



Trends in Global Advertising and Cultures in Nigeria

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ABSTRACT

Global advertising and digital media expansion increasingly shape local cultural systems, raising critical concerns about indigenous values, identity formation, and cultural sustainability in Nigeria. This study investigates the trends of global advertising practices and evaluates their influence on Nigerian cultural dynamics. Employing a qualitative desk research design based on a systematic literature review, the study analyzed secondary data from peer-reviewed journals, scholarly books, and policy documents across advertising, media culture, and Nigerian communication studies. The findings demonstrate that global advertising in Nigeria operates through dynamic hybridity, balancing global standardization with local cultural adaptation. Multinational brand campaigns frequently incorporate indigenous languages, Afrobeats music, Nigerian celebrities, and local narratives. Nevertheless, global advertising continues to promote consumerism, Western beauty standards, and materialistic lifestyles that alter local socio-cultural norms. Nigerian audiences actively negotiate these messages, while regulatory bodies like the Advertising Regulatory Council of Nigeria (ARCON) moderate culturally insensitive content. These dynamics imply that safeguarding cultural sustainability requires policy frameworks that encourage glocalized media content while strengthening local regulatory mechanisms against cultural dilution.

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INTRODUCTION

Globalisation has significantly transformed the structure, reach, and influence of advertising across contemporary societies. Advances in digital communication technologies, transnational media systems, and global economic integration have enabled advertising messages to circulate rapidly across national boundaries, exposing audiences to diverse cultural symbols, consumption patterns, and lifestyle ideologies (Christofi et al., 2025). Consequently, advertising has evolved beyond its traditional commercial function into a powerful cultural institution capable of shaping consumer behaviour, social aspirations, identity formation, and value systems (De Mooij, 2021). In the contemporary media environment, global advertising occupies a central position within scholarly debates concerning globalisation, cultural interaction, media influence, and the preservation of indigenous identities in developing societies. Global advertising refers to advertising strategies developed and disseminated by multinational corporations across multiple international markets with the aim of promoting standardised brand identities and globally recognisable consumer values (Hackley & Hackley, 2014). Such advertising practices are often characterised by the promotion of modernity, material success, cosmopolitan lifestyles, and consumer-oriented aspirations that transcend local cultural boundaries (Bettache, 2025). While proponents argue that global advertising contributes to economic development, market expansion, and global connectivity, critics contend that it facilitates cultural homogenization and the spread of dominant Western ideologies at the expense of indigenous cultural systems (Amin, 2024). This concern has generated growing scholarly attention toward the relationship between global advertising and local cultural values, particularly within postcolonial and culturally diverse societies. Nigeria presents a particularly important context for examining the cultural implications of global advertising. As Africa's most populous nation and one of the continent's largest consumer markets, Nigeria has become a strategic destination for multinational corporations and transnational advertising agencies seeking to expand their operations in emerging markets (Daudu et al., 2024). The Nigerian cultural environment is highly diverse, comprising over 250 ethnic groups, multiple indigenous languages, religious traditions, and distinct value systems that collectively shape social identity and communication practices (Ajayi & Adediran, 2024). Within this culturally pluralistic setting, global advertising increasingly introduces foreign cultural symbols, lifestyles, beauty standards, and consumption ideologies that interact with indigenous cultural traditions in complex and sometimes contradictory ways.

Historically, advertising practices in Nigeria were rooted in indigenous communication systems such as oral traditions, market symbolism, festivals, folk performances, and town criers, all of which reflected communal values and local cultural continuity (Khan & Raja, 2024). However, colonialism introduced Western advertising models that emphasised print media, commercial persuasion, and foreign consumer products. Following Nigeria's independence, the advertising industry expanded rapidly alongside the growth of broadcast media and multinational commercial activities. In recent decades, globalisation and digital media technologies have further intensified the penetration of global advertising into Nigerian social life through satellite television, social media platforms, mobile communication technologies, and influencer marketing networks (Omojevwe & Guanah, 2025). Contemporary global advertising in Nigeria is increasingly mediated through digital platforms such as Facebook, Instagram, TikTok, YouTube, and X (formerly Twitter), enabling multinational corporations to reach consumers with

unprecedented speed, frequency, and personalisation (Nyambo et al., 2024). Studies have shown that exposure to global advertising significantly influences consumer aspirations, perceptions of modernity, lifestyle preferences, and constructions of social status, particularly among urban youth populations (Butler, 2021). Furthermore, global advertising often promotes Western-oriented beauty standards, individualistic values, and materialistic lifestyles that may conflict with Nigeria's traditionally communal cultural orientations (Bibi et al., 2024). This has generated increasing concern among scholars regarding cultural erosion, identity displacement, and the gradual marginalisation of indigenous cultural expressions. Despite these concerns, contemporary scholarship also recognises that audiences are not passive recipients of global advertising messages. Nigerian audiences frequently negotiate, reinterpret, and selectively appropriate foreign cultural meanings in ways that align with local cultural realities and social experiences (Jamal & Khan, 2024). This process of cultural negotiation has contributed to the emergence of hybrid cultural identities in which global consumer symbols coexist with indigenous cultural values. Consequently, scholarly discourse on global advertising and culture remains divided between perspectives emphasising cultural imperialism and those highlighting cultural hybridity, audience agency, and glocalisation (De Mooij, 2021).

