THE INFLUENCE OF CORPORATE ADVERTISING ON CONSUMER ATTITUDES TOWARDS PRODUCTS IN GHANA: MODERATING ROLE OF CONSUMER INVOLVEMENT

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ABSTRACT

Drawing from theories of consumer behaviour and advertising effectiveness, this study explores how corporate advertising impacts consumer attitudes, both affective and cognitive, towards products. It further examines how levels of consumer involvement, categorized as high or low, influence the strength and direction of this relationship. Primary data were collected using structured questionnaires from a diverse sample of 339 Ghanaian consumers. Multiple regression statistical analysis was conducted to test the hypothesized relationships. The results indicate that corporate advertising significantly influences consumer attitudes, but the degree of impact varies with consumer involvement. Highly involved consumers engage in more extensive information processing and demonstrate stronger brand-related evaluations, whereas low-involvement consumers are more susceptible to peripheral cues, such as brand image and emotional appeals in advertising. The findings underscore the importance of tailoring corporate advertising strategies to match consumer involvement levels, suggesting that marketers must segment audiences based on involvement to optimize the effectiveness of their messages. This study adds to the limited research on consumer involvement in Ghana by providing empirical evidence from an emerging market context. It also offers insights to help institutions and policymakers design effective public campaigns that promote informed consumer choices and responsible marketing communication.

Keywords: *Corporate Advertising, Consumer Attitude, Consumer Involvement*

1.0 INTRODUCTION

Advertising has become a vital tool for companies looking to shape customer behaviour and foster brand loyalty in today's fiercely competitive global marketplace (Mukhtar, et al., 2023).[1] Corporate advertising represents the image, values, and mission of a corporation as a whole and goes beyond simply promoting individual goods or services (Marchand, 2023). Building long-term relationships between businesses and their target audiences, fostering positive consumer attitudes, and establishing trust are the main objectives of corporate advertising. Corporate advertising is crucial in influencing consumer buying patterns and brand perceptions in emerging nations such as Ghana, where customers are more exposed to local cultural influences and global marketing trends (Vrtana & Krizanova, 2023).

A crucial aspect of understanding the influence of corporate advertising is consumer attitude, which is a psychological inclination that represents a person's assessment of a brand or product (Sung et al., 2023). According to Zahid et al. (2022), consumer attitude is a multifaceted construct that is crucial for forecasting consumer behaviour because it is influenced by cognitive, affective, and behavioural factors. Hoang et al. (2023) stated that in order to leave a positive impression on the target audience, businesses must try to construct advertising campaigns that speak to these elements. However, the degree of customer involvement may substantially impact how well these ads influence consumer opinions. Consumer involvement refers to the level of personal relevance or interest a customer has in a brand, product, or service (Ahlstrand et al., 2024). While low-involvement consumers rely on ancillary cues such as brand reputation or aesthetic appeal, high-involvement consumers are more likely to process large amounts of information and critically assess advertising messages (Ojinnaka & Hezarkhani, 2023). The relationship between corporate advertising and consumer sentiment requires an understanding of the moderating function of consumer involvement. Wang et al. (2022) claimed that while high-involvement customers might react better to messages that are logically constructed and informative, emotionally charged corporate advertisements might have a greater effect on low-involvement consumers. Although most people agree that corporate advertising is important (Nardella et al., 2022), little is known about how it affects consumer sentiments in Ghana's unique cultural and economic setting.

Current research on corporate advertising frequently concentrates on industrialized nations, where sociocultural and economic factors influence customer behaviour (Holm, 2023; Iglesias et al., 2023; Marchand, 2023). The unique possibilities and problems that businesses in Ghana face, such as the wide range of cultural values, differing literacy levels, and restricted access to specific media channels in rural areas, may not be adequately captured by these findings. Therefore, examining how Ghanaian consumers view corporate advertising tactics and how these views affect their attitudes toward products is crucial. Furthermore, little attention has been paid to the moderating function of customer involvement in this relationship. Although some studies indicate that customer participation increases the impact of advertising messages (Abbasi et al., 2023). According to other research, it might lead to opposition or doubt regarding business assertions (Nguyen et al., 2023). Designing successful corporate advertising campaigns in Ghana requires awareness of this moderating influence, as consumer involvement levels can differ significantly between product categories and demographic groupings. Therefore, the main issue this study aims to solve is the paucity of empirical data on the impact of corporate advertising on Ghanaian consumers' attitudes and the moderating function of consumer involvement in this relationship. By filling this knowledge gap, this study hopes to provide marketers, companies, and legislators with useful advice on how to create and carry out corporate advertising campaigns that appeal to Ghanaian customers.

