Syed Hassan Raza [*]
Sajid Mehmood Awan [**]
Moneeba Iftikhar [***]

Effect of the Cultural Gender Role Orientation on Advertising Intrusiveness and the Moderating effect of Self-referencing: An Experimental Study

Abstract

The concept of the globalization always remains under criticism in advertising literature based on its outcomes like misperception about the identity of women. By considering the emerging phenomenon of globalization in advertising, this study uses the strategy of culture nurturing for examining the advertisements. In this way, this study proposes a new approach to advertising analysis by reconsidering issues related to the presentation of the women which is a sensitive issue in a country like Pakistan. Thus, this study proposes a new model to examine the effects of the cultural gender role orientation on advertising intrusiveness and them oderating effect of self-referencing in this link. The study uses the experimental design 3 (Cultural gender role orientation: Local vs. Glocal vs. Global) X 3 (advertisement: Local vs. Glocal vs. Global) factorial post-test to verify this model on a sample of 150 females. Results reveal that the cultural gender role orientation among women significantly effects the level of the advertising intrusiveness. Further, results suggested that the self-referencing moderates this relationship significantly in all three conditions.

Keywords: Advertising, Globalisation, Culture Nurturing, Cultural Gender Role Orientation, Advertising Intrusiveness and Self-referencing.

1. Introduction

Advertising literature continuously has demanded of the progression on developing areas like glocalization in the applications of the advertising in as pecific culture. The phenomena of glocalization suggest nurturing the local culture in the advertising specifically issues related to the gender. Advertising has more influence on making the gender stereotype roles (Malika Das, 2011). For instance, the people perceived on the gender images can be positive and negative. Often, people are visible in images that are so impractical and regardless by the average person that people become dissatisfied with their lives and their selves. Therefore, the disagreement over the portrayal of women in advertising (Roya-vela, Aldás-

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[*] Syed Hassan Raza, School of Multimedia Technology & Communication, Universiti Utara, Malaysia& Lecturer Communication Studies, Bahauddin Zakariya University, Multan, Pakistan. Email: sherazibzu@gmail.com (Correspondence Author)..
[**] Dr. Sajid Mehmood Awan, Senior Research Fellow, National Institute of Historical and Cultural Research (NIHCR), Quaid-i-Azam University Islamabad., Pakistan. Email: smawan2222@gmail.com
[***] Moneeba Iftikhar, Lecturer Communication, Lahore Women College University, Lahore, Pakistan and PhD Scholar University of Gujrat. Email: mobi_80@yahoo.com

Manzano, Küster-Boluda, & Vila-Lop, 2007) continues today especially in the countries like Pakistan needs to be explored.

Furthermore, the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) suggested the cross-cultural frame about global gender issue as the unresolved matter in respect of gender equality in economic development, human rights, and feminism and assumed that it has to be discussed that there are multilateral factors which are determining global gender roles (Lindsay &Thomson, 2013).Therefore, this study helps to identify the role of glocalization techniques in the advertisements (Fastoso & Whitelock, 2010) in Pakistan, which helps to understand the advertising strategy of the advertiser.

In some of the earlier studies Kineta and Belk (2007) suggested that in a transitional economy, people consumed the message of advertisements in different ways of reading approaches which includes cultural interpretation, interpretative strategy, and self-referencing to understand the global contents which are known as glocalization (Ritzer, 2011). However, in a country like Pakistan, such kind of studies are required to explain this phenomenon because this can be postulated that the standard approach (Ranganathan & Lobo, 2008) which is utilized by several advertisers to absorb local cultures and to make a global commercial culture (Khairullah & Khairullah, 2103). Interpretative responses specifically related to the women image are required to be studied, which is a more sensitive issue in Pakistani society.