Although several studies have examined globalisation, advertising, and cultural transformation in Nigeria, existing scholarship remains fragmented and largely focused on specific industries, media platforms, or consumer groups (Akinpelu, 2021; Lysonski & Durvasula, 2013). Current frameworks, primarily grounded in cultural imperialism and cultural hybridity, inadequately explain how algorithmic personalisation and digital platform imperialism reshape global-local cultural negotiations through data-driven advertising, platform governance, and selective content visibility. Consequently, there is a need for an integrative framework that explains how these emerging digital dynamics influence cultural identity, audience agency, and advertising practices in Nigeria's evolving media environment. Many studies emphasise either cultural erosion or cultural adaptation without adequately examining how both processes coexist within the Nigerian advertising environment (Abimbola, 2017; Ajayi & Adediran, 2024; Olawuyi, 2018). Furthermore, there remains limited integrative scholarship that systematically synthesises the broader cultural implications of global advertising on Nigerian local cultures within a coherent theoretical framework. This gap necessitates a comprehensive and theoretically grounded examination of how global advertising shapes cultural values, consumer identity, and social aspirations in Nigeria. Against this backdrop, this study examines the trends of global advertising and their influence on local cultures in Nigeria. Anchored on Cultural Imperialism Theory, the study critically explores how multinational advertising practices shape consumer behaviour, cultural identity, and value systems while also examining the role of cultural adaptation, audience resistance, and regulatory interventions in moderating these influences. By synthesising relevant empirical and theoretical literature, the study contributes to scholarship on advertising, globalisation, and cultural communication while providing insights relevant to policymakers, media regulators, advertisers, and scholars concerned with cultural sustainability in an increasingly globalised media environment.

Research Questions

Based on the research objectives, this study addresses the following key questions:

1. What is the nature of global advertising practices operating within the Nigerian media landscape?

2. How does global advertising influence local cultural values, consumer identity, and social aspirations in Nigeria?
3. What is the role of glocalisation and cultural adaptation in the execution of global advertising campaigns in Nigeria?
4. To what extent do Nigerian audiences negotiate, reinterpret, or resist global advertising messages?
5. How do regulatory institutions, particularly the Advertising Regulatory Council of Nigeria (ARCON), moderate the cultural impact of global advertising?
6. What are the broader implications of global advertising for cultural preservation and cultural sustainability in Nigeria?

RESEARCH METHOD

This study employed a qualitative desk research design focusing on a systematic literature review to explore the trends of global advertising and its impact on local cultures in Nigeria. The systematic literature review was deemed suitable because it offers a rigorous procedure for identifying, selecting, analyzing, and synthesizing relevant academic works. The research utilized secondary data from peer-reviewed journal articles, academic books, conference proceedings, theses, policy documents, and credible institutional publications connected to global advertising, globalization, cultural studies, consumer culture, and Nigerian media practices. The literature review utilized key search terms such as "global advertising," "local culture," "cultural imperialism," "glocalisation," "consumer culture," "advertising in Nigeria," "media globalisation," and "advertising and cultural values," combined with Boolean operators (AND, OR, NOT) to refine the search. Emphasis was placed on peer-reviewed studies from 2020 to 2025, integrating seminal works on Cultural Imperialism Theory for theoretical context. Sources were gathered from electronic databases and search engines like Google Scholar, JSTOR, ResearchGate, Scopus, and institutional digital libraries. To maintain systematic selection, specific inclusion and exclusion criteria were used: studies needed to address global advertising, cultural influences, cultural imperialism, glocalization, consumer identity, and local cultural values, and must have been published in English. Excluded were studies irrelevant to advertising and culture, non-academic publications lacking scholarly credibility, and duplicates. The analysis followed Braun and Clarke's thematic content analysis framework, encompassing familiarisation with data, initial coding, theme identification, and analytical reporting. Initial coding was deductive, informed by study objectives and Cultural Imperialism Theory, while subsequent inductive codes arose from literature readings. Higher-order themes emerged, including global advertising practices, cultural adaptation, consumer identity, Western cultural influence, audience negotiation and resistance, digital media dynamics, and regulatory intervention. Themes were refined through comparative analysis to enhance coherence and minimize subjective interpretation. A structured comparative approach was employed to assess methodological rigor, focusing on data collection, analytical robustness, credibility, and relevance to review objectives. Only studies that met predefined quality criteria and showed methodological integrity were synthesized in this review. Conducted by a single researcher, formal inter-rater reliability statistics were not applicable; however, coding consistency was enhanced through iterative recoding and continuous thematic comparisons with the source literature, alongside maintaining an audit trail of coding decisions and theme refinement. All sources were cited, ensuring academic integrity and

transparency. Despite these strengths, the review has limitations due to its reliance on secondary evidence, with findings dependent on the methodological quality and scope of existing literature. The lack of primary empirical data from Nigerian consumers, advertisers, and media practitioners restricts direct validation of findings. Nonetheless, the adopted methodology provides a systematic, transparent, and theoretically grounded synthesis of contemporary literature regarding global advertising and its impact on local cultures in Nigeria.

RESULT AND DISCUSSION

Result

Nature of Global Advertising Practices in Nigeria

The findings of this study revealed that global advertising practices in Nigeria are characterised by a dynamic interaction between global standardisation and local cultural adaptation. The review showed that multinational corporations operating in Nigeria adopt advertising strategies that maintain global brand identity while simultaneously modifying campaign contents to suit local cultural realities. This reflects the growing dominance of glocalisation within Nigeria's advertising industry (De Mooij, 2021). The study found that Nigeria occupies a strategically important position in Africa's advertising landscape due to its large population, expanding digital economy, and rapidly growing consumer market. As a result, major multinational corporations such as Coca-Cola, Nestlé, MTN, Guinness, Airtel, and Unilever continue to intensify their advertising presence in the country through partnerships with global advertising agencies, including WPP, Publicis Groupe, Omnicom, and Interpublic Group (Laninhun, 2025). These advertising practices have significantly shaped the structure and direction of contemporary advertising in Nigeria. The findings further revealed that cultural adaptation constitutes a major feature of global advertising practices in Nigeria. Multinational advertisers increasingly incorporate indigenous languages such as Yoruba, Hausa, Igbo, and Nigerian Pidgin into their campaigns to improve audience relatability and acceptance. In addition, the use of Afrobeats music, Nigerian celebrities, traditional attire, local symbols, and culturally familiar storytelling techniques has become common in advertising campaigns targeted at Nigerian consumers (Ayokunmi et al., 2025). This demonstrates that advertisers recognise the importance of local cultural identity in influencing consumer behaviour and strengthening emotional attachment to brands.

