

EVALUATING THE IMPACT OF ADVERTISING CHANNELS AND ROI MEASUREMENT

Mr. Sunil Hegde¹, Piyush Deepak Jain², Mnishant³, Om⁴, Sarath⁵, Lekha⁶

¹Assistant Professor, Jain (Deemed-to-be University) - Centre for Management Studies - Bangalore, India.

^{2,3,4,5,6}Students, Jain (Deemed-To-Be University) - Centre For Management Studies - Bangalore, India.

DOI: <https://www.doi.org/10.58257/IJPREMS39546>

ABSTRACT

The studies explore digital and traditional advertising, consumer behaviour, and digital transformation's impact on businesses. Print ads enhance memory, while digital marketing (social media, mobile ads) is effective among younger consumers but faces fraud and privacy concerns. Digital marketing boosts online and offline sales, with internet marketing, mobile commerce, and paid campaigns significantly increasing SME revenue.

Research examines consumer responses to mobile ads, digital campaign ROI, and platform effectiveness. Social media fosters engagement but is hard to quantify. A study of 4,000 customers highlights how email, catalogues, and paid search influence choices differently. Offline media yields higher contributions, but online channels are more cost-effective. Small businesses rely on instinct rather than analytics, despite spending 70-90% of budgets on advertising.

A Kottayam study finds print ads' amusement, in-formativeness, and credibility positively impact consumers. Marketing Mix Model (MMM) research in "Emporia" shows media channels drive sales more than seasonal promotions, with TV ads having long-term influence. The findings stress integrated, data-driven advertising strategies to navigate digital transformation.

Key Words: Advertising, digital marketing, consumer behaviour, business growth, ROI measurement

1. INTRODUCTION

The digital revolution has fundamentally reshaped the advertising and marketing landscape, compelling businesses to adopt innovative strategies that integrate both traditional and digital channels. The rapid proliferation of the internet, social media, and mobile commerce has transformed consumer behaviour, allowing brands to engage with their audiences in real time while adapting to evolving market trends. While digital advertising continues to expand, businesses must navigate challenges such as shifting algorithms, rising competition, and increasing consumer expectations. Despite the dominance of digital marketing, traditional advertising methods like print and television remain relevant, particularly in areas where memory retention, trust, and brand credibility play a crucial role. Research highlights the effectiveness of digital advertising in driving consumer engagement and sales through targeted strategies like search engine marketing, social media campaigns, and video-based promotions. Digital marketing has proven particularly effective among younger audiences, who spend significant time on social media platforms; however, issues such as fraudulent services, privacy concerns, and the diminishing returns of excessive ad spending pose ongoing challenges. This paper examines the comparative impact of digital and traditional advertising by analysing their efficiency, return on investment (ROI), and long-term sustainability. It explores how digital and print media influence consumer memory, purchasing decisions, and overall marketing effectiveness, while also addressing the role of digital transformation in e-commerce and its effect on small and medium-sized enterprises (SMEs). Additionally, the research delves into the increasing influence of social media marketing and the integration of online and offline strategies, highlighting the advantages of digital advertising in fostering direct consumer engagement, real-time interactions, and personalized marketing approaches. Technological advancements have enabled businesses to leverage data-driven insights and predictive analytics to refine advertising strategies, yet concerns about consumer privacy, public policy implications, and the challenges of measuring social media's direct impact on revenue persist. Furthermore, the study examines multimedia advertising, market segmentation, and consumer behaviour, tracking customer responses across multiple platforms, including email, catalogues, and paid search. Findings suggest that different advertising channels influence brand perception and purchase decisions in varied ways, with Omni channel consumers displaying distinct responsiveness to marketing efforts. While MMM remains the "gold standard" for assessing marketing outcomes, it has limitations in capturing long-term effects, necessitating the use of advanced econometric models. Finally, this study underscores the shifting dynamics of media consumption and the need for businesses to adopt integrated, data-driven strategies that optimize advertising effectiveness across multiple platforms while addressing ethical concerns, regulatory challenges, and the ever-evolving preferences of modern consumers.

