

# Leveraging Linguistic Diversity: Code-Mixing Strategies for Effective Multilingual Advertising in Nigeria

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**Abstract:** *This research examines code-mixing and advertisement success in Nigeria, a multilingual nation with over 500 languages. Advertising uses code-mixing intentions, code-mixing ratio, switching tags, and grammatical mixing. The research employed a survey research design, utilizing a sample size of 384 respondents from the consumer population of Lagos metropolis in Nigeria. The sample size determination was based on the Cochran formula for sample size estimation. Structural Equation Model (SEM) was used to examine how code-mixing factors affect ad performance. Code-mixing intentions affect advertising performance ( $\beta = 0.428, p < 0.001$ ). Code-mixing helps marketers interact with multiple language groups, fostering cultural relevance and inclusion and increasing brand affinity and customer loyalty. Grammatical mixing also boosts advertising success ( $\beta = 0.185, p = 0.003$ ). Advertisers improve message effectiveness, emotional engagement, and brand impression by mixing grammatical terms from multiple languages. However, code-mixing ratio and switching tags were not statistically significant. These results show that code-switching frequency and transition indicators may not affect advertising performance in the examined setting. The total squared multiple correlation (R-squared) value of 0.573 suggests that code-mixing factors explain 57.3% of advertising success. The remaining 42.7% of unexplained variation shows that other variables also affect advertising results. Code-mixing, especially intentions and grammatical mixing, helps Nigerian ads succeed. Advertisers may create powerful advertisements for varied language populations by considering linguistic competency and cultural subtleties. Future study should examine other relevant elements and take a complete strategy to optimize advertising effectiveness in Nigeria's linguistically varied and culturally complex setting.*

**Keywords:** Advertisement efficiency, Code-mixing intentions, Code-mixing ratio, Grammatical Mixing, Switching tags.

## Introduction

In Nigeria's linguistically diverse landscape, where more than 500 languages are spoken, code-mixing has become an integral part of daily communication (Abdul-Raheem, 2017; Akande, 2018). Code-mixing refers to the combination of two or more languages within a singular discourse, and it has permeated many fields, including advertising. (Lasisi et al., 2019) Advertisers in Nigeria have increasingly recognized the significance of code-mixing in connecting with diverse linguistic communities. (Ogbonna, N.O (2017). This article examines the relationship between code-mixing and advertising in Nigeria, focusing on its impact on cultural connection, (Ramanathan, 2010) brand perception, and the overall efficacy of advertising campaigns.

The significance of code-mixing in Nigerian advertising resides in its capacity to establish cultural relevance (Castillo, 2019) and inclusiveness in brand messaging. By

incorporating elements of consumers' native languages or local dialects into advertisements, marketers can develop campaigns that profoundly resonate with particular cultural identities and sensibilities (Jegade, 2019). Consumers are more likely to emotionally identify with advertisements that recognize and appreciate their linguistic diversity, resulting in greater brand affinity (Gupta 2015) and consumer loyalty.

The enormous linguistic diversity of Nigeria presents advertisers with unique challenges when attempting to reach a large audience. (Ogunwala, 2018) Code-mixing provides a solution by breaking down language barriers, allowing brands to communicate effectively with a larger

and more diverse audience. (Oluwole & Ogunyemi, 2020) A strategic combination of English, Nigeria's lingua franca, and local languages ensures that advertising messages are culturally pertinent. Adebite (2014) and comprehensible to a broad range of consumers, nurturing a sense of belonging (Alimi & Akindele, 2019) and



cultural appreciation.

In addition, it has been demonstrated that code-mixing improves brand recall and likeability in advertisements. When consumers encounter advertisements in a familiar linguistic context, memory retention of the brand name and key messages improves, resulting in a more favourable brand perception (Salami, 2021). A deft application of code-mixing can make advertisements more memorable to consumers and increase the likelihood of consumer engagement and purchase behaviour.

