

# CULTURAL DIVERSITY VERSUS EFFECTIVE INTERNATIONAL ADVERTISING: A CASE STUDY OF NIGERIA AND GHANA

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## Abstract

This research examined the effect of cultural diversity on international advertising by exploring how cultural differences influence the effectiveness of advertising campaigns for products and services across international markets. Specifically, the study investigated how cultural values, beliefs, language, and consumer preferences shape the way audiences perceive, interpret, and respond to advertising messages. It also examined how cultural diversity influences consumers' preferences for products and services and their purchasing decisions. The study adopted a mixed-methods approach, combining both qualitative and quantitative research methods. A survey research design was employed, while questionnaires served as the primary instrument for data collection. In addition, descriptive and comparative research designs were used to analyse and compare consumer responses across different cultural settings. Nigeria and Ghana were selected as the case study countries, providing a basis for examining how cultural diversity affects the effectiveness of international advertising in two distinct African markets.

## Introduction

Culture refers to the total way of life of a people, including their language, beliefs, values, customs, norms, and traditions, which are shared among members of a society and passed from one generation to another. The diversity of cultures across societies significantly influences how people think, behave, communicate, and make decisions. It shapes their food preferences, clothing, religious practices, lifestyles, and consumption patterns. Consequently, these cultural differences also influence how people perceive and respond to advertised products and services.

Cultural diversity refers to the variations in language, beliefs, traditions, values, customs, and lifestyles among people from different countries and societies. These differences often create unique consumer preferences and expectations, which advertisers must consider when designing campaigns for international markets. Since cultures differ across the world, advertising messages that are successful in one country may not necessarily produce the same results in another. Therefore, understanding cultural diversity is essential for the success of international advertising.

To achieve effective communication, advertising strategies should be designed to reflect the cultural characteristics of the target audience. Advertisements that align with the values, beliefs, language, and social norms of consumers are more likely to attract attention, create positive attitudes, and influence purchasing decisions. Conversely, advertisements that ignore cultural differences may be misunderstood, rejected, or even considered offensive, thereby reducing their effectiveness.

Advertising is a form of marketing communication used to inform, persuade, and remind consumers about products, services, or ideas. It seeks to influence consumer attitudes and encourage desired behaviours, particularly the purchase of goods and services. According to Ezekiel et al. (2023, p. 162), advertising is a communication process designed to encourage, persuade, or influence an audience—whether viewers, readers, or listeners—to take a desired action, most commonly in relation to commercial products and services, although political and ideological advertising are also common.

The effectiveness of advertising strategies largely depends on how well they reflect the cultural background of the intended audience. Advertising approaches that produce positive results

in one country may not be effective in another because of differences in language, environment, traditions, consumer preferences, and perceptions. For example, promoting herbal medicine using the same language across several countries may fail to communicate effectively with local consumers. However, translating the message into the indigenous language of each country or region can significantly improve comprehension and audience acceptance. This is particularly important in multicultural countries such as Nigeria, where numerous ethnic groups speak different languages and possess distinct cultural identities.

In addition to language, advertisers must also consider time differences when planning international advertising campaigns. Scheduling advertisements at appropriate times ensures that messages reach the target audience when they are most likely to be received and acted upon. Plessis (2000) argues that the success of international advertising depends largely on an organization's ability to adapt or modify its advertising strategies to suit the language, values, and cultural characteristics of its target market.

The success or failure of international advertising is also influenced by factors such as the nature of the product, consumer perceptions, the characteristics of the target audience, and the timing of advertising messages. Cultural diversity affects consumer buying behaviour because messages that appeal to consumers in one culture may be misunderstood or considered inappropriate in another. Similarly, humour, idiomatic expressions, symbols, colours, and slogans often have different meanings across cultures. Therefore, careful translation and cultural adaptation are essential to ensure that advertising messages are interpreted correctly and achieve their intended objectives.

Economic conditions also play a significant role in determining the effectiveness of international advertising. Differences in income levels, purchasing power, and standards of living influence consumers' ability and willingness to purchase advertised products. Anderson (1984) observed that advertisers should consider the economic realities of their target markets when developing advertising campaigns across cultures. For example, advertisements for luxury products may achieve limited success in countries where a large proportion of consumers have relatively low incomes.