Objectives:

1. To Analyse the Impact of Digital Transformation on Advertising
2. To Compare Digital and Traditional Advertising Methods
3. To Evaluate Consumer Response to Digital Marketing
4. To Identify Challenges in Digital Marketing

2. REVIEW OF LITERATURE

Saunders, K. W. (2019). Through a comparative analysis, it examines the Court's decisions in key cases. *Common Cause*, which have contributed to the expansion of money in politics and the manipulation of electoral districts. The paper argues that these rulings have eroded democratic principles by enhancing the influence of wealthy donors and political parties, thereby undermining the principle of equal representation. Blevins, K. (2019). This study explores how social media has transformed traditional modes of political communication, breaking down barriers between elected officials and the public. The paper also examines the challenges and risks associated with this shift, including issues of misinformation, online harassment, and the potential for unequal access due to the digital divide. Venkatraman, V. (2019). This research examines how consumers engage with and retain information from print ads versus digital ads, investigating factors such as attention, encoding, and retrieval of advertising content. Through a series of experimental studies, the paper assesses the role of visual and textual elements, as well as the sensory experiences associated with each medium. Dickey, I. J., & Lewis, W. F. (2019). The paper examines the evolution of digital advertising, its key components, and the strategic approaches companies use to engage with consumers.. Van Heerde, H. J., Dinner, I. M., & Neslin, S. (2019). The research explores how digital advertising—such as social media ads, search engine marketing, and display ads—affects immediate online sales, while traditional advertising channels like television, radio, and print continue to influence offline purchases. Ghai, S., & Rahman, O. (2019). The paper evaluates the key metrics used to measure the success of digital campaigns, including engagement rates, click-through rates, brand recall, and conversion rates. It also explores the role of social influencers, viral marketing, and targeted advertisements in shaping youth perceptions and behaviors. Helander, F. (2019). This paper presents an innovative approach by integrating mobile advertising with digital signage, allowing advertisers to track consumer engagement, interactions, and conversions more accurately.. Cantona, E., & Karim. (2019). This research explores how advertising expenditures on digital-video platforms compare to those spent on television, considering factors such as reach, engagement, cost-efficiency, and audience targeting capabilities. Nosrati, M., Karimi, R., Mohammadi, M., & Malekian, K. (2019). The paper outlines the methods used in internet marketing, such as search engine optimization (SEO), pay-per-click advertising (PPC), social media campaigns, influencer marketing, and email marketing, and discusses how these tools are employed to reach a broad and targeted audience. Suciu, M. C., Năsulea, C., & Năsulea, D. F. (2019). The research also explores the role of data analytics in optimizing advertising strategies to ensure continued success and profitability. Findings suggest that while short-term advertising campaigns can drive quick sales, long-term success for SMEs is dependent on creating sustainable customer relationships and leveraging targeted, data-driven strategies to maintain visibility and engagement over time. Lakshmanan, D., & Basariya, S. R. (2019). The study examines various advertising strategies employed on social media, including sponsored posts, influencer collaborations, video ads, and targeted campaigns, and assesses how these methods influence consumer perceptions and behavior. Danaher, P. J., Danaher, T. S., & Loaiza-Maya, R. (2019). The research examines how different media channels and formats influence consumer perceptions, engagement, and purchasing behavior for multiple brands within a single retail context. Through a combination of quantitative and qualitative methods, including consumer surveys, sales data analysis, and case studies. Gupta, S., & Kumar, V. (2019). The study traces the historical progression of advertising, analyzing key milestones such as the rise of television as the dominant advertising medium, the advent of the internet and online advertising, and the integration of artificial intelligence (AI) and data analytics in modern marketing strategies.. Biloš, A., Ružić, I., & Kelić, I. (2019). The paper evaluates the effectiveness of online media, including social media, display ads, email marketing, and search engine optimization (SEO), in generating awareness, engagement, and conversions, compared to traditional offline media such as print advertisements, billboards, and radio. Evans, D. S. (2019). The study traces the evolution of the online advertising industry from its early days with banner ads and search engine marketing to the current landscape of data-driven, personalized campaigns powered by artificial intelligence (AI) and machine learning. Gardé, V. (2019). The study discusses key performance indicators (KPIs) used in social media marketing, including engagement rates, conversion rates, reach, impressions, and click-through rates (CTR). By leveraging web analytics tools like Google Analytics, social media insights, and third-party analytics platforms, the research demonstrates how data can be used to monitor and evaluate the impact of social campaigns in real time. Mamoon, Z. (2019). The study examines the key factors that influence media selection, including the target audience, campaign objectives, budget constraints, and the