However, linguistic proficiency and authenticity are essential for code-mixing to be effective in advertisements (Yusuf & Adelabu: Ademola; 2018; Nuyen&Nuyen, 2020). Advertisers must have a comprehensive comprehension of the languages they are merging and ensure that the blending is natural and context-appropriate. A improperly executed code-mixing strategy may result in customer confusion or alienation, undermining the intended cultural connection and negatively influencing the advertisement's success.

When planning code-mixing strategies, advertisers must also consider the specific language preferences of various regions in light of Nigeria's regional linguistic diversity (Gbadeyan, 2020). Adapting advertisements to local linguistic contexts ensures that the code-mixing resonates profoundly with the intended consumers, thereby strengthening the relationship between the brand and the consumer.

The impact of code-mixing on the effectiveness of advertisements in Nigeria is substantial. Code-mixing is an effective linguistic strategy that allows advertisers to engage (Li, 2016) with diverse linguistic communities, establish cultural relevance, and overcome language barriers. When properly executed, code-mixing increases brand recall (Perez, 2019) likeability, and emotional engagement, contributing to the overall effectiveness of advertising campaigns in Nigeria's linguistically diverse and culturally rich landscape.

The impact of code-mixing on advertisement success in Nigeria has become a topic of increasing interest in the field of marketing and linguistics. While code-mixing has become prevalent in Nigerian advertisements, its effectiveness and implications for brand perception, consumer behavior, and overall advertisement success remain underexplored. As Nigeria is home to over 500 languages, advertisers face the challenge of effectively connecting with diverse linguistic communities through code-mixing to achieve cultural relevance and inclusivity in their campaigns. However, limited research exists on the linguistic strategies, regional considerations, and linguistic proficiency required for successful code-mixing in the context of Nigerian advertising. Consequently, there is a need to investigate how code-mixing impacts

advertisement success in Nigeria and to identify the factors that contribute to its effectiveness in creating cultural connections, breaking language barriers, and enhancing brand recall and likeability. Addressing this research problem will provide valuable insights for advertisers, marketers, and communication experts seeking to leverage code-mixing as a linguistic tool to enhance advertisement success in the linguistically diverse and culturally rich context of Nigeria.

## Literature Review

### Concept of Code-Mixing

In linguistics, "code-mixing" refers to the communication practise of combining two or more languages or language varieties. In multilingual or bilingual communities, it is common for speakers to transition between languages within the same discourse or even sentence. Code-mixing can serve multiple purposes, including emphasising, conveying emotion (Choudhary,2015) supplying lexical gaps, and indicating identity. To identify and investigate code-mixing in language data, researchers use various surrogates or indicators. Among these proxy servers are:

**Lexical Borrowings:** Look for words or phrases borrowed from another language in a conversation in which the dominant language is primarily used. For instance, using English words such as "okay," "cool," and "goodbye" in a foreign language conversation.

**Phonological Influences:** Observe the influence of the phonological patterns of one language on another. For example, applying the phonological norms of one language to words borrowed from another.

**Switching Tags:** These are conversational markers or indicators that indicate a change in language. Certain words, phrases, or intonation patterns can indicate the transition from one language to another.

**Code-Switching Ratio:** This metric quantifies the prevalence of code-mixing within a conversation or corpus. It computes the ratio of one language's words or utterances to those of another.

**Grammatical Mixing:** examining situations in which grammatical constructs from one language—such as verb conjugation and word order—are incorporated into sentences or phrases in another.

**Social Factors:** Taking into account the social setting and spoken language of the participants. Code-mixing may be more common in casual or laid-back environments, among certain social groupings, or when speakers have diverse degrees of linguistic skill.



**Code-Mixing Intentions:** recognising the code-mixing's intended purposes, such as humour, emphasis, or identity expression. The reasons why speakers choose to blend languages might sometimes provide light on their communication techniques.

**Language Dominance:** examining the relative linguistic dominance in a conversation and the relationship between code-mixing and speaker skill.

#### Code Mixing Strategies in Nigerian Advertisement

**Linguistic Proficiency and Authenticity:** The use of code-mixing in advertising requires both language skill and credibility. The intricacies of the languages that are being blended must be well understood by the advertisers, who must also make sure that the blending is done organically and appropriately for the occasion. (Nguyen&Nguyen,2020). Instead of building the intended cultural link, a badly executed code-mixing strategy might backfire and alienate prospective consumers.

