

## The evaluation of traditional communication channels and its impact on purchase decision

Sahar Mustafa<sup>a</sup> and Ghaith Al-Abdallah<sup>b\*</sup>

<sup>a</sup>Applied Science Private University, Jordan

<sup>b</sup>American University of Madaba, Jordan

### CHRONICLE

#### Article history:

Received: November 4, 2019  
Received in revised format: November 29 2019  
Accepted: December 12, 2019  
Available online:  
December 14, 2019

#### Keywords:

TV Advertisement  
Radio Advertisement  
Newspapers Advertisement  
Outdoors Advertisement  
Restaurants Sector  
Palestine  
Buying Process  
Traditional Media

### ABSTRACT

This research aims at evaluating the traditional communication channels, and the possible impact that it may have on consumers purchase decision, particularly toward their choices of restaurants in Palestine. To achieve this purpose, two main hypotheses, and the total of four sub-hypotheses were derived based on literature review. Descriptive analytical methodology and inductive quantitative approaches were found most suitable to the nature of the research. The population of the research consisted of consumers who make the purchase decision in choosing restaurants either for themselves or on behalf of others. A self-administrated questionnaire was designed based on previous studies and primary data was collected over non-probability accidental sample (restaurants intercept). 500 questionnaires were distributed in Nablus, Ramallah and Bethlehem, 418 valid questionnaires were retrieved within a timeframe of 25 days, from 24th of June till 18th of July 2018, forming a response rate of 83.6%. Based on the statistical analyses, there is a statistically significant impact of traditional communication channels on purchase decision for Palestinian restaurants, the strength of the effect is moderate. Also, each traditional communication channels (Television, Radio, Newspaper and Outdoor) has, separately, a significant positive impact on consumer purchase decision. The strength of the effect ranged from weak to moderate, the study found that outdoors advertisements had the highest impact on purchase decision, followed by television, radio, and newspapers, respectively. Discussion and recommendations are provided based on the study findings.

© 2020 by the authors; licensee Growing Science, Canada

## 1. Introduction

With the clutters of communication channels, the customers' responses toward advertisements are decreasing, the most important thing for advertisers is to see the impact of advertisements on consumers buying behavior (Abideen & Saleem, 2011). As messages senders have their own predictions of the best communication channels (Rice et al., 1998). Receivers also have their own distinct preferences of communication channels. It is hard for advertisers to measure the effectiveness and outcomes of marketing campaigns especially when using traditional communication channels in the service sector, creating one of the challenges that marketing executive faces to allocate the marketing budget in the most efficient way (Pfeiffer & Zinnbauer, 2010). In Palestine, it is difficult to compete with new communication channels, which makes it harder on marketers as well. Marketers in Palestine do not know what traditional communication channels is the most effective one to use, especially in the restaurants sector, and that's why they are paying large amount of money to cover all traditional communication channels without having real scientific research on what channel has the greatest impact on consumers purchase decision. This research evaluates the traditional communication channels (independent variable) and its impact on purchase decision (dependent variable) in the restaurants sector, and ranked them according to importance from targeted consumer perspective. The research problem can be reflected in the following main questions:

\* Corresponding author.

E-mail address: [ghaith.abdallah@yahoo.com](mailto:ghaith.abdallah@yahoo.com) (G. Al-Abdallah)

1. What is the impact of traditional communication channels on consumer purchase decision for restaurants in Palestine?
2. Which traditional communication channel has the most impact on consumer purchase decision for restaurants in Palestine?

## 2. Literature review

### 2.1 Consumer Purchase Decision and Communication

Almost every individual in this world is exposed to one or more channels of mass media such as television, radio, newspaper, and outdoors. There are many aspects that advertisement can affect consumer-buying behavior and these aspects normally focus on cognition influences and emotional appeals (Kumar & Raju, 2013). Ackerberg (2001) concluded that informative advertisements about products can influence prospect's opinions about it; meanwhile, image or prestige advertisements influence potential customers and actual users. Advertising for customers with indirect past experience—who were only exposed to advertisements- have less impact on customers purchase decision, behavior and attitude. Whenever the sales increase for a new product, it means that consumers are aware about products benefits, and this point can only be reached by efficient advertisement that convinced the customers to try the product (Barroso, 2008). Pride and Ferrell (2012) stated that understanding the products utility in consumers' perception and the process of conception are the key for marketers in understanding consumer purchase decision process. The consumers purchase action is a forward moving process. It starts before the actual purchase, and last after the purchase is made (Comegys et al., 2006). The aim of the marketing program is to create a significant influence on consumer purchase decision because whenever there is a marketing influence the consumer process of analyzing the product quality no longer performed in the same classical way (Patwardhan et al., 2010). The marketers use the five-stage model of consumers buying decision to understand consumers' action in a better way (Kotler & Keller, 2006). The five stages consumers purchase decision model starts with need recognition, followed by information research, then evaluation of alternative, purchase decision and finally post purchase decision (Comegys et al., 2006).

Need recognition (or problem recognition) appears when consumers feel a gap between their actual state and their desired one. The feeling of this gap can be influenced by external or internal stimuli (Kotler et al., 2009). Marketers use tools such as advertising to stimulate consumers' needs and wants. Need or problem recognition is considered as a critical stage because purchase process occurs if only there is a need to fulfill in the first place (Pride & Ferrell, 2012).

After the need is triggered, consumers seek information; they go through internal search that maybe followed by external search. In the internal search level, consumers try to rethink and recall the brands they consider solutions based on their own experience and perception. Marketers focus on making sure their brands are part of the alternative set in consumers' minds, because high brand awareness increases the purchase opportunities, and that is the aim of marketing communication (Clow & Baack, 2012). In traditional hierarchy of effects model, brand and ad cognition are the results of advertising exposure, which creates a consumer attitude toward this brand till consumer aim to purchase the product or service (Mendelson & Bolls, 2002).

Past experience that left a positive results and satisfaction is also considered as an important source of information for internal search. But when consumers do not have meaningful previous experiences, they tend to follow an external search of information including friends and family, books, newspapers, experts, advertisements and worldwide web (Clow & Baack, 2012).

In evaluation of alternative stage, consumers decide the brand they will purchase by processing the information they gathered in the previous step, unfortunately they do not use a unified evaluation process in all their purchase decisions (Armstrong & Kotler, 2003). Clow and Baack (2012) mentioned three approaches that characterize the process of evaluating the alternatives, the evoked set approach, the multi attribute approach, and affect referral. Evoked set approach consists of the brand that consumers consider and think about when they want to make a purchase. Marketers in this approach work on the message to reinforce the linkage between the brand and the benefit it offers so it takes a primary place in the mind of consumers (Bataineh et al., 2015). Purchase decision is the result of the evaluation process, consumers choose between the alternatives that are available for them, so they pick the most suitable choice that would satisfy their needs and wants (Kotler et al., 2009). Purchase action itself is made when no other factors affect the purchase decision (Peter & Donnelly, 2001). There are two factors that come between the evaluation and purchase decision stages (Comegys et al., 2006). First is the influencing groups that can affect the final decision, such as family and friends. The second factor is random events or unexpected events that may affect the ability or the willingness of purchase the product (Sojka & Giese, 2003).