nature of the product or service being promoted. Bhaskaran, A. B. (2019). The study uses a combination of surveys and interviews to gather data on consumer attitudes, including factors such as trust, engagement, recall, and the perceived effectiveness of print media ads. It also explores demographic variables such as age, income, education, and occupation to determine how different consumer segments react to print advertisements. Slama, A. (2019). The paper presents a case study of a retail chain that has been active in both traditional and digital marketing, analyzing data over a multi-year period to evaluate key performance indicators (KPIs) such as sales growth, customer lifetime value, repeat purchase rates, and brand awareness.

3. RESEARCH METHODOLOGY

Primary Data:

The research is conducted by questionnaires by observing and collecting data. The theory is built on the basis of field visits and the results of the analysed data.

Secondary Data:

Secondary data such as magazines, journals, and books are used to construct theories.

Sample:

The sample size is determined as 50 respondent's opinions from the people that are around us.

Instrument:

To analyse the data percentage analysis method was applied.

Research Gap:

Studies on government officials' social media use focus on legal aspects but ignore ethical concerns and cross-country comparisons. Print vs. digital advertising research highlights memory encoding advantages but does not explore long-term consumer purchasing behaviour. Digital marketing transformation studies emphasize business strategy but overlook challenges faced by small businesses in adoption. Multichannel advertising research evaluates digital and traditional ads but does not analyse industry-specific differences in effectiveness. Studies on digital-video advertising show diminishing returns but fail to define saturation points or optimal budget allocation strategies.

4. DATA ANALYSIS AND INTERPRETATIONS



Fig 1 Interpretation:- From the above data most of the respondents were from the age group 18 – 24 years (56%) and 40% from the age 25 – 34 years, 4% from the age 35 – 44 years.

Fig 2 Interpretation:- From the above data most of the respondents were Male with 64% and 36% Female

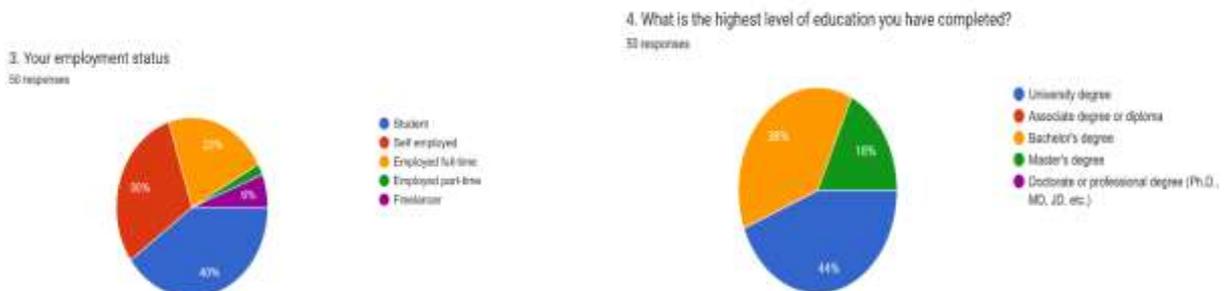


Fig 3 Interpretation:- From the above data most of the respondents were Students 40%, 30% of them were Self Employed, 22% of them were Employed full- time, 6% of them were Freelancer and 2% were Employed part- time.

Fig 4 Interpretation:- From the above data most of the respondents have done their education with University Degree 44%, 36% in Bachelor's degree and 18% in Master's degree.

6. I frequently come across advertisements while using social media platforms.
50 responses

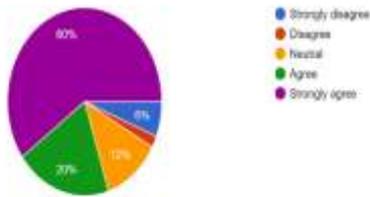


Fig 5 Interpretation:- From the above data most of the respondent's annual income was Less than 2Lakhs with 58%, followed by 2Lakhs – 5Lakhs with 32%, 5Lakhs – 10Lakhs with 4%, 10Lakhs – 15Lakhs with 4%, More than 15Lakhs with 2%.

