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Analyzing the stages of consumer purchasing response towards previous user experiences with products using AIDA model: A study conducted on a group of consumers from the city of Bordj Bou Arreridj

Dr. Soria Ladour

University of Mohamed El bachir El Ibrahimi Bordj Bou Arreridj, Algeria
Email: soria.ladour@univ-bba.dz

Dr. Hiba Bouabdallah

University of Mohamed El bachir El Ibrahimi Bordj Bou Arreridj, Algeria
Email: hiba.bouabdallah@univ-bba.dz

Abstract---This research paper aims to acknowledge the extent to which consumers rely on previous user experiences with products in their purchasing decisions by tracking the stages they go through, relying on AIDA model, which consists of four sequential stages: attention, interest, desire, and action. To achieve the research objectives, a questionnaire consisting of 17 statements was designed and distributed to a sample of consumers in the city of Bordj Bou Arreridj. After analyzing the questionnaire with (SPSS, V25), the most important results reached were the general trend of the research sample items with a high degree of agreement towards purchasing products based on users' previous experiences.

Keywords---Purchasing decision, AIDA model, previous user experiences.

JEL classifications: M31. M37. M30.

1. Introduction

During his purchasing journey to obtain products and services that meet his needs and desires, the consumer needs a lot of information about these products. To achieve this, we find the consumer resorting to some sources that not only provide him with this information, but also reduce his doubts and confusion in

the purchasing process. Among these sources, we find the previous experiences of users of these products, which are in the form of advice and verbal recommendations or electronic comments on social media sites from individuals who have tried these products and left their impressions and experiences about the outcome of their use of these products, whether negative or positive. This research paper analyzes the stages that the consumer goes through in the purchasing process based on previous user experiences with these products, relying on one of the most important and famous response models, which is the AIDA model.

AIDA model is considered one of the most famous hierarchical response models, similar to DAGMAR model and the *influence pyramid* model, the *innovation adoption* model...etc. As this model (AIDA) explains that the influence on the consumer goes through a hierarchical order, meaning that the advertisement can aim to create consumer awareness of the brand, arouse his interest in it or aim to encourage him to buy it or try it. Moreover, it may also target more than one of these components (Shreiteh, 2017, pp. 147 - 148).

The first stage in this model is to attract attention to the products, after which more detailed information about the product, its characteristics and benefits is provided with the aim of creating interest as a second stage. So that the interest later turns into a desire that is generated among consumers to try these products as a means of achieving their satisfaction. Finally, it brings the consumer to the summit of his purchasing journey by motivating him to take the final step, which is making the purchase.

Research Problem:

Based on the above, the research problem can be put forward in the following main question:

To what extent do consumers in Bordj Bou Arreridj respond to the previous experiences of users with products in their purchasing decisions according to AIDA model?

From the main question the following sub-questions emerge:

1. Do users' previous experiences with products arouse consumers' interest in these products?
2. Do users' previous experiences with products arouse consumers' interest in them?
3. Do users' previous experiences with products create a desire for consumers to buy them?
4. Do consumers buy products based on users' previous experiences with them?

Research hypotheses:

To answer the research question these are the suggested hypotheses:

1. Previous user experiences with products attract consumers' attention towards them.
2. Previous user experiences with products arouse consumer interest towards them.

3. Users' previous experiences with products generate consumers' desire to purchase them.
4. Consumers purchase products based on users' previous experiences with them.

Research Objectives:

- Identifying the stages of response that consumers in the study sample go through until they engage in purchasing behavior according to the AIDA model.
- Identifying the extent to which consumers in the study sample responded to previous user experiences in their purchasing decisions according to the AIDA model.
- Identify the type of stage that is significantly affected by previous user experiences.

Research Methodology:

This research relied on the descriptive and analytical approach, based on preparing the theoretical side relying on what was mentioned in some references such as books, articles, websites...etc. as for the practical side the questionnaire was the main tool for gathering data that was analyzed. Using the program (SPSS, V25) to reach the results and thus test the hypotheses.