2.0 THEORETICAL LITERATURE REVIEW

A theoretical literature review focuses on established theories and conceptual frameworks that explain the phenomena under investigation (Moschis 2024). In the context of this study, three core constructs–corporate advertising, consumer attitude, and consumer involvement–form the foundation.

The Elaboration Likelihood Model (ELM) Petty and Cacioppo (1986) is a dual-process theory that explains how attitudes are formed and changed through two routes: central and peripheral. Corporate advertising can influence consumer attitudes through both routes. Consumers with high involvement process information through the central route, focusing on the message quality and product details (Natarajan & Periaiya, 2024). Conversely, low-involvement consumers rely on peripheral cues, such as brand name, spokesperson, or ad appeal. This theory justifies the moderating role of consumer involvement in the advertising-attitude link. Highly involved consumers are more analytical and may be more influenced by logical and informative advertising, whereas less-involved consumers may be swayed by the appeal or aesthetics of the advertisement (Chan, 2024).

Attitude Theory Fishbein and Ajzen (1975) posited that attitudes are formed through beliefs about an object and the evaluation of these beliefs. Consumer attitudes are shaped by exposure to messages that affect their beliefs about a product's attributes and its perceived value (Islam et al., 2023). Corporate advertising serves as a source of information that shapes consumer beliefs and evaluations, which, in turn, influence their overall attitude toward a product. Positive advertising can result in favourable attitudes and increased purchase intention (Teixeira & Nunes, 2024).

3.0 CONCEPTUAL LITERATURE REVIEW

3.1 Corporate Advertising

Corporate advertising refers to advertising intended to establish a favourable attitude toward an organization (Holm, 2023). Cui et al., (2022) argued that corporate advertising constitutes an organization's largest single communication expenditure. Corporate advertising is often referred to as a form of communication designed to influence the 'corporate–social environment' (Malyuga, 2024). Corporate Advertising is also not designed to ask for some action on the part of the audience beyond passive approval and a favourable attitude toward the company (Fujisawa & Kasuga, 2023). Contrary to classical product or consumer advertising, the primary goals of corporate advertising are to build and maintain a specific corporate image and a strong reputation (Khan & Fatma, 2023).

Corporate advertising also seeks to help companies gain consumer trust (Sudirjo, 2023). Ho et al. (2016) posited that Corporate advertising is seen as a tool for crisis communication. This claim is also supported by Fearn-Banks (2016), who suggested that corporate advertising is used when the company is criticized, that is, when public sentiment regarding the company becomes negative. Although there are many reasons why organizations engage heavily in corporate advertising, the overarching objective of corporate advertisements is to facilitate and retain positive perceptions of the organization (Su et al., 2023). In contrast to traditional product or consumer advertising, corporate advertising is frequently described as a form of communication intended to affect the "corporate-social environment (Illia & Balmer, 2012). Building and maintaining a distinct corporate image and solid reputation are major objectives of corporate advertising (Doorley & Garcia, 2015).

Corporate advertising is a promotional strategy designed not only to interest consumers in products and services offered by the company but also to cultivate a positive reputation among consumers and others within the business world. The focus of corporate advertising is on the company itself, with attention to the products produced by the corporation being a by-product of the advertising effort. This type of corporate marketing is often employed along with advertising campaigns that are directly focused on the goods and services produced by the company (Camilleri 2018).

3.2 Measurement Dimensions of Corporate Advertising

The dimensions of, issue, corporate image, and umbrella advertising as described by Pashupati et al. (2002) were used in this study to measure corporate advertising. Advertising allows organizations to

express positions on public issues, often enhancing their reputation indirectly; examples include campaigns by Smith-Kline, Procter & Gamble, and Northwest Airlines (Ho et al., 2016). Corporate image advertising focuses on shaping positive public perceptions of a company through its products, services, and communications. Research shows it influences both company strategies and consumer attitudes, with examples like Chevron's CSR ads improving brand favorability (Hachtmann, 2023; Andina-Díaz et al., 2024). Schlesinger et al., (2021) emphasize that corporate image is influenced by information provided by the company itself and other groups. Le (2022) followed the same trend but was more specific when articulating the purpose of advertisement to include the promotion of corporate image. Umbrella advertising unifies various products under one parent brand to ensure consistency in quality and identity, helping consumers associate new offerings with an established, trusted brand (Percy and Elliott, 2020). An umbrella advertising strategy is practiced to provide homogeneity to certain product lines by assembling them under one brand name, making them more easily identifiable, and hence increasing their marketability.

3.3 Corporate Advertising in the Ghanaian Context

Corporate advertising has evolved significantly over the years, driven by changes in the economic, social, and technological landscapes. The origins of corporate advertising in Ghana can be traced back to the colonial era, when multinational companies such as Unilever and Guinness dominated the advertising space (Cudjoe, 2025). During this period, advertisements were primarily disseminated through the print media and radio. The messaging focused on product promotion rather than brand building, as the primary goal was to introduce foreign goods to the local market.

