

Glocal Advertising: Examining The Interplay of Culture and Subscribers' Perception of Telecoms' Television Commercial in South-West, Nigeria

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Abstract

The neglect of cultural values and dictates of varied domestic consumers in global campaigns of global companies has remained an issue of research concerns. Several researches have affirmed that the consistent and perhaps deliberate oversight in the adoption of cultural elements in global commercials had altered consumers' perception of brands and have subsequently affected their patronage. One particular study had blamed this on the distorted image of Nigeria by foreign media, which make it difficult for the multinationals to understand the true society and culture of Nigeria, its people, emerging social and consumption trends and technologies. Such lack of knowledge has further discourage prospective foreign investors in designing appropriate communication strategy for successfully marketing and selling of their products/services in Nigeria through their failure to adapt to social preferences, reveal cultural values and reflect the era people live in (glocal strategy). The study adopted mixed method design and covered three selected South Western States in Nigeria. A sample of 1,040 subscribers were proportionately distributed amongst the selected states while two each of the advertisements of the selected telecom providers – MTN, Airtel, Glo and 9Mobile were also content analyzed. The study showed that subscribers had positive attitudinal disposition towards adoption of cultural elements in telecoms television advertisements ($M = 4.04$); and that glocal advertising had a significant influence on effectiveness of telecommunications television advertisements ($F_{(2, 777)} = 141.342, R^2 = 0.267, p < 0.05$).



The study concluded that glocalized advertising enhance and improve subscribers' actual subscription to telecommunications services and recommended that telecoms companies should move to improve subscribers' perception of their glocal advertising strategies for improved subscription.

Keywords: Glocal advertising, Culture, Consumers' perception, Glocalization, Television Commercials, Telecommunications

Introduction

The issues of globalization especially those concerning global advertisements have long been at the very center of research interest (Kotler & Armstrong, 2013). Despite the attendant import of globalization by its proponents to include: minimizing confusion among buyers who travel frequently; availing the multinational corporations to maintain a consistent image and identity throughout the world; affording the multinational companies to develop a single, coordinated advertising campaign across different markets which subsequently result in considerable savings in media costs and advertising illustrative materials among others, several other scholars including Emmanuel (2015); Kobayashi (2012); and Lee (2005) have challenged the globalization paradigm throwing their weight heavily on the localized strategies (localization) - a marketing strategy for a specific region according to its cultural, regional and national uniqueness. However, some multinational enterprises apply hybrid strategies, commonly referred to as glocalization – (combining the globalization and localization strategies) - emphasizing on the fact that globalization of a product will succeed when the product or service is adapted specifically to a region.

Anyone interested in debates about globalization finds, a wide range of positions on several issues, and this is not

surprising given the complexity of this phenomenon. In fact, some scholars, Dominic (1995), Friedman (2004) and Frith (2000) believe that the globalization process dates back to the 15th century, when Europeans began to colonize the world; while others such as Pollifroni (2006) think it belongs to the second part of the twentieth century. Some view it as a “done deal”, whereas for others it is a “work in progress” (Block, 2004). What is more, it is sometimes thought of as a positive process that leads to progress, and sometimes as a negative phenomenon that takes away authenticity and compromises cultural integrity. Some, such as Levitt (2000) and Hollensien (2011) put it clearly that globalization is merely an extension of American (or more generally Western) imperialism, while others such as Farrag and Hassan (2011) think of it in more egalitarian terms.

In the past few years, government readiness and enthusiasm towards extensive structural reforms, macroeconomic stability and economic revival made Nigeria a prospective country for foreign investment. However, Nigeria still suffers an image problem, being a nation of unbridled corrupt practice which has been further aggravated by foreign media depicting it as a society where religious extremism, oppression of women and children, political turmoil, mass illiteracy, high conservatism, hatred towards the West, and the likes reign (Alam, 2005). This



distorted image not only discourage foreign investments in Nigeria, it also make it difficult for the international marketers to understand the true society and culture of Nigeria, its people, emerging social and consumption trends and technologies. Such lack of knowledge may further discourage prospective foreign investors designing appropriate communication strategy for successfully marketing and selling of their products/services in Nigeria. Therefore, there is an information gap that needs to be filled.