Furthermore, the choice of advertising medium is another important factor influencing the effectiveness of international advertising. The availability and popularity of television, radio, newspapers, digital platforms, and social media differ from one country to another. As a result, advertisers must carefully select media channels that are widely accessible and trusted by their target audiences. The effectiveness of an advertising campaign often depends on the extent to which the selected medium reaches the intended consumers.

Many multinational companies use English as the primary language in their international advertising campaigns because it is widely understood across many countries. However, studies have shown that the use of indigenous or local languages is often more effective, particularly in rural and remote communities where English proficiency may be limited. Local languages enhance message comprehension, create emotional connections with consumers, and demonstrate respect for cultural identity. Since every society possesses unique values, beliefs, and patterns of communication, consumers' responses to advertised products and services are influenced by their cultural backgrounds. Therefore, organizations seeking success in international markets must carefully adapt their advertising strategies to the cultural, linguistic, economic, and media environments of their target audiences.

## Statement of the Problem

International advertising plays a significant role in promoting products and services across national boundaries. It enables multinational companies to reach diverse markets and build global brand awareness. However, one of the major challenges confronting international advertising is cultural diversity. Differences in language, beliefs, values, customs, traditions, and social norms influence how consumers interpret, accept, and respond to advertising messages. When these cultural differences are not adequately considered, advertising campaigns may fail to achieve their intended objectives.

In many cases, international advertisers adopt standardized advertising strategies for different countries with little or no attention to local cultural realities. This approach can result in misunderstanding of advertising messages, negative consumer reactions, low audience engagement, and poor marketing performance. Consequently, the effectiveness of international advertising may be reduced, particularly in culturally diverse societies.

Nigeria and Ghana provide a suitable context for examining this challenge. Although both countries are located in West Africa and share certain historical and regional similarities, they differ in several cultural aspects, including language, ethnic composition, religious beliefs, traditions, and consumer behaviour. These cultural differences are likely to influence how audiences in each country perceive and respond to international advertising campaigns.

Despite the increasing presence of multinational companies in both countries, many advertising campaigns continue to rely on standardized messages rather than culturally adapted content. This raises concerns about whether such campaigns effectively communicate with consumers from different cultural backgrounds and achieve the desired marketing outcomes.

Although previous studies have examined culture and advertising, there is still a need for further research that compares the influence of cultural diversity on the effectiveness of international advertising in Nigeria and Ghana. This study therefore seeks to examine how cultural diversity affects consumers' responses to international advertising in the two countries. The findings are expected to provide useful insights for advertisers, marketing practitioners, and multinational organizations in developing culturally sensitive advertising strategies that enhance communication effectiveness and improve consumer acceptance across diverse markets.

## OBJECTIVES OF THE STUDY

### General Objective

The main objective of this study is to examine how cultural diversity affects the effectiveness of international advertising in Nigeria and Ghana.

### Specific Objectives

1. To examine how cultural differences influence the effectiveness of international advertising in Nigeria and Ghana.
2. To assess the extent to which international advertisers adapt their advertising strategies to the cultural values and practices of consumers in Nigeria and Ghana.
3. To suggest practical strategies that can help improve the effectiveness of international advertising by taking cultural diversity into account in both Nigeria and Ghana.

### Scope of the Study

This study examines the relationship between cultural diversity and the effectiveness of international advertising, using Nigeria and Ghana as case studies. It focuses on how cultural factors such as language, beliefs, values, traditions, and social norms influence the way consumers in both countries interpret and respond to international advertising messages.

The study also explores selected international advertising campaigns to understand how audiences in Nigeria and Ghana perceive and react to them. In addition, it investigates the strategies used by international advertisers to adapt their messages to suit the cultural characteristics of each country, with the aim of improving audience perception, acceptance, and the overall effectiveness of advertising campaigns.

### Significance of the Study

This study will contribute to a better understanding of how cultural diversity influences the success or failure of international advertising, particularly within African markets. The findings will provide valuable insights for advertisers and multinational companies by showing how differences in language, beliefs, values, traditions, and social norms shape consumers' responses to advertising messages.

