The Frame Work Of The Impact Of Global Advertising On Social Life Through The Mediation Of Smart Phones

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ABSTRACT

World has become Global village and promotional tools are playing a vital role in globalization. The emerging dissemination of information about products and services is due to the extensive use of global advertising. The current study finds the impact of global advertising on social life through the mediation of smart phones, a digital evolving device. Social life is basically the everyday social behaviour that tells us regarding the social features of humans and the ways in which they interact and change. Through the global advertising the worldwide customers of the same taste can be captured and being marketed to maximize the competitive edge. The changing era of digital devices like smart phones is a fundamental construct of defining new culture specially a religiously constituent country Pakistan. The research is cause and effect relationship based. The method used in the study is quantitative conducted by the self-administered adopted questionnaire. Sample of 500 smart phone users was chosen from the five big cities of Pakistan through stratified random sampling. SPSS 20.0 is used for data analysis. The findings from data analysis shows that global advertising through the use of smart phone device is changing the social life patterns in terms of food, clothing and fashion products in Pakistan. Though Pakistan is conservative in social life patterns due to the religion Islam but still people like to accept the changing trends of globe due to advertising. The access of internet through this handy device makes people more vigilant and selective in order to reach the alternatives updated globally recognized products availability. By its findings the research contributes in managerial and practical implication in different four ways. Firstly, the positive changing trend in social life indicates the acceptance of launching of innovative products with cultural and social reservations. The upward tendency of handling businesses virtually by use of internet devices especially smart phones in Pakistan. By the indication of adoption of new technologies there is vacancy for multinational business set up with creating employment opportunities. This is the foremost need of developing countries like Pakistan. The last implication is the expansion of smart phone manufacturing companies in the country as it considers the most popular and status symbol product for the users.

Key Words: Social Life, Smart Phones, Global Advertising, Pakistan

1. Introduction

Social life is basically the everyday social behavior**.** Sociology is derived from social life and social science tells us regarding the social constructions of beings and the customs in which they interact and change. Sociology, anthropology, history, economics, psychology and political science are the part of social science. The social behavior of people in these social science disciplines is commonly focused by it; however, each has its own particular orientation (Schaefer & Richard, 2013). Often Social life and culture is used as interchangeable terms. Social life is the life of society, life of social relationships and life of social interactions (Ingold, 1986). The elements that represent the culture in social life are belief, stories, media, work of art, ideas, religious practices, common sense, fashion, rituals and specialized knowledge. Whereas culture is defined as norms (the way of behavior of people in a particular society), values (what is dear to people), beliefs (how universe operates) and expressive symbols (representation of norms, values and beliefs) (Schaefer, 2006).

Every society has its own specific culture (Juni et al., 2014) but as discussed before it is also the matter of fact that social features change with the passage of time. The advanced and up-to-date appearance of any nation in its national culture confirms its attractiveness. A possibility is there that other nations will accept this by using it in their culture, to enhance it even more (Ergashev, I., & Farxodjonova, N. 2020). Thus change is considered a constant phenomenon that has to happen with the course of time in natural and social objects (Mcdowell, 2013).The individuals of a particular society are sensitive about their cultural and social life patterns and try to inherit it to their next generation without any change. Pakistan is one of the examples of such kind of unbending culture and social life patterns. Pakistan is a state that came into being in the name of religion "Islam" and the states that are in the name of religion have their own unchangeable dimensions of its social life patterns (Gulen & Ceylan, 2001).People of these types of countries are resistant to adopt changes because they are not open to cultural changes. They are sensitive and emotional for their social values and norms. Normally they are less adaptive for social changes. This research is being conducted to know the truth of less or more extent of changes and to identify whether it is taking place, if yes, positive or negative.

Shift of traditional mass media is the major source of cultural transformation due to the horizontal communication networks amalgamated with internet and wireless communication (Castells, 2011)."Advertising is paid, mass mediated attempt to persuade." News papers, televisions, bill boards, cinemas and radios are all the traditional mediums of advertising. Now all these previous mediums have been replaced by the smart phones (O'guinn et al., 2014).In each and every industry there is growth in the convergence of communication and computing like mobile consumer appliances in order to bring smooth interoperability and leverage the functions and services. In this convergence process the Smart phones devices are taking lead in the front end and playing vital role in worldwide mobile terminal (Pei Zheng et al., 2006).Due to this web and digital media there is an additional chance to grow and has more opportunity for visitors of advertisements than traditional ones (Miller, 2012). To check how this opportunity of frequent visits of advertisements through mobile phones enhances adaptability in social life patterns is the main aim of the research. Moreover the advertising through mobile phones has emerged another concept of advertisement that is mobile phone advertising. A number of researches like Yusta, et al., (2015) ; Chen, et al., (2014) and Kim & Han (2014) have used the concept of mobile advertising by checking different aspects of mobile advertising. But no one has tested the impact of global advertising in mediation with smart phones (as medium of advertising) on social life yet. This is the main contribution that will accomplish in this study.

Menfolk lives beneath the impact of global changes. Achievements and global changes in the world are influencing all spheres of society's lifecycle (Ergashev & Farxodjonova 2020).Globalization is combination of different thoughts and cultures (Ahmi, 2012); which is vitally shaped by ways of communication (Amant & Olaniran, 2011).Specifically the smart phone medium of communication (O'guinn et al., 2014) has helped to broadcast such a globalized approach which has influenced the product buying and selling due to greater accessibility. In fact marketers have benefited themselves with this facility by marketing standardized/global product with the concept of advertisement for all consumers of the globe (Samie et al., 2003; Walters et al., 2008).

Cisco's Visual Networking Index Traffic Forecast of Mobile Data in 2014 , monthly global mobile data traffic from 2018 will surpass 15 exabytes and the budget of mobile marketing advertising in marketing budget will be at least 50% from 2017 (Experian Marketing Services, 2012). Nearly boundless world of possibilities is there for brands that wish to be mobile included the chances to grasp customers' attention and set up effective one-to-many, one-to-one and mass communication (Watson et al., 2013; Kavassalis et al., 2003). The growing acceptance of smart phones unlocks a vast range of opportunities for mobile advertising (Watson et al, 2013). Mobile communication with new smart phone technology is able to offer on going services with corelative and location-based applications (Perlado & Barwise, 2004).

 A shift of mobile advertising in Korea from web2 to web3 generation is enhancing the customization of advertisement for every consumer separately in this era of competition (Lee et al., 2008). The mobile service is being used excessively due to the 4G broadband networks. The mobile advertisement is considered a unique device because of its content and delivery pattern according to the need and want of the customer. (Kim & Lee, 2015). Furthermore, mobile advertising is being considered a strategic marketing channel to boost the relationship with consumer as evolving converging communication media. The expansion in mobile advertisement business is due to the introduction and growth of hotspots, Wireless fidelity (Wi-Fi) and blue tooth (Taylor & Lee 2008; Shin, et al, 2011).The particular progress of cellular phones may be large from previously two full decades (Zhang & Mao, 2008, Khalifa & Shen, 2008;).

The smart phone provides accomplished actual 6.8 million subscribers using a transnational penetration fee of 96% (ITU, 2013), displaying the number of consumers an increasing tendency. The Spanish level have a diffusion fee of 128.4%, through 20.8 million clever cell phones, standing up down the mid of the actual The European

Union (Netsize, 2012). By the mindset of marketing investment decision can be predicted that cellular marketing has got the 2nd investment decision which is the actual method that could develop within the next several decades (IAB European union, 2011). Through representation, it must be known that marketing investment decision on cellular advertising and marketing inside the world throughout 2012 realized 90 million, an increment of 45% in excess than 2011 in combine or any actions of cellular marketing and marketing (Mobile Marketing Organization, 2012).

