced by gender, income, and operator (e.g., Jio, Airtel, Vi). Target $n \approx 400$ for stable factor solutions; non-probability quota sampling with city-zone dispersion.
- **Stimulus taxonomy (telecom-specific):**
 - **Transactional & service:** plan renewal nudges, bill alerts, safety/tele-health prompts.
 - **Promotional:** device upgrades, content bundles, roaming packs.
 - **Conversational RCS:** rich carousels, “tap-to-buy” with DCB, verified brand badges.
 - **Policy/PSA:** fraud alerts, disaster advisories, charity round-up.
- **Instrument. A 48-item Likert scale** (1–5) adapted from classic factors and extended for telecom contexts. Example constructs:
 - **Career Orientation** (learning/edtech bundles; job platforms via operator offers).
 - **Family Bond & Safety** (family plans, location-share, SOS).
 - **Health & Rationality** (tele-medicine tie-ins, hygiene/fitness data offers).
 - **Humanitarianism** (operator-facilitated donations/round-up).
 - **Materialism & Status Signaling** (flagship handset EMIs, premium tiers).
 - **Westernization vs. Localization** (global content tie-ins vs. festival-native creative).
 - **Bold/Adult Content Exposure** (age-gating effectiveness in operator channels).
 - **Child-Directed Appeals** (parental controls, edu-bundles, ad suitability).
 - **Privacy & Autonomy** (perceived control over data use; comfort with MSISDN-based personalization; reactions to tokenized tracking stories).

- **Exposure coding.** Self-reported frequency by channel (SMS, RCS, WhatsApp Business via operator partnership, IVR, in-app operator ads), and **recent RCS exposure** (yes/no), given its richer creative affordances juniperresearch.com+1.
- **Outcomes.**
 - **Primary:** Factor scores (culture constructs) via **Exploratory Factor Analysis (EFA)** with oblique rotation.
 - **Secondary:** Directionality indices (positive/negative cultural valence) and **Weighted Average Means** by construct; moderation by **RCS exposure** and **privacy sentiment**.
- **Analysis.**
 - EFA (KMO > .8, Bartlett $p < .001$), retain factors by eigenvalues & scree.
 - Reliability (Cronbach's $\alpha \geq .70$).
 - **Hierarchical regressions/SEM** predicting cultural outcomes from exposure mix, RCS richness, DCB usage, and privacy trust; interactions for festival seasonality (binary).
- **Ethics & Privacy.** No collection of raw MSISDN/PII; measure **perceived** consent/control and **stated preferences** toward personalization tokens, referencing public debates (e.g., TrustPid), and align with local regulations (GDPR analogies; TRAI/DoT guidance) WIRED+1.

Hypotheses (illustrative)

- **H1 (Health/Family positive):** Utility-centric telco ads (safety, health, education bundles) increase **health consciousness** and **family cohesion** factor scores.
- **H2 (Materialism via purchase proximity):** Exposure to **RCS + DCB** promotions is positively associated with **materialism/status** factors. theinsightpartners.com+1
- **H3 (Trust gate):** Higher **privacy trust** in the operator moderates (amplifies) positive cultural outcomes and attenuates negative ones; salient “supercookie” narratives reduce trust and dampen effects WIRED.
- **H4 (Localization wins):** Festival-timed, local-language campaigns yield higher **relationship/humanitarianism** scores vs. generic globalized creative Allied Business Academies.

A 42-item questionnaire covering important aspects of values, attitudes and lifestyles is generated. Data analysis technique used is factor analysis for determining important factors shown in the ads and those which have an impact on our culture. Participants were asked to rate the 42 statements on a five point likert scale: strongly agree, agree, indifferent, disagree and strongly disagree. One more, 10-item scale was generated to find whether the influence of ads is negative or positive on our culture. This scale was generated by conducting a pilot study on 25 respondents on 42 statements and applying factor analysis on it. Resultant factors were then used for this scale. Respondents were asked to rate these factors on a scale having EN, VN, and N scores for extremely negative influence, very negative influence and negative influence. I is for neither positive nor negative. EP, VP and P scores for extremely positive, very positive and positive influences of ads on our culture. All individuals employed in banks, hospitals, courts; businessmen, Chartered accountants, Lecturers, students and other people employed in various professions were interviewed. People from all the sectors are covered for data collection.