2. Theoretical Background

Purchasing is a behavior that is considered as one of the important topics that has received the attention of many researchers and academics. Mualla defined it as: *"All the mental processes and behavioral actions carried out by the buyer (individual or institution) while he is in the process of searching for goods or services to purchase, with the intention of achieving the desired level of satisfaction to his needs, desires, and expectations"* (Mualla, 2021, p. 142) . It is also defined as: *"the behavior that an individual follows in planning to purchase and use products and services"* (Abdullah, 2016, p. 68) . That is, it is a set of actions that the individual displays during his journey in searching for products that satisfy his needs and desires.

In order to study and analyze these behaviors, many models have been developed that explain this behavior in order to obtain the required response from the target audience. Which is embodied in the purchasing process. The latter (purchase response) is the last step that advertisers aim to encourage consumers to take, as it is the ultimate goal of advertising. Whereas, understanding the response process that the consumer takes in his move towards purchasing behavior. Additionally, knowing how advertising affects the response process is an important area for providing effective advertising campaigns. As, it is the starting point in designing advertising strategies (Shreiteh, 2017, p. 145) .

2.1. What is AIDA Response Pyramid Model?

The AIDA model is part of the hierarchy of effects theory, which holds that the basic and ultimate objective of all advertising is sales (GROVER & VRIENS, 2006, p. 489) dating back to 1898, when it was developed as a model of personal selling (Hofmeyr & Rice, 2000, p. 140), has been in use since the late 19th century. It has been reviewed and modified multiple times over the years, both in marketing and public relations (Ganesh, 2020, p. 1572).

The idea of this model goes back to the American businessman E. St. Elmo Lewis, who was a pioneer in applying scientific principles to design sales and advertising procedures (Koluguri, Mehta, Mehta, & Pandey, 2023, p. 121). This model assumes that consumers must go through a series of rational and sequential steps: “developing awareness” of the brand being advertised, then “generating interest,” then “creating desire,” and finally “action,” which is the actual purchase of the brand being advertised (GROVER & VRIENS, 2006, p. 489).

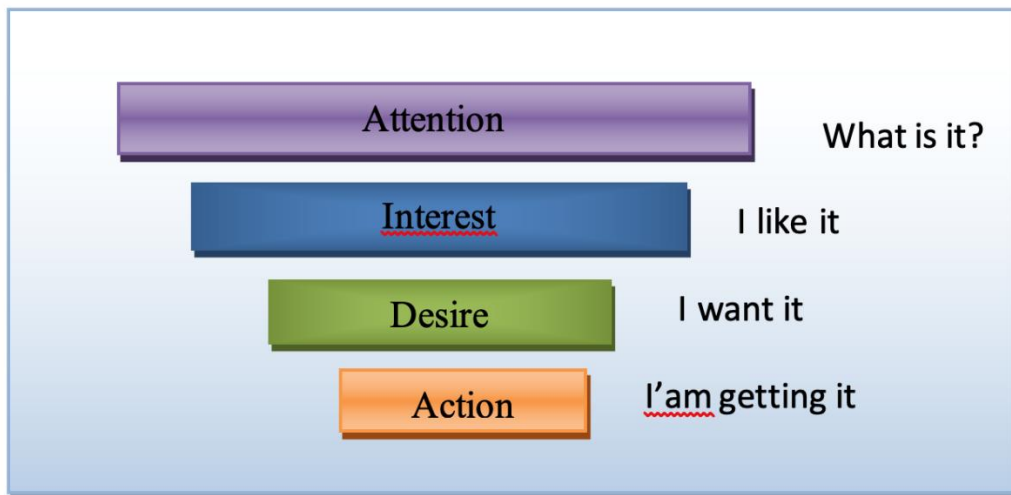


Figure 1: AIDA Model
Source: (MEHROTRA, 2023, p. 324)

2.2. Stages of AIDA Model:

Stages of AIDA model are as Follows (ERDOĞAN TARAKÇI & ASLAN, 2023, p. 56):

- **Attention:** At this stage, it is done Attracting the customer's attention and creating awareness about the ad stimuli/product. This Can Be Done by Using Captivating Headlines, Images Or Other Techniques To Draw The Audience's Attention. (MEHROTRA, 2023, p. 324).

- **Interest:** This stage is characterized by Generating interest and curiosity in the customer by highlighting the features and benefits of the product.

