

CULTURAL FACTORS AND MARKETING COMMUNICATION FOR FAST MOVING CONSUMER GOODS IN ABIA STATE, NIGERIA

By

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Abstract

This paper examined the nexus between cultural factors and Marketing Communications for fast moving consumer goods in Nigeria. Specifically, the aims were to; identify the relationship between language and advertising effectiveness for fast moving consumer goods in Nigeria; and to ascertain the relationship between religion and promotional success for fast moving consumer goods in Nigeria. A cross-sectional survey research design was used in the study. Customers of fast-moving consumer goods (FMCG) in Nigeria's Abia State made up the study's population. The study's sample size of 385 was determined through the application of the Cochran (1975) formula which is used in social sciences for unknown population. For the present study, convenience sampling was used because of the nature of the respondents. The data obtained from the field survey was presented with simple descriptive statistics such as tables, charts and percentages. All stated hypotheses in the study were tested with spearman rank correlation using the SPSS software version 25.0. Findings revealed a strong, positive and direct relationship between language (dialect) used and advertising effectiveness. Also, religion and promotional success were found to have a strong but negative correlation. The study recommended that Marketers should use the cultural lens with care to see how people perceive their brands and where culture shapes or alters their perception of the brands. Also, marketing Communication styles that most beautifully captured and crafted the beauty and aesthetics of the local culture work the best and should be vigorously used.

Keywords: *Marketing communications, culture, language, religion.*

Introduction

Culture is the medium evolved by human beings to survive. Nothing is free from cultural influences. It is the keystone in civilization's arch and is the medium through which all of life's event must flow. We are culture (Hall, 2006). Within this concept, the term "culture" refers to all the traits that define a community (Allwood, 1990; Pérez & Muñoz, 2018). Put differently, culture is the manifestation of what Samovar, Porter, and McDaniel (2009) defined as a behavioural complex whole - that is, a people's art, customs, beliefs, morals, and

knowledge. In this sense, culture functions as a collection of lessons that a society has learned, and laws that direct and regulate people are based on this composite value. Together with that perspective, Hofstede and Hofstede (2005) contended that a cultural treasure is a boundary that sets one group apart from another, as well as one community from another and a nation from another. Cultural values are complicated, which is why the word is a complex entanglement device.

In a nutshell, marketing communications are an organization's attempts to create and distribute information to the target market via various media regarding the existence, characteristics, and benefits of its products (Nnolim, 1996). The goal of the integrated communication channels is to educate customers about the qualities and attributes of the items (Mfon & Uford, 2024). It is communication that sustains cultural values as long as it could and also permits it to be altered or totally transformed. (Akakwandu, 2014). Communication is part of a company's promotional activities and at times is defined as coordinated seller-initiated efforts to establish channels of information and persuasion to foster the sale of goods and services or the acceptance of goods or point of view. It is an exercise in information, persuasion and influence (Stanton, 1999).

In addition, a company's communication channels are designed to persuade the target market to buy its goods or sign up for its services (Etuk, Uford & Udonde, 2023). A company's communication channels show how costs are managed and product quality is maintained. People's behaviours and attitudes are greatly influenced by culture, which also indirectly affects integrated marketing communication channels. Prior to launching a product or running an advertisement, a corporation should conduct a cultural analysis of the local economy (Hofstede, 2016). Only when a product or service complies with consumer norms, traditions, and cultural values will the target market be drawn to it.

When integrated marketing communication channels are unable to effectively convey the cultural norms of their target audience, they run the risk of losing that audience's interest, which could result in exorbitant expenses and severe losses.

When operating at their homefront, local businesses and vendors immediately take the market's cultural values into account. As a result, in order for an organization's integrated marketing channels to be effective, it is imperative that it research the cultural norms of its target market (Sojka & Tansuhaj, 1995). In this method, enterprises can increase their degree of cultural awareness to the point where they are at least comparable to local businesses.