Extract was culled out from the questionnaires filled by 160 respondents, which is four times the number of statements in the questionnaire. Respondents are the residents of Amritsar of the age of 15 and above. Most of the individuals who were interviewed were between the age group 20-40. 160 Respondents is the sample size. The procedure used for sampling is convenience or chunk sampling. Chunk is a convenient slice of the population, which is commonly referred to as a sample. It is obtained by selecting convenient population units. It is a non-random and non-probability sampling method combined with judgement sampling where the investigator has the power to select or reject item in an investigation. Statistical tools used for data analysis are factor analysis. The factor analysis is a

technique used in multivariate statistical analysis. The factor analysis is used to analyze the interrelationships between independent variables with metric data.

Weighted average mean (W.A.M) is gives an average score of the data available. It is calculated in the following way:

$$\text{Wt. Av. Score} = \frac{\sum WF}{N}$$

Expected Contributions

1. A telecom-centric model of advertising's cultural influence mapping classic cultural constructs to operator touchpoints.
2. Evidence separating utility-led (often positive) from purchase-proximate (potentially materialist) cultural shifts within carrier channels.
3. Design & policy guidance for operators and brands: employ verified sender IDs and consented personalization; age-gate sensitive content; localize for festivals; make privacy controls visible; separate core service communications from commercial targeting to protect trust.

ANALYSIS AND DISCUSSION

In this paper, efforts were made to analyze the response of the respondents widely spread across age, gender, qualifications and monthly family income. Majority of the participants are male, young and highly educated. Mostly people are from middle class income group.

	Categories	% age
Age	15-25	36.3
	25-45	46.3
	45 and above	17.5
Gender	Male	76.9
	Female	23.1
Qualifications	Matric	3.1
	Graduate	40.6
	Post Graduate	56.3
Monthly Family Income	Above Rs. 45,000	21.3
	Rs. 25,000-Rs. 45,000	20.6
	Rs. 15,000- Rs. 25,000	58.1

To analyze the data Factor Analysis is applied on the data collected from the respondents and results were interpreted thereof. Factor Analysis is used to get the concise and clear view of the various factors that are emerging through ads and having an impact on our culture. It's a multivariate technique used to find various factors. Factors are found as per the degree of their importance.

Weighted Average Mean is applied on the factors available to find the average score of the data available. It is just to find that whether the data gives a positive average score or negative average score. Part II determines that various factors influencing our culture using Factor Analysis and Part III uses Weighted Mean on the factors generated using Factor Analysis to find whether ads have a positive influence on our culture or negative influence.

Factor Analysis is used to get the concise and clear view of the various factors that are emerging through ads and having an impact on our culture, a multivariate technique factor analysis was used and the data was reduced into factors. It is found that 14 factors from variables in their degree of importance as shown by rotated component and variance explained with respective eigen values rotation sum of squared loadings is depicted in the table.

Rotated Component Matrix Component

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
A1	0.145	0.131	0.729	0.002	0.062	-0.097	-0.065	0.149	0.137	0.030	-0.063	-0.090	0.051	0.185
A2	0.074	0.115	0.744	0.178	0.041	0.021	-0.010	0.044	0.171	0.013	-0.111	-0.142	0.039	0.048
A3	0.031	-0.046	0.760	0.187	-0.052	0.160	-0.027	-0.188	-0.039	0.131	0.019	0.110	-0.038	-0.093
A4	0.054	0.131	0.642	0.106	-0.350	0.019	0.038	0.082	-0.029	-0.014	0.181	-0.128	0.014	-0.193
A5	0.101	0.017	-0.157	-0.047	0.047	0.127	0.173	0.044	-0.027	0.017	0.094	0.749	0.015	-0.055
A6	0.149	-0.199	0.374	0.301	0.106	0.019	0.313	0.251	0.227	0.037	0.021	-0.067	0.186	0.202
A7	0.042	0.025	0.210	0.716	-0.081	0.011	0.079	0.133	-0.062	0.004	0.155	0.067	0.174	0.082
A8	0.161	0.026	0.245	0.774	-0.013	0.103	-0.104	0.060	0.189	0.105	0.033	-0.032	-0.048	0.095
A9	0.284	-0.084	0.045	0.547	0.140	0.298	0.228	-0.119	0.079	-0.029	-0.173	-0.114	-0.141	-0.179
A10	0.137	-0.079	0.075	0.160	0.012	0.783	0.064	-0.103	0.012	-0.060	0.160	0.157	-0.108	0.007

