

Cross-Cultural Advertising in Southeast Asia: Market Trends, Digital Engagement, and Cultural Adaptation

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ABSTRACT: This study aims to analyze cross-cultural advertising in Southeast Asia (SEA) between 2019 and 2024, with particular attention to market growth, digital engagement, and cultural adaptation strategies that influence advertising effectiveness. A mixed qualitative-quantitative approach was employed, relying on secondary data from Mordor Intelligence, EMARKETER, and Campaign Asia. Theoretical frameworks from Hofstede's cultural dimensions, Hall's high/low context theory, and postcolonial perspectives were applied to interpret advertising practices. Findings indicate that campaigns integrating local languages, regional influencers, and visual storytelling outperform standardized global content. Mobile-first strategies aligned with cultural values increase engagement, while high-context communication enhances message retention. Personalized mobile content and culturally embedded apps strengthen consumer trust and loyalty. The study concludes that cultural adaptation is essential for effective advertising in SEA. Inclusive and culturally attuned strategies foster stronger brand loyalty and higher conversion rates. The insights provide practical guidance for marketers operating in the region's competitive and diverse digital markets.

Keywords: Cross-Cultural Advertising, Southeast Asia, High-Context Communication, Cultural Adaptation, Mobile-First Strategy, Digital Marketing, Localization.



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INTRODUCTION

Cross-cultural advertising in Southeast Asia (SEA) presents unique challenges due to the region's cultural, linguistic, and economic diversity. As one of the fastest-growing digital economies globally, SEA offers significant opportunities for advertisers, but also demands strategies that reflect varied consumer values and behaviors. To be effective, advertising must integrate both theoretical insights and practical understanding of cultural communication.

In SEA, collectivist cultural orientations strongly influence consumer responses. Advertisements that emphasize harmony, family, and community values perform better than those that stress individualism (Ruangguttamanun, 2023; Simanjuntak, 2022). Campaigns aligned with these values generate emotional resonance and behavioral responses, making cultural adaptation essential across both urban and rural markets (Abuhashesh et al., 2021). As SEA is home to a wide range

of economic environments, from urban tech hubs to rural communities steeped in tradition, advertisers must adapt strategies that reflect this diversity (Gerlach & Eriksson, 2021; Kipnis et al., 2021).

The rise of the digital economy in SEA from 2019 to 2024 has significantly transformed advertising modalities, driven by a dramatic increase in internet penetration, smartphone adoption, and social media engagement. SEA surpassed 400 million digital consumers by 2024, creating new opportunities for digital advertising formats, particularly through social platforms and mobile-first strategies (Calabrese et al., 2015; Demangeot et al., 2015). As consumer behaviors have evolved, so too has the need for culturally nuanced digital marketing practices. Increasingly, brands are reallocating advertising budgets from traditional media to interactive platforms that offer real-time consumer engagement. E-commerce has similarly played a transformative role by shifting consumer expectations towards immediacy, personalization, and interactivity elements that must be reflected in advertising approaches.

Mobile technology adoption has also catalyzed a wave of app-based promotions and influencer-driven content marketing that is specifically tailored to SEA consumers' preferences and behavioral patterns (Olaniran, 2018). As a result, digital content must now align not only with platform-specific constraints but also with socio-cultural nuances. This means incorporating local dialects, symbolic aesthetics, and relevant social values into brand messaging (Park & Wallace, 2021). Simultaneously, the once-dominant Confucian ideals that emphasized respect for hierarchy, family cohesion, and moral propriety are being re-evaluated. Critics of this model argue that Confucianism, while historically influential, may no longer fully capture the aspirations and values of today's digitally savvy and globally exposed SEA youth (Nathan, 2015).

The academic response to this paradigm shift has been the development of hybrid models that blend traditional values with contemporary consumer preferences. Such models enable advertising strategies to evolve in ways that preserve cultural authenticity while fostering innovation and relevance (Chang & Wu, 2023). In this regard, Pucheta-Martínez et al. (2020) highlight the importance of flexibility in cultural representation to maximize brand appeal across heterogeneous markets. To complement Hofstede's dimensions, Edward T. Hall's high-context and low-context communication theory offers another valuable lens. Hall's theory distinguishes between cultures that rely heavily on implicit, nonverbal cues (high-context) and those that prioritize explicit, direct communication (low-context). In SEA's high-context environments, advertising strategies often benefit from metaphorical storytelling, visual symbolism, and emotionally rich narratives (Kirkman et al., 2016; Schinzel, 2018).

