

The Impact Of Marketing Auditing On Employee's Commitment With Marketing Ethics In Jordanian Five Star Hotels

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The study aims to investigate the impact of marketing auditing on employee's commitment with marketing ethics in Jordanian Five star Hotels. The study population consisted of Jordanian Five stars Hotels employees. A questionnaire was distributed over a convenience sample amounting 200. 125 questionnaires were collected, that is (62.5%) of the total sample. The study results indicated that marketing auditing has positive impact on employee's commitment with marketing ethics in Jordanian Five star Hotels. There are significant differences in marketing auditing impact on employee's obligations with marketing ethics in Jordanian Five star Hotels due to gender, academic qualification and experience.

Key words: five star hotels, marketing auditing, marketing ethics

Introduction

The marketing plan determines company marketing objectives and suggests strategies to be implemented; it does not contain all company's objectives and strategies. The company also has many objectives such as productivity, personal and, which can't be separated. Plan of any company includes number of sub-plans in addition to overall company's marketing plan, the need for matching and coordinating within the total action plan.

Marketing audit is a basic study for company's marketing environment, to specify marketing activities, and internal marketing system. It also includes company's markets study, customers, and competitors in terms of overall economic and political environment. It requires an implementation of marketing research and collecting historical information regarding company and its products (Ta'ae, 2001).

However, there are differences between organizations in marketing audit using levels, which can be attributed to different factors that may play an influencing role on its use. As well as its use can be reflected on different matters including commitment with marketing ethics.

Ethics discussion in general means, investigating individuals behavior and acts with their society. Ethics basically are concerned with answering what is correct and incorrect and to help individuals in interpreting many variables. So every individual is

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committed in developing ethical standards expressed by human behavior in line with the occurred value development in society actually and what it is supposed to be.

Organizations considered inhomogeneous mix of individuals that are characterized by different ethics standards which is reflected on their behavior with the end consumer. Consequently, understanding importance of marketing ethics is necessary to improve the service quality provided to consumer, which reflects positively on customer's organization image. Therefore this study aims to investigate marketing audit impact on employees commitment with marketing ethics in Jordanian Five star Hotels

Study Importance

The study discusses impact of marketing audit on employees commitment with marketing ethics in Jordanian Five star Hotels. Many professionals are calling for marketing ethics implementation to enable Jordan companies to cope with continuous development in this field. Therefore study importance is summarized as follows:

1. This study addresses one of the most important topics for organizations namely the impact of marketing audit on employees commitment with market ethics in Jordanian Five star Hotels.
2. It attempts to highlight on one of the most important economic sectors in Jordan, namely the Tourism sector.
3. It attempts to provide a set of needed recommendations to activate the topic benefit in enhancing the awareness of marketing ethics importance in organizations in general and tourism sector in particular.

Study Objectives

The study attempts to achieve the following objectives:

1. To investigate marketing audit impact on employees commitment with marketing ethics in Jordanian Five star Hotels.
2. To find out the differences in marketing audit impact on employees commitment with marketing ethics in Jordanian Five star Hotels due to demographic variables (gender, qualification, and monthly income)

Study Statement

Recent years witnessed an increased interest in profession ethics topic since it is the basis for organization success whatever its work nature. Such interest was reflected through conferences held recently on world level in this respect. Due to the lack of studies that addressed marketing ethics topic and its relation with marketing audit in services sector -which may be attributed to special services aspects such as intangibility- (Diacon& Ennew, 1996), therefore the researcher decided to conduct this study in order to identify the impact of marketing audit on the employees commitment with marketing ethics in the Jordanian Five star Hotels.

Therefore, the purpose of this study is to answer the following questions:

1. What is the impact of marketing audit on employee's commitment with marketing ethics in Jordanian Five star Hotels?
2. Are there differences in impact of marketing audit on employee's commitment with marketing ethics in Jordanian Five star Hotels due to demographic variables (gender, educational level, and the experience)?

Study Hypotheses

The following are the hypotheses formulated in negative form (Ho):

1. HO: Marketing audit has no impact on employees commitment with marketing ethics in Jordanian Five star Hotels.
2. HO: There are no significant differences in marketing audit impact on employees commitment with marketing ethics in Jordanian Five star Hotels due to gender.
3. HO: There are no significant differences in marketing audit impact on employees commitment with marketing ethics in Jordanian Five star Hotels due to educational level.
4. HO: There are no significant differences in marketing audit impact on employees commitment with marketing ethics in Jordanian Five star Hotels due to experience

Questionnaire Design

The questionnaire consisted of two main parts: the first includes participants' demographic (education, gender, and experience), while the second section includes information regarding the marketing ethics variable (1-20) and marketing audit variable (21 -26). 5-points (Likert) scale was used as follows: strongly agree= (5) points, agree,= (4) points neutral= (3) points, disagree= (2) points, strongly disagrees= (1) point.