5. What is your approximate annual income?
30 responses

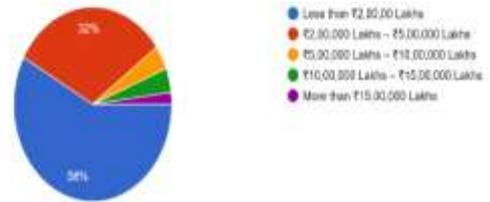


Fig 6 Interpretation:- From the above data most of the respondent's agree with Strongly agree with 60%, followed by Agree 20%, Neutral 12%, Strongly disagree 6%, and disagree 2%.

7. The advertisements I see on social media are usually relevant to my interests.
50 responses

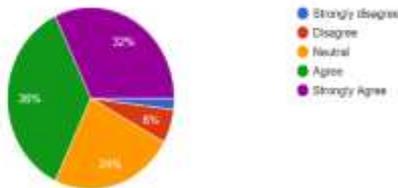


Fig 7 Interpretation:- From the above data most of the respondents have opted for agree option with 36%, Strongly agree 32%, Neutral 24%, Disagree 6% and strongly disagree 2%.

8. I am more likely to pay attention to advertisements in video format than in image or text format.
50 responses

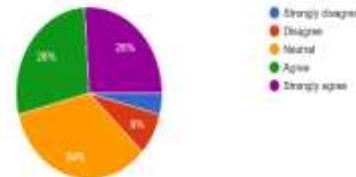


Fig 8 Interpretation:- From the above data most of the respondents have selected most of them have opted out for Neutral 34%, Agree 28%, Strongly agree 26%, Disagree 8%, and strongly disagree 4%.

9. I trust advertisements more when they are promoted by influencers or celebrities I follow.
50 responses



Fig 9 Interpretation:- From the above data most of the respondents selected Neutral 34%, Strongly agree 28%, Agree 22%, Disagree 8%, Strongly disagree 8%.

10. Advertisements with discounts or special offers make me more likely to consider purchasing a product.
50 responses

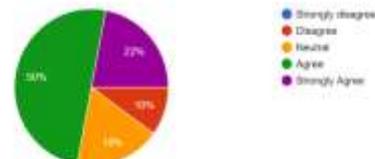


Fig 10 Interpretation:- From the above data most of the respondents selected Agree 50%, Strongly agree 22%, Neutral 18%, Disagree 10%.

12. After seeing an advertisement, I usually research the product or brand before making a purchase decision.
50 responses



Fig 11 Interpretation:- From the above data most of the respondents have opted for Agree 50%, Strongly agree 28%, Neutral 16%, and Disagree 6%.

11. I have purchased a product or service after seeing an advertisement online.
50 responses

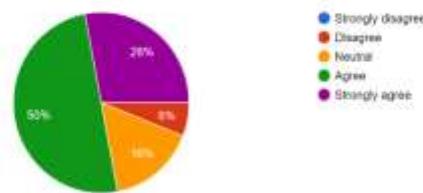


Fig 12 Interpretation:- From the above data most of the respondents have opted for Agree 52%, Strongly agree 30%, Neutral 10%, Disagree 6%, and strongly disagree 2%.

13. I am more likely to buy from brands that consistently advertise on social media platforms.
50 responses

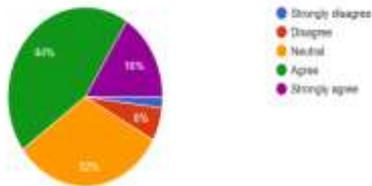


Fig 13 Interpretation:- From the above data most of the respondents have opted for Agree 44%, Neutral 32%, Strongly agree 16%, Disagree 6%, and strongly disagree 2%.

14. Interactive ads (such as quizzes, polls, or swipe-up links) increase my interest in a brand or product.
50 responses

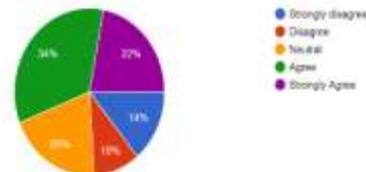


Fig 14 Interpretation:- From the above data most of the respondents have opted for Agree 34%, Strongly agree 22%, Neutral 20%, 14% Strongly disagree, and Disagree 10%.

