



# The Effect of Digital Advertisement on Improvement of Business in N'djamena –Chad”

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## ABSTRACT

*As the dominance of digital advertising is increasing at a pace, Customers are getting engaged with digital advertising more and making use of digital devices to spend the maximum of their time. Digital advertising can be a very effective, efficient, and helpful tool for the growth of a start-up or business. The digital advertisement in N'djamena (Chad) is less well known and the status is not known by many people and companies. There is less awareness and information about the role of digital media in the selection of a company's products and services. The study was conducted in N'Djamena, which is the capital of the Chad Republic. Descriptive research methods and random sampling methodology were used in this study. Furthermore, a structured questionnaire was constructed for the data collection. A total of 114 questionnaires were distributed in the study. SPSS was used for data analyses. The result indicates that digital advertising plays a critical role in boosting business in the N'djamena city.*

**Keywords:** *Digital Advertisement, Consumer Buying Behaviour and Challenges of Digital advertisement in Business.*

## INTRODUCTION

Digital advertising, or web advertising, online advertising, or online marketing, Internet advertising, is a form of marketing and advertising that uses the Internet to deliver promotional marketing messages to consumers.

Hence, the Internet is the place of the largest audience for your project, so you had to join its web, not to protect your project, but rather to expand its scope and prove its credibility.

People spend most of their time on the Internet, and the area is their second job. Today, companies around the world spend more than \$250 billion annually on digital advertising. The number continues to increase due to the impressive return on investment (ROI) generated by digital advertising. For companies that want to remain competitive, it is essential to publish your advertising strategy online (Raya Advertising, 2020).

Digital advertising is the process of publishing promotional materials across online platforms such as social media, search engines, websites, and any other digitally accessible software. As mentioned earlier, consumers spend most of their time on the Internet, so digital advertising helps you move your business directly to where your audience is spread advertising to online marketing, such as websites, streaming content, and more. Digital advertising media formats include text, images, audio, and video. This is your chance to achieve a range of business goals through the marketing funnel: branding campaigns to attract customers, introduce new products and stimulate sales and purchases. So, the main differences between digital advertising and traditional advertising are flexibility and accuracy.

### **STATEMENT OF THE PROBLEM**

The digital advertisement in N'djamena (Chad) is less well known and the status is not known by many people and companies. There is less awareness and information about the role of digital media in the selection of a company's products and services. Moreover, the importance of computers and technology, networks, and all affiliated aspects in Chad nowadays.

Research Gap: In recent years, advertising has played an important role for any organisation in attracting customers towards their products and services. There are studies being conducted on digital advertising all over the world, but in Chad, these activities are still far from the market. This study is focusing on the effect of digital advertising on the improvement of businesses in N'djamena-Chad. Very little research has been conducted to study the perception of advertisers.

There are many studies pertaining to foreign countries, but in the Chad scenario, however, very few studies have been conducted. The majority of research is conducted on a specific form (especially on social network advertising or e-mail advertising) and not on generic research in nature. A comprehensive study which covers the perception of both internet users and advertisers simultaneously is lacking.

### **THE RESEARCH QUESTIONS**

How is the current situation of digital advertisement in N'djamena?

How is the affects and potential of digital advertising from the perspective of target groups?

What is/are the main challenges are exist in the current market for digital advertisement?

### **RESEARCH OBJECTIVES**

To enhance the effectiveness of digital advertising from the business perspective of target groups.

To study the impact of digital advertising on Consumer Buying Behavior from the perspective of target groups

To identify the main challenges are exist in the current market for digital advertisement.

### **LITERATURE REVIEW**

The review of literature for this study was carried out in order to get some insights into the current state of online advertising. This chapter endeavours to provide a comprehensive understanding of the theoretical premises of online advertising; industry dynamics and revenue generation models; the challenges and opportunities present in front of the online advertising industry and future prospects of online advertising in Chad. Miscellaneous online and offline documents, research articles, reference books, industry reports, etc. examined during the course of this this review of literature, have revealed

that the primary focus of the researchers in the field of online advertising has been on the processing of online advertising by the audiences and the role of different variables, such as format of the ads, internet usage motives of the audiences, relevance of the ads, etc. involved in the process.

Other topics which have received significant attention from the researchers were interactivity, measurability, targeting techniques, personalization, privacy concerns of the audiences and revenue generation models such as pay per click or pay per lead. These findings would be used for interpreting and substantiating the survey data collected for this study. The review has been expedient in formulating a basic framework for studying the phenomenon of online advertising in Chad.

