

Reasons and Forms of Evaluating the Effectiveness of Advertising the Case of the Chemical Industry in Jordan

Hussein Abdulla El-Omari

*Assistant Professor, Department of Business Administration & Accounting,
Faculty of Economics and Administrative Sciences,
The Hashemite University, Jordan*

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Abstract. Many organizations relate their success to the use of creative advertising campaigns. To develop persuasive and effective advertising campaigns, all elements (i.e., media-related, audience-related and message-related issues) must be carefully considered. Advertising is a very costly business and, if properly developed, could be used as a very sharp weapon to encounter competition. Therefore, developing and maintaining effective advertising requires continuous evaluation.

Using a quantitative approach, this study aims at examining the reasons and the forms of evaluating the effectiveness of advertising of Jordanian manufacturers of chemical products. Many conclusions and recommendations are reached, which could be of great importance to those manufacturers.

1. Introduction

It is very common to see writers and researchers defining advertising as, any paid form of non-personal communication through the mass media regarding a product or a service by an identified sponsor. However, the concept of advertising is not a new phenomenon, it was used in the old days of ancient Athens when town carriers walked the streets of this old city announcing the upcoming sales of goods [1].

All types of organizations, i.e., business, non-business and individuals use advertising to achieve certain objectives. These objectives are usually classified into three main areas, i.e., informing, persuading and reminding target audiences [2]. However, if advertising is not properly prepared, executed and managed, it could aggravate, alienate, insult its audience and have undesirable consequences [3]. Many organizations relate their success to their advertising campaigns and others think of advertising as the main reason for their failures and, hence, ineffective advertising is

always seen as a destructive force to the overall marketing strategy [4].

Although it is very difficult to measure the effectiveness of advertising, management must have a constant knowledge of what has been achieved and what else need to be achieved. Evaluating the effectiveness of advertising should be viewed as a systematic examination of the campaign's objectives, strategies, organization, and performance [5]. The primary objective of this constant examination is to establish ways and methods to be used in future advertising, to find weaknesses in ongoing advertising campaigns and to plan the necessary action(s) to be taken to correct these weaknesses.

In spite of the increasing reliance on advertising in Jordan, which, in turn, increases the costs of products and services, research in this area almost non-existent. Therefore, the primary objective of this research is to attract researchers' attention to this important topic by examining (a) whether or not Jordanian manufacturers evaluate the effectiveness of their advertising, (b) for what reasons, and (c) the forms of evaluation used by Jordanian manufacturers. However, this study does not attempt to measure the effectiveness of manufacturers' advertising, which is left for future research.

2. Evaluating the Effectiveness of Advertising

As it was mentioned in the introductory part of this study, evaluating the effectiveness of advertising is the most difficult job that advertisers face. Advertising, as an important part of the promotional mix strategy, is highly criticized. While it has been extensively studied and largely improved through the years, much still remains to be achieved [6]. For example, measuring and increasing the effectiveness of advertising must be improved. Marketers need to work hard not only to know which advertisements are doing better than others, but also why they are doing better. The decrease in profit margins and the increase in competition, both locally and internationally are important forces that are making managers to think again and again of all the expenditures carefully [7].

The evaluation of advertising is a necessity because it allows for: (1) The determination if advertising is achieving its goals; (2) better coordination of advertising with the overall marketing strategy; (3) identifying the strengths and weaknesses of the advertisement, and (4) taking corrective actions to improve the effectiveness of existing advertisements and to improve future advertising effort [8].

Evaluating the effectiveness of advertising should lead, in one way or another, to the understanding of the feelings that are created in the hearts and minds of consumers [9]. These advertising-related feelings can have enormous effects on consumers' responses to the advertisement, and the fact that these feelings would affect consumers' attitude towards the advertisement, the brand, brand beliefs and brand recall. Edell, J. and Moore, M., [10, pp. 195-196] stated:

Reactions to an ad for a new brand can create the memory structure that will influence subsequent reactions to the brand. These reactions can be based on repeated exposure to the original ad, subsequent ads, point-of-purchase displays, coupons, package design, and so forth. If early reactions include feelings that are stored in memory and can be retrieved, then ad-induced feelings may actually structure the associations that consumers link to the brand and become part of the context for responses to any subsequent marketing communication about the brand.

We always need to realize that the main objective of advertising is the selling of something and, therefore, the advertisement, in itself, is a sales talk [11]. Thus, the ad must first and foremost attract the attention of its target audience, create the desire for the product or the service and then move the targeted audience for some kind of action [12].