15. I often skip or ignore online advertisements because they are repetitive or disruptive.
50 responses

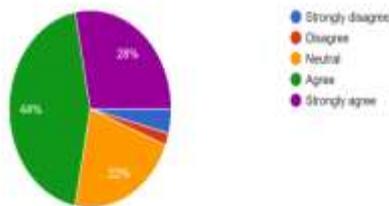


Fig 15 Interpretation:- From the above data most of the respondents have opted for Agree 44%, Strongly agree 28%, Neutral 22%, Strongly disagree 4%, and Disagree 2%.

16. Advertisements on social media platforms influence my purchasing decisions more than traditional ads (such as TV or billboards).
50 responses



Fig 16 Interpretation:- From the above data most of the respondents have opted for Agree 48%, Neutral 28%, 16% Strongly agree, disagree 6%, and 2% Strongly disagree.

18. Seeing the same advertisement multiple times makes me more likely to remember the brand.
50 responses

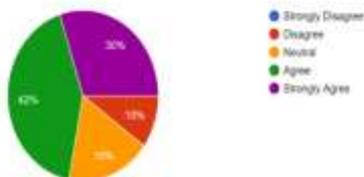


Fig 17 Interpretation:- From the above data most of the respondents have opted Agree 36%, Strongly agree 28%, 22% Neutral, 10% Disagree, and 4% Strongly disagree.

17. Brands that advertise frequently appear more trustworthy to me.
50 responses

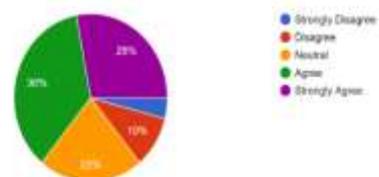


Fig 18 Interpretation:- From the above data most of the respondents have opted Agree 42%, Strongly agree 30%, Neutral 18%, and 10% Disagree.

19. Personalized ads (based on my browsing history or interests) feel more relevant and useful to me.
50 responses

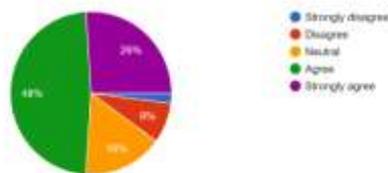


Fig 19 Interpretation:- From the above data most of the respondents have opted for Agree 48%, 26% Strongly agree, Neutral 16%, Disagree 8%, and strongly disagree 2%.

20. I believe that brands get a good return on investment (ROI) by advertising to young consumers like me.
50 responses

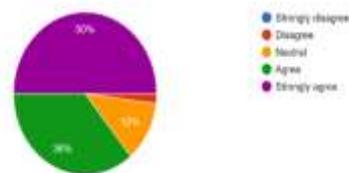


Fig 20 Interpretation:- From the above data most of the respondents have opted for Strongly agree 50%, Agree 36%, Neutral 12%, and Disagree 2%.

5. FINDINGS

1. The majority of respondents (86%) agree that brands achieve good ROI by advertising to young consumers, with 50% strongly agreeing, 36% agreeing, 12% remaining neutral, and only 2% disagreeing, indicating an overall positive perception.
2. The majority of respondents (74%) find personalized ads based on browsing history or interests relevant and useful, with 48% agreeing and 26% strongly agreeing, while 16% remain neutral, 8% disagree, and only 2% strongly disagree.
3. The majority of respondents (72%) believe that repeated exposure to the same advertisement enhances brand recall, while 18% remain neutral and 10% disagree.
4. The majority of respondents (64%) perceive frequently advertised brands as more trustworthy, while 22% remain neutral and 14% disagree.
5. The majority of respondents (64%) believe social media advertisements influence their purchasing decisions more than traditional ads, while 28% remain neutral and 8% disagree.
6. The majority of respondents (72%) often skip or ignore online advertisements due to their repetitive or disruptive nature, while 22% remain neutral and 6% disagree.

6. RECOMMENDATIONS

- Target young consumers for high ROI by increasing ad spending and using interactive formats.
- Utilize personalized advertising with AI-driven targeting while ensuring data privacy.
- Enhance brand recall through repeated exposure with creative variety to avoid ad fatigue.
- Build brand trust with consistent and high-quality advertising on reputable platforms.
- Prioritize social media ads over traditional media with influencer partnerships and user-generated content.
- Reduce ad disruption by using skippable, shorter, and native ads to minimize skipping behaviour.