Hastiness and the number of competing enterprises has increased as a result of globalization and digitization in the business settings (Cleveland et al., 2013). In order to ensure its survival in the market, a start-up or an established firm looking to extend its operations must use the appropriate marketing communication

channels. Consumers of fast-moving consumer goods in Nigeria are presented with several options for products that meet the same demand. Because there are so many options available in the market, the business climate of today is customized for each individual customer.

Companies strive to meet the needs of their clients by providing high-quality products, facilitating easy access to them, and charging competitive prices for them (Uford, 2017). The majority of company-developed promotional plans take into account these well-known marketing principles. But only companies that remain in a particular market for an extended period of time include culture into their plans for expanding inside that economy. In order to stay relevant in their target market, organizations in today's competitive Nigerian market must conduct more market research (Clark, 1990). As a result, in order to attract the target market's attention, businesses are finding that it is increasingly necessary to incorporate the cultural values of that market into their communication channels (Hofstede, 2016).

Statement of the Problem

As previously mentioned, the advent of digitalization has made it possible for more organizations to penetrate cultural markets, which has increased interest in cultural differences as a means of increasing revenues. Because people perceive things differently depending on where they live, culture has a direct impact on marketing communication methods. Before introducing or offering any product to that certain local market in Nigeria, a company or marketer must thoroughly research the local culture. For Nigerian marketers, effective communication consists of messages that adapt to the culture, customs, and learning style of Nigerian consumers.

Human nature dictates that everyone evaluates newly released products according to cultural standards (Parker & Dawar, 1994). This means that cultural factors influence people's perspectives and that various objects have distinct cultural connotations. For instance, in Western society, a thumb indicates that everything is OK, but in other cultures, the thumb is associated with negativity. A company or marketer operating in a multi-cultural market like Nigeria is compelled by the cultural disparities among various economic systems to arrange the communication channels in a way that is compatible with the target market's culture. Nigerian consumers have distinct tastes and options depending on their states of origin or culture. The diversity of people's conventions, beliefs, attitudes, and cultural values results in disparities in preferences. Customers' motivation towards a certain product, their lifestyle, and the image of a product can all be shaped and influenced by culture.

Furthermore, today's world of globalization has led to an increase in cross-border trade and business, which has fueled the expansion of marketplaces (Clark 1990). Companies in Nigeria that do businesses across the country must contend with the

difficulties posed by diverse market dynamics. More specifically, there are difficulties in creating products and integrated communication channels that are compatible with the various cultural backgrounds. Companies that create goods that meet the unique cultural needs of their target market are the ones who succeed (Parker & Dawar 1994). In different markets, a product may have distinct values and qualities highlighted (Schmitt & Simson, 1998). Thus, businesses are more likely to succeed in breaking into cultural markets if they employ integrated communication channels and create marketing and promotional plans that align with the cultures of an economy.

Objectives of the Study

The general objective of this paper was to examine the relationship between cultural factors and marketing communications for fast moving consumer goods in Nigeria. Specifically, the aims were to;

- i. identify the relationship between language and advertising effectiveness for fast moving consumer goods in Nigeria;
- ii. ascertain the relationship between religion and promotional success for fast moving consumer goods in Nigeria.

Research Questions

The following research questions were raised to guide the study

- i. What is the relationship between language and advertising for fast moving consumer goods in Nigeria?
- ii. Is there a relationship between religion and promotional success for fast moving consumer goods in Nigeria?

Hypotheses Formulations

The following hypotheses were formulated and tested in the study

HO₁: There is no significant relationship between language and advertising for fast moving consumer goods in Nigeria

HO₂: There is no significant relationship between religion and promotional success for fast moving consumer goods in Nigeria.

Literature Review

Culture

In the context of business, Thomas and Peterson (2018) defined culture is a set of knowledge structures consisting of systems of values, norms, attitudes, beliefs, and behavioural meanings that are shared by members of a social group (society) and embedded in its institutions and that are learned from previous generations. Culture, according to Hofstede (2011), is a type of collective mental training. Thus, culture is a broad notion that has an impact on all facets of human existence. Sometimes a person's culture is more overtly expressed through their language, religion, or style of clothing, while other times it is more covert and hence harder to identify in their actions, attitudes, and mental processes.