In Nigeria, the major telecommunications firms (MTN, Airtel, 9Mobile and Glo) are majorly multinationals except for Glo that is wholly owned by a Nigerian, have according to Nnorom (2012) often deployed global advertising strategies where campaigns are developed for their home (foreign) market but adapted for the Nigeria market by few local agencies who act as localization specialists thereby advancing the spread of cultural imperialism. Interestingly, the creative work for the adaptation is carried out by these few local agencies, Ijabadeniyi, Govender and Veerasamy (2015) argue that they hardly fits into Nigeria's cultural linings in terms of: language, characters, clothing/dressing, setting, music among other cultural values. The homogenization dream inherent in the quests for globalisation therefore, has become a serious threat to the strategies for global advertising. Beyond this sentiment of cultural imperialism, studies such as (Frith, 2007; Negm, 2016 & Yankuzo, 2013) have also established that the underscore of cultural values of target markets in planning advertising strategies has altered subscribers' perception of the telecommunications services,

subsequently having a negative turnout on their performances.

In a romantic fashion, through global advertising which permeates the use of foreign models (characters), settings, language, dressing, even signs and symbols, people cultural values have been gradually eroded as most advertisements that majority of Nigerians are exposed to in recent times both on terrestrial and digital television are laced with alien cultural values in their contents. There is another gap to be filled in this area of cultural imperialism, which glocalization assumes to address.

Against this background is the need to examine the interplay of Culture and Consumers' Perception in Television Commercial of Telecoms in Nigeria. To advance this, the study examined the knowledge and perception of subscribers in the South West Nigeria on the adoption of Yoruba cultural elements in television commercials by the telecommunication companies.

Research Objective

To examine the extent to which the perception of interplay of cultural elements in glocalised advertising influence subscribers' subscription to telecommunications services.

Research Questions

1. To what extent have subscribers' perceptions of glocal advertising influenced their intention to subscribe to telecommunications services?
2. To what extent have subscribers' perceptions of telecommunications glocal advertising influenced their actual



subscription to telecommunications services?

Review literature

Culture

The purpose of advertising is to create awareness and persuade targets to make revenues from satisfying human wants and needs. Every advertising messages are not loose,; they are majorly targeted at a defined audience who are usually characterized by cultural differences. To successfully persuade these consumers with diverse cultural affinities, an understanding of their culture is necessary (Gillespie, M. & Farrag, D., 2004). Culture as a universal concept is complex to define. As Bassey (2006) observes, culture is the accumulated growth of man's power over nature, materialized in the instruments and practice of labour and in the medium of signs, thought, knowledge and language through which it is passed on from generation to generation as man's second nature. It is, in the views of Kluckhorn and Kelly as quoted in Tejuoso (2015), as all historically created designs for living; implicit, explicit and non-explicit, that may exist as a potential guide for the behaviour of men. Culture therefore is dynamic, man-created and transferable; but it does not just mean values and personality; rather, the great corpus of techniques, knowledge, models of social organizations, ideas, and aspirations specific to a society, which is handed down and learned in each generation and enables a particular form of social life to take place. Culture is necessary to establish an order and discipline in the society. It is not only a means of communication between people, but also a feeling of belonging and

togetherness among people in the society (Karthi, 2010). Every society has set down norms or values to guide, educate and socialize people into their different roles as a measure for preserving their values. This knowledge, attitude, values, occupational skills, and many more reflect the culture of a people.

Culture as a broad sociological concept therefore, assumes a discordant interpretation as it has been used in a number of different ways both by sociologists and in everyday conversation (Haralambos & Holborn, 2008). However, all the ways in which it has been used above implicitly or explicitly contrast culture with nature as all the things humans produce or do are assumed cultural whereas the things that exist or occur without human intervention are considered part of the natural world.

