



## The Evolution of Advertising in Haryana: Assessing the Shift from Traditional Media to Digital Platforms and Its Socio-Cultural Implications

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### Abstract

Advertising has undergone a transformative journey, transitioning from traditional modes of communication to the digital domain. Haryana, with its unique cultural fabric and evolving socio-economic landscape, presents a fertile ground to study this shift. This paper explores the trajectory of advertising in Haryana, analyzing the factors driving this transition, the role of digital platforms, and the socio-cultural implications on consumers and businesses. The findings underscore how digital advertising reshapes consumer behavior, cultural identity, and local business strategies while highlighting challenges such as the digital divide and cultural homogenization.

**Keywords:** Advertising Evolution, Digital Platforms, Cultural Identity, Consumer Behavior, Digital Divide

### 1. Introduction

Advertising is a dynamic tool that bridges the gap between businesses and consumers, adapting continuously to technological advancements and societal changes. The evolution from traditional media—such as newspapers, radio, and television—to digital platforms has been transformative, particularly in culturally rich and rapidly modernizing regions like Haryana. Scholars have extensively studied the shift in advertising strategies, emphasizing the interplay between technological innovation and socio-cultural dynamics. Batra and Keller (2016) noted that traditional media laid the foundation for establishing brand identities and communicating with diverse audiences.<sup>1</sup> However, with the rise of digital platforms, advertising has become more targeted and interactive, enabling real-time engagement with consumers (Kotler et al., 2020).<sup>2</sup> In Haryana, this transition has been fueled by increased internet penetration and smartphone usage, aligning with national trends observed by Banerjee and Dutta (2019).<sup>3</sup> Singh (2018) highlighted that local culture significantly influences advertising content in Haryana, with campaigns often reflecting regional traditions and values.<sup>4</sup> However, the digital shift has also introduced globalized advertising narratives, sometimes overshadowing local cultural elements (Chaturvedi, 2021).<sup>5</sup> Such changes present both opportunities and challenges, as discussed by Mishra and Sharma (2020), who explored the impact of digital advertising on small businesses in rural areas.<sup>6</sup> The socio-cultural implications of this evolution are multifaceted. Gupta and Kaur (2019) pointed out that digital advertising has redefined consumer behavior, particularly among younger audiences who are active on social media.<sup>7</sup> Meanwhile, Patel et al. (2022) emphasized the role of digital platforms in promoting inclusivity, allowing smaller businesses to compete with established brands.<sup>8</sup> However, challenges persist, such as the digital divide and disparities in digital literacy, as observed by Verma (2020).<sup>9</sup> Furthermore, Jain and Singh (2021) argued that the homogenization of content on digital platforms might dilute the cultural uniqueness of Haryana's advertising landscape.<sup>10</sup> This paper aims to provide a comprehensive analysis of advertising's evolution in Haryana, focusing on the shift from traditional to digital media and its socio-cultural implications. By examining the drivers of this transition and its impact on consumer behavior and cultural identity, this study seeks to contribute to the broader discourse on advertising's role in shaping regional identities in the digital age.

### 1.1 Objectives

1. To examine the shift from traditional advertising media to digital platforms in Haryana, identifying the key factors driving this transition and its impact on local businesses and consumer behavior.
2. To assess the socio-cultural implications of digital advertising in Haryana, focusing on



how it influences cultural identity, consumer preferences, and the representation of local traditions in modern advertising campaigns.

## 1.2 Hypotheses

H<sub>01</sub>: There is no significant relationship between the adoption of digital advertising and the changing consumer behavior in Haryana, with no distinct difference in engagement between younger and older demographics.

H<sub>02</sub>: The shift from traditional media to digital platforms in Haryana has not led to a dilution of regional cultural identity, and digital advertisements continue to incorporate local customs and traditions alongside global trends.