**Regional Considerations:** Planning code-mixing tactics requires taking the linguistic variety of Nigeria's regions into account. Understanding regional language preferences might help advertisers better focus their messages to certain target populations. This regional strategy makes sure that the targeted customers are significantly affected by the code-mixing, establishing a feeling of community and cultural appreciation.

**Cultural Relevance and Inclusivity:** Advertisers may craft messages that appeal to certain cultural identities and sensitivities by using code -mixing in their commercials. Brands may show their cultural relevance and inclusion by using words from customers' native tongues or regional accents.(Bhatia,(2013) A stronger emotional connection to the company is more likely to result from advertising that respect and celebrate the linguistic variety of the audience.

The effect of code-mixing on the effectiveness of advertisements in Nigeria has drawn increasing attention from academics. The usefulness of this language tactic in the Nigerian advertising setting has been illuminated by a number of empirical research that investigated the link between code-mixing and different marketing results.

In one important research, Abdul-Raheem (2017) especially looked at the usage of code-mixing in the language selection of Nigerian print adverts. The research evaluated the frequency and kinds of code-mixing used by examining a sample of advertising from various Nigerian sectors and areas. According to the research, code-mixing was a typical language occurrence in Nigerian print ads and was essential for promoting cultural relevance and inclusion. According to the research, code-mixing allowed marketers to target various

linguistic groups and appeal to their feeling of identification and connection to the brand.

Similar to this, a research by Lasisi et al. (2019) examined how language affects the efficacy of advertising with a focus on code-mixing in Nigerian radio advertisements. In order to gauge radio listeners' sentiments towards advertising that use code-mixing, researchers surveyed a wide range of them. The findings showed that commercials using code-mixing had greater rates of brand recall than those that were just in English. The research also discovered that code-mixing stimulated listeners' pleasant emotions, increasing brand likeability and boosting customer engagement.

Another research by Gbadeyan (2020) used data from Nigeria to examine how code-mixing affects the efficacy of advertisements in a bilingual culture. The study looked at the linguistic techniques employed in advertising from various parts of Nigeria and evaluated how they affected consumer impression of the brand. The results showed that localised code-mixing, according to certain areas' language preferences, dramatically increased brand memory and consumer reactions. This research made clear how crucial it is to take regional factors into account when using code-mixing in Nigerian marketing.

Additionally, Salami (2021) carried out a research to see how code-mixing benefited a well-known Nigerian telecom company's multilingual promotion. The study investigated the effects of code-mixing on cultural connection and brand impression using a mixture of focus group talks and consumer surveys. The findings showed that the campaign's use of code-mixing struck a deep chord with customers from different language backgrounds, strengthening the brand's relationship with its target market and boosting the effectiveness of advertisements.

A comparison of code-mixing and code-switching in Nigerian print ads was done by Jegede (2019). The research looked at the language techniques used in advertising that were directed at various linguistic groups. The results showed that code-mixing was superior than code-switching in terms of developing cultural connection and brand memory. Code-mixing advertisements were seen as more inclusive and culturally relevant, which boosted consumer involvement and increased the effectiveness of the ads.

In a research on multilingual advertising in Nigeria, Ogunwale (2018) concentrated on the usage of code-mixing in TV ads. The study examined a variety of TV commercials from diverse markets and businesses. In terms of brand identification and customer reaction, the research discovered that advertising that purposefully included code-mixing to match the cultural and language preferences of certain areas were more effective. When

using code-mixing in Nigerian commercials, the research emphasized the need for cultural sensitivity and regional adaptability.

Code-mixing in Nigerian radio commercials was examined by Yusuf and Adelabu (2019), who also looked at its function in forging cultural affinities with listeners. In order to learn more about radio listeners, the research employed both qualitative and quantitative methodologies, such as surveys and interviews. The research showed that code-mixing improved consumers' emotional response to advertising, resulting in favourable opinions of the company and an increase in desire to consider buying the promoted goods.

