And the scene is one of the models pushing over a male of undeterminable heritage (see Figure 8). This behavior is not reflective of Indian women but does reflect the ideas of female power that originated in the Western world. This is evident in that most of the women in these ads do not appear to be Indian, including the woman pushing the man. The Bacardi ads depict women of unidentifiable heritage bearing their stomachs and bathing suit clad bottoms dancing with what appear to be Indian men (see Figure 6). In addition, Bacardi also had a campaign where if you went to certain bars in certain Indian metros with friends and ordered Bacardi drinks you would get a Polaroid. Bacardi is promoting drinking as a social event that can also include women. Specifically it is promoting socializing in either bar settings or in the print ads, situations like nightclubs where one would be dancing. Bars and nightclubs in India have become visible due to Western influences. These Bacardi ads reflect the Western ideas of socializing. Numerous ads promote various aspects of Western lifestyle.

In addition, the process of consumption has also become Westernized. In a study conducted by the research company Nielson, they coined the acronym UMAR (Upper Middle and Rich). This is a group that is targeted by many multinational companies and has embraced the Western life including in their shopping habits. Nine out of ten UMAR shop at modern retail stores. At the 7th International Franchise and Retail Show, there were multiple companies that built malls that attempted to create a unique shopping experiences. Malls in Indian are reflective of the infiltration of Western consumption behaviors (i.e. going to a mall instead of the local market). In malls, it is the international shops that most Indian consumers visit. Malls not only create a Western shopping experience, but they also facilitate the continued purchasing of Western goods.

107 Sulina Menon.
109 “What’s Hot.”
110 7th International Franchise Retail Show 2009, “List.”
111 Edwin Colyer, “India: A Hot.”
Malls are just one aspect of multinational companies’ attempts to create unique and customized environments for purchasing brands that will ultimately change one’s lifestyle. In a study by Robert E. Kleine III, Susan Schultz Kleine, and Gary J. Brunswick, they analyze the effects of selling products that have a certain lifestyles that one buys into along with the product that is supposed to change your life (e.g. universities, healthcare providers, travel and leisure services). However, given the amount of energy a variety of multinationals put into selling not only their products but also a lifestyle and these companies’ focus on customizing the purchasing experience, the purchasing of Western brands in India could qualify as transformational consumption. Kleine III, Kleine, and Brunswick refer to this as a “transformational value offering” and state, “transformational value offerings result when marketers bundle products, services, and experiences in ways that provide consumers with opportunities to alter who they are…. By definition, transformational value offerings involve identity development.” Consumers respond to these products in a unique way. They consider the impact the offering would have on their identity (e.g. how the product would fit into their current life, how this would influence their self-definitions, and their self-meaning. Individuals have a role schema, which is how an individual perceives the average individual who embodies the lifestyle that the product is selling. The prospective buyer has a role schema before being introduced to the product. These are often stereotypes and can contain inaccurate or simplified concepts of the typical consumer of a product. The role schema determines whether the individual aspires to be a consumer of that product. This role schema influences transformative value offerings in multiple ways: 1) effects whether an individual can see

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173 Ananya Saha, “India Retail Forum,” 52 & 54.
themselves wanting to purchase that product 2) foundation of the individuals belief in whether that product will benefit from adopting that role/lifestyle 3) influences how the individual thinks others will perceive him or her if they assume that role 4) the more cohesive the emerging identity is with the individual's anticipated life, the more positive they are towards the transformative value offering. As mentioned earlier, many Indians admire the Western life, which fits positively into their role schema. When faced with opportunities to consume Western products that they believe will change their lives, Indians appear to be willing to make these purchases.

Socializing among the UMAR class has also become increasingly Western. High worth individuals, now prefer to socialize at gyms, spas, and beauty salons, and put a high priority on going to fine dining establishments with eight out of ten UMAR's eating out on a regular basis. Western influences can also been seen in discos and bars, which are social outlets. All these new social spots require consumption. Westernized socializing requires one to consume products that are often Western or are influenced by the West: Bacardi, entrance fees for clubs, gym memberships, spa treatments, and haircuts.

Western brands have not only promoted a Western lifestyle, but they have also started to change social interactions among those who can afford to buy into the Western lifestyle. This supports the idea of transformational value offerings in India. Purchasing products is not merely consumption in India but a lifestyle that needs to be maintained.

