Culture Influences on Online Advertising Attitudes: A Pakistani Perspective

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Abstract

There has been quite limited knowledge regarding the impact of national culture on the attitude of each individual when it comes to online brands and online advertisements. This research analyzed the influence of cultural factors presented by Hofstede on the attitude of consumers toward online brands and online advertisements. Cultural Factors included self-restraint, individualism, masculinity & femininity, power distance, and long-term orientation. Evidence was collected from 200 respondents residing in Karachi using a Likert scale-type close-ended questionnaire. Data were analyzed using structural equation modeling and Confirmatory factor analysis. The results found that long-term orientation and individualism are the predictors of attitude towards online advertisement and.. In addition to these results, another factor that was found is that there is no positive relationship between online advisement with Masculinity. The rejected hypothesis was on masculinity relation with the attitude towards online advertisement, some positive associations were found among the attitude towards the online brand advertisement and other cultural dimensions.

Keywords: *Self-restraint; power distance; internet marketing; online brand; online advertisement;*

Introduction

Recently, internet marketing has taken up the budget of several organizations' marketing strategies, and it has been noted that this medium can reveal a lot about consumers' behaviour and attitudes. Marketing strategies have shifted from traditional to online channels due to this (Madni, Hamid, and Rashid, 2016). Online branding and advertising have a tremendous impact on consumer behaviour and company success, influencing consumers' perceptions of the brand and advertising. The internet has grown from a secondary medium of advertising to a marketing strategy based on complete advertising efficacy (Natarajan et al., 2015). Internet marketing has become popular quickly because it allows global access. However, the argument couldn't be denied since the internet's ubiquity has rendered past theories and reasoning obsolete (May and Tekkaya, 2016). Recent estimates show that 3 billion individuals use the internet for corporate and personal interests. Cell phones, computers, TVs, satellite transmission, and social media are internet-based, affecting consumer behaviour and attitude (Ashraf, Razzaque, and Thongpapanl, 2016). One researcher claims that the internet may target everyone, independent of region or culture (Khan, Dongping, and Wahab, 2016).

Globalization has changed the business environment and involved information technologies, which can have positive or negative effects on a company's branding and advertising and on an individual's behaviour and attitude in daily life. Thus, the internet has introduced fresh ideas that have changed lifestyles and values, influencing all cultures. Major social events are now regarded as advertising and indicate the key change in consumer views, attitudes, buying habits, and behaviours, which affect lifestyles (YahyaVana and Salman, 2017). It is the key notion and one of the main predictors of advertising attitudes (Faisal et al., 2016). Advertising in general has an impact on consumers' attitudes toward all forms of marketing (Khalid and Sunikka-Blank, 2017).

Cultural values have a significant influence on advertising qualities. Advertising reflects each culture since cultural values are vital and advertising idealises them (Zaman et al., 2015). Several researchers suggest that social influence possesses the advertisement greatly (Zubair, 2016; Yousaf, 2017; Hameed and Awan, 2017). Advertisements should also incorporate an appealing cultural component because they highlight cultural values. The advertisement for luxury goods and services suggests that the buyer would have a high status (Moura, Singh, and Chun, 2016). Some studies have shown that national culture influences advertising if the products, services, and firm position are also dependent on it. The advertisement should also reflect the local

culture. Such ads with a national cultural perspective show that the corporation wants to target a certain consumer niche through cultural variety in the host country (Kasemsap, 2017).

Problem Statement

Several studies have suggested that advertising is the organisation's most crucial tool. Pakistan views the advertisement as both an economic and cultural change within the social system (Kim, Jun, and Kim, 2018). Critics also say advertising causes inaccurate information about services and products that violate social standards and misuse client intelligence.

Several firms failed because they lacked a cultural perspective in their advertising strategies. Some analysts say that neglecting cultural elements led to failed marketing efforts (Sohaib and Kang, 2015). Culture often causes ambiguity when defined, but it is prevalent because each country's culture helps identify its collective culture and use it to advertise new services, products, strategies, etc. Thus, the research above showed that culture-specific traits are necessary for successful advertising strategies.

