

The Effectiveness of Promotional Ads via Radio in Achieving Advertisers' Satisfaction

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Abstract: The article aimed to explore the effectiveness of promotional advertisements on radio stations in achieving advertisers' satisfaction. The study adopted the descriptive approach and used a questionnaire to collect data from (400) advertisers as a random sample of those who were advertising on Jordanian radio stations in Amman. The results showed that the radio ads included enough information about the benefits of the advertised products and helped the customer to know the whereabouts of those products. The results also showed that radio ads included instructions on using the advertised products. Finally, the article recommended Jordanian radio stations to provide promotional advertisement content suitable to the advertisers' trends and focus on increasing the bonds of love and trust with advertisers, which would achieve success for these stations.

Keywords: advertisers' satisfaction; effectiveness, Jordan, promotional ads, radio.

1. Introduction

The producer of the goods or services is keen to meet customers' needs by providing the customer with the values and benefits of his products. To achieve this, the producer uses the elements of the marketing mix, the developed product, distribution to market outlets to reach the consumer, appropriate pricing, and promotion. Promotion evokes latent consumer needs through advertising, emphasizing that those needs are met. Advertising contributes to building a perceptive image of the products to the consumer, arranged in relation to competing products, and according to the sequence of stages of the promotional pyramid, which starts from the consumers' lack of knowledge of the product as the advertisement works to attract attention and provide information to introduce the product, then he created the inclination towards it; then persuasion and creating a state of preference for the consumer, and finally, the actual purchase was achieved.

Advertising has a fundamental role in new products, especially those that the consumer is not familiar with, and in which modern technology participates in the process of consuming them. Advertising also plays an active role in introducing the consumer to the characteristics of products and methods of use. It thus enhances the perceived image of the set of benefits and values they contain.

The availability of information affects the client's perception process. As the information available about the product contributes to the volume of awareness of it through the pattern of communication through radio stations, and thus customers learn to use these products, within an integrated system of promotional operations, so that the advertiser maintains his customers and thus continues to be active in the market.

Therefore, radio stations try to satisfy their advertisers and win their permanent loyalty. From this standpoint, the radio stations tended to provide their advertising services to customers using various advertising styles and modern applications. On the other hand, there is a close link between advertisers' evaluation of radio performance and the way in which interrelated advertising services are provided. Therefore, the effectiveness of radio promotions has an important role in achieving the advertisers' satisfaction.

Problem statements

Many radio stations in Jordan compete to satisfy their advertisers by presenting their advertisements best. These radio stations contribute to making a significant qualitative shift in the business sector due to the development of advertisers' needs and the increase in the number of radio stations that provide advertising services, and the multiplicity of advertisers' clients' needs creates competition between radio stations.

Although it was expected that the era of traditional marketing would end a few years ago, studies show that this is not

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true. It is true that Internet use is constantly increasing, and so is the amount of time people spend online. A mature group of customers use and relate to traditional marketing elements and still spend time on offline radio, while the young population tends to spend more and more time on the Internet. Therefore, both platforms can potentially influence the consumer's purchasing intent[1].

Accordingly, broadcasters must keep abreast of the developments that the business sector is going through and use promotional advertisements through radio stations effectively in a way that enables them to convey the advertising message to the audience and then activate their role in completing and delivering their advertising message with speed, quality, and accuracy to achieve the satisfaction of advertisers. In this regard, the article attempts to reveal the effectiveness of radio promotional advertisements in achieving advertisers' satisfaction. It also seeks to identify the aspects of using radio stations for promotional advertisements and customer satisfaction.

It should be noted that a high maturity stage and intense competition currently characterize Jordanian radio stations. Therefore, the problem of the study lies in revealing the effectiveness of radio promotional advertisements in achieving advertisers' satisfaction with radio stations that carry out their advertising activity and broadcast from Jordan. The article's objective can be achieved by answering the main question: What is the effectiveness of promotional advertisements via radio in achieving advertisers' satisfaction? From this question, the article will answer the following sub-questions:

- (1) What information is included in radio product ads that leads to advertisers' satisfaction?
- (2) How could product ads via radio be described ethically?
- (3) What are the points of effectiveness of radio ads about products and their role in advertisers' satisfaction?