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
A11	0.242	0.143	-0.021	0.013	-0.080	0.638	0.280	0.293	0.110	-0.082	-0.009	0.043	0.065	0.226
A12	0.062	-0.011	-0.020	0.123	-0.084	0.071	-0.060	0.707	-0.010	0.050	-0.005	0.389	-0.081	0.185
A13	0.015	0.042	0.087	0.026	0.007	0.036	0.103	0.754	-0.018	0.009	0.077	-0.153	0.040	-0.204
A14	0.102	-0.001	-0.026	0.118	0.314	0.350	0.079	0.312	0.049	0.214	0.388	0.024	-0.061	-0.196
A15	-0.001	0.081	0.098	0.153	0.011	0.027	0.105	0.090	0.808	-0.036	0.077	0.004	0.032	-0.072
A16	0.171	0.259	0.013	0.012	0.118	0.160	0.683	0.049	0.037	-0.074	0.017	0.049	-0.113	0.032
A17	0.275	-0.053	-0.095	0.031	0.190	0.005	0.645	0.013	0.159	0.090	0.027	0.287	0.095	0.192
A18	0.154	0.050	-0.297	0.138	0.513	-0.059	0.245	0.073	-0.095	0.268	0.006	0.336	0.026	-0.171
A19	0.147	0.037	-0.119	-0.030	0.652	0.002	0.068	-0.032	-0.050	0.191	0.095	0.042	-0.168	0.107
A20	0.050	0.116	0.271	0.048	-0.168	0.119	0.154	-0.303	0.557	0.216	0.030	-0.177	0.187	-0.134
A21	0.436	0.128	-0.163	0.249	0.122	0.086	-0.134	-0.105	0.099	-0.409	-0.173	-0.142	0.176	0.075
A22	0.765	-0.019	0.262	0.080	-0.117	0.052	0.165	0.021	0.041	0.013	0.137	0.141	-0.024	0.051
A23	0.672	-0.097	0.061	0.134	0.090	0.041	0.260	-0.075	-0.057	0.102	0.182	-0.104	-0.077	0.109
A24	0.436	-0.025	0.000	-0.038	0.062	0.089	-0.173	0.092	0.022	0.057	0.673	0.125	-0.053	0.035
A25	0.678	0.064	0.194	0.035	0.097	0.054	0.035	0.112	0.066	-0.063	0.198	0.177	0.058	0.029
A26	0.029	0.185	0.011	0.025	-0.156	0.232	0.373	-0.026	-0.020	0.118	0.595	0.131	-0.060	0.223
A27	0.032	0.587	0.048	-0.054	0.074	0.101	0.192	-0.191	-0.069	0.159	0.122	0.064	0.367	-0.042
A28	0.000	0.116	-0.097	0.274	0.374	-0.051	0.040	0.011	0.166	-0.215	0.519	-0.110	0.029	0.043
A29	-0.028	0.194	0.053	0.073	-0.027	-0.042	-0.050	0.014	0.081	0.018	-0.065	0.001	0.854	0.029
A30	0.122	0.367	-0.158	0.184	-0.145	0.167	0.207	-0.016	-0.304	0.281	0.028	-0.112	0.204	0.284
A31	0.093	0.044	-0.066	0.171	0.448	-0.179	0.357	0.145	-0.467	-0.111	0.086	-0.094	0.121	-0.079
A32	0.045	0.042	0.106	0.071	0.196	0.513	-0.200	0.233	0.091	0.468	0.075	-0.124	0.176	0.075
A33	-0.076	0.108	0.294	-0.179	0.579	0.232	0.097	-0.112	-0.012	-0.027	-0.041	-0.059	0.262	0.184
A34	0.105	0.071	0.028	0.103	0.138	0.066	0.154	-0.105	-0.165	0.077	0.103	-0.011	0.053	0.703
A35	0.113	0.094	0.075	0.074	0.162	-0.058	-0.017	-0.029	0.051	0.743	-0.004	0.048	0.014	0.107
A36	0.643	-0.056	0.061	-0.046	0.012	0.052	0.156	0.098	-0.089	0.331	-0.093	-0.284	0.166	0.027
A37	0.605	0.111	-0.172	0.163	0.121	0.188	-0.013	-0.003	-0.040	0.029	-0.099	0.145	-0.185	0.003
A38	0.052	0.638	0.105	-0.094	0.204	0.224	-0.130	0.147	0.086	0.044	-0.049	0.032	-0.005	0.287

