

**The Evaluation of Traditional Communication Channels and Its Impact on Purchasing
Decision Empirical study: on Palestinian Restaurants**

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Abstract

This research aims at evaluating the traditional communication channels, and to determine the possible impact of traditional communication channels on consumers purchasing decision, particularly toward their choices of restaurants in Palestine. To achieve this purpose, two main hypotheses, and four sub-hypotheses for each were derived based on literature review. Descriptive analytical methodology and quantitative approach were found most suitable to the nature of the research. The population of the research consisted of consumers who make the purchasing decision in choosing the restaurants to go to in the Palestinian market, for themselves or on behalf of groups of people. To collect the required data, a self-administrated questionnaire was designed based on previous studies. Data were collected using non-probability sample; Accidental sampling (restaurants intercept). 470 questionnaires were distributed in Nablus, Ramallah and Bethlehem, out of 470 questionnaires, 418 valid questionnaires were retrieved within a timeframe of 25 days, from 24th of June till 18th of July 2018.

The research found that there is a statistical significant impact of traditional communication channels on purchasing decision of Palestinian restaurants and each traditional communication channels (Television, Radio, Newspaper and Outdoor) has a significant positive relationship with consumer purchasing decision. The research also found that outdoors have the highest impact on purchasing decision, then comes television, radio and newspaper respectively. The research concluded that there is a weak statistical significant moderator impact of demographic variables (educational level, gender, income level and age) respectively on

the original relationship between traditional communication channels and purchasing decision. Based on the research findings, recommendations were provided.

Keywords: Traditional Communication Channels, Purchasing Decision, Restaurants Sector, Television, Radio, Newspaper, Outdoors, Palestine.