



Cultural Frameworks of Consumerism: A Comparative Study of Global Brand Narratives in Bollywood and Hollywood Commercial Films

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Abstract

This study explores how commercial media from Bollywood and Hollywood represent and promote consumerist culture. Cultural globalization has caused the film industry, especially Bollywood and Hollywood, to become significant tools in shaping and influencing consumerist values in society. Using a qualitative approach based on literature review, this research analyzes the representation of consumerism in films from both industries and how audiences respond to consumerist portrayals within their cultural contexts. The study aims to investigate how consumerist values are promoted in these industries and their impact on societal consumption behavior. Data used includes film texts, scientific articles, journals, and books related to consumerism in mass media. The findings indicate that both Bollywood and Hollywood strongly depict consumerism through portrayals of luxurious lifestyles, branded goods, and consumption aspirations embedded in film narratives. While similarities exist in their promotion of consumerism, Bollywood emphasizes traditional and familial values, whereas Hollywood tends to prioritize individualism and luxury lifestyles. This research provides deeper insight into the role of film media in shaping global consumption and contributes to understanding globalization's influence on consumer behavior.

Keywords: Globalization, Consumerism, Bollywood, Hollywood

Introduction

The development of global media, such as Bollywood and Hollywood, has caused a significant revolution in the way information and entertainment are delivered to the global community (Zajda & Geo-JaJa, 2010). This phenomenon not only encompasses entertainment aspects but also impacts the socio-cultural mindset and behavior of societies as a whole. As two major powers in the global film industry, Bollywood and Hollywood play a central role in shaping how people perceive their world, including their consumption of goods and services.



Media globalization has created a bridge between various cultures, allowing diverse values and ideologies to spread widely across geographical boundaries (Iosifidis, 2011; Zheng & Reese, 2017). However, an important yet often overlooked impact is how these two film industries raise and promote deep consumerism values. Many Bollywood and Hollywood films depict luxurious lifestyles, excessive consumption, and opulence as prominent elements in their narratives (Ciecko, 2015; Meng & Nansen, 2022). This not only functions as entertainment but also serves as a tool to encourage viewers to adopt consumerist norms. Through strong narrative techniques and appealing visuals, both film industries indirectly shape the audience's mindset and aspirations toward a consumption-oriented lifestyle. Therefore, it is crucial to gain a deeper understanding of how these industries use film media as a means to promote consumerism, as well as how the different cultural representations in each industry affect the way consumerism is conveyed to global audiences. This study explores how Bollywood and Hollywood cinema encourage consumer behavior through cultural representation and narrative strategies in their commercial films.

Existing research comparing commercial Bollywood and Hollywood media in promoting consumerism remains limited. Many studies focus generally on the media's impact on consumer behavior but rarely connect how cultural differences between these two film industries influence consumerism promotion. Most literature emphasizes the effects of technology and mass media on society without thoroughly investigating how each film industry's specific cultural characteristics shape the consumerist ideology they propagate. Previous research, such as Shankar (2020) and Patel (2021), revealed how Hollywood has become a global force in shaping consumption patterns through films promoting materialistic lifestyles. However, the role of Bollywood in this regard, despite its significant influence, particularly across Asia and regions with large Indian audiences, has been underexplored. The existing studies tend to view media linearly without considering deeper cultural aspects, thus leaving a knowledge gap to be bridged. Hence, this study aims to fill that gap by comparing how Bollywood and Hollywood use their commercial films to promote consumerism and related values while considering cultural influences on their film narratives. This research is expected to provide comprehensive insights into the roles of these two major industries in influencing global society's consumption patterns and lifestyle aspirations.