Now a days consumption of smart phone is major force that affects social life. Surveys show that the habit of Smartphone is disturbing one's night sleep. A survey shows that a number of 33% of cell holders confessed that they check mobiles for email and sms during the whole night. Approximately 50% of those investigated commented that it is impossible for them to go to bed without keeping their mobile under pillows. This need of smart phone is influencing the social life and family life, creating frictions in our lives (Douglas Idugboe, 2011). Hall et al., (1997) is broadly renowned for his input to the cultural studies literature, suggesting frameworks that embrace closely the technological cultural dimensions. He relates the production, consumption and even the mere existence of technological goods and their uses to subtler and broader cultural meanings and social doings. The other major scholars like Katz, whose core work is on mobile communication studies (Katz, 2008), cell phone behaviors (Katz & Aakhus, 2002) and social life and mobile communication (Katz, 2006). All the above researchers have discussed the impact of smart phones on social life directly but this research will find out the impact of global advertising through smart phones as mediator on social life. In the regard the research on smart phone as mediator has been neglected till now. This research will try to fill this gap.

A speedy expansion of information and communication technologies offers firms with an extensive range of advertising tools in a world of digitalization. They aid advertising to perform its persuasive, informative as well as competitive purposes (Wiktor, J. W., & Sanak-Kosmowska, K. 2021). Advertising is also one of the vital marketing-mix tools (Frison et al., 2014). In numerous parts of the developing globe Western/foreign brands and worldwide elements of daily usage are well come open heartedly. Subsequently these types of global signs are usually a consequent pair of conventional values and also these norms that comprise community identities. For instance inside China and other Asian countries international as well as local ethnical impact is resulted as a mixture of foreign as well as local products, pictures, promotion appeal and utilization (Neelankavil et al., 1994; Zhou & Belk, 2004; Zhou et al., 2010).This conceptualization involving local and universal identities recommends that there are some sort of complex interplay involving local context and global content, so that it is difficult for one to evaluate for the primacy of just one in the other (Arnett, 2002)

Human culture has always been influenced by advertising (Walker, 2009). There are 249 countries in the world (wikipedia) and each country has its own culture by which it is known in the rest of the world. The culture is the important part of social life. Often the culture is defined as the food, rites and rituals, language, dress etc but it is more than that. Though, it includes the essentials like judgments, assumptions, and values that assist people to recognize the world and cope with human problems (Murphy & Louis 1999). To evaluate whether the social life of Pakistan is primary or mixed with the social life patterns with contemporary world a research was conducted by a Pakistani researcher Zia (2007) who concluded that in Pakistan there is change in certain practices like language, food habits, traditions (marriage rituals), dress, appearance and style. Not only this but the interacting patterns of Pakistan are also changing because of Indian media (Batool, 2007). According to Mona (2003) culture of Pakistan is extensively influenced by foreign media and there is great change in culture. The media is changing day by day and becoming advanced. Because of globalization the part of media has become stronger than before. The accessibility of electronic media has become easier even in remote and rural areas in Pakistan. It is alarming that the people are tremendously influenced by the electronic media and changing their social norms and values intrinsically. The objective of this research is to identify whether the social life especially in perspective of Pakistan is remaining same according to its traditions and religion or it is changing with the emergence of global advertising through smart phones.

The spread of globalized technology innovations like smart phones is the major source of changing social life patterns (Sarwar & Soomro 2013). Due to the integration of global operations there is standardization of advertising plans that causes total change in markets (Okazaki et al., 2007). The purpose of the study is to check the social changes whether positive or negative due to global advertising while using smart phone as an advertising media in perspective of Pakistan. Still sufficient work has been ignored on this topic in Pakistan. The study will fill this gap. The questions of this research are

- What type of impacts the global advertising is putting on social life in pakistan?
- Is global advertising due to smart phones changing the social life more affectively?

2. Literature review

2.1 Social life

The way of living of a group of people, a tribe, a community, a nation and a society is called culture. This way of living includes a nation's economic, educational and political institutions, social ceremonies, political activities, calligraphy, painting, sports, films, art and architecture, religious rites, festivals, marriage and death ceremonies, handicrafts, language, food, dress, leisure, hobbies, folk-lore and arts, art and crafts, festivals, belief, creed, faith, habits, conventions and customs (Shibli, 2012:100). A whole society or segment therefore is referred by its lifestyle. Lifestyle is the distinctive characteristic, way of living in its combination and in broadest sense. It is connected with the individuals unique features or may be qualities that explain the style of some culture or group and distinguish it from others (Feldman & Thielbar 1971).

The people's Lifestyle has ever been of boundless interest to marketers. Marketers not only with daily behaviorally concerned facets of individuals but their feelings, attitudes, opinions and interests (Pagalea & Uta 2012). According to the lifestyle marketing perspective a marketer recognizes that people arrange them into groups having the same characteristics of the belongings they like to do, spending their free time and ways to spend of disposable income. The lifestyle concept was presented by Bell (1958), Rainwater, et al, 1959), and Havinhurst and Feigenbaum (1959) pointing its prospective importance in understanding, predicting and explaining consumer behavior.

Currently the essentials of the time and lifestyle are to represent the media as crucial parts of everyday communication (Ivanović, 2014). The Communication among most of the member of society shifts to cybernetic environment, consequently people use social media ever than before. It was social media that allowed creation of new, attractive and advanced methods for groups to connect in virtual environment, to gather into groups, to share timely and actively information, etc. Changes in technology made social changes in society. (Jucaitytė & Maščinskienė, 2014). Internet based transaction is measured conveniently and offers an extensive range of flexibility to the customer (i.e. they can execute easily from their home.) The study of e-banking took an integrated approach and considered the effect of e-service quality on real use of bank services via Technological Accepted Model (TAM). The outcomes illustrate that e-service quality has noteworthy effect on attitude of using e-banking (Ahmad at el., 2020).

Always the beginning of new, disruptive technology comes along with profound doubt – for instance, the telephone was welcomed by affirmation that there would break up of home life and stop people from visiting friends (Fischer, 1992; Pool, 1983) – simultaneously the there has been no exemption of internet to this rule (Putnam, 2000). But there has been unnoticed key benefit of online interaction by researchers: its potential to provide an amplified commitment with civic activities. It is also proved that at one time online interaction can increase off- line commitment, as it fosters individual well-being. (Pendry & Salvatore, 2015).

In the previous few decades, the universe has been interacting by three key interconnected dimensions that affect daily life of ours on both individual and group level: quality of life, culture and globalization (Abdel-Hadi, 2012). But the change in social life is also determined by the following factors: cultural factors (religion, communication system and leadership), physical environment (weather etc), and political organization (chiefs, lords, governments and kings).In modern age the economic influences and transitional companies (companies that are serving more than one country) are also playing an important role in social life changes (Giddens et al., 2000). Most of these dimensions have been determined from significant changes occurred since the 1960s. This was the era when cultures among whole countries of the world flourished and established in their own rights. Contrary speedy economic globalization has intensely changed business paradigms and government policies with exceptional influences on societies and cultures, health and ecosystems, justice and equality. Such deviations have declared a broader sense of urgency and look for latest economic, cultural, and political choices in terms of conflicting world views and growing identity assertion (Abdel-Hadi, 2012)

Initially globalization may be thought as the widening, deepening and speeding up of global interrelationship among all characteristics of contemporary social life, from the financial to the spiritual and the cultural to the criminal (Held, 1999). In the interconnectedness Internet is interactive: just as the telephone and the telegraph (and unlike radio and television), individuals can overcome long distances to correspond with others almost immediately. It is collective medium: Like radio and television (and no likely the telephone or telegraph) but content and advertising can grasp millions of masses in one same time (Bargh & McKenna, 2004).