Akande (2018) investigated the social ramifications and reception of code-mixed messages in Nigerian ads from a sociolinguistic approach. Focus groups with customers from various linguistic backgrounds participated in the study. The research found that consumers had a good opinion of firms that used code-mixing in their commercials because it enhanced their feeling of linguistic inclusion and cultural respect.

Collectively, these empirical investigations provide insightful information about how code-mixing affects the effectiveness of advertisements in Nigeria. They show how crucial code-mixing is for creating cultural relevance, overcoming language obstacles, improving brand memory, and encouraging emotional connection with customers. When using code-mixing as a linguistic strategy in Nigerian commercials, the studies also stress the significance of language competence, authenticity, and regional factors. These studies add to the corpus of knowledge, educating marketers and advertisers on how to successfully employ code-mixing to engage with various linguistic groups and run successful advertisements in Nigeria's linguistically and culturally varied setting.

In order to give a thorough explanation of the issue, the theoretical framework of the influence of code-mixing on advertising success in Nigeria relies on pertinent ideas and frameworks from linguistics, marketing, and communication studies. Theoretical comprehension of code-mixing in Nigerian commercials is aided by the following ideas and theories.

**Sociolinguistic Theory:** Sociolinguistics studies how language usage is socially constructed and how linguistic decisions are impacted by social context. Sociolinguistic theory aids in understanding the function of language in the construction of cultural identity and the promotion of linguistic inclusion in the context of code-mixing in Nigerian commercials (Abdul-Raheem, 2017). Advertising in Nigeria may target a variety of linguistic groups by using code-mixing, which fosters a feeling of cultural relevance and inclusion that appeals to customers with varied linguistic origins (Akande, 2018). The idea places a strong emphasis on the social role of language in

effective advertising and how it affects brand perception. **Communication Accommodation Theory:** According to this hypothesis, people modify their communication styles to suit or match the language preferences of their interlocutors. Communication accommodation theory describes how marketers strategically combine local languages and English (Nigeria's lingua franca) to communicate with varied linguistic groups in the context of code-mixing in Nigerian commercials (Lasisi et al., 2019). Advertising agencies improve message reception and develop a greater feeling of connection between customers and businesses by catering to the language demands of their target audience.

**Cognitive Processing Theory:** The theory of cognitive processing is concerned with how people encode, store, and retrieve information. Cognitive processing theory describes how consumers' memory retention and brand recall are altered by experiencing advertising in familiar language situations in the context of code-mixing in

Nigerian commercials (Jegede, 2019). Because it takes use of customers' cognitive familiarity with their native tongues and helps them remember brand names and important messaging, code-mixing increases brand recall and likeability (Salami, 2021). The idea emphasises the benefits for brand-consumer relationships in code-mixing advertising from a cognitive standpoint.

**Regional Variation in Language Theory:** Nigeria's linguistic variety makes it important to consider regional variance in language theory when figuring out how to adapt code-mixing tactics to suit various linguistic groups. According to this idea, it's crucial to take local language preferences into account while adopting code-mixing in Nigerian commercials (Gbadeyan, 2020). By using localised code-mixing, marketers show cultural awareness and connect with customers in other markets more successfully, increasing the effectiveness of their advertising campaigns.

**Emotional Appeals in Advertising:** According to the emotional appeals hypothesis, people are more likely to remember advertising that make them feel something. This theory aids in comprehending how code-mixing may foster emotional connections with customers, resulting in favourable sentiments towards companies and improved consumer involvement in the context of code-mixing in Nigerian ads (Yusuf & Adelabu, 2019). Advertising effectiveness is increased when code-mixing techniques are used to include components of familiar language into commercials.

The theoretical study gives a framework for comprehending the influence of code-mixing on the success of advertisements in Nigeria. Using sociolinguistics, communication accommodation, cognitive processing, and regional variation in language,

and emotional appeals theories, advertisers can create culturally relevant and inclusive campaigns that break down language barriers, improve brand recall, and foster emotional engagement with with Nigeria's diverse linguistic communities.