Corporate Social Responsibility has become a central theme in corporate advertisements. Companies often highlight their contributions to social development, such as education, health, and environmental sustainability, to build goodwill and enhance their images. For example, initiatives such as the MTN Foundation's educational projects are prominently featured in their advertising campaigns. Studies on the impact of corporate advertising in Ghana suggest that it plays a significant role in shaping consumer attitudes and their purchasing decisions. Amoako et al. (2019) found that advertisements with emotional appeals and culturally relevant content resonate with Ghanaian consumers. Brand trust and loyalty are often linked to the perceived authenticity of advertising messages. Agyemang and Nyarko (2021) analysed the role of celebrity endorsements in corporate advertising and found mixed results. While endorsements created visibility and excitement, their effects on trust and purchase behaviour were only significant when the celebrity was perceived as credible and relatable. Asare and Adjei (2022) evaluated the effectiveness of corporate advertising on Facebook and Instagram for SMEs in Accra. They found that engaging visuals, interactive features (e.g., polls and comments), and influencer marketing led to increased consumer engagement and conversion rates. MTN Ghana's "Everywhere You Go" campaign (MTN Ghana, 2009) successfully reinforced the company's brand promise of connectivity and accessibility, emphasizing its commitment to keeping customers connected regardless of location. The use of vibrant visuals, local languages, and relatable scenarios made it one of the most memorable campaigns in Ghana. Guinness Ghana's "Made of Black" campaign (Guinness Ghana Breweries Limited, 2014) celebrated individuality and creativity among Ghanaian youth. By collaborating with local artists and musicians, the campaign effectively positioned Guinness as a brand that champions self-expression and cultural pride, thereby strengthening its emotional connection with its target audience. Vodafone Ghana's *Health Line* series (Vodafone Ghana, 2011) exemplified the integration of corporate social responsibility (CSR) and brand communication. By offering free medical advice and promoting health education, the programme not only provided social value but also reinforced Vodafone's image as a socially responsible brand committed to the well-being of Ghanaians.

3.4 Consumer Attitude

Consumer attitudes toward advertising remain a pivotal construct in marketing research. Recent studies emphasize that factors such as perceived usefulness, informativeness, credibility, and trust significantly influence consumer attitudes toward advertisements. For instance, Bakalo and Zewude (2023) conducted a systematic review highlighting these determinants in the context of social media advertising. Similarly, Al Khasawneh et al. (2023) found that personalization and informativeness positively affect consumers' attitudes toward display ads on platforms like Google. These findings underscore the importance of crafting advertisements that are not only informative but also resonate with consumers' values and expectations.

3.5 Measurement Dimensions of Consumer Attitude

Consumer attitudes are composed of three key components: cognitive, affective, and behavioural. The cognitive component involves the consumer's beliefs and perceptions about a product or service. It encompasses how consumers process information and form rational evaluations based on attributes such as quality, value, and performance (Zhou & Wang, 2023; Albertsen, Zahid, & Kouarfaté, 2024). The affective component reflects the emotional responses associated with a brand or product. Emotions such as joy or disappointment can significantly shape consumer preferences and brand loyalty. These emotional responses sometimes outweigh rational considerations, especially in emotionally charged decisions (Bagozzi & Burnkrant, 1985; Kwon & Vogt, 2010). The behavioural component refers to the consumer's intentions and actions, such as the decision to purchase or recommend a product. However, the link between attitude and behavior may be inconsistent due to situational factors or the relevance of the product to the consumer (Ajzen & Fishbein, 2000; Hini, Gendall, & Kearns, 1995). A comprehensive understanding of all three components is vital for marketers seeking to design effective communication strategies. Informational messaging addresses the cognitive aspect, emotional branding targets the affective element, and calls to action leverage the behavioural component to influence actual consumer behaviour (Zhou & Wang, 2023).

3.6 Consumer Involvement

Consumer involvement is conceptualized as the perceived relevance or importance of a product, service, or purchase decision to an individual, influenced by their inherent needs, values, and interests (Zaichkowsky, 1985). This involvement can be viewed through the lens of product meaning and the nature of consumer-product relationships. For instance, involvement has been associated with the significance of a purchase and has been utilized in various involvement profiles that consider meaning, value, and the dynamics between consumers and product categories (Bell & Marshall, 2003). Furthermore, consumer involvement is defined as the internal state reflecting the amount of interest or attention a consumer directs toward a product, often referred to as product involvement (Bloch, 1982). This concept encompasses the feelings of interest, excitement, motivation, and enthusiasm that consumers have about a specific product category, making it product-specific (Marshall & Bell, 2004). The level of involvement is influenced by factors such as perceived risk, social visibility, and prior experience with the product category (Rossiter & Percy, 1991). High levels of consumer involvement are predictive of purchase behaviour, as they lead to increased information search, evaluation of alternatives, and a greater likelihood of brand loyalty (Zaichkowsky, 1985). Conversely, low involvement often results in habitual purchasing with minimal information processing (Rossiter & Bellman, 2005).