According to Bakanauskas (2012) the top product even will not be worthy in modern

market if consumers will not know about its presence. Scientists gave a list of multiple figures of marketing communication ways. It is fact that the communication channels are continuously broadened, a number of opportunities to communicate with target groups has been discovered. In the meantime items of modern mix marketing communications have been summarized in six key ways of marketing communication (Bakanauskas, (2012);Belch & Belch (2011) mobile phone advertising is one of them.

Mobile communication is emerging as the way of life (Katz, 2011). The societies are becoming able to reconstruct their ways of daily life and culture through these communication instruments. The mobile phones are especially the means of acquiring of new knowledge, beliefs, practices and habits (Caron & Caronia, 2007). The quality of culture is changing though in individual's habits, tastes, styles, behaviors and values but advertising promotes a bit more than mere products in a prevailing culture (Chavan, 2010). According to Caron & Caronia (2007) in the "moving cultures" "The imaginary world is also nourished by social discourses (academic, normative and media discourses in the broad sense) that cross social space and in turn suggest both symbolic and utilitarian relationships with the technology." And advertising is one of the strong discourses. The main thing that is used and idolized in advertising is images; they ultimately felt as a set standard of living. Advertisements helped to show us what the ideal image is, and furthermore how to obtain it. Basically advertisers have the power to promote positive or negative images who consequently affect our culture (Chavan, 2010).

The mobile phone ownership and its rapid boost of use has increased mobile advertising as a vital communication channel and allowed the speedy adaptation of wireless technologies in strategic marketing (Wong et al.,2008),(Kolsaker & Drakatos 2009).The emerging importance in marketing of mobile phones can be described through these reasons: The presence of mobile phones for the customers at any time and any place, they are ever well coming to communication, through direct communication that grasp extra attention, later replying the recorded messages, the chance having individual audiovisual communication and efficiency for marketing managers and supplying suitability for customers (Barutçu & Göl, 2009).The short messaging service (SMS) in this field mainly has been very successful (Tsang et al., 2004). The SMS advertising through mobiles has becoming very crucial amongst marketers because of personalization and inter-activeness of messages (Wong et al, 2008).

Covid-19 has given challenge to many businesses orienting themselves towards digital solutions to survive. Because of the rise of digital wave due to Covid-19, excessive opportunities have been aspired entrepreneurs to step in the market with understanding of evolving extents and technologies for digital entrepreneurship (Modgil et al.,2022)

2.2 Smart phones

From the last decade Information and communication technologies have evolve as major issue of everyday life. Growing use of communication technologies in the commercial environment has resulted considerable differences both in the society and in the business life. The information technologies are witnessed as a base of revolution in today's life (Çetinkaya and Turan, 2010).In this revolution of information technology the most extensively used tools are mobile communication devices like tablet, Pc's handy computers and smart mobile phones. In 2013 cell phone sales reached 1.04 billion units that is a noticeable increase of 38.4% compared to last year. According to the experts point of view the sale of smart phone market will significantly increase due to advanced innovative applications, ease of access and ergonomics expand in the succeeding years and the sale of tablet Pc's (portable computers) will reduce. The attention of academic personals and practitioners has been drawn to this rising marketplace. The concentration is mainly drawn by the researchers of technology acceptance on the technological, social and psychological factors accepting the new technology (Turan, 2011).

The acceptance of theory of Technology Acceptance Model (TAM) is the most significant and frequently used for describing a person's acceptance of information systems from all the theories. It is adaptation of the Theory of Reasoned Action (Ajzen and Fishbein, 1980) and firstly proposed by Davis (1986). It assumes that acceptance of individual's information systems is calculated by two major variables: Perceived Ease of Use (PEOU) and Perceived Usefulness (PU). Between the previous eighteen years, the information systems community taken TAM a parsimonious and influential theory (Lucas et al., 2003).

Mobile phones that allow internet access are known as "Smart phones." The unique "brick sized" cell phones, just like Zack Morris had in the teen show in 90s "Saved by the Bell," have become glossy and pocket-sized (Jones & Fox 2009). Cell Phone communication has become a family matter and manufacturers have aimed the family as target. For example, Verizon Wireless markets plans a strategy with various lines as a "Family Share Plan" (www.verizonwireless.com). In the past three decades available technology in the home has developed from

less interactive mediums like television to more interactive mediums like internet; (Stern & Messer, 2009). Both young's and children use technology to construct significant relationships and to broaden social interaction (Thurlow & McKay, 2003).

The use of smart phones has exploded and turned into a vital part of life (Jama et al., 2012). In May 2004 it is predicted by "The International Telecommunication Union" that mobile phone globally has almost 7 billion subscriptions worldwide and this approximation is equal to 95.5 percent of the overall world population. The convergence of mobile phones into smart phones has specified a handy device as fully practical computers (Gretzel, 2010; Wang et al., 2012). A mobile computing platform is also present the concept of Smart phones. The advantages as a tool of mobile phones are portability, ubiquity, and social acceptance affordability, increased sensory and computational power. Mobile phone consumes low power fueled by readily available batteries. The smart phone is a device that is reliable to locate the accurate locations with the help of GPS (Global Positioning system) tracking technology (Kothari et al., 2012). From a lot of uses of mobile phones the researchers like Dan Wang et al., (2014) have classified it into four key dimensions: entertainment, communication, facilitation and information search

In this research the smart phone is using as mediator between the relationship of global advertising and social life. Most of the researchers like Kim & Lee in 2015 have been conducted researches and concluded that cell phones are the most effective media of boosting the advertising as global advertising. So to analyze the extent of impact of global advertising on social life smart phones are playing vital roles and this role will be measured through this research .Before this research the role of smart phone as a medium of advertising has been ignored.

The mobile advertisement platform has made the mobile advertising a specialized product. A smart phone is a classic smart tool and integrating medium. It has a proficient processor or app in the shape of a user productivity-improved structure, with a variety of functions like voice calling, data, e-mail and Internet search facilities (Y.F et al., 2009).Another characteristic of advertising media through smart mobile is a specified communication system that pre-recognizes user preferences and subsequently sends personalized advertising messages or services to every consumer (Chen & Hsieh, 2012), (Cui et al, 2009).

There is rise of mobile advertising market with the increase demand of smart phone and technology of 4G mobile broadband for example LTE (long-term evolution) and HSPA (high-speed packet access). The government of Korea has said that the official number of domestic Korean smart phone subscribers arrived about thirty-six million as of September of 2013 (ICT and Future Planning, Korean, 2013). Ad spending on global mobile reached till USD 6.43 billion in 2012 and Asia-Pacific, specifically in South Korea and Japan, is an exceptionally powerful mobile advertising market until now. The mobile ads spending market size has grasped USD 2.56 billion last year (eMarketer.com, 2012). Along with leading centralized enterprises like Daum and Google, there is estimation to grow the competition as well. Initially it is imperative to find out selected consumers' possible levels and external features and required needs and then supply differentiated services consist on all company's basic capabilities, resources and structural economic "ad-network" structures (O'Reilly & Battelle, 2009). The virtual computing environment represents an ecosystem of fresh mobile in which anyone, anytime, and anywhere can compose improved use of on- demand information technology resources for example platforms (PaaS), infrastructure (IaaS) and applications (SaaS) through the Internet (KISDI, 2011).

Consequently, Information Technology innovation is also overcoming novel challenges in which advertising entrepreneur's giving attention on improving customer relationships and communication. Mobile advertising businesses in the simulated computing market space understand and react to changes in consumer voice, fashion and style (Lee, et al, (2008), Fujita & Shinozaki, 2013). Adolescents and style that have been increased during the past 25 years quickly become accustomed to new improvement in technology. It is needless to say that researchers have recognized that youth and adults have different observation of technology (Clark, 2009; Oksman & Turtiainen, 2004). The generational gaps in acceptance and use of technology are being known as the digital generation differences (Clark, 2009; Livingstone, 2003).