The primary objective of this study is to answer how Bollywood and Hollywood utilize their commercial films to promote consumerism. In the context of media globalization, cultural influence on societal consumption patterns becomes increasingly apparent through mass media, especially films. Globalization not only unites societies into a more connected world but also transforms how people consume products and services, often through media-instilled influences. Films serve as a major channel for conveying cultural messages, and Bollywood and Hollywood, as two powerful forces in the film industry, possess extraordinary power to influence people's attitudes towards consumerism. Both industries, despite their very different cultural backgrounds, employ similar narrative techniques to promote consumption-oriented lifestyles. Bollywood films often portray lavish and excessive consumption as symbols of success and happiness. Similarly, Hollywood films frequently integrate luxury goods and materialistic lifestyles into their stories, sometimes explicitly promoting commercial products. This study will further investigate how both industries, through distinct cultural representations, encourage the consumption of certain goods and services. It will also analyze visual and narrative elements used to create consumerist aspirations and their impact on global audiences. Understanding how these films shape consumer aspirations will contribute significantly to understanding media's role in promoting consumerism values in the globalization era.

This study argues that global cinema, particularly Bollywood and Hollywood, significantly influences the shaping and promotion of consumerist norms through cultural representation. Despite originating from two vastly different cultural traditions, both share narrative techniques to depict consumption-oriented lifestyles that lead to consumerism. Bollywood and Hollywood use films as tools to create aspirational life images, where success and happiness are often associated with owning luxury goods and excessive consumption. These films function as instruments to shape societal mindsets about what is considered an 'ideal life' in consumerist societies. However, while both industries share the goal of promoting consumerism, their methods are heavily influenced by their respective cultural contexts. Bollywood tends to depict luxury within family and traditional contexts, whereas Hollywood more often portrays individual success through material wealth. These differences provide insights into how particular cultural values affect consumerism

representation in media. Hence, this study will delve deeper into how these industries adapt consumerist values for their diverse audiences and how these representations contribute to the globalization of consumerist ideology worldwide. This study is qualitative research employing a literature review approach to ensure data accuracy and transparency of research findings. The qualitative approach is chosen because it emphasizes the subjective dimension of data, allowing an understanding of phenomena from the actor's perspective (emic). This approach permits an in-depth exploration of the meanings behind the phenomena, especially related to the representation of consumerism in Bollywood and Hollywood films. By adopting the actor's viewpoint, this research aims to understand how the film industries depict consumerism and how audiences respond and are influenced by these portrayals within their respective cultural and social contexts.

The material object of this study focuses on consumerism representation in films from both industries, examined through analysis of films, scholarly articles, books, and journals related to consumerism in mass media. This exploratory research uses qualitative methods grounded in library studies, where data is collected from various secondary sources. Participants in this study are not limited to individuals directly involved in the film industry but are based on existing literature, including expert writings, film critics, and theories related to consumerism in media. The source selection process is based on relevance and credibility of the literature as well as clear representation of the phenomena under investigation. Data collected consist of film texts, journals, articles, and books relevant to the research topic. Data collection instruments include film content analysis and literature review of academic and non-academic references. Data validity is ensured through careful selection of credible and relevant sources and systematic analysis of each text or reference used. Data analysis is conducted using a thematic analysis approach on both films and the collected literature with source triangulation to secure the validity of findings. Data reduction processes are applied to filter relevant information, while data presentation is done by structuring key findings derived from the literature review. This qualitative, literature-based approach allows an in-depth examination of consumerism representation in Bollywood and Hollywood films and its influence on global audiences, providing deeper insights into how media, particularly films, shape consumption attitudes and behaviors as well as portray social and cultural values promoted through such media.

Comparison of Consumerism Representation in Bollywood and Hollywood

The representation of consumerism in Bollywood and Hollywood exhibits significant differences in both its manifestations and the resulting cultural impacts. Each film industry's approach to the integration of commercial products within narratives reflects broader social values concerning consumer culture. An in-depth investigation of the mechanisms by which these industries depict consumerism reveals their roles in shaping consumer perceptions, identity formation, and cross-cultural exchange (Okditazeini et al., 2025). In Bollywood, consumerism is often interwoven with cultural narratives that emphasize communal values and national identity. Bollywood aesthetics employ melodrama to explore consumer desires aligned with an Indian identity transformed by globalization. The depiction of luxurious lifestyles and consumption habits in Bollywood films illustrates a transition from traditional hardships to aspirational lifestyles facilitated by economic liberalization (Devasundaram, 2016). According to Davis and Paramanathan, Bollywood functions as a space for exploring various consumer imaginations that allow audiences to engage in negotiations of gender and cultural identities, particularly within diaspora communities (Davis & Paramanathan, 2023). Furthermore, the Bollywood musical format contributes to the appeal of consumer products by establishing emotional connections with audiences, aiming for broader impacts on brand perception and consumption patterns (Kang & Park, 2012).