Creating good advertising campaigns and executing them successfully requires good planning and coordination. Implementing an advertising campaign successfully requires detailed schedules to ensure that the various phases of the campaign are done on time. Continuous evaluation of the campaign must be maintained and corrective actions must be taken when it is necessary [13]. For example, changes may have to be made before, during or after the execution of the advertising campaign. This is very important for increasing advertising effectiveness and achieving its objectives [14].

3. Forms of Evaluation

Advertising effectiveness can be tested before (Pretest), during or after (Post-test) it is placed in the intended media. A pretest helps in determining if the proposed advertisement is going to be successful and, if so, how it could be improved. A during or a post-test helps in determining if the ad should be continued, changed or dropped.

3.1 Pretests

Evaluations conducted before the campaign is executed are called pretests. To pretest advertisements, advertisers use a consumer jury, which consists of consumers who are frequently asked to analyze advertisements and rate their probable success. This is on the assumption that they are superior to the advertising expert as they (the consumers) are better judges of what influences them than is an outsider [15,16]. In addition, there are other measures that are used in the classification of advertising effectiveness. The following highlights these measures:

3.1.1 Focus groups

This method involves a moderator who carries out a loosely structured interview with 6 to 12 target consumers simultaneously. In this method, a discussion is usually started on general product-category issues, and then the moderator slowly narrows the

discussion to the concerned brand and then to the specifics of the advertising being tested. The actions and reactions of the group members to the advertisement are summarized and used to evaluate the effectiveness of the advertisement [17].

3.1.2 Portfolio tests

This test method involves the exposure of a group of people to a portfolio consisting of both test and control advertisements [18]. The test advertisement is the one which the advertiser is interested in measuring its effectiveness and control advertisements are the ones which are used as basis for the comparison. Of course, the tester has response scores for control ads based on extensive testing over a certain period of time.

3.2 Readability tests

This test concentrates on the human issue in the advertisement, popularity of words and length of the sentences. Research has shown that an advertisement is understood most easily when short sentences are used, words are popular and concrete, and frequent personal references are made.

3.3 Physiological measures

This type of measures involves two main methods that are used in measuring the effectiveness of an advertisement. These two methods are:

3.3.1 The eye camera

The main aim of this method is to track eye movement over an advertisement with the eye camera. A person's eye attraction is followed to determine which parts of the ad appear to capture the attention and vice versa [19]. Corrective measures are then taken in an attempt to make all parts of the ad attractive to a person's eyes.

3.3.2 The tachistoscope

This method is mainly a slide projector with attachments that allows the presentation of stimuli under varying conditions of speed and illumination. The tachistoscope has become a useful tool for many advertising researchers, especially in magazine and outdoor advertising [20].

3.4 During the advertising campaign

In this situation, measuring the effectiveness of the advertising campaign is achieved through the use of several advertisements simultaneously. A form of requesting rating information from target customers regarding these advertisements is

used. The higher the ad scores, the more superior it is considered to other ads. Corrective actions may be taken or elimination of weak ads may prove necessary.

3.5 Post-tests

The post-test methods based on memory include recognition and recall tests. Such tests usually are performed by research organizations through consumer surveys. The following highlights these two tests.

3.5.1 Recognition tests

This test relies mainly on showing individual respondents the actual advertisement and then asked whether they recognize it. If they do then the tester asks other questions to investigate as to how much they know of the ad. It is widely accepted that the more recognizable the ad, the more effective it will be [21].

3.5.2 Recall tests

In this test respondents are not shown the actual advertisement but instead are asked about what they have seen or heard recently. This type of tests could be done through either aided recall or unaided recall methods. In aided recall methods, respondents are shown a list of products, brands or company names to improve their memories and then asked to identify a particular advertisement or advertisements [22,23]. In unaided recall methods, respondents are not shown any memory-improving issues and are asked to identify a particular advertisement or advertisements.

4. Purpose of the Study

As mentioned in the introductory part, the main purpose of this study is the examination of the following issues:

- (a) Do Jordanian manufacturers of chemical products evaluate the effectiveness of their advertising;
- (b) For what reasons;
- (c) The form(s) of evaluation used by those manufacturers.

5. Hypotheses of the Study

Based on consultations with advertising experts in Jordan and the literature review, the following two hypotheses were formulated:

- H₁ "Jordanian manufacturers of chemical products evaluate the effectiveness of their advertising in order to measure the likability that audience attach to them."