The outburst of COVID-19 affected the survival of all segments of society as public was asked to self-quarantine in their dwell to avoid the spread of the virus. The serious implications of lockdown on mental health, following up in psychological complications such as depression, frustration and stress (Chaturvedi et al., 2021). By the closing of educational institutions, the need for a speedy evolution from physical learning to the digital scope of learning developed (Kapasia et al. 2020).As a change the online learning has been seen as a possible substitute to conventional learning (Adnan and Anwar 2020).

Studies on the perceived risks of receiving mobile advertisements (annoyance) was continued by the scholars such as Hanley & Becker (2008) who find out that there is not a hindrance towards mobile advertisement acceptance amongst youth. It is also got by a research conducted by Peng (2006) that content credibility; personalization, product profiles, consumer pattern, privacy, permission and previous experience influence a consumer's purchase intention, behaviors and response. Though there were studies pointed out that not all youth were open of mobile advertising. Wais & Clemons (2008) for instance found that the American youth perceived promotional messaging extra positively when they obtained it from friends and relatives as compare to companies marketing their products (Chowdhury, et al,2006) on the other hand he claimed that when a mobile advertisement is pleasant and contains proper information that are valuable for usages then consumers have a positive attitude for the mobile advertisements.
The research hypothesis is

H2: The smart phones have significant impact on social life.

2.3 Global Advertising

Globalization explains to speed up the integration of countries into the global system (Raikhan, et al, 2014). Globalization that is undergoing in the entire world has influences on education, languages and culture people use. It is obvious that impossible to discontinue globalization process. The process is noticeable by the diffusion of commodities and ideologies, meanings and values and the transmission of ideas across national borders that turned into standardized around the world. Technology, products and services promoted by the prevailing period of globalization have strong educational and cultural practices (Turumbetova, 2014). It is also described as a structural phenomenon of rising interdependence among a variety of parts of the globe for which the results of an action feel from far has produced a variety of economic, social and cultural changes that have formed the world over the last 50 years (Cornali & Tirocchi, 2012). In modern science the notion of globalization is the most prevalent term for the examination of social processes. In sociology the term "globalization" denoted to a broad range of trends and events such as the progress of world ideologies, spike in the number; intense struggle for the set up of world order and impact of international organizations, the progress of international trade, the emergence and development of transnational corporations, severe mass migration and the shape of multi cultural communities etc (Arystanbekova, 2007).

In this research the frame work of impact of global advertisement with the help of smart phones (as medium of advertising) on social life (patterns) is going to be established. Advertisement is one of the marketing activities that are worthwhile to run a successful business nationally or internationally. First of all the global advertisement will be discussed with its old and new mediums and then especially with the help of smart phones that is currently playing a vital role in the standardized advertisement all over the globe. This standardized advertisement is changing the life styles (patterns of life) and making the different countries culture and social life patterns standardized by changing them.

The insecurity created by the conversions acquired by globalization makes it important for businesses to create more value and to speedily adapt to those changes. Currently many large organizations have striven to continue competitive edge by conventional understanding of marketing and trends. However it is the matter of fact that mobile advertising is a quick way of mobile marketing and generally focuses on advertising (Tetik, 2008). Whole the world has become one marketing platform and resultantly a number of products and brands compete for consumer's attention. What is seen on TV, billboards, magazines, newspapers, radio and flyers is not just advertising but are the old means of media communication (Dutta et al., 1999) and these are also quite expensive. Furthermore, these approaches of advertising have become a type of mere background noise in the lives of consumers nowadays due to the constantly increasing variety of brands which attack potential customers with their nonstop messages. The effective words, whereas, must be chosen to convey the messages completely and to fit niche for advertising. A number of common means for this approach comprises desktop publishing, web sites, laser print publications, the Internet, e-mail messages and fax (Bigat, 2012).

But the most popular advertising communication is through smart phones as mobile marketing (Jun & Lee, 2007). Rapid growth of mobile marketing surrounded the globe was caused by lots of factors. Such factors can be itemized as the global interaction, user friendliness, interworking of the Internet towards human race and so many others. Abdullah (2004) found that Malaysian adolescences claimed possessing a mobile phone is a essential part of their life even in the primary stage of Internet progress. The researcher claimed that since it is a fundamental need of the time, youth will naturally be reliant on technology as they have evaluated the mobile phone as a way to stay associated besides the old tool for communication, such as one to one meetings (Ito and Okabe, 2004). Researches from other scholars also proposed that the usages of mobile phones are fashionable and up-to-date.

This situation is differing to older generations who generally see the importance of mobile phones in the view point of social or business purposes alone and in no pressing needs to continually engage to their mobile phones (Bianchi & Phillips, 2005).

In the preceding years multimedia messaging service (MMS) especially in Asia and Europe was used throughout mobile campaigns. Advertisements through multimedia message are consisted of drawings and audio clips that can convey more effective and creative messages (Li & Stoller 2007). One more famous mobile marketing mode is Twitter. Many researches conducted the practices of Twitter as mobile advertising. A vital term of internal communications is twitter (Riemer & Richter, 2010; Ehrlich & Shami, 2010; Zhao & Rosson, 2009); as an online hearing tool (Van den Putte, & Bas, 2009); moreover as mass sourcing method to understand a specific phenomenon (Ehrlich & Shami, 2010). The part of mobile advertising as an integral marketing tool in accomplishment of the youth market has long being agreed (Scharl et al., 2005).

Along with the global development of modern capitalism the practices of advertising have progressed. The advertising agencies now point out the companies that communicate with advertisers in purchasing media space to foster certain products and dependent on commissions and charges for profit. Although the expertise of advertising as a historical construct has grown along with shifting economic and social contexts (Nixon, 2000, 2002). From the beginning of 20th century the advertising companies have inclined to become full service agencies that are offering complete solutions to cover market research, media plans and advertising strategy. The economic globalization growth since 1980 the advertising has been ever more globalized and homogenized. Infact this type of concentration on capital was accompanied by a vertically fragmented networked model of business organization that were featured with the production of specialized, competitive and independent companies under the umbrella of a gigantic group (Grabher, 2001, 2002). Such global media and communication groups have strongly well-defined the nature of advertising and its operational model universally (Po, 2006).

The major regions of the world such as the North American Free Trade Agreement (NAFTA), European Union (EU) and the Association of South-East Asian Nations (ASEAN) has formed economic integration and intensified on multinational corporations (MNCs) to incorporate their global operations. Because of such law contracts and the coordination, trade practices and rules the opportunities have been provided for achieving this coordination by restructuring and combining operations and standardizing strategies. This established contribution highlighted the continuing challenge among multinational corporations of managing the competing demands of international integration and local responsiveness (Bartlett & Ghoshal, 1989). The scholars and practitioners since then have struggled with questions of surrounded conditions under which organizations can standardize practices and products across the universal operations in addition of those for which they should considerably cut their strategies for those local conditions that are context-bound (Harzing, 2000: Johnson, 1995).

The advertising messages of standardization versus localization have long been the focus of considerable discussion. The central motivations from several for multinational business are to standardize advertising by searching for an identical image of the business and its brand in various marketplaces. Generally it is believed that a standard image of brand in international markets can augment global brand equity (Cateora & Graham, 2004). The cost saving potential economic benefit of standardization is also believed to be an advantage and it is the ability to appeal global market segment (Taylor, 2002). Both the practitioners and academicians have given a great deal of consideration to the trade-offs between these benefits and adapting to local tastes, preferences and use conditions.

Yet, it has always been a question regarding the extent of progress made in getting standardization of advertising. In 2002 Taylor argues that previously often the question of whether standardized or localized in a given market have received attention and divergent to which parts of advertising can be standardized and under what terms and conditions. Only few empirical studies have been conducted that study standardization of advertising from the viewpoint of advertising managers. A topic that is largely unexplored whether perceptions of the external market environment in which the multinational organization functions play an essential role in determining to apply standardized advertising.

