

**RESEARCH TOPIC**

**A STUDY OF HOW PRODUCT ADVERTISING CAN  
INFLUENCE PURCHASING DECISION AND  
CORPORATE BRANDING**

**PADIKI COFFIE CYNTHIA**

**MAPRM24043**

## Contents

<b>RESEARCH TOPIC .....</b>	<b>3</b>
<b>A STUDY OF HOW PRODUCT ADVERTISING CAN INFLUENCE PURCHASING DECISION AND CORPORATE BRANDING .....</b>	<b>3</b>
<b>2.STATEMENT OF THE PROBLEM .....</b>	<b>5</b>
<b>3.RATIONALE OF THE STUDY .....</b>	<b>7</b>
<b>3.1 Advertising as a Determinant of Consumer Behaviour.....</b>	<b>7</b>
<b>3.2 Branding as a Strategic Imperative .....</b>	<b>8</b>
<b>3.3 The Digital and Global Context .....</b>	<b>8</b>
<b>3.4 Gaps in the Literature.....</b>	<b>9</b>
<b>4. RESEARCH OBJECTIVES.....</b>	<b>12</b>
<b>6.SIGNIFICANCE OF THE STUDY.....</b>	<b>13</b>
<b>6.1 Introduction .....</b>	<b>13</b>
<b>6.2 Summary .....</b>	<b>14</b>
<b>7.2 Conceptual Scope .....</b>	<b>15</b>
<b>7.3 Geographical Scope .....</b>	<b>16</b>
<b>7.4 Population and Sampling Scope.....</b>	<b>16</b>
<b>7.5 Scope of Variables.....</b>	<b>17</b>
<b>7.6 Delimitations .....</b>	<b>17</b>
<b>7.7 Limitations.....</b>	<b>17</b>
<b>7.8 Summary .....</b>	<b>17</b>
<b>8.ORGANISATION OF THE STUDY.....</b>	<b>18</b>
<b>8.1 Introduction .....</b>	<b>18</b>
<b>8.2 Chapter One: Introduction.....</b>	<b>18</b>
<b>8.3 Chapter Two: Literature Review.....</b>	<b>18</b>
<b>8.4 Chapter Three: Research Methodology .....</b>	<b>18</b>
<b>8.5 Chapter Four: Data Presentation and Analysis .....</b>	<b>19</b>
<b>8.6 Chapter Five: Discussion of Findings .....</b>	<b>19</b>
<b>8.7 Chapter Six: Summary, Conclusions, and Recommendations .....</b>	<b>19</b>

<b>8.8 Logical Flow and Coherence</b> .....	19
<b>8.9 Rationale for the Structure</b> .....	20
<b>8.10 Summary</b> .....	20
<b>Definition of Key Concepts</b> .....	29
<b>Theoretical Frameworks</b> .....	29
<b>Advertising and Consumer Purchasing Decisions</b> .....	30
<b>Advertising and Corporate Branding</b> .....	31
<b>Emerging Trends in Advertising Influence</b> .....	31
<b>CHAPTER 3</b> .....	33
<b>METHODOLOGY</b> .....	33
<b>3.1 Chapter Overview</b> .....	34
<b>3.2 General Definition/Preamble of Research Methodology</b> .....	34
<b>3.3 Methods Used by Previous Researchers on the Phenomenon Under Study</b> .....	36
<b>3.4 Proposed Methodologies for the Present Study and Its Justification</b> .....	38
<b>3.5 Population</b> .....	40
<b>3.6 Data Collection Tools and Methods Used</b> .....	41
<b>Primary Data Collection Tools</b> .....	41
<b>3. Secondary Data Collection</b> .....	42
<b>3.7 Sample and Sampling Technique</b> .....	42
<b>1. Sampling Frame and Size</b> .....	42
<b>2. Sampling Techniques</b> .....	43
<b>3. Justification of the Sampling Approach</b> .....	43
<b>3.8 Advantages of the Research Method</b> .....	43
• <b>Enhanced Reliability and Validity through Data Triangulation</b> .....	44
• <b>Flexibility and Adaptability</b> .....	44
• <b>Practical Relevance to Industry Stakeholders</b> .....	44
• <b>Statistical Representativeness and Depth of Insight</b> .....	44
• <b>Balanced Objectivity and Interpretation</b> .....	45
<b>3.9 Disadvantages of the Research Method</b> .....	45
• <b>Time and Resource Intensity</b> .....	45
• <b>Complexity in Data Integration</b> .....	45

## **1.BACKGROUND AND CONTEXT OF THE STUDY**

In today's highly competitive and globalised marketplace, product advertising has emerged as one of the most powerful tools for influencing consumer behaviour and shaping corporate branding strategies. Advertising is no longer limited to merely communicating product features; it has become a sophisticated mechanism for building emotional connections, generating brand loyalty, and influencing consumer purchasing decisions at both conscious and subconscious levels. Scholars have argued that effective advertising not only creates awareness but also contributes significantly to a firm's ability to position its products competitively and establish long-term relationships with customers (Machado et al., 2019; Godey et al., 2016).

Branding and advertising are inextricably linked. Branding encompasses the creation of a distinctive identity that sets a product apart from competitors, while advertising communicates and reinforces this identity in the minds of consumers (Tarannum et al., 2024).

Together, they serve as pillars of corporate strategy, shaping perceptions, creating differentiation, and enhancing consumer trust. Research demonstrates that successful brands are those that cultivate strong brand associations and leverage advertising narratives that resonate with consumer values, emotions, and lived experiences (Lundqvist et al., 2013; Chen, 2015).

The contemporary business environment has intensified the role of advertising due to several market dynamics. First, globalisation has expanded consumer choice, creating crowded markets where product differentiation is increasingly difficult. In this context, advertising not only raises awareness but also provides the symbolic and emotional cues consumers need to select one product over another (Rossiter, 1987; Keller, 1993).

Secondly, the rise of digitalisation and e-commerce has transformed the consumer decision-making process. Online platforms expose consumers to vast amounts of advertising content, making it essential for companies to design campaigns that are both memorable and persuasive (Azifah & Dewi, 2016).

Another critical factor is the shift in consumer psychology. Modern consumers do not only seek functional utility but also identity, affirmation and emotional fulfilment through their purchases. Advertising therefore serves as a medium of storytelling that connects consumer aspirations with brand values. Narrative advertising, in particular, has been found to

significantly enhance brand recall, foster emotional attachment, and ultimately influence purchase decisions (Hung et al., 2012; Brechman & Purvis, 2015).

Moreover, advertising that engages multiple sensory, affective, and intellectual dimensions of consumer experience contributes to stronger brand equity and loyalty (Papacharissi & Oliveira, 2012; Xu et al., 2017).

Corporate branding also derives substantial benefits from effective advertising. Strong brands are not merely identifiers but also repositories of value, enabling firms to command premium pricing, expand globally, and secure long-term competitive advantage (Tarannum et al., 2024).

Consumers often associate branded products with superior quality, reliability, and trustworthiness, and these associations are cultivated and reinforced through advertising messages. In fact, branding has been described as a critical determinant of customer loyalty, with satisfied customers acting as advocates who further promote the brand through word-of-mouth and social media interactions (Fog et al., 2005; Lundqvist et al., 2013).

Within this landscape, the study of how product advertising influences purchasing decisions and corporate branding is both timely and significant. By examining the mechanisms through which advertising shapes consumer behaviour, whether by building awareness, evoking emotions, or enhancing brand equity. This research aims to contribute to a deeper understanding of how firms can strategically leverage advertising to strengthen their market positions and foster sustainable business growth.

## **2.STATEMENT OF THE PROBLEM**

Despite the acknowledged importance of advertising in shaping consumer behaviour and brand outcomes, several challenges persist in both academic and practical contexts. One fundamental issue is the inconsistency in how consumers respond to advertising messages. While some campaigns succeed in creating memorable associations and driving purchases, others fail to resonate, leading to wasted resources and diminished returns on advertising investment (Bordahl, 2003; Lim & Childs, 2020)

This raises critical questions about what factors determine the effectiveness of advertising in influencing purchasing decisions and enhancing corporate branding.

Another problem arises from the evolving complexity of consumer behaviour. In an era of digitalization, consumers are exposed to an overwhelming volume of advertising messages across multiple platforms—television, social media, online shopping sites, and mobile apps. This constant exposure has led to advertising fatigue and skepticism, reducing the persuasive power of traditional advertising methods (Meenaghan, 1995; Chon et al., 2000).

Consequently, businesses face the challenge of designing advertising strategies that does not only capture attention but also build trust and credibility in an environment where consumers are increasingly discerning.

The relationship between advertising and corporate branding also presents unresolved challenges. While it is well established that strong branding enhances consumer loyalty and willingness to pay premium prices, the precise mechanisms through which advertising contributes to brand equity remain underexplored. For example, does narrative advertising primarily influence emotional attachment, or does it also enhance intellectual engagement with the brand? Does prior consumer experience, whether positive or negative moderate the effectiveness of advertising in shaping brand perceptions? These questions highlight gaps in the literature that require empirical investigation (Delgadillo & Escalas, 2004; Keller et al., 2000).

Additionally, the rise of e-commerce has created new complexities in advertising effectiveness. Unlike traditional retail environments where consumers can physically interact with products, online shopping relies heavily on advertising and digital branding elements to shape perceptions and purchasing decisions. Negative online experiences—such as poor service, lack of product information, or breaches of trust—can undermine even the most persuasive advertising campaigns (Azifah & Dewi, 2016; Graham & Wilder, 2020).

This creates a pressing need to understand how advertising can be designed to overcome such barriers and build lasting brand equity in digital contexts.

Finally, there is a broader societal issue, advertising has the potential to influence not only individual consumer behaviour but also collective market dynamics and cultural values. Poorly

designed advertising may reinforce stereotypes, mislead consumers, or contribute to unsustainable consumption patterns. Alternatively, strategic advertising can promote responsible consumption, foster authentic brand-consumer relationships, and drive long-term corporate success. The challenge lies in striking a balance between persuasive communication and ethical responsibility in advertising practices.

In light of these challenges, this study seeks to address the central problem of how product advertising influences consumer purchasing decisions and contributes to corporate branding outcomes. Specifically, it aims to explore the mechanisms by which advertising strategies shape consumer perceptions, build brand equity, and enhance loyalty in an increasingly complex and digitalized marketplace.

### **3.RATIONALE OF THE STUDY**

The increasing complexity of consumer behaviour, the proliferation of media platforms, and the intensifying competition among brands have made advertising one of the most critical drivers of business success in recent times. Product advertising is not merely a promotional exercise, it is a strategic tool that influences purchasing decisions, builds brand equity, and sustains corporate growth. Understanding how advertising impacts consumer choices and corporate branding is therefore vital for both academic research and managerial practice.

This study is situated at the intersection of advertising, consumer behaviour, and corporate branding. The rationale for conducting this research rests on several interrelated considerations; the evolving role of advertising in consumer decision-making, the significance of branding for competitive differentiation, the challenges posed by digitalization and globalization, and the existing gaps in literature that limit our understanding of the link between advertising and corporate branding.

#### **3.1 Advertising as a Determinant of Consumer Behaviour**

Advertising plays a central role in shaping consumer perceptions and influencing purchasing decisions. Consumers rarely make decisions based solely on functional product attributes; instead, they are swayed by symbolic meanings, emotional cues, and the narratives embedded in advertising messages (Hung et al., 2012; Brechman & Purvis, 2015).

For example, narrative storytelling in advertising has been shown to transport consumers into brand experiences, generating emotional and intellectual engagement that translates into brand loyalty and increased purchase intentions.

In contemporary markets, advertising not only informs but also persuades and transforms. It has become a medium for creating aspirational lifestyles, communicating values, and establishing long-term consumer and brand relationships. By studying how product advertising shapes consumer purchasing decisions, this research addresses a critical area of marketing strategy that has direct implications for business performance.

### **3.2 Branding as a Strategic Imperative**

Parallel to advertising, corporate branding has emerged as a powerful mechanism for achieving sustainable competitive advantage. A strong brand creates trust, enhances recognition, and allows firms to command premium pricing (Tarannum et al., 2024).

In markets saturated with similar products, branding serves as a differentiator, enabling consumers to make decisions based not only on utility but also on identity, values, and symbolic associations.

Research has demonstrated that effective branding cultivates emotional connections with consumers, fosters loyalty, and strengthens market positioning (Keller, 1993; Aaker, 1991). However, branding cannot exist in a vacuum; it relies heavily on advertising to communicate its value proposition. This study is therefore rationalized by the need to explore the dynamic interplay between advertising and branding, and how this relationship influences consumer decisions.

### **3.3 The Digital and Global Context**

The rationale for this study is further reinforced by the transformative effects of digitalisation and globalisation. The advent of social media, online shopping, and global marketing platforms has expanded the reach of advertising but also introduced new challenges. Consumers are now

bombarded with a constant stream of advertising content across multiple channels, resulting in advertising fatigue and skepticism (Meenaghan, 1995; Xu et al., 2017).

At the same time, digital platforms provide opportunities for personalized and interactive advertising that can strengthen brand-consumer relationships. Storytelling through digital videos, for instance, has been shown to elicit stronger affective and sensory experiences than traditional print advertising (Teraiya et al., 2023).

Questions still remain regarding how these digital advertising experiences translate into brand equity and purchasing behaviour, especially in contexts where consumers have had negative online experiences.

The globalisation of markets has also intensified the importance of branding. Multinational companies often rely on standardized advertising campaigns, while local firms adapt messages to resonate with cultural contexts. Understanding how advertising influences branding and consumer decisions across different environments is therefore critical for both global corporations and local businesses.

### 3.4 Gaps in the Literature

While significant research has been conducted on advertising effectiveness and branding, several gaps remain that justify this study.

- **Limited integration of advertising and branding research:** Much of the existing literature treats advertising and branding as separate constructs, focusing either on the persuasive impact of advertising or on the strategic value of branding. There is a need for integrated research that examines how advertising specifically contributes to corporate branding outcomes.
- **Inadequate attention to consumer experience dimensions:** Research on narrative advertising suggests that affective, sensory, behavioural, and intellectual experiences influence brand equity (Papacharissi & Oliveira, 2012; Teraiya et al., 2023)

However, few studies have empirically linked these experiential dimensions to actual purchasing decisions and corporate branding strategies.

- **Insufficient exploration of moderating variables:** Prior experiences, particularly in digital contexts, can shape how consumers interpret advertising messages. Negative online shopping experiences, for example, may reduce trust in advertising claims, yet little is known about how advertising can overcome such barriers to build brand equity (Azifah & Dewi, 2016; Graham & Wilder, 2020).
- **Need for context-specific studies:** Much of the advertising research has been conducted in Western contexts, often using student samples (Lien & Chen, 2013). There is a need for more diverse studies that consider cultural, economic, and technological variations, particularly in emerging markets where consumer behaviour is rapidly evolving.

By addressing some of these gaps, this study seeks to advance theoretical understanding while also providing practical insights for businesses.