It should be noted that people are very involved in culture and that it influences their expression (Hameed and Awan, 2017). It helps the advertiser recognise that culture is everywhere and can help them achieve their aims (Yousaf, 2017). Online advertising has a lot of attitude-based influence, and embracing cultural values makes it appealing to the general public (Zubair, 2016). One researcher notes that culture is complex and comprises ideas, knowledge, morals, art, conventions, law, and all other habits and talents gained by society members (Zaman et al., 2015). One can readily. It is understandable that all cultural components are unique to each member of society.

Gap Analysis

Online advertising and branding has a significant effect on the prosperity of companies and plays a significant role on consumer behaviour (Li and Lo, 2015), which affects peoples' attitudes towards advertisement and firm's brand in general (Soares et al., 2007; Yılmaz and Enginkaya, 2015; Makienko, 2014). Importantly, cultural values are the most significant attributes of advertisements (Sinkovics et al., 2012; Gerpott et al., 2016; Paek et al., 2009; Zhang and Gelb, 1996; Yeu et al., 2013). Many studies have revealed that national culture is the determinant of advertising content and indications of firms positioning (Mueller, 1991; McLeod and Kunita, 1994; Tansey et al., 1990; Lantos, 1987; Gerpott et al., 2016; Sinkovics et al., 2012; Grier and

Brumbaugh, 1999). However,very few studies were done on Online Advertising and Online Brands. Valaei et. al. (2016) conducted similar study but the focus was on Malaysia, so far no study conducted in Pakistan on the topic. Being a diverse country, it can have different effect on culturalvalues. This merits further investigation on the topic.

Research Objectives

It has been under the debate for quite a while that there are some of the linkages between the advertisement and culture (Raza and Jalees, 2016). The existence of the apparent differences among several cultures, the content which is being used for the advertisement and also the ways the advertisement is being carried out varies across each culture (Khan, Dongping and Wahab, 2016). It is now commonly seen the cultural components are being used in the content of the advertisement and it helps in increasing the appeal of the advertisement (Ashraf, Razzaque and Thongpapanl, 2016). There is one of the important frameworks which helps in understanding the advertisement content on the basis of culture, perception that exists in Pakistan also showed that advertising in the country is more or less reflects the local culture (Sohaib and Kang, 2015). The study intends in the investigation towards the influence of the culture towards the general beliefs and attitude when it comes to online advertising and in the meantime presents the observation of the customers of the effectiveness of online advertising. It also includes the understanding of the Hofstede and to what extent the five cultural dimensions hold the potential in impacting the attitude of the consumers towards online advertising. The examination of the cultural factors involves the main factors that include individualism, uncertainty, power distance, femininity, and masculinity.

Research Question

- What is the degree of influence of cultural factors on the attitude towards the online brandadvertisement?
- What is the relationship between the attitude towards online advertisement and hofstede cultural dimensions?

Significance

Pakistan is considered as one of the emerging economies because of the increased trends of globalization, multi-national companies are being established and the media industry especially the advertisement has undergone several drastic changes and expansion (Zaman, Shah, and Hasnu,

2016). These changes and the nature of the economy of the country have proven to be a great impact on the attitudes of the people and consumer beliefs. It is important to understand and distinguish between the attitude and the beliefs of the consumers (Kasemsap, 2017). The attitude is referred to the assessment and the broad observation towards any particular idea or products whereas, when it comes to the beliefs of the consumers it refers to the assessment being done on some of the features of the information related to the product, amusement, and social integration.Therefore, examining the culture that is being pointed out and holds the importance as by the companies and the academicians that highlight those which are targeting in entering Pakistan (Sohaib and Kang, 2015).

Keeping in view this factor, it also provides help to companies regarding the attitude towards the online brands so that they could establish the successful strategies of marketing. Therefore, the role of culture in the country and considering its importance helps in gaining the growth and success to the organizations and in the meantime helps the nation as well, the research study examines the cultural dimensions of both the attitude to the online advertising and online brands.