The Internet, the Internet has made it possible for service providers and Consumer's Tangible interaction based on the Internet rather than an Internet connection. Online shopping has gone global. The way people move to buy goods and exchange services between us. Online shopping was a convenient and safer option for people instead of crowded stores, and reduced movement and quest to bring goods from local markets. serving the market People from all socioeconomic backgrounds and caters to almost people's daily needs. Here are some examples of surveys and research work done by him Different people from different countries on consumer behaviour.

Sproles and Kendall (1986) studied the Consumer Style Inventory (CSI), developed for researching the difference in purchaser's decision making attitude, was approved and improvised into men and women's style of making choice. The outcome has a noteworthy dissimilarity in the buying habits of the two genders.

Global Online Consumer (2017) Report found that generation X is the major factor behind the build-up of online shopping behaviour among the consumers. While men and women shopped with about equal regularities, on average, the men spent more per transaction i.e. US\$220 vs. US\$151 for women on their most recent purchase. Clearly, E-commerce has been escalating universally across many categories like apparel, books, and music. But we are going to face and suppose major evolution in the categories where show rooming often occurs, such as smartphones, laptops, furniture and adornment items. Even in the scenario of grocery retail market a lot of opportunities are going to be available in the near future. Emergent companies are focusing on young professionals and also upon the loyalty among the users which could be upheld by providing quality service and products, as there is going to be a lot of competition in the future.

RBSA Advisor (2014) report shows that rapid development of E-Commerce is fundamentally transforming the business landscape. Start-up firms are snatching new opportunities in the electronic market place through current or progressive business models. Established firms are contending to transform and to switch their old business models towards online model. There is nearly Rs 20,000 core investment in E-Commerce which was driven in part by sky-high valuations. Funds flow leads to enrichment in online shopping platform, availability of enormous products and also make companies to show focus on cash on delivery model. Thus it tends to show a 55% growth as compared to last year and going to grow further in the future.

Furthermore, cut-throat corporate competition results in excessive sales promotion and marketing activities in order to win the confidence of the buyers. The competition and low income of consumers force the companies to lower the price of products which in turn lowers the quality of the product. The growing imperfection results in a hiatus of knowledge between the manufacturers/ traders and the consumers because of impersonalized selling. There has been a variety of products available in the market of which the purchaser has no prior knowledge leading to mistakes committed in decision-making. Further, Internet easily helps to manage the consumer-seller relationship. This way, it helps online retailers align their services and products to the needs of the consumers. It helps service providers to assess strategies to develop a successful market for the customers. They analysed that the major cause of hindrance to people's attitude towards internet shopping is that customers cannot assess the product before buying. Also, the privacy and security of customer information and monetary transactions were of prime concern.

Wallace et al. (1974) in their research Advertising Communications: Print vs. TV "exposed 84 subjects to 6 TV commercials and another 84 subjects to 6 print ad equivalents under "normal" conditions. TV delivered 81% of the message while print advertising delivered only 56%. TV also was more effective in "teaching" the message regardless of use/purchase probability, and the difference in favour of TV was most evident at very low use/purchase probabilities. It was suggested in the paper that such media differences in communication effectiveness must be balanced against differences in exposure costs".

Shelly and Thorson (2000) found in their paper "The Interactive Advertising Model: How Users Perceive and Process Online Ads provided an integrative processing model of Internet advertising, which incorporates the functional and structural schools of thought. The model begins with the functional perspective, which attempts to identify reasons for Internet use. Since most individuals enter cyberspace with some goal, or agenda, in mind, the authors argue that a model of online processing should begin with consideration of Internet functions. These functions, according to the authors, operate conjointly with the user's mode--ranging from highly goal-directed to playful--to influence the types of ads web users will attend to and process. A number of mediating variables, such as skill level, are offered as reasons to switch motives. These variables are conceptualized as having either a deleterious effect, as in the case of low skill and high anxiety, or beneficial effect, as in the case of high skill and low anxiety, on ad processing. Last, the authors incorporate a structural perspective, which seeks to identify and classify Internet ads. The authors offer a broad scheme in which to classify most Internet ads, as well as a number of common features unique to these ads. The authors conclude by offering a number of hypotheses suggested by the model".

## METHODOLOGY

**Research Design:** Descriptive survey research was used to delineate the effect of digital advertisement on improvement of business of the traders and their attitudes and responses towards digital advertising.

**Area of Study:** N'djamena City, national capital, Chad Republic, It is the political and commercial capital. The city of N'Djamena is located on the country's south-western border, adjacent to the

Cameroonian. It lies on the east bank of the Chari River at its confluence with the Logone River. The city was founded in 1900 across the Chari River from Fort-Fureau (Kousseri/Cameroun), which does not exceed 100 metres in width (britannica, n.d).