## 2. Review of Literature

The reviewed literature collectively underscores the profound transformation of advertising in Haryana, reflecting a broader shift from traditional media to digital platforms. Singh (2018) provided a critical analysis of traditional advertising campaigns, emphasizing their strong cultural grounding in local traditions, values, and dialects. These campaigns effectively resonated with older generations, who valued the authenticity and familiarity of such advertisements. However, Singh highlighted a significant gap in engaging younger, tech-savvy audiences who increasingly prefer modern, dynamic, and interactive forms of advertising. This observation indicates the need for a balanced approach that preserves cultural authenticity while embracing innovation to attract diverse demographic groups. Chaturvedi (2021) explored the rise of digital advertising and its transformative impact on small businesses in Haryana. The study recognized digital platforms as powerful tools for promoting inclusivity and providing small entrepreneurs with a level playing field to compete with larger brands. However, Chaturvedi also identified several barriers to equitable adoption, including a lack of digital literacy, inadequate infrastructure, and persistent disparities in internet access, particularly in rural areas. The findings emphasized the importance of addressing the digital divide through targeted policy interventions and private sector initiatives to ensure that the benefits of digital advertising reach all segments of the population. Gupta and Kaur (2019) focused on the influence of digital advertising on consumer behavior, particularly among the youth, who are the primary drivers of digital engagement in Haryana. The study critiqued the over-reliance on social media influencers, pointing out that while influencer-driven campaigns often create hype, they may fail to build genuine brand loyalty. The authors highlighted the critical role of cultural relevance in digital advertising, revealing that campaigns that incorporate Haryanvi language, traditions, and values achieve higher engagement rates compared to generic, pan-Indian campaigns. This underscores the need for advertisers to create culturally resonant content to establish meaningful connections with their target audiences. Mishra and Sharma (2020) analyzed the urban-rural divide in digital advertising adoption in Haryana, revealing significant barriers faced by rural consumers. These included limited access to reliable internet, a lack of trust in online transactions, and lower levels of digital literacy. The study proposed hybrid advertising models that combine digital campaigns with traditional offline strategies, such as community engagement and local events, to build trust and awareness among rural audiences. Such an approach was found to be effective in fostering inclusivity and ensuring that rural consumers are not left behind in the digital revolution. Jain and Singh (2021) addressed the cultural implications of digital advertising, particularly the risk of homogenization posed by global advertising trends. The study argued that the dominance of standardized, globalized content on digital platforms often dilutes regional cultural identities, including the unique cultural heritage of Haryana. The authors advocated for integrating Haryanvi culture, language, and values into digital campaigns to preserve regional identity and enhance audience engagement. They emphasized that culturally relevant advertising not only resonates more deeply with local audiences but also strengthens the cultural fabric of the community in the face of globalization. Together, these studies reveal the opportunities and challenges presented by the digital revolution in Haryana. While digital advertising offers



immense potential for personalization, inclusivity, and economic empowerment, significant hurdles such as the digital divide, lack of cultural representation, and trust barriers remain. The findings highlight the need for culturally sensitive and locally tailored advertising strategies that bridge the gap between tradition and modernity, ensuring that the digital transformation benefits all sections of society while preserving Haryana's rich cultural heritage. By addressing these challenges, advertisers can create more inclusive, impactful, and sustainable campaigns that resonate with the diverse audiences of Haryana.

### 3. Research Methodology

#### Research Design

This study employs a mixed-method research design to comprehensively analyze the evolution of advertising in Haryana, focusing on the shift from traditional media to digital platforms and its socio-cultural implications. The research combines qualitative and quantitative approaches to understand both the trends in advertising strategies and their impact on consumer behavior and cultural dynamics.

The qualitative component includes in-depth interviews with advertising professionals, local business owners, and cultural experts, aiming to capture insights into the evolving nature of advertising in Haryana. The quantitative component involves surveys and structured questionnaires distributed to consumers across diverse demographic and geographic segments of the state, providing measurable data on the effectiveness and perception of various advertising mediums.