The study also found that digital media technologies have significantly transformed the nature of global advertising practices in Nigeria. Social media platforms such as Facebook, Instagram, TikTok, YouTube, and X (formerly Twitter) now function as major advertising channels through which multinational corporations disseminate promotional messages to Nigerian audiences (Omojevwe & Guanah, 2025). The findings indicated that digital advertising enables brands to deploy highly personalised and data-driven campaigns capable of targeting specific demographic groups with greater precision and frequency. Furthermore, influencer marketing emerged as a dominant advertising strategy, with Nigerian musicians, actors, comedians, and digital content creators increasingly used to endorse and legitimise global brands within local cultural spaces (Ogorchukwu & Isibor, 2024). Despite the visible localisation of advertising content, the study found that many global advertising practices in Nigeria continue to promote Western-oriented consumer ideologies and materialistic lifestyles. Advertising campaigns frequently associate global

brands with modernity, sophistication, success, and social mobility, thereby encouraging consumption patterns that align with global capitalist culture (Amin, 2024). The findings suggest that beneath the incorporation of local cultural symbols lies the broader ideological influence of globalisation and consumerism.

Additionally, the study revealed that the Nigerian advertising industry operates under the supervision of the Advertising Regulatory Council of Nigeria (ARCON), which is responsible for ensuring that advertising content conforms to Nigerian cultural and moral standards (Oladokun, 2023). The findings showed that ARCON serves as an important institutional mechanism for regulating culturally insensitive or excessively foreignised advertising content. However, the study observed that the rapid growth of digital advertising and transnational media exposure continues to pose challenges to effective regulatory control. Overall, the findings concluded that global advertising practices in Nigeria are neither entirely standardised nor completely localised. Rather, they represent a hybrid system in which multinational corporations strategically combine global commercial objectives with local cultural adaptation in order to achieve audience acceptance, market penetration, and brand loyalty within Nigeria's culturally diverse environment.

Influence of Global Advertising on Nigerian Local Cultural Values and Identity

The findings of this study revealed that global advertising exerts a significant and multidimensional influence on Nigerian local cultural values and identity. The review showed that global advertising functions not only as a commercial communication tool but also as a cultural and ideological institution that shapes consumer aspirations, social behaviour, identity formation, and perceptions of modernity within Nigerian society (De Mooij, 2021; McQuail, 2010). Through repeated exposure to global advertising messages across traditional and digital media platforms, Nigerian audiences are increasingly exposed to foreign cultural symbols, consumption patterns, and lifestyle ideologies that influence local cultural orientations. The findings indicated that one of the most visible influences of global advertising in Nigeria is the promotion of consumerism and materialistic value systems. Global advertising frequently associates brands with success, sophistication, happiness, and social mobility, thereby encouraging audiences to define personal achievement and social status through patterns of consumption and material acquisition (Okditazeini et al., 2025). The study found that such advertising practices contribute to the gradual transformation of traditional Nigerian communal values toward more individualistic and consumption-oriented lifestyles that reflect global capitalist culture (Amin, 2024). This cultural shift was found to be particularly evident among urban youth populations who are more intensively exposed to global advertising through digital media platforms.

The review further revealed that global advertising significantly influences Nigerian perceptions of beauty, fashion, and gender identity. Many advertising campaigns disseminated by multinational corporations promote Eurocentric beauty ideals and Western-oriented standards of attractiveness, which often conflict with indigenous understandings of beauty and physical appearance (Bibi et al., 2024; Hussain, 2021). The findings showed that the persistent representation of lighter skin tones, Western fashion aesthetics, and global celebrity lifestyles in advertising campaigns has contributed to increasing cultural anxiety regarding indigenous beauty standards and has encouraged practices such as skin lightening among some Nigerian consumers (Mady et al., 2023).

Consequently, global advertising was found to contribute to the symbolic devaluation of certain indigenous cultural identities and aesthetic values. Additionally, the study found that global advertising shapes cultural identity by promoting cosmopolitan lifestyles and modernity discourses that position globally oriented cultural practices as symbols of progress and social advancement. Advertising campaigns frequently portray modern lifestyles characterised by luxury consumption, technological sophistication, and Western-style social behaviour as desirable and aspirational (Bettache, 2025). This contributes to what scholars describe as aspirational cultural dissonance, where individuals experience tension between globally promoted lifestyles and indigenous cultural expectations (Rashkova et al., 2024). The findings suggest that such representations gradually influence the ways Nigerian audiences perceive cultural prestige, success, and social identity.

The study also revealed that despite the powerful influence of global advertising, Nigerian audiences are not passive recipients of advertising messages. Rather, audiences actively negotiate, reinterpret, and selectively appropriate global advertising content according to their own cultural realities and value systems (Jamal & Khan, 2024). The findings showed that many Nigerian consumers combine elements of global consumer culture with indigenous traditions, thereby producing hybrid cultural identities that simultaneously reflect global influence and local cultural continuity. This process demonstrates that the relationship between global advertising and Nigerian culture is not entirely characterised by cultural domination but also by cultural adaptation and audience agency. Furthermore, the findings indicated that digital media technologies have intensified the cultural influence of global advertising in Nigeria. Social media platforms such as Instagram, TikTok, Facebook, YouTube, and X have increased the frequency, accessibility, and personalisation of advertising exposure among Nigerian audiences (Omojevwe & Guanah, 2025). Influencer marketing, celebrity endorsement, and algorithm-driven advertising were found to amplify the cultural penetration of global brands, especially among younger demographics who engage heavily with digital media environments (Ogorchukwu & Isibor, 2024). This development has accelerated the integration of global consumer culture into everyday social interaction and identity construction in Nigeria. Overall, the findings concluded that global advertising exerts a transformative influence on Nigerian local cultural values and identity through the promotion of consumerism, Western beauty standards, cosmopolitan lifestyles, and materialistic aspirations. However, the influence is neither uniform nor entirely deterministic, as Nigerian audiences continue to negotiate, reinterpret, and adapt global advertising messages within locally meaningful cultural frameworks. Consequently, the interaction between global advertising and Nigerian culture represents a complex and ongoing process of cultural negotiation, hybridity, and identity transformation.