From a managerial perspective, this research is highly relevant. Businesses invest heavily in advertising, yet often struggle to evaluate its effectiveness beyond short-term sales. By examining how advertising influences both purchasing decisions and long-term branding outcomes, this study provides managers with evidence-based insights into optimizing advertising strategies.

For instance, if narrative advertising is found to significantly enhance brand equity through emotional engagement, firms may prioritize storytelling formats over purely informational campaigns. Similarly, understanding the role of prior consumer experiences can help businesses design advertising strategies that rebuild trust after negative encounters.

Moreover, the findings of this study can guide firms in balancing persuasive advertising with ethical responsibility. In an era where consumers are increasingly conscious of authenticity and transparency, advertising that aligns with brand values and fosters genuine relationships can enhance both consumer trust and corporate reputation.

Academically, this study contributes to the literature by integrating theories of advertising effectiveness, consumer behaviour, and brand equity. It expands on existing models of narrative transportation and advertising experience (Green & Brock, 2000; Huang & Ha, 2020) by situating them within the broader context of corporate branding.

The research also responds to calls for more empirical studies that link advertising experiences to long-term branding outcomes (Machado et al., 2019). By investigating how affective, sensory, behavioural, and intellectual dimensions of advertising experience influence brand equity and purchasing decisions, this study adds depth to current theoretical frameworks.

Finally, the rationale for this study extends beyond business and academia to include societal concerns. Advertising has a powerful influence on cultural values, social norms, and consumer lifestyles. While effective advertising can promote innovation, identity expression, and consumer empowerment, it can also contribute to materialism, stereotype reinforcement, and unsustainable consumption.

This research therefore emphasizes the need for responsible advertising that not only drives consumer purchasing and branding outcomes but also aligns with ethical standards and social responsibility. By highlighting the dual role of advertising as both a commercial and societal force, this study seeks to inform strategies that balance profitability with accountability.

In summary, this study is rationalised by the:

- Critical role of advertising in influencing consumer behaviour and corporate branding.
- Strategic importance of branding in achieving differentiation and loyalty in competitive markets.
- Opportunities and challenges presented by digitalization and globalization.
- Existing gaps in the literature regarding the experiential and moderating dimensions of advertising effectiveness.
- Managerial need for evidence-based insights into advertising strategies.
- Academic imperative to integrate advertising and branding research.
- Ethical responsibility to align advertising with consumer trust and societal well-being.

By addressing these dimensions, the study will not only advance scholarly understanding but also provide practical guidance for businesses seeking to leverage advertising as a tool for influencing purchasing decisions and enhancing corporate branding.

#### **4. RESEARCH OBJECTIVES**

The study seeks to obtain the following objectives:

- **To examine the influence of product advertising on consumer purchasing decisions.**
- **To analyse the role of advertising in building and sustaining corporate branding**, particularly in terms of brand equity, trust, and loyalty.
- **To investigate the experiential dimensions of advertising** and their impact on consumer decisions and brand outcomes.
- **To explore the moderating effect of prior consumer experiences** such as including negative online purchase experiences, on the relationship between advertising and branding outcomes.
- **To provide managerial recommendations** on how businesses can design effective advertising strategies that influence purchasing decisions while strengthening corporate branding.

#### **5. RESEARCH QUESTIONS**

The study will be guided by the following research questions:

- How does product advertising influence consumer purchase decisions across different demographic groups?
- In what ways does advertising contribute to the development and reinforcement of corporate branding?
- Do consumers associate brands that advertise to quality products?
- How do consumers interpret and respond to various forms of advertising (digital, print, broadcast, and social media) in relation to their purchasing behaviours?

## **6.SIGNIFICANCE OF THE STUDY**

### **6.1 Introduction**

The significance of this study lies in its potential to deepen academic understanding of the dynamic relationship between advertising, consumer behaviour, and corporate branding, while also offering practical implications for businesses, policy makers, and consumers. Advertising has become an indispensable tool in modern commerce, not merely as a medium of persuasion but also as a strategic mechanism for shaping brand identity and building consumer trust. By examining how product advertising influences purchasing decisions and corporate branding, this study addresses an area that is simultaneously practical, theoretical and socially relevant.

From a scholarly perspective, this study contributes to marketing literature by bridging two critical domains: consumer purchasing behaviour and corporate branding. While prior studies have examined these areas separately, there is limited research that explicitly links the influence of advertising to both the immediate outcomes of consumer decisions and the long-term outcomes of brand building. By adopting a mixed-methods approach, this study enriches theoretical discussions and tests existing models such as AIDA, hierarchy of effects, and brand equity frameworks in a contemporary consumer landscape.

This study also contributes to emerging discourse on digital advertising, personalization, and consumer perceptions of corporate identity. With the growing complexity of marketing communications, academic insights from this study will provide a basis for further research into the intersection between advertising strategy and corporate identity management.

For business organizations, this study provides practical insights into how advertising can be optimized to achieve both sales and branding objectives. In competitive markets, firms often struggle with aligning short-term promotional goals with long-term corporate branding. The findings of this study will assist managers in balancing these dual objectives by identifying advertising strategies that not only stimulate immediate purchases but also strengthen corporate identity and loyalty.

Additionally, businesses can leverage the findings to refine their segmentation and targeting strategies. Understanding how different demographic groups respond to advertising helps organizations allocate advertising budgets more efficiently, design culturally resonant campaigns, and enhance return on investment. This is particularly significant in developing

markets such as Ghana, where consumer behaviour is influenced by unique socio-economic and cultural dynamics.

The study also has significance for policy makers and regulators since advertising is not without ethical and social implications. By highlighting how advertising shapes consumer perceptions and behaviours, the study will provide evidence that can inform consumer protection policies, advertising regulations, and corporate social responsibility frameworks. Regulators can benefit from insights into potential risks such as manipulation of vulnerable consumers, stereotyping, or dissemination of misleading information. This study therefore contributes to promoting responsible advertising practices that safeguard consumer interests while supporting fair competition.

Consumers themselves stand to benefit indirectly from this research. By shedding light on how advertising influences decision-making, the study enhances consumer awareness of the psychological and cultural mechanisms embedded in marketing communications. Such awareness empowers consumers to make more informed and rational purchasing decisions, mitigating susceptibility to manipulative or deceptive advertising tactics.

This study is especially significant in the context of Ghana and similar emerging markets where advertising has grown rapidly with the expansion of digital platforms and mobile connectivity. Local companies, multinational corporations, and start-ups are increasingly investing in creative advertising strategies to gain market share. Understanding the effectiveness of these strategies in shaping consumer decisions and building brands within this context not only fills a research gap but also provides context-specific recommendations.

## 6.2 Summary

In sum, the significance of this study rests on three key pillars:

- **Academic Contribution:** Expanding theoretical discourse on the link between advertising, purchasing behaviour and branding.
- **Practical Business Insights:** Helping firms align advertising strategies with both immediate sales and long-term branding objectives.
- **Societal Impact:** Informing policymakers, regulators, and consumers about the broader implications of advertising in contemporary markets.

- Through these contributions, this research has the potential to advance knowledge, improve practice, and shape policy, making it both academically and socially valuable.

## 7.SCOPE OF THE STUDY

### 7.1 Introduction

Defining the scope of a research study is essential in setting boundaries that allow for focused inquiry while avoiding unnecessary digression. This study intent to focus on how product advertising influences purchasing decision and corporate branding will be carefully delimited in terms of conceptual scope, geographical coverage, methodological approach, and population under study. These boundaries will ensure clarity, feasibility, and depth of investigation.

### 7.2 Conceptual Scope

The study will focus on three key constructs; **product advertising, consumer purchasing decisions, and corporate branding.**

- **Product Advertising:** The study considers both traditional advertising forms (print, radio, television) and digital platforms (social media, search engines, influencer marketing). Special attention will be paid to how content, message strategies, and media channels impact consumer perceptions. The study will not extend into broader marketing activities such as pricing, distribution, or public relations, except when these intersect with advertising.
- **Consumer Purchasing Decisions:** Analysis will be limited to the consumer decision-making process, covering problem recognition, information search, evaluation of alternatives, purchase, and post-purchase behaviour. While broader issues like cultural consumption patterns are acknowledged, they are considered only insofar as they affect advertising response.
- **Corporate Branding:** The scope will focus on how advertising communicates and reinforces corporate identity, values, and reputation. Other branding tools such as sponsorships, corporate social responsibility initiatives, or internal branding efforts will be referenced only tangentially.

### 7.3 Geographical Scope

Geographically, the study will be conducted primarily in Accra.

Accra is chosen because of its diverse demographics, vibrant consumer markets, and high exposure to multiple forms of advertising. While findings may provide insights applicable to other regions, they will be contextually grounded in Ghanaian socio-economic realities.

The study will focus on contemporary advertising practices and consumer behaviours within the last five years (2020–2025). This time frame captures the surge in digital advertising, the growing role of influencers, and post-pandemic shifts in consumer decision-making. Historical perspectives will be referenced only to provide context.

This research will employ a **mixed-methods approach**, combining quantitative surveys with qualitative interviews. While this allows for triangulation of findings, the study will not cover large-scale ethnographic or experimental research designs due to resource and time constraints. Data will be collected within a two-month period, limiting the study's ability to track long-term effects of advertising.

### 7.4 Population and Sampling Scope

The population under study will be twofold:

**Consumers:** Individuals in Ghana who are exposed to advertising and engage in product purchases. Sampling will focus on adults aged 18–55, as this group represents the most active consumers in the market.

**Marketing Practitioners:** Professionals in advertising agencies, corporate marketing departments, and brand management roles. Their perspectives will enrich the study with insider views of advertising strategies and branding practices.

This study will not cover children as direct participants, though their influence as consumers may be discussed based on secondary literature.

## **7.5 Scope of Variables**

The study will examine independent variables such as type of advertising medium, message strategy (emotional vs. rational appeal), and frequency of exposure. Dependent variables will include consumer purchasing intentions, actual purchasing behaviour, and perceptions of corporate brand identity. Moderating variables such as age, gender, income and cultural orientation will also be considered.

## **7.6 Delimitations**

This study is delimited by several factors:

- It focuses only on advertising, not the entire spectrum of marketing.
- Geographically, it is limited to Accra.
- Temporally, it emphasizes contemporary advertising practices (2020–2025).
- The scope of participants excludes minors and rural populations, although they may also be influenced by advertising.

## **7.7 Limitations**

Certain limitations are inherent in the scope:

- The findings may not be generalised beyond Accra due to cultural and economic differences.
- Rapid changes in advertising technology may limit the long-term relevance of the findings.
- The mixed-methods design, while robust, does not permit causal inference with absolute certainty.

## **7.8 Summary**

The scope of this study is carefully delineated to ensure focus on product advertising, consumer purchasing decisions, and corporate branding within the Ghanaian context. By narrowing the inquiry to specific conceptual, geographical, temporal, and methodological boundaries, the study maintains clarity, feasibility, and academic rigor while acknowledging its limitations.

## **8.ORGANISATION OF THE STUDY**

### **8.1 Introduction**

The organization of the study refers to the structured arrangement of chapters and sections that systematically present the research problem, literature review, methodology, findings, and conclusions. A logical and coherent structure ensures that the objectives of the research are clearly addressed while guiding the reader through the flow of arguments. This section outlines the organizational framework of the study, describing each chapter in detail and explaining its relevance.

### **8.2 Chapter One: Introduction**

Chapter One serves as the foundation of the study. It introduces the research topic, explains the background and context, and establishes the rationale for the investigation. The chapter highlights the statement of the problem, which identifies the research gap, followed by the objectives, research questions, and significance. The scope, limitations, and organization of the study are also presented, setting the stage for subsequent chapters.

### **8.3 Chapter Two: Literature Review**

This chapter synthesizes existing scholarship on advertising, consumer purchasing decisions, and corporate branding. It begins with definitions of key terms, followed by theoretical frameworks such as AIDA, hierarchy of effects, and brand equity models. Empirical studies are critically reviewed to highlight how advertising influences purchasing behaviour and branding outcomes in diverse contexts. Emerging trends such as digital advertising, personalization, and influencer marketing are explored. Finally, the chapter identifies gaps in existing literature that justify the present study.

### **8.4 Chapter Three: Research Methodology**

Chapter Three describes the methodological choices made in the study. It outlines the research design (mixed-methods), population, sampling strategy, data collection instruments, and procedures. It also explains the methods of data analysis, ethical considerations and limitations of the chosen methodology. By presenting a transparent methodological framework, this chapter ensures the study's reliability and validity.

## **8.5 Chapter Four: Data Presentation and Analysis**

This chapter presents the empirical findings of the study. Quantitative data from surveys will be displayed using tables, graphs, and descriptive statistics, followed by inferential analyses that test the relationships between advertising exposure and consumer behaviour. Qualitative data from interviews will be analysed thematically, with excerpts provided to illustrate key insights. By integrating findings from both methods, the chapter provides a holistic view of how advertising influences purchasing decisions and branding.

## **8.6 Chapter Five: Discussion of Findings**

Building on Chapter Four, Chapter Five interprets the results in light of the research questions and objectives. The findings are compared with existing literature, highlighting consistencies, contradictions, and new insights. This discussion not only answers the research questions but also situates the results within broader theoretical and practical contexts. The chapter also considers the implications of the findings for business practice, consumer awareness, and policymaking.

## **8.7 Chapter Six: Summary, Conclusions, and Recommendations**

The final chapter provides a comprehensive summary of the study. It restates the research problem, objectives, and key findings. Conclusions are drawn based on the evidence presented, and practical recommendations are made for businesses, policymakers, and future researchers. Limitations of the study are acknowledged, and suggestions for further research are provided. This chapter thus closes the research loop, connecting the introduction with the findings and implications.

## **8.8 Logical Flow and Coherence**

The organization of the study follows a logical progression from general background to specific analysis and conclusions. Each chapter builds upon the previous one, ensuring coherence and continuity. For instance, the literature review informs the methodology, which in turn guides data collection and analysis. The discussion and conclusions then circle back to the original problem and objectives, ensuring alignment throughout.

## **8.9 Rationale for the Structure**

The chosen structure adheres to established academic conventions in social science research. It ensures clarity for the reader while providing a systematic framework for addressing the research objectives. By organizing the study in this manner, the researcher maintains focus, demonstrates rigor, and facilitates evaluation by supervisors, examiners, and other readers.

## **8.10 Summary**

The study is organized into six chapters, each with a specific function:

1. Introduction
2. Literature Review
3. Research Methodology
4. Data Presentation and Analysis
5. Discussion of Findings
6. Summary, Conclusions, and Recommendations

This structure provides a clear roadmap for conducting and presenting the research, ensuring that all objectives are comprehensively addressed.

**CHAPTER TWO**  
**LITERATURE REVIEW**

Advertising has evolved beyond the mere transmission of product information into a multidimensional system of communication that influences consumer emotions, beliefs, and purchasing behaviours. Contemporary studies argue that advertising serves as a key mechanism for shaping consumer-brand relationships and establishing long-term brand equity (Teraiya, Namboodiri, & Jayswal, 2023). The core principle underlying this transformation lies in how advertising conveys meaning, particularly through narrative and experiential elements that engage audiences emotionally and cognitively. These developments represent a shift from traditional rational persuasion models toward experiential and storytelling frameworks that seek to immerse the consumer within the brand's symbolic universe.