The concept of consumer involvement has evolved significantly and is commonly understood through two categories: high involvement and low involvement (Zaichkowsky, 1985; Celsi & Olson, 1988). Consumers are often classified based on the degree of cognitive effort they invest in processing information when making a purchase decision (Laurent & Kapferer, 1985).

3.6.1 High Involvement

High-involvement consumers actively seek information about products, evaluate multiple alternatives, and consider various decision criteria before purchasing (Solomon et al., 2022). These consumers tend to have strong brand preferences and are harder to persuade due to their high level of cognitive processing and perceived risk (Kotler et al., 2021).

High-involvement decisions usually relate to expensive, infrequent, or personally significant purchases. Such decisions involve extended problem solving, where the consumer compares features, prices, and warranties (Schiffman et al., 2022). Post-purchase dissonance is common, especially when consumers face difficulty choosing between alternatives. To mitigate this, marketers often provide detailed product information and personal selling support (Peter & Olson, 2010).

3.6.2 Low Involvement

Low-involvement consumers typically make routine purchases with minimal cognitive effort (Percy, 2021). These decisions often involve inexpensive products with low risk, such as groceries or household items (Solomon et al., 2022). Purchasing is usually habitual or impulsive, requiring limited decision-making and often driven by brand familiarity or promotional cues like discounts and packaging (Kardes, Cronley, & Cline, 2020).

Marketers of low-involvement products focus on broad visibility, frequent advertising, and in-store promotions to trigger automatic purchases (Kotler et al., 2021). Products like chewing gum, for example, are placed at checkout counters to stimulate impulse buying without prior planning (Schiffman et al., 2022).

3.7 Conceptual Framework

The study conceptual framework and hypothesis development

By examining the interplay between corporate advertising and consumer attitude towards products in Ghana, below is the study conceptual framework and the study hypothesis.
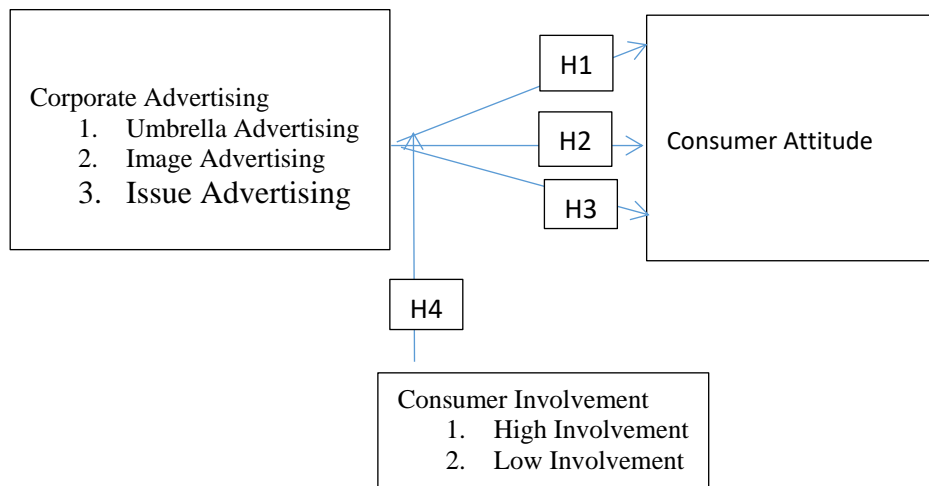
Source: Researchers' own construct, 2025

3.7.1 Study Hypothesis

Based on the study conceptual framework, the following hypotheses are drawn.

H1: Umbrella advertising contributes positively to consumer attitude.
H2: Issue advertising contributes positively to consumer attitude.

H3: Image advertising contributes positively to consumer attitude.
H4: Consumer level of involvement influence the relationship between corporate advertising and consumer attitude.

4.0 METHODOLOGY

This study employed a quantitative research design to empirically examine the influence of corporate advertising on consumer attitudes towards products in Ghana, and the moderating effect of consumer involvement. The choice of this design is grounded in the study's objective to test hypothesized relationships using statistical methods and a structured survey instrument (Creswell & Creswell, 2017). Quantitative methods are particularly suited for examining patterns across large samples, enabling generalizable conclusions (Lindseth & Norberg, 2004).