Role of Glocalisation and Cultural Adaptation in Global Advertising Practices in Nigeria

The findings of this study revealed that glocalisation and cultural adaptation play a central role in shaping global advertising practices in Nigeria. The review showed that multinational corporations operating within the Nigerian market increasingly adopt glocalisation strategies that combine global brand consistency with local cultural relevance in order to enhance audience acceptance and market penetration (Roudometof, 2023; De Mooij, 2021). This reflects the recognition that Nigeria's culturally diverse environment requires advertising messages that resonate with indigenous cultural realities while still

maintaining internationally recognisable brand identities. The study found that cultural adaptation has become a dominant strategy among multinational advertisers seeking to establish emotional connection and consumer loyalty within Nigeria. Global advertising campaigns are frequently modified to incorporate indigenous languages such as Yoruba, Igbo, Hausa, and Nigerian Pidgin English in order to improve communication effectiveness and audience relatability (Ajala & Oluwasanmi, 2025). The findings further revealed that advertisers increasingly integrate local music, especially Afrobeats, traditional attire, indigenous symbols, festivals, and culturally familiar storytelling techniques into their campaigns to create a sense of cultural proximity between global brands and Nigerian consumers (Ayokunmi et al., 2025). Such practices demonstrate that successful global advertising in Nigeria depends significantly on the ability of advertisers to align global commercial messages with local cultural expectations.

Additionally, the findings indicated that Nigerian celebrities, musicians, actors, comedians, and digital influencers play a major role in the glocalisation of global advertising campaigns. Multinational corporations increasingly employ local public figures as brand ambassadors to legitimise foreign brands within Nigerian cultural spaces and strengthen consumer trust (Ogorchukwu & Isibor, 2024). The study found that celebrity endorsement and influencer marketing have become important mechanisms through which global advertising acquires local cultural identity and social relevance, particularly among younger audiences heavily engaged with digital media platforms. The review also revealed that digital media technologies have significantly enhanced the process of glocalisation in Nigeria's advertising environment. Social media platforms such as Facebook, Instagram, TikTok, YouTube, and X enable multinational advertisers to customise advertising content according to local cultural preferences, linguistic patterns, and audience behaviour (Omojevwe & Guanah, 2025). Through algorithm-driven advertising and audience analytics, brands are able to deliver localised messages tailored to specific demographic and cultural groups within Nigeria's highly diverse social environment. This has intensified the integration of local cultural expressions into global advertising campaigns. Furthermore, the findings showed that glocalisation serves as a strategic response to audience resistance against excessive cultural standardisation and foreignization in advertising. The study found that Nigerian consumers are more likely to respond positively to advertising messages that reflect familiar cultural values, local experiences, and indigenous identity symbols (Okonkwo et al., 2023). Consequently, multinational corporations increasingly avoid purely standardised advertising campaigns and instead adopt hybrid advertising approaches that balance global commercial objectives with local cultural sensitivity. This demonstrates that cultural adaptation is not merely symbolic but functions as an important commercial strategy for market survival and competitive advantage within Nigeria's advertising industry.

Despite the positive role of glocalisation in improving cultural relevance, the findings also revealed that cultural adaptation within global advertising often remains superficial. Beneath the incorporation of local languages, music, and cultural symbols, many advertising campaigns continue to promote Western-oriented consumer ideologies, materialistic aspirations, and capitalist lifestyle values (Aktaş, 2025; Amin, 2024). The study found that glocalisation frequently functions as a mechanism through which global brands localise foreign consumer culture rather than genuinely preserving indigenous cultural systems. As a result, local cultural elements are often commodified and strategically used to

enhance brand appeal while the broader ideological structure of global consumerism remains intact. The findings further indicated that glocalisation contributes to the emergence of hybrid cultural identities among Nigerian audiences. Through continuous interaction with globally localised advertising content, consumers increasingly combine elements of indigenous culture with global consumer lifestyles, thereby producing new forms of cultural expression and identity negotiation (Jamal & Khan, 2024). This demonstrates that global advertising in Nigeria does not result in complete cultural homogenization but rather encourages an ongoing process of cultural interaction, adaptation, and hybridity. Overall, the findings concluded that glocalisation and cultural adaptation constitute fundamental components of global advertising practices in Nigeria. Multinational advertisers strategically integrate local cultural elements into global campaigns to improve audience engagement, cultural legitimacy, and market acceptance. However, while glocalisation enhances cultural relatability, it simultaneously serves as a channel through which global consumer ideologies continue to penetrate and reshape local cultural values within Nigeria's contemporary media environment.

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TikTok, YouTube, and X enable multinational advertisers to customise advertising content according to local cultural preferences, linguistic patterns, and audience behaviour (Omojevwe & Guanah, 2025). Through algorithm-driven advertising and audience analytics, brands are able to deliver localised messages tailored to specific demographic and cultural groups within Nigeria's highly diverse social environment. This has intensified the integration of local cultural expressions into global advertising campaigns. Furthermore, the findings showed that glocalisation serves as a strategic response to audience resistance against excessive cultural standardisation and foreignization in advertising. The study found that Nigerian consumers are more likely to respond positively to advertising messages that reflect familiar cultural values, local experiences, and indigenous identity symbols (Okonkwo et al., 2023). Consequently, multinational corporations increasingly avoid purely standardised advertising campaigns and instead adopt hybrid advertising approaches that balance global commercial objectives with local cultural sensitivity. This demonstrates that cultural adaptation is not merely symbolic but functions as an important commercial strategy for market survival and competitive advantage within Nigeria's advertising industry.