H₂. “Jordanian manufacturers of chemical products evaluate the effectiveness of their advertising in order to determine if the planned objectives are being achieved.”

Furthermore, and based on the undertaken analysis in this research, the following hypotheses were developed:

H₃. “Jordanian manufacturers of chemical products are more likely to evaluate the effectiveness of their advertising before and during the advertising campaign.”

H₄. “Jordanian manufacturers of chemical products are not likely to evaluate the effectiveness of their advertising after the campaign is over.”

6. Methodology

This section covers three issues, which are:

- (a) Why the industry of chemical products was chosen for this study,
- (b) questionnaire development, and (c) data collection.

a. Why the industry of chemical products was chosen

The following reasons explain why the industry of chemical products was chosen for this study:

- 1) It was believed that a single study like this could not cover all firms of the manufacturing sector and, therefore, it would be better to narrow its scope to a single industry. This procedure would make the findings more clear, reliable and accurate.
- 2) The second issue is related to the way Jordanians view foreign products and services. Jordanian manufacturers of chemical products need to gain better understanding of their advertising campaigns in order to successfully market their locally-made products, which are at present frequently regarded as inferior to their imported rivals. Therefore, this subject should be of great importance to those manufacturers if they wish to successfully compete against foreign products.

b. Questionnaire development

The constructs used in this study were operationalized being guided by their previous uses and definitions in the literature. In addition, personal interviews were carried out by the researcher, with marketing/sales managers of some manufacturers of chemical products, to ensure that constructs are developed in proper manner.

The questions used in the questionnaire were, mainly, 5-point Likert type scale, and “yes and no” type of questions. An Arabic version of the questionnaire was used in collecting the data, which was edited by an Arabic language specialist. This was done on

the grounds that some of those marketing/sales managers may not be able to fully understand the English version.

c. Data collection

As mentioned earlier, the scope of this study was narrowed to all firms operating in the chemical industry. This was done on the grounds that the results would be more accurate and that no single study could cover all firms (i.e., 18855) of the manufacturing sector. The size of the population of the study was 115 firms. The number of all manufacturing firms and the population of the study was taken from "Jordan's Statistical Yearbook, 1995" [24]. The number and structure of all Jordanian manufacturing firms are classified as follows:

Manufacturing sector	No. of enterprises
Food manufacturing	2172
Beverage industries	23
Tobacco manufactures	4
Manufacture of textiles	214
Manufacture of wearing apparel except footwear	1536
Manufacture of leather and leather products	68
Manufacture of footwear, except vulcanized of moulded rubber or plastic footwear	291
Furniture and wood products	2808
Paper and paper products	35
Printing publishing and allied industries	281
Chemical industry	115
Petroleum refineries	1
Manufacture of rubber products	10
Manufacture of plastic products (N.E.C)	96
Manufacture of nonmetallic mineral products	1740
Basic metal products	25
Manufacture of fabricated metal products except machinery and equipment	2299
Machinery other than electrical	63
Manufacture of electrical machinery apparatus, appliances and supplies	12
Manufacture of transport equipment	22
Manufacture of professional, scientific, measuring and controlling equipment not (N.E.C)	2
Other manufacturing industries	38
Electricity	3
Industrial services	6997
Total	18855

Source: Statistical Yearbook, Department of Statistics - The Hashemite Kingdom of Jordan, No. 45, Oct. 1995.

All 115 firms (the population of the study) were selected, as a sample of the study, and data was collected through the use of a hand delivered questionnaire to the marketing/sales managers of these firms. Those marketing/sales managers were chosen

as they have indicated, during the pilot study, that they are more responsible for their companies' advertising campaigns than any other managers. Questionnaires were collected after one week of the delivery and of the 115 questionnaires delivered, 85 usable questionnaires were returned and, thus, the response rate was 73.9%.

7. Statistical Analysis

This part of the study covers three main issues, i.e., whether or not Jordanian manufacturers of chemical products evaluate the effectiveness of their advertising; the reasons for this evaluation, and forms of the evaluation.

As Table 1 shows, the majority (i.e., 71%) of marketing/sales managers have indicated that they evaluate the effectiveness of their advertising on regular basis.

Table 1. Manufacturers' evaluation of their advertising

Response	n	%
Yes	60	71.0
No	25	29.0
85 cases	0 missing value	

7.1 Reasons for evaluating advertising effectiveness

To further examine the reasons for this evaluation, respondents were asked question number 2. Table 2 reveals the results.