The study population consisted of Ghanaian consumers, specifically individuals involved in purchasing decisions. A multi-stage sampling approach was adopted, combining purposive and convenience sampling techniques to access respondents who were both qualified and available to participate. A total of 339 valid responses were collected and used for analysis. This sample size was deemed adequate for the application of inferential statistics and aligns with prior studies of similar scope (Creswell & Creswell, 2017). Primary data were collected using a structured questionnaire, segmented into four key areas: (1) demographic characteristics, (2) corporate advertising practices, (3) consumer attitudes toward products, and (4) consumer involvement. Items were adapted from established scales in the literature and pre-tested through a pilot study to ensure content clarity and construct relevance (Bloomer, 2010). The instrument utilized a five-point Likert scale to measure perceptions and attitudes. Data were analysed using SPSS. Descriptive statistics summarized demographic variables, while reliability analysis (Cronbach's alpha) assessed internal consistency, with $\alpha \geq 0.70$ considered acceptable (Pallant, 2011; Hair et al., 2014). To test the hypothesized relationships, multiple linear regression was used to examine the effect of corporate advertising on consumer attitude. A moderation analysis was performed using interaction terms between corporate advertising and consumer involvement. The significance and direction of moderation were interpreted using simple slopes and interaction plots where appropriate, in line with Cohen et al. (2003) and Dawson (2014).

Ethical standards were rigorously observed throughout the study. Participation was voluntary, and informed consent was obtained from all respondents. Respondents were assured of the confidentiality and anonymity of their responses. Care was taken to design questionnaire items that were non-invasive and free from psychological risk. To assess the moderating role of consumer involvement, an interaction term (Corporate Advertising × Consumer Involvement) was introduced into the regression model. The moderation framework followed the recommendations of Aguinis, Edwards, and Bradley (2017) and Frazier, Tix, and Barron (2004), which emphasize the importance of context in understanding variable relationships. Moderation was interpreted based on changes in the strength or direction of the primary relationship under different levels of the moderator.

5.0 RESULTS AND DISCUSSIONS

5.1 Reliability Analysis
Table 5.1.1 Reliability analysis for the study

Variables	Cronbach Alpha	Numbers
Umbrella Advertising	.889	5
Image Advertising	.864	5
Issue Advertising	.903	5
Cognition	.899	5
Affection	.849	5

Behavioral	.890	5
High Involvement	.887	5
Low Involvement	.934	5

Source; Researchers' own construct, 2025

The scales were evaluated to be reliable, showing a satisfactory reliability level of Cronbach's at above 0.7, which is a generally accepted level: Pallant (2011) and Hair et al (2014) suggested .7 and greater as an ideal value for the reliability of the scales for surveys to aid managerial decisions, although a threshold of .5 is acceptable in an exploratory study. The study showed all variables used for the questionnaire were reliable

5.2 Regression Analysis on Relationship Between Corporate Advertising and Consumer Attitudes

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779ª	.607	.604	.25099

a. Predictors: (Constant), Issue advertising, Umbrella advertising, Image advertising

The R showed the relationship between the dependent variable and the independent variables used for the study. The dependent variables (consumer attitudes) and independent variables (corporate advertising variables; Issue advertising, Umbrella advertising, and Image advertising) showed whether the variables are strong, moderate, or weak. R-value .779 showed a moderate relationship between corporate advertising on consumer attitude. The R square value of 0.607 showed the relationship between the dependent and independent variables is positively strongly correlated. From the findings of this study, it is obvious that the relationship between corporate advertising and consumer attitudes is moderate and that is its preferred data. This means that about 60.7% of the variations in consumer attitudes have to do with corporate advertising. According to Pallant (2010), R^2 is an optimistic overestimation of the true value in the population when having a small sample size, like in this study. The adjusted R^2 "corrects" this value to provide a better estimate of the true population value. Hair et al., (2006) state that the R^2 should be significantly greater than 0. The models had an R^2 significantly greater than 0, thus indicating a good model fit.

ANOVAᵇ

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	32.637	3	10.879	172.689	.000ª
	Residual	21.104	335	.063		
	Total	53.741	338			

a. Predictors: (Constant), Issue advertising, Umbrella advertising, Image advertising

b. Dependent Variable: Consumer Attitude

The ANOVA results show that issue advertising, umbrella advertising, and image advertising on consumer attitude are statistically significant with an F value of 172.689; p=000a. F-statistics of 3 showed that the model is fit for the study.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.209	.130		9.273	.000		
Umbrella advertising	.168	.037	.214	4.547	.000	.528	1.895
Image advertising	.219	.049	.245	4.471	.000	.389	2.569
Issue advertising	.327	.045	.409	7.339	.000	.377	2.654