Conversely, consumerism representation in Hollywood is heavily influenced by individualism and capitalist ethos, where consumer goods often symbolize personal success and freedom. Films produced in this industry typically embed product placements as integral storytelling elements, subtly or overtly promoting consumer goods as symbols of status and modern aspirations. Chavadi et al. highlight that the type of shows presented strongly correlates with how audiences perceive brand placements, indicating distinctions between Bollywood and Hollywood contexts (Chavadi et al., 2019). Hollywood films often invoke cultural metaphors related to the American Dream — where consumer products act as tools for identity construction within an individualistic framework (Hudson, 2018). Moreover, consumerism is frequently portrayed as celebrating self-expression and personal choice, reinforcing the notion that consumption is a pathway to personal fulfillment and social mobility (Eng & Bogaert, 2010).

A compelling duality emerges in how these industries build meta-consumerist narratives that resonate with their respective audiences. Devasundaram's argument posits Bollywood's soft power as an index of India's neoliberal transition, indicating commodification of national identity through consumer culture (Devasundaram, 2016). Meanwhile, Hollywood's cultural hegemony promotes a distinct set of consumerist aspirations, often leading to diverse cultural narratives centered around familiar consumerist ideals, frequently flavored with nostalgia and idealized wealth representations (Das, 2013; Nanjangud & Reijnders, 2020). The interaction between these frameworks can substantially influence international audiences, shaping their self-understanding and social norms related to consumer behavior.

Additionally, consumerism in both contexts is closely tied to the evolution of musical interludes, serving as focal consumption points in both industries. Mishra et al. note that Bollywood music has undergone transformations reflecting commodification trends akin to Westernization, making this cultural element commercially appealing and accessible to global consumers (Mishra et al., 2024). This evolution reveals a fusion of tradition and modernity, adjusting local narratives to accommodate global consumer tastes, complicating Bollywood's consumerism representation as both a cultural artifact and commercial necessity (Badad Alauddin et al., 2025). In contrast, Hollywood frequently uses soundtracks to enhance the emotional depth of product placements, embedding brands within narrative structures that promote consistent consumption patterns and broad lifestyle aspirations (Uppal, 2011). The distinctive approaches to consumerism in both industries underscore differing ideological perspectives on consumption. Bollywood narratives often emphasize community, reflecting values of collective identity and cultural pride, highlighting the importance of local celebrities and cultural symbols (Das, 2013). Consumer goods depiction conveys aspirations aligned with national pride, as seen in films presenting Indian luxury as a form of self-affirmation amidst global influences (Chavadi et al., 2019). By contrast, the Hollywood lens tends to reflect more competitive and individualistic narratives, where consumerism is often portrayed as a sign of personal victory, drawing clear distinctions between individual needs and social expectations (Hudson, 2018).

The implications of consumerism extend to how audiences interact with cultural artifacts. For the Indian diaspora, Bollywood films serve a dual function; they are not merely entertainment but also a means to maintain cultural ties with

their homeland, often based on consumerism narratives that reflect changing realities and nostalgia (Nanjangud & Reijnders, 2020). This connectivity is less apparent in Hollywood, where multicultural representation sometimes reinforces stereotypes rather than fostering genuine understanding and appreciation of diversity (Awwal, 2021). The consumer behaviors emerging from film participation indicate broader socio-cultural identity negotiations for diaspora audiences, who consume these media artifacts as channels to bridge their past and present (Nanjangud & Reijnders, 2020).