The Importance

The issue of promotional ads on radio and the satisfaction of advertisers is one of the modern media topics that have not been studied extensively (according to the researcher's knowledge). The importance of the topic is also evident through the contribution to laying scientific foundations for future writings in this field objectively. This article contributes to revealing the positive or negative aspects of promotional advertisements presented on Jordanian radio stations, and the extent to which these advertisements rise to the level of advertisers' satisfaction. It also contributes to highlighting a media outlet that receives the attention of Jordanian advertisers.

The aims

The article aims to identify the extent to which the radio advertising message includes the advantages of the advertised product in achieving advertisers' satisfaction. It also identifies the extent to which the advertising message on radio broadcasts includes places to provide the advertised product and related instructions to satisfy advertisers.

Terminology of the research

* Promotional Advertisements: It is a paid form of non-personal communication to present ideas, goods, and services to the target audience of radio stations to facilitate exchange by providing information and persuading listeners to accept certain products.

* Radio stations: They are institutions that broadcast a group of programs of an informative, promotional, educational, entertaining, and educational nature through an audio device that allows the transmission of these programs simultaneously.

* Advertisers' satisfaction: the positive or negative impression felt by individual advertisers and corporate owners in Jordanian radio stations towards the promotion or advertising experience as a result of comparing their expectations with the perceived performance of these stations.

2. Review of the Literature

The Cultural implantation theory explains the ideas related to the construction of meanings around social realities, which emphasizes the ability of the media to shape the knowledge of individuals and enhance their awareness of the world around them, especially those who follow these media intensively. The theory links the intensity of listening to radio stations and the acquisition of knowledge, meanings, ideas, values, beliefs, and symbolic images of these stations. Continuous listening to these stations contributes to adopting beliefs about the shape and nature of the social world that reinforce the stereotypes and selected viewpoints presented in the promotional advertisements on these radio stations. Radio stations could present symbolic images about real life that individuals see for long periods of time. Therefore the influence in this field is indirect because it is based on learning and then building a viewpoint about social facts, i.e. looking at those facts as one of the interactive processes that It takes place between media messages and the audience receiving these messages[2].

Promotional advertisements

Promotional advertisements play an essential role in shaping the general trend of the audience and give it an aesthetic character that contributes to the upgrading of society's culture. It has become an essential element within the strategies of any institution to establish a comprehensive model of life that ultimately achieves the interests of producers.

In addition to his role in exploring socially and behaviorally interested audiences to implement these institutions' strategies, the promotional advertisement, with its data, pictures, and publications, contributes to increasing communication with institutions by presenting the advertisement. In addition, designing the ad appropriately and attractively enhances confidence and desire for what is being advertised.

Kotler & Keller [3] defined promotional advertising as “the activities and efforts undertaken by producers to inform potential customers and the public about the offered products, through a visual or audio promotional message designed to urge the public to purchase the advertised product. Also, advertisements help advertisers identify audience needs and how to satisfy them.

A promotional advertisement is defined as “a non-personal communication attempt prepared by a specific sponsor, with the aim of attracting a target audience to adopt what is being promoted. A promotional advertisement can also be referred to as a means of mass communication used by an organizing party in return for a fee in return for delivering a message through an advertising tool aimed at informing and persuading the beneficiaries of the product[4].

Al-Ghadeer [5] distinguished between the following types of promotional ads according to their purpose:

- 1- Persuasion advertising aims to convince the audience of the quality of the product.
- 2- Reinforcement advertising: It aims to enhance the quality and benefits of the product.
- 3- Reminder advertisement: It aims to remind the audience of the product by repeating the advertisement more than once.
- 4- Purchase Precipitation advertisement: This type of advertisement aims to increase the volume of data for the advertised product, through the use of motivational words that push individuals to buy.

The researcher believes that promotional advertisement is the various aspects of the activity carried out by Jordanian radio stations, which lead to publishing or broadcasting audible advertising messages to the public to urge them to buy the advertised products.

That is, they introduce the products offered by advertisers through these stations to introduce their potential customers to them, and these advertisements help the public identify their needs and how to satisfy them.

Radios

Audio media plays an important role in society. Radio is one of the audio media that contributes to providing information about products through various promotional advertisements with positive content.

Radio also plays a major communication role through sound, as it attracts attention and focus by activating the human sense of hearing, which helps to listen to follow-up radio programs that usually extend to long hours[6]. Radio has a dominant position among the mass media, as it provides material for abundant cultural and intellectual production.