When used in conjunction, Hofstede's and Hall's frameworks allow marketers to construct advertising content that is both culturally attuned and contextually sensitive. These theoretical tools help navigate the challenges of designing campaigns that resonate across linguistic, ethnic, and generational lines. Marketers are increasingly implementing these insights into practice by leveraging storytelling, visual semiotics, and locally relevant themes that transcend language barriers (Barile et al., 2023; Minkov & Kaasa, 2020). However, despite this theoretical advancement, many global advertising strategies remain rooted in Western paradigms that emphasize individualism, assertiveness, and competition values that may be incongruent with SEA audiences' expectations (Soloviov, 2022).

Misalignment with local culture can create dissonance and weaken brand credibility. Overuse of Western-centric models risks producing homogenized messages that lack depth and authenticity (Linsley & Shrives, 2014). Therefore, advertising in SEA must be localized not only in language and imagery, but also in values, tone, and emotional framing.

Culture also plays a pivotal role in shaping how consumers decode and respond to digital advertising. The structure and style of advertising messages including narrative form, visual elements, and emotional tone are interpreted through culturally specific lenses. This is especially apparent in SEA, where diverse cultural histories shape aesthetic preferences and consumer expectations. Ads that reflect familial bonds, community involvement, and harmonious social relationships are generally perceived more positively (Mohammad, 2020). These affective elements serve as cultural anchors that enhance identification with the brand message and promote brand loyalty (Elemam & Saide, 2023).

In conclusion, the field of cross-cultural advertising in SEA is at a pivotal juncture, shaped by a confluence of rapid digital transformation, evolving consumer identities, and the reassessment of traditional cultural models. Marketers aiming for relevance and resonance in this region must adopt an integrative approach that merges robust theoretical understanding with agile, context-sensitive practices. This includes moving beyond rigid global templates and cultivating culturally embedded strategies that reflect the lived realities of SEA's diverse populations. Future research should continue to explore and refine such hybrid models to better align with the region's cultural and technological trajectories.

METHOD

This study adopts a qualitative-quantitative research framework grounded in secondary data analysis, theoretical modeling, and interpretative synthesis to investigate cross-cultural advertising trends in Southeast Asia (SEA) between 2019 and 2024. The methodology draws on interdisciplinary perspectives and incorporates culturally anchored analytical techniques to evaluate the relationship between digital engagement, advertising formats, and cultural adaptation strategies across SEA. This section elaborates on data sourcing protocols, analytical techniques, and the operationalization of theoretical models such as Hofstede's cultural dimensions and Hall's context theory, while also addressing the limitations inherent in secondary data when applied to regional advertising assessment.

Data for this study were collected through secondary sources, focusing on digital advertising trends, consumer behavior, media spending, and localization practices. Sources included Mordor Intelligence, EMARKETER, IMARC Group, Campaign Asia, and other recognized platforms. Selection emphasized recent publications, empirical validity, and regional coverage across SEA countries.

The analytical process began with a structured data collection plan that emphasized diversity in source origin and scope. This was followed by a triangulation process in which multiple sources were cross-referenced to identify recurring themes and corroborate quantitative trends (Kahn et al., 2016; Prabawani et al., 2020). Reliability and relevance of each dataset were evaluated using the

Data Quality Assessment (DQA) model, focusing on accuracy, timeliness, completeness, and consistency (Tseng et al., 2020, p. 2).

Key variables analyzed included digital ad spend, influencer marketing penetration, video content engagement rates, mobile-first platform usage, and the prevalence of localization features in advertising. Where appropriate, statistical techniques such as descriptive statistics, time-series analysis, and cross-tabulation were employed to uncover market dynamics and behavioral correlations. Although the study predominantly uses qualitative interpretation, there is acknowledgment of the growing role of advanced analytics such as machine learning and natural language processing in enhancing the precision and predictive capability of marketing trend forecasts (Santos & Carvalho, 2023).

Each stage of the research was documented to ensure transparency and replicability (Rasool et al., 2019). Reports from practitioners and expert commentaries were also reviewed to align academic findings with practical applications (Yousef et al., 2021). This approach provided a balanced view between theory and market relevance.