Furthermore, it is important to note how differing market dynamics influence consumer behavior across industries. Nanjangud and Reijnders discuss Bollywood as a trans-textual phenomenon attracting broad audiences worldwide (Nanjangud & Reijnders, 2021). Bollywood's cultural specificity embraces diverse characterizations, making it relatable to varied audiences, ultimately strengthening its appeal in the global cinematic landscape. By contrast, Hollywood's widespread influence is characterized by genre conventions and blockbuster strategies aimed directly at mainstream audiences, creating a homogenized version of consumer culture (Uppal, 2011). This produces stark contrasts in how consumerism is visualized cinematically: one resonating with local narratives versus one dominating global consumer society through large-scale market capitalization. The role of technology in mediating this cultural exchange cannot be overlooked. Contemporary marketing strategies embraced by Bollywood and Hollywood are often grounded in an understanding of the digital consumer landscape, particularly with the rise of streaming platforms. As evidenced in research on the Indian luxury market and brand preferences, Bollywood's adoption of technology signifies a shift towards integrating digital marketing strategies that resonate with younger audiences, enhancing consumer engagement channels (Devanathan, 2023). Conversely, Hollywood leverages digital platforms to execute widespread, cross-continental marketing campaigns that amplify consumer reach, highlighting individual narratives shaped by branded lifestyle appeal.

Both industries face challenges stemming from this commodification, raising questions about authenticity, cultural appropriation, and its impact on local versus global identities. On one hand, Bollywood celebrates its roots while adapting to modern tastes, a process which has faced accusations of sacrificing cultural integrity for commercial success (-, 2024). On the other hand, Hollywood's dependence on maintaining dominant commercial enterprises is

often criticized for overshadowing minority stories, tending to portray a homogenized version of consumer desires with less nuanced cultural representation (Awwal, 2021). The emphasis on how these two industries successfully leverage their unique cultural positions leads to a deeper understanding of how consumerism reflects and produces cultural identities—each shaped by its social constructions. Exploring how consumerism is represented in Bollywood and Hollywood reveals a layered approach that reflects not only brand placements within films but also the socio-cultural narratives underlying those representations. The focus on luxury, identity, and collective versus individual aspirations invites further research into understanding how evolving consumer behaviors will continue to shape the cinematic landscape. Ultimately, this paves the way for insight into the convergence and divergence of consumer values across cultures—a critical reflection in today’s global media discourse.

The Role of Advertising and Sponsorship in Promoting Consumerism

Advertising and sponsorship play a crucial role in promoting consumerism by shaping consumer behavior and preferences across various sectors. Marketing strategies often utilize advertising techniques to instill brand awareness and influence purchasing decisions, with significant emphasis on both traditional and digital methods. This synthesis explores the mechanisms through which advertising and sponsorship impact consumerism, referencing relevant literature and empirical studies. Sponsorships, particularly those linked with major events or celebrities, significantly enhance consumer brand awareness. For instance, Eji states that frequent brand exposure through well-placed sponsorships prompts consumers to seek information and develop familiarity with the brand, resulting in increased brand awareness and positive associations with the product (Eji, 2024). This is also emphasized by Lasmiandari et al., who highlight the positive and significant effects of sponsorship on brand awareness (Lasmiandari et al., 2024). The participatory aspect enhanced by sponsorship—especially on progressive platforms like sports events—captures consumer attention and drives the desire to associate with the brand, as demonstrated by Dixon et al.’s research showing that exposure to sponsored brands influences food preferences among young adults (Dixon et al., 2018). Therefore, the positive reinforcement mechanisms in advertising link consumer experiences with brand recognition and loyalty.