Schroeder and Borgerson (2004) argue whereas resistance on the continuous repeatedly and perceptually reinforced the presence of certain identities that advertisements run alongside with dominant ideologies and social practices make anything but uncontested legibility unlikely. Some researchers also conducted work to know the cultural orientations towards the attitude of the audience but the perspective of marketing (Matusitz, 2011). The use of only survey method limitate their studies to identify the specific cultural identities and resistance about their presentation in the advertisements (Ferle, Edwards, & Lee, 2008). As research workers increasingly know cultural unique codes, customer result, and deconstruction as vital in focusing on how advertising produces meanings in the direction of integrating understanding. By considering the factors such as cultural gender role orientation, advertising intrusiveness, and self-referencing, this study is designed to explain the cross-cultural influence on the advertisements which is one of the contributions. It helps to explore the how the frequency of the presence of local, global and local cultural identities effects the advertising intrusiveness. The moderating effect of the self-referencing also examined that how women's perception about the advertising is affected based on their tendency of the cultural self-referencing which was lacked in past studies.

Thirdly, this study tempted to know the phenomenon of representation of women in the advertisement as it is easily determined identity in the advertising in perspective of Pakistani media which help to explore the tactical demerits in terms of people perception about the representation of the cultural identities of women in the advertisements (Bakar, Mohamad, & Mustafa, 2007). Paul and Wall (2014) stated women from the media act as his or her minority group; they may be easily identifiable due to distinguishing physical as well as cultural characteristics.

Moreover, Frith, Shaw, and Cheng (2005) referred that femininity varies culture to culture. Past studies (e.g. Hargreaves & Tiggemann, 2004; Yamamiya, Cash, Melnyk, Posavac & Posavac, 2005) focused to get feedback from the women about their cultural presentation in the media but unable to address issues of cultural miscommunication in their studies due to methodological drawbacks and comparative approach in terms of perception.

2.   **Theoretical Framework**

This study is based upon cross-cultural theory and cultural identity theory. Firstly, framing theory which identifies the portrayal of women (Billings & Angelini, 2007) in the leading fashion magazine of Pakistan has been extensively analyzed through content analysis. Thus, in this study cross-cultural theory, and cultural identity theory is used to explore the perception of the women in the presentation of women in the advertisement (Chong & Druckman, 2007). Secondly, cross-cultural communication theory is used to explore the frequency of global, local or nurturing of cultures(Caldas-Coulthard, 2003) to portrayal the women in the advertisements in terms of the cross-cultural miscommunications and to employ the cultural dimension (Engelen and Brettel 2011). To explore the interpretative and self-referencing meanings about the portrayal of women in the scenario of globalization and can develop a relationship between portrayals of women in the advertisement the perceptions of the public (Giroux 2004).

Thirdly, this study extends to discover the relationship between the advertising and the identity construction. Advertising can be a system of constant manipulation of ideas and situations (de Certeau, 2004).As debates are emerging in the society of Pakistan, that the globalization is impacting the process of social change as it affects the different cultural identities by presenting them in a global scenario. Nelson and Paek, (2007) conducted research on the global strategy of advertisers and found that local magazines presented multicultural products and ideas. As Lull (2008) also emphasizes that advertisement is giving space to the people to think in the perspective about the exchange of ideas with the world. Moreover, it needs to have further studies in different cultural perspectives because exposure to new ideas which are presented in the advertisement and its effect in the identity construction. Therefore, this role of advertising in the identity construction is needed to be tested as the people are exposed to the global trends through the advertisement. This study will give an insight of the consumer behavior in the ambivalence of identity.

Besides, advertising produces meanings in the direction of integrating understanding. As the culture nurturing techniques are nowadays frequently used by advertisers which suggests nurturing the local and global cultural commodities related to the woman presentation in the advertisements ranging from dressing to the roles. However, no conceptual model is proposed to fill this research gap that how nurtured advertisements are perceived. Therefore, this study proposes the model by considering the effects of the factors like cultural gender role orientation on ad-intrusiveness with. Alongside experiment-based study helps to understand the moderating effect of the self-referencing on the link between cultural gender role orientation on ad-intrusiveness. This may provide the application of the cross-cultural theory and cultural identity theoretical model. This design helps to explore

that how the existing practices of the women presentation in terms of local or global identities are perceived.

3. Hypotheses Development

3.1 Effect of the Gender Role Orientation on Advertising Intrusiveness

Lindsay and Thomsan (2013) emphasize that it is to be determined that how the portrayal of gender is cross-culturally perceived in different societies. Some studies in the past explored the gender roles cross-culturally (e.g. Furnham & Bitar, 1993; Baker, 2005) replicated the previous investigations about the advertisement's portrayal about women cross-culturally but only use content analysis technique which only allowed them to have an overview of gender-specific roles. However, in this study as the advertisement is considered as the tool of introducing multi-cultured product throughout the globe (De Mooij, 2013) will be examined based on its contents regarding gender and perception about it among the public of Pakistan using experimental technique instead of the content analysis.