Central to this study is the operationalization of Hofstede's cultural dimensions in examining the impact of cultural alignment on advertising effectiveness. Each cultural dimension such as individualism vs. collectivism, uncertainty avoidance, and power distance was translated into operational indicators, including message tone, narrative structure, and symbolic content of advertisements. These variables were analyzed in relation to consumer engagement metrics such as click-through rates, likes, shares, and conversions (Aguirre et al., 2015).

Market segmentation was informed by existing cultural typologies mapped to specific SEA countries, with differentiation strategies guided by the dominant cultural traits identified in each locale (Guenther & Guenther, 2018). The integration of Hofstede's model with performance data enabled the identification of cultural affinity patterns i.e., the degree to which culturally congruent ads outperformed standardized campaigns. These patterns were cross-validated through qualitative evidence drawn from case studies, focus group reports, and expert interviews, thereby enriching the empirical robustness of the study (Yousef et al., 2021).

The research also employed Edward Hall's high-context and low-context communication theory to evaluate advertising styles. High-context messaging was assessed through indirectness, symbolism, and relational emphasis, while low-context ads were analyzed for directness, clarity, and factual tone. The comparative evaluation allowed for nuanced insights into how message construction influences audience reception in culturally diverse SEA environments. Theoretical models were iteratively refined in light of evolving consumer trends and socio-economic shifts, with a particular focus on youth digital behavior and globalized identity expressions (Richardson et al., 2016).

In combining quantitative segmentation with qualitative interpretation, the study provides a comprehensive framework for culturally intelligent advertising strategy. This methodological synthesis affirms that culturally embedded communication enhances brand resonance, particularly in digital ecosystems where consumers seek both relevance and authenticity.

While secondary data offers substantial benefits in terms of efficiency, breadth, and comparative value, several critical limitations warrant caution. First, regional generalization remains a challenge. Many datasets are aggregated at national levels and fail to capture intra-national cultural heterogeneity, especially in multi-ethnic countries such as Indonesia, Malaysia, and the Philippines (Prabawani et al., 2020). These cultural nuances are often essential for tailoring advertising strategies at the micro-market level.

Second, temporal relevance is a persistent concern. The rapid evolution of digital advertising platforms, influencer dynamics, and media consumption habits often renders older datasets obsolete. Lag in data publication and collection can obscure emergent trends, leading to misinformed conclusions if not adjusted by current intelligence (Tseng et al., 2020). This issue is further compounded when market reports are updated infrequently or contain methodological inconsistencies across reporting intervals.

Another methodological issue lies in inconsistency across sources. Different agencies may employ varied definitions, measurement techniques, and audience categorizations, which complicates comparative analysis and integration. Such discrepancies undermine analytical coherence and necessitate careful calibration to ensure valid comparisons (Maani et al., 2019).

Furthermore, secondary data often lacks the granularity needed to explore psychological or affective variables, such as emotional engagement, brand sentiment, or narrative appeal. These dimensions are critical in advertising research but are typically uncovered only through primary research instruments like interviews, focus groups, and ethnographies.

Lastly, data access and completeness vary significantly across the SEA region. While digital economies like Singapore and Malaysia offer relatively robust datasets, less digitally mature markets may suffer from data scarcity or reporting inconsistencies. This imbalance can introduce selection bias and limit the generalizability of findings across the region (Tselengidis et al., 2023).

To address these limitations, the study advocates a hybrid methodological approach in future research, combining rich secondary datasets with targeted primary data collection. Such integration enhances cultural specificity, compensates for data limitations, and improves the validity of advertising strategy recommendations.

RESULT AND DISCUSSION

This section presents the findings derived from secondary data and theoretical application, focusing on advertising market trends, consumer digital behavior, and cultural localization strategies in Southeast Asia (SEA). The insights highlight the dynamic interplay between technological adoption, consumer engagement, and culturally embedded marketing strategies, offering a comprehensive and granular picture of digital advertising effectiveness across the region's heterogeneous cultural and economic landscapes.

Market Trends

Advertising Market Size and Key Growth Drivers

The SEA advertising market reached an estimated USD 24.01 billion in 2024, with projected growth of 15.3% annually (Mordor Intelligence; IMARC). Growth is supported by internet expansion, mobile adoption, and the rise of e-commerce. Beyond these economic drivers, a key implication is that demographic and policy support provide fertile ground for culturally adapted digital strategies. This suggests that market growth cannot be separated from cultural and technological readiness, making localization essential for sustained effectiveness (Arnold et al., 2021). Governmental and agency reports further validate this expansion, citing enhanced regulatory support for digital transformation, rising SME investment in digital marketing, and favorable demographic conditions namely a large, youthful population increasingly integrated into digital ecosystems.