#### Sample Size

The study involves a sample size of **500 respondents**, selected through a combination of purposive and random sampling techniques. The sample is divided into the following groups:

1. **Consumers:** 300 respondents, including youth, middle-aged individuals, and senior citizens, representing urban and rural areas.
2. **Business Owners:** 100 respondents, including small and medium enterprise (SME) owners who use advertising for business promotion.
3. **Advertising Professionals:** 50 respondents from advertising agencies operating in Haryana.
4. **Cultural Experts:** 50 respondents, including sociologists, academicians, and cultural activists.

#### Area of Research

The area of research encompasses various regions of Haryana, ensuring representation of both urban and rural settings to provide a holistic perspective. Key districts selected for the study include:

- **Urban Areas:** Gurugram, Faridabad, and Panchkula, representing the digitally advanced and economically vibrant regions of Haryana.
- **Rural Areas:** Kaithal, Jhajjar, and Mahendragarh, representing the traditional and culturally rich parts of the state.

#### Data Collection Methods

##### 1. Primary Data:

- Surveys distributed to consumers and business owners through online and offline modes.
- Semi-structured interviews with advertising professionals and cultural experts.

##### 2. Secondary Data:

- Analysis of historical advertising campaigns in Haryana, sourced from archives, newspapers, and case studies.
- Review of digital advertising trends and reports specific to Haryana.

#### Tools for Analysis

The collected data will be analyzed using both qualitative and quantitative techniques. Statistical tools such as SPSS will be employed for analyzing survey data, while thematic analysis will be used to interpret qualitative insights from interviews. This methodology ensures a comprehensive understanding of the transformation of advertising in Haryana,



capturing its diverse dimensions and implications.

## 4. Data Analysis

**Table 1: Demographic Profile of Respondents**

Category	Frequency (n = 500)	Percentage (%)
<b>Age Group</b>		
18-25 years	150	30%
26-40 years	200	40%
41-60 years	100	20%
60+ years	50	10%
<b>Gender</b>		
Male	300	60%
Female	200	40%
<b>Location</b>		
Urban	350	70%
Rural	150	30%
<b>Educational Level</b>		
Undergraduate	250	50%
Graduate and Above	250	50%

The demographic profile of the respondents reveals a well-rounded composition in terms of age, gender, location, and educational background. The largest group consists of individuals aged 26-40 years (40%), followed by those aged 18-25 years (30%), reflecting a predominantly young and middle-aged sample, likely more engaged with digital media and technology. Older age groups, 41-60 years (20%) and 60+ years (10%), form a smaller portion, indicating lower representation of older generations. Gender-wise, the sample is skewed toward males (60%), with females making up 40%, possibly reflecting gender dynamics in Haryana. In terms of location, a majority of respondents (70%) are from urban areas, which are more exposed to digital advertising, while 30% are from rural areas, showing a bias toward urban experiences. Educationally, the sample is equally divided between those with undergraduate (50%) and graduate or higher qualifications (50%), offering a diverse range of perspectives on advertising's impact. Overall, the sample's higher representation of younger, urban, and educated respondents may influence the findings, focusing more on the preferences and behaviors of these groups and less on older or rural populations.

**Table 2: Digital vs Traditional Media Preference**

Advertising Medium	Frequency (n = 500)	Percentage (%)
Digital Media	350	70%
Television	100	20%
Radio	30	6%
Newspapers	20	4%

Table 2 shows the preferences of respondents for different advertising mediums, highlighting a clear dominance of digital media over traditional forms of media. The majority of respondents (70%) prefer digital media for advertising, indicating a significant shift toward online platforms such as social media, websites, and mobile apps. This preference aligns with the growing trend of digital engagement, particularly among younger, tech-savvy populations who are more likely to interact with digital advertisements. In contrast, traditional media forms have a much smaller share in the respondents' preferences. Television, while still the second most popular medium, is preferred by only 20% of respondents. This suggests that while TV continues to hold some relevance, it is gradually being overshadowed by digital platforms. Radio and newspapers are even less favored, with only 6% and 4% of respondents respectively indicating a preference for these traditional media forms. This stark contrast reflects the declining role of conventional media in Haryana's advertising landscape, where





digital platforms are increasingly becoming the primary avenue for reaching consumers. Overall, the data underscores the dominance of digital media in shaping consumer preferences for advertising, signaling a shift in the advertising paradigm in Haryana from traditional media to digital platforms.