During this stage a marketer have to think a media of information, which conveyed meaning of the product to attract the consumers (Hadiyati, 2016, p. 51).

On the other hand, Kotler & Armstrong indicate that interest is achieved through: **meaningfulness** (benefits of the product or its attractiveness to the consumers); **believable** (enabling the consumers to believe that the product will provide benefit as it is mentioned in the product information) and **distinctive** (in that the message conveyed in the advertisement is superior in quality and content compared to that of the competitor) (Metili, 2023, p. 195).

- **Desire:** Stimulating desire in the customer and demonstrating how superior the product is when compared to its competitors. A customer should have a clear image of what the product or service will provide that she needs and wants (Rawal, 2013, p. 4).

- **Action:** Encouraging the customer to take action and make a purchase through calls to action.

3. Applied Study

After discussing the concept of Aida model and its constituent stages, this section was devoted to applying this model on a sample of consumers in the city of Bordj Bou Arreridj. In order to know the extent of their reliance on users' previous experiences in their purchasing decisions through their opinions and verbal recommendations. As well as their electronic comments via social media apps. The applied study was divided into the following elements:

3.1. Study data collection sample and tools:

To prepare the applied study, a sample consisting of 200 consumers in the city of Bordj Bou Arreridj were chosen randomly to answer the questionnaire. It includes both males and females. The questionnaire was also relied upon as the main tool for collecting the primary data necessary to verify the study hypotheses. As it was divided into the following axes:

Table N° (01): Questionnaire axes

First Axis	Personal Data	Gendre
Second Axis (AIDA Model Stages)	Attention stage	Four statements
	Interest Stage	Five statements
	Desire Stage	Four statements
	Action Stage	Four statements
		17 statements

Source: Prepared by the researcher.

As shown in Table N° (01), it is noted that the questionnaire consists of two axes:

- The first axis is related to the personal data of the research sample, which is gender.
- The second axis includes seventeen statements distributed over the stages of AIDA model: arousing attention, creating interest, generating desire and purchasing decision. They are answered according to the five-point Likert scale, as follows:

Table N° (02): Likert scale

Srtongly disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

Source: Prepared by the researcher based on Likert scale.

the table below shows the division of the Likert scale to determine the degree of agreement among the sample individuals.

Table N° (3): Response levels for a five-point Likert scale

Level	Very Low	Low	Medium	High	Very High
SMA	1- 1.80	1.81-2.60	2.61-3.40	3.41-4.20	4.21-5

Source: Prepared by the researcher based on statistical range.

3.2. Study data processing tools:

The study data was analyzed using the Statistical Package for the Social Sciences (SPSS) program through:

- Reliability coefficient (Cronbach's Alpha) to measure the degree of credibility of answers.
- The arithmetic average and standard deviation to identify the sample members' attitudes towards the questionnaire questions.
- One simple T test to test research hypotheses.

3.3. Determining the degree of reliability of the study tool:

Among the most important coefficients used in testing the degree of stability of the study tool is "Cronbach's Alpha," which takes a value from 0 to 1, and the test results were as follows:

Table N° (4): Results of the reliability test

Stages	Number Of Paragraphs	Cronbach's Alpha
Attention Stage	4	.881
Interest Stage	5	.866
Desire Stage	4	.896
Action Stage	4	.900
Total	17	.967

Source: SPSS output.

By calculating the reliability factor "*Cronbach's Alpha*" for each stage, it is concluded that the questionnaire is highly consistent with regard to the stages of its axes. Since Cronbach's Alpha coefficients for all axes are greater than (0.6) and are (0.881), (0.866), (0.896), (0.900) respectively, this indicates their validity, and the overall Cronbach's Alpha coefficient is (0.967), which confirms the credibility of the study sample's answers.

3.4. Analyzing the personal data of the study sample:

Table N° (5): Personal data of the research sample

Data	Category	Duplicates	Percentages%
Gender	Male	88	44
	Female	112	56

Source: SPSS output.

According to the data in Table N° (05), it is clear that the percentage of males represents is 44% of the total sample size, followed by the percentage of females at 56%.