Reliability Test

Cronbach Alpha test was used to find out instrument reliability. The value was = 81.2% for the questionnaire as a whole. While the reliability values of marketing ethics variable was 72.4%, and marketing audit variable was 69.6%. All values are accepted since they are more than 60%. (Malhotra, 2004, p.268)

Statistical Treatment Methods:

The “SPSS” statistical package program was used in order to analyze the collected data through the questioner. The following statistical methods were used:

1. Frequencies and percentages.
2. Means and standard deviations.
3. Simple regression test.
4. ANOVA.

Related Studies

1. Abu Hamida (2006) study aimed to identify the extent of Jordan pharmaceutical companies commitment with marketing ethics. The research population consisted of pharmacists, and physicians who are working in the capital governorate and deal with Jordan pharmaceutical companies. The study concluded that Jordan pharmaceutical companies are committed with pharmaceutical marketing ethics, and are not committed with pharmaceutical pricing ethics. This study is very important because it highlights the importance of marketing ethics in companies.
2. Attia, et al, (1999) study aimed to compare ethics values, and ethics realization level between American and Middle- Eastern marketers. The sample consisted of 2000 American marketers .453 questionnaires were collected, 446 questionnaires were valid. The Middle Eastern countries sample was selected from: Egypt,

Jordan, and Saudi Arabia. 138 questionnaires were collected 134 questionnaires were valid. The distribution was as follows: 63 questionnaires from Egypt, 63 questionnaires from Jordan, and 8 questionnaires from Saudi Arabia. It was found that there are no differences between the two samples regarding ethics philosophy. American marketers have ethical realization more than Middle Eastern ones, but Middle Eastern have special ethical value for their organizations better than Americans. This study highlights the importance of conducting frequent researches in the field of marketing ethics.

3. Singhapakdi (1999) study, aimed to identify the impact of social responsibility and ethics realization on marketers ethical intentions, in addition the impact of ethical problems, and gender on ethical intentions. A sample amounting 2000 American marketers were selected, 453 questionnaires were collected, of which 433 were valid. The study found that the realization of social responsibility and ethical problems importance impact marketers ethical intentions .The study also shows that there is a relation between ethical problems realization and marketer's ethical intentions, and there are differences in marketer's ethical intentions due to their gender. This study highlights the importance of conducting frequent researches in the field of marketing ethics
4. Creyer and Ross (1997) study aimed to identify consumers' expectations regarding ethical level of companies operations and their impact on their purchasing behavior. 450 questionnaires were distributed to primary schools students parents in the northeast of the United States of America, 280 valid questionnaires for analysis were collected. The study found that ethical level of companies operations is taken in consideration when taking purchasing decision. Companies commitment with high ethical standards increasing consumers well to pay high prices for their products, while they pay low prices for products of companies that do not commit with ethical standards as a form of punishment. This study also highlights the importance of conducting frequent researches in the field of marketing ethics
5. Peppas (2002) study, aimed to measure and compare MBA student's attitudes in business administration schools in the United States of America and Asia regarding ethical standards and ethical values for business. A questionnaire was distributed on a sample amounting 309 students at a university in the southeastern of the United States, the sample included 251 American citizens and the rest of Asian nationalities. The study concluded that there are differences between Americans national attitudes and Asian regarding the ethical standards and ethical values. This study highlights the importance of conducting frequent researches in the field of ethics in general.

Theoretical Framework

Marketing Ethics

Ethics means in general "a set of ethical principles and values that direct behavior" (Creyer & Ross, 1997), that means the behavior is considered ethical or not depends on a various set of ethical basis used as judgment base. Through this direction we could review the following definitions. Marketing ethics, are defined as "standards that govern marketers in the light of ethical values they have" .This definition has a clear indication that marketing ethics derive its existence from employees who are

working in the organization through what they value they have that compatible with standards established by the organization management.

It is also defined as "the literary principles that specify and identify the right from the wrong thing in marketing behavior". This definition is consistent also with the core of morals concept, which is determined mainly by the fact that human behavior distinguishes between what is right and what is wrong in order to do its work or abstain from (Al Bakri, 2006.p2)

It is worth to say that there are ethical problems within marketing concept and can be grouped in the following fields:

1. Deceit and deception practiced by (Producers and marketers) toward consumer in various fields as, title contents and components, contrast and manipulation with marks, bad promotion and other considerations.
2. The extent of Tenacity intermediaries in decided profit margin through dealing with goods that delivered to consumer without obtaining unacceptable increases in prices
3. To reduce goods display to public in the required quantity or to hide them for the purpose of causing speculation in commodity trading in the market and increase prices
4. Commitment extent of displaying correct data and facts that represent reality advertised products and through various promotional means, without the consumer is exposed to deception and disinformation. (Deuhoji, 2000)