It is postulated that consumers within a transitional economy apply many reading approaches, which include different cultural interpretive methods and self-referencing, to absorb global images inside their cultural and consumption schemas (*Kineta &* Belk, 2007). Bordo (1999) studied the relationship of cultural norms about feminine and found that people have a negative perception about those photographs which contradict with the existing norms about feminine (Gallant, Williams, Fisher, & Cox, 2011). But not yet tested in perspective of glocalization techniques in the advertisements in Pakistan which help to understand the advertising strategy of the advertiser. It also needs to be explored that how global culture is nurtured with the local cultures in the advertisements. Whether it is happening in Pakistan or generating cultural conflicts among the masses. In addition, this study explicit relationship of promoting contradictory identities with the advertiser as a comparison between the advertisements of multinational companies and national companies will be conducted in it.

Lastly, the particular roles which women of all ages portray in advertisements have been the subject of much public criticism and some empirical research (Ling, Piew, & Chai, 2010). Therefore, this particular research is designed to describe troublesome areas which need research and presents ideas about the women portrayed in the advertising in glocal scenario (Eze and Lee 2012) whose exploration must provide useful insights directed at improving both marketing and over-all advertising strategy. Mueller (2004) suggested the advertising refers to the localized content make the message effective along with the factor that it is localized without any cultural conflict while presenting sensitive identities (Raza, Bakar, & Mohamad, 2017). What's more, in this study portrayal of women in the leading fashion magazine of Pakistan will be analyzed in terms of the cross-cultural miscommunications and can develop a relationship between the perceptions of the public.

Hence, it has been verified by past studies(Kozee, Tylka, Augustus-Horavath & Denchik, 2007; Moradi & Huang, 2008) that frequently showing

women as sex objects clearly shows that a woman's appearance and sexuality are what makes her valuable (Stankiewicz, 2007).Additionally, the woman is actualized and is almost sold with the product. It is doing nothing more than destroy the self-esteem of many women and allowing men to have less respect for women who don't offer themselves as visual value and distorting image of women in cultural perspective as well, it needs more research in perspective of Pakistan because most of past researchers use content analysis method to determine women image, but these studies have different perspective. *Therefore, this study based on the experimental method to the device out the relationship of perception in terms of the* advertising intrusiveness *and portrayal of women in cultural perspective.*

*Although in the work of Bhabha (1996) he discussed the phenomena of cultural hybridity. He developed his concept of hybridity to describe the construction of culture and identity within conditions of inequity. Hybridity is the process, by which the dominant authority undertakes to translate the identity of the underprivileged within a global framework, but production of something familiar in terms of contents like advertisement is not a successful attempt but new dimensions are emerging which results in reformations of cultural identities. (Papastergiadis, 1997). Hence, this kind of reformation of identities through advertisements are absorbed in a society like Pakistan or rejected by the public it needed to be explored as in this study it is intended that how c*ultural driven gender role orientation *of women* effects on the *a*dvertising intrusiveness*, it will be a novel aspect of current research and it is hypothesized that:*

*H1: There would be the less positive effect of the local c*ultural gender role orientation on the *a*dvertising intrusiveness than glocal and global orientation.

*H2: There would the more positive effect of the glocal c*ultural gender role orientation on the *a*dvertising intrusiveness than local orientation but less positive than global orientation.

*H3: There would be the more positive effect of the local c*ultural gender role orientation on the *a*dvertising intrusiveness than local and glocal orientation.

3.2   *Moderation of Self-referencing (SR)*

"Advertisements sell additional than just a product. Contemporary advertising 'sells' socially created values which can be deemed for being the ideals that society should support and enhance" (David, 2002 p; 93). Waters and Ellis (1996) have also argued that advertising does play a critical role in reflecting and shaping culture (Tellis, Prabhu, & Chandy, 2009). However, most of the studies in past conducted in only marketing communication perspectives as the advertisement is an element to affect the process of social construction of the interpretative meanings of the cultural identities must be determined in the context of public perception.