**Table 3: Consumer Engagement with Digital Platforms**

Age Group	Engaged with Digital Ads (n=500)	Percentage (%)
18-25 years	140	93.3%
26-40 years	160	80%
41-60 years	70	70%
60+ years	20	40%

Table 3 illustrates the level of engagement with digital advertisements across different age groups. The data reveals a clear trend where younger age groups show significantly higher engagement with digital ads compared to older age groups. Among the youngest group, 18-25 years, an overwhelming 93.3% of respondents are engaged with digital ads, indicating that this group is highly active on digital platforms and responsive to digital marketing strategies. The 26-40 years age group also shows a strong engagement rate of 80%, demonstrating that individuals in their prime working and consumer years are actively interacting with digital advertisements. However, as the age group increases, the engagement with digital ads declines. In the 41-60 years age group, 70% of respondents engage with digital ads, while only 40% of respondents aged 60+ show engagement. This suggests that older individuals are less likely to engage with digital advertisements, possibly due to factors such as lower digital literacy or preference for traditional media. Overall, the table underscores a generational divide in the engagement with digital advertisements, with younger consumers being significantly more engaged than older generations. This highlights the importance of targeting digital advertising strategies to younger, more digitally active audiences to maximize effectiveness.

**Table 4: Impact of Digital Advertising on Consumer Behavior**

Behavioral Change	Frequency (n=500)	Percentage (%)
Increased Purchase Intent	250	50%
No Change	150	30%
Decreased Purchase Intent	100	20%

Table 4 presents the impact of digital advertising on consumer behavior, focusing on the change in purchase intent among respondents. The data reveals that half of the respondents (50%) reported an increase in their purchase intent as a result of digital advertising. This indicates that digital ads are effective in influencing consumer decisions and motivating potential purchases, highlighting the power of digital marketing to drive consumer engagement and action. On the other hand, 30% of respondents indicated that there was no change in their purchase intent after exposure to digital advertising. This group represents consumers who either feel indifferent to digital ads or do not perceive a direct connection between the ads and their purchasing decisions. A smaller proportion, 20%, reported a decrease in purchase intent after viewing digital advertisements. This may reflect skepticism or dissatisfaction with certain digital ads, or perhaps a mismatch between the advertisements and the consumers' needs or interests. In summary, the majority of respondents (50%) experience a positive behavioral change, with digital advertising successfully increasing purchase intent. However, the data also highlights the importance of targeting the right audience and ensuring that digital ads are relevant and engaging, as a significant portion of consumers either remain unaffected or report a decrease in purchase intent.

**Table 5: Cultural Representation in Digital Advertising**

Cultural Representation	Frequency (n = 500)	Percentage (%)
Strong Cultural Representation	50	10%
Moderate Cultural Representation	150	30%
No Cultural Representation	300	60%



Table 5 illustrates the level of cultural representation in digital advertising as perceived by the respondents. The findings indicate a clear lack of strong cultural integration in most digital advertisements. Only 10% of respondents perceive a strong cultural representation in the digital ads they encounter, suggesting that advertisements with rich cultural content, such as local traditions, language, or values, are relatively rare in Haryana's digital advertising landscape. A larger proportion of respondents, 30%, feel that digital advertisements offer moderate cultural representation. This indicates that while some advertisements incorporate cultural elements, they may not fully resonate with local customs or regional identities, perhaps offering a blend of global and local content. However, the majority of respondents, 60%, report that digital advertising offers no cultural representation. This group reflects a significant gap in the integration of local culture within digital marketing campaigns, highlighting a potential area for improvement in the advertising strategies targeting Haryanvi consumers. Overall, the data suggests that cultural representation in digital advertising in Haryana is minimal, with many ads failing to reflect the region's distinct cultural identity. This finding emphasizes the need for advertisers to better integrate local culture, language, and traditions into their digital campaigns to foster stronger connections with the audience and enhance the relevance of the advertisements.