a. Dependent Variable: Consumer Attitude

In the study coefficient table, the t-value of the constant term is 0.000, this means that the coefficient of consumer attitudes is 0. This implies that consumer attitudes will increase significantly with corporate advertising activities. From the table, the t-values of corporate advertising activities, umbrella advertising, image advertising, and issue advertising are 0%, 0%, and 0%, respectively. The variance inflated function (VIF) values which are above 1, show that the model has no collinearity problems and that the model can be used for the prediction of consumer attitudes. Corporate advertising statistically influences consumer attitudes since its t-value was less than a 5% significance level. It was clear that corporate advertising variables, umbrella advertising, image advertising, and issue advertising positively influence consumer attitudes. As mentioned above, corporate advertising is an effective activity that both rises the corporation's image and respect and maintenance the successful structure (Bozkurt, 2015). The data showed that umbrella advertising as a measurement variable for corporate advertising had a positive impact on consumer attitudes with a t-value of 4.547 with a significant .000. The positive relationship between corporate advertising and consumer attitudes implies that effective advertisements not only capture consumer attention but also influence their intention to learn more about, and ultimately purchase, the organisation's products or services. The data indicated that image advertising as a measurement variable for corporate advertising had a positive impact on consumer attitude as a t-value of 4.471 with a significant level of .000. The positive relationship between corporate advertising activities had consumer attitudes means that consumers pay critical attention to organizations' image when purchasing or choosing a product/service. A bad image or a good image can greatly influence the choice of the consumer. The data showed that issue advertising as a corporate advertising variable had a positive impact on consumer attitude, t-value of 7.339 with a significant level of .000. This means consumers pay attention to how companies solve or resolve challenges that come along their activities, either through productions, service, community, consumers, and delivery. A company's ability to solve these possible challenges highly attracts consumers' attention.

5.2.1 Regression Analysis on the Impact of Corporate Advertising and Consumer Attitude

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.671a	.450	.445	.29956

a. Predictors: (Constant), Issue advertising, Umbrella advertising, Image advertising

The R showed the relationship between the dependent variable and the independent variables used for the study. The dependent variables (consumer attitude) and independent variables (corporate advertising variables, Issue advertising, Umbrella advertising, and Image advertising) showed whether the variables are strong, moderate, or weak. R-value .671 showed a moderate relationship between corporate advertising on consumer attitude. The R-value of 0.671 showed the relationship between the dependent and independent variables is positively strongly correlated. From the findings of this study, it is obvious that the relationship between corporate advertising and consumer involvement is moderate and that is its preferred data. The R square value is 0.450. This means that about 45.0% of the variations in consumer involvement have to do with corporate advertising.

ANOVAb

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	24.623	3	8.208	91.465	.000a
	Residual	30.062	335	.090		
	Total	54.685	338			

a. Predictors: (Constant), Issue advertising, Umbrella advertising, Image advertising

b. Dependent Variable: Consumer attitude

The ANOVA results show that issue advertising, umbrella advertising, and image advertising on consumer involvement are statistically significant with an F value of 91.465; p=000a. F-statistics of 3 showed that the model is fit for the study.

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.611	.156		10.351	.000		
	Umbrella advertising	.126	.044	.160	2.864	.004	.528	1.895
	Image advertising	.168	.058	.187	2.878	.004	.389	2.569
	Issue advertising	.319	.053	.396	6.006	.000	.377	2.654

a. Dependent Variable: Consumer attitude

- Unstandardized Coefficient (B): 0.126
  → A one-unit increase in umbrella advertising is associated with a 0.126 increase in consumer attitude, holding other factors constant.
- Standardized Coefficient (Beta): 0.160
  → Indicates a moderate positive contribution to the model.
- t-value: 2.864
  → This is statistically significant.
- Sig. (p-value): 0.004 (< 0.05)
  → The relationship is statistically significant.
- Collinearity:
  - Tolerance = 0.528
  - VIF = 1.895
    → No serious multicollinearity concerns (VIF < 5).

Umbrella advertising significantly and positively influences consumer attitudes, albeit with a modest effect. It suggests that general promotional messages under the corporate brand umbrella shape consumer perceptions.m

Image Advertising
- Unstandardized Coefficient (B): 0.168
- Standardized Beta: 0.187
  → Slightly stronger than umbrella advertising.
- t-value: 2.878
- Sig. (p-value): 0.004 (< 0.05)
  → Statistically significant.
- Collinearity:
  - Tolerance = 0.389
  - VIF = 2.569
    → Acceptable range; not a multicollinearity problem.

Image advertising also has a significant positive influence on consumer attitudes. This shows that portraying a strong, positive, and appealing company image enhances how consumers perceive the company's products and services.

Issue Advertising
- Unstandardized Coefficient (B): 0.319
  → The highest impact among all variables.
- Standardized Beta: 0.396
  → Strongest predictor.
- t-value: 6.006
  → Highly significant.
- Sig. (p-value): 0.000 (< 0.001)
- Collinearity:
  - Tolerance = 0.377
  - VIF = 2.654
    → Still within acceptable range.