The study will also help multinational companies develop advertising strategies that are more culturally relevant and responsive to the needs of consumers in different countries. By adopting culturally appropriate approaches, organizations can improve customer acceptance of their products and services, strengthen their market performance, and build stronger relationships with their target audiences.

Furthermore, the findings will be useful to government agencies and policymakers in promoting advertising standards that respect cultural values and protect consumers from misleading, offensive, or culturally insensitive advertisements. The study will also serve as a valuable reference for lecturers, researchers, and students of international advertising, marketing, and mass communication by providing useful information for further academic research in this area.

### Research Questions

1. How does cultural diversity affect the effectiveness of international advertising campaigns in Nigeria and Ghana?
2. Which cultural factors, such as language, values, beliefs, traditions, and social norms, influence how audiences in Nigeria and Ghana respond to international advertising?
3. To what extent do international advertisers adapt their advertising strategies to reflect the cultural differences between Nigeria and Ghana?

## Theoretical Framework

This study is anchored on three complementary perspectives: Hofstede's Cultural Dimensions Theory, Hall's High-Context and Low-Context Communication Theory, and the Standardization versus Adaptation Framework in international advertising. These perspectives provide a useful foundation for understanding how cultural differences influence the effectiveness of international advertising campaigns in Nigeria and Ghana.

Hofstede's Cultural Dimensions Theory explains that people from different cultures have different beliefs, values, attitudes, and ways of interpreting information. These cultural differences influence how consumers perceive advertising messages and make purchasing decisions. Since societies vary in areas such as power distance, individualism or collectivism, uncertainty avoidance, and long-term orientation, people are likely to respond differently to the same advertisement. This means that an advertising campaign that is successful in one country may not achieve the same result in another if cultural differences are ignored.

Hall's High-Context and Low-Context Communication Theory emphasizes that communication styles differ across cultures. In some societies, people rely heavily on symbols, traditions, and non-verbal cues to understand messages, while in others, communication is expected to be direct and explicit. This suggests that international advertisers must carefully consider the communication style of their target audience when developing advertising messages. Advertisements presented in familiar languages and designed to reflect local cultural values are more likely to attract attention and receive positive responses from consumers.

The Standardization versus Adaptation Framework further explains the strategies available to multinational companies when advertising across different countries. While standardization promotes the use of a single advertising message across several markets, adaptation encourages modifying advertising content to suit the cultural, social, and linguistic characteristics of each target market. Given the cultural diversity between Nigeria and Ghana, multinational companies need to understand the background, preferences, and expectations of their target consumers before deciding whether to standardize or adapt their advertising campaigns. Doing so can improve audience acceptance and enhance the overall effectiveness of international advertising.

### Relevance of the Theories

The selected theories are relevant to this study for several reasons:

1. They help explain how cultural differences influence consumers' interpretation and response to international advertising messages.
2. They provide insight into why multinational companies need to adapt their advertising strategies to suit the cultural characteristics of different markets.
3. They highlight the importance of language, values, beliefs, traditions, and communication styles in determining the effectiveness of advertising campaigns.
4. They offer a suitable framework for examining how international advertising can be made more effective in culturally diverse countries such as Nigeria and Ghana.

## Research Method

This study adopts a mixed-method research design, combining both quantitative and qualitative approaches. The mixed-method approach is considered appropriate because it allows the researcher to obtain both numerical data and detailed explanations on how cultural diversity influences the effectiveness of international advertising in Africa, with particular reference to Nigeria and Ghana. Since consumers from different cultural backgrounds often interpret and respond to advert-

ising messages differently, using both approaches provides a more comprehensive understanding of the subject.

### Survey Method

The study employs both quantitative and qualitative survey methods. The quantitative aspect involves collecting data from respondents through structured questionnaires, while the qualitative aspect seeks to gain deeper insights into how cultural beliefs, values, language, and traditions shape people's interpretation of international advertising messages.

Combining these two methods enables the researcher to measure the effectiveness of international advertising and also understand the reasons behind the different responses observed in Nigeria and Ghana. The major instrument for data collection is a structured questionnaire, with open-ended questions included where necessary to obtain additional views from respondents.