The researchers almost unanimously agree on the importance of the role played by radio in the lives of the members of society, as it affects their emotions, behaviors, values, habits, and ethics. Radio programs work to provide information in a planned, organized and purposeful way, and work to shape thought, conscience, behavior and values in a positive or negative way. Most of these programs are not linked by a system, curriculum, or educational or guiding educational plan. Rather, they are programs that rarely depend on any scientific traditions or values.

Radio has a special status in contemporary life, as it is a media that has many advantages and characteristics, including its widespread, addition to what it does of providing fun and entertainment and its ability to influence everyone since those who listen to it are all segments of society. Radio has become an important means of guidance and providing community members with experiences, skills, and human and spiritual values. It is used to convey information to the audience, whether through entertainment or through serious programs, in a manner that is easy for them to follow[7].

Advertiser Satisfaction

Satisfaction is defined as that feeling that gives the individual pleasure or displeasure that results when comparing perceived performance with expectations. People are satisfied when their perception of the benefits they receive is greater than or equal to the expectations they have in their minds about something. Satisfaction is a function of the perceived and expected performance, that is, whenever the individuals' perception exceeds their expectations, they will be happy and feel comfortable and satisfied, but if their perception of the benefit they obtained is less than their expectations compared

to the cost, then the state of dissatisfaction or dissatisfaction prevails among them[8].

Satisfaction is defined as the degree of individuals' awareness of the organization's effectiveness in providing products that meet their needs and desires compared to their expectations. It is a pre-consumer experience in which the consumer compares the product as he imagined it to be with the expected quality and the extent to which their needs and desires are met[9].

Zeithaml [10] defined satisfaction as the individual's reaction and the evaluation that follows the process of purchasing the product, and this evaluation is what makes the individual have the intention to return again to buy the product and benefit from it in the future. Satisfaction represents the individuals' evaluation of a product and whether it fulfilled their needs and expectations. And that failure to meet these needs and expectations leads individuals to dissatisfaction with this product.

Derek[11] indicates that satisfaction consists of three main steps:

1- Understanding the needs: Understanding and familiarity with the needs and desires of individuals is one of the most important things for the organization, as constant contact with them allows it to know the factors that determine its behavior.

2- Feedback: It is the method used to find out the opinions of individuals, in order to know the extent to which these products meet the expectations of individuals.

3- Continuous measurement: In order to achieve satisfaction, organizations need to create a special program to measure customer satisfaction, such as the Customer Satisfaction Matrices (CSM) system, which provides procedures for tracking individual satisfaction all the time instead of knowing the extent of performance improvement at a specific time.

Advertisers' satisfaction is the degree of their feeling of happiness or disappointment resulting from comparing the broadcasters' methods and methods of presenting the original content of promotional advertisements for their products with their expectations, the advertiser will be satisfied, and if the performance method exceeds expectations, the advertiser will be very satisfied.

Previous Studies

During a field study, Khilaf [12] explored audience attitudes towards the interactivity of sponsored advertisements for commercial products on the "Facebook" Meta platform. Khilaf showed that individuals watching advertisements for funded commercial products on the Meta platform increase daily and proved that there is a relationship between the trends of the Egyptian public and the interaction of advertisements funded for commercial products on the platform. It also showed a relationship between the design of the advertisement on the platform and the motives for viewing the advertisements. It also showed that funded advertisements for commercial products via Facebook met the needs of the sample, which affected the image of the commercial process and contributed to a significant change in the purchase intention. Phiri & Hossain [1] carried out qualitative research through a semi-structured questionnaire of 12 participants in Sweden and Malawi who were frequent radio listeners. A snowball sampling technique was applied in order to identify the participants. Thematic analysis was used to develop themes associated with the results. Results show that radio marketing as a traditional media tool is effective in influencing consumer purchase intentions, however, it is more relevant when it is in collaboration with digital methods. It also revealed the consumer's acceptance of the tool as an easy-to-use method that always attracts, educates, and persuades them to buy, thus justifying its credibility and value. Therefore, we encourage companies and businesses to explore competitive strategies to invest in multiple media including radio for advertisements.