The post-purchase is an important stage just like any other stage discussed above. Comegys et al. (2006) mentioned that the consumers purchase action is a forward moving process and it continues even after the purchase action. In post purchase decision step, consumers will compare the products they purchased to their previous expectations (Foxall, 2005). Consumers evaluate their decision and if the product succeeds in meeting the expectations the consumers will be satisfied, if the product exceeds their expectations the consumers are delighted. But if the product failed to meet the expectations, consumers would be dissatisfied and disappointed. Consumer's dissatisfaction increases when the gap between performance and expectation is large (Armstrong & Kotler, 2003).

## 2.2. Consumer Purchase Decision for Restaurants

Consumers' decision-making process for restaurants occurs for various reasons, search for information is the next step for individuals to find the best offers that fit their needs for the restaurant services (Pedraja & Yagüe, 2001). This information helps those comparing existing alternatives, so they can make the best purchase decision. Pine and Johns (2002) claimed that independent restaurants are considered more attractive and interesting than tourism sites and hotels. Therefore, restaurants' managers and marketers need to know the activities that have an impact in the process of external information search done by potential customers who want to choose a restaurant, so they can determine what marketing communication activities worth large investments and in the same time eliminate those marketing communication activities that do not impact the consumers decision-making process toward restaurants (Pedraja & Yagüe, 2001). Park and Jang (2014) stated that even the consumers who are satisfied with the quality of food and services in restaurants are still having the potential to change to another brand or restaurant. Restaurants struggle with the lack of loyalty. Restaurants' consumers use their direct and indirect past experience in their evaluation of levels of expectation toward restaurants (Swimberghe & Wooldridge, 2014). According to Jung and Yoon (2012) the customers retention is considered as vital basis in creating a competitive advantage that is constant over other businesses in the market, especially with the strong competition in restaurants industry.

## 2.3 Traditional Communication Channels

Keyton (2011) defined communication as the process of transferring the information from person to person with common understanding. The communication process consists of many elements, and any problem with any of the elements can easily impact the effectiveness of the quality of the communication. Communication can be considered as a tool that can familiarize consumers with new brands, information, and products in the market with the aim of creating buying incentives (Parker & Kim, 1997; Alabdallah & Aborumman). Advertisement is the most used form of communication, Richard and Curran (2002) defined advertisement as "a paid, mediated, form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future". The three main things advertising aims to fulfill are: get consumers attention, create and increase brand awareness and persuasion (Heath et al., 2006). Belgaonkar and Dash (2013) considered advertising as a mass communication medium that aims at bring information to consumers, attract consumers' attention, create awareness and finally influence their buying behavior and purchase decision as advertising has the ability to change people's attitude and habits. All advertisers are interested in knowing which advertising media is the best and can make their advertising more effective (Lane et al., 2011; Aboumoghli & Alabdollah, 2012). Choosing the channel and the form of advertising for products is becoming much more conscious for companies when investing in advertising (Pekala, 2009). Traditional communication channels have been used by businesses for years and showed success and improvements over time. These channels include print advertisement such as outdoors, newspapers and flyers, television commercials and radio advertisements (Higuera, 2014; Aboumoghli & Alabdollah, 2012). What make traditional communication channels so important are the availability of these channels and the ease of access by consumers (Lane et al., 2011).

**H<sub>1</sub>:** There is a statistically significant impact of traditional communication channels on consumers purchase decision.

### 2.3.1 Television Advertisements

Advertisers consider television advertisements as a major part of television business and main source of revenue, television function as a delivery system to audience (Lane et al., 2011). For many years, television held the reputation of being the glamour-advertising medium (Clow & Baack, 2012). According to Palestinian Central Bureau of Statistics, the number of local television stations on Palestine (west bank) in 2016 was 10 television stations. Noticing that the number of stations was declining compared to the year 2013 where there were 16 local television stations in the area. Although the number of television audience is decreasing, advertisers who still need to reach mass audience have made the television the most favorable medium to do so, especially that customers can easily access television (Lane et al., 2011). Clow and Baack (2012) stated that media planner aims to find the best matching between the audience profile of television shows and the target market, especially that most of television shows and programs have an identified audience base. Television has extensive reach and coverage that exceed other medium; one commercial can easily reach millions of consumers with low cost per contact. The potential of frequency is high as well. Belgaonkar and Dash (2013) stated that television is considered the most popular medium for advertisements, products and services can be advertised in different manner on television that cannot be implemented using radio or print advertisements. According to the Television Bureau of Advertising (2015) the main source of news for people is television, and that's based on the percentage of respondents. Advertisements that reach consumers by television channel have a high chance to be remembered compared to other traditional channels. A study of consumer television consumption correlated with actual purchases of those consumers shows that a higher engagement with the show increases the likelihood that consumers will remember the advertisement during the show (Poltrack & Bowen, 2011). Television as a communication channel is distinguished by its ability of segmentation; it can possibly target the right show or the right broadcasting channel based on their preferences (Clow & Baack, 2012).

**H<sub>1.1</sub>:** There is a statistically significant impact of television advertisements on consumers purchase decision.

### 2.3.2 Radio advertisement

Radio is considered as an excellent medium because of its low cost, attentive audience, and creative flexibility (Winer & Dhar 2010). According to Allan (2007) radio advertisements play very important role in influencing audience perception of products. Recalling a brand name as well as recalling a 30 seconds commercial message is considered very high in comparison with other media advertisements. Based on Palestinian Central Bureau of Statistics (2017), the number of local radio station in Palestine (west bank) in 2016 reached 60 radio stations. Noticing the increasing in the number of these radio stations in comparative with the year of 2012 with 36 radio stations, these channels are distributed all over the west bank. Large group of businesses prefer radio as advertisement medium seeking to reach narrowly defined targets (Lane et al., 2011). When talking about radio as a communication channel, Belgaonkar and Dash (2013) pointed that radio advertising has a twin advantage, one is the wide coverage and the other one is cost effectiveness. With radio, marketers can target a specific audience with the idea that every station has its own particular market and audience (Winer & Dhar, 2010). Most popular hours for listening to radio are in mornings and afternoons, because most people would be using transportation (public or a private) between home and work, and during those times they cannot do anything else but driving and listening to radio (Lane et al., 2011). Advertisement through radio creates consumer's arousals that enhance the sales in retailers' stores (Panagopoulos & Green, 2008). Advertisements for store's promotions by radio can help audience acquire information, take purchase decisions, or maybe asking their influence groups to visit the store to help make a decision (Hoch et al., 1994). Lippmann (2007) stated that "as radio commercials contain more sales information, it could drive consumers' decisions based on competitive dynamic and organizational fitness". There are different emotions levels that can be triggered by different commercials on radio, such as warmth, love, happiness and desire. With the short duration of the radio advertisement, emotional appeals are more preferred for services, experiential and utilitarian products (Mortimer & Grierson, 2010). Awareness and attitude both can be influenced by radio advertisements, which in return influence consumer behavior. The influence that drove consumer's awareness helps building a consumer behavior regarding to message disseminated (Hennessey et al., 2010).