Earlier theories of advertising effectiveness were primarily grounded in the **AIDA model** (Attention–Interest–Desire–Action) and **hierarchy of effects theory**, which emphasised linear persuasion through attention capture and rational argumentation. However, recent empirical findings reveal that emotional resonance and narrative coherence are stronger determinants of purchasing behaviour than factual content alone.

Teraiya et al. (2023) demonstrated that **storytelling advertising**, particularly in video formats, can heighten consumers' affective, sensory, cognitive, and behavioural experiences with a brand. This form of “narrative transportation” immerses viewers in brand stories, reducing counter-arguing and fostering identification with characters, which in turn strengthens brand recall and loyalty. The study's use of **structural equation modelling (SEM)** established significant relationships between storytelling engagement and various components of brand equity such as perceived value, awareness, and loyalty.

This aligns with the theoretical model proposed by **Escalas (2004)** and supported by **Hepola, Karjaluoto, and Hintikka (2017)**, who found that brand stories enable consumers to connect personal memories and aspirations to advertised narratives. When audiences perceive congruence between their self-concept and the brand's identity, they are more likely to exhibit favourable attitudes and purchase intentions. In effect, advertising ceases to be a one-way communication channel; it becomes an avenue for co-creating meaning between consumers and brands. This co-creation process deepens emotional attachment, enhancing both purchase motivation and brand loyalty (Lundqvist, Liljander, Gummerus, & Van Riel, 2013).

Moreover, the experiential dimension of advertising, as reflected in the **sensory–affective–intellectual–behavioural model**, suggests that effective advertising engages multiple layers

of perception. For instance, vivid imagery, appealing sound design, and compelling storytelling can elicit sensory pleasure and emotional empathy, while cognitive cues stimulate reflection on product value and relevance (Machado, Vacas-de-Carvalho, Azar, André, & dos Santos, 2019). These findings underscore the notion that consumer decisions are rarely rationally optimised but are emotionally mediated processes influenced by perceived symbolic meanings and prior experiences. Teraiya et al. (2023) further observed that even consumers with previous negative online purchase experiences could rebuild positive perceptions of a brand through exposure to emotionally persuasive advertising, highlighting the remedial power of narrative-based communication in restoring trust and equity.

Similarly, Kinard and Hartman (2013) in *'Are You entertained? The Impact of Brand Integration and Brand Experience in Television -Related advergames'* reinforces these conclusions by emphasizing how advertising messages designed with emotional and symbolic appeals generate more enduring brand associations than purely informational campaigns. The Kinard and Hartman (2013) analysis revealed that when consumers perceive advertising as authentic and emotionally relatable with their own experiences, it cultivates brand admiration and trust, leading to higher purchase intention. It also noted that brand messages constructed around human-centered narratives, such as everyday life stories, challenges and aspirations tend to elicit empathetic identification. This emotional engagement translates into behavioural intention, as consumers often make purchasing decisions that reflect affective alignment rather than objective product evaluation.

In the context of corporate branding, advertising is more than a sales tool; it functions as an identity management strategy. Corporate brands rely on consistent, meaningful advertising narratives to communicate their values, vision, and personality. Scholars such as **Godey et al. (2016)** and **Kaushik and Soch (2021)** emphasise that advertising plays a critical role in building **brand equity**, which represents the added value a brand contributes to its products. Strong advertising equity not only differentiates a firm in competitive markets but also provides resilience during market crises. Teraiya et al. (2023) confirmed that positive brand experiences derived from storytelling adverts predict long-term equity formation across both search and experiential products. This finding supports **Aaker's (2012)** proposition that warmth, competence, and admiration are essential dimensions for cultivating enduring brand trust.

The literature also suggests that advertising's impact on purchasing decisions depends on the degree of **consumer involvement** with the product category. High-involvement products such

as automobiles or technology require informational depth, whereas low-involvement products like confectionery rely more on emotional appeal (Laurence, 2018). Yet, both categories benefit from storytelling because narratives bridge rational evaluation and emotional engagement. The integration of product attributes into a story structure enables consumers to experience the product symbolically, forming affective connections that guide choice behaviour (Boller & Olson, 1991). This is particularly significant in digital contexts, where storytelling advertising leverages audiovisual immersion to simulate sensory and emotional experiences, thereby influencing perceived quality and purchase intention (Lim & Childs, 2020).

From a psychological perspective, **narrative persuasion** theory explains how consumers internalise brand messages through emotional involvement. Green and Brock (2000) conceptualised “transportation” as a state in which all mental capacities focus on the narrative world, reducing resistance to persuasion. Teraiya et al. (2023) validated this mechanism empirically, showing that when consumers are transported into an advertisement’s story world, their cognitive defenses lower, and they process messages peripherally but affectively. This process enhances attitude change and brand preference, echoing earlier findings by **Brechman and Purvis (2015)** that narrative advertising leads to higher recall and behavioural intent than non-narrative formats.

The increasing role of digital and social media platforms in shaping advertising outcomes has also been widely discussed. The rise of interactive and participatory advertising formats allows consumers to co-create and share branded stories (Loureiro, Bilro, & Japutra, 2019). These interactions generate user-based brand content that strengthens brand communities and drives peer influence. Kinard and Hartman (2013) analysis highlighted how consumers exposed to interactive advertising on social platforms developed stronger engagement and willingness to recommend brands, especially when the adverts encouraged emotional dialogue rather than direct sales pitches. This shift from monologic to dialogic advertising marks a transformation in corporate branding strategy, positioning consumers not as passive audiences but as active brand participants.

Research has also continually highlighted the importance of advertising, brand image, product packaging, and quality in shaping consumer purchasing decisions, especially within competitive product categories such as fast-moving consumer goods (FMCG). Farah, Mansur, and Lovita (2024) empirically demonstrated that all four factors; brand image, packaging,

advertising and product quality, have significant and positive effects on purchasing decisions. Their case study on Bear Brand milk consumers in Indonesia provides strong evidence that strategic brand communication and product presentation jointly enhance consumer trust and buying intention. This aligns with prior findings that marketing communication tools serve as the psychological and informational link between the firm and its target audience (Kotler & Keller, 2020).

Advertising, in particular, plays a central role in stimulating consumer awareness and influencing attitudes toward brands. According to Kotler and Armstrong (2018), advertising is a form of non-personal promotion that informs, persuades, and reminds consumers about products or services offered by an identifiable sponsor. Farah et al. (2024) further observed that exposure to Bear Brand advertisements across multiple media channels significantly strengthened consumer confidence and led to higher purchase frequencies. Similarly, Hasman, Natalina, and Alfian (2021) emphasised that engaging and creative advertising campaigns enhance the emotional connection between brands and consumers, ultimately leading to brand loyalty. The effectiveness of advertising is often contingent on its ability to communicate not just product features but also the lifestyle and values associated with the brand (Kuswahyuliana & Samboro, 2018).

Brand image has also been identified as a crucial determinant of consumer decision-making. A positive brand image encapsulates the trust, familiarity, and perceived value consumers associate with a product (Nguyen et al., 2020). As Indrasari (2019) and Firmansyah (2019) argued, brand image represents the mental impression that consumers form based on prior experience, perception, and marketing messages. A strong brand image reduces consumer uncertainty and enhances product differentiation, which is especially important in saturated markets. Fatmaningrum et al. (2020) and Loebis and Utomo (2022) found that favourable brand perception leads directly to increased purchase intention. Thus, advertising often serves as the primary vehicle for constructing and reinforcing brand image in the consumer's mind.

Packaging, on the other hand, operates both as a protective and promotional tool. It conveys brand identity, product information, and perceived quality through design elements such as colour, typography, and shape (Said, 2019). Farah et al. (2024) noted that Bear Brand's packaging, featuring clear labelling and health-related imagery, significantly influenced consumers' purchase decisions. This finding supports Resmi and Wismiarsi's (2018) view that packaging design contributes not only to functional protection but also to emotional appeal and

differentiation. In the digital era, where consumers are exposed to a multitude of product options, distinctive packaging can attract attention, create recall, and reinforce advertising messages at the point of sale (Malešević & Stančić, 2021).

Product quality remains a consistent predictor of consumer behaviour and brand loyalty. Kotler and Armstrong (2018) defined product quality as the ability of a product to satisfy customer needs and expectations. When customers perceive high quality, they are more likely to form positive attitudes toward the brand and engage in repeat purchases (Noviana & Oktavia, 2023). Farah et al. (2024) reaffirmed this by showing that perceived product quality had the strongest influence among the four variables examined. This supports Tjiptono's (2019) assertion that superior product quality forms the backbone of sustainable brand equity. Similarly, Sulastri and Puspasari (2022) found that healthy lifestyle-oriented consumers are especially responsive to product quality as a determinant of purchase choice, emphasizing the link between consumer values and perceived product performance.

The synergy between advertising and product quality is also noteworthy. Advertising sets expectations, but the fulfilment of those expectations depends on actual product performance (Hernikasari, Ali, & Hadita, 2022). Inconsistent quality may erode trust and diminish the credibility of promotional claims. Therefore, firms must align their advertising content with the tangible benefits offered by their products. Studies such as those by Hidayati and Muslikh (2023) and Komara and Fathurahman (2024) stress that integrated marketing strategies—combining consistent advertising, superior product quality, and effective packaging—lead to enhanced customer satisfaction and sustained brand reputation.

In contemporary markets, digital advertising has become a powerful tool for reinforcing brand image and engaging consumers. The rise of social media platforms and online communities has transformed how advertising influences purchasing decisions (Anggraini, 2024). Through targeted digital campaigns, brands can personalize their messaging and interact directly with consumers, creating two-way communication that fosters trust and loyalty. Farah et al. (2024) found that Bear Brand's online visibility through social media contributed to increased brand recognition and purchase behavior. This aligns with Maghfur, Santosa, and Zhafiraah (2023), who emphasized that digital engagement enhances experiential marketing and consumer satisfaction, ultimately strengthening brand loyalty. Recent experimental evidence shows consumers evaluate sustainability messages through pre-existing cognitive structures (sustainable-development schemas). When advertising claims conflict with other cues (e.g.,

product information, online reviews), consumers experience schema-inconsistency that undermines attitudes, purchase intentions and brand satisfaction. Brand trust mediates this effect: strong brand signals (well-known brands) buffer the damage from inconsistent sustainability claims, while unfamiliar brands suffer more when reviews and review volume amplify inconsistency. Practically, review content and volume are more diagnostic than simple star ratings and therefore intensify consumer scrutiny when sustainability claims appear questionable. These findings emphasise that sustainable advertising must be coherent across channels and supported by transparent practices (Chang, Wang & Weng, 2025).

Implication for your thesis: When discussing how product advertising affects purchase decisions, treat sustainability claims not only as persuasive content but as schema-relevant cues that interact with brand reputation and user-generated content. This gives you a cognitive mechanism (schema theory → brand trust → behaviour) to explain how advertising influences both immediate purchase intention and longer-term corporate brand perceptions.

Research on TikTok advertising shows short-form video content exerts both direct and indirect effects on purchase intention. Brand awareness and brand image partially mediate the effect: TikTok content increases brand recall and shapes image (cognitive and affective routes), which in turn raises purchase intentions. Demographics (age, income) moderate responsiveness — younger users and higher-income groups often show stronger effects — so segmentation matters for ad effectiveness. The S-O-R and ELM frameworks integrate well here: TikTok content operates via peripheral (entertainment, influencer cues) and central (informative brand cues) pathways to change attitudes and intentions (Cao & Nguyen, 2024/accepted 2025).

Implication for your thesis: Use this article to support a section on **format-specific advertising effects**, that is, how the medium and content form (short-video vs. static ads) change the path from advertisement to purchase decision and to corporate brand equity. It supplies evidence that advertising can move brand knowledge (awareness or image), not only immediate intent, a critical link when you argue advertising's dual role in sales and branding.

A complementary stream concerns visual design cues and their role in brand perceptions. Experiments show visually **stable** logos (balanced shapes, etc) increase perceived brand stability and more favourable attitudes toward nostalgic brands. Effects are specific to nostalgic (heritage) brands, non-nostalgic brands do not consistently benefit from visually stable logos the same way (Xiao, Wang & Zhou, 2023/accepted 2025).

Incorporate visual design as a distinct advertising element that influences brand equity (not just purchase intent). This article supports claims that advertising's visual components (logos, imagery) are powerful signals in brand meaning construction — particularly for repositioning/heritage branding strategies. Thematic synthesis — tying the three strands to your research questions

Source credibility & signal strength: Brand signals (fame, heritage cues or stable visual identity) consistently mitigate negative reaction to conflicting information and strengthen advertising's persuasive power. This suggests advertising effects depend heavily on existing brand capital.

Interaction with user-generated content: Online reviews (volume + content) and platform dynamics (TikTok virality) modify how ads are interpreted — reviews can amplify perceived inconsistency; TikTok content can rapidly increase awareness (positive or negative).

Gaps and opportunities

**Cross-channel interactions:** Chang et al. experimentally show review type matters for sustainability claims, but there is less research that combines platform effects (short-form video) *and* online review dynamics. You can position your work to test cross-channel interactions (e.g., TikTok ads + subsequent review exposure).

**Visual vs. narrative cues:** Logo stability research highlights visual cues for nostalgic brands; integrate this with narrative ad content (branding stories on TikTok) to examine whether visuals or narrative dominate in forming brand image and purchase decisions.

**Moderators at the individual level:** Chang et al. note potential moderators (environmental concern, brand loyalty). Cao & Nguyen demonstrate age/income moderations. You can include individual differences (involvement, skepticism) as moderators in your conceptual model.

Overall, the growing body of evidence underscores that advertising not only influences immediate purchasing decisions but also shapes long-term corporate branding. Effective advertising communicates the brand's core values and differentiates it from competitors. When coupled with consistent product quality and appealing packaging, it reinforces a coherent brand

narrative that consumers identify with. This integrated approach ensures that advertising transcends mere promotion, becoming a strategic element in brand equity development and corporate identity consolidation (Herniyati & Muslikh, 2024; Hidayati & Muslikh, 2023).

Also, the converging evidence from all studies reveal that effective advertising strategies are anchored in **storytelling, emotional resonance, and experiential immersion**. These elements foster psychological connections that go beyond product attributes, enabling brands to occupy symbolic and emotional spaces in consumers' lives. Consequently, advertising influences purchasing decisions not simply by persuading rationally but by shaping perceptions of identity, belonging, and trust. Strong advertising experiences thus become the foundation upon which sustainable corporate branding and consumer loyalty are built.

### **Definition of Key Concepts**

**Advertising** is commonly defined as a paid form of communication through various media channels, designed to inform, persuade, or remind target audiences about products or services (Kotler & Keller, 2016). Beyond simply promoting sales, advertising also communicates symbolic meanings and values associated with a brand.