7. CONCLUSION

The studies discussed above highlight crucial insights into political, social, and marketing landscapes, emphasizing the evolving nature of democracy, governance, consumer behavior, and advertising strategies. The rapid digitalization of political communication has led to an increasing reliance on personal social media accounts by government officials for official discourse. While this fosters direct engagement with the public, it also raises critical legal and ethical concerns regarding transparency, public access, free speech, and potential misuse of authority. Courts and policymakers must establish clear guidelines to navigate these complexities, ensuring that public officials maintain accountability while respecting constitutional rights and preventing the suppression of dissenting voices. The findings on advertising and consumer engagement reinforce the continued relevance of both digital and traditional marketing methods. While print advertisements demonstrate superior memory retention due to deeper cognitive processing, digital advertisements, including video, display, and search ads, drive significant cross-channel effects, influencing both online and offline sales. However, the diminishing returns observed in digital video advertising suggest that businesses must optimize their spending strategies, preventing early saturation, diversifying content formats, and maximizing return on investment. Additionally, integrating digital signage with mobile advertising presents an innovative and efficient method for measuring ROI, as demonstrated by high engagement rates via SMS-based voucher campaigns, geo targeted promotions, and interactive mobile ads. The research on youth consumer behavior toward digital marketing highlights both opportunities and challenges. Young consumers perceive digital ads as informative and engaging, particularly when they feature influencers, interactive elements, or exclusive offers. However, they remain highly vulnerable to fraudulent services, misleading advertising, and privacy risks due to targeted ad tracking and data mining. This necessitates stricter regulations, enhanced consumer protection measures, and increased digital literacy efforts to help consumers make informed decisions. Additionally, brands must focus on ethical advertising, ensuring transparency in data usage, and fostering trust through responsible marketing practices. Furthermore, the study on paid advertising for SMEs in the e-commerce sector underscores the critical role of sustained investment in digital campaigns for long-term revenue growth. In an era where search engines and social media platforms dominate online visibility, small businesses must adopt an integrated marketing strategy that combines organic reach with paid promotions. However, businesses must strike a balance between investment and returns, ensuring that ad spending aligns with measurable business outcomes while adapting to changing consumer behaviours. Ultimately, these findings collectively emphasize the importance of adapting to technological advancements, regulatory shifts, and evolving market dynamics in both governance and business. Policymakers, businesses, and researchers must continuously assess these changes, integrating ethical considerations, data-driven strategies, and empirical evidence to drive sustainable progress in democratic governance,

marketing, and economic development. The ability to stay agile in this rapidly evolving landscape will determine long-term success across industries and governance structures.