**H<sub>1.2</sub>:** There is a statistically significant impact of radio advertisements on consumers purchase decision.

### 2.3.3 Newspapers Advertisements

Newspaper is one of the oldest traditional communication channels; it has been around for centuries. Advertisers aim to create an impact for building a brand, promotional activities and influence consumers purchase decision with newspapers advertisement (Nayak & Shah, 2015). Belgaonkar and Dash (2013) mentioned that print media play an important role in developing other media; the most important form of print media is newspaper. According to Katz et al. (1973) newspaper advertisement carry the largest amount of information and considered to be more informative than other channels including television. Belgaonkar and Dash (2013) also indicated that one of the aspects that newspapers offer is that it allows marketers to present their advertisements with more details, information and pictures easily in consumer's favorite newspaper. Newspaper is very useful with upscale audience and with opinion leaders especially adults, it's also distributed on mass scale daily (or periodically) which gives it the ability of reaching major demographic segments and provide them with news, entertainment and advertisements (Lane et al., 2011). Calder and Malthouse (2004) concluded that there is a relationship between how people act to a specific newspaper, and how they react toward advertisement within that newspaper. Reputation and the credibility that a newspaper has create a positive advertising environment.

**H<sub>1.3</sub>:** There is a statistically significant impact of newspaper advertisements on consumers purchase decision.

### 2.3.4 Outdoors Advertisements

Trend of outdoors advertising is becoming more and more prevalent, and the use of this media is increasing daily (Abideen & Saleem, 2011). As people are getting engaged in many activities during the day, and even are multi-tasking in a time, the advertisers find it hard to locate consumers in specific areas to target them, so they started to use billboards as an advertising channel that can effectively transmit the message to the target market (Balkafli et al., 2005). A survey by Taylor et al. (2006) revealed that businesses tend to use outdoor advertisements because of its local presence, visibility, tangible response and media efficiency. The idea of outdoor advertisement is catching customer's attention by trying to create an uneasy forgettable impression (Kumar, 2012). According to Business Wire (2002) the best benefit of outdoor advertisement is that "Audience can't zap, discard or even click away from it". Advertising via outdoor is still dominating the marketing field, with billboards, audience encounter different advertisements without even being aware of that (Lichtenthal et al., 2006). Many researchers proposed several advantages of using outdoor advertisements. Some of these advantages are the location of the outdoor (especially the ones that close to the point of sale), geographically flexible, high reach, economic efficient, high exposure frequency and the impact of visual elements and brand awareness (Kelley et al., 2004; Sissors & Baron, 2002; Bergh & Katz, 1999; Taylor, 1997; Cannon & Riordan, 1994; Murray & Jenkins, 1992; Woodside, 1990). Taylor and Franke (2003) considered that billboards have a very significant effect in drawing customers' attention to the product or service that advertisers are offering. Outdoor is a 24-existence ad, a great visual influence with appropriate size and clear message. Outdoors attract existing and potential customers, which can enhance the sales of the company (Taylor et al., 2006).

**H<sub>1.4</sub>:** There is a statistically significant impact of outdoor advertisements on consumers purchase decision.

### 3. Research methodology

This research utilizes a descriptive analytical method aiming to achieve the research objectives. Descriptive methodology is used in describing the relationship between the independent variables (traditional communication channels) and the dependent variable (Consumer purchase decision). Analytical approach is used in explaining the relationship between the study variables. Zikmund et al. (2009) stated that researchers have two available approaches to use, either deductive or inductive approaches, qualitative or quantitative approach to get better understanding of the concept instead of providing specific measurement. This research employs an inductive approach as the study providing new knowledge emerging from the examined primary data started from particular measurements to progressive generalizations and conclusions utilizing quantitative approach to cover a large population.

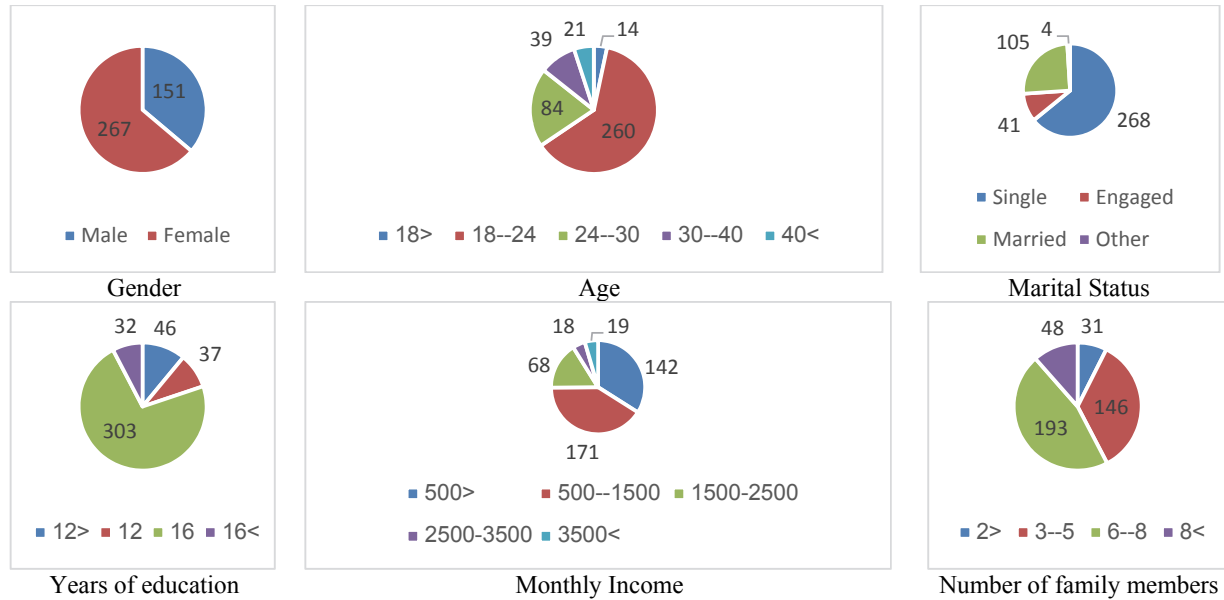
#### 3.1. Research population

The population of the research consisted of consumers who make the purchase decision in choosing the restaurants to go to, for themselves or on behalf of others. In Palestine, these terms can be applied to millions of Palestinian citizens, as going to restaurants in Palestine is considered one of the very few outlets Palestinian have to release the pressure of the daily life imposed by the busy long working hours, along with the fact that Palestinian market faces serious difficulties in developing other choices of entertainment due to the barriers and limitation of the needed resources such as open lands and areas and the instability in the economic situation because of the Israeli occupation practices. Accordingly, almost the entire Palestinian population can be considered as the research general population. According to Palestinian Central Bureau of Statistics (2016), the population of Palestinian citizens in Palestine is around 5 million. Around 2.5 million of which are males and 2.5 million are females. 3 million of the Palestinian citizens live in the West Bank; while around 2 million of Palestinian citizens live in Gaza strip. The population of Palestine citizens is distributed as follow: 23.8% live in the northern provinces, while 17.4% of Palestinian citizens live in the central provinces, and 19.7% live in the southern provinces of the west bank. The rest are in Gaza strip (Palestinian Central Bureau of Statistics, 2017). According to Palestinian Central Bureau of Statistics (2017) there are 469 operating restaurants in Nablus and 1,229 operating restaurants in the Northern provinces as a unit, distributed as 335 operating restaurants in Jenin, 43 in Tubas, 211 in Tulkarem, 99 in Qalqilya, while Salfit has 72 operating restaurants. In addition, there are 525 operating restaurants in Ramallah. There are 981 operating restaurants in the middle provinces as a unit, distributed as 51 in Jericho and 405 in Jerusalem. In Bethlehem, there are 298 operating restaurants, and 731 operating restaurants in southern provinces as a unit, while there are 433 restaurants in Hebron. The total number of operating restaurants facilities in the West Bank is 2941.