Marketing managers face a difficulty in addressing these more nuanced aspects of culture because doing so is necessary in order to craft messages that are both targeted and impactful for the intended audience. Numerous noteworthy studies have appeared in the last forty years to aid in the identification of various cultural characteristics (Hofstede, 2011; House et al., 2004; Trompenaars, 1996). Following four decades of study, Hofstede (2011) distinguished between individualism and collectivism, power distance, uncertainty avoidance, masculinity and femininity, long-term and short-term time orientation, and indulgence and restraint as the most recent dimensions of national culture in 1980.

Hofstede's initial study of the dimensions of culture drew criticism for its overabundance of difficult-to-analyze variables and for concentrating solely on the American corporation IBM (Smith, 2006). Moreover, individual behaviour is not taken into consideration. The seven characteristics of culture that distinguish one culture from another are further outlined by Trompenaars (1996) as follows: achievement versus ascription, specificity versus diffuseness, individualism versus collectivism, orientation towards time, universalism versus particularism, and internal versus external control. While there are commonalities amongst the aforementioned theories, Trompenaars' dimensions give greater weight to the relationships among persons.

In addition to adding new aspects, the Global Leadership and Organizational Behaviour Effectiveness (GLOBE) study drew on Hofstede's work to some extent. Institutional collectivism, in-group collectivism, power distance, uncertainty avoidance, gender egalitarianism, assertiveness, humane orientation, future orientation, and performance orientation are among the cultural factors identified by the GLOBE study (House et al., 2004). The authors and other scholars continue to disagree over the necessity and applicability of each of the aforementioned characteristics (House et al., 2004; Hofstede, 2006; Smith, 2006; Hofstede, 2010). Since culture permeates every aspect of a person's life, as the literature discusses, it should be taken into account while developing marketing strategies, including advertising.

Marketing Communications

A management strategy known as marketing communications helps businesses interact with their wide range of customers. Businesses of all sizes, governments, non-profits, charities, schools, and other non-profits must establish connections with many stakeholders. This could be done in order to get the supplies and services they need to run their business or in order to work together and coordinate with the other companies to make sure their products and services are supplied appropriately (Fill & Jamieson, 2006). Until consumers are aware of the product, the corporation will not be able to sell it. Therefore, the company needs to interact with the public in order to market the product.

Marketing communications is a management technique that facilitates communication between organizations and their diverse clientele. Establishing connections with several stakeholders is crucial for businesses of all kinds, governments, non-profits, charities, schools, and other non-profit organizations. This could be done in order to collaborate and coordinate with the other businesses to ensure that their goods and services are supplied effectively, or it could be done in order to obtain the supplies and services they require to operate their business (Fill & Jamieson, 2006). The company will not be able to market the product until customers are aware of it. Therefore, in order to promote the goods, the corporation must engage with the general population.

By increasing brand awareness, marketing communication helps businesses attract new customers. It also retains existing customers by providing them with fresh information about the advantages of the brand, which influences their purchasing decisions. One of marketing communication's secondary goals is to establish and preserve connections with consumers, retailers, and other important stakeholders. One element of a marketing strategy that is utilized to accomplish objectives like reminding, informing, and persuading is marketing communication. Marketing communication can function as a differentiator in marketplaces where rivals' products and brands are identical. The communication needs of the parties in the distribution network and other stakeholders who influence or are affected by the network's operation must be accommodated in marketing communications. In order to foster and preserve the connections, marketing communications understands that it must contribute to channel network communications (Fill & Jamieson, 2006).

Cultural factors in Marketing Communication

Stated below are cultural factors which a marketer must regularly understand in its marketing efforts and planning.

1. Language

Language is the veritable means of communication which involves spoken and written, consisting of the use of words in a structured and conventional way and conveyed by speech, writing or gesture. According to Jiang (2000), without language culture would not be possible, because the former reflects culture and is simultaneously influenced and shaped by it. Facts or ideas or events that are communicable refer to shared knowledge between people as well as beliefs and attitudes which are shared with others. As stated by Chaney and Martin (2010), there is a need for understanding a common language to communicate successively with people from other cultures.