The question of standardization in international advertising is up to large extent consists of segmentation and the degree to which customers of foreign markets and countries are dissimilar or similar. Summing up the segmentation there are a lot of contingency models identifying the variables that control the decision to be standardize or adaptive in international advertising (Melewar & Vemmervik, 2004). Additionally in 1995 Agarwal points out the historical trends of not having clear standardization development in international advertising rather

indicates the degree of fluctuation of standardization over time. If in real advertising these "oscillations" of the degree of standardization really exists it can cause problems when comparing surveys over a period of time (Agrawal, 1995).
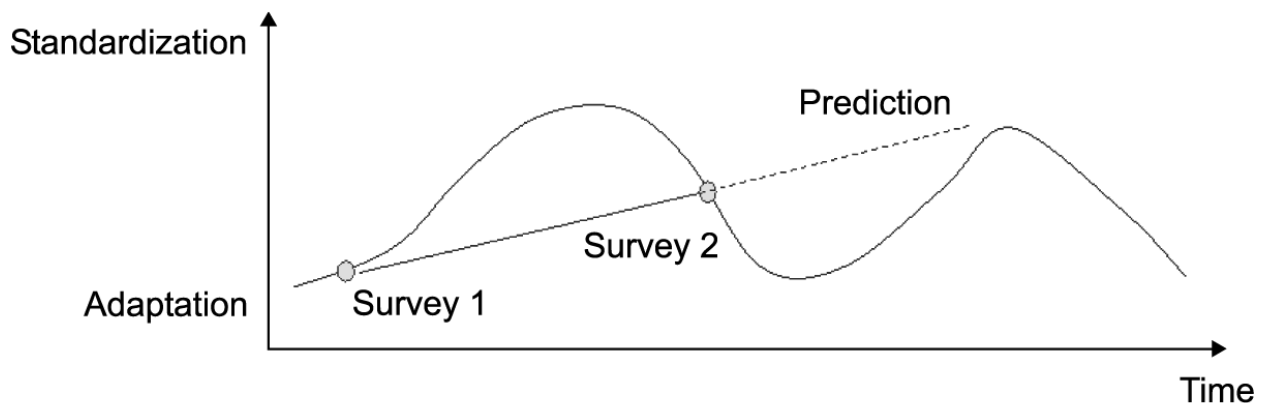
Note: The idea of oscillating behaviour in the degree of standardization is from Agrawal (1995)

Whether the advertisement is localized or standardized it impacts on one's life and plays a crucial role. Consumption of advertised especially globally advertised products is known as status symbol. According to a research conducted in Turky Socio-cultural symbols trigger purchase intension of multiple things like clothing in women (Unal, 2012). In Nigeria a number of foreign chains of fast food restaurants are opening and the specifically youth are the major customers of fast food. The fast food consumption patterns are diffusing due to the advertisement and promotional techniques (Olayiwola et al., 2004). Brands and products are a symbol or a sign. The symbolic consumption is due to the reason to define a standing or social class, to discover the oneself and play a role, to represent a social distinctiveness and protect it, to express himself/herself to others and to reflect his/her identity (Saviolo & Marazza, 2012). Costomers place themselves in a social structure as an individual by the things they use.

The consumers as well can use the products from them they get a symbolic meaning to express their association with a specific social group. Baudrillard (1994) stated that today's consumption is a sign system more than satisfying a need. So the consumption should be handled as an ideology and a language. In short in current world not only physical products are consumed but also hidden objects are consumed also. It is harder to analyze the symbolic consumption because it is more complicated.

In addition with natural environment the people also live in a symbolic environment. People think themselves fulfilled by these symbols. In order to develop self-identity and by communicating with other consumers people use products as symbols (Piacentini and Mailer, 2004). Hence consumers allocate meanings to these products and brands. The socially consumed products are the examples of symbolic consumption because consumers are prone to consume those products that are socially noticeable by others. Therefore they can reflect their individuality by using these products.
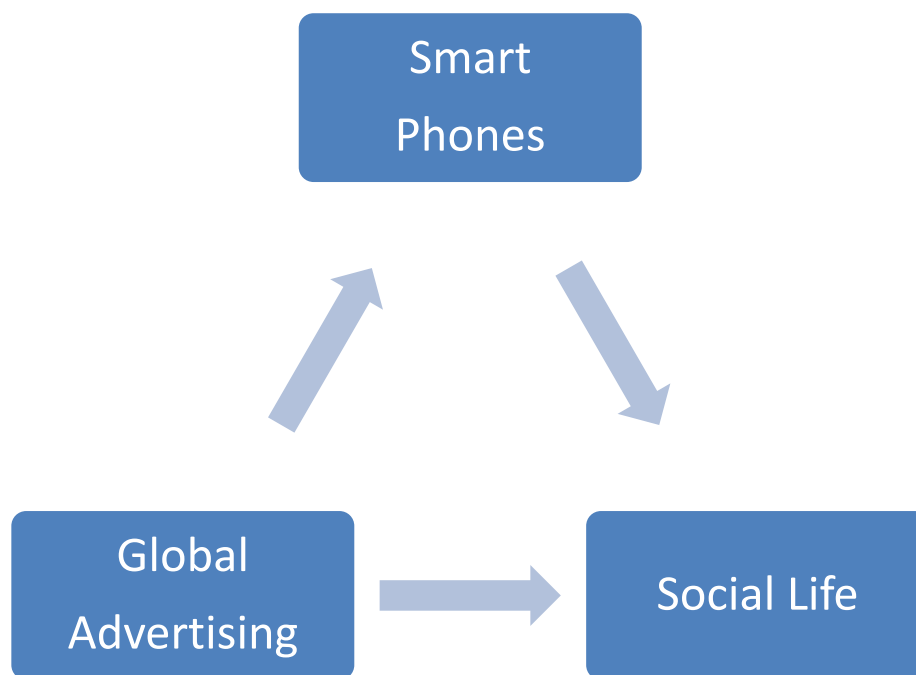
The hypotheses of research are:

H1: The global advertising significantly affects the social life.
H3: The global advertising has a significant relationship with smart phones.
H4: The global advertising has significant effect on social life with the mediation of smart phones.

Conceptual Framework

3. RESEARCH METHDOLOGY

Basically this is a causal research. "Causal research is conducted in order to identify the extent and nature of cause-and-effect relationships. Causal research can be conducted in order to assess impacts of specific changes on existing norms, various processes etc"

(www.businessdictionary.com/definition/**causal-research**.html)

In this research quantitative method will be used and the results and responses will determine the relationship of global advertising with social life patterns in mediation of smart phones. Hence in this research quantitative methodology will be implemented because it gives the absolute values of known variables of the frame work.

3.1 Sample Design

The current study is aimed to develop the frame work of the impact of global advertising on social life through the mediation of smart phones as medium of advertising. For this purpose the population of five big cities of Pakistan Lahore, Karachi, Multan, Islamabad and Rawalpindi is selected and the 500 questionnaires distributed among the smart phone users.

This research is conducted by probability sampling technique in which every individual of population has an equal chance of being a participant. In probability sampling technique the sample from each city is selected by using stratified random sampling.
The sample size depends on keeping in mind the advices of different researchers. Comrey and Lee (1992) presented sample in a sequence for inferential statistics. Sample size less than 50 units will be counted weaker sample; sample size of 100 as weak; 200 as adequate; 300 as good; 500 very good while 1000 will be excellent. In this research paper sample size will be 500 participants. The users of smart phone from five major cities of Pakistan Lahore, Islamabad, Rawalpindi, Multan and Karachi will be the participants in this research.

The current study utilizes 'stratified random sampling' to collect a total sample size of 500. While using the stratified random sampling technique the sample size will be selected from each stratum by the formula

Total sample size ÷ Total Population × Population of each strata.