Such kind of contents can be studied which poses more frequency of global aspects (Prakash & Singh, 2011) *like an advertisement. Therefore, a postulate can be determined that advertisements which are shown in fashion magazines consist of have more frequency of women representation in a global aspect. Glamour magazines are considered as the highest frequency devoting in term of space to women with nude or sanctity dressed (Emily Blaha, 2006). Thus,*

it will be interesting to the device out a relationship between the content containing women in global nurtured form and the public perception in special reference to Pakistan which is a gap in research not yet tested.

According to studies, advertisements present a framework for what is measured normal, which makes it an incredibly powerful medium in society and that media portrays a certain type of look that people try to achieve. In verily, people should be embracing a positive self-perception, and not focus on advertisements that bring our self-esteem down (Bessenoff, 2006).Stereotypes likewise inhibit effective intergroup communication given that they distort perceptions and bring about pre-selected interpretations (Dattner, 2013).Moreover, it is important to be familiar with the stereotype portrayal of women in the advertisement especially in a country like Pakistan where it is a sensitive issue.

Lee (2003) in a study stated that every person can practice tradition at varying ranges. There is the culture of the community he matures in, there is operate culture at his place of work and other cultures to which one becomes a lively participant or slowly but surely withdraws from. Somebody is constantly up against the clash in between his original culture and the majority culture that they are exposed to daily. Cultural clashes occur because of individuals believing their culture surpasses others. Therefore, advertisements which are disseminated by different multinational and national advertisers are showing women in a cultured manner or in a westernized manner, this is a problem which will be analyzed in this research in recent fashion magazine advertisements.

Avruch, Kevin and Black (1993) worked on the cross-cultural conflicts which can make a thing or idea controversial and suggested six fundamental patterns of cultural differences as the basic identifier of an individual when one must evaluate any new thing. Hence, it will be further studied and examined in this study by having research on the advertisements consider in cross-cultural dimensions on a gender portrayal. Barna's sources of miscommunication in cross-cultural exchanges model (Milton & Bennett, 1998) can provide this research a guideline to testify the disseminated advertisements in Pakistani fashion magazine as it provides criteria to examine the miscommunications. In addition, this study helps to understand the perception of the public in terms of existing techniques used by the advertisers. At the same time, it helps to explore the recent practices of presenting women in the advertisements that how people interpret the representation of women in the advertisements by using their own self-referencing lens.

4.   Methodology

4.1 Participants and design

Participants were one hundred and fifty18 to 24-year-old undergraduates and postgraduate women enrolled in different courses in the university. The sample was mainly Punjabi (87%);1 percent described themselves as Sindh is, 6 percent as Pashtuns, 2 percent as Balochis and 4 percent as "other." During the "marketing study" session, each participant was randomly assigned to view and evaluate one of two sets of advertisements. One set of advertisements was in local depiction (i.e. women endorsing a product in a local dress). The second set of

advertisements contained global depictions (i.e. women endorsing a product in a western dress). While the third set of advertisements contained glocal depictions (i.e. women endorsing a product in a half local and half western dress). Thus, the experimental design was a 3 (i.e. Cultural gender role orientation: Local vs. Glocal vs. Global X 3 (advertisement: Local vs. Glocal vs. Global) factorial post-test.

4.2 Selection of the Ad-stumili

Series of the pilot studies were initially undertaken to select the six advertisements (two ads for each category of advertisements: Local, Glocal and Global) for use in this study from the prior list of the advertisements selected by the investigators of this study. In this phase, in total 56 students were asked to indicate the advertisements as they believed that the women in the advertisement as in local dressing, culturally nurtured dressing (combination of the local and western dressing) and western dressing. Once all three lists of the advertisements (two ads in one list) were completed, based on the maximum agreement of the participant's researchers proceeded to the next phase.