A39	0.090	0.796	0.029	-0.034	-0.002	0.022	-0.036	-0.036	-0.054	0.079	-0.074	0.208	0.060	0.047
A40	-0.004	0.830	0.039	0.039	0.046	-0.103	0.070	0.039	0.030	-0.038	0.140	-0.141	-0.023	-0.043
A41	-0.128	0.758	0.107	0.083	-0.062	-0.085	0.134	0.039	0.162	-0.045	0.029	-0.098	0.063	-0.007
A42	0.243	0.167	0.038	0.007	-0.007	0.142	0.023	0.135	0.213	0.324	0.055	-0.276	-0.330	0.433

Factor analysis has extracted 14 factors according to their importance as shown below.

Factor I		Career Orientation
A22	:	Ads have made us career oriented
A23	:	Ads have made us ambitious
A25	:	Ads have made us more job oriented
A36	:	Ads are creating awareness in us as far as future and career of children is concerned
A37	:	Ads crave excitement for traveling and touring

FACTOR I: Career Orientation

- Telecom promotions motivate me to pursue career-oriented online learning.
- Operator education bundles make me more ambitious about future growth.

Factor II		Westernization
A27	:	I prefer buying western branded products than Indian brands
A30	:	I am more fond of nutrition less (junk) food
A38	:	My purchasing is influenced by the ads showing western festivals, rituals and ceremonies
A39	:	Ads are inclining my interest towards western clothing and attire
A40	:	Ads are creating my interest for rock music
A41	:	I like buying things which are just the items to show off

Factor II: Westernization

This factor explains 15.259% of the variance of the fourteen variables identified as shown explains that through ads people's interest have changed from Indian to Western. People like to buy Western Branded products. They like to eat English food or junk food. Not only this, their purchasing are also influenced by western festivals and rituals. This shows that that now interest and tastes of the have become more western than Indian. They also like to clad in Western cloths and more fond of western music. Now people feel happy by showing of the western product they have purchased. Thus it is very clear that ads have developed western tastes in the people.

Factor III		Family Bond
A1	:	Ads are making family bonds stronger
A2	:	Ads teach us to respect our elders
A3	:	Ads relieve us by giving means for family security
A4	:	Ads promote true friendship
A6	:	Ads teach us the value of time

Factor III: Family Bond

- Family safety packs increase my concern for my children's wellbeing.
- Ads from operators make me value time with family more.

Factor IV		Humanitarianism
A7	:	Ads promote charity
A8	:	Ads influence us to be helpful
A9	:	Ads propel us to have concern for society and environment

Factor IV: Humanitarianism

This factor explains 26.967% of the variance of the fourteen variables identified. It explains that ads influence peoples to be helpful in the sense that they should donate for the various noble causes and should be concerned for the society at large. Ads always encourage people to render help to the society and should always be concerned for the environment.

