

The Impact of Cross-Culture Fashion on New Business Enterprises

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ABSTRACT

Cross-culture fashion is something that we all have felt more than we heard. It's an implicit impact of foreign culture that blows our minds to follow something which we see beyond our control. For example, social media influencers, working right on the demand of western culture in fashion related to hobbies and choices. Westernization has affected cross-cultural demand majorly in India, where people ought to focus on intercultural rather than local. The current research focuses on fashion being over-impacted due to the cross-cultural effect on new business enterprises. This is exploratory research in the area of management, where upcoming start-ups and small businesses can rely on the intensity of hybridization, intercultural impact on the brand, and innovation.

Key Words: Cross culture, Fashion, Shopping Behaviour, Patronage Behaviour

INTRODUCTION

Culture is defined as an interdisciplinary area of knowledge, where patterns include intellect, belief, art, morals, laws, customs, and traditions in all. It is the collaboration of behaviour of people living in a region or location for ages. As human behaviour defines living and forming a pattern with societal laws, constitutions, beliefs, traditions, religion, etcetera. Culture is an important entity that a person holds to feel like a social animal. This is a socio-psychological intention of humans to be identified as a member of a group (Ghosal et al., 2020). Since history defines homosapiens, as social beings. For different purposes like protection from predator, human seeks to live in groups. Thus, cultural information is innate in humans since birth. Therefore, a product or a service requires background research in the region where it has to

be sold. culture defines the habits of a person marked as a consumer for the retailers or producers. when a brand is introduced to the market, a prior adaptation of cultural analysis is required. to abide by the taste and flavours of a particular region to increase the acceptance rate of that product.

India being a diversified country hold a huge interreligious, intercultural, and interlingual connection which is also known as the diversity of Indian culture. culture in a hole shows the colours of human living which are deep-rooted in the lifestyle of the people including food habits fashion morals beliefs crucial to the sentimental values of a person or a community. It is therefore important for the producers to mould themselves according to the culture to strengthen their product or service. To attract a larger base of consumers, a product needs to be well accepted in society, with its cultural vitality and sustainability as a new topic of concern. many organizations try and test their product before launching to set the pyramid of acceptance among larger consumer bases. in today's time with a lot of alternatives available in the market, cutthroat competition has overtaken the genuineness of a product, to authenticate the use of pure raw material non concerning environmental reasons and using better alternatives other than animal cruelty and environmental pollution. since the vegan culture has uplifted the demand for organic products, brands have surpassed the quality standards to become more sustainable and acceptable in society in the name of green production and consumption.

with changing times in the scenario, the risk against cross-cultural differences Has taken new turns. The culture blending hence reached its mitigation point to deal with the ethnicity of people existing at a particular place, with the evolution of cultures across countries the amalgamation of fashion has taken new turns. As an exploratory research, this paper intends to study as well as Indian brands which have made an impact over the years, based on cultural research and innovative design they have created a cross-cultural blend to uplift the brand quality as well as to keep the standard and brand loyalty.

LITERATURE REVIEW

Studies around the cultural representation of business framework have been cited, empirically as well as theoretically. as a part of consumer research, consumer beliefs and identification of brand quality, loyalty etcetera have been studied with the evidence available in the literature. a brand is personified value of a product, which is sold after the name of very intensified research to build a connection between buyer and producer. does form a brand that sufficiently targets a long-term goal for its future development and revenue growth. (Ghouse, 2017) knowledge about cultural behaviour and lifestyle are the key ingredients of a brand-making process. they understand the need for these concepts, and they adapt it by generating business in the target market for the targeted consumer group. for example, makeup brands for ladies are often targeted as per the ratio of population diluting the number of stimuli to cause the response. since makeup has no age, the brands often market their product based on women's age and preferences according to cultural differences. for example, fair and glow creams, foundations based on different skin tones, and their marketing strategies according to

a different group of people.

