

advertisements must look young and appeal to the younger crowd (CNBN). The male adult literacy rate stands at 75 percent, while female literacy is significantly lower at 51 percent.

Hofstede's Cultural Dimensions brief analysis

Over thousands of years, geographical, historical and religious influences have weaved the colorful fabric of Indian culture. Traditions, rituals, art, music and dance, drama, literature, movies, recreation, sports and cuisine all have their distinct flavors depending on the region of the country. India scores high on power distance dimension, indicating an appreciation for hierarchy and a top-down structure in society and organizations (ITIM). This score indicates Ikea should utilize communication strategies that reflect consumers of equal status i.e. advertisements should relate to relevant lifestyles of different professional or social ranks. India scores 56 on dimensions of masculinity/femininity and is thus considered a masculine society. India is actually very masculine in terms of visual display of success and power. The designer brand label, the flash and ostentation that goes with advertising one's success, is widely practiced. Also this ranking indicates that unlike feminist, men have less interest to shop for commodities and thus advertising should be focus on women unless the products are men exclusive. In individualism/collectivisms India inclines more on collectivism. In Collectivist societies people belong to 'in groups' that take care of them in exchange for loyalty. To illustrate this in communication practices, Ikea's advertising must create trust built a relationship with customers.

Cultural Events and Celebrity Influence

Indians are passionate about crickets and top national cricketers represent whole public. To attract customers in India market, communication efforts should focus to develops a stronger connects with Cricket teams or players including signing on leading players and advertising on sport events/TV. Celebrity Influence: When a consumer likes the celebrity (Bollywood) in the advertisement, he or she is more likely to accept what the celebrity says about the advertised product and therefore will develop more positive feelings toward the advertisement and the brand itself.