#### 3.2 Research sample

Due to the lack of any official records with names of restaurants consumers or decision makers, non-probability sample has to be used. Accidental sampling (restaurants intercept) in particular was used to collect necessary primary data. Based on Sekaran (2003) when the population is over 1 million, there should be a minimum 384 valid respondents so the sample can be considered representative. In this research, the population of decision makers exceeds 1 million, assuming there is at least one of those in each household, accordingly, the researchers distributed 500 questionnaires to make sure that the returned copies will meet the required minimum sample requirements. The researchers narrowed the geographical area to the larger province in each region: Nablus representing the northern provinces because of its vitality, and because Nablus has the highest population percentage between the Northern provinces. Ramallah representing the central provinces, Ramallah is known as the economic capital of the West Bank. For southern provinces, Bethlehem is chosen because it is main tourism destination under the Palestinian governance. Various restaurants were visited before the questionnaire distribution; unstructured interviews with restaurants' administration were conducted to make sure that selected restaurants are using traditional communication channels.

Only restaurants that use traditional channels were approached to collect the data, these restaurants are: In Nablus: Thousand Nights and Nights, Ward Restaurant, KFC, Popeyes, Al-Amaken Restaurant and Al-Rozana Restaurant. In Ramallah: Seyran Restaurant, KFC, Pizza Hut, Sendyan and Noor Restaurant. In Bethlehem: Vendo Restaurant, Al-Khaima restaurant, KFC and Al-Fakharah Restaurant. Research respondents were intercepted in the above mentioned restaurants, the respondents were asked to kindly fill out the research questionnaire, after explaining the aim of the research and drawing their attention of their right to accept or reject participating in the study and guarantee their privacy. The distribution process was completed within almost 25 days, from 24th of June till 18th of July 2018. The number of questionnaires distributed was 500; the number of returned questionnaires was 470, divided to 183 questionnaires in Nablus, 138 in Ramallah, and 149 in Bethlehem. After screening and filtering, 418 questionnaires were valid and were sent to the statistical analyses. The demographics of the sample show that the majority of the respondents were between 18 and 24 years old, females, the majority of the sample was single with a bachelor degree. Live with 6-8 family members and had an income between 501-1500 JD per month.



**Fig. 1.** Personal characteristics of the participants

### 3.4 Pilot Study

A pilot study was applied on 25 participants to evaluate the reliability and validity of the questionnaire; necessary changes to the questionnaire have been made based on the results of the pilot study.

#### 3.4.1 Face Validity

The questionnaire was distributed to a panel of marketing academic experts in top universities in Palestine and Jordan to assess the validity of the questionnaire in covering the required information. Required modifications were made based on the notes and opinions provided by the panel.

#### 3.4.2 Construct Validity

Construct validity was established based on Pearson correlation coefficient; the results are presented in Table 2.

**Table 1**

The sources of questionnaire statements

Variables	Dimensions	Sources	No. of Statements
Independent Variables: Traditional Communication Channels:	TV	(Osewe, 2013) (Danaher and Rossiter, 2011) (Duffett, 2014) (Anu and Aswathy, 2014) (Kumar, 2012) (Kumar and Raju, 2013)	8 Statements
	Radio	(Osewe, 2013) (Danaher and Rossiter, 2011) (Duffett, 2014) (Kumar and Raju, 2013) (Anu and Aswathy, 2014) (Kumar, 2012)	8 Statements
	Newspaper	(Osewe, 2013) (Lino et al., 2013) (Soh et al., 2007) (Duffett, 2014) (Anu and Aswathy, 2014)	8 Statements
	Outdoor	(Kumar, 2012) (Danaher and Rossiter, 2011) (Kumar and Raju, 2013) (Osewe, 2013) (Lino et al., 2013) (Soh et al., 2007) (Danaher and Rossiter, 2011) (Duffett, 2014) (Anu and Aswathy, 2014) (Kumar, 2012) (Kumar and Raju, 2013)	8 Statements
Dependent variable: Purchase Decision	Need Recognition	(Costa, 2014) (Rao and Rao, 2012)	3 Statements
	Information Search	(Costa, 2014) (Deepa, 2013) (Sachdeva, 2016)	4 Statements
	Evaluation of Alternatives	(Costa, 2014)	3 Statements
	Purchase Decision	(Costa, 2014) (Habib et al., 2015) (Gao et al., 2005)	4 Statements
	Post-Purchase Decision	(Soh et al., 2007) (Wang et al., 2004) (Deepa, 2013)	4 Statements

#### 3.4.3 Primary Data Collection

Primary data was collected using structured questionnaire that included various sections. The questionnaire was developed based on literature review and previous studies as stated in Table 1. The questionnaire consisted of 4 parts. Part 1 is the cover page of the questionnaire which describes and explains the topic of the research to the respondents. Part 2 focused on collecting data about the independent variable (the traditional communication channels) through 32 statements. Part 3 focused on

collecting data about the dependent variable (consumer purchase decision) through 18 statements. Parts 2 and 3 utilized 5-points Likert scale (ranging from strongly agree to strongly disagree). The last part collected the demographic data for the research sample (moderator variables) through 6 multiple-choice statements plus one rating question of the examined 4 traditional communication channels.

**Table 2**

The validity test for the items of independent variables

Item No.	Independent Variables			
	Television (r)	Radio (r)	Newspaper (r)	Outdoor (r)
1	.306**	.409**	.496**	.351**
2	.441**	.499**	.598**	.422**
3	.519**	.624**	.589**	.506**
4	.486**	.615**	.640**	.486**
5	.476**	.515**	.558**	.554**
6	.547**	.619**	.647**	.535**
7	.529**	.618**	.615**	.478**
8	.473**	.506**	.581**	.507**

The tabular Pearson correlation coefficient (r) value is equal to 0.09784, since the degrees of freedom  $DF=N-2$  ( $418-2=416$ ), also the significant level is 0.05.

From the above table it can be noticed that all values of the four independent dimensions are greater than the tabular person correlation coefficient (r), which means that all items are valid for testing and the instrument measures what is supposed to be measuring, and therefore can be trusted.

#### 3.4.4 Reliability

The scale reliability was measured through Cronbach Alpha test that measure the relationship between different items that share some common feature. It's a scale measure of consistency. The alpha coefficient for the fifty questions is 0.934 as shown in Table 3, and that means the items have relatively very high internal consistency. Note that a reliability coefficient of 0.70 or higher is considered "acceptable" in the most social science researches (Nunnally, 1978, P245).