Evolution of Mobile-First and App-Based Advertising

Mobile-first advertising strategies have become the dominant paradigm in SEA. The Mobile-first strategies dominate advertising in SEA as consumers spend most of their time on mobile apps for commerce, entertainment, and social media. App-based ads now consistently outperform desktop formats. More importantly, their success depends on localized design campaigns that integrate regional content and culturally relevant cues achieve stronger engagement than standardized mobile ads. This indicates that mobile advertising effectiveness is not purely technological, but socio-cultural (Shah et al., 2019).

Dominant Digital Advertising Formats

Video advertising, especially short-form videos on TikTok, Instagram Reels, and YouTube Shorts, dominate digital engagement in SEA. Their appeal lies not only in brevity but also in narrative and symbolic richness, which resonate with high-context cultures. The rise of native advertising and social commerce further illustrates how formats succeed when adapted to cultural expectations. Programmatic advertising powered by AI adds technical efficiency, but without cultural embedding it risks being ignored (Bowman et al., 2019; Mosa, 2022).

Table 1. SEA Advertising Market Size & Growth (2019–2030)

Year	Market Size (USD billions)	Notes
2019		Baseline not specified
2024	24.01	Mordor Intelligence
2025	28.35 (Projected)	Based on 15.3% CAGR
2030	57.77 (Projected)	Long-term forecast

Consumer Digital Behavior

Engagement with Influencer and Live-Commerce Content

Influencer marketing and live-commerce formats have emerged as critical tools in the advertiser's toolkit. Influencers in SEA hold considerable sway, especially among younger digital natives who value relatability and authenticity over traditional celebrity endorsements. Research shows that influencers embedded in local culture and language not only foster trust but also significantly drive consumer action through narrative content and participatory interactions (Tsawaab, 2023). Live-commerce offering a real-time blend of product demonstrations and direct engagement builds urgency and emotional investment, often resulting in immediate purchase conversions (Gupta et al., 2016).

Digital Behaviors and Advertising Conversion

SEA consumers exhibit strong responsiveness to personalized and dynamic advertising. Conversion is increasingly dependent on precision-targeting, behavioral analytics, and real-time engagement. Data-driven strategies that leverage behavioral tracking and predictive analytics enable brands to deliver content that aligns closely with individual users' needs and intent. Furthermore, the use of A/B testing and campaign optimization tools allows advertisers to refine messaging, format, and timing for maximum impact. Notably, the effectiveness of conversion strategies is amplified when culturally contextualized, such as when language, holidays, and socio-religious practices are incorporated into the digital ad narrative (Rahman et al., 2020; Sharma et al., 2018).

Payment Preferences and Shopping Behavior

Consumer payment preferences in SEA are bifurcated, reflecting both modernization and traditionalism. In urban markets like Singapore, Malaysia, and parts of Indonesia, e-wallets and mobile payment platforms have become mainstream due to their speed, convenience, and promotional incentives. In contrast, cash-on-delivery remains dominant in rural or semi-urban areas, primarily due to limited financial literacy, skepticism toward digital payments, and infrastructural challenges. Successful advertising campaigns often include flexible payment messaging, assuring consumers of secure transactions and multiple payment options, which significantly affects final purchase decisions (Al-Hasan et al., 2022).

Multi-Device Usage and Strategic Implications

The phenomenon of multi-device behavior has profound implications for advertising strategy in SEA. Consumers increasingly initiate their buyer journeys on mobile devices, conduct product research on desktops, and complete transactions across devices interchangeably. This necessitates seamless integration across platforms and consistent brand narratives throughout all user touchpoints. Responsive design, adaptive content delivery, and synchronized retargeting

campaigns are essential to maintaining consumer engagement and reducing friction in the path to purchase (Mahdavi et al., 2022).