Another definition often adopted by sociologists to connote 'culture' which also has an overbearing relevance to this study was a derivative of the work of Claude Levi-Strauss, which sees culture as 'a social practice where communication is the central activity' just as advertising itself, is communication. This communication can take many forms which could be verbal in the form of language, but principally takes the forms of the signs and symbols which create shared meanings. Implied from this point of view is that, culture is a set of signifying practices – an illustration of which could be the way authority is symbolized. All these produce meaning according to the structure by which they are arranged. These symbolic forms, which can be any cultural artifact, are seen as texts which can be read or 'decoded' as it emphasizes semiotic interconnection in the communication between signifier,



signified and the sign. This sign can be anything – clothes, settings, music, language, social values among others. These signs are said to denote in representing particular cultural values, they also connote by engendering particular feelings. This is the structuralist approach where the focus contrary to the culturalist, is on the analysis of the production of meaning. Without much ado, culture remains a viable part of the various elements of the advertising campaign and creative strategies.

Cultural elements and values

Contextually, culture here, is admitted as the symbols, language, beliefs, values and artifacts that are part of any society. As suggested in this definition, there are two basic components of culture: ideas and symbols on one hand (non-material culture) and artifacts (material culture) on the other (Brettel & Sargent, 2009). The former (non-material culture) comprises of the values, beliefs, symbols and language that define a society. Every culture is synonymous with symbols or things that stand for something else which often evoke various reactions and emotions. Some symbols, as observed in Axtell (1998) cited in Brettel *et al*, (2009) are actually types of nonverbal communication, while others are in fact material objects. Whichever it is, as the symbolic interactionism perspective argued, shared symbols make social interaction possible (Haralambos *et al*, 2008). The non-verbal symbols are mostly in form of gestures such as hand-shakes, or the movement of other parts of the body that are meant to convey certain ideas or emotions.

Language on its own strength is perhaps one most important symbolic elements of culture is language. It is crucial to communication and thus to any society's culture. Generations learn language from their respective cultures just as they learn about shaking hands, about gestures and other significance of the flag and other symbols as earlier enunciated. In one of the studies which hypothesized the extent to which language influences people's thinking and perception of mass media advertising, Miles (2008) argues that people cannot easily understand concepts and objects unless their language contains words from these items. Language, therefore, influences audience perception of advertising messages. However, cultures differ widely in their norms, or standards and expectations for behaviours. Norms generally refers to the expected standards of behaviour considered the most acceptable which are shared in any society. As an element of culture, it deals with shaping of behaviour, attitude and actions of individuals in the society - an extension of values which are abstract ideals. Many norms differ dramatically from one culture to the other. An evidence for cultural variation in norms according to Edgerton (1996) shows that while some society frowns on homosexuality, others accept it, an attestation to such fact that what is obtainable in one society is not in the other. Customs on the other hand comprise of customary rules and norms handed from the past. It reflects in religion, food, dressing, characters, ornaments among others.

Different cultural groups think, feel and act differently. There are no scientific standards for considering one group as intrinsically superior or inferior to another. Culture is considered to be the



tradition of the people and is transmitted from generation to generation. On a general note, Nigerians especially the South-Western parts which is predominantly Yoruba are considered to be rich in terms of culture and tradition (Akintoye, 2010 & Babatunde, 2002). The South-West traditional society is culturally endowed in all spheres of the societal structures which are guided by social values which seem to be the bedrock of their culture. These social values cover every range of values such as religion, economy, politics and morals.

The core values of the Yorubas are respect, sacrifice, authority, justice, communality, integrity and honesty, hardwork, success, family life, loyalty and prestige among others. However, some of the values are implicitly and explicitly reflected through the adoption of certain material cultural objects/elements – dressing, language, settings, and characters and so on, among the South-Western people to depict some of their cultural values. For instance, dressing and settings could sometimes reflect power and authority (Akintoye, 2010). This study would critically adopt some of these material cultural objects as basis of analysis of the cultural values in the telecommunications television commercials.