### Methodology

This study adopted a mixed-methods approach to gather comprehensive data on the impact of code-mixing on advertisement success in Nigeria. Firstly, focus group discussions were conducted with participants from various linguistic backgrounds to explore their influence of code-mixing on advertisements. The discussions aimed to understand the cultural relevance and effectiveness of code-mixing in conveying brand messages. The research employed a survey research design, utilizing a sample size of 384 respondents from the consumer population of Lagos metropolis in Nigeria. The sample size determination was based on the Cochran formula for sample size estimation. Data collection involved using a 4-point Likert scale questionnaire, administered through Google Forms. The collected data was analyzed using the Structural Equation Model (SEM) with the Amos Graphics Version 26 software. The analysis model was formulated as follow:

#### Analysis

The analysis of this study is based on the results obtained from the structural equation model (SEM) analyzed using AMOS Graphics Version 26.

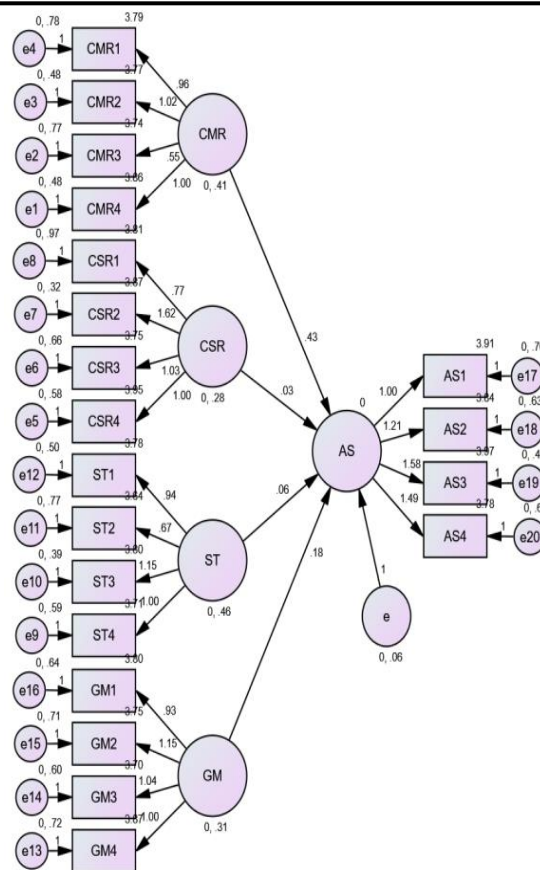


Figure 4.1: Structural Equation Model Specified for the Study

The structural equation model shows the structural equation modeling of code-mixing proxies adopted in this study (code-mixing intention, code-switching ratio, switching tags and grammatical mixing) on advertisement success in Lagos State, Nigeria. From the model, various statistics were established which include the mean of the observed variable(s) and the effect of the latent independent variable (code-mixing intention, code-switching ratio, switching tags and grammatical mixing) on the latent dependent variable (advertisement success), the statistics also include the residual (error term) which represents the discrepancy between the values of the dependent variable and the predicted by the regression model. The structural equation modeling (SEM) analysis yielded valuable insights into the relationships between the latent independent variables, namely "code-mixing intention" (CMR), "code-switching ratio" (CSR), "switching tags" (ST), and "grammatical mixing" (GM), and the latent dependent variable "advertisement success" (AS). The results indicate that code-mixing intention has the most significant positive influence on advertisement success, with an effect size of 0.43. This suggests that when individuals have a higher intention to engage in code-mixing, it can lead to increased advertisement success. Additionally, the presence of grammatical mixing (GM) also showed a notable positive influence on advertisement success, with an effect size of 0.18. On the other hand, code-switching ratio (CSR) and switching



tags (ST) demonstrated relatively smaller positive influences, with effect sizes of 0.03 and 0.06, respectively. However, even after accounting for the specified relationships, there remains a residual error estimated at 0.06, indicating some unexplained variance in advertisement success that is not captured by the selected latent independent variables. Therefore, while the SEM analysis provides valuable insights, further exploration of other potential factors may be necessary to fully understand the complexities influencing advertisement success.