### Sampling Technique

The study adopts a sampling technique in which questionnaires are administered to selected respondents from the target population. This approach enables the researcher to gather opinions from individuals who are familiar with advertising and consumer behaviour. The responses obtained will be analysed statistically to determine how cultural diversity influences the effectiveness of international advertising in Nigeria and Ghana.

### Target Population

The target population for this study consists of 500 respondents drawn from selected members of the public in Nigeria and Ghana. The respondents include media professionals such as publishers, newspaper editors, journalists, lecturers in higher institutions, Mass Communication graduates, and other educated members of the public who are knowledgeable about advertising and consumer communication. Their views are expected to provide valuable information for assessing the influence of cultural diversity on the effectiveness of international advertising.

### Sample Size

The sample for this study consisted of 90 respondents drawn from members of the educated public. The respondents included teachers and lecturers, publishers, editors, Mass Communication graduates, and journalists. These categories of participants were selected because they possess adequate knowledge and experience to provide informed opinions on international advertising and cultural diversity.

### Research Instrument

The study made use of a structured questionnaire as the primary instrument for data collection. The questionnaire was designed to obtain relevant information from respondents regarding the influence of cultural diversity on the effectiveness of international advertising in Nigeria and Ghana.

### Method of Data Analysis

The data collected through the questionnaires were analyzed using simple percentages and presented in tables for easy understanding and interpretation. The responses obtained from the respondents were carefully collated, analyzed, and discussed in line with the research objectives.

## Data Presentation and Analysis

### Section A: Personal Information of Respondents Questionnaire Administration and Return Rate

| Questionnaires | Frequency | Percentage |
|----------------|-----------|------------|
| Administered   | 90        | 100%       |
| Returned       | 85        | 94.4%      |

A total of 90 questionnaires were distributed to respondents, out of which 85 were successfully completed and returned,

representing a 94.4% response rate. This high return rate was considered adequate for the analysis of the study.

**Table 1: Sex Distribution of Respondents**

| Sex    | Frequency | Percentage |
|--------|-----------|------------|
| Male   | 50        | 58.8%      |
| Female | 35        | 41.1%      |
| Total  | 85        | 99.9%      |

The table indicates that 50 respondents (58.8%) were male, while 35 respondents (41.1%) were female. This shows that

male respondents constituted a larger proportion of the participants in the study.

**Table 2: Age Distribution of Respondents**

| Age                | Frequency | Percentage |
|--------------------|-----------|------------|
| 25–40 years        | 30        | 35.2%      |
| 41 years and above | 55        | 64.7%      |
| Total              | 85        | 99.9%      |

The results show that 30 respondents (35.2%) were between the ages of 25 and 40 years, while 55 respondents (64.7%) were 41 years and above. This suggests that the majority of the

respondents were mature adults with considerable professional experience.

**Table 3: Occupation of Respondents**

| Occupation                   | Frequency | Percentage |
|------------------------------|-----------|------------|
| Mass Communication Graduates | 20        | 23.5%      |
| Journalists                  | 30        | 35.2%      |
| Publishers                   | 3         | 3.5%       |
| Editors                      | 6         | 7.0%       |
| Teachers/Lecturers           | 26        | 30.5%      |
| Total                        | 85        | 99.7%      |

The table reveals that journalists accounted for the largest group of respondents with 30 (35.2%), followed by teachers and lecturers with 26 (30.5%). Mass Communication graduates were 20 (23.5%), while editors and publishers accounted for 6 (7.0%) and 3 (3.5%) respectively. The distribution shows that

respondents came from diverse professional backgrounds relevant to the study.

## Section B: Analysis of Research Questions

**Table 1: Knowledge of International Advertising**

| Response   | Frequency | Percentage |
|------------|-----------|------------|
| Very well  | 48        | 56.4%      |
| Not at all | 20        | 23.5%      |
| A little   | 17        | 20.0%      |
| Total      | 85        | 99.9%      |

The findings indicate that 48 respondents (56.4%) stated that they had a very good knowledge of international advertising. Twenty respondents (23.5%) indicated that they had no knowledge, while 17 respondents (20.0%) reported having only a

little knowledge. This suggests that the majority of the respondents were familiar with the concept of international advertising.