Culture and advertising

There exists a palpable relationship between advertising and the culture of the society where it is practiced (Osunbiyi, 2012). While advertising increasingly mirrors the culture of the environment where it is exposed, culture is affected positively or negatively by the advertising it is exposed to. There is a reason, indeed

a necessity, for advertising to reflect the culture of its target environment. Advertising needs to identify with the lifestyles, aspirations, and motivations of its target audience in order to make the audience identify with the advertised products. Individuals are generally reluctant to identify with or accept strange propositions (Osunbiyi, 2009). As a result, if advertisements embody completely alien concepts, such advertisements would be alienated from the audience because they would make little or no meaning out of such advertisements and most naturally, they would not be persuaded by them.

On the other hand, advertising has proved to be a veritable tool of acculturation. Culture is not a static phenomenon; instead, it evolves and develops through contact with and adaptation to elements of other cultures. The mass media in general and advertising in particular (Keghku, 2006), are some of the institutions and processes that facilitate such cultural contact and adaptation.

International marketing – the selling of products or services developed and produced in one country in several other countries across the world, has brought with it global advertising. Many of the advertisements produced for international brands employ concepts (character, settings, language, and dressing among others) which reflect the culture of the originating country or the country of major marketing focus. When such advertisements are exposed to other countries, they become avenues for diffusion of culture. By this same process, the mass media and advertising in particular have become purveyors of an emerging global culture, a product of globalization, whereby people of the



world are expressing a largely homogenized society. Advertising incidentally has been accused of debasing the culture as well as reinforcing stereotypes of the society where they are exposed (Osunbiyi, 2012). This is because the concepts and execution of some advertisements reflect elements - behaviour, dress-codes, music and dance styles among others which are contrary to the prevailing culture of the people just as other advertisements encourage acceptance and deference to prevailing stereotypes. In a not-to-long advertisement with the theme; “*Mama, na boy!*” a leading telecommunications company in Nigeria, unwittingly extolled the male-child preference, a stereotype in many societies, including Nigeria. Some advertisements have the capacity of undermining or challenging established cultures and this could be repulsive to the people’s sensibilities. On the other hand, the tendency could also produce savoury benefits, for instance, where an advertisement succeeds in upturning socially reprehensible cultures and stereotypes.

It seems on the whole, that advertising would refrain from hurting the sensibilities of the target audience by employing concepts and executions that offend their culture. To do otherwise would be injurious to the objective and self-interest of the advertiser which is to make the advertised products consistent with the aspirations, tastes and preferences of the target audience. Advertising is not essentially concerned with changing the prospects belief systems, rather, it accepts and reflect society as it is and merely reinforces the existing beliefs and practices. Consistent with the theory of selective perception and retention, consumers, as targets or

recipients of (advertising) communication are more inclined to listen to and retain (hopefully respond to) messages they want to hear or are already used to, rather than anything on the contrary. Accordingly, rather than actively debase culture; advertising seeks to identify with popular or emerging cultures, regardless of the ethical foundations of such cultures.

Consumers are different in each country. These differences arise from discrepancies in spending, values, attitudes and tastes among cultures (Usunier, 2000). Cultural values have long been recognized in the marketing literature as a strong influence on consumer motivation, lifestyle and product choices. Indeed, cultural values are often expressed through consumption behavior (Tse and Wong, 1988). Cultural influences what is purchased as well as why, how, when, where and by whom a product is purchased (Hetsroni, 2000). Therefore, it can be assumed as observed by Jain (1989) that “culture impacts every aspects of marketing strategy” (p.19).