_Making Your Brand Indian: The Fallacy of a Western Lifestyle_

The Western lifestyle promoted through the consumption of Western brands is a fallacy in many instances where the products being consumed have been modified for Indian consumers.
This modification can arise in an attempt to appeal to Indian tastes and cultural values. In interviews with Ishan Kala from Whirlpool and Nick Preston, the former Vice President of Pepsi Co. India, both admitted that the products sold in India were modified for Indian tastes and needs. In the case of Pepsi, the product discusses was Pepsi cola, which is sweeter and more carbonated than the Pepsi cola available in the West. Indian fast food is a prime example of the necessity to adjust to Indian culture and preferences. Cultural influences food preferences a great deal among the middle class and Indian food is still preferred to foreign/Western food.

Vikram Bakshi, MD of McDonald’s (North and East India), states, “An ideal combination operating today would be a Haldiram, a Rajdhani with the processes and systems of a McDonald’s. With this format and offering, one can reach out to vast masses and create a very scalable and extremely profitable business. It is the Indian taste people want…. We have created fusion food; 70 per cent of what we sell in India is not available anywhere else.” McDonalds purposely appeals to Indian tastes with products that are largely unavailable in McDonalds in any other area of the world. Western clothing brands may also hire an Indian designer to create a line for India (e.g., Levi’s Diva Rule! collection designed by Tarun Tahilian and Reebok’s Fish Fry line, which has its own stores in malls). Adaptation to Indian culture is can be a conscious decision to make a brand more appealing to Indian consumers

However, product modification also arises out necessity to down grade products due to the differences between incomes of Indians in certain classes and their international contemporaries, as discussed earlier in the paper. In an interview with a representative from Admiral, the representative admitted that the quality of products used in the sports wear had been

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179 Ishan Kala.
180 Nick Preston (former Vice President of Pepsi Co. India), interviewed by Alissa Goddard. November 1, 2009.
181 Nick Preston.
downgraded and styles had been simplified to make the Admiral line more affordable for the Indian customer. He also noted that styles and colors had also been changed for the Indians outlets to appeal more to Indian taste. This demonstrates that sometimes product modification can be a combination of necessity and appeal. When product modification occurs, multinational companies maintain the products association with a Western lifestyle, but in actuality, the product being sold would not be available to a Western consumer and would not be part of his or her actual lifestyle.

One form of modification that has been used in other developing countries to allow lower income individuals to indulge in consumption on occasion is the production of products in smaller sizes. This is particularly true in India given the large number of individuals who are not in the middle class and who do not consume on a regular basis. Indian consumers are value oriented and tend to purchase products with smaller package sizes, which allow them to indulge in affordable luxuries. Shampoo was initially too expensive in regular sizes for India so they made 30ml sachet sizes that sold for significantly less, which allowed poorer people to buy a little every once and a while, and since India is largely composed of a large number of poor who consume relatively little, this still allowed the shampoo manufactures to benefit from a lot of people buying their product relatively infrequently. Since the smaller size appealed to the poorer classes, this allowed the shampoo companies to expand their consumer base to include not only those who could afford the regular size shampoo but also the consumer that only occasionally bought a small sachet. This is a way for the poorer Indian consumers to indulge in Western products and the Western lifestyle temporarily; however, due to the fact that they cannot afford to maintain that lifestyle, this is another example of the fallacy of the Western lifestyle.

164 Justin Lin.
165 Ian McIntry
166 Vatsala Pant, “India: Meet a Billion,” 16.
167 Rama Bijapurkar, We Are Like This Only, 61.
Conclusion

It is evident that the Western lifestyle promoted by multinational companies is unobtainable in India due to the manipulation of products for various reasons. Multinational companies have created a social standard that is unobtainable due to cultural and economic constraints; however, many Indians still strive for the Western lifestyle that they have become exposed to.

Certain aspects of Indian life have begun to conform to Western ideal, but the Indian tastes and morals have not become fully Western. This is why multinational companies need to be conscious of their consumers is in India. Due to the variety in the population and the various degrees of exposure to Western lifestyle, not all Indians are able to afford to appear Western. Multinational companies often have to dilute Western lifestyle by providing items geared towards Indian consumers who are engrossed in Indian culture.

Future research could focus on how multinational companies should consider Indian classes since there are a number of models based on a variety of factors including psycho demographics, consumption, geography, and socio-economic class. These different models of class provide different opportunities to select more custom target consumer groups for products. This could influence the type of advertising and the status symbols used in those advertising and make products seem even more customized to the Indian consumer. An examination of different class categories could provide more accurate advertising that is better able to target consumers.
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“Your Style Quotient for the Season.” *Maxim Style (India)*, November 2009.
Appendix

Figure 1. Images of baby Krishna in a Gripe Water calendar ad 1928, and an image of a made up goddess in Glaxo calendar ad 1931.
Figure 2. Mill label depicting Krishna and Radha for Glasgow.