Review of Literature

Every advertisement in the country represents and convey the message regarding the norms, attitude and the behavior of the national culture (Turner et al., 2017). Advertisement can be described while considering the culture as the richest and faithful reflection of daily activities that any culture contains and made up of combining all the activities (Abdullah, 2017). Therefore, the advertisement has been considered as the representation and the reflection of society. Several scholars shared this view towards the advertisement and in order to understand any culture, it is being suggested to look into the advertisement of that particular nation.

Hofstede's Cultural Factors Theory

There are some of the studies in the past which had indicated that between attitude and cultural values, the discrepancy has been found towards advertisements and brands (Hallikainen and Laukkanen, 2018; Hur, Kang and Kim, 2015; Csaba, 2017; Khan and Khan, 2015). The individual differences hold the potential in affecting the preference towards advertisements and brands. Hofstede's theory has been highly suggested when it comes to identifying the characteristics of the culture as shown in table 3. The cultural dimension theory has characterized the culture into five main factors. These dimensions include the individualism-collectivism, power distance, self-

restraint, long-term orientation and masculinity, and femininity (Laitinen and Suvas, 2016). There are several researchers who had pointed out the importance and usefulness of the cultural dimensions of Hofstede and it is considered by them as the most influential in advertising and marketing (Desmarchelier and Fang, 2016).

When it comes to the examination of the culture around the world, Hofstede considered 66 countries and there were four main dimensions that had been found out. The first one is the power distance which is referred to as the tendency for egalitarianism versus hierarchy, the second dimension is collectivism-individualism which refers to the favor for individual or group orientation, the third dimension is femininity versus masculinity along with the avoidance of uncertainty that is referred to the endurance of the culture towards the uncertainty (Richter et al., 2016). There is one other dimension that was later included and that was long-term orientation which refers to the orientation of the culture for each country towards the short-term versus long term basis (Venaik and Brewer, 2016). The scores which had been attributed towards all the dimensions showed that each country contains a separate set of scores while examining the cultural dimensions (Beugelsdijk, Nell and Ambos, 2017). For instance, when considering the power distance in Pakistan, it shows the high power distance. But in the meantime, another research presented the opposite results (Khan and Khan, 2015). It provided the understanding that data which is being collected for one study must have different times and different sets which indicates that culture does changes over the period of time (Duran et al., 2016). When considering other dimensions of the culture in the case of Pakistan, the collectivism comes at the high score, indulgence showed at zero level. The medium-high and for both the long-term orientation and masculinity it also presented the medium score as showed in table 4 (Abdullah, 2017).

Individualism-Collectivism

Individualism vs. collectivism in Hofstede culture (Csaba, 2017). Family-oriented societies value individualism. Collectivism involves those who win the allegiance of their fellow citizens rather than being self-centred and family-oriented. Collectivism prioritises group goals. Vertically distinct Asian nations include Pakistan (Nordfjaern & Zavareh, 2016). Individualism is "I"-based, while collectivism is "we." In collective societies, society shapes people (Laitinen and Suvas, 2016). The system, not the person, is blamed for mistakes. Collective culture values groups over individual decisions and activities. Hofstede says Latin American and Asian cultures are more collectivist than Western cultures, especially the US (Wiengarten et al., 2015). Eastern

culture is communal. Individualism and collectivism differ primarily in the individual's group view (Richter et al., 2016). Each collectivist prioritises the group's goals (Venaik and Brewer, 2016). Collective ideas and norms are valued over individual happiness in collectivistic societies. Vertical individualism (competition) decreases customer efficacy (Beugelsdijk, Nell, and Ambos, 2017). Self-efficacy and collectivism-individualism were negatively correlated in numerous counties. Face-to-face supplier communication reduces individualism (Farivar, Cameron, Yaghoubi, 2016). According to Wiengarten et al. (2015), individualistic culture has advantages and disadvantages and influences other cultures.

Hypothesis 1: degree of individualism has positive influence on the attitude towards online brand advertisements in Pakistan.