Table 2. Reasons for evaluating advertising effectiveness by Jordanian manufacturers of chemical products

Reason	Yes		No	
	n	%	n	%
a) To measure its likability	70	82.4	15	17.6
b) To evaluate the effectiveness of copy, illustration, wording, or layout	42	49.6	43	50.4
c) To evaluate the suitability of certain media	59	69.4	26	30.6
d) For taking corrective measures	65	76.5	20	23.5
e) To appraise all advertising expenditures	69	81.2	16	18.8
f) To determine if advertising objectives are accomplished	75	88.2	10	11.8
85 cases	0 missing value			

It is clear from Table 2 that the majority of Jordanian manufacturers of chemical products (except for reason b) evaluate the effectiveness of their advertising for many reasons such as, measuring advertising likability, evaluating the suitability of certain

media, taking corrective actions, appraising all advertising expenditures, and determining if advertising objectives are accomplished.

To test the study hypotheses (i.e., H_1 and H_2), a cross tabulation technique was employed, using Chi-square test of significance, to investigate if significant relationships exist between the above mentioned reasons and manufacturers' evaluation of their advertising. Table 3 shows the results.

Table 3. Evaluating advertising effectiveness by its reasons

Reasons	Evaluating advertising effectiveness reasons	Chi-square	dF	Level of significance
a) Measuring its likeability		6.667	1	**
b) Evaluating the effectiveness of copy, illustration, wording, or layout		2.637	1	-
c) Evaluating the suitability of certain media		6.656	1	**
d) taking corrective measures		6.651	1	**
e) Appraising all advertising expenditures		6.655	1	**
f) Determining if advertising objectives are accomplished		6.663	1	**

85 cases

0 missing value

**significant relationship at the 0.01 level.

- No significant relationship was found.

As it is evident from Table 3, positive relationships exist between the reasons for evaluating advertising effectiveness and the overall evaluation of advertising at the 0.01 level of confidence, except for reason No. b (no significant relationship was found). Therefore, the study hypotheses (i.e., H_1 and H_2) were accepted.

This means that Jordanian manufacturers of chemical products do not evaluate the effectiveness of their advertising for the sake of doing it, but rather they do it for the reasons that are indicated in Table 2 and 3. However, no part of the evaluation process should be ignored or underestimated. The analysis showed no significant relationship was found between the overall evaluation of advertising effectiveness and the effectiveness of physical-related issues such as copy, illustration and layout. No single issue should be ignored if the overall evaluation is to achieve its objectives.

7.2 Respondents' opinion regarding the different forms of evaluation

To examine respondents' opinion regarding the form(s) of evaluation, question number 3 was asked. This question intended to investigate if those manufacturers do their evaluation before, during or after the advertising campaign is launched. Table 4 shows the results.

Table 4. Respondents' opinion regarding the different forms of evaluation

Method of evaluation	Strongly agree		Agree		Uncertain		Quite disagree		Strongly disagree	
	n	%	n	%	n	%	n	%	n	%
Pretests										
Q ₃ a-The use of consumer jury	4	4.7	5	5.9	30	35.3	20	23.5	26	30.6
Q ₃ b-The use of a focus group	20	23.5	27	31.8	23	27.1	7	8.2	8	9.4
Q ₃ c-The use of portfolio tests	3	3.5	5	5.9	28	32.9	24	28.2	25	29.5
Q ₃ d-The use of readability tests	31	36.5	30	35.3	15	17.6	4	4.7	5	5.9
Q ₃ e-The use of the eye camera	32	37.6	30	35.3	7	8.2	10	11.8	6	7.1
Q ₃ f-The use of a tachistoscope test	34	40.0	31	36.5	10	11.8	7	8.2	3	3.5
During										
Q ₃ g -We evaluate the effectiveness of our advertisements during the advertising campaign	40	47.1	30	35.3	8	9.4	4	4.7	3	3.5
Q ₃ h-We ask our target audience to provide us with their feedback regarding our advertisements during the advertising campaign	17	20.0	20	23.5	30	35.3	6	7.1	12	14.1
Posttests										
Q ₃ i-The use of a recognition test	4	4.7	5	5.9	18	21.2	30	35.3	28	32.9
Q ₃ j-The use of a recall test	3	3.5	6	7.1	15	17.6	30	35.3	31	36.5
85 cases	0 missing value									

It is clear from Table 4 that, of the pretests, Jordanian manufacturers of chemical products use focus group tests, readability tests and the physiological tests (i.e., the eye camera and the tachistoscope tests). Those manufacturers also evaluate the effectiveness of their advertisements during their campaigns, with a big majority indicating this. On the other hand, they do not use a consumer jury or portfolio tests when conducting pretests. Moreover, those manufacturers do not conduct any of the posttests in their evaluation. The same table shows that neither recognition nor recall tests (posttests) were used in their evaluation.