**Purchasing Decision** refers to the cognitive and behavioural processes consumers go through when selecting products or services. Engel, Blackwell, and Miniard (1995) outline stages of this process, including problem recognition, information search, evaluation of alternatives, purchase, and post-purchase behaviour. Advertising can influence each of these stages by shaping perceptions and preferences.

**Corporate Branding** involves establishing a company's identity, reputation, and values in the minds of stakeholders (Balmer & Gray, 2003). Unlike product branding, which focuses on specific items, corporate branding communicates the overall ethos of the organization. Advertising thus becomes a strategic tool for corporate image building.

### **Theoretical Frameworks**

Several theories explain how advertising impacts consumer decisions and branding:

1. **AIDA Model (Attention, Interest, Desire, Action):** This classic model suggests that effective advertising first captures consumer attention, stimulates interest, generates desire, and leads to action (Strong, 1925).
2. **Hierarchy of Effects Theory:** Lavidge and Steiner (1961) propose that advertising influences consumers through sequential stages; awareness, knowledge, liking, preference, conviction, and purchase.
3. **Elaboration Likelihood Model (ELM):** Petty and Cacioppo (1986) highlight that consumers process advertising messages through central (deep, logical) or peripheral (superficial, emotional) routes, depending on motivation and involvement.
4. **Brand Equity Theory:** Aaker (1991) argues that strong advertising helps build brand awareness, associations, and loyalty, which collectively contribute to brand equity.

These frameworks provide a foundation for understanding the cognitive, affective, and behavioural effects of advertising.

### **Advertising and Consumer Purchasing Decisions**

Research consistently shows that advertising significantly shapes consumer behaviour. For instance, Kotler and Armstrong (2018) note that persuasive advertising can alter consumer perceptions and preferences, especially when products are homogenous.

**Emotional appeals** in advertising often generate stronger purchase intentions than rational appeals (Chitty et al., 2011). For example, advertisements that use storytelling, music, or humour create emotional connections that drive consumers to act impulsively.

**Celebrity endorsements** are another factor. Erdogan (1999) explains that associating a product with a trusted or admired figure enhances credibility and attractiveness, thus influencing purchasing choices.

Furthermore, **digital advertising** has amplified consumer influence. According to Duffett (2017), social media advertising provides interactive platforms where consumers can engage with content, leading to higher purchase intention and brand loyalty compared to traditional media.

## **Advertising and Corporate Branding**

Corporate branding emphasizes values and identity, and advertising plays a crucial role in communicating this to consumers. Balmer (2012) argues that advertising not only sells products but also conveys corporate philosophy, ethics, and vision. For instance, sustainability-driven advertising by companies like Patagonia builds reputational capital and positions the brand as socially responsible.

**Consistency in advertising messages** strengthens corporate branding. Keller (2009) notes that coherent messaging across campaigns and platforms helps create a unified brand image. Inconsistent or contradictory advertising, on the other hand, undermines trust and weakens brand identity.

Advertising also fosters **brand loyalty**. Research by Yoo, Donthu, and Lee (2000) shows that advertising intensity positively influences perceived brand equity, which in turn promotes loyalty and repeat purchases.

### **Emerging Trends in Advertising Influence**

**Personalisation and Targeting:** Big data allows advertisers to customize content based on consumer behaviour. Studies indicate that personalized ads improve consumer engagement and conversion rates (Bleier & Eisenbeiss, 2015).

**Influencer Marketing:** As consumers trust peer recommendations over corporate messages, influencers act as brand ambassadors whose endorsements significantly affect consumer decisions (Freberg et al., 2011).

**Interactive and Experiential Advertising:** Gamified advertisements, augmented reality (AR), and experiential campaigns create memorable brand interactions that enhance consumer loyalty (Scholz & Smith, 2016).

**Cultural Relevance:** Advertising strategies tailored to local cultural contexts are more effective in influencing purchasing decisions and brand perceptions (de Mooij, 2019).

### **Criticisms and Limitations of Advertising Influence**

Despite its power, advertising has limitations. Critics argue that overexposure leads to **advertising clutter**, reducing effectiveness (Ha & McCann, 2008). Moreover, consumers are becoming increasingly skeptical of traditional ads, relying more on peer-generated content and reviews.

Additionally, ethical concerns arise when advertisements manipulate vulnerable groups, such as children or low-literacy consumers. This raises questions about the long-term impact of advertising on corporate reputation (Pollay, 1986).

**CHAPTER 3**  
**METHODOLOGY**

### **3.1 Chapter Overview**

This chapter outlines the methodological framework employed in conducting my study on *how product advertising influences purchasing decisions and corporate branding*.

This chapter presents the overall design and procedures that will guide the collection, analysis, and interpretation of data and to describe the systematic approach to be adopted to ensure that the research findings are valid, reliable, and grounded in sound scientific principles. It highlights the philosophical stance that underpins the study, the research design, population and sampling techniques, methods of data collection, instruments used, and the procedures for data analysis.

The choice of an appropriate methodology is crucial because it defines how the research objectives are achieved and how the research questions are effectively answered. In this study, the methodology is carefully been selected to align with the aims of exploring the relationship between advertising strategies and consumer purchasing behaviour, if consumers truly associated advertised brands to quality brands, while also assessing how such advertising contributes to corporate brand identity and loyalty.

### **3.2 General Definition/Preamble of Research Methodology**

Research methodology refers to the systematic, theoretical analysis of the methods applied to a field of study.

It encompasses the principles, processes, and procedures by which researchers collect and analyse information to increase understanding of a topic or phenomenon. According to Saunders, Lewis, and Thornhill (2019), research methodology provides the overall strategy that integrates the different components of the study in a coherent and logical manner, ensuring that the research problem is effectively addressed. It is therefore not merely a description of research methods, but an explanation of why particular methods are chosen and how they fit the nature and purpose of the study.

In the context of social sciences, research methodology serves as the blueprint for conducting research in a manner that ensures objectivity, accuracy, and credibility of findings. It

establishes the philosophical orientation of the researcher, whether positivist, interpretivist or pragmatist thereby shaping the approach to data collection and analysis. For a study such as mine, which seeks to examine the influence of product advertising on both purchasing decisions and corporate branding, the methodological approach must be capable of capturing both measurable consumer responses and the underlying perceptions or attitudes that shape such responses.

Research methodology can be viewed as consisting of two main dimensions: **quantitative** and **qualitative** approaches.

Quantitative methodology involves the use of numerical data, statistical analysis, and structured instruments such as surveys or questionnaires to test hypotheses and measure variables objectively.

In contrast, qualitative methodology focuses on understanding meanings, experiences, and interpretations through non-numerical data such as interviews or focus group discussions. Many contemporary studies on advertising effectiveness and consumer behaviour adopt a **mixed-methods** approach, combining both quantitative and qualitative tools to provide a more comprehensive understanding of the research problem.

In designing a methodological framework for this study, emphasis is placed on the need to gather empirical data that accurately reflects consumers' behavioural patterns and perceptions of advertising. Product advertising operates within a dynamic environment that influences how consumers perceive products, brands, and their purchasing choices. Hence, a sound methodology is required to capture these complex interrelationships between advertising content, consumer motivation, and corporate image.

Furthermore, research methodology is grounded in the principle of systematic inquiry, which means that the process of obtaining data must follow a logical sequence—from defining the research problem, reviewing existing literature, selecting an appropriate design, collecting and analysing data, to interpreting the results in relation to the stated objectives. This systematic process helps minimize bias and ensures that the findings are credible and reproducible.

According to Creswell and Creswell (2018), an effective methodology section should clearly justify the choice of approach by linking it directly to the research objectives. In this study, the

methodology is structured to explore not only the *extent* to which advertising influences consumer purchasing decisions but also *how* advertising contributes to the shaping of corporate brand image. Therefore, the selection of instruments, participants, and analytical techniques is based on their suitability to address these dual dimensions.

It is also important to note that research methodology extends beyond technical procedures to include **ethical and practical considerations**. Ensuring that participants' privacy and consent are protected, maintaining neutrality during data collection, and accurately reporting findings are all vital components of sound research practice. In my study, ethical principles will guide every stage of data collection and analysis, to reinforce the integrity and credibility of the research.

Finally, the methodology serves as the foundation upon which the validity of the entire study rests. Without a well-structured methodological framework, even the most insightful theoretical perspectives or literature findings may lack empirical grounding. Therefore, this chapter's methodological exposition not only provides a roadmap for how the study will be executed but also demonstrates my commitment to transparency, precision and academic rigour.

In the subsequent sections, the research design, population and sampling, data collection instruments, and data analysis procedures will be presented in detail. Together, these components provide a clear, replicable framework through which the study's objective, which is to investigate how product advertising influences purchasing decisions and corporate branding can be systematically examined and empirically validated

### **3.3 Methods Used by Previous Researchers on the Phenomenon Under Study**

A review of previous studies on product advertising, purchasing decisions, and corporate branding reveals that researchers have employed a range of methodological approaches depending on their objectives and research contexts. Broadly, these studies can be grouped into **quantitative**, **qualitative**, and **mixed-methods** designs, each offering unique strengths and limitations in understanding how advertising shapes consumer perceptions and brand outcomes.

Early research in this domain was largely **quantitative** in nature, relying on surveys and experiments to measure the impact of advertising variables such as message content, frequency, emotional appeal, and media channel on consumer purchasing behaviour. For instance, Kotler and Keller (2016) employed structured questionnaires to collect data from consumers in order to establish statistical relationships between advertising exposure and buying intention. Similarly, Osei and Agyemang (2020) used regression analysis to determine how brand-oriented advertising strategies influenced consumer loyalty in the Ghanaian retail sector. Quantitative methods like these have been valued for their objectivity and ability to produce measurable, generalised results.

On the other hand, **qualitative methods** have been instrumental in exploring the deeper meanings and subjective interpretations consumers attach to advertising messages. Researchers such as Kincard and Hartman (2019), in their study *“The Impact of Brand Integration and Brand Experience in Television-Related Advergames,”* adopted a qualitative approach using interviews and focus groups to capture participants’ perceptions of embedded advertising within entertainment media. Their findings illuminated the psychological processes underlying brand recall and emotional connection—insights that are often difficult to capture through quantitative analysis alone.

In more recent years, a growing number of researchers have adopted **mixed-methods approaches** that integrate both quantitative and qualitative data to provide a more comprehensive understanding of the phenomenon. For example, Ahmad and Saleem (2021) combined surveys and semi-structured interviews to investigate how online advertising influences both the immediate purchasing decision and the long-term brand image of e-commerce firms. By triangulating data from multiple sources, mixed-methods research has been able to validate findings across methods, offering both breadth and depth in understanding advertising effectiveness.

Additionally, experimental designs have also featured prominently in advertising research. These studies typically manipulate specific advertising elements (such as message appeal or celebrity endorsement) and measure consumers’ reactions in controlled environments. Lee and Chen (2020), for instance, employed an experimental design to test how emotional versus rational advertising appeals affected consumer attitudes toward eco-friendly brands. Such experiments are particularly useful for establishing causal relationships but may lack the ecological validity of real-world settings.

In summary, previous research underscores that **no single methodology fully captures the multifaceted nature of advertising influence**. Quantitative approaches provide measurable insights into consumer patterns, while qualitative approaches offer deeper interpretive understanding. The integration of both has proven most effective in exploring the psychological, social, and behavioural dimensions of how advertising shapes purchasing decisions and brand perceptions. These methodological precedents informed the design of this current study, which aims to combine the strengths of these traditions in a contextually relevant way.

### **3.4 Proposed Methodologies for the Present Study and Its Justification**

Given the complexity of the research topic, the present study will adopt a **mixed-methods research design**. This approach will integrate both quantitative and qualitative methods to gain a more holistic and balanced understanding of the phenomenon. The mixed-methods design is particularly appropriate because it allows the researcher to quantify relationships between variables (advertising exposure, consumer response, brand perception) while also exploring participants' deeper attitudes, motivations, and interpretations.

- **Quantitative Component**

The quantitative phase will employ a **survey research design** using structured questionnaires distributed to consumers within selected markets. This method is justified by its ability to capture data from a relatively large sample, allowing for statistical analysis of patterns and correlations. The questionnaire will include both closed-ended and Likert-scale items focusing on key constructs such as advertising recall, message credibility, brand attitude, and purchase intention. Statistical tools such as correlation and regression analysis will be applied to determine the strength and direction of relationships between advertising strategies and consumer purchasing behaviour.

The quantitative approach aligns with similar studies in consumer behaviour (e.g., Kotler & Keller, 2016; Osei & Agyemang, 2020), which emphasize empirical measurement and hypothesis testing. It provides objective data that can be generalised to a broader population, enhancing the external validity of the research.

- **Qualitative Component**

Complementing the survey data, a **qualitative component** will involve semi-structured interviews with marketing professionals, advertising practitioners, and selected consumers. The interviews will seek to uncover deeper insights into how advertising messages are conceptualized, perceived, and linked to brand identity. This method allows for flexibility in probing respondents' views, providing data that quantitative measures might overlook.

The inclusion of qualitative interviews is justified on the grounds that purchasing decisions and branding perceptions are influenced not only by observable factors but also by psychological and emotional dimensions. As Creswell and Creswell (2018) explain, qualitative methods are valuable in interpreting how individuals construct meaning from their experiences, in this case, how consumers interpret advertising messages and associate them with brand image.

### **Rationale for Mixed-Methods Approach**

The justification for using a mixed-methods design lies in its ability to **complement and strengthen** the findings obtained through each individual method. Quantitative data will provide statistical evidence of relationships, while qualitative data will contextualise and explain the “why” and “how” behind those relationships. This integration enhances the **validity, reliability and richness** of the study's findings.

Moreover, the mixed-methods design supports **triangulation**, where data collected from different sources and methods are cross-validated. This helps reduce the bias inherent in relying solely on one methodological approach. As advertising is both a measurable and interpretive phenomenon, the combination of numerical analysis and narrative inquiry ensures a balanced and comprehensive assessment.

### **Justification for Methodological Fit**

The proposed methodology is particularly well-suited to the objectives of this study, which are to:

1. Examine the influence of product advertising on consumer purchasing decision
2. Examine how advertising strategies contribute to shaping corporate branding.

The quantitative component addresses the first objective by providing measurable evidence of influence, while the qualitative component addresses the second by exploring branding perceptions in depth. Together, they enable the research to bridge theoretical and practical dimensions, ensuring that findings are both empirically sound and contextually relevant.

In conclusion, the proposed mixed-methods approach provides a solid methodological foundation for achieving the research objectives. It integrates statistical precision with interpretive depth, reflecting the multifaceted nature of advertising and its impact on consumer behaviour and corporate identity. The next sections of this chapter will elaborate on the specific procedures for data collection, population and sampling, instrument design, data analysis techniques, and ethical considerations that will guide the conduct of this study.

### **3.5 Population**

The population of a research study refers to the entire group of individuals, organisations or elements that share specific characteristics and from which data can be drawn for analysis. In the context of this study, the population consists of **consumers and marketing professionals** whose purchasing decisions and brand perceptions are influenced by product advertising.