Coker et al. [13] examined the effectiveness of digital ad formats (storytelling vs. argumentative) in engaging viewers and provided a conceptual model for the impact of engaging in digital interaction with ads. Using a quasi-experimental research design with a final sample of 273 undergraduate students, they concluded that storytelling digital video ads engage viewers more effectively than argumentative ads. A search engine marketing (SEM) analysis shows that attachment positively influences intentions to view, share, promote and disseminate the positive word of mouth. Attitude toward advertising partly mediates the relationship between attachment and intentions to promote and disseminate positive speech[13]. From other side, Othman [14]v revealed that advertisements on the official pages of companies on social media are effective in building brand identity compared to traditional means. By analyzing the advertisements of (We) Communications Company on Facebook, Othman showed that the electronic content is a dialogue that takes place between the company and the customer, and it was found that their attitudes were positive towards the content of the electronic advertisements provided by the company, and it was also shown that digital advertisements are one of the most prominent means that contribute to Shaping the brand image[14].

Sama [15] explored the effects of television (TV), radio, newspapers, magazines and Internet advertisements on awareness, interest, conviction, purchase and post-purchase behaviour of consumers. Through a survey consisting of 529 students in India, it concluded that newspaper advertisements affect all five stages of consumer behaviour. The results also revealed that magazines and newspapers are effective media in influencing the purchase and post-purchase behaviour of consumers.

A semiological study of Numidia Agency ads, Cherfia & Miloud [16] studied the audiovisual marketing advertisement of tourist agencies, and they showed that flash advertising is an innovative method in commercial advertising, and its use has greatly expanded until it has become an effective tool for institutions that market their products through this advertising method. It has also been shown that the semiological analysis of the advertising flash is a tool to know the symbolic dimensions sought by the advertising producer. About impact of radio advertising, Modikeng(2018) investigated that, as well as the effect of radio and newspaper advertisements on the decision-making of consumers and advertisers' satisfaction regarding products or services. Modikeng found that while radio advertisements have little impact on consumer buying decisions, newspaper advertisements are widely accepted as having a significant impact.

Through a descriptive study of 409 university students, Salem et al. (2017) showed that there was a positive effect of radio advertising on students' purchasing decisions for the services provided by a mobile company. It was also found that there were no differences in students' purchasing decisions due to the sample variables of gender, academic year, and faculty[18].

Paul et al. investigated the effectiveness of radio as an advertising medium by carrying out an online survey of 321 people in the Delhi and NCR region to study a consumer's radio listenership pattern. They also explored the types of successful radio advertisements and how consumers react to them. They concluded that various factors influence listeners' perceptions, allowing them to decide whether to act on the advertisement or not. Furthermore, it is clear that the radio advertisement plays on the suitable channel at the suitable time and has the ability to capture the attention of a listener; only then can it be called an effective advertisement[19].

Malek investigated the discourse strategies and social practises used in Nando's radio advertisements in Malaysian radio using Critical Discourse Analysis (Fairclough's 3-Dimensional Approach). The findings revealed that Nando's was successful in attracting the attention of its audience to its product by utilizing the various discourse strategies found in its advertisement. Furthermore, they concluded that the advertisers used linguistic features such as direct address, imperatives, adjectives, and parallelism. The advertisement used a number of effective discourse strategies, such as puffery and emotive language. Language is a powerful persuasion tool. In short, advertisers use language to make their advertisements more appealing to the audience[20].

Retnowati [21] emphasized that effective advertising must draw from and be part of a culture, sharing the language and values of the target audience. It is not simply about choosing between a scintillating international creative strategy and execution that ignores local needs, motivations and buying habits, or a local campaign that is strongly linked to local buying motivations but is inferior in terms of professionalism. The best of both approaches must be combined in order to produce effective cross-cultural advertisements that can be easily adapted to local conditions.

Rajagopal examined the effect of radio advertisements on urban commuters' purchasing habits in retail stores, as well as the role of radio advertising in the dissemination of information about sales promotions. He discovered that physical, cognitive, and economic variables heavily influence urban consumers' shopping behaviour at retail stores in response to radio advertisements. Rajagopal also revealed that the benefit of shopping at retail stores in response to radio advertisements is heavily influenced by physical, cognitive, and economic factors. Radio commercial listeners are drawn to advertisements that are more entertaining while conveying the message[22].

3. Methodologies

Method

The study adopted a descriptive approach based on studying facts about the nature of the phenomenon or a group of individuals, or a group of events or conditions related to photographing, analyzing, and evaluating the characteristics of the phenomenon to find out the variables that cause the occurrence of the phenomenon.