**Table 3**

Cronbach Alpha results

Variables	No. of items	Cronbach's Alpha
Independent Variables (Traditional communication Channels)	32	0.914
Dependent Variables (Purchase Decision)	18	0.917
All Variables	50	0.934

The result of Table 3 shows that the overall value is considered very high (.934) indicating high level of reliability of the questionnaire.

## 4. Results

Before applying liner regression, the data collected must undergo two main conditions. It has to be normally distributed and with very low Co linearity (Briggs & Cheek, 1986). Table 4 presents the results of Skewness for data distribution and VIF for multi Co linearity test.

**Table 4**

Skewness and VIF

Item	Television	Radio	Newspaper	Billboard	All Factors	Buying Decision
Skewness	0.139	0.166	0.093	-0.361	0.227	-0.473
VIF	1.334	1.427	1.417	1.197	-	-

The skewness values ranged between (- 0.093) for Newspaper and (- 0.473) for buying decision. These values suggest that the data of study variables exhibit approximately normal distribution as they fall between ( $\pm 1$ ). Collinearity is the linear correlation between the two given predictor variables. Linear regression assumes small amounts of correlation among the predictors less than 5 (Maddala, 1992), the maximum value of co linearity obtained was (1.427) for Radio. This value suggests very low co linearity. Accordingly, it can be concluded that linear regression is appropriate and can be applied for this study.

#### 4.1 Hypotheses testing

##### Testing the First Sub-Hypothesis

**H<sub>1.1</sub>:** There is a statistically significant impact of Television advertisements on consumers purchase decision.

The results of testing this hypothesis is presented in Table 5 as follows.

**Table 5**

Simple linear regression results for the first sub hypothesis of the main first hypothesis

Independent Variable	Person Correlation (R)	$\beta$ value	t value	Sig. t	F Value	p-value	Hypothesis Support
Television	0.322	0.295	6.928	0.000	47.992	0.000	Reject

( $R^2=0.103$ )

Table 5 shows that the relationship between the Television and Consumer Purchase Decision is a medium positive significant relationship where the value of person correlation equals to (0.322). The value of determination coefficient ( $R^2=0.103$ ), which means that the Television can explain 10.3% of the change in the Consumer Purchase Decision and that is a weak percentage. (Note that a determination coefficient of 0.60 or higher is considered "strong percentage" in most social science researches). The  $p$ -value equals 0.000 which is less than 5% (the significant level), accordingly the alternative hypothesis is accepted.

#### Testing the Second Sub Hypothesis

**H<sub>1.2</sub>:** There is a statistically significant impact of Radio advertisements on consumers purchase decision. The results of testing this hypothesis is presented in Table 6 as follows,

**Table 6**

Simple linear regression results for the second sub hypothesis of the main first hypothesis

Independent Variable	Person Correlation (R)	$\beta$ value	t value	Sig. t	F Value	p-value	Hypothesis Support
Radio	0.282	0.236	5.991	0.000	35.893	0.000	Reject

( $R^2=0.079$ )

Table 6 shows that the relationship between the Radio and the Consumer Purchase Decision is a weak positive significant relationship where the value of person correlation is (0.282). The value of determination coefficient ( $R^2=0.079$ ), which means that the Radio can explain 7.9% of the change in the Consumer Purchase Decision and that is a very weak percentage. The  $p$ -value was equal to 0.000 which is less than 5% (the significant level). Accordingly, the alternative hypothesis is accepted.

#### Testing the third Sub Hypothesis

**H<sub>1.3</sub>:** There is a statistically significant impact of Newspaper advertisements on consumers purchase decision.

The results of testing this hypothesis is presented in Table 7 below.

**Table 7**

Simple linear regression results for the third sub hypothesis of the main first hypothesis

Independent Variable	Person Correlation (R)	$\beta$ value	t value	Sig. t	F value	p-value	Hypothesis Support
Newspaper	0.241	0.181	5.054	0.000	25.547	0.000	Reject

( $R^2=0.058$ )

Table 7 shows that the relationship between the Newspaper advertisement and the Consumer Purchase Decision is a positive significant relationship where the value of person correlation equals to (0.241). The value of determination coefficient ( $R^2=0.058$ ), which means that the Newspaper can explain 5.8% of the change in the Consumer Purchase Decision and that is a very weak percentage. The  $p$ -value equals 0.000 which is less than 5% (the significant level), accordingly, the alternative hypothesis is accepted.

#### Testing the Fourth Sub Hypothesis

**H<sub>1.4</sub>:** There is a statistically significant impact of Outdoor advertisements on consumers purchase decision at ( $\alpha = 0.05$ ).

The results of testing this hypothesis is presented in table 8 below.

**Table 8**

Simple linear regression results for the fourth sub hypothesis of the main first hypothesis

Independent Variable	Person Correlation (R)	$\beta$ value	t value	Sig. t	F Value	p-value	Hypothesis Support
Outdoor	0.515	0.444	12.243	0.000	149.895	0.000	Reject

( $R^2=0.265$ )

Table 8 shows that the relationship between Outdoor advertisements and the Consumer Purchase Decision, the relationship is a strong positive significant one, where the value of person correlation equals to (0.515). The Outdoor advertisements can explain 26.5% of the change in the dependent variable Consumer Purchase Decision and that is a good percentage, as the



value of determination coefficient ( $R^2=0.265$ ). The  $p$ -value is 0.000 which is less than 5% (the significant level), accordingly, the alternative hypothesis is accepted.

#### Testing the First Main Hypothesis

**H<sub>1</sub>:** There is a statistically significant impact of traditional communication channels on consumers purchase decision.

The result of testing the main hypothesis is presented in Table 9 as follows,

**Table 9**  
Multiple linear regression results for the first main hypothesis

Independent Variable	Person Correlation (R)	Standardized Coefficients Beta ( $\beta$ )	t value	Sig. t	F Value	$p$ -value Sig. F	Hypothesis Support
Television	0.322 Sig. = 0.000	0.138	3.171	0.002	43.944	0.000	Reject H <sub>01</sub>
Radio	0.282 Sig. = 0.001	0.040	0.980	0.327			
Newspaper	0.241 Sig. = 0.000	0.030	0.804	0.422			
Outdoor	0.515 Sig. = 0.000	0.380	9.779	0.000			

( $R^2=0.299$ )

Table 9 shows that each of the traditional communication channels (Television, Radio, Newspaper and Outdoor) has a significant positive relationship with Consumer Purchase Decision, and the highest relationship is for the Outdoor. The traditional communication channel (Outdoor) has also the highest impact on Consumer Purchase Decision, where Beta value is 0.380, then comes Television, Radio and Newspaper respectively, with Beta values of 0.138, 0.040 and 0.030 respectively. The independent variable traditional communication channels can explain 29.9% of the change in the dependent variable Consumer Purchase Decision and that is a good percentage, were the value of determination coefficient ( $R^2=0.299$ ). The  $p$ -value equals to 0.000 which is less than 5% (the significant level), accordingly the alternative hypothesis is accepted.