3.5. Analyzing the results of the sample's responses to the questionnaire's axes:

Before presenting the results of testing the research hypotheses, first it's necessary to review the results of the surveyed sample's responses to the questionnaire's axes:

3.5. 1. Results of the study sample's responses to the attention stage:

Table N° (6): Arithmetic averages and standard deviations of the sample's answers on the Attention stage

Number	Statement	Arithmetic Averages	Standard Deviation	Statement	Approval Level
1	- Positive previous user experiences with certain products attract your attention towards these products.	3.7200	1.09434	4	High
2	- Previous user experiences with certain products generate curiosity in you to know about these products.	3.9050	.76741	1	High
3	- Previous user experiences with certain products make you more aware of these products.	3.7350	1.09121	3	High
4	- Previous user experiences with certain products make you well aware of their importance in meeting your needs.	3.8750	.82021	2	High
Arithmetic average and general standard deviation		3.8088	.81981	High	

Source: SPSS output.

Taking into consideration the data in the table above, it becomes clear that the general arithmetic mean for the attention-grabbing stage was 3.8088. Additionally, the arithmetic mean values for the statements of this stage ranged between (3.9050 and 3.7200), which are all close values and have a high degree of agreement according to the scale adopted in the research. The second statement contributed significantly to the positivity of this stage with an arithmetic mean estimated at (3.9050). Meaning that users' previous experiences with the products create awareness and understanding of these products among other consumers. By introducing them and their benefits, whether in the form of electronic comments on social media sites or through personal conversation. This creates a kind of curiosity in them to know these products and their importance in meeting their requirements, and thus they are attracted to them. It is also noted that there is a dispersion in the sample's answers regarding statements 1 and 3, which reflects a difference in the respondents' points of view regarding these two statements.

3.5. 2. Results of the study sample's responses to the interest stage:

Table N° (7): Arithmetic averages and standard deviations of the sample's answers on the Interest stage

Number	Statement	Arithmetic Averages	Standard Deviation	Statement	Approval Level
1	-Users' previous experiences with specific products arouse your interest in knowing more information about these products.	3.9200	.86449	1	High
2	-The information provided by previous user experiences (benefits, characteristics, suitability, etc.) arouses your interest in these products.	3.6800	1.03098	3	High
3	-The ability of products to solve problems and meet the needs of consumers who have previously dealt with them arouses your interest in these products.	3.7600	.78452	2	High
4	-Opinions and content of consumers' comments about their previous experiences with specific products are compelling.	3.4500	1.07390	4	High
5	-You believe that the products talked about by consumers who have dealt with them previously will provide you with the same benefit as they were talked about.	3.2000	1.06096	5	Medium
Arithmetic average and general standard deviation		3.6020	.78298	High	

Source: SPSS output.

The data in the table above show that the general arithmetic mean for the interest stage was 3.6020. Moreover, the values of the arithmetic mean for the statements of this stage ranged between (3.9200 and 3.2000), which are all close values and have high agreement according to the scale adopted in the research. As all statements contributed to the positivity of this stage (except for statement 5), which means that knowledge and awareness of the products turns into interest in them, and thus participation in the content of the information provided by previous users to obtain more details about the characteristics and benefits of these products.

On the other hand, some respondents expressed that they did not get the same benefit from using the products as those who dealt with them previously talked about (statement 5). This can be interpreted as the multiplicity of electronic media which led to the multiplicity of sources that publish information about products. Especially through social media, as these respondents do not trust any information published unless they have credibility in the source of information, whether electronic or verbal.

3.5. 3. Results of the study sample's responses to the desire stage:

Table N° (8): Arithmetic averages and standard deviations of the sample's answers on the Desire stage

Number	Statement	Arithmetic Averages	Standard Deviation	Statement	Approval Level
1	- Users' previous experiences with certain products create a desire to buy them (own them).	3.7350	1.13632	1	High
2	- Consumers' frequent talk about their previous experiences with certain products encourages you to try these products.	3.7350	1.14074	1	High
3	- You want to buy products that consumers have previously dealt with because that will satisfy your needs.	3.4950	1.01742	4	High
4	- You constantly follow up on consumers' opinions and comments about their previous experiences in dealing with products.	3.6200	1.01030	3	High
Arithmetic average and general standard deviation		3.6463	.94120		

Source: SPSS output.