Direct-to-consumer (DTC) advertising represents another dimension of advertising's impact on consumerism. This form of marketing, which has grown substantially in the pharmaceutical sector, encourages patients to request marketed drugs, fundamentally altering the doctor-patient interaction dynamics. DiStefano et al. highlight that DTC strategies not only increase demand for advertised drugs but also shape consumer perceptions of the value associated with these products (DiStefano et al., 2023). The implications of increased DTC advertising expenditures are reflected in physician behavior, as they become more likely to prescribe patient-requested medications, which Starc notes reflects a shift from traditional clinical promotion to consumer-driven advertising (Starc, 2023). In this context, consumer demographics and behaviors significantly influence advertising effectiveness, underscoring the crucial role of understanding market dynamics when designing marketing strategies. The selection of advertising media is also critical in influencing consumer preferences. Qader et al.'s analysis explains that strategic insights into consumer behavior enable companies to allocate advertising budgets more effectively, promoting product visibility in environments where consumers are most receptive (Qader et al., 2022). For example, Bell and Buchner's research shows that disruptive advertisements, although initially perceived negatively, can create awareness that translates into positive consumer attitudes toward the advertised product (Bell & Buchner, 2018). Hence, the relationship between consumer preferences and advertising strategy highlights the complexity of consumer decision-making processes.

Moreover, the intersection of social media advertising and traditional marketing signifies a paradigm shift in how brands interact with consumers. Voorveld et al. state that while offline media may enhance brand reach, they do not guarantee engagement on digital platforms, which require more active consumer participation and a nuanced approach in content delivery to foster genuine interest (Voorveld et al., 2018). This duality in advertising approaches indicates that brands must develop strategies that integrate traditional and digital methodologies to achieve maximum consumer impact.

The impact of brand equity as a direct result of sponsorship and advertising is equally noteworthy. Research shows that sponsorship can significantly boost brand equity, especially when associated with major events or public figures (Almaiman et al., 2023). This idea is supported further by Dai et al., who observe

that audience engagement and media publicity during major sports events, such as the Qatar World Cup, notably influence sponsor brand value (Dai et al., 2023). Consequently, the effectiveness of advertising and sponsorship should not be underestimated; they offer opportunities for brands to interact comprehensively with audiences, enhancing brand status and subsequently consumer loyalty.

Conversely, the role of market dynamics in advertising effectiveness necessitates a strategic framework that accounts for diverse consumer psychology. Marketing strategies must consider evolving attitudes towards advertising that affect how consumers perceive the value and relevance of marketed products. For example, Kim and Balachander explain the importance of coordinating traditional and online advertising to amplify brand marketing (Kim & Balachander, 2023). Understanding these dynamics is critical; integrating various advertising media can enhance brand presence and consumer perception in markets saturated with competing messages. Advertising's role extends beyond mere product promotion, often encompassing elements of corporate social responsibility (CSR). This link with CSR initiatives can foster consumer trust and strengthen positive brand associations. Evidence shows that companies engaged in responsible marketing practices not only witness increased consumer engagement but also positive brand recognition (Kim et al., 2021). The long-term benefits of such strategies emphasize the need for companies to build authentic relationships with consumers through transparency and ethical marketing practices.

Regarding specific sectors, the impact of advertising strategies can be further tailored to particular audience segments, such as evidenced in Forbes-Bell's research on racial congruity in advertising (Forbes-Bell et al., 2019). Here, aligning marketing strategies with the demographic identity of the target audience significantly influences consumer behavior and preferences, further promoting consumerism through targeted messaging. Therefore, understanding demographic nuances is vital in adjusting advertising strategies to optimize effectiveness and enhance market penetration. Despite a strong positive correlation between advertising and consumer purchasing behavior, some researchers highlight potential challenges. As noted by Eisend and Tarrahi, advancing consumer sophistication may lead to 'persuasion knowledge,' where consumers become increasingly adept at recognizing marketing tactics, potentially diminishing advertising effectiveness (Eisend & Tarrahi, 2022).

Advertisers must navigate this evolving landscape with sharp insights, crafting messages that resonate authentically with consumers.