The advertiser and their agencies that do not understand foreign cultures, or is insensitive to the differences that distinguish each nation, might fail on the global market. Cultural factors such as peoples’ traditions, customs, beliefs and attitudes are affecting their needs and wants and how they are satisfied. Therefore, advertising like every other communication activity should take place within a specific cultural context. The influence of culture may be informal and yet powerful enough to affect the buyer’s choice of goods and his world (Hollensen, 2010). Culture manifests in different ways. It could be through codes, signs, gestures, facial expressions, dressing, food, choice of words and language, and



the environment projected in the setting, some of which shall be the basis for our analyses of the four major Nigerian telecommunications television advertisements which are the bedrock for this study.

Arguably, culture affects advertising on two levels. First, at the level of conception and creation of the advertisements, and secondly at the level of consumer and his purchase of the advertised product (Nwagbara, 2002). All advertisements placed in the media are designed for a segment of the population with no one person as the target. This segment or segments is/are usually a culture or subculture in the society. This guides the advertiser to design the message and select the models that will meet the value, taste and lifestyle of the target audience. The consumer on the other hand, responds to the message primarily because he belongs to that culture or subculture which the advertisement appeals to. The pressure to conform in group situations therefore, can have a powerful impact on social behaviour and by extension, on the success of the advertising campaign.

Global advertising as cultural imperialism

As observes by Tejuoso (2019), globalization has become a reality, not only in the movement of goods and raw materials, but in the production and transfer of professional services across international borders. Baran (2004) states that as media and national economies have globalized, advertising has adapted. As Shannon (1998) clearly points out, globalization will become the norm for mega-brand accounts, in terms of their alignment internationally among the

major networks and the way they are centrally directed and managed across a region or the world in general.

The messages of transnational corporations are penetrating into the hearts of people in the Third World. New communication technologies such as computerization of marketing and satellite transmission are likely to speed up these trends. As Stiglitz (2002) observes, the market share of American transnational advertising agencies had experienced a fivefold increase in the amount of overseas business during the last thirty years. Nigeria which allowed direct investment of transnational advertising agencies is also likely to be influenced by transnational advertising.

What is implicit in this new development however, is the role of transnational advertising and its impact on local people and culture. A series of studies on transnational advertising in the Third World show that it transforms local people's life styles and consumption patterns (Janus, 2001, Mattelart, 2003 & Stiglitz, 2002). From these studies, it is evident that transnational advertising somehow affects people's lives and culture.

The pace of internationalization has accelerated because of advances in distribution technology and new economic imperatives. McQuail (2005) opines that the mass media (where advertising belongs) are affected like everything else, by the general phenomenon of globalization. They are in a special position themselves as both an object and an agent of the globalization process. The recent phase of the "communications revolution which Chalaby (2003) asserts, has been marked by a new phenomenon of media



concentration, both transnational and multimedia, leading to the world media industry being increasingly dominated by a small number of very large advertising firms. Hills (2002) says an important component of international mass communication is advertising; linked to the globalization of many product markets and reflecting the international character of many advertising agencies and the dominance of the market by a small number of firms. The same advertising messages appear in different countries (standardization), and there is also an indirect internationalizing impact on the media that carry the advertising. One of the forces promoting globalization has been the vast expansion and the privatization of telecommunications infrastructures and businesses.

Theoretical framework

The perception theory

The study is predicated on perception theory. Perception theory assumes that mass communicators want audiences to pay attention to their messages, learn the contents of the messages, and make appropriate changes in attitudes or beliefs, or produce the desired behavioural responses. Perception is the “complex processes by which people select, organize, and interpret sensory stimulation into a meaningful and coherent picture of the world”. Similarly, Benneth, Hoffman and Prakash (1989) also observe that “perception is notably active, and involves learning updating perspectives while simultaneously interacting with the observed” (p.24).