## 5. Discussion

Kumar and Raju (2013) concluded that advertisements are the strongest mean of communication media to deliver purposed message to the target consumer and proposed that consumers are more likely to be influenced by informative advertisements. Nour et al. (2014) found out that in Jordan, advertisements highly affect consumers purchase decision. Habib et al. (2015) stated that there is a positive significant relationship between advertisement exposure and consumers purchase decision. Fatima and Lodhi (2015) found that there is a positive significant impact of advertisements on consumer purchase decision. Khanfar (2016) stated that advertising has the most critical effect on consumers buying decision. All the above studies' findings match the current research results. However, Agwu et al. (2014) proposed that advertisements have less impact on consumers purchase decision comparing to the roles of quality and price that affect consumers purchase decision; these findings conflict with current research findings that showed a significant strong impact of advertisements on consumers purchase decision. In this research, outdoors advertisements had the strongest impact on consumers' purchase decision. Respondents agreed that they spot outdoor advertisements on regular basis and that outdoor advertisements capture their attention when they spot it. Also, they considered outdoor advertisements suitable to inform them about new products, and consider outdoor advertisements as a good reminder. This could be because of the easy exposure to outdoor advertisements along the road, and that outdoors are widespread around consumers' daily activities all the time. Not to mention that the movement of the Palestinians from one area to another is normally slow due to the checkpoints and the military patrols of the Israeli occupation forces, which means that the window opened for outdoor exposure last longer in Palestine than in other places! This drove advertisers to prepare attractiveness billboard designs. This result matches the result of Kumar (2012) who found that billboard advertisements have strong impact on consumer purchase decision and it is more effective than other traditional communication channels. Another study of Iqbal and Batool (2016) declared that there is a significant positive relationship between buying behavior and spotting billboard advertisements. On the other hand, Siddiqui et al. (2016) reflected a disagreement with previous findings; their study indicated that billboards are not favorable because people in Pakistan believed that this method of advertisements destroy the environment and ruin the natural beauty of their country. Jackson et al. (2014) found that consumers prefer other communication channels over billboards such as radio, especially when differentiation is possible, their study investigated multiple restaurant advertising strategies such as billboards, TV, radio, telemarketing and Internet. The results of the study showed that billboard is not the most efficient advertising channel for restaurants which conflict with the results of the study. Although television was the second most effective traditional communication channels on purchase decision, it ranked first when respondents were asked to sort their favorite traditional communication channels in order. This might be due to the fact that Television is more entertaining than other traditional channels and therefore ranked first in the consumers' minds, but in reality, television came second in impacting purchase decision of Palestinian consumers. Television is still considered a center for family gathering entertainment in Palestine due to restrains they faced under the occupation which limit other sort of family activities. Several studies findings agreed with the findings of current study, Kumar and Raju (2013) stated that TV has a major impact on consumer purchase decision. Belgaonkar and Dash (2013) compared the effectiveness of radio, print and web advertising over TV advertising and concluded that TV remains number one, and the most preferred communication channel for the population of Bangalore, India. Nayak and Shah (2015) claimed that 58% of participants found TV advertisements the most favorable channel and most effective medium of advertisement. Woo et al. (2015) indicated that consumers who are tending to buy non-durable products are more likely to be influenced by TV advertisements, then

radio then newspapers and magazines. Delimayanti (2014) confirmed that housewives preferred TV advertisements over other media, this is because following and accessing TV advertisements is so easy and simple to them. Bisht (2013) declared a positive relation between TV advertisements and consumer purchase decision, nevertheless, his research findings disagree in part with the current study findings in terms of knowing about new products based on TV advertisements as his research showed that TV advertisements have an impact on consumer by convincing them to try the product they see on TV, while current study results showed that the majority of respondents' responded negatively to this topic. Radio ranked third in the effect of traditional communication channels on consumer purchase decision, this result harmonized with Belgaonkar and Dash (2013) who stated that even though it has its role affecting the purchase decision process, radio couldn't exceed the effectiveness and the influence that TV has on consumer purchase decision. Woo et al. (2015) claimed that radio is one of the communication channels that tend to influence durable product and services consumers, however, older consumers are more likely to be influenced by radio advertisements. This result conflicts with current results of the study as well, as age was the least to have an impact on the original relationship between traditional communication channels and consumer purchase decision. Newspapers ranked fourth and the least favorable traditional communication channel, which is in line with Belgaonkar and Dash (2013) study; where print advertising level of influence comes after TV and Radio respectively. Bansal and Gupta (2014) concluded that newspapers have a remarkable influence on consumer buying behavior. Their findings are inconsistent in a way with current research findings. Nayak and Shah (2015) found that respondents believed that newspaper advertisements are more effective than any other medium. These findings are inconsistent with current findings of the study. This could be due to the fact that number of newspaper readers is decreasing in Palestine and newspaper influence is not as effective as it used to be, especially that most people now use alternative media for news (mainly digital media) and to read the relevant articles.

## 6. Conclusion

Based on the above, marketers need to focus on outdoor channel when advertising for restaurants in Palestine; they need to carefully select the content of the outdoors advertisements which can play a significant role in influencing consumers purchase decisions. The message should be smart, short, direct, simple, attractive, noticeable and mostly visual so consumers. Billboards advertisements should have the major share of advertisement budget. Marketers might consider avoiding the use of newspapers advertisements in general, and not assign large share of the advertisements budget to this channel. Nevertheless, all communication channels should work in synergy to reach the desired results.

### 6.1. Future research

Conducting research that focus on outdoor as a communication channel separately, and find why it has such an impact on consumers purchase decision would be an interesting area of research. In depth analyses of the role of demographics on purchase decision will help further elaborate the findings of this study. Conducting the same study on other sectors in the Palestinian market for better understanding of the nature of Palestinian consumers and to compare the results with this study would be very promising area for further research. Conduct studies that examine the impact of digital communication channels on consumer purchase decision toward restaurants in Palestine, and toward other sectors in the same market to compare the level of effect would also be insightful as well.

### 6.2. Research limitation

Gaza strip was excluded from this study. Jerusalem, the historical Capital of Palestine, and despite the fact that it is located in the middle of west bank, was also excluded as the Palestinians under the age of 40 are not allowed to enter the city without a permission and the researchers were denied the permission to enter the city.

## Acknowledgement

The first author is grateful to Applied Science Private University, Aman, Jordan for the financial support granted for this research project (DRGS-2018-2019).

## References

- Abideen, Z. U., & Saleem, S. (2001). Effective advertising and its influence on consumer buying behavior. *European Journal of Business and Management*, 3(3), 55-65.
- Aboumoghli, A. & Alabdollah, Gh. (2012). Evaluating the association between corporate entrepreneurship and firm performance. *International Journal of Entrepreneurship*, 22(4), 1-10.
- Alabdollah, Gh., & Aboumoghli, A. (2012). The effect of brand association on customer loyalty: Empirical study on mobile devices in Jordan. *American Academy and Scientific Journal*, 5(1), 122-134.
- Alabdollah, Gh., & Aboumoghli, A. (2012). Market analysis and the feasibility of establishing small businesses. *European Scientific Journal*, 8(9), 94-113.
- Ackerberg, D. A. (2001). Empirically distinguishing informative and prestige effects of advertising. *RAND Journal of Economics*, 32(2), 316-33.
- Agwu, E., Ikpefan, A., Atuma, O. and Achugamonu, U. (2014). Conceptual review of the effects of advertising on consumer buying behavior. *International Review of Social Sciences*, 2(11), 502-18.
- Allan, D. (2007). Comparative effectiveness of 30- versus 60- second radio commercials on recall and rate. *Journal of Radio Studies*, 14(2), 165-77.