**Table 2: Familiarity with International Advertising Campaigns in Nigeria and Ghana**

| Response     | Frequency | Percentage |
|--------------|-----------|------------|
| Very well    | 40        | 47.0%      |
| Not familiar | 18        | 21.1%      |
| A little     | 27        | 31.7%      |
| Total        | 85        | 99.8%      |

The table shows that 40 respondents (47.0%) reported being very familiar with international advertising campaigns in Nigeria and Ghana. Twenty-seven respondents (31.7%) indicated that they were slightly familiar, while 18 respondents

(21.1%) stated that they were not familiar with such campaigns. These findings suggest that nearly half of the respondents had a good understanding of international advertising campaigns in both countries.

**Table 3: Effects of Cultural Diversity on Advertising Campaigns**

| Response | Frequency | Percentage |
|----------|-----------|------------|
| Yes      | 30        | 35.2%      |
| No       | 16        | 18.8%      |
| Little   | 25        | 29.4%      |
| No Idea  | 14        | 16.4%      |
| Total    | 85        | 99.8%      |

The findings in Table 3 indicate that 30 respondents (35.2%) believed that cultural diversity has a significant effect on advertising campaigns. Twenty respondents (29.4%) felt that it

has only a little effect, while 16 respondents (18.8%) said it has no effect. The remaining 14 respondents (16.4%) indicated that they had no idea. These results suggest that most respondents

recognize cultural diversity as an important factor influencing the success of advertising campaigns.

**Table 4: Cultural Factors Influencing International Advertising**

| Response         | Frequency | Percentage |
|------------------|-----------|------------|
| Language         | 30        | 35.2%      |
| Religion         | 16        | 18.8%      |
| Social & Culture | 20        | 23.5%      |
| Tradition        | 19        | 22.3%      |
| Total            | 85        | 99.8%      |

Table 4 shows that language was identified as the most influential cultural factor, with 30 respondents (35.2%) selecting it. This was followed by social and cultural values, chosen by 20 respondents (23.5%), and tradition, selected by 19 respondents (22.3%). Religion was identified by 16 respondents (18.8%) as a

factor affecting international advertising. The findings imply that language plays the most important role in determining how international advertising messages are received by audiences.

**Table 5: Extent of Modification of Advertisements to Accommodate Cultural Differences**

| Response               | Frequency | Percentage |
|------------------------|-----------|------------|
| To a very large extent | 20        | 23.5%      |
| To a great extent      | 23        | 27.0%      |
| Moderate extent        | 19        | 22.3%      |
| Small extent           | 18        | 21.1%      |
| No extent              | 5         | 5.8%       |
| Total                  | 85        | 99.7%      |

As shown in Table 5, 23 respondents (27.0%) believed that advertisements are modified to a great extent to accommodate cultural differences. Twenty respondents (23.5%) indicated a very great extent, while 19 respondents (22.3%) chose a moderate extent. In addition, 18 respondents (21.1%) believed

the modifications occur to a small extent, whereas only 5 respondents (5.8%) felt that advertisements are not modified at all. Overall, the findings indicate that advertisers generally adapt their campaigns to reflect cultural differences.

**Table 6: Cultural Influence on People's Patronage of Advertised Products and Services**

| Response | Frequency | Percentage |
|----------|-----------|------------|
| Yes      | 60        | 70.5%      |
| No       | 20        | 23.5%      |
| No idea  | 5         | 5.8%       |
| Total    | 85        | 99.8%      |

The results presented in Table 6 reveal that 60 respondents (70.5%) agreed that people's culture influences their patronage of advertised products and services. In contrast, 20 respondents (23.5%) disagreed, while 5 respondents (5.8%) stated that they

had no idea. This suggests that culture plays a major role in shaping consumers' purchasing decisions.