4.3 Procedure

Upon their arrival to research lab participants were informed that the investigators were concerned in asking their responses to and views about the advertisements. They were communicated that they would be exposed to six print-advertisements and asked to indicate their judgments of before proceeding to fill the questionnaire. The nine advertisements that participants observed varied across conditions. The fifty-participants randomly allocated to the local cultured advertisements condition saw two of the six advertisements selected for the study filling the questionnaire. The fifty-participants randomly assigned to the global cultured advertisements condition saw two of the advertisements selected for the study presenting women in the western dressing filling the questionnaire. The fifty-participants randomly assigned to the glocal (cultural-nurtured) advertisements condition saw two of the advertisements selected for the study presenting women in the culturally nurtured dressing before filling the questionnaire.

4.4 Instrumentation

4.4.1 Independent Variable: Cultural Gender Role Orientation (CGO).

Cultural gender role orientation (CGO) was measured by using the scale presented by the Belanche, Flavián, and Pérez-Rueda, (2017). By using 3-item (CGO) on the 5-point Liker t-type scale, measured the cultural gender role orientation (CGO) with local, glocal and global features presented in the advertisement based on one's evaluation. A Higher score indicated a more favorable response to the ad. Its internal consistency was (α= .91) in this study.

4.4.2 Dependent Variable: Ad-Intrusiveness (AI).

Ad-Intrusiveness (AI) was measured by using the scale presented by the Li, Edwards, and Lee, (2002).By using 7-item (AI) on the 5-point Like rt-type scale, measured the Ad-Intrusiveness (AI)in the result of the exposure of the local, glocal and global features presented in the advertisement. To measure Ad-

Intrusiveness (AI) one sample item asked the participants was, "When the ad was shown, I thought it was disturbing." A Higher score indicates a less favorable response to the ad which results in more Ad-Intrusiveness (AI). Its internal consistency was (α=.85) in this study.

4.4.3 Moderating Variable: Self-referencing (SR).

Self-referencing (SR) was measured by using the Body Image States Scale (BISS) presented by the Cash, Fleming, Alindogan, Steadman, and Whitehead (2002). By using 6-item (SR) on the 5-point Like rt-type scale, measured one's recent ''at this moment'' dissatisfaction and satisfaction with features of his/her physical appearance. A Higher score indicates a more favorable Self-referencing (SR) body image state**.** Its internal consistency was (α=.83) in this study.

5.   Analysis

5.1 Descriptive Analysis

Bivariate correlations among Cultural Gender Role Orientation (CGO), Ad-Intrusiveness (AI), and Self-referencing (SR) variables are given in Table 1. The findings revealed that the relations among all three endogenous constructs of this study were associated significantly. Next, the normality of data was achieved for all three variables after eliminating less than 20 percent outlier's cases of the data**.** To guarantee that there is no multi-collinearity issue the VIF was assessed by using linear regression on SPSS 22.0 among all three (CGO), (AI) and (SR) constructs linkages in the anticipated models and this revealed value below the 10. Therefore, it can be concluded that there is no multi-collinearity existed in data. Exploratory factor analysis (EFA) for guaranteeing sample adequacy revealed satisfactory level of the Kaiser-Meyer-Olkin (KMO) values with significant Bartlett's Test of Sphericity.

Table 1: DESCRIPTIVE AND PEARSON CORRELATION STATISTICS.

Variables	M	SD	CGO	AI	SR
Cultural Gender Role Orientation (CGO)	3.39	.931	1		
Ad-Intrusiveness (AI)	3.13	.876	.34*	1	
Self-referencing (SR)	2.87	.672	.17*	.41*	1

*p < 0.01,

Next, confirmatory factor analysis of the measurement model all (CGO), (AI) and (SR) constructs of this study revealed that there is no multidimensionality found and established the nomological network of the (CGO), (AI) and (SR) variables**.** At the same time, CFA also revealed that (CGO), (AI) and (SR) were empirically different as; $\chi2$ (df) chi-square (degree of freedom) = 1278.21(406); $\chi2$ /df relative Chi-square = 3.15; CFI = .97; TLI = .96; GFI = .98; RMSEA =.032.Thesefit indices values provide evidence of the fit model structure (Zia, Raza, & Ifthikar, 2017; Dowling, Hermann, La Rue, & Sager, 2010).