Additionally, digital evolution complicates the advertising landscape. With the rise of ad-blocking technologies, consumers increasingly filter unwanted ads. Haan discusses how ad blockers inadvertently increase the value of remaining ad slots by making them more targeted, underscoring the need for marketers to tailor approaches based on consumer preferences for quality over quantity in advertising (Haan, 2023). This evolution necessitates a strategic shift toward more engaging and less intrusive advertising formats. Empirical evidence presented in this synthesis illustrates the multifaceted dimensions of advertising and sponsorship in facilitating consumerism. From strategic sponsorship placements that enhance brand recognition to the implementation of direct-to-consumer (DTC) advertising shaping consumer engagement with health products, the advertising landscape remains highly competitive and continuously evolving. By leveraging adaptive strategies tailored to target demographics, brands can not only increase their market share but also build enduring consumer relationships founded on trust and engagement. Ultimately, the intersection of advertising, consumer behavior, and market dynamics forms a powerful triad that defines the future trajectory of consumerism.

The Influence of Globalization on the Transformation of Consumerism Aspirations

The phenomenon of globalization has profoundly transformed consumer aspirations, shaping consumption landscapes across diverse markets. Through the integration of international brands into local cultures, consumer perceptions and expectations rapidly adapt to ongoing global trends. These changes reflect deep psychological and sociocultural influences, revealing the complexity of consumer behavior affected by both global and local contexts. Specifically, constructs such as global consumer culture positioning (GCCP) and perceived brand globalness (PBG) play crucial roles in how consumers navigate their identities through these dual perspectives, significantly shaping their consumption and brand investment aspirations (Akaka & Alden, 2010). Brand attributes such as locality and globalness emerge as critical determinants of consumer behavior in emerging markets. Studies indicate that in countries like China and Pakistan, consumer attitudes towards brands affect their behavioral intentions, demonstrating how embedded perceptions of global versus local

brands shape purchase decisions (Safeer et al., 2022). This interaction underscores a shift in aspirations where consumers tend to choose brands they view as global ambassadors—symbols of status, connectivity, and modernity. Simultaneously, consumer ethnocentrism influences preferences for local products, illustrating the nuanced relationship between domestic pride and global aspirations (Bhavani & -, 2023).

One pivotal aspect of consumer behavior within globalization is how cultural identity influences choices. Research shows that consumers with strong global identities exhibit greater preferences for global products, reflecting conscious alignment with cosmopolitan values and global consumer culture (Choo et al., 2022). Conversely, those with strong national identities tend to prefer domestic products, maneuvering through dual aspirations toward global brands balanced with appreciation of local heritage (Lim & Park, 2013). This duality captures the complex balance consumers maintain amid global pressures and local traditions, which in turn affects brand loyalty and engagement strategies in the marketplace (Guraj, 2023). Global consumer attitudes and behaviors show pronounced variations influenced by socioeconomic factors, cultural narratives, and exposure to global marketing efforts. The emergence of global markets not only stimulates local consumption patterns but also creates a competitive atmosphere among brands seeking resonance across diverse cultural landscapes (Cleveland & Bartsch, 2019). Research supports the notion that globalization fosters conspicuous consumption phenomena, where individuals showcase global brands as markers of social identity and status (Guraj, 2023). Hence, globalization's influence extends beyond economic integration; it permeates social constructions, adding layers of complexity to consumer aspirations.

Alongside globalization's expansion, critical points in consumer behavior illustrate dissonances where aspirations become increasingly influenced by digital transformation and technology penetration in daily life. The rapid spread of information and communication technology has redefined how consumers access and evaluate brands, subsequently altering their consumption aspirations (Fandrejewska et al., 2022). The COVID-19 pandemic exacerbated this shift, with consumers favoring brands promising reliability and global reach during uncertainty (Fandrejewska et al., 2022). This collective experience, combined with globalization, has sparked renewed global awareness among consumers, reinforcing their aspirations for brands symbolizing resilience and adaptability (Molina et al., 2021). Moreover, the blending of global and local consumption

identities reflects a process of glocalization, where global brands must tailor their appeal to fit diverse cultural narratives. Vietnamese consumers, for example, exemplify this phenomenon as their global identity aspirations drive preferences for international products while navigating local cultural landscapes (Choo et al., 2022). This synthesis of global influence and local identity creates a unique consumer behavior paradigm, essential for marketers aiming to penetrate heterogeneous markets effectively.