**Table 1: Regression Weights:**

Variables	Estimate	S.E.	C.R.	P-Value	Decision
ASBCode-Mixing Intention	.428	.083	5.132	***	Significant
ASBCode Switching Ratio	.030	.051	.580	.562	Insignificant
ASBSwitching Tags	.060	.041	1.452	.146	Insignificant
ASBGrammatical Mixing	.185	.062	2.964	.003	Significant

*Source: Extracted from AMOS Text Output*

Table 4.1 shows the results of the regression analysis, presenting the estimates, standard errors (S.E.), critical ratios (C.R.), and p-values for the relationships between the variables. The dependent variable, "advertisement success" (AS), is regressed on four latent independent variables: "code-mixing intention" (CMR), "code-switching ratio" (CSR), "switching tags" (ST), and "grammatical mixing" (GM).

The regression weights indicate the strength and direction of the relationships between the independent and dependent variables. The analysis reveals that "code-mixing intention" (CMR) has a significant positive influence on advertisement success, with an estimated regression weight of .428. The critical ratio (C.R.) value of 5.132 for this relationship indicates that the effect is statistically significant at a high confidence level (\*\*\*) indicates  $p < 0.001$ ).

On the other hand, the relationships between "advertisement success" and "code-switching ratio" (CSR) as well as "switching tags" (ST) are found to be statistically insignificant. Both CSR and ST have regression weights of .030 and .060, respectively, with p-values greater than the typical threshold of 0.05. These results suggest that variations in CSR and ST do not have a significant impact on advertisement success.

However, it is noteworthy that "grammatical mixing" (GM) also demonstrates a significant positive influence on advertisement success, with an estimated regression weight of .185. The critical ratio value of 2.964 indicates statistical significance at the  $p < 0.05$  level. This finding

suggests that the presence of grammatical mixing in code-mixing practices can contribute to increased advertisement success.

Based on the regression analysis, "code-mixing intention" and "grammatical mixing" are found to be significant predictors of advertisement success, while "code-switching ratio" and "switching tags" do not show a significant influence in this particular scenario. These findings provide valuable insights for understanding the impact of code-mixing elements on advertisement outcomes and can inform marketing strategies targeted at multilingual audiences.

**Table 4.2: Squared Multiple Correlations**

Variables	Estimate
Advertisement Success β Code-Mixing	.573

*Source: Extracted from AMOS Text Output*

The findings presented in Table 4.2 provide valuable insights into the relationship between code-mixing and advertisement success. The squared multiple correlation (R-squared) value of .573 indicates that approximately 57.3% of the variance in advertisement success can be attributed to variations in code-mixing practices. This implies a meaningful and statistically significant association between code-mixing and the effectiveness of advertisements.

The moderate to strong relationship revealed by the R-squared value suggests that code-mixing plays a substantial role in influencing advertisement success. Marketers and advertisers targeting multilingual and multicultural audiences should take note of this finding as it underscores the relevance of incorporating code-mixing strategies into their campaigns to enhance their message effectiveness.

However, it is crucial to recognize that around 42.7% of the variance in advertisement success remains unexplained by code-mixing variations. This suggests the existence of other pertinent factors that influence advertisement outcomes beyond code-mixing elements. As such, future research endeavors should explore and identify these additional factors to develop a comprehensive understanding of the determinants of advertisement success in diverse linguistic contexts.

Thus, the research findings emphasize the importance of code-mixing as a significant contributor to advertisement success, but they also highlight the need for considering other relevant factors that impact advertising outcomes. The results provide a solid foundation for marketers and advertisers to craft more effective campaigns targeted at diverse language audiences, while also encouraging further investigation into the holistic drivers of advertisement success in multilingual settings.