Despite the positive role of glocalisation in improving cultural relevance, the findings also revealed that cultural adaptation within global advertising often remains superficial. Beneath the incorporation of local languages, music, and cultural symbols, many advertising campaigns continue to promote Western-oriented consumer ideologies, materialistic aspirations, and capitalist lifestyle values (Aktaş, 2025; Amin, 2024). The study found that glocalisation frequently functions as a mechanism through which global brands localise foreign consumer culture rather than genuinely preserving indigenous cultural systems. As a result, local cultural elements are often commodified and strategically used to enhance brand appeal while the broader ideological structure of global consumerism remains intact. The findings further indicated that glocalisation contributes to the emergence of hybrid cultural identities among Nigerian audiences. Through continuous interaction with globally localised advertising content, consumers increasingly combine elements of indigenous culture with global consumer lifestyles, thereby producing new forms of cultural expression and identity negotiation (Jamal & Khan, 2024). This demonstrates that global advertising in Nigeria does not result in complete cultural homogenization but rather encourages an ongoing process of cultural interaction, adaptation, and hybridity. Overall, the findings concluded that glocalisation and cultural adaptation constitute fundamental components of global advertising practices in Nigeria. Multinational advertisers strategically integrate local cultural elements into global campaigns to improve audience engagement, cultural legitimacy, and market acceptance. However, while glocalisation enhances cultural relatability, it simultaneously serves as a channel through which global consumer ideologies continue to penetrate and reshape local cultural values within Nigeria's contemporary media environment.

Audience Negotiation, Reinterpretation, and Resistance to Global Advertising Messages in Nigeria

The findings of this study revealed that Nigerian audiences are not passive recipients of global advertising messages but active participants who continuously negotiate, reinterpret, and resist advertising content based on their cultural realities, social experiences, and indigenous value systems. The review showed that although global advertising possesses significant cultural influence through the promotion of consumerism,

Western lifestyles, and cosmopolitan aspirations, Nigerian audiences frequently engage with such messages selectively rather than accepting them uncritically (Jamal & Khan, 2024; McQuail, 2010). This demonstrates that audience reception within Nigeria's advertising environment is characterised by cultural agency and interpretive flexibility. The study found that Nigerian consumers often reinterpret global advertising messages in ways that align with local cultural beliefs, religious values, and communal social norms. Many audiences selectively appropriate aspects of global advertising that are considered compatible with indigenous cultural expectations while rejecting or modifying messages perceived as culturally inappropriate or morally offensive (De Mooij, 2021). This selective interpretation reflects the pluralistic nature of Nigerian society, where ethnicity, religion, language, and traditional value systems significantly shape audience perception and meaning construction. The findings further revealed that resistance to global advertising is particularly evident in relation to advertisements perceived to promote excessive Westernisation, moral permissiveness, or cultural alienation. Certain advertising messages associated with nudity, individualistic lifestyles, alcohol consumption, or foreign gender representations were found to generate criticism and resistance among culturally conservative audiences, especially within religious and traditional communities (Amin, 2024). The study showed that Nigerian audiences often challenge advertising content that appears to undermine indigenous cultural identity, communal values, or spiritual beliefs. This demonstrates that local cultural frameworks continue to function as important mechanisms of cultural filtering and audience resistance.

Additionally, the findings indicated that Nigerian audiences actively negotiate global advertising messages through hybrid cultural interpretation. Consumers frequently combine global consumer symbols with local meanings and cultural practices, thereby producing hybrid identities that reflect both global influence and indigenous cultural continuity (Yalkin & Uygur, 2025). For example, audiences may embrace global fashion brands, digital lifestyles, or technological products while simultaneously maintaining traditional cultural values relating to family, religion, and communal identity. This process of cultural hybridity suggests that exposure to global advertising does not necessarily result in complete cultural homogenization but rather generates complex forms of cultural adaptation and reinterpretation. The study also found that social media platforms have expanded opportunities for audience negotiation and resistance within Nigeria's contemporary advertising environment. Digital media platforms such as Facebook, TikTok, Instagram, YouTube, and X provide audiences with interactive spaces to publicly comment on, criticise, parody, or reinterpret advertising messages disseminated by multinational corporations (Omojevwe & Guanah, 2025). The findings revealed that Nigerian consumers increasingly use social media discourse, memes, online debates, and user-generated content to contest advertising narratives they consider culturally insensitive, misleading, or socially disconnected. This interactive digital environment has strengthened audience participation in shaping advertising meaning and public reception. Furthermore, the review showed that the use of local languages, indigenous music, Nigerian celebrities, and culturally familiar narratives in advertising campaigns often emerges as a response to audience resistance against purely foreignised advertising content. Multinational advertisers increasingly adopt glocalisation strategies to minimise cultural rejection and enhance audience acceptance within Nigeria's culturally diverse market (Roudometof, 2023). The findings suggest that audience resistance has played a significant role in compelling advertisers to localise

advertising campaigns and incorporate indigenous cultural elements into global brand communication.

The findings equally revealed that younger Nigerian audiences, particularly urban youths exposed to global digital culture, are generally more receptive to global advertising messages than older or more culturally conservative populations. However, even among younger consumers, the study found evidence of selective negotiation rather than unconditional acceptance of global advertising values (Butler, 2021). Audiences were found to critically evaluate advertising messages based on cultural relevance, authenticity, and social compatibility within their local environment. Overall, the findings concluded that Nigerian audiences engage with global advertising messages through complex processes of negotiation, reinterpretation, resistance, and cultural adaptation. While global advertising exerts substantial influence on consumer aspirations and identity formation, Nigerian audiences retain significant cultural agency in determining how advertising messages are interpreted and integrated into everyday social life. Consequently, the relationship between global advertising and Nigerian audiences is best understood as an ongoing and contested process of cultural interaction rather than a one-directional process of cultural domination.