To examine if there are significant differences exist between those who evaluate the effectiveness of their advertising and those who do not, regarding the regularity of using these tests (i.e., pretests, during and posttests) a T-test was employed. The use of a t-test was related to three reasons. These reasons are:

- a) More than one scale was used to measure the main types of tests (i.e., pretests, during and posttests). Hence, when these scales are combined together, the data is converted from non-parametric to parametric.
- b) The distribution of the sample was approximately normal.
- c) Reliability analysis were carried out and the results showed alpha value > 0.6 which suggested the use of the scales combined together. Table 5 shows all the statistical results.

Table 5. Evaluating the effectiveness of advertising by the main forms of tests (i.e., pretests, during and posttests)

Form	Regularity	n	N	T-value	dF	Alpha value	Level of significance
Pretests	H	60	85	2.94	83	0.71	**
During	H	60	85	2.23	83	0.67	*
Posttests	L	60	85	1.34	83	0.64	-

H = High regularity of using a particular form of tests ** = significant difference at the 0.01 level.

L = Low regularity of using a particular form of tests * = significant difference at the 0.05 level

n = Number of valid observations - = No significant difference was found

N = Number of cases included in the sample

Table 5 clearly shows that significant differences exist between those who say that they evaluate their advertising effectiveness and those who do not, regarding the use of the "Pre" and "during" tests at the 0.01 and 0.05 levels consecutively.

Based on these findings, it could be hypothesized that "Jordanian manufacturers of chemical products are more likely to evaluate the effectiveness of their advertising before and during the advertising campaign" (H3).

On the other hand, no significant difference was found when it came to posttests. Therefore, it could be hypothesized that "Jordanian manufacturers of chemical products are not likely to evaluate the effectiveness of their advertising after the campaign is over" (H4).

8. Conclusions and recommendations

One of the great challenges for marketers and advertising agencies is the creation of effective advertising. Advertising must communicate its objectives and values to the public in an effective manner. It should be remembered that the main aim of any advertising is the selling of something and, therefore, the advertisement in itself is a sales talk. To achieve this, advertisements must be developed and managed in a way to, first attract the attention of its target audience, and maintain their interest long enough to

enhance their desire for a particular product or service. Moreover, the advertisement must convince its targeted audience to take some kind of action (i.e., adopting the product). This is a common way of determining if the ad is successful.

To develop an effective advertising campaign, all elements of media-related, audience-related and message-related issues must be carefully considered. In message related issues, the copy (i.e., all written or spoken material in the ad), the illustration (i.e., photographs, drawings, graphs, charts and tables), and layout (i.e., the physical organization of all the elements of the advertisement), must be fully and carefully considered. No single advertising-related issue can be underestimated. Creative aspects of any advertising have, in themselves, a veto power over the effectiveness of any advertising campaign. Healthy decisions in other areas of the campaign can do nothing without creative copy, themes, presentation, and so forth.

The findings of this study showed that the issues of copy, illustration and layout of the ad are neglected by Jordanian manufacturers of chemical products, when it came to evaluating the effectiveness of advertising. Evaluating advertisements' likeability, for example, is not enough if the issues of copy, illustration and layout are not fully considered. It is true that if the audience like the ad, it may well mean that they also like the copy, illustration and the layout of that particular ad. However, if dislike is expressed, the issue of considering these elements (i.e., copy, illustration and layout) will become a necessity and, therefore, all issues must be considered when evaluating the effectiveness of advertising. This study did not give an answer as to why these elements were neglected, which is left for future research.

The findings of this study have also shown that two main forms of evaluation, i.e., "Pre" and "during" tests were likely to be used by those manufacturers. On the other hand, posttests (i.e., recognition and recall tests) were completely ignored. This is very dangerous because people's desires, wants and modes change from time to time and, hence, a continuous, thorough and complete evaluation must be maintained if the effectiveness of any advertising is to be upheld and enhanced. Market conditions are always changing and, thus, marketers and advertisers must keep an open mind to accommodate any changes and maintain the effectiveness of their advertising. However, this study did not give an answer as to why posttests were ignored, which is left for future research.