The thrust of the theory hinged around the fact that individuals have the power to

select what they want to be exposed to and that they also reserve the right to determine which among those information exposed to that they want to pay attention about. Subsequently, this shapes their perception of issues concerning information they choose to pay attention to and invariably those they want to retain especially those ones that is in congruent with their expectation and tastes. Since the major assumptions of mass communicators (in this case, the advertisers), is for the target audience to be exposed and pay attention to the commercial messages about their products, digest the contents and be able to recall them. This, they expect would generate appropriate desired behavioural responses from such audiences. Thus, it is in congruent to the study especially as the objective is to examine the extent to which the perceived interplay of cultural elements in glocalized advertising influences subscribers’ intention to subscribe to telecommunications services.

Research methodology

The study adopted survey research design. Survey enable the researcher to generate quantitative data from the respondents (who are also subscribers) to analyze and establish the relationship between the use of cultural elements in telecommunications television advertisements and the effect of such commercials on subscribers’ intention to subscribe to telecommunications service. The population of the study comprised subscribers in Lagos, Oyo, and Ekiti states in South West Nigeria totaling 3,611,400 from which a sample of 800 telecom subscribers who participated in the study were determined using the Krejcie &



Morgan formula. Multistage sampling technique was used. Firstly, one local government area was chosen from each senatorial district across the states using ballot (fish-bowl) technique. With each state having three (3) senatorial districts respectively, nine (9) local governments with a total of 3,611,400 subscribers were selected for the research. Each of the nine Local Government Areas (LGAs) was broken down using purposive sampling. At the second stage, major streets (in terms of size and commercial activities) in each ward were purposive selected. Thereafter, the streets were divided into ten (10) households with subscribers selected systematically in every tenth house on both sides in each street. The

criteria for purposive selection include tertiary education, ethnicity as Yoruba, exposure to telecoms television advertisements and possession of GSM service. The study adopted structured questionnaire to gather data from the respondents. The instrument was tested for reliability using the internal consistency approach. The Cronbach's Alpha correlation coefficient was assessed using the Statistical Package for Social Sciences (SPSS) software version 23. Based on the 0.70 benchmark, the test results indicated that the instrument utilized for evaluation was very dependable. This shows the research instrument is highly reliable as presented in table 1 below:

Table 1 Reliability Test Results

S/N	Variables	Cronbach's Alpha Coefficients
1	Glocal Advertising	0.716
2	Actual Subscription to Telecommunications Services	0.801

Source: SPSS Output Result (2022)

From Table 1, the instrument was considered reliable because, the Cronbach alpha values of its scales were above 0.7 or 70%. The Cronbach alpha results range from 0.716 to 0.801.

Data analysis and interpretation

Eight hundred (800) copies of the questionnaire were distributed; 97.5% return rate was recorded with retrieval and validation of seven hundred and eighty two (780) copies of the questionnaire.



Answer to research questions

Table 2 Actual Subscription to Telecommunications Services

Items	SA F (%)	A F (%)	D F (%)	SD F (%)	U F (%)	\bar{x}	SD
I subscribe to my telecommunications company’s data plan due to the use of cultural elements in their advertisements	359 (46)	255 (32.7)	63 (8.1)	40 (5.1)	63 (8.1)	4.03	1.21
The adoption of cultural elements in telecommunications television advertisements make me subscribe to a call plan(s) of my telecommunications company	230 (29.5)	322 (41.3)	116 (14.9)	47 (6.0)	65 (8.3)	3.78	1.18
Due to the use of cultural elements, I subscribe to monthly packages of my telecommunications company	250 (32.1)	275 (35.3)	117 (15)	71 (9.1)	67 (8.6)	3.73	1.24
I subscribe to SMS plan(s) of my telecommunications company because of the use of cultural elements in their advertisements	186 (23.8)	262 (33.6)	183 (23.5)	66 (8.5)	83 (10.6)	3.52	1.24
I subscribe to weekly packages of my telecommunications company due to the use of cultural elements in their advertisements	151 (19.4)	225 (28.8)	194 (24.9)	110 (14.1)	100 (12.8)	3.28	1.28
I subscribe to daily packages of my telecommunications company due to the use of cultural elements in their advertisements	141 (18.1)	229 (29.4)	213 (27.3)	94 (12.1)	103 (13.2)	3.27	1.26
Average Weighted Mean						3.60	1.24