Table 3.1

Cities	Population Of City	Sample size
Lahore	7215000	143

Islamabad	973000	19
Rawalpindi	2014000	40
Multan	1610000	32
Karachi	13387000	266
Total	25199000	500

Source: Population census organization Pakistan, 2010

3.2 Development of Research Instruments

This research questionnaire contains two sections. Section 1 includes different personal and demographic variables. This section will obtain respondents information about gender, age, income, education, and status. Section 2 includes the latent variables that are important in the current study. These variables include global advertising, smart phones and social life. This segment of the research is developed on the basis of past literature and self-administered questionnaire. The questionnaire is prepared from the variables discovered in the study performed by the researchers and the items adopted for research are given in table 3.2:

Table 3.2

Social Life		
1	The way that I dress is influenced by the advertising activities of foreign or global companies.	Cleveland & Laroche, (2007)
2	I pay attention to the fashions worn by people in my age-group that live in other countries.	
3	I try to pattern my lifestyle, way of dressing, etc. to be a global consumer.	
4	I like reading magazines about the fashion, décor, and trends in other countries.	
5	I prefer to wear clothing that I think is popular in many countries around the world.	
6	I identify with famous international brands.	
7	I like to try restaurants that offer food that is different from that in my own culture.	
8	When it comes to trying new things, I am very open.	
Smart Phones		
1	It is very convenient for me to use a smart phone to shop and make mobile transactions without the limitations of time and place.	Kim & Lee, (2015). Izquierdo et al., (2015 Liu et al. (2012), Yang et al., (2013) Wang and Sun (2010), Varnali et al. (2012) Ünal et al. (2011) Ducoffe (1995) Hong and Cho (2011),
2	My lifestyle has changed a lot since I started using a smart phone in my everyday life.	
3	I think having the 'Internet in my hand' is the most appealing part of a smart phone. It is possible to search for information while traveling.	
4	I feel that smart phone advertising is delivered in a timely way.	
5	Smartphone advertising is a good source of information.	
6	I feel that smart phone advertising is believable.	
7	I feel that smart phone advertising is interesting.	
8	I feel that smart phone advertising is pleasant.	
9	I feel that smart phone advertising is irritating.	
10	I am satisfied to get smart phone advertisements that offer rewards.	
11	I feel that smart phone advertising is useful.	
12	I feel that smart phone advertising is important.	
13	I completely concentrate on smart phone advertising while I look at them.	
14	I would consider purchasing goods or services with smart phone advertisements.	
Global Advertising		
1	Advertising by foreign or global brands has a strong influence on my clothing choices.	
2	The fashion styles of internationally advertised brands are more updated.	
3	Advertisement of international brand attracts me to purchase household products.	
4	Foreign advertised brand image increase my social status.	

5	Internationally advertised brand fashions are more stylish.	Wu et al. (2011) Novak et al. (2003) Chang,(2013) Cleveland & Laroche, (2007)

3.3 Unit of Analysis

The aim of this research is to find out whether the global advertising using smart phones as medium of advertising changing the social life patterns so the unit of analysis were all those who are using smart phones. In this regard the sample population is taken from the mobile phone shops; data is collected from walk in customers who are users of smart phone in each city.

In case the impact of independent variable will significantly be reduced or turn into non-significant, the mediation will be confirmed whereas the variable that is mediating its effect on dependent variable should be kept significant. The lessening value in the correlation effect between dependent variable and independent variable proves that the mediator is playing a significant role this relationship while non-significant effect of IV on DV shows a perfect mediation.

4. RESEARCH ANALYSIS AND FINDINGS

4.1 Introduction
The current research is conducted to expose the questions regarding the impact of global advertising on social life where the mediation effect of smart phones as medium of advertising is taken to check the strength of this impact. Quantitative evaluation has been done to answer these questions and to check the reliability of the research model that was designed during literature review. For this comprehensive analysis the feedback from the respondents with the help of questionnaire is used.

The answered questions of research are given below.

Code	Research Questions
RQ1	What type of impacts the global advertising is putting on social life in pakistan?
RQ2	Is global advertising due to smart phones changing the social life more affectively?

4.2 Research Analysis

4.2.1 Descriptive Analysis

According to the sampling frame work given in chapter 3, a total no. of 500 questionnaires distributed among users of smart phones of above mentioned residents of big cities of Pakistan. The number of respondents is selected with the help of stratified random sampling. The technique by which questionnaires are distributed is probability sampling. All 500 responses were obtained successfully.

4.2.2 Reliability Analysis

The Cronbach's alpha value is obtained 0.893 while testing reliability that is over and above from the satisfactory and acceptable range according to the mentioned range of Nunnally (1978) that is 0.7. It shows sufficient stability value for the items used in the set of questions.

Table   4.1   Reliability Statistics

Variables	Cronbach's Alpha	No. of Items
Social Life	0.752	8
Smart Phones	0.893	14
Global Advertising	0.885	5

4.2.3 Missing Value Analysis

According to the results of following table there is no missing value.

Table 4.2   **Univariate Statistics**

	N	Mean	Std. Deviation	Missing		No. of Extremes[a]	
				Count	Percent	Low	High
Social_life1	500	2.94	1.269	0	.0	0	0
Social_life2	500	3.18	1.138	0	.0	0	0
Social_life3	500	3.25	1.177	0	.0	0	0
Social_life4	500	3.20	1.180	0	.0	0	0
Social_life5	500	3.18	1.244	0	.0	0	0
Social_life6	500	3.20	1.184	0	.0	0	0
Social_life7	500	3.35	1.220	0	.0	0	0
Social_life8	500	3.48	1.195	0	.0	41	0
Smart_Ph1	500	3.12	1.425	0	.0	0	0
Smart_Ph2	500	3.52	1.170	0	.0	28	0
Smart_Ph3	500	3.72	1.204	0	.0	0	0
Smart_Ph4	500	3.47	1.090	0	.0	33	0
Smart_Ph5	500	3.46	1.208	0	.0	46	0
Smart_Ph6	500	3.39	1.161	0	.0	34	0
Smart_Ph7	500	3.49	1.146	0	.0	34	0
Smart_Ph8	500	3.35	1.205	0	.0	0	0
Smart_Ph9	500	2.93	1.368	0	.0	0	0
Smart_Ph10	500	3.28	1.131	0	.0	40	0
Smart_Ph11	500	3.40	1.138	0	.0	37	0
Smart12_Ph	500	3.29	1.122	0	.0	39	0
Smart_Ph13	500	3.15	1.212	0	.0	0	0
Smart_Ph14	500	3.03	1.248	0	.0	0	0
Global_Adv1	500	3.14	1.254	0	.0	0	0
Global_Adv2	500	3.39	1.207	0	.0	45	0
Global_Adv3	500	3.25	1.198	0	.0	0	0
Global_Adv4	500	3.23	1.177	0	.0	0	0
Global_Adv5	500	3.69	1.262	0	.0	0	0

a. Number of cases outside the range (Q1 - 1.5*IQR, Q3 + 1.5*IQR).

4.2.4 Normality Test

By using Skewness and Kurtosis the normality test was conducted as described in 3.6. If the values of Skewness and kurtosis are found within ± 1.0 and ± 3.00 respectively the data will be considered as normally allocated (Meyers et al., 2006). According to the above mentioned statement by Meyers et al., (2006) the following table determining the fact that the allocated information is allocated normal.