Marketing Audit

Marketing audit is an organization marketing behavior control mechanism, and it's considered the most important mechanism in management process (Kloudová, 2005). It means accurate examination, exercises evaluation, and marketing results (Schildge, 2006). It offers performance standards base and framework for effective institutional planning in order to maximize the external positive concept and demand creation. Many institutions select the quantitative results as a mean to determine marketing efficiency, which should be based on a previous standard that includes factors such as sales cycle reduction and sale operation expenses reduction. It is possible to refer to this audit periodically to know if any modification has a positive impact on a company performance in terms of sales growth and companies values or to indicate the modification that might be required such as organizing or order creation on sales departments (Cravens & Piercy, 2003). It is a continuous process to detect and measure deviation from the desired results and take corrective procedures (Al-Sumaidai, 2004).

Al Bakri (2006) has defined that successful market system audit features are as follows:

1. Fitting the nature of organization activity and its size, the more organization is large the control system is more complicated
2. Flexibility for purpose of adapt with internal and external environmental variables of organization.
3. Clarity and accuracy of used data and standards from existing on control system in the organization.
4. The early identification of deviations and fast processing for implementation of the wrong plan to achieve the best goals.
5. To make the realized revenue from audit system is greater than its expenses.

Kloudova (2005) study stressed on 276 Czech companies that marketing audit which occur outside the company is more complex than occur inside, it also stresses on the importance of continuously periodical existence in

Marketing audit took place through the following fields

- Market environment audit
- Strategy audit
- Marketing system audit
- Marketing system efficiency audit-
- Marketing function audit (Al-Sumaidai & Al- Sa'ed, 2007)-

Marketing Audit Features

Ma'ala (2008) identified four basic features of marketing audit as follows:

- Comprehensive: since it covers all field related to marketing activity for institution.
- Regularity: it is important to take place regularly and pour concentration on two external and internal environments analyses for organization and its marketing objectives and strategies.
- Independence: from other managements.
- Periodical: in terms of continuously and un-limiting specific period.

Analysis And Discussion

Frequency and percentages were computed for sample's characteristics

Table 1: Sample's Distribution According to Demographic Information

Category	Frequency	Percentage%
Education		
Diploma or less	48	38.4
Bachelor	69	55.2
High studies	8	6.4
Total	125	100%
Gender		
Male	79	63.2
Female	46	36.8
Total	125	100%
Experience		
Less than 5	75	60.0
5-10	40	32.0
Above 10 years	10	8.0
Total	125	100%

The table above indicates that 38.4% of the sample has Diploma or less, 55.2% of the sample has bachelor degree and the rest has high studies. The above table also shows that males were more than females. They were (79) with a (63.2%). females were (46) with a (36.8%) percent. With respect to experience table shows that less than 5 years was (60%). (5-10years) was (%32) and above 10 years was (8%) percent.

Table 2: Means and Standard Deviations for sample's responses toward marketing ethics

Statement	Mean	S. Deviation
You sympathize with customers who are in genuine difficulties in obtaining service	3.7760	1.35518
Cares are being made to make sure that the customer gets the appropriate service	3.6240	1.26149
Hotel employees do not ask customers private and embarrassing questions	3.6320	1.16076
Customer Complaints are handled promptly	3.6000	1.15703
The hotel observes to reduce any negative effects may a hotel face with service delivery	3.5280	1.20199
Hotel's invoices are accurate	3.3680	1.18822
Individual's income is not taken in consideration to increase the cost on his invoice.	3.3040	1.09415
Hotel employees do not offer false reductions on its services prices	3.8080	.99755
Hotel employees do not impose double tax on customer upon service rendering	3.8640	1.10966
Hotel employees do not exaggerate in linking high price with render service with high quality	3.4240	1.49334
Hotel employees don't make false bookings	3.4400	1.45580
Hotel employees are obliged to offer high quality of services	3.5200	1.31738
Hotel employees educate customers with all related regulations in the hotel	3.5440	1.33504
Hotel employees don't make comparisons in services untruthfully.	3.5920	1.18523
Hotel employees don't provide false promises to its customers	4.0160	1.18447
Hotel employees don't favor local customers when providing the service	3.9520	1.21719
Hotel employees don't offers all types of services without discrimination	3.5280	1.46230
Hotel employees don't impose additional charges on providing service to customers according to their nationality	4.2000	1.03954
Hotel employees are willing to provide all customers needs of accommodation services	3.8160	1.22068
Hotel employees are willing to provide housekeeping services properly.	3.7440	1.31924
Total	3.664	0.49788

Table(2) above indicates that means of sample's responses ranged from (3.304-4.20).All means are more than the virtual mean (3), this means that sample's respondents agree on all statements regarding the marketing ethics. The total mean also reflects that there are positive attitudes toward marketing ethics