Table 2. Consumer Digital Behavior Indicators in SEA (2024)

Indicator	Regional Trend
Influencer/live-commerce share	Up to 60% of sales in select verticals
Mobile ad consumption	Leading over desktop platforms
Preferred payments	e-wallets, COD
Multi-device engagement	High; strategy must be cross-platform

Cultural Localization Trends

Use of Local Language and Visual Identity

Advertising campaigns that employ local languages and culturally resonant imagery demonstrate higher effectiveness in SEA. Language functions as more than a communication tool; it signals respect and inclusion, reinforcing trust among consumers. Visual identity manifested through motifs, clothing, festivals, and landmarks further enhances narrative relevance. Such strategies not only improve recall but also engender emotional connections that support long-term brand affinity (Agarwal & Nath, 2023).

Role of Regional Influencers

The rise of micro-influencers and regional content creators has reshaped the influencer marketing landscape in SEA. These figures offer hyper-local engagement, allowing brands to penetrate niche communities and cultural groups. Unlike macro-influencers, who often cater to pan-regional audiences, local influencers offer authenticity grounded in shared linguistic, social, and cultural capital. Their recommendations often carry persuasive weight, particularly in sectors like beauty, fashion, health, and lifestyle (Jiang et al., 2015).

Incorporating Non-Confucian Cultural Models

While Confucian values of hierarchy, family, and harmony continue to influence many SEA societies, their dominance is being complemented by emergent values emphasizing individuality, innovation, and fluid identity. Incorporating non-Confucian perspectives allows marketers to speak to younger, urban consumers whose aspirations diverge from traditional norms. This cultural hybridization in advertising enables message personalization while respecting pluralistic values, and allows for experimentation with humor, irreverence, or bold expression previously deemed inappropriate in Confucian contexts (Tretyakova, 2020).

Case Examples of Successful Localization

Major SEA campaigns that achieved notable success often embraced full-spectrum localization. Examples include integrating local languages, incorporating indigenous storytelling forms, and co-creating content with regional artists or influencers. Hybrid campaigns combining traditional television with digital-first initiatives such as hashtag challenges, social video campaigns, or gamified quizzes have demonstrated superior reach and conversion. These case studies confirm that culturally aligned, multi-channel strategies deliver stronger brand differentiation and resonance (Malchyk & Adasiuk, 2021; Pushkar & Hrabovskyy, 2020).

Table 3. Digital Ad Format & Localization Trends in SEA (2024)

Element	Trend
Use of native language	High recall and engagement
Regional influencer integration	Increases trust and relevance
Storytelling in local context	Strengthens brand identity
Mixed media strategies	Enhances reach and impact

This chapter synthesizes the findings by delving into the broader cultural, communicative, and strategic dimensions that shape advertising effectiveness in Southeast Asia (SEA). It reflects on the theoretical constructs, empirical observations, and regional nuances that collectively inform the evolving paradigms of digital marketing across this culturally rich and technologically dynamic region. Drawing from multiple frameworks including high-context communication theories, postcolonial and glocalization models, and mobile-first strategic approaches the discussion reveals the multifaceted factors that drive meaningful consumer engagement.

A key insight is that reliance on Confucian-derived models is no longer sufficient to explain consumer identities in SEA. Social mobility, digital literacy, and generational change demand hybrid frameworks. Hall's high-context theory explains why visual storytelling and implicit communication resonate strongly, while glocalization highlights how brands like Uniqlo adapt global identity to local sensibilities. Postcolonial perspectives remind advertisers to avoid cultural homogenization and instead re-center indigenous voices (Chakraborty, 2023; Liu, 2023).

High-context communication becomes an invaluable strategic tool, especially in markets where indirect messaging and symbolic cues are not only preferred but also culturally encoded. Such approaches enhance cognitive resonance and emotional trust, both essential for long-term brand loyalty. The data indicate that advertisements anchored in culturally familiar storytelling, communal themes, and relational dynamics consistently outperform those based on product specifications or low-context rational appeals. Furthermore, the glocalization strategy which merges global brand identity with local cultural specificity has proven highly effective. Brands like Uniqlo have implemented this by engaging local influencers and curating region-specific campaigns that maintain global consistency while resonating with local audiences (Marn, 2021).

Expanding on this, postcolonial theory adds critical depth by emphasizing the importance of resisting cultural homogenization. This framework advocates for the re-centering of indigenous voices and local narratives that have been historically marginalized by global advertising conventions. In SEA, where postcolonial legacies are interwoven with cultural memory, campaigns

that incorporate localized idioms, indigenous aesthetics, and regional myths not only connect more deeply but also contribute to cultural preservation and empowerment (Liu, 2023).