Population and sample

The study population consisted of advertisers in (38) radio stations broadcasting from inside Jordan. The study sample consisted of (400) advertisers.

Data Collection

For collecting the data, a questionnaire was designed in order to achieve the objectives of the study, then reviewed by professors of media, journalism, and statistics to judge its suitability as a tool for data collection. The degree of reliability of the questionnaire was (91.8%) according to the Cronbach alpha stability coefficient, which is an excellent percentage. The questionnaire had been distributed online to the sample randomly, during the period of Nov. 2022 -Jan. 2023. After collecting the data, the researcher used the fifth Likert measure to extract the mean, frequencies, percentages, and standard deviation by spss to evaluate the level and trends of responses.

4. The Results

The Ads Information that leads to advertisers' satisfaction.

Table 1: The advertisers' responses about the content of radio ads that lead to advertisers' satisfaction

#	Item	Mean	S. Deviation	agree level
1	Radio ads present advantages that the product provides to the customer	4.85	0.896	high
2	Radio ads present information on places of products advertised	4.12	0.257	high
3	Radio ads present sufficient information on the content of the products	3.51	0.354	middle
4	Radio ads present content commensurate with audience trends	3.40	1.247	middle
5	Radio ads present information that corresponds to the real status of the products	2.30	1.269	low
6	Radio ads present content that contributes to the promotion of social values	2.11	0.456	low
7	Radio ads present information on how to use the products	1.45	0.944	low
	Total Mean			

Source: by researcher depending on Spss results.

The table above shows that the most information contained in radio ads about products according to advertisers was "Radio ads present advantages that the product provides to the customer" with an arithmetic mean (4.85) and a standard deviation (0.896), within the high level. This was followed by "Radio ads present sufficient information on the content of the products" with an arithmetic mean (4.12) and a standard deviation (0.257) within the high level as well. In the last ranks, the item "Radio ads present content that contributes to the promotion of social values" came with an arithmetic mean (2.11) and a standard deviation (0.456) within the low level, and the last item is "Radio ads present information on how to use the products" with an arithmetic mean (1.45) and a standard deviation (0.944) within the low level.

Description of ethics of products ads via radio

Table 2: Description of ethics of products ads via radio

#	Item	Mean	S. Deviation	agree level
1	Radio stations repeat advertisements in an appropriate time	4.34	0.710	high
2	Ads are consistent with common sense	4.15	0.245	high
3	Ads do not underestimate the mind of the consumer	3.66	1.277	middle
4	The validity of the information contained in the ads	2.69	1.145	middle
5	Radios take into account the type of product in determining advertising prices	2.54	0.257	middle
6	Ads take into account the individual differences of the radio audience	1.94	1.015	low
	Total Mean			

Source: by researcher depending on Spss results.

The table above shows that the most point of products ads ethics via radio according to advertisers was "repeating advertisements in an appropriate time" with an arithmetic mean (4.34) and a standard deviation (0.710), within the high level. Then, followed by "consistent with common sense" with an arithmetic mean (4.15) and a standard deviation (0.245) within the high level as well. In the last ranks, the item "Radios take into account the type of product in determining advertising prices" came with an arithmetic mean (2.54) and a standard deviation (0.257) within the middle level, and the last item is "Ads take into account the individual differences of the radio audience" with an arithmetic mean (1.94) and a standard deviation (1.015) within the low level.

The effectiveness of radio ads about products and their role in advertisers' satisfaction

Table 3: The advertisers' responses at the effectiveness of radio ads in advertisers' satisfaction

#	Item	Mean	S. Deviation	agree level
1	Radio ads help the customer to use the other products associated with the advertised product.	4.79	0.320	high
2	Radio advertising leads to positive consumer impressions of the product	4.21	0.742	high
3	Repeating radio ads contributes to increasing awareness and familiarizing customers with the use of new products.	3.64	1.231	middle
4	Having radio staff with appropriate experience for their work makes the station a success.	3.61	1.210	middle
5	Radio ads motivates to re-evaluation of radio programs that are presented periodically and continuously.	3.24	0.892	middle
6	The contents of advertisements contribute to changing perceptions towards the various products advertised	2.84	1.237	middle
7	Radio ads provide content that builds love and trust with advertisers.	2.45	1.075	middle
Total Mean				

Source: by researcher depending on Spss results.