Table 3: Means & Standard Deviations for sample's responses toward marketing audit

Statement	Mean	S. Deviation
Management empathy with consumers who have difficulties on obtaining the service	3.5840	1.34515
Management exerts its best efforts to assure that every customer obtain the require service	3.6240	1.20258
Hotel employees do not ask customers private and embarrassing questions	4.0720	1.17209
Customer Complaints are handled promptly	4.0000	1.21150
The hotel observes to reduce any negative effects may a hotel face with service delivery	3.6240	1.46279
Hotel's invoices are accurate	4.2400	1.03488
Total	3.8573	0.78451

Table(3) above indicates that means of sample's responses ranged from (3.584-4.24).All means are more than the virtual one (3), this means that sample's respondents agree on all statements regarding the marketing audit . The total mean also reflects that there are positive attitudes toward marketing audit

Hypotheses Testing

1. HO: Marketing audit has no impact on employees commitment with marketing ethics in Jordanian Five star Hotels.

Table 4: Test of hypothesis (1)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.666 ^a	.444	.439	.37282

a. Predictors: (Constant), ind

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.642	1	13.642	98.150	.000 ^a
	Residual	17.096	123	.139		
	Total	30.738	124			

a. Predictors: (Constant), ind

b. Dependent Variable: dep

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.033	.168		12.105	.000
	ind	.423	.043	.666	9.907	.000

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.666 ^a	.444	.439	.37282

a. Dependent Variable: dep

Simple Regression was used to test the hypothesis. The table indicates that F calculated value is significant at (0.01) level. This means that null hypothesis is rejected and the alternative hypothesis is accepted, therefore, Marketing audit has an impact on employees commitment with marketing ethics in Jordanian Five star Hotels with high Pearson correlation 0.666

2. HO: There are no significant differences in marketing audit impact on employees commitment with marketing ethics in Jordanian Five star Hotels due to gender.

Table 5: Test of hypothesis (2)

Moderate variables	R Square	F calculated	Sig
Gender	0.723	3.859	0.000**

** Significant at (0.01) level

Two Way ANOVA was used to test this hypothesis, table indicates that F calculated value is significant at (0.01) level with r square = 0.723. This means that null hypothesis is rejected, so there are no significant differences in marketing audit impact on employees commitment with marketing ethics in Jordanian Five star Hotels due to gender. And this effect increases in the opinions of female sample more than males

3. HO: There are no significant differences in marketing audit impact on employees commitment with marketing ethics in Jordanian Five star Hotels due to educational level.

Table 6: Test of hypothesis (3)

Moderate variables	R Square	F calculated	Sig
academic qualification.	0.792	5.992	0.000**

** Significant at (0.01) level

Two Way ANOVA was used to test this hypothesis, table indicates that F calculated value is significant at (0.01) level with r square = 0.792. This means that null hypothesis is rejected, so there are no significant differences in marketing audit impact on employees commitment with marketing ethics in Jordanian Five star Hotels due to education level for the favor of Bachelor degree.

4. HO: There are no significant differences in marketing audit impact on employees commitment with marketing ethics in Jordanian Five star Hotels due to the experience

Table 7: Test of hypothesis (4)

Moderate variables	R Square	F calculated	Sig
Academic qualification.	0.806	4.969	0.000**

** Significant at (0.01) level

Two Way ANOVA was used to test this hypothesis, table indicates that F calculated value is significant at (0.01) level with r square = 0.806. This means that null hypothesis is rejected so there are no significant differences in marketing audit impact on employees commitment with marketing ethics in Jordanian Five star Hotels due to education level for the favor of more than 10 years experience

Conclusion

Upon the above analysis the following results are concluded:

1. Marketing audit has an impact on employees commitment with marketing ethics in Jordanian Five star Hotels with high Pearson correlation 0.666.
2. There are no significant differences in marketing audit impact on employees' commitment with marketing ethics in Jordanian Five star Hotels due to gender.
3. There are no significant differences in marketing audit impact on employees commitment with marketing ethics in Jordanian Five star Hotels due to education level.
4. There are significant differences in marketing audit impact on employees commitment with marketing ethics in Jordanian Five star Hotels due to experience.

Recommendations

1. Activating the role of marketing audit function in hotels and reconsideration of the organizational structure and the establishment of a special section that function..
2. Giving more courses for managers of departments and heads of departments in the hotel in relation to marketing audit.
3. Focusing on the follow-up customer complaints and suggestions in order to address them and meet their proposals.
4. Activating process control on the implementation of the ethics of marketing in the hotel for its role in the formation of a positive mental image of the customer
5. Noting to exaggerate the link between the price of the service and the high quality
6. Further studies on the subject of the study application on other economic sectors

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