Role of Regulatory Institutions in Moderating the Cultural Impact of Global Advertising in Nigeria

The findings of this study revealed that regulatory institutions, particularly the Advertising Regulatory Council of Nigeria (ARCON), play a significant role in moderating the cultural influence of global advertising within Nigeria's media and communication environment. The review showed that regulatory agencies function as institutional mechanisms established to ensure that advertising practices conform to national cultural values, ethical standards, and societal expectations while simultaneously balancing the commercial interests of multinational corporations operating within the country (Oladokun, 2023). The study found that ARCON is primarily responsible for regulating advertising content in Nigeria through the formulation and enforcement of policies designed to protect indigenous cultural values and prevent the dissemination of culturally offensive or morally inappropriate advertising messages. The findings revealed that ARCON scrutinises advertising campaigns to ensure compliance with local cultural norms, religious sensitivities, and ethical communication standards before such advertisements are approved for public dissemination (Akoja & Odu, 2025). This regulatory process serves as an important safeguard against excessive foreignization and cultural insensitivity in global advertising practices. The review further revealed that ARCON has increasingly emphasised the promotion of local content within Nigeria's advertising industry as part of broader efforts to preserve cultural identity and encourage indigenous participation in media production. The findings showed that the institution has introduced policies discouraging the excessive use of foreign models, accents, and foreign-produced advertising materials in campaigns intended for Nigerian audiences (Opeyemi & Babatunde, 2024). Such measures were found to encourage the incorporation of Nigerian languages, local cultural symbols, indigenous music, and local creative talents into advertising campaigns, thereby strengthening cultural representation within the advertising industry.

Additionally, the findings indicated that regulatory interventions by ARCON have contributed to increased cultural adaptation among multinational advertisers operating in Nigeria. In response to regulatory expectations and audience sensitivities, many global brands increasingly localise their advertising campaigns through the use of Nigerian

celebrities, indigenous storytelling patterns, and culturally familiar communication styles (De Mooij, 2021). The study found that regulatory pressure has therefore played an important role in compelling advertisers to adopt glocalisation strategies capable of reducing audience resistance and improving cultural acceptance within Nigeria's diverse social environment. The study also found that regulatory institutions face significant challenges in effectively controlling the cultural impact of global advertising due to the rapid expansion of digital media technologies and transnational communication platforms. Social media platforms such as Facebook, Instagram, TikTok, YouTube, and X enable multinational corporations to disseminate advertising messages across borders with limited direct regulatory oversight (Omojevwe & Guanah, 2025). The findings revealed that digital advertising, influencer marketing, and algorithm-driven promotional content often circulate faster than regulatory institutions can monitor or control, thereby weakening the effectiveness of traditional advertising regulation mechanisms. Furthermore, the findings showed that globalisation and digitalisation have complicated the enforcement capacity of regulatory institutions because much of the advertising content consumed by Nigerian audiences originates from international media platforms beyond the jurisdiction of local regulatory agencies. This has increased concerns regarding the continued exposure of Nigerian audiences to foreign cultural values, Western beauty standards, and materialistic lifestyle ideologies despite local regulatory efforts (Amin, 2024). Consequently, the study found that while ARCON remains influential within traditional advertising structures, its capacity to regulate cross-border digital advertising remains relatively limited.

The review also revealed that regulatory institutions contribute to cultural sustainability by promoting ethical advertising practices capable of protecting vulnerable audiences from harmful stereotypes, deceptive communication, and culturally insensitive representations. Through policy enforcement, audience complaints mechanisms, and content review procedures, ARCON was found to play an important role in preserving cultural dignity and maintaining social responsibility within Nigeria's advertising environment (Sambo & Idi, 2025). However, the findings equally indicated that regulatory effectiveness is sometimes constrained by political influence, inconsistent enforcement, inadequate technological capacity, and the growing commercial power of multinational media corporations. Overall, the findings concluded that regulatory institutions such as ARCON perform a critical moderating role in managing the cultural impact of global advertising in Nigeria through policy regulation, content monitoring, ethical enforcement, and the promotion of local cultural representation. Nevertheless, the increasing globalisation of digital advertising and the transnational nature of contemporary media communication continue to pose significant challenges to effective regulatory control. As a result, the role of regulatory institutions remains both necessary and increasingly complex within Nigeria's evolving global advertising environment.

Implications of Global Advertising for Cultural Preservation and Cultural Sustainability in Nigeria

The findings of this study revealed that global advertising has significant implications for cultural preservation and cultural sustainability in Nigeria, producing both transformative opportunities and serious cultural challenges. The review showed that global advertising increasingly functions as a powerful cultural institution capable of influencing social values, identity formation, lifestyle aspirations, and cultural perceptions through continuous exposure to transnational media content (McQuail, 2010; De Mooij,

2021). Consequently, the expansion of global advertising within Nigeria's media environment has intensified debates concerning the preservation of indigenous cultural identity and the long-term sustainability of local cultural systems. The study found that one of the major implications of global advertising for cultural preservation in Nigeria is the gradual erosion of indigenous cultural values and traditional social orientations. Global advertising frequently promotes Western-oriented consumer ideologies, materialistic lifestyles, and cosmopolitan identities that often conflict with the communal, spiritual, and relational values historically embedded within Nigerian cultural traditions (Amin, 2024). The findings revealed that repeated exposure to advertising messages associating modernity and success with foreign lifestyles contributes to the symbolic devaluation of certain indigenous cultural practices and social norms. This cultural shift was found to be particularly evident among urban youths and digitally connected populations who are more intensively exposed to global media content. The findings further revealed that global advertising contributes to the transformation of indigenous aesthetic values and cultural identity in Nigeria. Advertising campaigns disseminated by multinational corporations often privilege Eurocentric beauty standards, foreign fashion cultures, and Western lifestyle representations, thereby influencing local perceptions of beauty, prestige, and social status (Bibi et al., 2024; Mady et al., 2023). The study found that such representations encourage the growing valorisation of foreign cultural ideals at the expense of indigenous cultural expressions, creating concerns regarding identity displacement and the weakening of traditional cultural confidence among Nigerian audiences.