There have been infinite studies to categorize core values across suicidal as well as cultural differences. individual or a community holds different rides to indulge in shopping and determining the reactions of consumer brands for a particular service or a product. the understanding of this value system based on cultural differences requires a lot of research and development for companies making products on huge scales for a long period. cultural patterns define individuals' propensity to consume. (Choudhary & Mishra, 2021) the distinctive feature of economically vital resources, political agendas, legal and religious sentiments, linguistic differences, educational backgrounds, and availability of technology and infrastructure has led people to understand and recreate their preferences according to the changing time.

(Liebl & Roy, 2003) The reflection of Indian thinking patterns on western brands has been symbolized as a strong connection with the Indian culture as a developing nation that has shadowed several different cultures of its own. exposure of western tourists is a relative influence for example English configuration on Indian brands. the influence of Europe, North America Southeast Asian countries has led Indians to follow the thinking pattern of large enterprises have reduced the inception of Indian culture on fashion And consumption patterns. fashion in particular is important to convey the trends of magazines and newspapers along with the promotion of the western invasion of Indian cultural aspects. taken from the way of dressing to the cuisine of interest, food-making processes, and adapting the culture of lifestyle management. for instance, an ancestral legacy of Indian belief in eating fresh whereas western culture has evolved throughout the years to preserve food due to chronic shortages in the past. therefore, the influence of the preservation of food has been passed along to India. where it is often said, eating a burger is an elite lifestyle in India, while in Western countries it is the low man's food.

After decolonization, English has become a status symbol in India. The use of consciousness advertisement to target the upper segment of the Indian population companies and brands has created a huge change throughout the period. education being the primary concern of developing India, it is often believed that education has passed along westernization as the intergenerational entity. By the virtue of the English language, it has had a perpetuating effect on power and authority over the years. young generations are often seen as intimidated by the use of the English language which has a great influence on cross-cultural differences among the Indian population.

More often cross culture and westernization have taken Indians on a piece of eating hamburgers with the onset of McDonald's coming to India. while being a foreign-based restaurant chain has faced many challenges in the diversified cultural difference of the Indian population and their choices of eating meat. The cultural laws abide consumers of McDonald's to refrain from beef and pork, since it is the staple food of the American population it was a huge challenge for the company to revisit the entire menus to expand the business.

A brand three-year-old already adopted Indian culture and customs to promote its drink. It eventually captured the festivals to kick start its promotion and innovation on drinks. Paper boat captured the local flavor of every region in its drink to capture the consumer interest. It started its products by adopting the local flavors in the country like drinks with a taste of — Jamun Kala Khattal, AamRasl, —Anadamall, —Kokuml, etc. with the tagline of — Drinks and memories. This immediately connects with people as these are household flavors of every Indian home and immediately connects with the sentiment of the consumers. The advertisement with the background music of R. K Narayan's famous Malgudi Days and the voice-over of Gulzar made it more appealing and connected the brand emotionally with the customer/consumer.

DISCUSSION AND CONCLUSION

the study discussed the value of culture in the creation of a brand. Due to the various availability of the global market, there exist a lot of struggles and competition among brands to perform better. nowadays with start-up cultures, every inception of the new strategic building of a brand requires a lot of management strategic framework and research background to target the consumers. new brands come up with innovative ideas and approaches to target the market and increase productivity with the increase in revenue generation. sometimes success is achieved failure is the only revenue that has been generated. new markets are targeting new brands, in the light of cross-culture advantages, and the arena of the world's taste and preferences are being targeted altogether to be focused and marketing along with internationally acclaimed brand ambassadors for overseas investment and cross-cultural revenue generation. with changing, times countries have been encapsulating various treaties forsaking the emotional consumer connect with the western culture as well as influencing international. this has also heaped Indian brands in the overseas markets where people from foreign lands are accepting the potential of Indian brands and the cultural audacity of Indian culture to get expanded in the coming future to promote the same Indian brands are targeting and channelizing the taste and the pinch of Indian tone and culture in the product as well as services provided overseas does it can be concluded that through this study a lot of brands has stab list the market in cross-cultural times and Indian brands are playing their significant role in immiserating growth and development.

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