Issue advertising—such as communication about corporate values, social causes, or public policy stances—has the strongest effect on consumer attitudes. It indicates that consumers highly value corporate advocacy and ethical responsibility.

5.3 Moderation Analysis on the Level of Consumer Involvement in the Relationship Between Corporate Advertising and Consumer Attitudes

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.775ᵃ	.600	.598	.25512	.600	252.105	2	336	.000

a. Predictors: (Constant), Consumer Attitude, Corporate Advertising

b. Dependent Variable: Consumer Involvement

The study showed that the interaction between corporate advertising and consumer attitude accounted for significantly more variance than just consumer involvement. R2 change = .600, p = .000, indicates that there is potentially significant moderation between corporate advertising and consumer attitude on consumer involvement. It can be concluded that consumer involvement does moderate the relationship between corporate advertising and consumer attitude.

ANOVAᵇ

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	32.816	2	16.408	252.105	.000ᵃ
Residual	21.869	336	.065		
Total	54.685	338			

a. Predictors: (Constant), Consumer Attitude, Corporate Advertising

b. Dependent Variable: Consumer Involvement

The Anova study showed that, F (252.105) at significant level 0.000 this shows that the data is fit for the study.

Coefficientsᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	.825	.146		5.654	.000	.538	1.113		
Corporate Advertising	.163	.051	.174	3.189	.002	.062	.263	.399	2.504
Consumer Attitude	.637	.055	.632	11.575	.000	.529	.746	.399	2.504

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	32.816	2	16.408	252.105	.000[a]
	Residual	21.869	336	.065		
	Total	54.685	338			

a. Dependent Variable: Consumer Involvement

In order to confirm a third variable making a moderation effect on the relationship between the two variables X and Y, we must show that the nature of this relationship changes as the values of the moderating variable M change. This is in turn done by including an interaction effect in the model and checking to see if indeed such an interaction is significant and helps explain the variation in the response variable better than before. Since the regression coefficient (1.113) for the interaction term Consumer involvement is significant at the alpha level 0.00 with a t-value=5.654, there exists a significant moderation effect. In other words, the effect of corporate advertising on consumer attitude significantly depends on consumer involvement. Consumer involvement has been viewed both in terms of product meaning and in terms of consumer-product relationships. For example, involvement has been equated with the importance of the purchase and has also been used in different involvement profiles based on meaning, value, and the nature of relationships between consumers and product categories. Furthermore, involvement has been defined as a relationship between consumer and product, and found to be the relational variable most predictive of purchase behaviour (Martin, 1998)

6.0 DISCUSSIONS AND CONCLUSIONS

The multiple regression analysis sought to examine the influence of different forms of corporate advertising umbrella advertising, image advertising, and issue advertising on consumer attitude toward products in Ghana. The results provide significant insights into how each advertising strategy contributes to shaping consumer perceptions. The overall model revealed that all three forms of advertising significantly predict consumer attitude, with issue advertising demonstrating the strongest impact ($\beta = 0.396$, $p < 0.001$), followed by image advertising ($\beta = 0.187$, $p = 0.004$) and umbrella advertising ($\beta = 0.160$, $p = 0.004$). This suggests that issue advertising, which emphasizes a company's stance on social or environmental matters, resonates more deeply with Ghanaian consumers. The high significance level and standardized beta value imply that socially conscious messaging effectively enhances consumer trust and emotional engagement, aligning with the findings of Kotler and Lee (2008) on cause-related marketing. The significant effect of image advertising underscores the importance of brand image and emotional appeals. This supports previous studies by Belch & Belch (2018), who argued that advertising focusing on lifestyle and brand personality helps in shaping favourable consumer attitudes. Meanwhile, the positive influence of umbrella advertising reflects the value of brand consistency and broad messaging across product lines, which is essential for maintaining a unified brand identity in a competitive market.

The low VIF values (all below 3) and acceptable tolerance levels indicate that multicollinearity was not a concern, affirming the reliability of the regression coefficients. The findings from the moderation analysis provide valuable insights into how consumer attitudes are shaped by corporate advertising in the Ghanaian market context. The model summary revealed a strong positive correlation (R = 0.775) between corporate advertising, consumer attitude, and consumer involvement. Notably, the R² value of 0.600 indicates that 60% of the variation in consumer involvement is jointly explained by the predictors. This is a significant proportion, especially in consumer behaviour research, and highlights the substantive impact of corporate advertising and consumer attitude on consumer

engagement levels. The statistically significant F change (F = 252.105, p < 0.001) further confirms the robustness of the model.