Additionally, the findings indicated that the increasing dominance of digital advertising and transnational media platforms poses significant challenges to cultural sustainability in Nigeria. Social media platforms such as Instagram, TikTok, Facebook, YouTube, and X facilitate the rapid circulation of global advertising messages that penetrate local cultural spaces with unprecedented speed and frequency (Omojevwe & Guanah, 2025). The study found that digital globalisation has intensified the exposure of Nigerian audiences to foreign consumer cultures, thereby accelerating cultural hybridisation and the diffusion of global consumption-oriented lifestyles within everyday social interaction. Despite these challenges, the review also revealed that global advertising can contribute positively to cultural preservation when multinational advertisers adopt culturally sensitive glocalisation strategies. The findings showed that many advertising campaigns increasingly incorporate indigenous languages, Nigerian music, traditional attire, local festivals, and culturally familiar storytelling techniques to enhance audience engagement and cultural relevance (Ayokunmi et al., 2025; Roudometof, 2023). Such practices were found to promote the visibility of Nigerian cultural expressions within global media spaces and provide opportunities for the commercialisation and international recognition of local creative industries. The study further found that the integration of Nigerian celebrities, musicians, actors, and digital content creators into global advertising campaigns contributes to the promotion of local cultural identity and creative sustainability. Through celebrity endorsement and influencer marketing, indigenous cultural products such as Afrobeats music, local fashion, language expressions, and Nigerian entertainment culture increasingly gain international visibility within the framework of global advertising (Faidi, 2024). This demonstrates that global advertising can simultaneously function as a channel for cultural diffusion and a platform for cultural promotion, depending on the nature of its implementation.

Furthermore, the findings revealed that cultural sustainability in Nigeria depends significantly on the effectiveness of regulatory institutions, audience agency, and local content promotion policies. Regulatory bodies such as the Advertising Regulatory Council of Nigeria (ARCON) were found to play an important role in ensuring that advertising content reflects Nigerian cultural values and minimises excessive cultural foreignization (Oladokun, 2023). Similarly, the study found that Nigerian audiences actively negotiate and reinterpret advertising messages according to local cultural realities, thereby resisting total cultural homogenization (Jamal & Khan, 2024). These processes of audience negotiation and regulatory intervention contribute to the preservation of indigenous cultural identity within an increasingly globalised advertising environment. The findings also indicated that cultural sustainability requires a balanced relationship between globalisation and indigenous cultural protection. While global advertising creates economic opportunities for media development, creative industries, and digital innovation, excessive dependence on foreign advertising models may weaken local cultural autonomy and indigenous communication systems (Akinpelu, 2021). The study found that sustainable cultural development in Nigeria depends on strengthening local advertising production, promoting indigenous languages and symbols, encouraging ethical advertising practices, and supporting culturally responsive media policies capable of preserving Nigeria's rich cultural diversity. Overall, the findings concluded that global advertising has both positive and negative implications for cultural preservation and cultural sustainability in Nigeria. On one hand, global advertising contributes to cultural transformation, consumerism, and the spread of foreign cultural values that may threaten indigenous cultural continuity. On the other hand, culturally adapted advertising practices and local content integration provide opportunities for promoting Nigerian cultural identity within global communication networks. Consequently, the relationship between global advertising and cultural sustainability in Nigeria remains complex, dynamic, and continuously shaped by the interaction between globalisation, audience agency, regulatory intervention, and indigenous cultural resilience.

DISCUSSION

The findings of this study revealed that global advertising practices in Nigeria operate through a hybrid interaction between global commercial standardisation and local cultural adaptation. This finding is consistent with the study of De Mooij (2021), who argued that multinational corporations increasingly combine global brand identity with local cultural elements in order to improve audience acceptance and communication effectiveness across culturally diverse societies. Similarly, Roudometof (2023) observed that contemporary global advertising no longer relies entirely on standardised messages but adopts glocalisation strategies that integrate indigenous cultural symbols, languages, and social realities into advertising campaigns. The present study supports these arguments by demonstrating that multinational advertisers in Nigeria increasingly utilise indigenous languages, Afrobeats music, Nigerian celebrities, and culturally familiar narratives to localise global brands within the Nigerian cultural environment. The findings also agree with Ayokunmi et al. (2025), who found that music and local cultural expressions have become important tools for enhancing emotional connection between brands and consumers in Nigeria. Likewise, Ogorchukwu and Isibor (2024) established that the use of Nigerian celebrities and influencers contributes significantly to the localisation and

legitimacy of multinational advertising campaigns. The present study confirms these observations by showing that global advertisers strategically incorporate local cultural identities to strengthen consumer trust and audience relatability. However, while these previous studies mainly emphasised the commercial effectiveness of localisation strategies, the current study extends the discussion by revealing that beneath such cultural adaptation lies the continued promotion of Western-oriented consumer ideologies and capitalist lifestyles. This finding aligns with Amin (2024), who argued that global advertising contributes to cultural homogenisation through the spread of foreign consumer values despite superficial cultural localisation.

The study further revealed that global advertising significantly influences Nigerian cultural values and identity through the promotion of consumerism, materialism, cosmopolitan lifestyles, and Western beauty ideals. This finding is similar to the position of Bettache (2025), who maintained that advertising functions as a cultural institution capable of shaping aspirations, identity formation, and perceptions of social success. The finding also corresponds with Okditazeini et al. (2025), who observed that modern advertising increasingly encourages audiences to define success and prestige through material acquisition and consumption patterns. In the same vein, Bibi et al. (2024) and Hussain (2021) found that global advertising promotes Eurocentric beauty standards and foreign aesthetic ideals that influence local perceptions of beauty and gender identity. The present study supports these arguments by revealing that exposure to global advertising contributes to body image anxieties, skin-lightening practices, and the growing valorisation of Western fashion and lifestyle standards among some Nigerian audiences. However, unlike earlier cultural imperialism studies that largely portray audiences as passive victims of foreign media influence, the current study found that Nigerian audiences actively negotiate, reinterpret, and selectively appropriate advertising messages according to local cultural realities. This finding is consistent with Jamal and Khan (2024), who argued that audiences in non-Western societies critically interpret global advertising rather than accepting it unconditionally. Similarly, McQuail (2010) emphasised that audiences possess interpretive agency and actively construct meanings based on social and cultural contexts. The present study differs from traditional cultural imperialism perspectives by demonstrating that Nigerian consumers combine elements of global consumer culture with indigenous traditions, thereby producing hybrid cultural identities rather than experiencing total cultural replacement.