The role of high-context communication in shaping ad interpretation extends beyond style it influences comprehension, trust, and affective impact. SEA consumers, operating in culturally dense environments, often derive meaning through contextual clues, shared values, and visual cues. As such, advertisements that rely on implicit storytelling, visual metaphors, and emotion-laden imagery create a stronger psychological imprint. Research corroborates that relational storytelling, grounded in social harmony, familial roles, or communal aspirations, leads to higher consumer identification and message retention (Duan, 2023). In contrast, low-context messages that emphasize direct persuasion or lack cultural framing often fail to generate comparable levels of engagement and are prone to being perceived as culturally tone-deaf or commercially intrusive (Chakraborty, 2023).

Cultural adaptation emerges not only as a branding strategy but as a critical determinant of campaign success. Both public health and commercial sectors offer illustrative examples. In Malaysia, the “Be Cancer Alert” campaign recorded substantial improvements in health screening behaviors when tailored to local languages, imagery, and belief systems (Hovland et al., 2021; Schliemann et al., 2019). Likewise, campaigns in Samoa, which aligned with indigenous storytelling structures and communal health values, achieved superior behavioral outcomes compared to non-localized versions (Umali et al., 2021). These findings confirm that when cultural values are embedded within the communicative architecture of a campaign, they foster higher credibility, emotional receptivity, and behavioral intent.

Cultural adaptation also includes leveraging regional influencers, visual styles, and colloquial language to humanize brands and increase trust. Influencers, particularly those with strong cultural ties and linguistic alignment, act as mediators between brand and community. Their familiarity with audience sensibilities allows them to deliver messages with authenticity and social credibility. Campaigns that actively incorporate local dialects, traditional symbols, or culturally relevant narratives are perceived as more genuine and are more likely to drive word-of-mouth advocacy (Marn, 2021).

Equally vital is the integration of mobile-first strategies with cultural intelligence. SEA is one of the most mobile-dependent advertising markets globally, and the proliferation of smartphones has transformed consumption patterns. Mobile-first advertising must go beyond optimizing content for screen size it must consider user interface language, visual cultural references, navigation design, and mobile behavior analytics. Brands such as Lazada and Shopee have pioneered culturally sensitive mobile campaigns that incorporate regional music, traditional festivities, and influencer-hosted livestreams, producing immersive shopping experiences that align with local digital rhythms (Hughes et al., 2019).

Moreover, the application of data analytics allows advertisers to fine-tune their messaging in real time. By analyzing consumer behavior patterns such as browsing history, location-based activity, and social engagement advertisers can deliver hyper-personalized content that is not only relevant but also emotionally resonant. Personalized notifications, location-aware offers, and culturally aligned visuals enhance consumer retention and brand recall (Majeed, 2021; Rykkja et al., 2020).

Importantly, these strategies must be ethically implemented to respect user privacy and avoid over-targeting, which can erode trust.

Sustainable relationships require mobile platforms that reflect cultural diversity, not just technical innovation. Regional language options, local themes, and familiar symbols increase retention and engagement (Liu, 2023; Ong & Wang, 2018). Cultural fluency, therefore, is as critical as technological design in mobile-first strategies.

In summary, advertising in SEA is most effective when technology and culture are integrated. Strategies must move beyond transactions toward long-term dialogue with consumers, built on cultural research, regional collaboration, and adaptive storytelling. Brands that embed themselves in local narratives gain not only engagement but also legitimacy and trust.

CONCLUSION

Cross-cultural advertising in Southeast Asia (SEA) requires more than technological innovation; it depends on the integration of cultural intelligence and adaptive communication strategies. This study shows that campaigns incorporating local languages, community values, and high-context communication styles are consistently more effective than standardized global models. By applying frameworks such as Hofstede's cultural dimensions, Hall's high-context theory, and glocalization, advertisers can better understand why cultural adaptation enhances engagement, trust, and loyalty across diverse SEA audiences.

For practitioners, the findings highlight the need to prioritize cultural fluency in mobile-first and digital strategies. This includes collaborating with regional influencers, embedding cultural narratives in digital platforms, and applying data analytics ethically to avoid consumer distrust. For scholars, future research should expand with primary data and case studies to capture micro-level cultural nuances often missed in secondary analysis. Ultimately, advertising success in SEA lies in moving beyond transactional messaging toward long-term, culturally grounded relationships.

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