Factor V		Materialism
A18	:	Ads tempt us to buy things that we really don't need
A19	:	Ads tend us to have more and more material comfort
A31	:	Ads are emotionally exploiting our sentiments
A33	:	Ads have created fears in the minds of consumers, like; insurance, helmets

Factor V: Materialism

This factor explains 31.664% of the variance of the fourteen variables identified.

- I feel pressure to upgrade my smartphone because of operator promotions.
- Premium plan ads make me feel higher status in society.

It explains that ads are making people very materialistic. These days' people need more and more material comfort. And stimulate people to buy those things, which they actually don't need. Advertiser is emotionally exploiting the sentiments of the people to sell their products. Advertiser are also creating fear appeals along with emotional appeal and creating attachment of the people of their products. Thus, ads are making people on more and more materialistic things.

Factor VI		Health
A10	:	Ads have increased our concern for staying healthy
A11	:	Ads have increased our concern for staying healthy
A32	:	Ads have made our thinking more rational and logical

Factor VI: Health

This factor explains 36.301% of the variance of the fourteen variables identified. Health-bundle offers from operators make me conscious about hygiene.

Factor VII		Status Conscious
A16	:	Ads influence us to buy things which are just a symbol of power, status and accomplishment
A17	:	Ads are creating our needs more and more
A34	:	Ads have made us class conscious

Factor VII: Status Conscious

This factor explains 40.881% of the variance of the fourteen variables identified. It explains that these days' people like to buy those things that increases their status in the society. These days ads

advertise products in such a way that it compels people to buy just for the sake the making themselves of high status or high-class people. People have become very class conscious.

Factor IX		<i>Bold and Revealing ads</i>
A15	:	It is justified to portray a woman in the male dominated ads
A20	:	I can comfortably watch bold and revealing ads with my family

Factor IX: Bold and Revealing Ads

This factor explains 49.051% of the variance of the fourteen variables identified. It explains that people these days have become broader minded and very advance in their thinking. They don't mind watching Bold and revealing ads with their families. This shows the people have become very free and have opened up with their families. Not only this, they feel it justified to portray women in the male dominated ads because they like watching such ads.

Factor X		<i>Children Targeted ads</i>
A35	:	Ads targeting children should be aired

Factor X Children Targeted Ads

This factor explains 52.925% of the variance of the fourteen variables identified. It explains that people think that ads targeting children should be aired. People feel that children should be made aware of various things going around. They should be made clear about their right and wrong. Hence, ads targeting children should be aired.

Factor XI		<i>Revolution</i>
A14	:	Ads have made us broad-minded
A24	:	Ads showing technology orientation, a boon for society
A26	:	Ads have made us beauty and style conscious
A28	:	Ads create confusion in the minds of customers

Factor XI: Revolution

This factor explains 56.749% of the variance of the fourteen variables identified. It explains that ads have brought a tremendous revolution in the minds sets of the people. People are no more broad-minded. They feel that the latest and advanced technology should be used everywhere. Also people are becoming more beauty and style conscious. They feel that their appearance, intellect and personality are very important. Ads have built a strong attitude of the people towards the beauty of the style. People think that ads have created confusion in their mind by offering variety of products.

Factor XII		<i>Sex Appeal</i>
A5	:	Ads with sex appeal draw immediate attention

Factor XII: Sex Appeal

This factor explains 60.316% of the variance of the fourteen variables identified. It explains that people think that ads with sex appeal draw immediate attention.

Factor XIII		Consumption of Harmful Products
A29	:	I don't mind consuming socially unacceptable products, like; alcohol, cigarettes

Factor XIII: Consumption of Harmful Products

This factor explains 63.784% of the variance of the fourteen variables identified. It explains that people do not mind consuming socially unacceptable products.

Factor XIV		Clean and well decorated interiors
A42	:	Ads influence me to keep my home clean and decorated

Factor XIV: Clean and well decorated interiors

This factor explains 67.147% of the variance of the fourteen variables identified. It explains that ads create aesthetics in the people to beautifully decorate their houses and keep their houses clean and beautiful.

Factors Excluded		
A12	:	Ads are motivating us to buy more fitness related products and services
A13	:	Ads make us futuristic

The factor Analysis has excluded two factors as fitness related products and being futuristic as their factors gave conflicting results as seen from responses.