**Table 7: Extent to Which Advertising Promotes People's Culture**

| Response          | Frequency | Percentage |
|-------------------|-----------|------------|
| Very great extent | 20        | 23.5%      |
| To a great extent | 30        | 35.2%      |
| Moderate extent   | 18        | 21.1%      |
| Small extent      | 10        | 11.7%      |
| Not at all        | 7         | 8.2%       |
| Total             | 85        | 99.7%      |

Table 7 indicates that 30 respondents (35.2%) believed advertising promotes people's culture to a great extent. Twenty respondents (23.5%) selected a very great extent, while 18 respondents (21.1%) chose a moderate extent. Furthermore, 10 respondents (11.7%) believed advertising promotes culture to

only a small extent, and 7 respondents (8.2%) felt that it does not promote culture at all. These findings suggest that advertising is generally perceived as a means of promoting cultural values and practices.

**Table 8: Effect of Electricity on Advertising of Products and Services**

| Response | Frequency | Percentage |
|----------|-----------|------------|
| Yes      | 60        | 70.5%      |
| No       | 20        | 23.5%      |
| No Idea  | 5         | 5.8%       |
| Total    | 85        | 99.8%      |

The findings in Table 8 show that 60 respondents (70.5%) agreed that electricity affects the advertising of products and services. Twenty respondents (23.5%) believed it does not have

any effect, while 5 respondents (5.8%) indicated that they had no idea. This implies that a reliable electricity supply is considered important for effective advertising activities.

**Table 9: Sameness of Responses to Advertised Products and Services in Different Countries**

| Response | Frequency | Percentage |
|----------|-----------|------------|
| Yes      | 0         | 0%         |
| No       | 70        | 82.3%      |
| No Idea  | 15        | 17.6%      |
| Total    | 85        | 99.9%      |

Table 9 reveals that none of the respondents (0%) believed that consumers in different countries respond to advertisements in the same way. A large majority, 70 respondents (82.3%), stated that responses differ across countries, while 15 respondents (17.6%) indicated that they had no idea. These findings

highlight the importance of considering cultural and national differences when designing international advertising campaigns.

**Table 10: Target Audience Response to Products/Services Presented in Local Language**

| Response | Frequency | Percentage |
|----------|-----------|------------|
| Yes      | 60        | 70.5%      |
| No       | 10        | 11.7%      |
| No Idea  | 15        | 17.6%      |
| Total    | 85        | 99.8%      |

The data in Table 10 show that 60 respondents, representing 70.5%, agreed that people are more likely to respond positively to advertised products and services when the advertisement is presented in their local language. This suggests that language plays an important role in capturing the attention and interest of the target audience. On the other hand, 10 respondents

(11.7%) disagreed with this view, while 15 respondents, representing 17.6%, were uncertain. The findings indicate that using local languages in advertising can significantly improve audience engagement and the effectiveness of international advertising campaigns.

**Table 11: Influence of Consumer Taste on Products/Services**

| Response | Frequency | Percentage |
|----------|-----------|------------|
| Yes      | 65        | 76.4%      |
| No       | 15        | 17.6%      |
| No Idea  | 5         | 5.8%       |
| Total    | 85        | 99.8%      |

Table 11 reveals that 65 respondents, representing 76.4%, believed that consumers' tastes and preferences have a strong influence on their choice of products and services. This implies that advertisers need to understand the preferences of their target audience when designing advertising campaigns. Meanwhile, 15 respondents (17.6%) disagreed with this opinion, and only 5 respondents, representing 5.8%, indicated that they had no idea. Overall, the findings suggest that consumer taste is an important factor that influences purchasing decisions and should be considered in international advertising strategies.

## Discussion of Findings

The findings of this study show that cultural diversity plays a significant role in determining the effectiveness of international advertising campaigns in both Nigeria and Ghana. Most of the respondents agreed that cultural elements such as language, values, traditions, and consumer preferences influence how advertising messages are received and interpreted.

The results also reveal that the use of local language increases the effectiveness of advertising by making messages more relatable and easier for the target audience to understand. This appears to be particularly important in Ghana, where advertisers often adapt their campaigns to reflect local cultural values and language. The findings further indicate that consumer tastes and preferences influence purchasing decisions, highlighting the need for advertisers to carefully consider cultural differences when promoting products and services across different markets.