High-low Power Distance
When people in a community, institution, or organization agree or disagree that power is not allocated equitably, they have power distance (Hofstede, 2011). Power and inequality are crucial to society. Power differences in Pakistani culture can be observed in hierarchy and roles in organisations, autocratic administration, unequal economic distribution, corruption, religious issues, etc. Hofstede records a high-power distance index for Asia, East Europe, and Africa. Hofstede's five key characteristics of culture include power distance, which refers to the unequal power of lower-class enterprises, individuals, society, and organisations (Turner et al., 2017). The power distance index measures this cultural component. Power distance is linked to free choice and self-government versus standards (Hallikainen and Laukkanen, 2018). Societies with low power distance tend to act freely, while those with high power distance tend to follow conventions and respect values. Low power distance makes people less dependent, while high power distance makes them more dependent (Hur, Kang, and Kim, 2015). High-power distance people don't care about standards, while low-power distance people follow them (Csaba, 2017). Power distance implementation and practicality vary by culture; however, for Mexican employees, high power distance improves job satisfaction and organisational commitment (Khan and Khan, 2015). In small and medium firms, power distance affects employee job satisfaction independently of culture. Research shows that status brand and high power distance are positively correlated (Cleveland et al., 2016). Numerous research studies have examined power distance, but they all presented it in different contexts, demonstrating the lack of consistency among researchers on its effects. Power distance is also linked to employee performance,

contentment, and perceived justice (Al-Sarayrah et al., 2016). Finally, innovation and power distance are negatively correlated.

Power distance in society affects consumer behaviour more. People become more dependent on others when power distance increases (Hur, Kang, and Kim, 2015). Power distance influences customer brand attitudes, according to Yoon (2009). In a high-power distance culture, new purchasing concepts are less appealing. Power distance affects customer perceptions of brand advertising in every culture, according to Möller and Eisend (2010). Pakistan's large power distance slows technological growth compared to western societies (Syed & Malik, 2014).

Hypothesis 2: degree of power distance has positive influence on the attitude towards online brand advertisement in Pakistan.

Long term-short term Orientation

According to Liobikienė, Mandravickaitė, and Bernatonienė (2016), time is a valuable resource for humans globally, with different perspectives on its value and culture. Gratitude is one way to value time. Researchers introduced many notions in their research. Polychromic cultures against monochromic cultures, synchronic versus sequential cultural views, and contemporaneous occurrences with past, present, and future connections are examples (Beugelsdijk, Kostova, and Roth, 2017).

Hofstede initially called long-term orientation the Confucian dynamic but later altered it to long-term orientation (Mazanec et al., 2015). Long-term orientation in Chinese culture is worrying about time, tradition, saving for the future, endurance, and dedication. The national value is long-term and short-term orientation, according to Hofstede. Hofstede & Minkov (2010) explored this notion in 93 countries where family or religious values affect long-term orientation or customer connections. Long-term focus comes from Chinese perseverance. Effective use of corporate resources, money, and effort prevents duplication and theft (Valaei et al., 2016). It is also a person's best economic situation. Long-term orientation is also associated with cultural repercussions influenced by prior experiences or psychological thought. East Asian countries intentionally foster longer-term relationships compared to western countries.

From an interorganizational perspective, Ryu and Moon (2009) say the firm has long-term stakeholder relationships. East Asians understand long-term social interactions. Eastern societies

view sustainable incentives and outcomes futuristically. Western civilizations priorities short-term deals. Instant satisfaction is more common in western societies. Pakistani consumers' attitudes regarding time savings, future benefits, tradition, diligence, and endurance are unknown.

Hypothesis 3: degree of long-term orientation has positive influence on the attitude towards online brand advertisement in Pakistan.

Masculinity-Feminism

Femininity and masculinity were considered basic social attitudes (Schwartz, 2017). One study states that masculinity is seen as an instrumental orientation that helps solve problems or complete tasks. However, femininity is seen as expressiveness and concern for others (Hamid, 2017).Abdullah, 2017; Turner et al., 2017; Hallikainen and Laukkanen, 2018) examined the link between dependent variables and masculinity.