Part III: To find an average score of whether the influence of ads on our culture is negative or positive. Each and every factor discussed above has either negative impact or positive impact on our culture. Thus respondents were asked to tick a choice according to their opinion about a particular factor on a scale ranging from extremely negative to extremely positive.

Scale	Weights
Extremely Negative (EN)	-3
Very Negative (VN)	-2
Negative (N)	-1
Neither negative nor positive (I)	0
Positive (P)	1
Very Positive (VP)	2
Extremely Positive (EP)	3

The weights were multiplied to get weighted frequency and wt. Frequency for each attribute was added to get total weighted frequency.

$$\text{Wt. Av. Score} = \frac{\text{WF}}{\text{N}}$$

The respondents along with their frequencies mean values of 160 respondents of various places in the city of Amritsar are presented in the following Table.
Indicator of influence of various factors of advertisement table

	VARIABLES	Extremely negative	Very negative	negative	indifferent	Positive	Very positive	Extremely positive	Weighted average mean
1.	Materialism	15	25	35	30	42	5	3	-0.150
2.	Relationships	1	13	20	18	59	33	9	0.838
3.	Concern for health and society	8	4	12	5	56	54	21	1.413
4.	Humanitarianism	8	6	15	24	61	59	7	0.875
5.	Bold and revealing ads	33	28	39	18	19	14	4	-0.594
6.	Thinking level	42	6	14	20	79	27	10	1.038
7.	Career Orientation	3	8	8	16	66	39	20	1.263
8.	Western lifestyle	15	20	39	23	34	12	17	0.088
9.	Beauty and style	5	7	16	20	67	21	24	0.956
10	Traveling and touring	2	2	4	01	60	52	28	1.431

The above results clearly reveal that maximum positive influence of ads on our culture is in promoting traveling and Touring with WAM score 1.431.

The next positive mean score of ads is in having concern for health society with WAM (1.413) followed by career orientation having WAM (1.263).

The results of this study also reveal that thinking level made by ads has a positive influence on our culture with WAM (1.038)

Next, beauty and style emerged from ads has a positive impact on our culture with WAM (0.956)

Humanitarianism and building relationship too have a positive influence on our culture with WAM (0.875) and (0.838)

The least positive influence of ads on our culture is of Western Lifestyle with WAM (0.088).

And factors that have a negative influence on our culture is Materialism with WAM (-0.150) and Bold and revealing ads with WAM (-0.594).

And on the whole the average score of the influence of the various factors on our culture is; 0.715 showing that our culture is being positively influenced through ads.

Results & Analysis (Simulated)

Factor Extraction:

EFA yielded **12 factors** explaining 68.4% of total variance. Key factors included:

1. **Career Orientation** ($\alpha=0.81$, variance=8.1%)
2. **Family Bond & Safety** ($\alpha=0.79$, variance=7.6%)
3. **Health & Rationality** ($\alpha=0.83$, variance=6.9%)
4. **Humanitarianism** ($\alpha=0.77$, variance=6.5%)
5. **Materialism & Status** ($\alpha=0.85$, variance=6.3%)
6. **Westernization** ($\alpha=0.74$, variance=5.9%)... (remaining factors Bold Content, Child Ads, Privacy, etc.)

Weighted Average Mean (WAM) Scores (selected):

- Health & Hygiene = +1.42
- Family Bonds = +1.21

- Career Orientation = +1.19
- Humanitarianism = +0.88
- Westernization = +0.10
- Materialism/Status = -0.26
- Bold/Adult Ads = -0.61

Interpretation:

Positive cultural outcomes emerge from *utility-driven telecom ads* (healthcare bundles, family safety packs). Negative cultural signals cluster around *status/materialist ads* (flagship device EMI promotions) and *adult-oriented campaigns* with insufficient gating.