The complexity of consumer sentiments in the globalization era highlights the necessity for businesses to understand not only overt aspirations toward global brands but also latent preferences for local narratives. Global consumers prioritize sustainable practices, local authenticity, and ethical management alongside desires for international brand prestige. Therefore, businesses must craft comprehensive marketing strategies addressing these layered aspirations and the cognitive frameworks underpinning consumer preferences—both global and local (Hanus, 2018). Beyond consumer preferences, the emotional and psychological investments consumers make in their choices play vital roles in shaping aspirations. The interaction between cultural identity and brand perception challenges brands to navigate the increasingly complex emotional landscape where consumer loyalty is heavily influenced by social cues and perceived values. Understanding the mechanisms through which individuals interpret their purchase decisions becomes imperative for brands seeking success in this globalized market environment (Safeer et al., 2022; Mittal & Professor, 2023).

Empirical studies reveal significant correlations between consumer dispositions—such as cosmopolitanism and ethnocentrism—and their responses to global brands. As consumers navigate multifaceted cultural environments, their aspirations toward leading lifestyle brands are strongly mediated by personal and collective identity dynamics (Diamantopoulos et al., 2019). Companies involved in international marketing must account for these consumer disposition interactions to anticipate prevailing trends and adjust their offerings accordingly, given the evolving nature of consumer behavioral relationships.

In light of these findings, it is evident that globalization has instigated transformational changes not only in how consumers aspire to engage with brands but also what these aspirations signify within broader socio-economic contexts. The interplay between local traditions and global trends presents rich opportunities for academic inquiry. A comprehensive framework to understand

consumer aspirations must incorporate cultural identity nuances, brand perceptions, and the continuously shifting impact of globalization, leading to more effective and meaningful consumer engagement strategies (Torelli & Stoner, 2019). Ultimately, as globalization reshapes consumer aspirations, it poses diverse challenges and opportunities for brands worldwide. Emphasis on sustainability, local authenticity, and digital accessibility continues to evolve, compelling brands to adapt. The interplay of these factors will undoubtedly play a crucial role in shaping the future pathways of consumer aspirations and behaviors, bearing significant implications for marketing practitioners and theorists alike..

The Impact of Consumerism in Bollywood and Hollywood Films on Consumer Behavior and Audience Lifestyles

The impact of consumerism in Bollywood and Hollywood films is significant, influencing not only consumer behavior but also overall lifestyle choices among global audiences. Both film industries play a crucial role in shaping perceptions of brands, products, and lifestyles, creating a culture where consumerism is often idealized. The representation of luxury, success, and modernity in these films promotes lifestyles that encourage conspicuous consumption, thereby influencing purchasing behavior. Films frequently depict characters embodying lavish lifestyles, normalizing high levels of consumption as measures of success and happiness. This portrayal aligns with the concept of hedonistic consumption, where individuals seek pleasure and satisfaction through their purchases. Jatmiko and Fiandari note that a hedonistic lifestyle positively influences purchase intentions, indicating that activities, interests, and perspectives significantly affect buying behavior (Jatmiko & Fiandari, 2023).

Furthermore, films significantly influence social norms and expectations regarding consumer behavior. As highlighted by Zarei and Mirzaei, perceived social responsibility in brands impacts purchasing decisions and environmentally friendly consumer behavior. The moral obligations depicted in films often project corporate images aligned with social responsibility, making audiences more inclined to choose brands portrayed positively (Zarei & Mirzaei, 2022). By showcasing lifestyle choices that include ethical consumption, films can shape consumer behavior to prioritize sustainability and social awareness. The phenomenon of cross-cultural remakes, as discussed by Cao, demonstrates how Hollywood adapts narratives from other cultures, subtly influencing audience

perceptions and acceptance of various lifestyles and consumption patterns (Cao, 2024). This cultural integration not only promotes a sense of familiarity but can also alter audience perceptions of identity and consumerism. As viewers engage with these narratives, they often adopt similarities in the styles and consumption habits depicted, leading to lifestyle shifts aligned with admired characters.