Specifically, the study aims to target **customers who are regularly exposed to various advertising media such as television, radio, print, online, and outdoor platforms**, as well as **corporate marketing staff responsible for brand communication and advertising strategies**.

Given the focus on understanding how advertising shapes consumer behaviour and corporate branding, the population was defined to include both **advertisement recipients** (consumers) and **advertisement creators or implementers** (marketing professionals). This dual perspective provides a holistic understanding of the phenomenon under investigation, capturing both the psychological impact of advertising messages and the strategic intent behind their design and dissemination.

The population scope covers consumers within an urban commercial center, where exposure to multiple advertising media is high, and purchasing decisions are often influenced by promotional strategies. Similarly, marketing professionals are selected from companies

actively engaged in brand promotion and advertising activities. This population choice ensures the study gathers representative insights on how product advertising affects consumer perception, decision-making processes, and overall brand equity.

### **3.6 Data Collection Tools and Methods Used**

Data collection is a crucial step in any research, as it provides the empirical foundation upon which analysis and conclusions are built. This study employs both primary and secondary **data collection methods**, consistent with a **mixed-methods research design**, to ensure comprehensive and credible findings.

#### **Primary Data Collection Tools**

The primary data will be obtained using two main tools: **structured questionnaires** and **semi-structured interviews**.

##### **1. Questionnaires:**

The structured questionnaire will be designed to capture quantitative data from consumers regarding their exposure to product advertising and its influence on their purchasing decisions. The questionnaire comprised both **closed-ended questions** (using Likert scales, multiple-choice, and ranking options) and a few **open-ended questions** to allow respondents to express their views freely. The Likert scale items will measure the extent to which advertising influences product awareness, perceived quality, emotional connection, and brand loyalty. The questionnaire will also explore consumer attitudes toward different advertising media and the degree of trust they place in brand messages.

##### **2. Interviews:**

Semi-structured interviews will be conducted with marketing managers, brand strategists, and advertising professionals from selected organizations. These interviews are to help provide qualitative data on the **strategic rationale behind advertising efforts, the perceived effectiveness of different media channels, and how advertising contributes to corporate branding objectives**. The flexibility of the interview method allows participants to elaborate on specific experiences, challenges and innovations in advertising practices.

### 3. Secondary Data Collection

Secondary data are being gathered from **academic journals, corporate reports, advertising case studies, and industry publications** to complement the primary findings. These sources provide background information on advertising trends, consumer behaviour theories, and branding strategies, helping to contextualize the study results within existing scholarly and professional discourse.

The combination of both primary and secondary data strengthens the study's reliability and validity by allowing data triangulation, that is, comparing insights from multiple sources to confirm consistency and deepen understanding.

#### 3.7 Sample and Sampling Technique

Because it is often impractical to study an entire population, a representative sample was drawn to facilitate detailed analysis within the limits of time and resources. A **sample** refers to a subset of the population selected to represent the whole. The **sampling technique** determines how this subset is chosen, ensuring that the findings can be generalized with reasonable accuracy.

##### 1. Sampling Frame and Size

The study's sampling frame consisted of:

- **Consumers:** Individuals within Accra who are active buyers of fast-moving consumer goods (FMCGs), electronics, and fashion items—industries heavily influenced by advertising.
- **Marketing Professionals:** Staff members within advertising or marketing departments of companies that engage in regular promotional activities.

A **sample size of approximately 50 consumers and 3 marketing professionals** or (until there is data saturation) is deemed adequate to capture both quantitative and qualitative insights. This size ensures sufficient variability while maintaining feasibility for analysis.

## 2. Sampling Techniques

The study adopted a **two-tiered sampling approach**:

- **Stratified Random Sampling** for Consumers: Consumers were grouped (stratified) based on demographic characteristics such as age, gender, and income level to ensure proportional representation. Random samples were then drawn from each stratum to reduce sampling bias and enhance the representativeness of the data.
- **Purposive Sampling** for Marketing Professionals: Marketing and advertising experts were selected purposively based on their professional involvement and experience in corporate branding and advertising campaigns. This non-probability sampling technique ensured that participants possessed relevant knowledge and could provide informed perspectives aligned with the research objectives.

## 3. Justification of the Sampling Approach

The combination of **stratified random** and **purposive sampling** aligns with the study's mixed-method orientation. The quantitative component (consumer survey) requires randomisation for statistical validity, while the qualitative component (interviews) required purposive selection to ensure depth of insight. Together, these methods enhanced the **credibility, validity, and richness** of the findings by capturing both numerical trends and expert interpretations of advertising influence.

### 3.8 Advantages of the Research Method

The research methodology adopted for this study, anchored on a **mixed-methods approach** that integrates both quantitative and qualitative techniques—offers several key advantages that strengthen the reliability and comprehensiveness of the findings.

- **Holistic Understanding of the Phenomenon**

One of the main strengths of this research method is its ability to capture the complex and multidimensional nature of how product advertising influences purchasing decisions and corporate branding. The combination of surveys (quantitative) and interviews (qualitative)

allows the researcher to explore not only **statistical relationships** between advertising exposure and consumer behaviour but also the **underlying motivations, emotions, and interpretations** behind these behaviours. This comprehensive approach ensures that both measurable patterns and contextual meanings are addressed.

- **Enhanced Reliability and Validity through Data Triangulation**

By collecting data from multiple sources, both consumers and marketing professionals, and secondary materials—the research benefits from **data triangulation**, which enhances the accuracy and validity of the results. The use of questionnaires generates standardized data that can be statistically analysed, while interviews offer nuanced perspectives that explain the “why” behind observed trends. This integration minimizes researcher bias and increases the trustworthiness of conclusions.

- **Flexibility and Adaptability**

The mixed-method approach is highly adaptable, allowing for adjustments based on emerging insights during data collection. For instance, themes identified in initial interviews can inform refinements in questionnaire design or data interpretation. This flexibility ensures that the research remains responsive to real-world complexities, especially in advertising studies where consumer attitudes can shift rapidly due to market trends and media influences.

- **Practical Relevance to Industry Stakeholders**

The methodology ensures that findings are not only academically sound but also practically applicable. By incorporating views from both consumers and marketing practitioners, the study produces insights that can directly inform **corporate branding strategies, advertising campaign designs, and consumer engagement models**. Organizations can apply the findings to enhance brand image, improve advertising efficiency, and strengthen customer loyalty.

- **Statistical Representativeness and Depth of Insight**

The use of **stratified random sampling** ensures that the quantitative data are statistically representative of the larger consumer population, providing credible evidence for generalization. Simultaneously, **purposive sampling** of marketing professionals adds expert-

level interpretation, enriching the data with professional depth that purely quantitative methods could not achieve.

- **Balanced Objectivity and Interpretation**

Quantitative data support objectivity through measurable responses, while qualitative data introduce interpretive richness by exploring meanings and perceptions. This balance between objectivity and interpretation enhances the study's overall explanatory power, allowing for both numerical and narrative explanations of how advertising impacts consumer decision-making and corporate branding.

### **3.9 Disadvantages of the Research Method**

Despite its numerous strengths, the chosen research methodology is not without limitations. Recognising these drawbacks is essential for contextualising the findings and identifying areas for further research improvement.

- **Time and Resource Intensity**

Conducting both surveys and interviews requires substantial time, effort, and financial resources. Administering questionnaires to a large number of participants, alongside conducting in-depth interviews with professionals, involves careful scheduling, transcription, and data management. These processes can delay data analysis and increase research costs.

- **Complexity in Data Integration**

Combining quantitative and qualitative data often presents analytical challenges. The need to interpret statistical patterns alongside narrative accounts can lead to difficulties in integrating results coherently. Ensuring consistency between the two data sets demands a high level of analytical skill and methodological discipline.

- **Data Management Challenges**

The dual nature of the data collection (quantitative and qualitative) generates a large volume of information. Managing and organizing this data for analysis, interpretation, and presentation can be logistically demanding. The researcher used systematic coding and statistical tools to manage these challenges effectively.

While these disadvantages pose certain constraints, their impact will be minimized through careful planning and adherence to ethical and methodological rigor throughout the study process.

### **3.10 Chapter Summary**

This chapter has outlined the methodological framework guiding the study on how product advertising influences purchasing decisions and corporate branding. It began with a general overview of research methodology and an explanation of methods used by previous scholars, followed by a justification of the chosen approach for the present study.

The **population** of the study consisted of two key groups: consumers who are regularly exposed to various advertising media, and marketing professionals responsible for corporate branding and promotional strategies. A well-defined population enabled the study to capture perspectives from both ends of the advertising process — the audience and the creators.

The **data collection tools** included structured questionnaires and semi-structured interviews, designed to capture both quantitative and qualitative insights. The questionnaire focused on measuring consumers' behavioural responses to advertising, while the interviews explored the strategic and creative dimensions of advertising from industry experts. Secondary data from scholarly and industry sources further supported the empirical investigation.

In terms of **sampling**, the study employed stratified random sampling for consumers to ensure representativeness across demographics, and purposive sampling for marketing professionals to ensure that participants possessed relevant expertise. This combination enabled both breadth and depth of understanding.

The chosen mixed-method research design offers several advantages, including comprehensive coverage of the phenomenon, improved validity through triangulation, and practical relevance to stakeholders. Nonetheless, it also presented challenges such as resource intensity, data integration complexity, and potential biases in qualitative interpretation. These limitations were addressed through rigorous data collection procedures and adherence to research ethics.

In conclusion, this chapter provided a detailed account of the methodological structure that underpins the study. The approach ensures that subsequent data analysis and interpretation are grounded in sound research principles, allowing the study to yield reliable, insightful, and actionable conclusions regarding the influence of product advertising on consumer purchasing decisions and corporate branding.

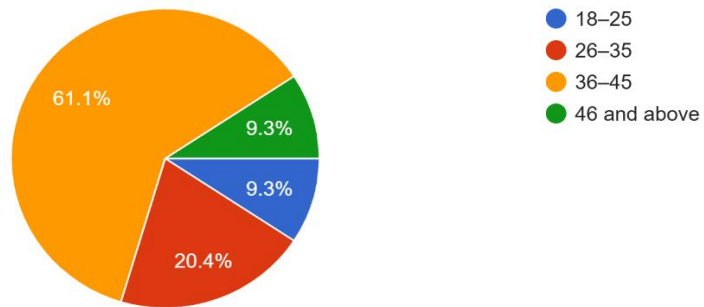
---

**CHAPTER FOUR**  
**DATA COLLECTION AND ANALYSIS**

## Section A: Demographic Information

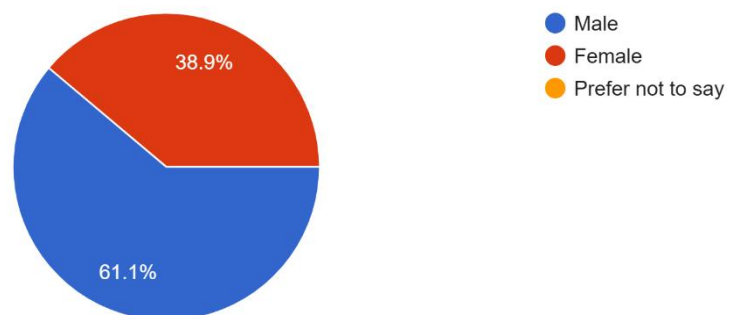
### 1. What is your age range?

54 responses



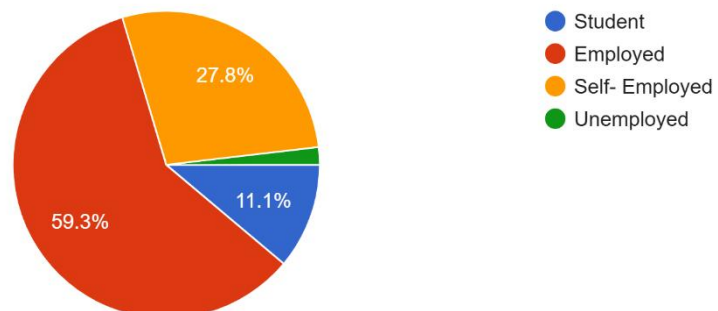
### 2. What is your gender?

54 responses



### 3. What is your occupation?

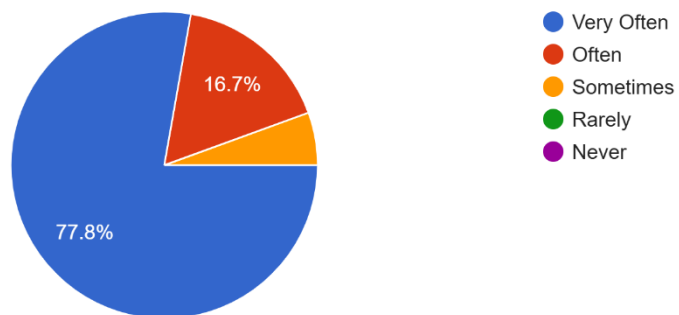
54 responses



## Section B : Advertising Influence on Purchasing Decision

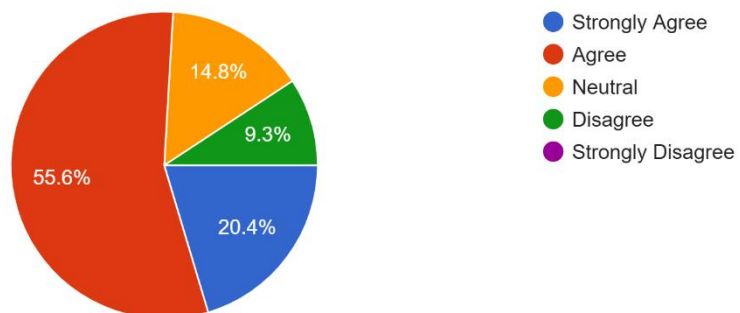
1. How often do you come across product advertisements (TV, radio, online, billboards, social media, etc.)?

54 responses



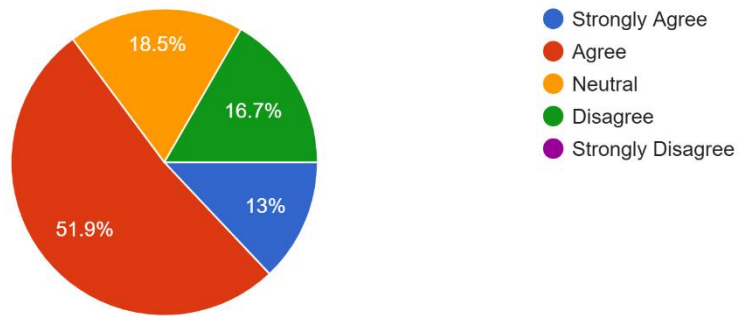
2. Product advertisements influence my decision to buy a product.