Table 4.3 Descriptive Statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Social_life1	500	-.157	.109	-1.199	.218
Social_life2	500	-.181	.109	-1.067	.218
Social_life3	500	-.202	.109	-.922	.218
Social_life4	500	-.338	.109	-.858	.218
Social_life5	500	-.223	.109	-1.008	.218
Social_life6	500	-.221	.109	-.873	.218
Social_life7	500	-.337	.109	-.965	.218
Social_life8	500	-.509	.109	-.591	.218
Smart_Ph1	500	-.235	.109	-1.281	.218
Smart_Ph2	500	-.502	.109	-.719	.218
Smart_Ph3	500	-.753	.109	-.376	.218
Smart_Ph4	500	-.567	.109	-.219	.218
Smart_Ph5	500	-.600	.109	-.577	.218
Smart_Ph6	500	-.337	.109	-.712	.218
Smart_Ph7	500	-.549	.109	-.480	.218
Smart_Ph8	500	-.431	.109	-.780	.218
Smart_Ph9	500	.092	.109	-1.245	.218
Smart_Ph10	500	-.328	.109	-.618	.218
Smart_Ph11	500	-.478	.109	-.523	.218
Smart_Ph12	500	-.363	.109	-.595	.218
Smart_Ph13	500	-.230	.109	-.833	.218
Smart_Ph14	500	-.053	.109	-1.044	.218
Global_Adv1	500	-.227	.109	-1.032	.218
Global_Adv2	500	-.464	.109	-.728	.218
Global_Adv3	500	-.292	.109	-.875	.218
Global_Adv4	500	-.298	.109	-.861	.218
Global_Adv5	500	-.821	.109	-.367	.218
Valid N (list wise)	500				

4.2.5 Correlation Analysis

The correlation values has been shown in table 4.3 that are indicating correlation of independent global advertisement and smart phones; 575,540 respectively. The values are showing the strong and significant correlation among the variables that are calculated by putting the data in SPSS 20.0 software. The correlation value with ± 0.5 is considered to have strong effect. Therefore, all variables have significant positive correlation.

Table 4.4 Correlation of Independent and Dependent Variables (IV-DV)

Table 4.4   Correlations

		Social Life	Smart Phone	Global Advertisement
Social Life	Pearson Correlation	1	.540[**]	.575[**]
	Sig. (1-tailed)		.000	.000
	N	500	499	500
Smart Phone	Pearson Correlation	.540[**]	1	.558[**]
	Sig. (1-tailed)	.000		.000
	N	499	499	499
Global Advertisement	Pearson Correlation	.575[**]	.558[**]	1
	Sig. (1-tailed)	.000	.000	
	N	500	499	500

**. Correlation is significant at the 0.01 level (1-tailed).

4.2.6 Regression Test

In this research SPSS 20.0 is used to check the result of research model given in literature. Regression analysis is done to compute the casual relationships of the independent variables on dependent variables. Therefore, in the result finding value of beta and significant value (p<0.05) is observed to calculate the actual results with the statistically generated expected results to confirm that there is a statistically significant relationship between the independent variables and dependent variables.

4.2.6.1 Hypothesis Testing

H1: The global advertising significantly affects the social life patterns.

While running the regression test it has been notice that the beta value of the relationship of global advertising and social life is 0.540 and significant value is 0.000 that shows the change of 54% having significant relationship.

Table 4.5   Regression Analysis

Hypothesis	Model Variable		Estimates	S.E	C.R	P	Results
H1	GA⟹	SL	0.575	0.033	15.671	0.000	Supported
H2	SP⟹	SL	0.540	0.041	14.290	0.000	Supported
H3	GA⟹	SP	0.558	0.030	15.009	0.000	Supported
H4	GA⟹ SP⟹	SL SL	0.396 0.318	0.037 0.046	9.444 7.589	0.000 0.000	Supported

. Global Advertising (GA), Smart Phone (SP), Social Life (SL)

H2: The smart phones have significant impact on social life patterns.

The beta value of relationship between smart phones and social life is 0.575 and the significance value is 0.000 that fulfills the condition of P < 0.05 predicts that smart phones have 57 percent changing effect on social life. There exists a significant relationship.

H3: The global advertising has a significant relationship with smart phones (as medium of advertising).

The hypothesis is proved true by examining the value of beta 0.575 and p=0.000. It shows that global advertising has positive relationship with smart phones and global advertising has 57% influences on smart phones.

H4: The global advertising has significant affect on social life with the mediation of smart phones (as medium of advertising).

The values of beta in mediation with smart phones as medium of advertising while taking global advertising as independent variable and social life as dependent variable are 0.396 and 0.318 with significance value 0.000 and indicating a significant relationship among thrice.

4.2.7 Four Steps of Mediation Test

The impact of an independent variable (IV) global advertising on social life is measured and in step two the impact of global advertising (IVs) is measured on smart phones (Mediator) and in the third step the impact of smart phones (as medium of advertising) (Mediator) on social life is measured. And lastly, in the Fourth step the combined effect of global advertising (IV) and smart phones (Mediator) on social life (DV) has been measured. All the results taken after running regression analyses are presented in Table 4.6

Table 4.6 Step Wise Mediation

Steps	Model Name	Un. Stand		Stand.	R^2	Sig	Sobel Test	
		B	SE	Beta			T.stat	P.value
Model 1Global Advertising (IV), Social Life (DV), Smart Phones (MV)								

Step 1	IV-DV	.511	.033 .112	.575	.330	0.000		
	Constant	1.516						
Step2	IV-MV	.455	.030	.558	.312	0.000		
Step3	MV-DV	.590	.041	.540	.291	0.000		
Step4	IV-DV	.352	.037 .046	.396 .318		0.000 0.000		
	MV-DV	.348						
Sobel Test							**6.76**	**0.000**

4.2.7.1 Step # 1 of Mediation

The relationship between independent variables (IV) and dependent variables (DV) is calculated in the first step of mediation test is conducted. The value of 0.575 in beta coefficient of lV advertising global and DV is observed that represents the strong relationship of an IV and DV. This is equal to the correlation coefficient among two variables. According to the value of beta coefficient 0.330 mentioned in table 4.6 the conclusion of having positive relationship between the global advertising and social life has been drawn.
The R square value has shown in table 4.6 shows the percentage change in social life (DV) that shows that the smart phones have positive mediation effect with global advertising on social life.

4.2.7.2 Step # 2 of Mediation

In step # 2 of mediation, the relationship between independent variables (IV) and mediator (MV) is computed. The beta coefficient value of Global advertising for IV-MV relationship is observed 0.558. The values of correlation confirm the positive association between the independent variable (Global Advertising) and mediating variable (Smart phones). The correlation coefficient is equal between the two variables.

4.2.7.3 Step # 3 of Mediation

In the next step that third in counting of mediation test the relationship between Social life (DV) and smart phone (treated as IV) is checked. In table 4.4 the value of beta coefficient is 0.540 which shows the strength of association between dependent and independent variable. Form beta value it is concluded smart phones (mediator) contributing positively as well as strongly in Social life.

4.2.7.4 Step # 4 of Mediation

It is last and final step of meiation. In this fourth step the combined effect of global advertising (IV) and smart phone (MV) on social life (DV) has been checked. In this step the significant value of beta coefficient of global advertising and social life is calculated 0.396 that is 0.575 in direct analysis. The reduction in value of direct analysis 0.575 has reduced to 0.396 shows that the direct impact in mediation with smart phones is going to be reduced. It is the indication of partial mediation in which value of beta reduced but relationship is still significant. According to Baron and Kenny (1986) if in combine test the value of IV goes to insignificant there exists perfect mediation.

4.2.8 Sobel Test

Furthermore the mediation test is confirmed by the online sobel test developed by Preacher & Leonardelli (2001) .

Table 4.7   Online Sobel test

Input:		Test statistic:	Std. Error:	p-value:
a	.455	Sobel test: 6.76976753	0.02338928	0
b	.348	Aroian test: 6.75801487	0.02342996	0
s_a	.030	Goodman test: 6.78158172	0.02334854	0
s_b	.046	Reset all	Calculate	

"a = raw (unstandardized) regression coefficient for the association between IV and mediator.
s_a = standard error of a
b = raw coefficient for the association between the mediator and the DV (when the IV is also a predictor of the DV)
s_b = standard error of b".