8. REFERENCES

- [1] Saunders, K. W. (2019). The Supreme Court and the demise of American democracy: A comparative view of campaign funding and political gerrymanders. -https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3454105
- [2] Blevins, K. (2019). Access to government officials in the age of social media. -<https://journals.flvc.org/civic/article/view/115658>
- [3] Venkatraman, V. (2019). Relative effectiveness of print and digital advertising: A memory perspective. -<https://journals.sagepub.com/doi/abs/10.1177/00222437211034438>
- [4] Dickey, I. J., & Lewis, W. F. (2019). An overview of digital media and advertising. - <https://www.igi-global.com/chapter/content/66588>
- [5] van Heerde, H. J., Dinner, I. M., & Neslin, S. (2019). Driving online and offline sales: The cross-channel effects of digital versus traditional advertising. -https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1955653
- [6] Ghai, S., & Rahman, O. (2019). Measuring effectiveness of campaigns using digital marketing & its impact on youth. - <https://www.proquest.com/openview/ae0a70b627f50469cb50e574af347865/1?pq-origsite=gscholar&cbl=2032289>
- [7] Helander, F. (2019). Measuring digital signage ROI: A combination of digital signage and mobile advertising as a method for measuring digital signage ROI. - <https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A324707&dswid=-3893>
- [8] Cantona, E., & Karim. (2019). Allocating spending on digital-video advertising: A longitudinal analysis across digital and television. - <https://www.journalofadvertisingresearch.com/content/59/1/14.short>
- [9] Nosrati, M., Karimi, R., Mohammadi, M., & Malekian, K. (2019). Internet marketing or modern advertising! How? Why? - <https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=40916156a90bbe1eea9cccb33d3c6fd3a7fa8f3>
- [10] Suciu, M. C., Năsulea, C., & Năsulea, D. F. (2019). The long-term effectiveness of advertising-driven sales for e-commerce SMEs. - <https://intapi.sciendo.com/pdf/10.2478/picbe-2019-0104>
- [11] Lakshmanan, D., & Basariya, S. R. (2019). The role of social media on enhancing advertising effectiveness. - https://www.researchgate.net/profile/S-Rabiyathul-Basariya/publication/330351382_Article_ID_IJCIET_08_09_116_Rabiyathul_Basariya_The_Role_of_Social_Media_On_Enhancing_Advertising_Effectiveness/links/5c3b445592851c22a37219cc/Article-ID-IJCIET-08-09-116-Rabiyathul-Basariya-The-Role-of-Social-Media-On-Enhancing-Advertising-Effectiveness.pdf
- [12] Danaher, P. J., Danaher, T. S., & Loaiza-Maya, R. (2019). Advertising effectiveness for multiple retailer-brands in a multimedia and multichannel environment. - <https://journals.sagepub.com/doi/full/10.1177/0022243720910104>
- [13] Gupta, S., & Kumar, V. (2019). Conceptualizing the evolution and future of advertising. - <https://www.tandfonline.com/doi/abs/10.1080/00913367.2016.1199335>
- [14] BILOŠ, A., RUŽIĆ, I., & KELIĆ, I. (2019). Online and offline media effectiveness based on shopping center communication objectives. - https://www.researchgate.net/profile/Antun-Bilos/publication/262955424_Online_And_Offline_Media_Effectiveness_Based_On_Shopping_Center_Communication_Objectives/links/55e6c12e08aeccc5bbb7aa8f/Online-And-Offline-Media-Effectiveness-Based-On-Shopping-Center-Communication-Objectives.pdf
- [15] Evans, D. S. (2019). The online advertising industry: Economics, evolution, and privacy. - <https://chatgpt.com/c/6714bddc-0db4-8012-b3c5-b046778fec5d>
- [16] Kalotra, A. (2019). Advertising research. HMR Institute of Technology and Management Delhi, India. - https://d1wqtxts1xzle7.cloudfront.net/40950142/advertising_research-libre.pdf?1451893527=&response-content-disposition=inline%3B+filename%3DAdvertising_research.pdf&Expires=1729427330&Signature=WtIPsZOo00WBH6121mydbsuWaggcaVbHis2Q07p4xQID9o4WqxQrJfde4RrOvbn56KuuWpWFFhNntvpYD1gBOKWwnmvWfoLzvss2eSHZZe8qdsMdMXoxwDBCBHcC61XktOq3ZqETgdYqoEX219utvwdKCx-CUGmZUa2-EI17CXW1wsXBN~QpIQx81yy~9H3nE7wciRCxfEikzj-QKiB5tPKwrZMmKBdp8Z8I39dtjLfQrtqj9yP~p7mHS-4fEL9X~Hojql5s-X~lpgOMlh6TAbpTdmJODonmOLhz3HN~HvgCsLdMx9Dq-mojj~eZ3BzPsU178aHT-OhC2vOn-sfw__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA

-
- [17] Gardé, V. (2019). Measuring the success of social marketing campaigns with web/digital analytics. *Applied Marketing Analytics*, 1(3), 198–205. Henry Stewart Publications. - <https://www.ingentaconnect.com/content/hsp/ama/2015/00000001/00000003/art00002>
- [18] Mamoon, Z. (2019). Choosing advertising media - . <https://techmindresearch.org/index.php/jorm/article/view/639>
- [19] Bhaskaran, A. B. (2019). Consumer behaviour attitude towards print media advertisement with special reference to Kottayam district. - <http://202.88.229.59:8080/jspui/handle/123456789/2584>
- [20] Slama, A. (2019). Measuring the marketing effectiveness in the long-term: A case study of a retail chain. - https://www.researchgate.net/profile/Ahmed-Slama/publication/350157551_Measuring_Marketing_Effectiveness_in_The_Long_Term_A_Case_Study_of_a_Retail_Chain/links/6053c35ea6fdccbfeaed9c72/Measuring-Marketing-Effectiveness-in-The-Long-Term-A-Case-Study-of-a-Retail-Chain.pdf