KEY: SA=Strongly Agree, A=Agree, D=Disagree, SD=Strongly Disagree, ***Decision Rule if mean is ≤ 1.49 Undecided; 1.5 to 2.49 = Strongly Disagree; 2.5 to 3.49 =Disagree; 3.5 to 4.49= Agree; 4.5 to 5= Strongly Agree

Table 2 shows that respondents due to their exposure to the adoption of cultural elements in telecommunications television advertisements, generally agreed they subscribed to their telecommunications services ($\bar{x} = 3.60$). Participants agreed they subscribed to their telecommunications companies’: data plan ($\bar{x} = 4.03$), call plans ($\bar{x} = 3.78$), monthly packages ($\bar{x} = 3.73$), and SMS

plans ($\bar{x} = 3.52$). However, participants disagreed they subscribed to weekly packages ($\bar{x} = 3.28$) and daily packages ($\bar{x} = 3.27$).

H₁: Subscribers’ perception of the cultural elements of telecommunications glocal advertising significantly influences their intended and actual subscription to telecommunications services.



Table 3 ANOVA & Model Summary Testing Significant Influence of Subscribers’ Perception of the cultural elements of telecommunications glocal advertising on the intended and actual subscription to Telecommunications services

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7415.725	1	7415.725	76.581	0.000^b
	Residual	75337.391	778	96.835		
	Total	82753.116	779			
2	Regression	22075.429	2	11037.715	141.342	0.000^c
	Residual	60677.686	777	78.092		
	Total	82753.116	779			

Model 1:

R = 0.299

R Square = 0.090

Adjusted R Square = 0.088

Model 2:

R = 0.516

R Square = 0.267

Adjusted R Square = 0.265

Table 3 shows the ANOVA and model summary computations in relation to the test of significant influence of subscribers’ perception of the cultural

elements of telecommunications glocal advertising on the intended and actual subscription to Telecommunications services.

Table 4 Stepwise Regression Testing the Significant Influence of Subscribers’ Perception of the cultural elements of telecommunications glocal advertising on the intended and actual subscription to Telecommunications services.

Model	Construct	B	R	T	Sig.
1	(Constant)	21.626		10.633	0.000
	Glocalization of Advertising Strategies	0.693	0.299	8.751	0.000
2	(Constant)	9.984		4.956	0.000
	Glocalization of Advertising Strategies	-0.149	-0.064	-1.581	0.114
	Perception	0.312	0.556	13.701	0.000

Dependent Variable: Intended and Actual Subscription to Telecommunications Services

The findings of hypothesis 1 testing as revealed in Tables 3 and Table 4 showed that subscribers’ perceptions significantly influenced the association between glocalization of advertising strategies and subscribers’ subscription to telecommunication services ($p < 0.05$).

Although, findings from the first model showed that glocal advertising strategy adopted in telecommunications television advertisements influenced subscribers’ rating of the effectiveness of telecommunications television advertisements with $R^2 = 0.090$; which



subsequently may be responsible for the positive attitudinal disposition towards their preferred telecommunication brands. However, the introduction of perception as revealed in the findings showed an improved influence in subscribers actual subscription to telecommunications services with 17.7% R square change with the new $R^2 = 0.267$. Hence, the hypothesis that subscribers' perception significantly influences the association between globalization of advertising strategies and subscribers' subscription to telecommunication services was accepted. This finding also was buttressed by responses obtained from in-depth interview that the use of cultural elements made the telecommunications television advertisements effective. The finding of this study therefore agrees with the findings of Dubey and Patel (2004); Gregory and Munch (1997); Singh and Baack (2004); Vinod and Sharma (2009); and Zhang and Gelb (1996) where they assert that advertisements that employ local cultural cues, that is an adaptive communication strategy, elicit considerably greater positive attitudes than those that do not, but contrasts the findings of Rishante (2014) which showed that there was no significant effect of television advertisement of mobile telecommunication networks on viewer's choice preference.