Men and women evaluate online advertising and marketing initiatives differently (Laitinen and Suvas, 2016). To study Pakistani attitudes regarding online advertising and companies, the research focuses on undifferentiated, masculine, and amphibious people. Men are thought to be better at forcing hard work than women. People assume men's careers are more significant than women's. Masculinity and feminism share self-interest and product attitudes. The association between Pakistani masculinity and online brand attitudes is unknown. Therefore, Pakistan's masculinity culture must be considered based on common observation.

Hypothesis 4: degree of masculinity has positive influence on the attitude towards online brand advertisement in Pakistan.

Indulgence-Self-Restrain

Indulgence is one of the cultural dimensions that show the degree to which people can control their desire on the basis of their cultural values (Enkh-Amgalan, 2016). Group of people that have less control over their desire are usually impulsive buyers and come under an indulgence culture. While the group of people that have more self-control tends to analyze the message and plan before they buy. Similarly, in self-restraint culture people's actions are more likely to be influenced by the strict norms and rules. People in western society are known to have an indulgence culture where they go for instant gratification to enjoy their life. In self-restraint culture people give less

importance to friendship and leisure time. Creating order in society is more important. Moral norms have more value in these societies than freedom of speech (Enkh-Amgalan, 2016). This is the most important dimension for understanding the audience of Pakistan for global business who are willing to start advertising their brand with a new communication style. The indulgence culture in society has also been influenced by the economic wealth of the country.

Hypothesis 5: Degree of individualism has positive influence on the attitude towards online brand advertisement in Pakistan.

Online advertisement in Pakistan

Pakistani media has changed significantly in recent decades due to technological improvement and globalisation (May and Tekkaya, 2016). Media innovations have provided local industry with several opportunities and problems (Natarajan et al., 2015). According to Madni, Hamid, and Rashid (2016), the number of television channels has expanded in the recent decade, and the internet has made social media accessible to the masses. Due to the growing number of internet and social media users, advertisers now need to promote online as well as on TV. The researcher found in Pakistani media that the rising tendency is now regarded as a survival issue for businesses (Raza and Jalees, 2016). Tables 1 and 2 illustrate that Pakistan's media business has grown significantly in the past two years (Zaman et al., 2015). Although off-net media spending has surged, some researchers have noted that online advertising has also increased significantly (Zubair, 2016). This increase demonstrates how cultural promotion is influencing estimation and changes in the nation's attitude (Yousaf, 2017). Religion is a big cultural factor in the country, and advertising leveraging it has become popular.

Table 1

Television Channels in Pakistan

| Year	Nationals Channels	Foreign Chennel	Total
2003	5	0	5
2004	15	2	17
2005	16	5	21
2006	19	7	26
2007	37	30	67
2008	66	30	96

Research Methodology

This research is focused on people who use online brands' websites for shopping, particularly those between 21-50 years old. The study aims to investigate the relationship between consumer values toward online advertisements and brands, cultural behavior, and intentions. For this research, data will be collected from 200 respondents for each type of bank, totaling 300 respondents in total. The method used for data collection is self-administered questionnaires that can be completed either online or physically. The sampling technique used is purposive sampling, where researchers rely on their own judgment when selecting members of the population to participate in their study. This technique is used when there are no probabilities attached to the population. To ensure clarity, the text uses simple language and short sentences, and the active voice is favored.

Figure 1
Conceptual Framework
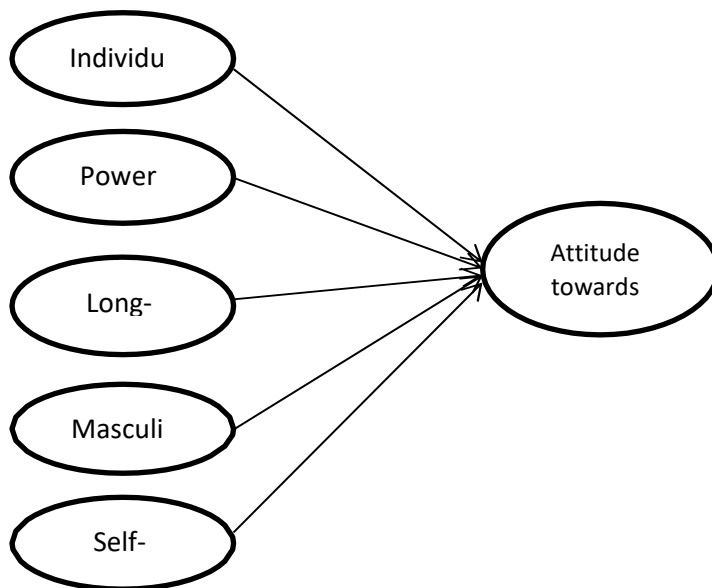
adapted from (Valaei et al., 2016)