Professional marketers should not only know the native tongue of countries in which they market their products and services but also the nuances and idioms of a

language. The experienced marketer use back translation where a related word or phrase is retranslated into the original language by a different interpreter to catch errors. The marketer can also use transcreation which involves the creative side of translating messages and adapting it to ensure it is localized in a different target market (Kluckhohn, 2000).

Language and culture ensures trust with consumer, when the consumer sees any product with the native language, it increases the consumers' level of acceptance towards the product. Again, during personal selling engagements, whenever the language of the consumer is used, it personalizes the interaction. The use of local language in social media leads to better digital engagement with customers. In order to craft marketing strategies that work, culturally appropriate language needs to be utilized. Marketing strategies must be sensitized according to the cultural norms and taboos of other societies while considering their cultures, language, work schedules, tastes, religious beliefs and life style (Michman, 2012).

2. Value system

A society's values represent personally or socially preferable mode of conduct or state of existence that are enduring. Understanding and working with these aspects of a society are important factors to successful marketing. Cultural values become apparent in the personal values of individuals that affect their attitudes and beliefs and the importance assigned to specific behavior and attributes of goods and services. These personal values affect consumption (Khickhohn, 2000).

The restructuring of value in society presents three challenges to marketing experts which entails; to monitor for changes so that the company is aware of what is happening in the society, to create products and services compatible with changing values, to design marketing messages that reflect and build on the value target market and individual customers hold (Kenneth Clow and Donald Baack, 2012.).

3. Religion

Religion is a set of beliefs, symbols and practice which is based on the idea of the sacred and which unites believers into a socio-religious community. Religion is seen as an authority in all areas of social and economic life (Gekes, and Levine, 1996).

Cateora and Graham (2007) stated that the importance of religion on the value systems of a society and the effect of value systems on marketing must not be underestimated. The influence of religion is often quite strong. The issue of time is also treated differently amongst different cultural groups. Cultural attitudes towards time are reflected by different time orientations. In a monochronic culture, time is seen as having an economic value. Therefore, activities are undertaken at one time and schedules and agendas are respected. Polychronic

cultures do multitasking, i.e., doing two or more things at the same time (Gillespie et al., 2007).

Religious beliefs therefore organize an individual perception of the world and serve as a guide for behaviour. Cultural and religious values are important because going very far from them is not possible for consumers. It is why the importance of culture has kept growing. Increasing competition has also bolstered the importance of culture (Giddens, 1993).

4. Life Styles

Life style is a mode of living that is identified by how people spend their time and resources (activities), what they consider important in their environment (interests) and what they think of themselves and the world around them (opinions) (Oko, 2014).

Moreover, lifestyle reflects consumers' self-concept which is the way people see themselves and the way they believe others see them. According to Ryan in (Cutlip, Allen, Center and Glen 1999), all too often, a consumer research has been pre-occupied with empirical issues and neglect the experimental perspective of consumers as individuals influenced by the cultures, upbringing and lifestyle. Without such an understanding of cultural issues, a product or service enters a market with a definite disadvantage.

Attitude

Attitude is a learned predisposition to respond to an object or class of objects in a consistently favourable or unfavourable ways. Attitudes are shaped by our values and beliefs which are learned (Anyanwu, 2016). Response time is very important when interacting with customers and providing service. Some cultures expect an immediate response to e-mails, whereas others are ok with a longer response time such as 24 or 48 hours.

Role of Language in Advertisement

Because advertisements are repeated and performed daily to affect the public, they are a very profitable technique to disseminate information, sell goods and services, and influence linguistic choices, standards of thinking, behavioural patterns, and stylistic preferences. Viewers unconsciously take up recommended products and linguistic idioms. To obtain a "rating," every station makes an effort to enhance the intrigue and engagement of the news in various ways. According to Ehsan and Aziz (2014), "in short, they are using all devices to satisfy the viewers on the basis of the ground reality that society, language, and media are tied in a close relationship".