54 responses



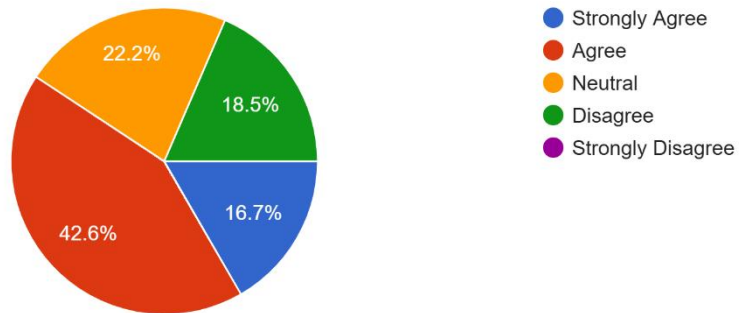
3. I usually purchase products that I have seen advertised more frequently.

54 responses



4. I tend to trust brands that invest heavily in advertising.

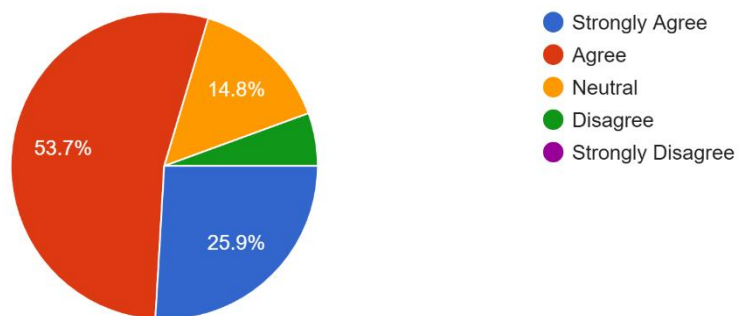
54 responses



## Section C: Corporate Branding and Consumer Perception

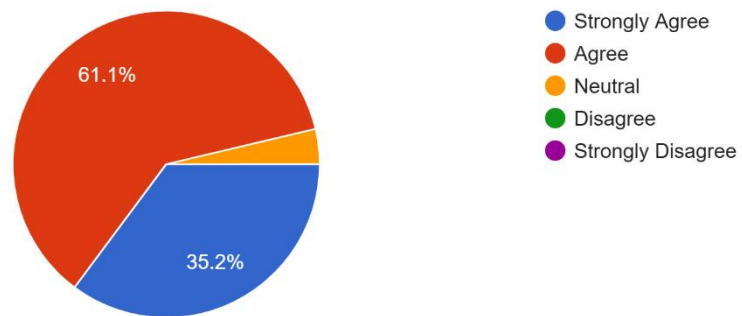
5. Advertising helps me form a positive image of a company or brand.

54 responses



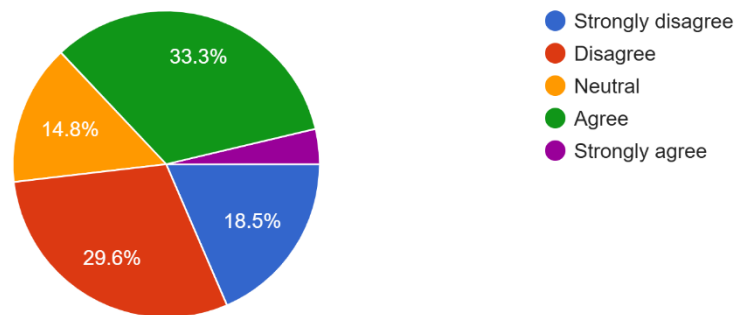
6. I can easily recognize brands through their advertisements.

54 responses



7. A well-advertised product seems more reliable and of higher quality than one that is not advertised.

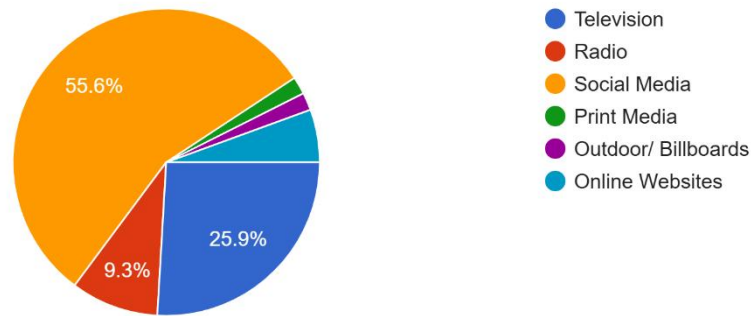
54 responses



Section D : Consumer attitudes toward different advertising media and brand loyalty resulting from advertising?

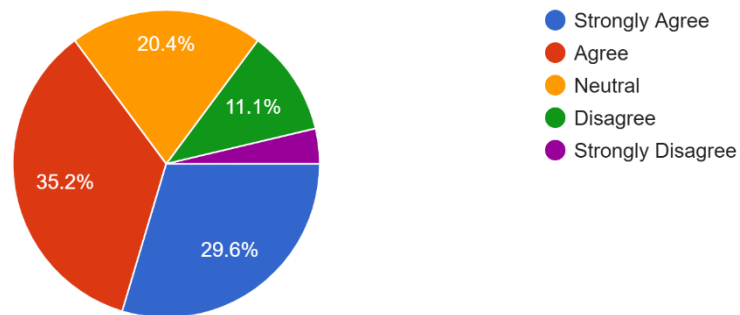
8. Which advertising platform influences you the most when deciding to buy a product?

54 responses



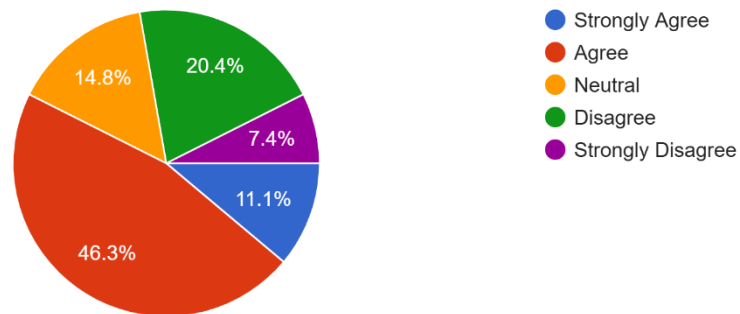
9. I find social media advertisements (e.g., Instagram, Facebook, TikTok) more persuasive than traditional media ads.

54 responses



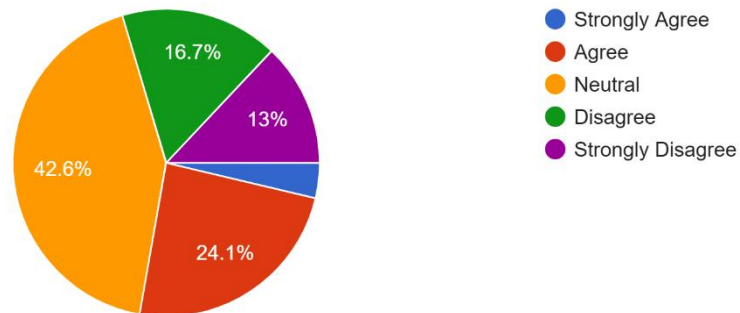
10. I often click on online ads or sponsored posts to learn more about a product.

54 responses



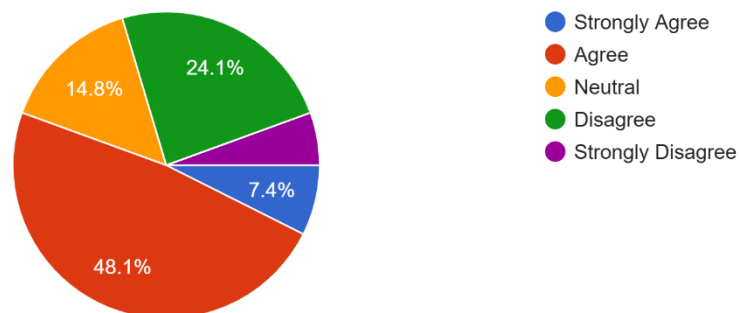
11. Celebrity endorsements in advertisements influence my interest in a product.

54 responses



12. The creativity and quality of an advertisement (music, visuals, message) affect my likelihood of buying the product.

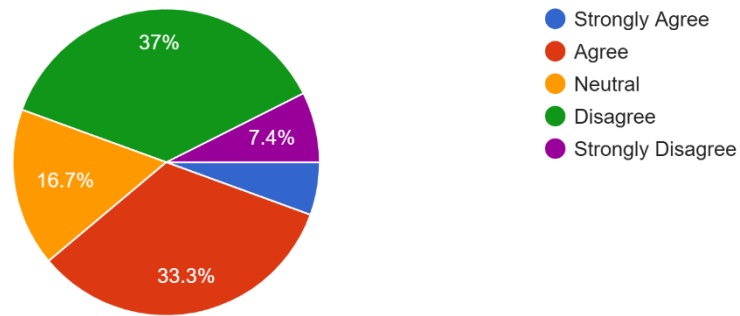
54 responses



## Section E: Advertising Credibility and Trust

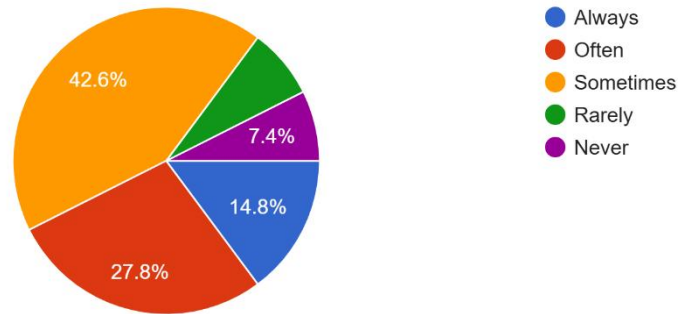
13. I believe that most product advertisements provide accurate and truthful information.

54 responses



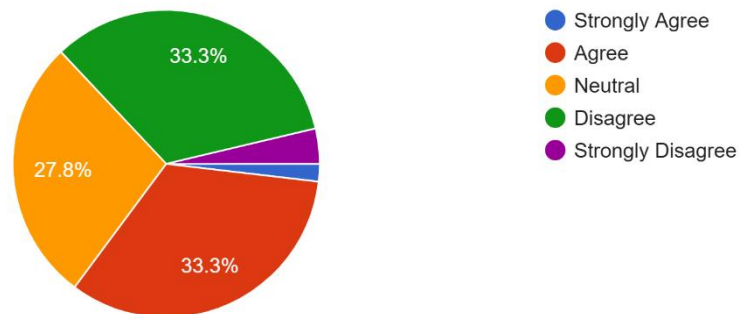
14. I compare advertisements from different brands before making a purchase.

54 responses



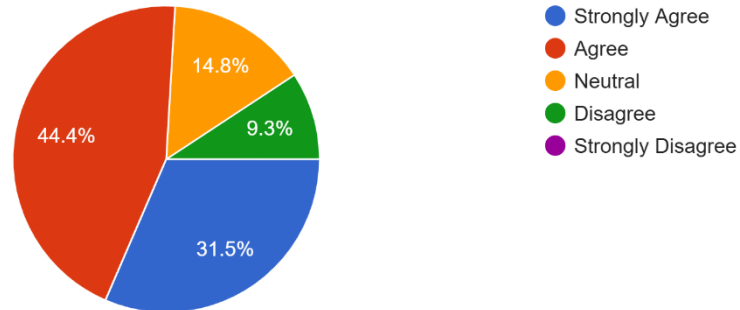
15. When I see repeated advertisements for a product, I begin to trust the brand more.

54 responses



16. I am more likely to buy from brands that are transparent and consistent in their advertising messages.

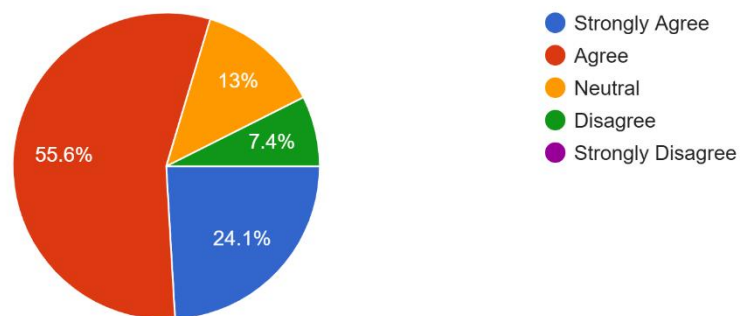
54 responses



## Section F: Advertising Impact on Brand Loyalty and Purchase Behaviour

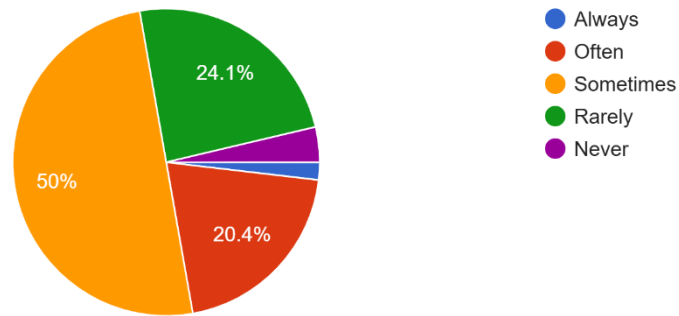
17. I remain loyal to brands whose advertisements align with my values and lifestyle.

54 responses



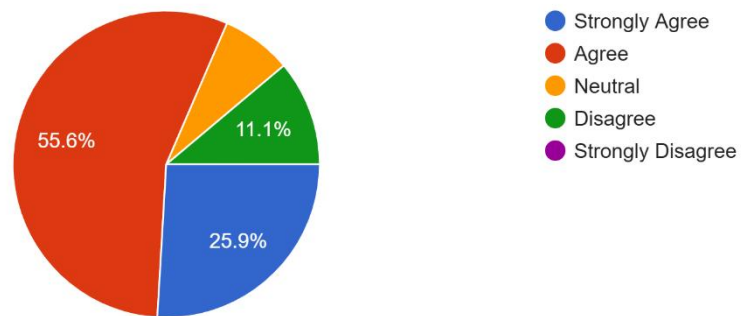
18. Attractive advertisements often make me switch from my usual brand to try a new one.

54 responses



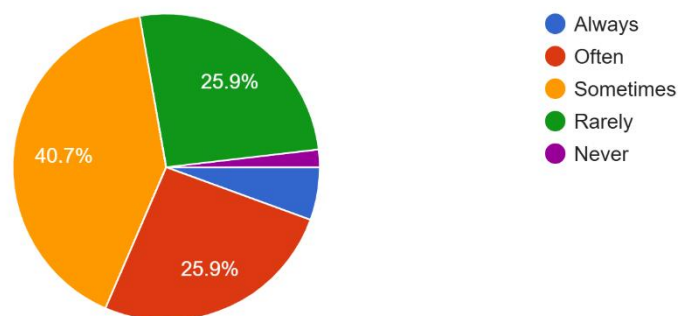
19. Frequent exposure to a brand's advertisement keeps it in my mind when shopping.