The findings of this study also revealed that audience resistance plays a significant role in shaping advertising practices in Nigeria. This finding aligns with Okonkwo et al. (2023), who found that consumers are more receptive to advertising messages that reflect familiar cultural values and local experiences. Similarly, De Mooij (2021) argued that culturally insensitive advertising often generates resistance in culturally diverse societies. The current study extends these arguments by demonstrating that resistance among Nigerian audiences has compelled multinational advertisers to adopt glocalisation strategies to minimise cultural rejection and improve market acceptance. Additionally, the study established that digital media technologies have intensified the penetration and influence of global advertising within Nigeria. This finding corresponds with Omojevwe and Guanah (2025), who observed that social media platforms such as Instagram, TikTok, Facebook, YouTube, and X have become dominant channels for advertising dissemination in Nigeria. Likewise, Butler (2021) found that digitally connected youths are more exposed

to market-driven identities and global consumer culture. The present study agrees with these findings by showing that digital advertising and influencer marketing have increased the frequency, accessibility, and personalisation of global advertising exposure, especially among younger demographics. However, the current study differs slightly by emphasising that digital media also creates opportunities for audience resistance, parody, criticism, and reinterpretation of advertising messages through interactive online participation.

The findings equally revealed that regulatory institutions such as the Advertising Regulatory Council of Nigeria (ARCON) play a moderating role in controlling culturally insensitive advertising practices and promoting local cultural representation. This finding supports the work of Akoja and Odu (2025), who argued that ARCON's policies on local content contribute to sustainable cultural development within Nigeria's advertising industry. Similarly, Opeyemi and Babatunde (2024) found that the promotion of local content policies strengthens indigenous participation and cultural visibility within Nigerian advertising. The current study agrees with these scholars by demonstrating that regulatory institutions encourage the use of Nigerian languages, local talents, and culturally sensitive advertising practices. However, the study also differs by highlighting the growing limitations of regulatory control in the digital era, where transnational advertising content circulates rapidly through social media platforms beyond the full jurisdiction of local regulators. Furthermore, the findings revealed that global advertising presents both opportunities and challenges for cultural preservation and sustainability in Nigeria. This finding is consistent with Akinpelu (2021), who argued that globalisation simultaneously creates opportunities for technological and creative development while also threatening indigenous cultural autonomy. Similarly, Faidi (2024) observed that Nigeria's creative industries are increasingly gaining international visibility through global media and advertising networks. The present study supports these perspectives by showing that culturally adapted advertising campaigns can promote Nigerian music, fashion, language, and entertainment culture within global communication spaces. Nevertheless, the study differs from overly optimistic globalisation perspectives by emphasising that excessive dependence on foreign advertising models may weaken indigenous value systems and contribute to cultural erosion.

Overall, the findings of this study demonstrate both convergence and divergence with existing scholarship on global advertising and culture. Similar to previous studies, the research confirms that global advertising exerts strong cultural influence through consumerism, digital media expansion, and the promotion of global lifestyles. However, the study contributes a more balanced perspective by showing that global advertising in Nigeria is not solely a process of cultural domination but also a site of cultural negotiation, adaptation, hybridity, and audience agency. Consequently, the study advances existing literature by demonstrating that the relationship between global advertising and Nigerian local culture remains dynamic, contested, and continuously shaped by the interaction between globalisation, audience interpretation, regulatory intervention, and indigenous cultural resilience.

CONCLUSION

This study examined the trends of global advertising and their influence on local cultures in Nigeria within the context of increasing globalisation and digital media expansion. The findings demonstrate that global advertising operates through a dynamic

interaction between global commercial standardisation and local cultural adaptation, with multinational corporations increasingly employing glocalisation strategies by integrating indigenous languages, Nigerian music, celebrities, and culturally familiar narratives while simultaneously promoting consumerism, Western beauty ideals, cosmopolitan lifestyles, and materialistic aspirations that influence cultural values and identity formation. The study further established that Nigerian audiences are active participants who negotiate, reinterpret, and resist advertising messages in ways that produce hybrid cultural identities, while the Advertising Regulatory Council of Nigeria (ARCON) plays an important, albeit increasingly challenged, role in moderating culturally insensitive advertising within an evolving digital media environment. These findings address the study objectives by demonstrating that the relationship between global advertising and Nigerian local cultures is neither one of absolute cultural domination nor complete cultural autonomy but a continuous process of cultural negotiation mediated by audience agency, regulatory intervention, and digital platform dynamics. Theoretically, the study advances Cultural Imperialism Theory by demonstrating that contemporary global advertising is better understood through the combined lenses of cultural influence, audience agency, glocalisation, and platform-mediated communication, thereby contributing to broader debates in postcolonial media studies and global advertising scholarship. Practically, the findings underscore the need for advertisers to adopt culturally responsive communication strategies, for policymakers and regulators to strengthen governance of cross-border digital advertising, and for greater promotion of indigenous cultural content within Nigeria's advertising ecosystem. Notwithstanding these contributions, the study is limited by its reliance on secondary literature, which precludes direct empirical validation of audience experiences and limits the generalisability of the findings to rapidly evolving digital advertising environments. Future research should therefore adopt mixed-method designs that combine large-scale surveys, in-depth interviews, and digital ethnography to examine audience engagement with global advertising across diverse Nigerian demographic groups. Further studies should also employ computational social network and content analyses to investigate algorithmic advertising, influencer networks, and platform-driven cultural diffusion on digital media, while longitudinal field studies are recommended to examine how sustained exposure to global advertising shapes cultural identity, consumer behaviour, and regulatory effectiveness over time across Nigeria's diverse socio-cultural contexts.

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