These results strongly support the hypothesis that consumer involvement moderates the relationship between corporate advertising and consumer attitude. In particular, it was found that when consumer involvement is high, corporate advertising has a stronger and more pronounced effect on shaping positive consumer attitudes. This finding aligns with existing theories in the literature, particularly the Elaboration Likelihood Model (ELM) proposed by Petty and Cacioppo (1986), which suggests that consumers with high involvement are more likely to process marketing messages through the central route, leading to more enduring attitude change. Conversely, consumers with low involvement are more likely to rely on peripheral cues such as imagery, colour, or slogan appeal, which produce less stable attitude shifts.

6.1 Theoretical Implications

These findings also provide empirical support for Ries and Trout's (1991) Positioning Theory, which posits that brand messages must create a unique, favourable image in the consumer's mind. Here, image and issue advertising appear to successfully differentiate products through strategic positioning. Additionally, the study aligns with Ajzen's (1991) Theory of Planned Behaviour, where advertising impacts consumer attitudes, which in turn influence behavioural intentions. As the results suggest, when consumers perceive a company as socially responsible or emotionally appealing, their attitudes become more favourable, increasing the likelihood of product preference.

Furthermore, the results reinforce the Corporate Identity Theory (Balmer, 2001), especially when we consider that effective advertising (especially image and issue-based) contributes to the overall identity the organization projects to its stakeholders. This identity, when consistently communicated, strengthens brand credibility and consumer alignment. In the Ghanaian context, these findings emphasize the strategic need for companies to prioritize values-based communication and authentic brand storytelling in their advertising strategies. By doing so, businesses can better connect with consumers who are increasingly influenced not just by product features, but by the ethical, cultural, and emotional narratives surrounding the brand.

6.2 Recommendations and Practical Implications

These are practical steps organizations can take based on the findings:

6.2.1 Prioritize Issue Advertising

Since issue advertising has the strongest effect on consumer attitude, companies should communicate their positions on social, ethical, or environmental issues. Companies should actively support Corporate Social Responsibility (CSR) campaigns through media. They should also link product campaigns with social causes to deepen emotional resonance.

6.2.2 Strengthen Image Advertising

Image advertising significantly influences consumer attitude, so companies should maintain a consistent visual identity and brand message across platforms in addition to showcasing achievements, awards, and internal culture to build a credible image.
They should use storytelling to humanize the company and align with audience values.

6.2.3 Integrate Umbrella Advertising Thoughtfully

Umbrella advertising had the least but still significant impact. Companies should use it to reinforce general brand visibility and awareness and support it with more targeted campaigns (e.g., issue-based or image-focused). They should ensure umbrella messages reflect the company's broader identity and values.

6.2.4 Segment Advertising Based on Consumer Involvement
For high-involvement consumers (e.g., socially conscious, educated buyers), companies should emphasize issue and image advertising. Then for low-involvement consumers, companies should use emotive visuals, repetition, and brand recall strategies (typical of umbrella advertising).

6.3 Policy Recommendations
Regulatory bodies such as the Ghana Standards Authority (GSA) and the Food and Drugs Authority (FDA) should enforce guidelines that encourage firms to design advertisements that resonate with consumer values, expectations, and cultural contexts. Tailoring corporate advertising to high-involvement consumers can increase trust and brand loyalty also organizations should be encouraged to assess consumer involvement levels as part of their market research. Policies that promote the use of psychographic and behavioural analytics can help firms segment audiences and tailor advertising messages accordingly, ensuring greater relevance and impact.

6.4 Limitations and Directions for Future Research
The findings may not fully represent rural consumers or other demographic segments with differing levels of media access and product exposure. The use of a cross-sectional survey limits the ability to draw causal inferences. Consumer attitudes and involvement levels may evolve over time, and longitudinal research would offer deeper insights into these dynamic relationships.

To build on this study, future researchers are encouraged to conduct longitudinal studies to assess changes in consumer attitudes over time and also explore comparative studies between urban and rural consumer groups in Ghana. They should also investigate additional moderating or mediating variables, such as trust, brand reputation, or social media influence.

6.5 CONCLUSION
According to the study's findings, corporate advertising significantly influences Ghanaian consumers' perceptions of products. The results show that umbrella, issue, and image advertising significantly improve consumer attitudes, with issue advertising having the biggest impact. This implies that corporate messaging that is value-driven and socially conscious strikes a deep chord with Ghanaian customers. The association between corporate advertising and consumer attitudes was also found to be moderated by consumer involvement, suggesting that while low-involvement consumers are more swayed by emotional and visual appeals, highly involved consumers react more strongly to informational and logically persuasive messages. By offering empirical data from an emerging market context, the study adds to the body of literature already in existence. It also emphasises the necessity for marketers to adjust corporate advertising strategies based on the degree of consumer involvement. In the end, the study emphasises how crucial it is to incorporate ethical, cultural, and emotional aspects into business advertising in order to increase customer trust and improve brand perception.

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