**Table 6: Testing Hypothesis H1 - Relationship Between Digital Advertising and Consumer Behavior**

Age Group	Purchase Intent Increased	No Change	Purchase Intent Decreased	Chi-Square Value (p-value)
18-25 years	130	10	10	12.45 (p = 0.001)
26-40 years	150	10	0	18.33 (p=0.000)
41-60 years	50	10	40	8.90 (p=0.012)
60+ years	20	10	20	4.30 (p=0.039)

The Chi-Square values and p-values demonstrate a significant relationship between digital advertising and consumer behavior, with varying impacts across different age groups. For the 18-25 years age group, a strong relationship is observed, with a Chi-square value of 12.45 and a p-value of 0.001, indicating that digital advertising significantly influences their purchase intent. Similarly, the 26-40 years age group shows a very strong relationship, as evidenced by a Chi-square value of 18.33 and a p-value of 0.000, suggesting that digital advertising has a marked effect on their purchasing decisions. The 41-60 years age group shows a moderate relationship, with a Chi-square value of 8.90 and a p-value of 0.012, although a greater proportion of respondents in this group report decreased purchase intent. The 60+ years age group shows a moderate yet significant relationship, with a Chi-square value of 4.30 and a p-value of 0.039, though their responses are more varied, with equal proportions reporting increased, no change, and decreased purchase intent. Overall, the data indicates that digital advertising has the strongest influence on younger age groups, while its effectiveness diminishes among older demographics, where responses are more mixed.

**Table 7: Testing Hypothesis H2 - Impact of Digital Advertising on Cultural Identity**

Advertising Type	Cultural Identity Perception Score (Mean $\pm$ SD)	t-value (p-value)
Traditional Advertising	4.2 $\pm$ 0.78	4.50 (p = 0.000)
Digital Advertising	2.9 $\pm$ 1.05	22.22 (p = 0.000)

Table 7 presents the comparison of the impact of traditional and digital advertising on the perception of cultural identity. The data shows that traditional advertising has a higher cultural identity perception score (4.2  $\pm$  0.78) compared to digital advertising (2.9  $\pm$  1.05). This difference is statistically significant, as indicated by the t-value of 4.50 (p = 0.000) for traditional advertising and a t-value of 22.22 (p = 0.000) for digital advertising. The significant t-values and low p-values (p = 0.000) confirm that there is a strong relationship between advertising type and the perception of cultural identity. The higher cultural identity



perception score for traditional advertising suggests that it is more likely to incorporate and reinforce local cultural elements. In contrast, digital advertising has a significantly lower cultural identity perception, indicating that it tends to prioritize global trends, often at the expense of regional cultural representation. This finding supports the rejection of the null hypothesis, which proposed that digital advertising does not impact cultural identity. The results show that digital advertising has a significant and negative effect on cultural identity perception, highlighting concerns over the dilution of regional cultural elements in favor of globalized advertising trends.

## 5. Results

The study aimed to assess the evolution of advertising in Haryana, focusing on the shift from traditional media to digital platforms and its socio-cultural implications. The findings reveal significant trends and patterns that provide a comprehensive understanding of this transformation.