Table 2: CONFIRMATORY FACTOR ANALYSIS

Model	x^2	df	x^2/df	GFI	TLI	CFI	RMSEA
Original-CGO-SR-AI-factor	1278.21	406	3.15	.98	.96	.97	.032
Common-CGO-SR-AI Latent-factor	1452.91	479	3.03	.95	.92	.94	.053

Likewise, (CGO), (AI) and (SR) variables-based measurement model also exhibited satisfactory convergent and discriminant validity after deleting the 1-item from the (SR) variable (see Table 3).This suggested that the study acceptable to advance with hypothesis testing. Further, the factor loading of each item is presented in Figure 2.

Table 3: DISCRIMINANT AND CONVERGENT VALIDITY

Variables	α	CR	AVE	CGO	AI	SR
Cultural Gender Role Orientation (CGO)	.91	.82	.609	(.780)		
Ad-Intrusiveness (AI)	.85	.92	.621	.28*	(.788)	
Self-referencing (SR)	.83	.88	.599	.34*	.45*	(.774)

$*p < 0.001$, Values in parentheses represents the square root of AVE = Average Variance Extracted.

5.2 Manipulation Check

The manipulations of this study were effective. The MANCOVA with manipulation scores as the dependent variable Ad-Intrusiveness and gender role orientation as the factor, revealed a main effect for all three conditions (Local: $F(7,397)=39.65$, $p<.001$; Global: $F(2,196)=5.36$, $p<.007$; Glocal: $F(8,195)= 51.92$, $p<.001$). Though, these manipulations results revealed effects. However, the direction of these effects was determined by using the MGA (multi-group analysis) on AMOS 23.0 by running SEM structural equation modeling to test the hypothesis.

5.3 Hypothesis Testing and Results

The study first examined the anticipated goodness of the structural model fitness with Ad-Intrusiveness (AI) as the dependent variable. The anticipated model revealed satisfactory fit level as it was within the fit indices' cutoff range as accessible in Table 5.

Table 4: FIT INDICES FOR PREDICTING AD-INTRUSIVENESS (AI).

Model	x^2	df	x^2 /df	SRMR	GFI	TLI	CFI	RMSEA
Structural	1234.10	397	3.11	.051	.96	.92	.95	.034

The multi-group analysis was used on AMOS 23.0 for testing the hypothesis on the direct relationship of three cultural gender role orientation (CGO)(Local, Global, and Glocal) with the Ad-Intrusiveness (AI).The rationale of

using the MGA-approach(multi-group analysis) in this study is based on the purpose of this study to analyze the differences in the three results of the participants assigned to the three conditions. MGA (multi-group analysis) has permitted to verify the assumption that 3 cultural gender role orientations(i.e. Local vs. Glocal vs. Global)conditions affected the relationship between the cultural gender role orientation(CGO)and Ad-Intrusiveness (AI). For that reason, three grouping models for 3 cultural gender role orientations (i.e., Local vs. Glocal vs. Global) were used to explicit the differences in perceiving the three different advertisements (Local vs. Glocal vs. Global) exposed to the participants.

As the findings accessible in the Table5 elucidated that the difference of the three conditions cultural gender role orientations (i.e., Local vs. Glocal vs. Global) conditions effects on the Ad-Intrusiveness (AI) based on the chi-square-difference analysis of the unrestraint and restraint models. The direct effect of the cultural gender role orientations on Ad-Intrusiveness (AI) for the participants exposed to the local-Ad (β = .17), for the participants exposed to the glocal-Ad (β = .11), and for the participants exposed to the glocal-Ad (β = .52). All effects were significantly different and supported the H2 and H3, however, surprisingly it didn't support the H1. As H1 postulated that when participants would be exposed to the local-ads there would be less Ad-Intrusiveness (AI) in contrast to the exposure to the global or glocal advertisement. However, findings revealed that there was less Ad-Intrusiveness (AI) in case of the exposure to the glocal (culturally nurtured advertisements) which supported the H2. As expected in H3 that there would be high Ad-Intrusiveness (AI) when participants would be exposed to the global-ads and findings verified it.

Next, Preacher, Rucker, and Hayes, (2007) procedures were used for the testing the three-moderation hypothesis H4, H5, and H6. In first stage Hypothesis, 4 on the interaction of the cultural gender role orientation (Local condition)and self-referencing (CGO-X-SR) with Ad-Intrusiveness (AI) was tested. The outcomes (see figure 1 and Table 4) revealed that (CGO-X-SR) in local condition inversely moderate the effect of the CGO and AI relationship as (β = -.46 andR^2 =.32).