Data Analysis

The study collected data from a sample of 250 individuals using questionnaires administered via an online system through Google doc form. The collected data was later examined using IBM SPSS and Smart PLS. The analysis revealed that the value of Cronbach's alpha was greater than 0.7, indicating good internal consistency of the questions used in the survey. After data

screening, the total number of responses was reduced from 259 to 200.

Demographic profile of respondents

In total of 200 respondents 99 people were masculine and 101 were feminine. Mostly people were in the age group of 26-30 (26.5%), after that came the people with ages between 31-35-30 years (23.0%), the people having ages 21-25 years were (21.0%). Majority of respondents were graduated (57.5%) and their monthly income was (25001 – 50000) (21.5%) and were majority of students. This can concluded as the age group of 26-30 (26.5%), 31-35-30 years (23.0%), the people having ages 21-25 years were (21.0%) are the indicators to identify the importance and its effects over Effects of Culture on Attitude towards Online Advertising and

Table 2

Demographic Profile of Respondents:

Gender	Frequency	Percentage
Female	101	50.5
Male	99	49.0
Age		
21-25 Years	42	21.0
26-30 Years	53	26.5
31-35 Years	46	23.0
36-40 Years	29	14.5
41-45 Years	27	13.5
46-50 Years	3	100.0
Occupation		
Student	49	24.5
Employee	115	57.5
Manager	12	6.0
Housewife	14	7.0
Freelancer	10	5.0

Descriptive Statistic of All Construct

The data was gathered from 200 respondents in Karachi, Pakistan. The study examined the impact of cultural factors on consumers' attitudes towards online brands and advertising. The cultural factors included self-restraint, individualism, masculinity & femininity, power distance, and long-term orientation. The majority of the respondents (50.5%) had more than 10-15 years of experience, while 24.5% had 6-10 years of experience, and 6.0% had 1-5 years of experience. The results were broken down by the following institutes: IQRA University (16%), Karachi University Business School (14%), Institute of Business Administration (27%), and Sheikh

Zulfiqar Ali Bhutto Institute of Science and Technology (43%).

Table 3

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Individualism	200	1.00	5.00	2.2225	.83380	.695	.172	.015	.342
Power Distance	200	1.00	4.00	2.2175	.84559	.503	.172	-.306	.342
Long Term Orientation	200	1.00	5.00	2.2675	.91041	.672	.172	.157	.342
Masculinity	200	1.50	5.00	3.0300	.56631	.280	.172	.817	.342
Self-Restraint	200	1.00	4.50	2.3950	.85594	.349	.172	-.429	.342
Advertisement AndBranding	200	1.00	4.50	2.2513	.76534	.778	.172	.248	.342
Valid N (Listwise)	200								

Correlation

Pearson correlation coefficients are used to determine the relation with the help of values ranging from -1 to +1. Our result shows that the value is xxx which means there is high/low correlation between A and B.

Measurement ModelIndicator Reliability:

The assurance stage of how correctly the items measurements is taken from sample size which represents the authentic score of the population is dictated by indicator. (Hair et al, 2014). The relevant outer loading is tested for the construct validity. Outer loading results are supposed to be greater than 0.70 (Fornell& larker, 1981)

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Table 4

Convergent Validity

	Cronbach's Alpha	Composite Reliability
ATBR	0.770	0.853
IND	0.712	0.874
LOT	0.720	0.877
MS	1.000	1.000
PD	0.724	0.879
SR	0.712	0.873

It is the amount of a degree that will certainly correlate with an identical item's of possible measures (Hair et al., 2016). Convergent validity was measured using methods for AVE value, which must be > 0.50 (Fornell& Larcker, 1981), and the reliability of Composite is less affected by the reliability estimate than Cronbach Alpha. Furthermore, the appropriate CR value should be 0.7 (Alarcon & Sanchez, 2015). The results assess the closeness of the convergent validity since all the values meet the conditions are required.