- Anu, M., & Aswathy, S. (2014). Influence of television advertising and purchase decision making of FMCG- A study Hindustan Unilever Limited. *IRACST – International Journal of Commerce, Business and Management*, 3(5), 744- 47.
- Armstrong, G., & Kotler, Ph. (2003). *Principles of Marketing*. 10<sup>th</sup> ed., Pearson/Prentice Hall.
- Balkaf, E., Akbulut, N. T. and Kartopu, E. (2005). An evaluative study of billboard advertisement's attention-perception and design criteria. *In Proceeding of the 3rd International Symposium of Interactive Media Design*, 2(1), 1-5.
- Bansal, M., & Gupta, Sh. (2014). Impact of newspaper advertisement on consumer behavior. *Global Journal of Financial and Management*, 6(7), 669-74.
- Barroso, A. (2008). Advertising and Consumer Awareness of a New Product. *Centre for Economic Policy Research Paper*, pp. 1-30.
- Bataineh, A., Alabdollah, Gh., Salhab, H., & Shoter, A. (2015). The effect of relationship marketing on customer retention in the Jordanian pharmaceutical sector. *International Journal of Bossiness and Management*, 10(3), 117-131.
- Belgaonkar, P., & Dash, M. (2013). Comparative effectiveness of radio, print, and web advertising. *Asia Pacific Journal of Marketing & Management Review*, 2(7), 12- 19.
- Bergh, B., & Katz, H. (1990). *Advertising Principles: Choice, Challenge, Change*. Lincolnwood, IL: NTC Press.
- Bisht, S. (2013). Impact of TV advertisement on youth purchase decision – Literature review. *International Monthly refereed Journal of Research in Management & Technology*, 2, 148-51.
- Calder, B. J., & Malthouse, E. C. (2004). Qualitative effects of media on advertising effectiveness. In *ESOMAR WAM Conference, Geneva, Switzerland*.
- Cannon, H., & Riordan, E. (1994). Effective reach and frequency: Does it really make sense?. *Journal of Advertising Research*, 34(2), 19-29.
- Clow, K., & Baack, D. (2012). *Integrated Advertising, Promotion, and Marketing Communications*. 5<sup>th</sup> ed., UK: Pearson.
- Comegys, Ch., Hannula, M. and Vaisanen, J. (2006). Longitudinal comparison of finnish and US online shopping behavior among university students: The five-stage buying decision process. *Journal of Targeting, Measurement and Analysis for Marketing*, 14(4), 336-56.
- Costa, J. (2014). The impact of advertising on students: An empirical study of students from Goa. *International Journal of Advanced Research in Management and Social Sciences*, 3(12), 239-49.
- Danaher, P., & Rossiter, J. (2011). Comparing perceptions of marketing communication channels. *European Journal of Marketing*, 45(1/2), 6-42.
- Deepa, I. (2013). Impact of advertisements on purchase decision of youth with reference to consumer goods. *Advances in Management*, 6(9), 36-40.
- Delimayanti, A. (2014). The Role of Television Advertisements Toward Housewives Buying Pattern in Manado City”, *Journal EMBA*, 2(4), 225-31.
- Duffett, R. (2014). Facebook advertising’s influence on intention-to-purchase and purchase amongst millennials. *Internet Research*, 25(4), 498-26.
- Fatima, S., & Lodhi, S. (2015). Impact of advertisement on buying behaviors of the consumers: Study of Cosmetic Industry in Karachi City. *International Journal of Management Sciences and Business Research*, 4(10), 125-37.
- Foxall, G. (2005). *Understanding Consumer Choice*. 1<sup>st</sup> ed., UK: Palgrave Macmillan.
- Gao, T., Sirgy, M., & Bird, M. (2005). Reducing buyer decision-making uncertainty in organizational purchase: Can supplier trust, commitment, and dependence help?. *Journal of Business Research*, 58(4), 397-405.
- Habib, A., Hossain, A., & Oma, T. (2015). Impact of advertisement on consumer choice: A case of SME and consumers. *Singaporean Journal of business Economics, and Management Study*, Vol. 4, No. 5, pp. 1-15.
- Heath, R., Brandt, D. and Nairn, A. (2006), “Brand Relationships: Strengthened by Emotion, Weakened by Attention”, *Journal of Advertising Research*, 46(4), 410-19.
- Hennessey, S., Yun, D., MacDonald, R., & MacEachern, M. (2010). The effects of advertising awareness and media form on travel intentions. *Journal of Hospitality Marketing & Management*, 19(3), 217-43.
- Higuera, V. (2014). Advantages & disadvantages of traditional marketing. *Small Business Chron*. Available: <http://smallbusiness.chron.com/advantages-disadvantages-traditional-marketing-25573.html>, Retrieved December 21/2016.
- Hoch, S., Drèze, X., & Purk, M. (1994). EDLP, hi-lo and margin arithmetic. *Journal of Marketing*, 58(4), 16–27.
- Iqbal, R., & Batool, S. (2016). Impact of billboard advertisement on customer buying behavior: A study on Islamia University of Bahawalpur (IUB). *International Interdisciplinary Journal of Scholarly Research*, 2(1), 9-15.
- Jackson, F., Titz, K., & Defranco, A. (2014). Frequency of restaurant advertising and promotion strategies. *Journal of Food Products Marketing*, 10(2), 17-31.
- Jung, H., & Yoon, H. (2012). Why does satisfied customers switch? Focus on the restaurant patron variety-seeking orientation and purchase decision involvement. *International Journal of Hospitality Management*, 31(3), 875-84.
- Katz, E., Haas, H., & Gurevitch, M. (1973). On the use of mass media for important things. *American Sociological Review*, 38, 164-81.
- Kelley, L., Jugenheimer, D., & Sheehan, K. (2004). *Advertising Media Planning: A Brand Management Approach*. 4<sup>th</sup> ed., , Armonk, NY: M.E Sharpe.
- Keyton, J. (2011). *Communication and Organizational Culture: A Key to Understanding Work Experiences*. (Second Edition), US: SAGE Publications.
- Khanfar, I. (2016). The effect of promotional mix elements on consumers buying decisions of mobile service: The case of Umniah telecommunication company at Zarqa City- Jordan. *European Journal of Business and Management*, 8(5), 94-100.
- Kotler, P., & Keller, KL. (2006). *Marketing Management*, 12<sup>th</sup> ed., USA: Pearson Prentice Hall.
- Kotler, P., Keller, K., Koshy, A. and Jha, M. (2009), *Marketing Management- A South Asian Perspective, but China and Japan also Contribute*, (Thirteenth Edition), India: Prentice Hall.
- Kumar, A. (2012). Dimensionality of consumer beliefs toward billboard advertising. *A Journal of Marketing Communication*, 8(1), 22-26.
- Kumar, D., & Raju, V. (2013). The role of advertising in consumer decision making. *Journal of Business and Management*. 14(4), 37-45.
- Lane, W., King, K., & Reichert, T. (2011). *Kleppner’s Advertising Procedure*, 18<sup>th</sup> ed., USA: Pearson.
- Lichtenthal, J. D., Yadav, V., & Donthu, N. (2006). Outdoor advertising for business markets. *Industrial Marketing Management*, 35(2), 236-47.
- Lino, K., Santos, C., Santos, D., Matsumoto, M., Cardoso, P., Yamamoto, T., & Isabella, G. (2013). The promotion of Flyers and consumer