4.3 Findings

The calculations of data and results helped in finding the answers to RQ1, RQ2.

4.3.1 First Research Question

What type of impacts the global advertising is putting on social life in Pakistan?

Social life is an integral part of marketing according to the literature reviewed and one tool of marketing is advertising that has become globalized as the world has become global village and the customers of whole the world have become local customers due to global advertising. The positive changes through global advertising on social life have been proved by the beta value of 0.575 and significance value of 0.000

4.3.2 Second Research Question:

Is global advertising due to smart phones changing the social life more affectively?

The changing social life patterns give way to openness of new things through global advertising by using smart phones as medium of advertising. The significance value of this mediation result is 0.000 and beta valve is 0.396 that shows that there is partial mediation of smart phones in between the global advertising and social life because the value of beta is decreasing here whether in direct relationship of global advertising and social life the beta value is 0.575.

Table 4.8

	Model	B	S.E	Beta	Sig
Step 4	IV-DV	.352	.037	.396	0.000
	MV-DV	.348	.046	.318	0.000

5. Conclusion and Recommendations

5.1 Conclusion

As discussed in literature and tested statistically through data collection the test results shows that global advertising is putting positive impact on social life changing patterns. As it is tested statistically the global advertising changes the mind 0f the people in order to take changes in their existing life styles like clothing, food consumptions, fashion etc in a way that people become the consumer and customer of globally advertised products and encourage the marketers to sell the products according to the contemporary world fashion and style by their consumption behavior. People of Pakistan consider consuming the international brands as boost of their social

status. The same age group people of Pakistan specially youth pay attention to the internationally advertised products to make them updated and modernized. Though Pakistan is a country that is conservative in its social life patterns but through this research the results has been drawn that still the masses of Pakistan like to accept changes to make themselves aware from new technologies with the help of handy internet means smart phones. Smart phones are the instant way to keep themselves aware with the changing trends of world in one touch. The access of internet through this handy device makes people more vigilant and selective in order to reach the alternative updated and globally recognized products availability. Even people search styles for daily household products through mobile phone advertising. Smart phones are also used as status symbols and considered as the easiest way of placing effortless and time saving orders of shopping.

5.2 Recommendations

In national marketing as well as in international marketing the role of social life can never be neglected. Inappropriate understanding of social life patterns can fail the operations inspite of having strong marketing operation plan. Pakistan has been a princely state and is a country where religion has a prominent importance on social life patterns but still people are open for such products that are most matching their culture and not affecting their values as well.

1. This research conclusion can be used by those international companies or even national companies who want to launch modern and innovative products in the market of Pakistan while keeping in view the cultural and social reservations. The understanding of changing social life patterns can enhance the competitive advantage of the marketers who want launch something new instead of those who are taking this aspect for granted.

2. The positive mediation result of smart phones as advertising medium have enhanced the way to control the business operations by internet not physically present in the Pakistan. The marketer can handle business virtually by using smart phone advertising that is a standardized way of communication of all the customer's of the world who are having same tastes.

3. Pakistan is a developing country and trying to become a developed one. The changing social life patterns by adopting the globally recognized technologies are the indication of the urge of people to wish for the development and growth. This research can also help creating new employment opportunities by understanding the openness of acceptance of innovation by attracting the international businessmen to establish their business in Pakistan.

4. This research can also be helpful for smart phone manufacturing companies to expand their business of smart phone in the country as it is the most popular and status symbol product for the users.

5.3 Limitations

The present research scope is limited. The limitation starts with the population selected was only from the big cities of Pakistan that is not covering the population of whole country specially the population of small villages and towns whose way of living is quite different from the urban residents. The outcomes will certainly be varied if the research carried in the overall country. Time constraint and the financial constraint is the second limitation of this research which is the majorly limiting factors of this study. The main hurdle that interacted by the researcher is the unreachability of articles as well as books from library and internet not included in the review that is the third limitation of the research. The key limitation of this study is the cooperation of sample population and honesty in answering the questions. In addition the technology is changing with the seconds so it is quite possible that all the aspects may remain uncovered while discussing smart phone technology. Inspite of these boundaries still there is hope that this research will contribute significant value to the research stream of the social life patterns.

5.4 Future research

The research has been completed by taking one independent variable global advertising, one mediator smart phone (as medium of advertising) and one dependent variable social life. Whereas, there are many other dimensions to conduct the research like by taking smart phones as moderator to check the impact of global advertising on social life. The direct impact of global advertising and smart phones as independent variable on social life can be another direction to make research. Moreover, this research can be done by taking globalization and advertising as independent variable, smart phones as mediator and social life as independent variable.

The certain limitations of the research can be removed in future for getting more generalized results. In upcoming period of time the population of whole Pakistan with extended sample size can give more valid results. Even the research can be conducted across the border. Sufficient time and additional financial resources are one of the main sources that can help to attain better results. The reach of wide range of books, articles and research papers are the foundation of making solid back ground and literature review of the research.

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Appendix

QUESTIONNAIRE

Dear Reader,

This study is being conducted by **Miss Roshana Gul,** MPhil student of NCBA&E, Bahawalpur Campus. The major objective of this study is to develop the frame work of impact of global advertising on social life through mediation of smart phone(as medium of advertising). I assure you that any response you make will remain confidential and only used for study purpose.

Section –I-Demographics Factors Information:

Gender	☐	Male	☐	Female		
Age	☐	15-25	☐	26-35	☐	36-45
	☐	46-55	☐	56-65	☐	Above 65
Income level (Rs)	☐	below 15000	☐	15001-30000	☐	30001-45000
	☐	45001-60000	☐	60001-75000	☐	Above 75000
Education	☐	Matriculation	☐	Inter	☐	Bachelor
	☐	Master	☐	MS/M.phil	☐	PHD
Occupation	☐	Student	☐	Working Adult	☐	Retiree

Section-2-Items Of Variables Social Life, Smart Phones and Global Advertising:

No	Social Life	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
1	The way that I dress is influenced by the advertising activities of foreign or global companies.					
2	I pay attention to the fashions worn by people in my age-group that live in other countries.					
3	I try to pattern my lifestyle, way of dressing, etc. to be a global consumer.					
4	I like reading magazines about the fashion, décor, and trends in other countries.					
5	I prefer to wear clothing that I think is popular in many countries around the world.					
6	I identify with famous international brands.					
7	I like to try restaurants that offer food that is different from that in my own culture.					
8	When it comes to trying new things, I am very open.					
	Smart Phones					
1	It is very convenient for me to use a smart phone to shop and make mobile transactions without the limitations of time and place.					
2	My lifestyle has changed a lot since I started using a smart phone in my everyday life.					
3	I think having the 'Internet in my hand' is the most appealing part of a smart phone. It is possible to search for information while traveling.					
4	I feel that smart phone advertising is delivered in a timely way.					
5	Smartphone advertising is a good source of information.					
6	I feel that smart phone advertising is believable.					
7	I feel that smart phone advertising is interesting.					
8	I feel that smart phone advertising is pleasant.					
9	I feel that smart phone advertising is irritating.					
10	I am satisfied to get smart phone advertisements that offer rewards.					
11	I feel that smart phone advertising is useful.					
12	I feel that smart phone advertising is important.					
13	I completely concentrate on smart phone advertising while I look at them.					
14	I would consider purchasing goods or services with smart phone advertisements.					
	Global Advertising					
1	Advertising by foreign or global brands has a strong influence on my clothing choices.					
2	The fashion styles of internationally advertised brands are more updated.					
3	Advertisement of international brand attracts me to purchase household products.					

4	Foreign advertised brand image increase my social status.					
5	Internationally advertised brand fashions are more stylish.					