Structure Model

Hair Jr. et al. (2014). Path analysis results are collected using SMART-PLS and bootstrapping. Data was used to calculate 5000 subsamples for a perfect model. Here, 5% significance was used. Thus, results below 0.01 are important, while values above 0.01 are negligible. The table below indicates that just one variable is inconsequential and the rest are significant.

Our hypothesis acceptance and rejection are shown in the route analysis table. In the original sample, the coefficient value and P-value significance level are <0.005. If the T-statistic is greater than 1.96, the hypothesis is accepted. P-value and T-value indicate hypothesis acceptance or rejection, while beta value indicates construct connection. Hypothesis results indicate that individualism positively affects internet advertising and brands (t = 5.451, p = 0.000). Long-term

orientation impacts online advertising and brands (t = 2.034, p = >0.042), while masculinity has an insignificant influence (t = 1.382, p = 0.167). Both power distance (t = 2.492, p = < 0.013) and self-restraint (t = 5.320, p = > 0.000) positively impact online advertising and brands. All hypotheses except masculinity and brand internet advertising are accepted.

Table 5

Path Analysis:

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
IND -> ATBR	0.299	0.301	0.055	5.451	0.000
LOT -> ATBR	0.151	0.154	0.074	2.034	0.042
MS -> ATBR	0.086	0.085	0.062	1.382	0.167
PD -> ATBR	0.161	0.160	0.065	2.492	0.013
SR -> ATBR	0.317	0.315	0.060	5.320	0.000

Results of R Square

In r-square the result show only of dependent variable. It indicates the siginificance of our hypothesis. Where the outcomes of our value is araound 0.5 so it indicates that its values is average It indicates the variance level with the variable so if variance is high it means there is a lesser corelation. If variance is low, it means there is a higher corelation of the dependant variable. So the result of R square is 0.648. If the value comes with in the range of 0.5-0.75 shows that the variance level is above an average and there is a lesser corelation of dependant variable.

Table 6

R square

	R Square	R Square Adjusted
ATBR	0.684	0.693

Conclusion and Recommendation

The aim which this research paper served is to provide an understanding of the impact of culture and its dimensions on the attitude towards online advertising and online brands. The dimensions included individualism, power distance, long-term orientation, masculinity, self-restraint, online advertisement of brands. The significance of this research study showed that each factor from the culture has a greater impact on the marketing strategies of the businesses. The marketing should be done on the basis of the cultural aspect. In Pakistan the attitude towards the online advertisement and brand is still has higher level that means they are immensely reluctant to shop online and the large majority ofmasculinity still requires the awareness regarding this phenomenon. Considering the results of thisresearch study, Pakistan holds Feminism in high regard rather than individualism and therefore.

The managerial implications have been pointed out when it comes to the lack of innovation and creativity which points out the lack of individualism. It is also important that advertisements must include an appealing feature of the culture because the values form the culture are often noticed more in the advertising.

Further research could use qualitative data to test the correlations between the other key indicators. Business strategies and banking performance effectiveness. Finally, we recommend that to develop the relationships between customers and organizations, organizations should not just focus on a process within just one activity but should implement many tools together.

There are some of the limitations which had been faced by the research study and the first one is that the data gathered from Pakistan could be limited. The reason behind this limitation indicates that one country couldn't possibly show the importance of cultural dimensions but it needs to be compared with other countries for full understanding. For instance, Pakistan lacks the multi-culture but there are some of the countries which have the multi-culture and it helps in understanding the possible impact in comparing all the cultures. The other limitation is that the cultural impact must include the marketing theories and concepts such as marketing mix and product life cycle. Because it will help in the investigation purely based on marketing and advertising.

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