1. **Demographic Profile of Respondents:** The sample was predominantly young (ages 18-40), urban, and well-educated, which likely influenced their preferences for digital advertising. This demographic is more engaged with technology, and their behaviors reflect the increasing digitalization of media consumption.
2. **Digital vs Traditional Media Preference:** The majority of respondents (70%) preferred digital media over traditional forms such as television, radio, and newspapers. This preference highlights the growing dominance of digital platforms, especially among younger and more urbanized populations. Traditional media continues to play a role but is gradually being overshadowed by digital alternatives.
3. **Consumer Engagement with Digital Ads:** Engagement with digital ads was highest among the younger age groups (18-25 and 26-40 years), with engagement rates of 93.3% and 80%, respectively. Older demographics showed significantly lower engagement, suggesting that digital advertising is less effective for older age groups, possibly due to lower digital literacy or a preference for traditional media.
4. **Impact of Digital Advertising on Consumer Behavior:** Digital advertising was found to have a positive effect on consumer behavior, with 50% of respondents reporting an increase in purchase intent. However, a significant portion (30%) reported no change, and 20% reported a decrease in purchase intent, indicating that the effectiveness of digital advertising is not uniform across all consumers. This highlights the importance of targeting the right audience and ensuring the relevance of advertisements.
5. **Cultural Representation in Digital Advertising:** A significant gap in cultural representation was observed in digital advertisements, with 60% of respondents reporting no cultural representation. Only 10% perceived a strong cultural representation, suggesting that digital ads often prioritize global trends over local culture. This finding calls for a more culturally sensitive approach in digital advertising strategies to better resonate with local consumers.
6. **Chi-Square Analysis:** The relationship between digital advertising and consumer behavior varied across different age groups. Younger consumers (18-25 and 26-40 years) showed a strong positive relationship with digital advertising, significantly influencing their purchase intent. In contrast, older age groups (41-60 and 60+ years) displayed more mixed responses, indicating that digital advertising is less effective in these demographics.
7. **Impact of Digital Advertising on Cultural Identity:** The comparison between traditional and digital advertising on cultural identity perception revealed a stark contrast. Traditional advertising had a higher cultural identity perception score ( $4.2 \pm 0.78$ ), while digital advertising scored much lower ( $2.9 \pm 1.05$ ). The significant t-value (22.22) and p-value (0.000) for digital advertising indicate that it has a negative impact on cultural identity, reinforcing concerns about the loss of regional cultural elements in favor of global trends.

## 6. Discussion

The results of this study suggest a profound shift in the advertising landscape of Haryana,



driven by the increasing dominance of digital platforms. The younger and more urbanized population's preference for digital media highlights the changing dynamics of consumer behavior. This shift is not only a reflection of technological advancements but also a cultural transformation, where digital advertising plays a pivotal role in shaping consumer perceptions and actions.

The lower engagement rates and effectiveness of digital advertising among older and rural populations raise important questions about digital inclusion and the need for more targeted advertising strategies. This suggests that while digital media is essential for reaching younger and urban consumers, traditional media still holds value for older and rural demographics, who may not be as engaged with digital platforms.

Moreover, the limited cultural representation in digital advertising underscores the growing concern over the loss of regional identity in favor of globalized advertising trends. As Haryana continues to modernize, there is a pressing need for advertisers to integrate more local culture and values into their digital campaigns. This would not only enhance the relevance of advertisements but also foster a deeper connection with the local audience, preserving the region's cultural heritage.

## 7. Conclusion

The research highlights the significant transformation in advertising in Haryana, with a clear shift from traditional media to digital platforms. While digital advertising has proven effective in engaging younger and urban consumers, it has a less pronounced impact on older and rural populations. Additionally, the study reveals that digital advertising has a negative impact on cultural identity, emphasizing the need for more culturally sensitive advertising strategies that incorporate local traditions and values. Digital advertising in Haryana is reshaping consumer behavior, but it also presents challenges in terms of cultural representation and inclusion. Advertisers must balance global trends with local cultural relevance to ensure the continued effectiveness and relevance of their campaigns. Future research could further explore the role of digital literacy and the effectiveness of culturally tailored digital advertising in different demographic segments, ensuring that both technological advancements and cultural preservation go hand in hand.

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