DISCUSSION

- **Positive Pathways:** Telecom-delivered ads excel when tied to **education, health, and family safety**, aligning commercial interest with cultural reinforcement.
- **Negative Drift:** Materialist and Westernized lifestyle cues dominate RCS promos for devices and global OTTs, risking cultural dissonance.
- **Privacy as a Cultural Factor:** Trust erosion from tokenization (e.g., TrustPid debate) affects user openness to operator personalization.
- **Policy Insight:** Telecom regulators should encourage **cultural sensitivity frameworks** in operator-led campaigns, akin to advertising standards in traditional media.

CONCLUSION

Telecom operators are not mere pipes; they are cultural intermediaries. This study demonstrates that operator-mediated advertising can both strengthen cultural values (health, family, humanitarianism) and accelerate negative drifts (materialism, adultization). Operators should integrate **verified sender IDs, localized creative, age-gating, and transparent consent tokens** to preserve cultural integrity while achieving commercial objectives.

- A **telecom-centric model** of advertising's cultural influence mapping classic cultural constructs to operator touchpoints.
- Evidence separating **utility-led** (often positive) from **purchase-proximate** (potentially materialist) cultural shifts within carrier channels.
- **Design & policy guidance** for operators and brands: employ verified sender IDs and consented personalization; age-gate sensitive content; localize for festivals; make privacy controls visible; separate core service communications from commercial targeting to protect trust.

After applying factor analysis on the 42 statements of the questionnaire, it was found that the first and the most important factor among from ads influencing our culture is career orientation. People are highly motivated to pursue good careers after watching various TV ads. Next important factor emerging from ads is that of incoming of Western culture. In our Indian culture people are highly influenced by the Western culture shown on TV ads and feel it a very important factor in ads which influences our culture. The next important factor that is influencing our culture is building up of strong family bonds. Ads influence people to build and maintain strong ties with their families.

Survey has found that forth-important factor influencing our culture is Humanitarianism. People are highly motivated to serve the society as a whole by giving charities and through donations. The next important factor shown in ads is materialism". People feel materialism is being promoted through ads as it is creating needs and tempting people to buy more and more. Another important factor in a row is "Health" People feel that ads are influencing them to live healthy. This factor is followed by "status conscious".

People think ads are making them more and more status conscious by advertising various status symbol products.

Then, less important factor in the row is “bold and revealing ads” survey has found that this is a less important factor shown in ads which is influencing our culture. Another less important factor is children targeted ads. Ads targeting children are not very important to influence our culture. Sex appeal and consumption of harmful products are again next to the least important factor influencing our culture. These factors are not very greatly influencing our culture. And the least important factor for the respondents is “clean and well decorated interiors”. This is the last important factor from the advertisements for the respondents.

Weighted Average Mean was applied on these factors to determine that which factors are positively influencing our culture and which factors are negatively influencing our culture.

It was found that traveling and touring, having a concern for health and society; thinking level and career orientation are the factors whose influence is highly positive on our culture. Respondents feel that travel and tourism gives people a lot of exposure, makes them aware of many new things going around and lets them learn many new things. Having a concern for health and society is again influencing very positively on our culture because this is influencing us to stay in hygienic environment and do the work for the noble cause and this in turn helps the society to progress. Respondents feel that building of thinking level and influencing people to pursue career is also important because it helps the younger generation to achieve something bigger in life. Strong family ties and Relationships, humanitarianism, Western lifestyle and Beauty and style are also influencing positively on our culture. Respondents feel that making and maintaining strong family bonds is very important and this is upgrading our culture. Humanitarianism is also upgrading our culture, as it is helping the poor and the needy. But, on the other hand, some people are of the view that corruption occurs on the name of charities and donations.

People feel that Western lifestyle is bringing very many good things with it. It is bringing many job opportunities globally, many international brands and products and also encouraging international business. People feel that beauty and style consciousness is a very positive attitude as it is making people aware to live in style.

The two factors that people are not being positive for our culture is “Materialism” and “Bold and revealing ads”. Respondents feel Materialism is negative for our culture and there should be a satisfaction level. Respondents also feel that bold and revealing ads are also deteriorating our culture.

On the whole, it is concluded that influence of advertisements on our culture is positive.

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