Finally, the findings of this study may not be generalized on all industries of the manufacturing sector in Jordan. This limitation was made as the scope of this research was narrowed to the manufacturers of chemical products. Therefore, other research on other industries of the manufacturing sector is needed before any generalization is made.

Questionnaire

Q1. Do you evaluate the effectiveness of your advertising on regular basis?

Yes No

Q2. If yes, for what reasons do you do this evaluation?

Reasons	Yes	No
a. To measure the level of likeability that audience attach to your advertisement.		
b. To evaluate the effectiveness of copy, illustration, wording, or layout.		
c. To evaluate certain media (e. g., suitability of Radio or TV to the advertisement).		
d. To determine whether corrective measures need to be taken.		
e. Shrinking profit margins and increasing competition are forcing managements to appraise all its expenditures carefully.		
f. To determine whether the campaign accomplished its advertising objectives.		
g. Others, please specify		

Q3. To what extent would you agree or disagree with the following statements?

Statement	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
Pretests:					
a. Before launching our advertising campaign, we usually use a consumer jury to judge our advertisement (s).	5	4	3	2	1
b. Before launching our advertising campaign, a focus group study is used to evaluate the effectiveness of our advertisement(s). For example, we conduct a loosely structured interview with a selected sample of our target customers simultaneously to get their reactions to our advertisement(s).	5	4	3	2	1
c. Before launching our advertising campaign, we evaluate our advertisement(s) through a group of respondents. Then, this evaluation is taken and compared with evaluations of other standard advertisements which were extensively tested over some period of time.	5	4	3	2	1
d. Before launching our advertising campaign, we make sure that our advertisement(s) are easy to understand, short sentences are used, words are concrete and popular, and frequent personal references are made.	5	4	3	2	1

Statement	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
e. Before launching our advertising campaign, we make sure that all parts of our advertisement(s) are attractive to a person's eyes. We do this by monitoring the eyes movements of a selected group of respondents and this monitoring is done through the use of the eye camera.	5	4	3	2	1
f. Before launching our advertising campaign, we make sure of its effectiveness through the use of a slide projector with attachments that allow the presentation of stimuli under varying conditions of speed and illumination.	5	4	3	2	1
<i>During the ad campaign:</i>					
g. We also evaluate the effectiveness of our advertisements during the advertising campaign. For example, we use an evaluation form which requests rating information, from target customers, regarding our advertisement(s). The higher the ad scores, the more superior and effective is considered.	5	4	3	2	1
h. We ask our target audience to provide us with their feedback regarding our advertisements during the advertising campaign.	5	4	3	2	1
<i>Posttests:</i>					
i. After the advertising campaign is over, we continue evaluating the effectiveness of our advertisement(s) by showing a selected group of respondents the actual advertisement(s) and then ask them whether they recognize them and how much they do.	5	4	3	2	1
j. We evaluate the effectiveness of our advertisements even after the advertising campaign is over. For example, we ask a selected group of respondents if they can recall our advertisement(s) with or without helping them improve their memories (e. g., showing them a product or a brand).	5	4	3	2	1

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أسباب ونماذج تقييم فاعلية الإعلان حالة الصناعة الكيماوية في الأردن

حسين عبدالله العمري

أستاذ مساعد - قسم إدارة الأعمال والمحاسبة

بكلية الاقتصاد والعلوم الإدارية - بالجامعة الهاشمية - الأردن

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ملخص البحث. يعزي الكثيرون نجاح مؤسساتهم إلى الإعلانات الخلاقة التي يستخدمونها في حملاتهم الترويجية. ولتطوير حملات إعلانية مقنعة ومؤثرة فلا بد من الاختيار الجيد لكافة العناصر التي تدخل في تكوين الرسالة الإعلانية. إن الإعلان مكلف ماديا ولكنه سلاح فعال في مواجهة المنافسة، ولذلك فإن التقييم المستمر للإعلان ضرورة ملحة وذلك للحصول على أفضل النتائج. تهدف هذه الدراسة إلى التحقيق من أسباب وأشكال تقييم مدى تأثير الإعلان الذي يستخدمه قطاع صناعة السلع الكيماوية في الأردن وذلك باستخدام الأسلوب الكمي. لقد توصل الباحث إلى العديد من النتائج والتوصيات التي يمكن أن تكون ذا نفع كبير للمصنع الأردني.