The data in the table above show that the general arithmetic mean for the desire stage was 3.6463, and the arithmetic mean values for the statements of this stage ranged between (3.7350 and 3.4950), which are all close values and have high agreement according to the scale adopted in the research. The statements that contributed to the positivity of this stage are 1 and 2, which means that the respondents' interest in the products has developed into a conviction and desire to deal with these products to satisfy their needs, and the repetition of talking about these products because they have emotional tendencies towards them and a general perception about them, this matter strongly pushes them to try them and make sure that they are an important means to satisfy their needs and desires.

It was also noted that there was a large dispersion in the respondents' answers through the standard deviation value. This reflects the difference in viewpoints regarding the statements of this stage. It can be attributed to the fact that there is a category of consumers who do not develop a desire to buy and try products except after a deep analysis of the information obtained and ensuring the credibility of its source.

3.5. 4. Results of the study sample's responses to the action stage:

Table N° (9): Arithmetic averages and standard deviations of the sample's answers on the Action stage

Number	Statement	Arithmetic Averages	Standard Deviation	Statement	Approval Level
1	- Consumers' previous experiences with certain products motivate you to buy them.	4.0000	.82669	1	High
2	- Previous user experiences with products are a purchasing opportunity for you	3.7750	.73284	3	High
3	- The recommendation you receive from consumers who have had previous experience with certain products motivates you to purchase them.	3.9000	.77654	2	High
4	- You purchase certain products based on consumers' previous experiences with them	3.6100	1.08341	4	High
Arithmetic average and general standard deviation		3.8213	.75911	High	

Source: SPSS output.

The data from the table above show that the general arithmetic mean for the action (decision) stage reached 3.8213. Additionally, the arithmetic mean values for the statements in this stage ranged between (4.0000 and 3.6100). Which are close values with high agreement according to the scale adopted in the research. This result reflects the willingness and acceptance of the respondents to purchase products based on the experiences and recommendations of previous users as a strong incentive for them to take the final step and make the purchase, as they see it as a means that helps them reduce the effort, time and cost resulting from their search for products. By sharing their experiences and expertise with other individuals about various products. Thus, obtaining the necessary information that helps in making the appropriate decision in the purchase process.

3.6. Testing the Hypotheses

The study hypotheses will be tested for acceptance or rejection using One Sample T test, by defining the null and alternative hypotheses as follows:

3.6.1. Testing the 1st Hypothesis: To test the first hypothesis, we establish two alternative hypotheses:

H0: Prior user experiences with products do not attract consumers' attention towards them.

H1: Prior user experiences with products attract consumers' attention towards them.

To test this hypothesis, we use the One Sample T test, the results are shown in the following table:

Table N° (10): One Sample T test results of the Attention Stage

Datum	Standard Deviation	Arithmetic Average	T value	Sig	Hypothesis Test Result	
Attention Stage	.81981	3.8088	65.702	0.000	H0	H1
					Rejected	accepted

Source: SPSS output.

The results of the table above show that the arithmetic average of the answers to the statements that make up respondents' attitudes toward the **Attention** stage reached 3.8088. With a standard deviation of .81981 which is morally significant, because the significance level is less than (0.000), which is also less than (0.05). This confirms the validity of the alternative hypothesis. So, we reject H0 and accept H1.

3.6.2. Testing the 2nd Hypothesis: To test the second hypothesis, we establish two alternative hypotheses:

H0: Prior user experiences with products do not do not interest consumers towards them.

H1: Prior user experiences with products interest consumers towards them.

To test this hypothesis, we use the One Sample T test, the results are shown in the following table:

Table N° (11): One Sample T test results of the Interest Stage

Datum	Standard Deviation	Arithmetic Average	T value	Sig	Hypothesis Test Result	
Interest Stage	.78298	3.6020	65.059	0.000	H0	H1
					Rejected	accepted

Source: SPSS output.

The results of the table above show that the arithmetic average of the answers to the statements that make up respondents' attitudes toward the **Interest** stage reached 3.6020. With a standard deviation of .78298 which is morally significant, because the significance level is less than (0.000), which is also less than (0.05). This confirms the validity of the alternative hypothesis. So, we reject H0 and accept H1.