**Population of the Study:** The population for this study were traders of N'Djamena City. A survey population is defined as the total set of individuals, groups, or events that are being studied. China DV (2016). The population for the study consists of the entire list of small, medium, and large enterprises registered with the city of N'djamena, Chad Republic. The number of traders registered in this study is estimated at 114.

## SAMPLE DESIGN

Sampling frame of the study is presented randomly in different area of N'djamena city in Table below:

Table 1 Sample size of the Small, medium and large enterprises

S.No	Small Enterprises	43
	Mediums Enterprises	38
	Large Enterprises	33
<b>Total</b>		<b>114</b>

Sample size and sampling

Random sampling method has been used. Present study has been collected data from every group of demographics (Gender, age, educational level, monthly individual income, occupation and total investment) according to the needs of the study.

### Limitations of the study

Most of the merchants refrained from dealing with project ideas due to their lack of knowledge and lack of prior trading experience in their business, so it took a long time to convince them of the flexibility of dealing with digital ads.

Traders' information is insufficient and difficult to find online for accessing general data in state records and important details about traders, such as the number of institutions in the capital, N'djamena, the individual sizes of institutions, and other things that may value the project. A major concern is the lack of clarity about the ability of Internet services to respond to consumer desires so that businessmen or any other citizen can benefit from such a business through modern digital advertisements.

## FINDING AND DISCUSSION

### Demographic Profile of the Traders

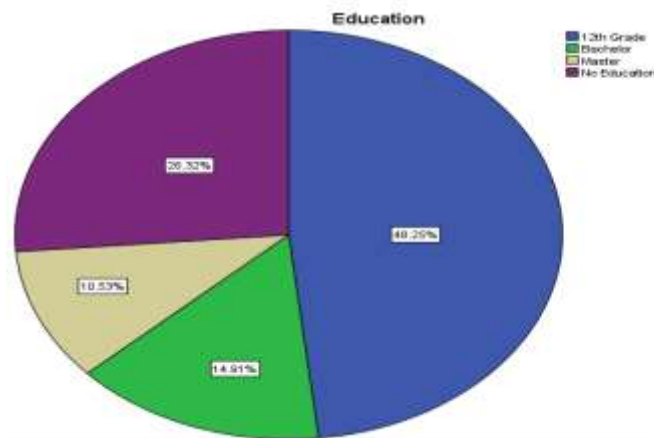
Table 2 : Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	100	87.7	87.7	87.7
Female	14	12.3	12.3	100.0
Total	114	100.0	100.0	

Source: Primary data

Table 2 show the gender distribution of participants (traders), which indicates that 87.7% of the traders were male and 14% were just female. The result found that most of the businesses are run in N'djamena city by men due to social and cultural dominance.

Figure 1: Education



The above figure indicates the education level of each participant (traders), which indicates that 48.2% of the traders' education level is Grade 12. 14.91% hold bachelor's degrees, while 10.53% are master's degree holders, and 10.5%, 26.3%, were not educated.

Age:

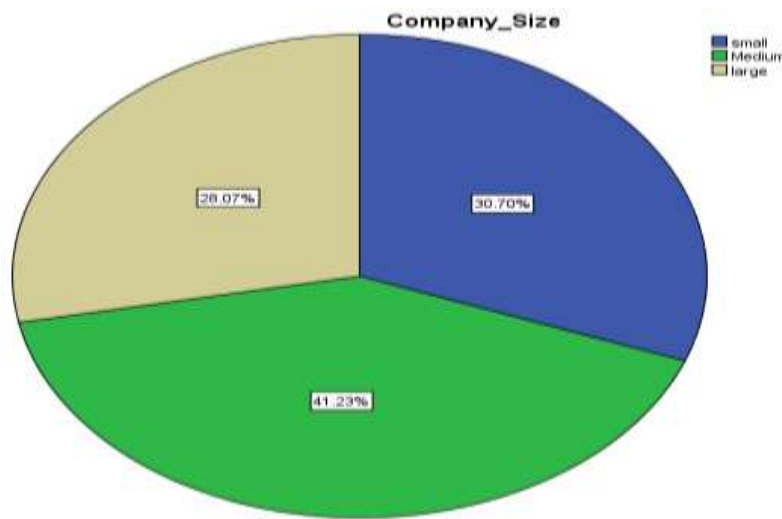
Table 3: Age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18 to 25 Years	1	.9	.9	.9
26 to 30 Years	21	18.4	18.4	19.3
31 to 40 Years	42	36.8	36.8	56.1
Above 40 Years	50	43.9	43.9	100.0
Total	114	100.0	100.0	

Source: Primary data

Table 3 indicates that most of the traders' age was above 40 years, with 43.9%, while 36.8% of the traders were aged 31 to 40 years. However, 18.4% of the traders were aged between 26 to 30 years, and a small percentage of traders were just 18 to 25 years old. The result indicates that most of the traders who are over 50 are retired government and private sector employees. So it means that these traders have enough experience in trading.