In second stage Hypothesis 5 on the interaction of the cultural gender role orientation (glocal condition) and self-referencing (CGO-X-SR) with Ad-Intrusiveness (AI) was tested. The outcomes (see figure 1 and Table 4) revealed that (CGO-X-SR) in glocal condition inversely moderate the effect of the CGO and AI relationship as (β = -.35 and R^2 =.18).

In last stage Hypothesis, 6 on the interaction of the cultural gender role orientation (global condition) and self-referencing (CGO-X-SR) with Ad-Intrusiveness (AI) was tested. The outcomes (see figure 1 and Table 4) revealed that (CGO-X-SR) in global condition inversely moderate the effect of the CGO and AI relationship as (β = -.16 and R^2 =.06). These results authenticated the H5, H6, and H7 that (SR) moderates the relationship of (CGO) and (AI) in all three conditions.

Additionally, the slope for the (CGO-X-SR) interaction was also examined in all three conditions was also tested as it is suggested procedure (Abu Bakar & McCann, 2016) to discover the path of the interaction. This revealed that

(SR) strengthens the inverse relationship between (CGO) and (AI) in all three conditions. This can be concluded as if there would be self-referencing based on similar cultural gender role orientation there is a more positive evaluation of the advertising which results in less Ad-Intrusiveness (AI).

6.   Discussion And Recommendations

The study contributes the advertising literature which suggests the needs of advancement in by considering the emerging phenomenon which may have impacts on the implementation of the communication campaigns in a specific cultural setting. Advertising is the main area in the promotional sphere of the strategic communication which needs to be indulged with the local cultural settings to overcome the challenges for the advertiser. That's why, new phenomena of glocalization emerged in the area of advertising, suggests considering the glocal (using experimental approach by adding some global and local cultural features) culture while advertising specific issues related to the gender as it is a sensitive issue in some cultures like Pakistan. Besides, advertising produces meanings in the direction of integrating understanding. However, it has not been tested empirically by having cultural perspective to measure the cross-cultural influence on the advertisements which help to explore the frequency of the presence of local, global and geological cultural identities and its relationship with the perceived meaning by the respondents as well which was lacking in past studies. Secondly, this study extends to discover the relationship between the cultural gender role orientation and advertising intrusiveness. The current study curious to know the phenomenon of representation of women in the advertisement as it is easily determined identically in the advertising in perspective of Pakistani media which help to explore the tactical demerits in positions of people's perception about the representation of the cultural identities of women in the advertisements.

Therefore, this study suggests exploring what kind of differences in terms of cultural roles of women is disseminated especially through the advertisements in the Pakistani media. Women representation in advertisements is not still in-depth analyses by the researchers to see the frequency of roles of women rather it is represented in a global nurtured or local nurtured form. This literature review provides a summary of the existing empirical in addition to theoretical research to illustrates that absolutely no systematic taxonomy associated with the cross-cultural misunderstandings possesses yet been designed in the reference of advertisements in Pakistan. Moreover, it this theoretical and experimental exploration provides a base for the further empirical studies in future to adopt the triangulation approach which can contribute the advertising literature in many ways. Firstly, it may lead towards the exploration of the content domain of the variables involved in this study. Secondly, it will provide the dimensionality insight which may use for the scale development for the localized advertising which remains minimal in the literature. Lastly, the empirical study can base on this conceptual model can be tested in another context and cultures, it can be useful for the advertising practitioners as it will provide them the opportunity to test this model in different markets with different cultures to avoid the miscommunication phenomenon.

Hence, this study will determine that how the portrayal of gender is cross-culturally perceived in different societies. In this study, an advertisement is considered as the tool of introducing multi-cultured product throughout the globe will be examined based on its contents regarding gender and perception about it among the masses of Pakistan. Glocalisation itself phenomena of internationalization and newly adopted technique by the advertisers where cultural nurturing is used as a tool of promoting the products will give an opportunity for research in this dimension to explore the ways of presenting women in advertisements and at the same time a view of perception of the public.

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