3.6.3. Testing the 3rd Hypothesis:

To test the third hypothesis, we establish two alternative hypotheses:

H0: Prior user experiences with products do not do not generate consumer desire to purchase them.

H1: Prior user experiences with products generate consumer desire to purchase them.

To test this hypothesis, we use the One Sample T test, the results are shown in the following table:

Table N° (12): One Sample T test results of the Desire Stage

Datum	Standard Deviation	Arithmetic Average	T value	Sig	Hypothesis Test Result	
Desire Stage	.94120	3.6463	54.787	0.000	H0	H1
					Rejected	accepted

Source: SPSS output.

The results of the table above show that the arithmetic average of the answers to the statements that make up respondents' attitudes toward the **Desire** stage reached 3.6463. With a standard deviation of .94120 which is morally significant, because the significance level is less than (0.000), which is also less than (0.05). This confirms the validity of the alternative hypothesis. So, we reject H0 and accept H1.

3.6.4. Testing the 4th Hypothesis:

To test the fourth hypothesis, we establish two alternative hypotheses:

H0: Consumers do not purchase products based on previous user experiences.

H1: Consumers purchase products based on previous user experiences.

To test this hypothesis, we use the One Sample T test, the results are shown in the following table:

Table N° (13): One Sample T test results of the Action Stage

Datum	Standard Deviation	Arithmetic Average	T value	Sig	Hypothesis Test Result	
Action Stage	.75911	3.8213	71.190	0.000	H0 Rejected	H1 accepted

Source: SPSS output.

The results of the table above show that the arithmetic average of the answers to the statements that make up respondents' attitudes toward the **Action** stage reached 3.8213. With a standard deviation of .75911 which is morally significant, because the significance level is less than (0.000), which is also less than (0.05). This confirms the validity of the alternative hypothesis. So, we reject H0 and accept H1.

4. Conclusion

After theoretically reviewing the concept of AIDA model and its component stages in our research. In Addition to conducting the applied study on a random sample of consumers in the city of Bordj Bou Arreridj, the following results are achieved:

- The general orientation of the research sample's opinions is emphasizing that users' prior experiences with the products attract consumers' attention. By introducing the products and thus creating awareness and understanding among them of the existence of these products.
- The results showed that the overall general orientation of the research sample's opinions is emphasizing that users' prior experiences enhance interest in the product as a second stage after the stage of attracting attention. By involving consumers in the content of the experiences and purchasing expertise they provide and thus providing more details about the characteristics and benefits of the products.
- The general orientation of the opinions of the research sample was towards emphasizing that previous user experiences generate a desire among consumers to purchase and try these products as an important means of satisfying them.
- The results showed that the overall general orientation of the opinions of the research sample was also towards emphasizing that consumers seek to purchase products based on the experiences and expertise of previous users.
- Regarding the first hypothesis test, the results of the (One Sample T test) showed that the significance level was equal to (0.000), which is completely less than (0.05), which confirmed the validity of the first hypothesis. Which states that: Users' previous experiences with products attract consumers' attention towards them.
- Regarding the second hypothesis test, the results of the (One Sample T test) showed that the significance level was equal to (0.000), which is completely less than (0.05), which confirmed the validity of the first hypothesis, which states that: Users' previous experiences with products arouse consumers' interest towards them.
- Regarding the third hypothesis test, the results of the (One Sample T test) showed that the significance level was equal to (0.000), which is completely

less than (0.05), which confirmed the validity of the third hypothesis. Which states that: Users' previous experiences with products generate consumers' desire to purchase them

- As for testing the fourth hypothesis, the results of the One Sample T test showed that the significance level was equal to (0.000), which is completely less than (0.05). This confirmed the validity of the fourth hypothesis. Which states that: consumers buy products based on users' previous experiences with them.

In light of the results reached in this research, the following suggestions could be made:

- The necessity of understanding consumer preferences and the channels through which they can be reached.
- The necessity of working on applying various scientific models in consumer behavior by institutions to reach an accurate understanding of the stages that they go through in the purchasing process.
- Paying more attention to personal communications by institutions to achieve the desired goals of their communication efforts. As the recommendations that the consumer receives from other consumers are more influential than the promotional activities that come from the institution itself.

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