Overall, the study demonstrates that international advertising campaigns are more successful when they are adapted to suit the cultural characteristics of the target audience rather than using a single standardized approach.

## Summary

This study examined the influence of cultural diversity on the effectiveness of international advertising in Nigeria and Ghana. The findings reveal that cultural factors, including language, beliefs, values, traditions, and consumer preferences, have a

significant impact on how audiences respond to advertising messages. The study also found that advertisements presented in local languages tend to attract greater audience attention and improve consumers' willingness to purchase advertised products and services.

## Conclusion

Based on the findings, it can be concluded that cultural diversity has a significant influence on the effectiveness of international advertising in both Nigeria and Ghana. Advertisers who understand and incorporate the cultural characteristics of their target audience into their campaigns are more likely to achieve better communication outcomes, increase audience acceptance, and improve consumer response. Therefore, adapting advertising messages to local cultural realities remains essential for the success of international marketing campaigns.

## Recommendations

Based on the findings of this study, the following recommendations are made:

1. International advertisers should adapt their advertising messages to reflect the language, culture, values, and traditions of their target audience.
2. The use of local languages should be encouraged where appropriate, as it enhances audience understanding and acceptance of advertising messages.
3. Advertisers should conduct regular market research to understand changes in consumer tastes, preferences, and cultural expectations before launching advertising campaigns.
4. Multinational companies should develop culturally sensitive advertising strategies that respect the traditions and beliefs of different societies.
5. Future researchers should investigate other cultural factors that influence consumer responses to international advertising in different African countries.

## QUESTIONNAIRE

Dear Respondent,

My name is Ogude Samuel Ogbemuvire, a postgraduate student in the Department of Mass Communication (Public Relations and Advertising), Delta State University, Abraka. I am conducting a research study titled:

"The Effect of Cultural Diversity on International Advertising: A Case Study of Nigeria and Ghana."

You are kindly requested to complete this questionnaire by providing honest and objective responses. The information you provide is strictly for academic purposes and will be treated with the highest level of confidentiality. Please do not write your name anywhere on this questionnaire.

Thank you for your time and cooperation.

**Instruction: Kindly tick (✓) the option that best represents your answer.**

### Section A: Personal Information

1. Gender

- Male ( )
- Female ( )

2. Age

- 25–40 years ( )
- 41 years and above ( )

3. Occupation

- Mass Communication Graduate ( )
- Journalist ( )
- Editor ( )
- Publisher ( )
- Lecturer/Teacher ( )

### Section B: Research Questions

4. How knowledgeable are you about international advertising?

- Very knowledgeable ( )
- A little knowledgeable ( )
- Not knowledgeable ( )

5. How familiar are you with advertising campaigns in Nigeria and Ghana?

- Very familiar ( )
- A little familiar ( )
- Not familiar ( )

6. Do you think cultural diversity influences the effectiveness of international advertising campaigns in Nigeria and Ghana?

- Yes ( )
- No ( )
- No idea ( )

7. Which cultural factor do you think has the greatest influence on audience response to international advertising in Nigeria and Ghana?

- Language ( )
- Religion ( )
- Social values and culture ( )
- Tradition ( )

8. To what extent do international advertisers adapt their advertising strategies to suit the cultural differences between Nigeria and Ghana?

- To a very great extent ( )
- To a great extent ( )
- To a moderate extent ( )
- To a small extent ( )
- To no extent ( )

9. Does the culture of a people influence their patronage of advertised products and services?

- Yes ( )
- No ( )
- No idea ( )

10. To what extent does the advertising of products and services promote the culture of a people?

- To a very great extent ( )
- To a great extent ( )
- To a moderate extent ( )
- To a small extent ( )
- To no extent ( )

11. Does the availability of electricity enhance the effectiveness of international advertising?

- Yes ( )
- No ( )
- No idea ( )

12. Do advertised products and services receive the same audience response in different countries?

- Yes ( )
- No ( )
- No idea ( )

13. Do target audiences respond better to advertised products and services when they are presented in the local language?

- Yes ( )
- No ( )
- No idea ( )

14. Does consumers' taste influence their choice and patronage of products and services?

- Yes ( )
- No ( )
- No idea ( )

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