According to Ehsan & Aziz (2014), "people who may have never studied these languages are familiar with and use many words from different languages." Without realizing it, words like "plate," "glass," "television," "dressing table,"

"sorry," and "thank you" are regularly employed in everyday conversation. It is important to recognize the function of many languages in advertising as, as stated by Horasan (2014), their use "encourages the creative language use." Lastly, it shows how they use friendship, trust, and love to create tangible ties with their customers. These advertisements undoubtedly draw in customers, but do they influence their purchases in a traditional or cultural way? To be sure, it is still difficult to say.

Culture and Marketing Communication

Culture also affects ethical relationships between individuals, groups and the institutions and organizations they create. In this way, culture serves as a socializing force that dictates what is morally right and just. This means that moral standards are relative to particular societies. These standards often reflect laws and regulations that affect social and economic behavior including business practices which can create moral cleanliness (Berkowitz, Kerin, Steven & William, 2000). The above postulation, of course, discusses societal culture and norms which gives credence to other forms of culture like the business culture and corporate /organizational culture and expectations.

Societal Culture provides a foundation for understanding moral behavior in business activities. **Business cultures** comprise the effective rules of the game, the boundaries between competitive and unethical behavior and the code of conduct in business dealings (Terpstra and David, 1991). **Business Culture** affects ethical conduct both in the exchange relationship between sellers and buyers and in the competitive behavior among sellers. Ethics of exchange process is central to the marketing concept. Ethical exchanges between sellers and buyers should result in both parties being better off after a transaction (Gregory and Murphy 1990).

In 1962, the President of USA, John F. Kennedy outlined a consumer bill of rights that codified the ethics of exchange between buyers and sellers. These were the right (1) to safety, (2) to be informed, (3) to choose and (4) to be heard.

Corporate Culture and Expectations. Corporate culture reflects the shared values, beliefs and purpose of employees that affect individual and group behaviour. The culture of the company [MTN] demonstrates itself in dress [yello.] sayings [everywhere you go], and manner of work (Team efforts) of employees. Culture is also apparent in the expectations for ethical behaviour present in informal code of ethics and the ethical actions of top management and co-workers. Actually, much of our behaviour is culturally determined. Our socio-cultural institutions (family, school, church, language, etc) provide behavioural guidelines. Culture regulates our lives at every turn. From the moment we are born until we

die, there is constant conscious and unconscious pressure upon us to follow certain types of behaviour that other men have created for us (Kluckhohn, 2000).

Consumers do think before they shop. They would recognize a brand better that talks to their culture. They would find it easier to connect with these brands. Consumer needs differ from culture to culture. Culture affects consumers' lifestyles. So, a brand that does not work on the cultural side of marketing misses a very important part of its marketing strategies. It is why brand must remain ready to alter strategy as per the market and its culture (Michman: 2012).

Marketing communication is most times referred to as marketing promotion which is one of the marketing mix variables used by marketers to formulate marketing strategy (Anyagou, 2013).

You can produce a good product, packaged it brilliantly, priced it right, distribute it magnificently and positioned it to meet the needs of the consumer. It is a wasted effort if nobody gets to know about it. This is the essence of communication. The company must communicate to its target audience (Nnolim, 1996).

Company must tell good stories, disseminate information about the products existence, features, terms and benefits to the target market. It is not only target market but also other parties in its task environment – dealers, suppliers and major external publics – like the shareholders, financial publics, the media and various government agencies. The internal publics – directors and employees are not left behind also (Nwosu, 1996).

Theoretical Framework

To aid in the researchers' explanation of the mechanisms underlying the relationship between culture and the use of marketing communication channels, two distinct theories pertaining to seller-buyer relationships are introduced.