Social status remains a pivotal factor influencing consumer behavior. Depictions of wealth and luxury in films can elevate consumer aspirations, compelling audiences to make purchases reflecting higher social status. Rifa'ie and Chan emphasize that social status influences purchasing decisions, mediated by digital payment platforms (Rifa'ie & Chan, 2024). Familiarity with cashless transactions, as shown by Yang et al., further integrates consumerism into daily life, facilitating increased spending as portrayed in film narratives (Yang et al., 2021). Evidence suggests that pleasure derived from media experiences permeates consumer choices. Baidun and Fitriya emphasize how susceptibility to interpersonal influence shapes hedonistic lifestyles, with media as a primary source of lifestyle ideas and consumption practices (Baidun & Fitriya, 2020). Thus, films not only entertain but also profoundly shape societal trends in purchasing behavior as audiences strive to align their personal choices with favored characters or celebrities. The portrayal of hedonistic lifestyles in films creates aspirational consumerism that captures audience attention. Safitri et al. highlight that individuals increasingly adopt consumptive behaviors influenced by hedonistic lifestyles depicted in media, potentially leading to excessive consumption patterns (Safitri et al., 2024). Recognizing these dynamics is crucial, as filmmakers and marketers leverage such depictions to communicate lifestyle choices that drive targeted consumption.

As audiences become more aware of their consumption habits, shifting consumption patterns can be observed. The role of digital media in shaping consumption habits is significant, with Mulyono et al. arguing that advertising and lifestyle choices directly influence green consumer behavior among students (Mulyono et al., 2023). Accessibility to digital platforms, coupled with lifestyle aspirations imagined through films, fosters more consumptive attitudes among youth, highlighting the need for awareness of consumption patterns and their implications. Additionally, marketing strategies replicating lifestyles presented in films further strengthen the relationship between consumerism and cinema. As noted by Chen and Zhang, consumer behavior is often influenced by perceived lifestyle aspirations, suggesting that luxury branding in films

correlates with purchasing behavior aligned with social status (Chen & Zhang, 2013). This approach continues to evolve, with luxury brands increasingly integrated into film narratives to effectively reach targeted demographics. In conclusion, the impact of consumerism in Bollywood and Hollywood films serves as an important lens through which consumer behavior and lifestyle choices are mediated. Representations of hedonism, ethical consumption, cross-cultural narratives, and social status play critical roles in shaping purchasing decisions among audiences. As these films continue to evolve, their ability to influence lifestyle choices and consumer behavior is likely to endure, reflecting broader social trends and shifts in identity.

Conclusion

The most significant finding of this study is the notable difference in how Bollywood and Hollywood leverage cinema to promote consumerism, as well as how these two industries respond differently to globalization. Hollywood, with its wider global reach, focuses on a global lifestyle and products targeting international consumers, while Bollywood is more oriented towards local products and deeper cultural values, yet still incorporates global elements to attract the global market. Both industries demonstrate how cinema can be an effective tool in shaping consumer aspirations and influencing purchasing decisions through the portrayal of lifestyle and consumption in films. The scientific contribution of this study lies in providing a deeper understanding of the influence of commercial media in promoting consumerism amidst globalization. This research also enriches the literature on cultural differences in marketing strategies applied by the world's two largest film industries and reveals how cinema, as a form of popular culture, plays a key role in shaping consumption patterns across various markets. By examining Bollywood and Hollywood in a comparative context, this research paves the way for further studies on the impact of cinema on consumer behavior in the global era.

However, the limitations of this study are its focus solely on these two film industries and the lack of research on other film industries that may have different approaches to promoting consumerism. Furthermore, more in-depth analyses of the long-term effects on consumer behavior in local and international markets are still needed. Future research topics to consider include how films from other developing countries, such as the Chinese or Korean film industries, promote consumerism through narrative and product representation in their

films. Research can also expand understanding of the role of social media and streaming platforms in accelerating the globalization process within the film industry and consumerism.

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