54 responses

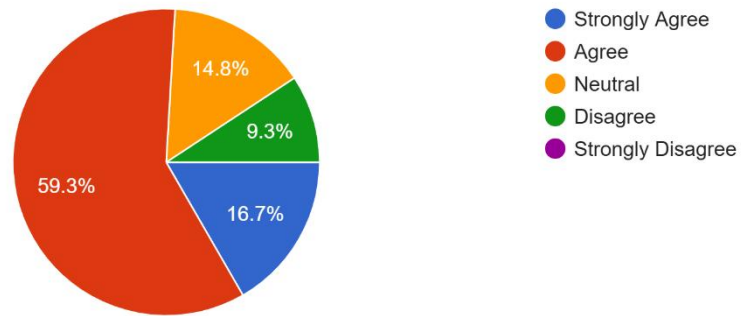


20. I recommend brands with impressive advertisements to friends or family.

54 responses

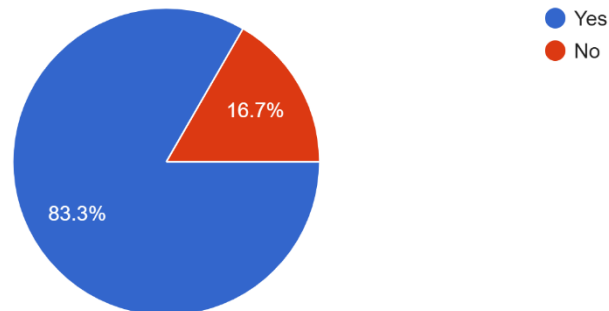


21. Overall, advertising plays a major role in shaping my perception and loyalty toward a brand.  
54 responses



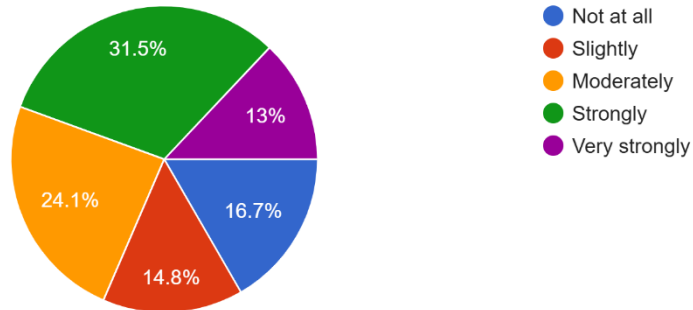
### Section G: Prior Consumer Experience As a Moderating Variable

22. Have you ever had a negative experience with a product you purchased after being influenced by an advertisement?  
54 responses



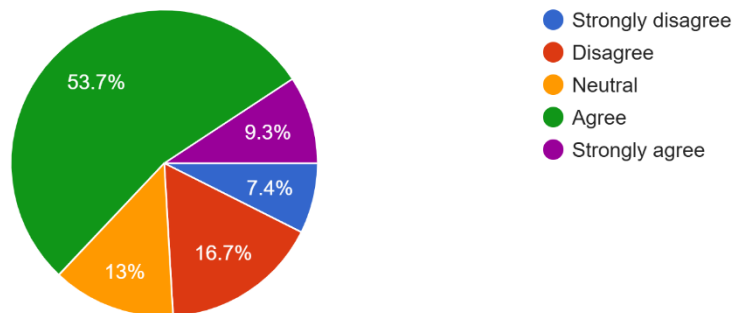
23. If yes, how strongly did that negative experience affect your trust in future advertisements from the same brand?

54 responses



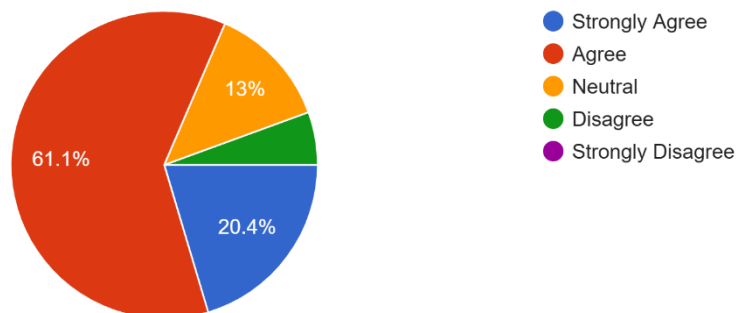
24. A previous bad experience with a product makes me doubt the credibility of future advertisements from that brand.

54 responses



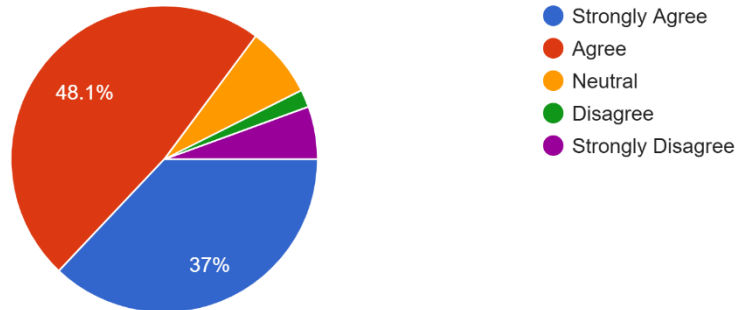
25. My past purchase experiences influence how I interpret the messages in new advertisements.

54 responses



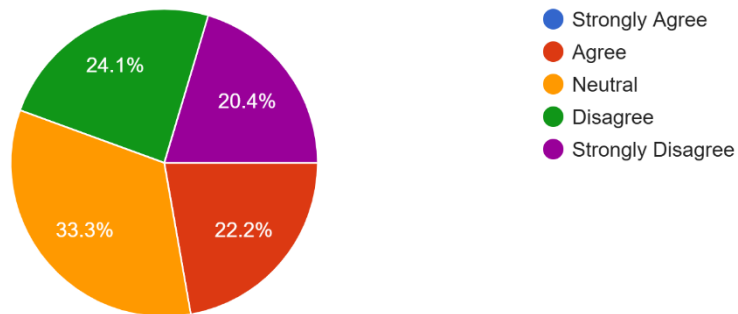
26. Negative product experiences make me more cautious about believing product claims in advertisements.

54 responses



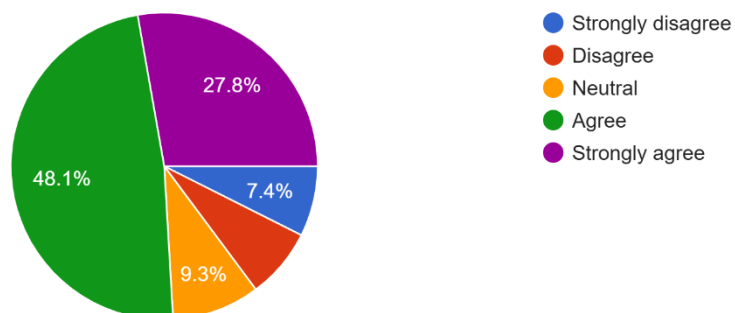
27. Even after a negative purchase experience, I am still willing to try the same brand if the advertisement is persuasive enough.

54 responses



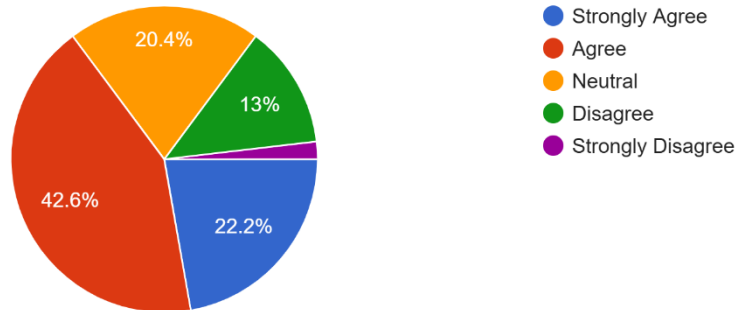
28. A bad experience with a brand affects how I perceive the overall image and reputation of that company.

54 responses



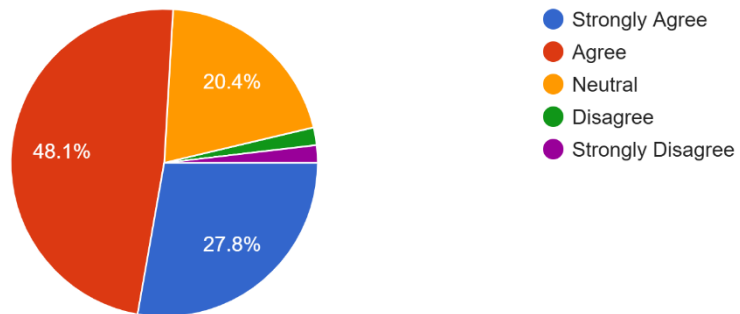
28. I tend to remember negative product experiences more vividly than positive ones, which affects my future purchase decisions.

54 responses



29. Previous negative experiences make me rely more on personal reviews or word-of-mouth than on advertisements before making a purchase decision.

54 responses



## **CHAPTER FIVE**

### **SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS**

## **5.0 Introduction**

This chapter represents an in-depth analysis of the findings from the research questionnaire administered to consumers to examine how product advertising influences purchasing decisions and corporate branding.

The analysis is structured around the key research objectives, focusing on exposure to advertising, consumer perceptions of advertising, brand recognition and trust, purchasing behaviour and the moderating role of prior consumer experiences.

Descriptive analysis is used to identify patterns and dominant trends within the responses, while interpretive discussion links the findings to existing literature and theoretical expectations.

### **5.1 Demographic Profile of Respondents**

The Demographic characteristics of respondents provide important context for interpreting the findings. The majority of respondents fell within the 36-45 age category which was followed by respondents 46 years and above

This suggests that the study captured insights largely from mature consumers with established purchasing habits and exposure to long term brand interactions. Such consumers are more likely to make informed purchasing decisions and to evaluate advertising critically based on prior experiences.

In terms of gender distribution, the sample was predominantly male, while a smaller proportion of female respondents participated. Occupationally, most respondents identified as employed or self- employed which indicates a financially active group with purchasing power.

This demographic is particularly relevant as individuals with stable income levels are more exposed to advertising messages and have greater autonomy in brand choice.

Overall, the demographic composition supports the reliability of the findings, as the respondents represent active market participants who regularly interact with advertised products and brands.

## **5.2 Exposure to Product Advertising**

One of the key objectives of the study was to assess the level of consumer exposure to product advertising across various media platforms. The findings reveal that a large number of respondents encounter product advertisements very often, particularly through television, online platforms, social media and outdoor advertising. This indicates a high saturation of advertising messages within the consumers' daily environment.

Frequent exposure suggests that advertising remains a dominant communication tool for firms seeking to influence consumer behaviour. The results align with advertising theory, which shows that repeated exposure enhances message recall and increases the likelihood of brand recognition. However, high exposure also raises the possibility of advertising clutter where consumers may become selective or skeptical toward advertising messages

Despite this potential saturation, the findings indicate that advertising continues to play a significant role in shaping perceptions and awareness.

## **5.3 Influence of Advertising on Brand Image and Corporate Branding**

The questionnaire responses strongly indicate that advertising contributes positively to corporate branding and brand image formation. A substantial proportion of respondents either agreed or strongly agreed that advertising helps them form a positive image of a company or brand. This demonstrates that advertising is not merely informational but symbolic, shaping how consumers perceive the values, credibility and personality of a brand.

Similarly, most respondents agreed that they can easily recognise brands through their advertisements suggesting that consistent advertising elements such as logos, slogans, colours and messaging enhance brand identity.

This finding supports the view that advertising serves as a strategic branding tool by reinforcing visual and emotional associations in consumers' minds.

Trust in advertising also emerged as a critical factor. While a majority of respondents indicated that they tend to trust brands that invest heavily in advertising, a notable proportion remained neutral or disagreed and this suggests that although advertising expenditure may signal brand

strength and legitimacy, trust is not guaranteed solely by advertising volume. It is instead influenced by perceived authenticity, message consistency and past brand performance.

Overall, the findings confirm that advertising plays a significant role in corporate branding by improving brand recognition and shaping brand image even though its effectiveness is moderated by consumer skepticism.

#### **5.4 Advertising and purchasing Decision Making**

A core focus of the study was to examine whether advertising influences consumers' purchasing decisions. The findings indicate a moderate to strong influence of advertising on purchasing behaviour. Many respondents agreed that advertisement often drew their attention to new products and encouraged them to consider brands they were previously not aware of.

However, when it comes to making final purchasing decisions, responses were more nuanced. While advertising was acknowledged as an important influence, several respondents indicated neutral positions regarding whether advertising alone directly determines their purchase choices. This suggests that advertising functions more as persuasive and awareness building tool rather than the sole determinant of a purchase.

These findings align with the consumer decision making model which proposes that advertising primarily influences the information search and evaluation stages rather than the final decision stage. Consumers appear to rely on advertising to narrow their options after which other factors such as price, quality and personal experience become more influential. Thus, advertising is impactful but its role is complementary rather than absolute in shaping purchasing decisions.

#### **5.5 Brand Loyalty and Repeat Purchase Behaviour**

The questionnaire also explored whether advertising contributes to brand loyalty and repeat purchase intentions. The findings indicate that consistent and credible advertising can reinforce brand familiarity, which in turn encourages repeat purchasing. A majority of respondents agreed that brands with consistent advertising messages appear more reliable and professional.

Nevertheless, strong brand loyalty was not universally attributed to advertising alone. Some respondents remained neutral, suggesting that loyalty is built over time through combination

of advertising, product performance and customer experience. This implies that advertising may initiate or reinforce loyalty but cannot sustain it without delivering on brand promises.

This outcome supports relationship marketing theory, which emphasizes that long term loyalty is driven by value delivery and satisfaction rather than promotional efforts alone.

### **5.6 Moderating Role of Prior Consumer Experiences**

An important objective of the study was to examine the moderating effect of prior consumer experiences, particularly negative experiences on advertising effectiveness. The findings clearly indicate that previous negative product experiences significantly reduce the persuasive power of advertising

A large proportion of respondents agreed that they tend to remember negative product experiences more vividly than positive ones and that such experiences influence their future purchasing decisions. This finding suggests that advertising credibility is fragile and can be undermined by poor product performance or service failure. Even highly persuasive advertising messages may fail to influence consumers who had negative past experiences with a brand.

On the other hand, respondents who reported neutral or positive experiences were more receptive to advertising messages. This highlights the moderating role of experience where advertising effectiveness depends largely on whether the brand has previously met consumer expectations.

### **5.7 Consumer skepticism And Advertising Credibility**

Another significant theme emerging from the findings is consumer skepticism toward advertising. While respondents acknowledged the importance of advertising, a noticeable proportion expressed neutral or negative views regarding the truthfulness of advertising claims. This reflects a growing awareness among consumers and increased exposure to misleading or exaggerated promotional messages

Such skepticism suggests that modern consumers are more discerning and less likely to accept advertising messages at face value. As a result, brands must ensure transparency, consistency and authenticity in their advertising strategies to maintain credibility.

The findings imply that advertising is most effective when supported by actual product quality and positive consumer experiences, reinforcing the need for an integrated marketing and branding approach.