## Discussion of Results

The results of the structural equation modeling (SEM) analysis offer valuable insights into the relationship between code-mixing and advertisement success. The significant positive influences observed for "code-mixing intention" (CMR) and "grammatical mixing" (GM) on advertisement success, with effect sizes of 0.43 and 0.18 respectively, underscore the importance of these code-mixing elements in driving successful advertising outcomes. These findings align with the notion that when individuals have a deliberate intention to engage in code-mixing and when code-mixing incorporates grammatical blending, it can enhance the appeal and effectiveness of advertisements.

On the other hand, the relationships between "advertisement success" and "code-switching ratio" (CSR) as well as "switching tags" (ST) were found to be statistically insignificant, indicating that variations in these code-mixing aspects do not have a meaningful impact on advertisement success in the studied context.

This suggests that marketers may not gain significant benefits from focusing on the frequency of code-switching or the specific tags used in advertisements when targeting audiences with diverse language backgrounds.

The analysis also revealed a residual error of 0.06, indicating that there are other unexplained factors contributing to advertisement success beyond the examined latent independent variables. These unidentified factors could include cultural factors, visual appeal, emotional resonance, or other aspects of ad design and messaging that were not captured in the current model. Understanding these additional factors would be crucial for refining advertising strategies and further enhancing advertisement success in multilingual and multicultural contexts.

Moreover, the squared multiple correlation (R-squared) value of 0.573 suggests that approximately 57.3% of the variance in advertisement success can be explained by variations in code-mixing. While this indicates a significant association between code-mixing and advertisement success, the presence of a substantial percentage (42.7%) of unexplained variation suggests that there are still critical factors outside of code-mixing that influence advertisement outcome. Therefore, marketers should consider a comprehensive approach that incorporates code-mixing elements along with other relevant variables to optimize advertisement effectiveness.

## Conclusion

The art of code-mixing has become a potent instrument in Nigerian advertising. Advertising professionals may develop campaigns that are culturally relevant and inclusive while tapping into the nation's linguistic variety

(Abdul-Raheem, 2017). In addition to removing linguistic barriers, strategic code-mixing improves brand memory, likeability, and emotional engagement.

Advertisers must engage in language research and adjust their techniques to fit the tastes of various areas if they are to fully realise the promise of code-mixing. By doing this, companies may enhance brand-consumer interactions and use advertising to support the celebration and preservation of Nigeria's unique language legacy.

## Recommendations

The study on code-mixing's impact on advertisement success revealed valuable insights for advertisers looking to connect with diverse linguistic communities and create cultural relevance.

Advertisers are encouraged to adopt a deliberate and strategic approach, taking into account the preferences and sensitivities of different language groups to tailor their code-mixing strategies accordingly. By doing so, they can forge stronger connections with their target audience and enhance brand recall.

Another critical aspect identified in the study was the importance of grammatical mixing in code-mixing. Advertisers should pay close attention to how linguistic elements from different languages are blended grammatically in their messages. This linguistic finesse contributes to increased brand recall and heightened consumer engagement, making it a key factor in successful code-mixing campaigns.

A comprehensive approach that considers cultural factors, emotional appeals, visual design, and other elements of advertising should be adopted to optimize effectiveness and overall impact of advert campaign.

For code-mixing to be successful, advertisers must make fantastic effort to possess linguistic proficiency and ensure authenticity in their execution. Comprehensive knowledge of the languages being blended allows for a more natural and context-appropriate presentation, strengthening the resonance with consumers and fostering meaningful cultural connections.

Advertisers should embark on consumer research to craft successful code-mixing strategies which promotes understanding of consumer preferences, language usage, and cultural nuances through focus group discussions and surveys to provide valuable insights that help advertisers align their messages with the linguistic and cultural preferences of the target audience.

## Suggestion for Future Studies

Despite the insightful conclusions drawn from these empirical investigations, further study is still required to fully comprehend the effects of code-mixing on the effectiveness of advertisements in Nigeria. Future studies



should focus on the language skills and authenticity needed for successful code-mixing, as well as how cultural quirks and geographical differences affect how code-mixing affects various target audiences.

Additionally, in order to get a deeper understanding of code-mixing's ongoing influence on the Nigerian advertising scene, longitudinal studies should monitor the consequences of the practise over time on brand perception and customer behaviour.

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