Influence of subscribers' perceptions of glocal advertising on their intention to subscribe and actual subscription to telecommunication services?

In this study, the rating of the effectiveness of telecommunications television advertisements was measured with two dimensions: intention to subscribe and actual subscription to

telecommunications services. From analysis of data in Table 2, which represents one side of the effectiveness paradigm, findings revealed that subscribers agreed that they had the intention to subscribe to telecommunications services following their perceptions of glocal advertising strategy adopted by the telecommunication operators. Although, the intention as revealed by the findings is not universal to all their products, as the study showed that subscribers agreed they were thinking about subscribing to their telecommunications services provider's data plan, monthly packages, and call plans of their telecommunications company (mean = 3.50; SD = 1.24). However, subscribers disagreed about their proposal to subscribe to products such as SMS plan, daily and weekly packages of their telecommunications company with an average mean of 3.25, SD = 1.23; 3.29, SD = 1.26 and 3.25, SD = 1.28 respectively. These imply that subscribers intended to subscribe to their telecommunications company's data plan, monthly packages, and to a call plan of their telecommunications company only and not to their SMS plans, daily packages and weekly packages.

The influence of subscribers' perception of glocal advertising on actual subscription constitutes the second dimension of the effectiveness of advertisements rating. Findings from Table 4.0b, shows that subscribers generally agreed that their perception of glocal advertising actually influenced their actual subscription to their telecommunications services with average weighted mean of 3.60; SD = 1.24. As further revealed in the study's findings, the subscribers disagreed the fact that perception of glocal advertising



actually influenced their actual subscription to weekly and daily subscriptions to telecommunications services/products with a mean of 3.28; SD = 1.28 and 3.27; SD = 1.26 respectively.

Conclusion and recommendations

The study concluded that glocalization enhanced and improved positive perceptions and attitudes of the target markets (subscribers) to telecommunications services in South West Nigeria. The study reliably assumed that there is a positive relationship between glocal advertising and improved influence in subscribers' actual subscription to telecommunications services. The high level of subscribers' awareness about the cultural elements and the conformity with their cultural instincts could be said to be responsible for positive disposition and to subscriptions. These conclusions of this study align with previous research on glocalization and its impact on consumer perceptions and behaviors in the telecommunications industry. For instance, a study by Li, Wang, and Yang (2018) found that culturally relevant advertising increased consumers' brand evaluations and purchase intentions. Also, the importance of tailoring advertising strategies to specific cultural contexts have been highlighted in studies such as the one conducted by Okazaki, Taylor, and Doherty (2018). These studies emphasize the need to consider regional or local cultural factors to effectively engage consumers and drive subscription behavior in specific markets.

It therefore recommended that the telecommunications companies should move to improve subscribers' perception of their glocal advertising strategies for improved subscribers' subscription. Similarly, the advertising agencies should ensure improved adoption of cultural elements being the focus of this study, as glocalized advertising strategy; and that elements such as settings and music are improved upon to continuously influence subscribers' perceptions positively. In addition, recognizing the importance of cultural elements, telecommunications companies should consider implementing personalized or customized glocal advertising approaches. Tailoring advertisements to specific cultural nuances and preferences can enhance subscribers' positive disposition and increase their likelihood of subscribing to telecommunications services.

Further research should explore the long-term effects of glocalization on subscribers' perceptions and attitudes towards telecommunications services. Understanding the sustainability and durability of these positive effects would provide valuable insights into the effectiveness of glocal advertising strategies over time. Also, conducting comparative studies across different regions or countries would allow for a better understanding of how glocalization strategies impact diverse cultural contexts. Examining variations in subscribers' perceptions and attitudes towards telecommunications services can help identify specific cultural elements that are more effective in different markets.



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