Figure 2: Company-size



Source: Primary data

Figure 2 shows that 30.7% were small-sized companies that participated in the research study, while the majority of the participants were medium-sized companies, with 41.2% and 28.1% of the respondents engaged in large enterprises in this research. So, most of the traders in N’djamena city are medium-sized traders.

Business type:

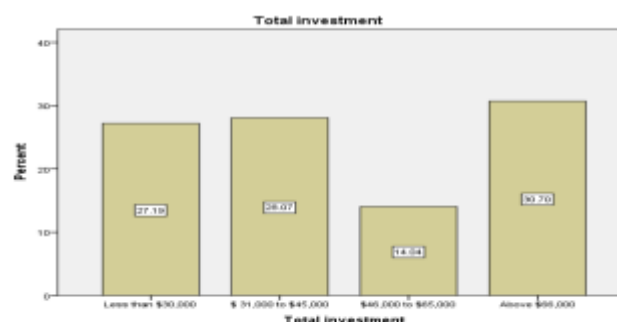
Table 4 : Business Types

Business type:	Frequency	Percent	Valid Percent	Cumulative Percent
Manufacturing	5	4.4	4.4	4.4
Services	88	77.2	77.2	81.6
Both Manufacturing and services	21	18.4	18.4	100.0
Total	114	100.0	100.0	

Source: Primary data

Table 4 shows the majority of the businesses in N’djamena city are invested in services sectors, with 77.2% and 18.4% of the businesses being both manufacturing and services, while the small percentage of business types are manufacturing

Figure: 3



Source: Primary Data

Figure 3 indicates that 30.7% of the total investment was invested above \$66,000 and 28.1% of the traders invested between \$31,000 to \$45,000. Further, 27.2% of the business was just invested in less than \$30,000 and 14.0% of the traders' total investment was between \$46,000 to \$65,000. The result

shows that most of the traders have invested more than \$66,000 in the market, which is a good sign for the sustainable growth and development of the country.

#### Number of Employers:

Table 5 : Numbers of Employees

Numbers of employees	Frequency	Percent	Valid Percent	Cumulative Percent
less than 10	53	46.5	46.5	46.5
10 to 15	25	21.9	21.9	68.4
16 to 20	17	14.9	14.9	83.3
More than 20	19	16.7	16.7	100.0
Total	114	100.0	100.0	

Source: Primary data

The result of statistics in table 5 shows that 46.5% of the traders hired less than 10 employees and 21.9% of the traders provided opportunities to employees between 10 to 15. Furthermore, 16.7% of the traders employed more than 20 people in their enterprises.

Figure: 4



Source: Primary data

Figure 4 indicates the monthly sales turnover of the traders. The majority of the traders (36.0%) have a monthly sales income of more than \$3,000, while 29.8% of the traders' monthly income is just below \$1,500 and 24.6% of the traders have a monthly income of \$1,600 to \$2,000.

### Digital Advertisements

This analysis part is related to the digital advertisements variable, which consists of 8 items. Five point Likert type scale options were given to the respondents to fill out the questionnaire, such as 1 = Strongly Agree, 2 = Agree, 3 = neither agree nor disagree (Neutral), 4 = Strongly Disagree, and 5 = Disagree.



Table 6: Digital advertisement is useful in differentiating my company from others.

Likert Scale	Frequency	Valid Percent	Mean	Std. Deviation
Strongly Agree	40	35.1		
Agree	43	37.7		
Neutral	3	2.6	2.3684	1.50081
Strongly Disagree	5	4.4		
Disagree	23	20.2		
Total	114	100.0		

Source: Primary data

Table 6 indicates that 35.1% of the respondents strongly agree and 37.7% of them agree with the statement that digital advertising is useful in differentiating my company from others. The result shows that almost 72.8% of the digital advertisements are useful in their businesses. The mean range is 2.3684 and standard deviation range is 1.50081 which indicates that higher Mean and lower standard deviation are playing greater impact on the businesses.

Table 7: Digital advertisement improves the performance of my company.