The table above shows that the most point of effectiveness of radio ads about products and their role in advertisers' satisfaction according to them was “helping the customer to use the other products associated with the advertised product” with an arithmetic mean (4.79) and a standard deviation (0.320), within the high level, followed by item "leading to positive consumer impressions of the product " with an arithmetic mean (4.21) and a standard deviation (0.742) within the high level as well. In the last ranks, the item “contributing to changing perceptions towards the various products advertised” came with an arithmetic mean (2.84) and a standard deviation (1.237) within the middle level, and the last item one is “providing content that builds love and trust with advertisers " with an arithmetic mean (2.45) and a standard deviation (1.075) within the middle level.

5. Discussion

Ads Information and advertisers' satisfaction

The results showed that most information of product ads via radio present advantages of the product to the customer and they present sufficient information on the content of the products. While product ads via radio have little contribution to the promotion of social values and the least information on how to use them. Such information is one of the basic contents that must be included in any advertisement. Rather, it is the main material through which consumers can be attracted. This finding confirms what Malik et al. (2017) [20] found, who revealed that radio ads succeed in attracting consumers through linguistic content that includes product features, placement, and attributes. Advertisers often use language to make their ads more attractive to the audience. While product advertisements via radio have little contribution to promoting social values and less information on how to use them, this result did not keep pace with the theory of cultural implantation which stipulates linking the intensity of listening to radio stations, and the acquisition of knowledge, values and symbolic images presented by these stations and the continuous listening to these stations contributes to the adoption of beliefs about the shape and nature of the social world that reinforces the stereotypes that are presented in the promotional advertisements on these radios[2].

Ads ethics and advertisers' satisfaction

The results showed that most of the ethics of radio product advertisements were to repeat the advertisements at an appropriate time followed by what was consistent with common sense. Choosing the right time to display ads is one of the most important behaviors that shows respect for the audience and appreciation for its needs and circumstances. In addition, the advertising content that respects the traditions and beliefs of the individual greatly attracts the audience and enhances the effectiveness of the advertisement and its impact on the advertisers' satisfaction. Cross-cultural advertising takes local culture into account when delivering messages in advertisements. Retnowati [21] stated that cross-cultural understanding is very important to produce successful localized advertising that would reflect the cultural values and norms of the intended audience. On the other side, radios sometimes consider the type of product when setting advertising rates and rarely do ads take into account the individual differences of a radio audience.

Ads effectiveness and advertisers' satisfaction

The results showed that the most aspect of the effectiveness of product ads via radio was helping the customer to use the

other products associated with the advertised product and leading to positive consumer impressions of the other products. On the other hand, product ads via radio occasionally contribute to changing perceptions towards the various products advertised and seldom provide content that builds love and trust with advertisers. According to Retnowati, [21] the effective advertising must draw from and be part of a culture, sharing the language and values of the target audience. It is not simply about choosing between a scintillating international creative strategy and execution that ignores local needs, motivations and buying habits, or a local campaign that is strongly linked to local buying motivations but is inferior in terms of professionalism. The best of both approaches must be combined in order to produce effective cross-cultural advertisements that can be easily adapted to local conditions. Ads that include the use of the digital environment attract consumers more effectively than traditional ads and positively affect the purchase decision and advertisers' satisfaction, as emphasized by Coker[13]. Also, Salem et al. [18] showed that there was a positive effect of radio advertising on purchasing decisions for the services provided by a mobile company.

6. Conclusion

The study explored the effectiveness of product advertisements on the radio and their role in achieving advertisers' satisfaction. The results emphasized that information on product ads via radio included the advantages of the product and they contained sufficient information on the content of the products. The product ads adhered to ethics by repeating advertisements at an appropriate time and being consistent with common sense. Finally, the effectiveness of product ads via radio is due to guide the customer to use other products similar to the advertised ones and also lead to positive consumer impressions then advertisers' satisfaction.

7. Recommendations

The researcher recommends that Jordanian radio stations should provide promotional advertising content that is in line with the advertisers' trends and in a manner that satisfies their needs and desires and obtains their satisfaction. It also recommends that the Jordanian radio administration realize the importance of advertised products because of their important role in raising awareness and understanding among the target audience.

Finally, it is important to re-evaluate the programs that are presented periodically and continuously, and to establish an effective mechanism for dialogue between Jordanian radio stations and their target audience to play the hoped-for role in achieving the goals of these stations.

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Conflict of interest:

The author declares that there is no conflict regarding the publication of this paper.

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