- purchase decision: A quantitative- descriptive research. *Brazilian Journal of Marketing, Opinion and Media research*, 13, 67-87.
- Lippmann, S. (2007). The institutional context of industrial consolidation: Radio broadcasting in the United States 1920-1934. *Social Forces*, 86(2), 467-96.
- Maddala, G.S. (1992). Introduction to Econometrics. 2<sup>nd</sup> ed., Prentice Hall, New Jersey.
- Mendelson, A., & Bolls, P. (2002). Emotional effects of advertising on young adults of lower socio-economic status", Paper presented at the annual meeting of the International Communication Association, Marriott Hotel, San Diego, CA Online <PDF>. 2009-05 26 from [http://www.allacademic.com/meta/p111378\\_index.html](http://www.allacademic.com/meta/p111378_index.html)
- Mortimer, K., & Grierson, S. (2010). The relationship between culture and advertising appeals for services. *Journal of Marketing Communication*, 16(3), 149-62.
- Murray, B., & Jenkins, R. (1992). The concept of effective reach in advertising. *Journal Advertising Research*, 32(3), 34-42.
- National Restaurant Association (2011). *Restaurant Industry Sales Turn Positive in 2011 After Three Tough Years*.
- Nayak, K., & Shah, B. (2015). Effectiveness of newspaper print ads. *Indian Journal of Applied Research*, 5(2), 328-31.
- Nour, M., Almahirah, M., Mohammed, S., & Freihat, S. (2014). The impact of promotional mix elements on consumers purchase decisions. *International Journal Business and Management*, 8(2), 143-51.
- Osewe, G. (2013). *The Effectiveness of Internet Advertising on Consumer Behavior: The Case of University of Nairobi Students*, Unpublished Master Thesis, Business-University of Nairobi, Nairobi.
- Panagopoulos, C., & Green, D. (2008). Field experiments testing the impact of radio advertisements on electoral competition. *American Journal of Political Science*, 52(1), 156-68.
- Park, J., & Jang, S. (2014). Revisit satiation patterns: Are you restaurant customers satiated?. *International Journal of Hospitality and Management*, 32(1), 20-29.
- Parker, P.H., & Kim, N. (1997). National brands versus private labels: An empirical study of competition, advertising and collusion. *European Management Journal*, 15(3), 220-35.
- Patwardhan, M., Flora, P., & Gupta, A. (2010). Identification of secondary factors that influence consumer's buying behavior for soaps and chocolates. *Journal of Marketing Management*, 9(1/2), 55-72.
- Pedraja, M., & Yagüe, J. (2001). What information do customers use when choosing a restaurant?. *International Journal of Contemporary Hospitality Management*, 13(6), 316-18.
- Pekala, N. (2009). Why buy? The role of neuromarketing in understanding consumer behavior. *American Marketing Association*.
- Peter, J., & Donnelly, J. (2001). *Marketing Management: Knowledge and Skills*, 6<sup>th</sup> ed. Irwin/McGraw-Hill.
- Pfeiffer, M., & Zinnbauer, M. (2010). Can old media enhance new media? How traditional advertising pays off for an online social network. *Journal of Advertising Research*, 50(1), 42-49.
- Pine, R., & Johns, N. (2002). Consumer behavior in the food service industry: A review. *Hospitality Management*, 21(2), 119-34.
- Poltrack, D., & Bowen, K. (2011). The future is now: In pursuit of a more efficient and effective media strategy. *Journal of Advertising Research*, 51(2), 345-55.
- Pride, W., & Ferrell, O. (2012). *Marketing 2012 Edition*, USA: Southwestern Cengage Learning.
- Rao, K., & Rao, U. (2012). Impact of advertisements on consumer decision making process. *Publishing India Group*, 3(1), 15-27.
- Rice, R., D'Ambra, J., & More, E. (1998). Cross-cultural comparison of organizational media evaluation and choice. *Journal of Communication*, 48(3), 3-26.
- Sachdeva, B. (2016). *Impact of Advertisements on Consumer Buying Behavior: A Comparative Study of Cosmetics Market in Haryana*, Unpublished PhD Thesis, Shri Jagdishprasad Jhabarmal Tibrewala University, India: Jhunjhunu.
- Siddiqui, K., Tarani, S., Fatani, S., Raza, A., Butt, R., & Azeema, N. (2016). Effect of size, location and content of billboards on brand awareness. *Journal of Business Study Quarterly*, 8(2), 40-57.
- Sissors, J., & Baron, R. (2002). *Advertising Media Planning*. 6<sup>th</sup> ed., New York: McGraw-Hill.
- Soh, H., Reid, L., & King, K. (2007). Trust in different advertising media. *Journalism & Mass Communication Quarterly*, 84(3), 455-76.
- Sojka, J., & Giese, J. (2003). Using individual differences to detect customer shopping behavior. *The International Review of Retail, Distribution and Consumer Research*, 13(4), 337-53.
- Swimberghe, K., & Wooldridge, B. (2014). Drivers of customers relationships in quick – service restaurants: The role of corporate social responsibility. *Cornell Hospitality Quarterly*, 55(4), 354-64.
- Taylor, C. R., & Franke, G. R. (2003). Business perceptions of the role of billboards in the US economy. *Journal of Advertising Research*, 43(2), 150-61.
- Taylor, C. R., Franke, G. R., & Bang, H.K. (2006). Use and effectiveness of billboards: Perspectives from selective-perception theory and retail-gravity models. *Journal of Advertising*, 35(4), 21-34.
- Taylor, Ch. (1997). A technology whose time has come or the same old litter on stick?. *Journal of Public Policy and Marketing*, 16(2), 179-86.
- Winer, R., & Dhar, R. (2010). *Marketing Management*. 4<sup>th</sup> ed., USA: Pearson.
- Wire, B. (2002). Magink and Mitsubishi Electric Corp. to Develop Full Color Digital Ink Outdoors Displays".
- Woo, J., Ahn, J., Lee, J., & Koo, Y. (2015). Media channels and consumer purchase decisions. *Industrial Management & Data System*, 115(8), 1510-1528.
- Woodside, A. (1990). Outdoor Advertising as Experiments. *Journal of the Academy of Marketing Science*, 18(3), 229-37.
- Zikmund, W., Babin, B., Carr, J., & Griffin, M. (2009). *Business Research Methods*. 8<sup>th</sup> ed., Canada: Cengage Learning.