Theory of Social Exchange

Sociology, economics, and psychology are the foundational fields of social exchange theory (SET). Since the 1970s, relationship marketing has employed it as a marketing theory. SET is applicable to both the transaction of two parties and the assessment of seller-buyer relationships. The social exchange theory is the most reputable and prominent conceptual prototype in organizational marketing behaviour (Cropanzano & Mitchell, 2005). According to Cropanzano and Mitchell (2005), there are six different resources that interpersonal relationships have in accordance with the social exchange theory: money, products, services, status, love, and information. According to the two organizational scientists, SET has the capacity and probability of offering a framework that integrates several organizational behaviours. Young-Ybarra and Wiersema (1999), however, stated

that SET might simplify human interactions into a logical procedure derived from economic theory. Other drawbacks include the SET theory's dubious assumption that intimacy and reciprocity are the main goals of a relationship (Miller, 2005).

In addition, he suggested that the concept of SET is based on an individual's mindset, which makes it difficult to describe and apply corporate cultures.

Commitment-Trust Theory

The second method of relationship analysis is the commitment trust theory, which highlights two elements - trust and commitment - that are essential to any successful relationship (Morgan & Hunt, 1994). Geyskens (1996) stated that relationship marketing is defined as the process of identifying and separating relational, productive exchanges from ineffective and unproductive exchanges. Sherman contended that these elements are essential to successful marketing partnerships.

Since they advise marketers and promoters to work at sustaining and upholding connections by collaborating with the relations and marketing partners, Assael (1987) asserted that commitment and trust are essential components of any relationship marketing strategy. Customers will trust such businesses because there is mutual loyalty that helps both parties to fulfill their needs, rather than focusing on short-term profits. This is achieved by the marketers structuring their strategies to adhere to the principles that will ensure long-lasting bonds are created. Furthermore, they provide them the impression and feeling that their relationship partners won't seize the chance to betray them, which makes high-risk actions seem necessary.

The theory of commitment and trust explains why marketing partners behave in a cooperative manner, which in turn results in a successful marketing relationship. Morgan and Hunt (1994) stated that commitment and trust are the most important mediators between relationship partners and necessary for creating a cooperative relationship between the partners. Williams et al. (1998) found that different economies and countries have different drivers of relationships based on commitment and trust, and that the degree of individuality and collectivism in any given nation is the primary determinant for social bonding among the populace.

They noted that collectivism, or social orientation countries, would place a greater emphasis on social connections and be highly receptive to the structural principles of relationships in business. Additionally, they discovered that nations with a higher degree of individuality and structural orientation would respond more strongly to the structural notions of commercial connections and would place a greater emphasis on structural bonding than on social bonding.

Methodology

Research Design

A cross-sectional survey research design was used in the study. Studying the relationships between the variables already listed in the conceptual framework is made easier with the help of this design (Mugenda & Mugenda, 2003). Because the study's population was dispersed throughout the state of Abia, a survey approach was acceptable. Customers of fast-moving consumer goods (FMCG) in Nigeria's Abia State made up the study's population. It is unknown how many of these customers there are in Nigeria's Abia State. The study's population was therefore limitless. Owing to the limitations included in researching the complete population, appropriate sampling strategies were employed to obtain samples. The study's sample size of 385 was determined through the application of the Cochran (1975) formula which is used in social sciences for unknown population.

For the present study, convenience sampling was used because of the nature of the respondents. Convenience sampling was employed because it offered the researcher the opportunity to select and interview those who were willing to provide the relevant information needed for the study. Respondents were asked questions on how their cultural affiliations influenced their purchases of fast moving consumer goods (FMCG) based on their exposures to marketing communication mix. The researchers approached these respondents at strategic shopping malls across the state where copies of the questionnaire were administered to them and retrieved after completion. Based on the sample size of 385, copies of the questionnaire were administered. A structured questionnaire served as the major instrument of data collection in the study. The questionnaire contained both open and close-ended questions and Likert scale ratings. The data obtained from the field survey was presented with simple descriptive statistics such as tables, charts and percentages. All stated hypotheses in the study were tested with spearman rank correlation using the SPSS software version 25.0. This depended on the normality of the distribution.