### **5.8 Discussion of Key findings**

Overall, the quantitative findings demonstrate that product advertising plays a significant role in influencing brand awareness, corporate image and consumer consideration but its impact on final purchasing decisions is moderated by personal experience and trust. Advertising is effective in capturing attention and shaping perceptions but it does not operate in isolation.

This study confirms that:

- Advertising contributes positively to corporate branding and brand recognition
- Advertising influences purchasing decisions indirectly rather than decisively
- Prior negative experiences weaken the influence of advertising
- Trust and credibility are essential for advertising effectiveness

And these findings form the basis upon which the qualitative interview questions are formed, helping to give a fuller insight into what marketing and advertising professionals think of the findings.

The interview questions focused on 6 main questions to fully and deeply understand advertising's role in influencing purchasing decision and corporate branding

### **5.9 Advertising Exposure, Repetition and Purchase Decision making**

Across the three interview responses, there was a strong convergence on the role of repeated advertising exposure in shaping consumer purchase decisions. All interviewees acknowledge that repetition functions primarily by increasing brand salience, ensuring that a brand remains top of mind when a purchase need arises.

This aligns with established advertising theories such as the mere exposure effect where familiarity developed through repeated exposure enhances preference and reduces perceived purchase risk.

Interviewee insights suggest that repeated exposure does not operate as a single persuasive event but rather as a cumulative process that moves consumers gradually from awareness, consideration and ultimately, purchase. One respondent explains that early exposures are designed to build recognition, while later exposures introduce value proposition, social proof and urgency cues that reduce hesitation and prompt action.

“This layered approach reflects a strategic understanding of the consumer journey, where advertising messages are sequenced to correspond with different stages of decision making.”

Importantly all three professionals reject the notion that repetition should involve duplicating identical content. Instead, repetition is described as a strategic reinforcement of a core message accompanied by creative variations in execution. This approach allows brands to benefit from cognitive reinforcement while avoiding irritation or message fatigue. The emphasis on rotating visuals, formats and tones while maintaining message consistency highlights the balance between memorability and engagement.

From a behavioural perspective, repetition enhances memory encoding and facilitates movement from passive recognition to active consideration. However, the interviews also reveal that repetition alone is insufficient unless it is perceived as relevant and meaningful. When repetition lacks novelty or contextual relevance, its influence diminishes, giving way to resistance or avoidance

### **5.10 Advertising Frequency, Brand Recall and Consumer Resistance**

The interview findings demonstrate a nuanced understanding of advertising frequency as both an asset and a potential liability. All respondents agree that frequent exposure enhances brand recall at the point of purchase, particularly in low-involvement or fast-moving consumer goods categories. However, optimal frequency is consistently framed as a balance between visibility and tolerance rather than a fixed numerical threshold. Professionals rely on performance indicators such as engagement rates, sales movement, brand recall studies and audience feedback to determine appropriate frequency levels.

“Rather than assuming that higher frequency automatically leads to better outcomes, practitioners emphasise continuous monitoring and adjustment. This data-driven approach reflects the increasing sophistication of advertising planning in contemporary practice.”

Consumer resistance is described as emerging when advertising shifts from reinforcement to intrusion. Signs of resistance are rarely identified through direct complaints alone but instead they are inferred from declining engagement metrics, rising cost-per-conversation and ad avoidance behaviours.

“This suggests that resistance is often subtle and behavioural rather than overtly expressed.”

The interviews further highlight the importance of context and platform sensitivity. In mobile-first environments, particularly within Ghana’s media landscape, consumers demonstrate lower tolerance for repetitive or non-value-adding advertising. When frequency is poorly managed, repetition no longer strengthen recalls but instead leads to cognitive wear out, reducing both message effectiveness and brand favourability.

Overall, the interview data reinforces the idea that frequency should be treated as a dynamic variable, adjusted according to product category, consumer involvement level, media platform and campaign objectives.

### **5.11 Advertising Investment, Message Credibility and Brand Trust**

A central theme emerging from the interviews is the distinction consumers make between brand visibility and brand credibility. While heavy advertising investment may signal market presence and financial strength, interviewees consistently argue that spending alone does not automatically generate trust. Instead, trust is contingent upon the perceived credibility of this message and its alignment with consumer experience.

One interviewee notes that variation in trust toward heavily advertised brands arises because consumers actively evaluate whether advertising claims are realistic, verifiable and consistent with lived experience.

Media choice is also identified as a critical trust shaping factor. Traditional platforms such as radio and television are often perceived as more legitimate, particularly among older demographics, while digital platforms demand stronger authenticity cues due to widespread exposure to misleading content. As such, credibility is not only embedded in what is said but also where and how it is communicated. To address skepticism, professionals describe a shift from claim-driven to testimonials, demonstrations, third-party endorsements and consistent

service delivery. This approach externalises validation and allows trust to be reinforced through sources beyond the brand itself.

### **5.12 Influence Of Social Media Advertising on Consumer Behaviour**

The interviews unanimously identify social media as the most influential advertising platform in contemporary consumer decision- making. Its effectiveness is attributed to the convergence of targeting precision, interactivity and social validation within a single communication environment.

Unlike traditional media, social media facilitates two- way engagement, allowing consumers to interact directly with brands and observe peer reactions in real time.

Targeting capabilities are particularly emphasised. By segmenting audiences based on demographics, interests, behaviours and location, advertisers deliver more relevant messages, reducing resistance and increasing engagement. Influencer marketing further strengthens persuasion by embedding brand messages within culturally resonant and relatable narratives, especially in contexts where influencers function as trusted peers rather than distant celebrities

The interviews also reveal that engagement on social media is more immediate and visible than on traditional platforms. Likes, comments, shares and reviews serve as social proof, reinforcing credibility and accelerating purchase decisions. As a result, social media advertising not only increases awareness but also actively shapes attitudes and intentions through communal validation

### **5.13 Creativity, Advertisement Quality and Consumer Response**

Creative execution emerges as a decisive factor in determining whether advertising attention translate into favourable consumer attitudes and purchase intention. Across the interviews, creativity is described as the entry point to persuasion, while message quality sustains and converts that attention into behavioural response.

Interviewees consistently highlight clarity, relevance, emotional resonance and credibility as the most impactful creative elements. Visual story- telling and culturally familiar contexts

enhance memorability, while simple focused messaging reduces cognitive load and facilitates decision making.

Resource limitations are acknowledged as a common constraint, particularly in emerging markets. However, rather than undermining effectiveness, these limitations often encourage efficiency driven creativity, where conceptual strength outweighs production complexity. Interviewees note that well-executed low budget ideas such as user-generated content or influencer collaborations can outperform expensive productions if they resonate with the target audience.

This perspective reinforces the idea that advertising effectiveness depends less on scale and more on strategic alignment between creative execution and consumer expectations.

#### **5.14 Advertising Credibility, Ethics and Trust Recovery**

Finally, the interviews provide valuable insights into how brands respond to skepticism and negative prior consumer experiences. All respondents agree that when consumers have previously experienced dissatisfaction, advertising messages are filtered through memory and emotion, significantly reducing persuasive impact.

Corrective communication is identified as an essential for trust recovery. Rather than denying or ignoring past issues, brands that acknowledge shortcomings, explain improvements and demonstrate transparency are more likely to regain credibility.

“In such contexts, advertising shifts from persuasion to reassurance, focusing on evidence, improvements and customer-centric commitments”

In conclusion, the three interview responses collectively reinforce the view that advertising influences purchasing decision not through exposure alone but through a complex interaction of repetition, frequency management, credibility and platform engagement.

Advertising effectiveness is maximized when messages are consistent, credible, creatively executed and aligned with genuine consumer experience.

These qualitative insights strongly complement the quantitative findings of the study and provide practical depth to understanding how advertising shapes consumer behaviour and corporate branding within the contemporary Ghanaian market.

## References

Anggraini, R. A. (2024). *Predicting the significance of trust, service quality, and values for customer satisfaction*. *Research of Business and Management*, 2(1), 41–52. <https://doi.org/10.58777/rbm.v2i1.186>

Farah, I. A., Mansur, A., & Lovita, E. (2024). *The effect of brand image, packaging, advertising and product quality on purchasing decisions*. *Research of Business and Management*, 2(2), 77–87. <https://doi.org/10.58777/rbm.v2i2.245>

Fatmaningrum, R. S., et al. (2020). *Pengaruh kualitas produk dan citra merek terhadap keputusan pembelian minuman Frestea*. *Jurnal Ilmiah Manajemen Ekonomi dan Akuntansi*, 4(1), 1–13. <https://doi.org/10.47747/jismab.v1i2.96>

Firmansyah. (2019). *Pemasaran produk dan merek: Planning dan strategy*. Manajemen Pemasaran.

Hasman, H. C. P., Natalina, C., & Alfian. (2021). *Pengaruh advertising dan personal selling terhadap keputusan pembelian sepeda motor Honda*. *Jurnal Riset dan Aplikasi Bisnis*, 13(2), 1–8. <https://doi.org/10.55822/asd.v16i2.334>

Hidayati, R., & Muslikh, M. (2023). *Improve marketing performance through marketing relationships and sustainable competitive advantage*. *Research of Business and Management*, 1(2), 67–76. <https://doi.org/10.58777/rbm.v1i2.52>

Indrasari, M. (2019). *Pemasaran keputusan pelanggan*. Yogyakarta: Nucl. Phys.

Kotler, P., & Armstrong, G. (2018). *Prinsip-prinsip pemasaran* (13th ed.). Jakarta: Erlangga.

Kotler, P., & Keller, K. L. (2020). *Marketing management* (15th ed.). Pearson Education.

Kuswahyuliana, E., & Samboro, J. (2018). *Pengaruh periklanan dan personal selling terhadap keputusan pembelian produk IM3 Indosat Ooredoo*. *Jurnal Aplikasi Bisnis*, 4(2), 222–226. <https://doi.org/10.36490/value.v4i2.874>

Malešević, M., & Stančić, M. (2021). *Influence of packaging design parameters on customers' decision-making process*. *Journal of Graphic Engineering and Design*, 12(4). <https://doi.org/10.24867/JGED2021-4-033>

Maghfur, R. F., Santosa, P. W., & Zhafiraah, N. R. (2023). *The influence of brand image and experiential marketing on consumer loyalty with consumer satisfaction as an intervening variable*. *Marketing and Business Strategy*, 1(1), 1–12. <https://doi.org/10.58777/mbs.v1i1.153>

Nguyen, N.-L., Tran, T.-T., & Vo, M.-P. (2020). *The effect of lifestyle, brand image and personalities on smartphone purchase decision of consumers in Ho Chi Minh City*. *International Journal of Innovative Science and Research Technology*, 5(3), 481–492.

Noviana, I., & Oktavia, D. (2023). *The effect of product quality and customer perceived value on repurchases with intervening satisfaction*. *Marketing and Business Strategy*, 1(1), 35–45. <https://doi.org/10.58777/mbs.v1i1.154>

Resmi, T., & Wismiarsi, T. (2018). *Pengaruh kemasan dan harga pada keputusan pembelian minuman isotonik*. *Jurnal Manajemen dan Bisnis Surabaya*, 13(1), 1–20. <https://doi.org/10.37673/jmb.v1i2.21>

Said, M. (2019). *Kemasan dan peranannya dalam pemasaran produk*. Yogyakarta: Deepublish.

Sulastri, & Puspasari, P. (2022). *Pengaruh kualitas produk, citra merek, gaya hidup sehat terhadap keputusan pembelian*. *Jurnal Akuntansi dan Manajemen Bisnis*, 2(1), 104–112. <https://doi.org/10.56127/jaman.v2i1.217>

Tjiptono, F. (2019). *Marketing strategy*. Yogyakarta: Andi.

Aaker, J. L., Garbinsky, E. N., & Vohs, K. D. (2012). *Cultivating admiration in brands: Warmth, competence, and landing in the “golden quadrant.”* *Journal of Consumer Psychology*, 22(2), 191–194.

- Boller, G. W., & Olson, J. C. (1991). Experiencing ad meanings: Crucial aspects of narrative/drama processing. *Advances in Consumer Research*, 18, 164–171.
- Brechman, J. M., & Purvis, S. C. (2015). Narrative, transportation and advertising. *International Journal of Advertising*, 34(2), 366–381.
- Escalas, J. E. (2004). Imagine yourself in the product: Mental simulation, narrative transportation, and persuasion. *Journal of Advertising*, 33(2), 37–48.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833–5841.
- Green, M. C., & Brock, T. C. (2000). The role of transportation in the persuasiveness of public narratives. *Journal of Personality and Social Psychology*, 79(5), 701–721.
- Hepola, J., Karjaluo, H., & Hintikka, A. (2017). The effect of sensory advertising brand experience and involvement on brand equity directly and indirectly through consumer brand engagement. *Journal of Product & Brand Management*, 26(3), 282–296.
- Kaushik, P., & Soch, H. (2021). Interaction between brand trust and customer brand engagement as a determinant of brand equity. *International Journal of Technology Transfer and Commercialisation*, 18(1), 94–108.
- Laurence, D. (2018). Do ads that tell a story always perform better? The role of character identification and character type in storytelling ads. *International Journal of Research in Marketing*, 35(2), 289–304.
- Lim, H., & Childs, M. (2020). Visual storytelling on Instagram: Branded photo narrative and the role of telepresence. *Journal of Research in Interactive Marketing*, 14(1), 33–50.
- Loureiro, S. M. C., Bilro, R. G., & Japutra, A. (2019). The effect of consumer-generated media stimuli on emotions and consumer brand engagement. *Journal of Product & Brand Management*, 29(3), 387–408.

Lundqvist, A., Liljander, V., Gummerus, J., & Van Riel, A. (2013). The impact of storytelling on the consumer brand experience: The case of a firm-originated story. *Journal of Brand Management*, 20(4), 283–297.

Machado, J. C., Vacas-de-Carvalho, L., Azar, S. L., André, A. R., & dos Santos, B. P. (2019). Brand gender and consumer-based brand equity on Facebook: The mediating role of consumer-brand engagement and brand love. *Journal of Business Research*, 96, 376–385.

Teraiya, V., Namboodiri, S., & Jayswal, R. (2023). The impact of storytelling advertising on consumer advertising experiences and brand equity. *GLIMS Journal of Management Review and Transformation*, 1–23.

Chang, J.-H., Wang, S.-H., & Weng, H.-C. (2025). From claims to conversions: exploring sustainable advertising, brand trust and review dynamics in online green purchases. *Asia Pacific Journal of Marketing and Logistics*. DOI: 10.1108/APJML-03-2025-0522.

Cao, T., & Nguyen, T. H. (2024/2025). The impact of TikTok advertising content on purchase intention: the roles of brand awareness, brand image, age, and income groups. *Asia Pacific Journal of Marketing and Logistics*. DOI: 10.1108/APJML-11-2024-1700.

Xiao, C., Wang, C., & Zhou, Y. (2023/2025). The solid past: visual stability of brand logos on consumer attitudes toward nostalgic brands. *Journal of Product & Brand Management*. DOI: 10.1108/JPBM-12-2023-4893.