Results and Discussion

Table 1 Relationship between language (dialect) used and advertising effectiveness

			Language	Advertising Effectiveness
Spearman's rho	Language	Correlation Coefficient	1.000	.944**
		Sig. (2-tailed)	.	.000
		N	380	380
	Advertising Effectiveness	Correlation Coefficient	.944**	1.000
		Sig. (2-tailed)	.000	
		N		

	N	380	380
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Source: SPSS Output (2024)

Table 1 presents the SPSS Output on the correlation coefficients between language (dialect) used and advertising effectiveness. For the relationship between language (dialect) used and advertising effectiveness, the correlation coefficient is 0.944, indicating a strong positive and direct correlation. This suggests that as the use of proper language (dialect) increases, there tends to be a corresponding increase in advertising effectiveness. The statistical significance of this relationship is supported by a p-value of 0.000, indicating that the observed correlation is unlikely to have occurred by random chance. The strong positive correlation between the use of proper language (dialect) and advertising effectiveness highlights the critical role of culture in marketing communications effectiveness. It suggests that the proper use of local dialects in marketing communications can lead to effective advertising. Companies can leverage the findings to ensure that their strategic marketing communication strategies are built around cultural values of the target audience which must include their preferred language. Ablonczy-Mihályka (2009) has previously found a positive relationship between language (dialect) and advertising effectiveness.

Table 2 Relationship between religion and promotional success

			Religion	Promotional Success
Spearman's rho	Religion	Correlation Coefficient	1.000	-.906**
		Sig. (2-tailed)	.	.000
		N	380	380
	Promotional Success	Correlation Coefficient	-.906**	1.000
		Sig. (2-tailed)	.000	
		N	380	380

Source: SPSS Output (2024)

Table 2 presents the SPSS Output on the correlation coefficients between religion and promotional success. For the relationship between religion and promotional success, the correlation coefficient is 0.906, indicating a strong and negative correlation. This suggests that as religion increases, there tends to be a corresponding decrease in promotional success. The statistical significance of this relationship is supported by a p-value of 0.000, indicating that the observed correlation is unlikely to have occurred by random chance.

The result shows the critical role that religion plays in influencing consumer behaviour towards marketing communication. Most negative religious beliefs have negative effects on marketing communication effectiveness. This underscores the importance of disrupting such religious beliefs in order to gain consumer acceptance and patronage of products. This result is in agreement with that of

Schnalke and Mason (2014), who found that religion influences the strategies undertaken by the marketing function of any organization including marketing communications.

Conclusion

Culture holds a distinct and important value in marketing. It is extremely important to have knowledge of local cultures and customs when entering into global business. Culture and critical cultural issues are challenges which every marketer must contend with in Marketing. Marketing communication strategy and styles that do not embrace and embed cultural factors of languages, value systems, religion, lifestyles, attitude, etc., will definitely be rejected by the consumers. Symbolism, aesthetics and designs that do not depict the culture of the consumers can also be misinterpreted (Fritche, 2016). Though globalization has actually miniature and created global village where everybody appeared to be in the same pedestal, some consumers are consistently claiming their right to culture in business (Hall, 2002).

Recommendations

Based on the findings of this study, the following have been recommended.

1. Marketers should use the cultural lens with care to see how people perceive their brands and where culture shapes or alters their perception of the brands. Also, marketing Communication styles that most beautifully captured and crafted the beauty and aesthetics of the local culture work the best and should be vigorously used.
2. Marketing organizations must translate advertising messages in the local languages of the consumers to gain attention, interest, desire and ultimately action towards their products and services. The advertising messages must recognize the cultural differences that exists among the consumers of the firm's brand.
3. Individuals in the same geographical location may have different customs, religious views, and customs among other cultural aspects. Marketers should not judge a group because it comes from a particular geographic area.
4. Marketers must learn both the verbal and non-verbal languages of major Nigeria cultures to effectively communicate with the target market. Additionally, promoters should communicate with the potential customer to influence their target market to purchase their products or subscribed to their services.

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