Likert Scale	Frequency	Valid Percent	Mean	Std. Deviation
Strongly Agree	35	30.7		
Agree	40	35.1		
Neutral	15	13.2		
Strongly Disagree	1	.9	2.4474	1.45184
Disagree	23	20.2		
Total	114	100.0		

Source: Primary data

The table above 7 shows the impact of digital advertising on my company's performance. The result indicates that 35.1% of the respondents are agree and satisfied with digital advertisement performance, and 30.7% of the respondents are more satisfied with. And very few were dissatisfied with.

Table 8: Digital advertisement increases the potential business opportunities of my company

Likert Scale	Frequency	Valid Percent	Mean	Std. Deviation
Strongly Agree	32	28.1		
Agree	35	30.7		
Neutral	22	19.3		
Strongly Disagree	1	.9	2.5614	1.45149
Disagree	24	21.1		
Total	114	100.0		

Source: Primary data

The result of table 8 reveals that digital advertising increases the potential business opportunities of my company. The analysis shows that 58.8% of the respondents show their interest and satisfaction of, while 22% of the respondents were just not satisfied with.

Table 9: The Digital advertisement is believable

Likert Scale	Frequency	Valid Percent	Mean	Std. Deviation
Strongly Agree	31	27.2	2.2719	1.06667
Agree	37	32.5		
Neutral	36	31.6		
Strongly Disagree	4	3.5		
Disagree	6	5.3		
Total	114	100.0		

Source: Primary data

Table 9 displays that the digital advertisements are believable and attract more customers towards the products and services. The findings report that 59.7% of the respondents believe so, 31.6% are aware of such kinds of advertisements. However, only 8.8% of the respondents strongly disagreed or disagreed with it.

Table 10: After viewing the digital advertisement, I would consider more investment in the market.

Likert Scale	Frequency	Valid Percent	Mean	Std. Deviation
Strongly Agree	28	24.6	2.4386	1.25533
Agree	40	35.1		
Neutral	29	25.4		
Strongly Disagree	2	1.8		
Disagree	15	13.2		
Total	114	100.0		

Source: Primary data

The analysis of table 10 indicates that the interest of traders is related to the actual point of the investment after viewing the digital advertisement opportunities of the business investment in the market. The findings show that 59.7% of the people were trusted and believed to invest after seeing the beneficial advertisement. However, 25.4% of the traders were unsure whether to invest or not. And 15% of the participants are not satisfied with.

### Digital advertising on Consumer Buying Behaviour

This analysis part is related to the digital advertisement consumer buying behaviour, which consists of 8 items. Five point Likert type scale options were given to the respondents to fill out the questionnaire, such as 1 = Strongly Agree, 2 = Agree, 3 = neither agree nor disagree (Neutral), 4 = Strongly Disagree, and 5 = Disagree.

Table 11 : Consumer's behaviour is significantly influenced by digital advertisement before purchasing products/services.

Likert Scale	Frequency	Valid Percent	Mean	Std. Deviation
Strongly Agree	16	14.0	2.5789	1.10425
Agree	42	36.8		
Neutral	43	37.7		
Disagree	13	11.4		
Total	114	100.0		

Source: Primary data

Table 11 indicates that the result of a consumer's behaviour is significantly influenced by digital advertisements before purchasing products or services. The findings show that 50.8% of the respondents

of the research agree and strongly agree with it. However, 37.7% of the respondents were neutral, while 11.4% of the respondents disagreed with influencing customers through digital media.

Table 12 : Knowledge of digital advertisement on online shopping satisfied me.

Likert Scale	Frequency	Valid Percent	Mean	Std. Deviation
Strongly Agree	18	15.8	2.5351	1.12242
Agree	43	37.7		
Neutral	40	35.1		
Disagree	13	11.4		
Total	114	100.0		

Source: Primary data

Table 12 analysis is related to the knowledge of digital advertisements on online shopping satisfaction. According to the findings, 54.5% of survey participants agreed, strongly agreed, or were satisfied with online shopping. However, 35.1% of the respondents were in favour and against, but 11.4% of the participants were dissatisfied.

Table 13 : Respondents purchase decision after seeing digital advertisements became satisfied with shopping

Likert Scale	Frequency	Valid Percent	Mean	Std. Deviation
Strongly Agree	24	21.1	2.3947	1.06113
Agree	40	35.1		
Neutral	38	33.3		
Strongly Disagree	5	4.4		
Disagree	7	6.1		
Total	114	100.0		

Source: Primary data

Table 13 revealed the analysis of respondents' purchase decisions after seeing digital advertisements became satisfied with shopping. The result indicates that 56.2% of the traders strongly agree and agree. Further, 10.5% of the respondents strongly disagreed or disagreed with it.

Table 14 : Advertising is beneficial to consumers because it provides important information about goods and services.

Likert Scale	Frequency	Valid Percent	Mean	Std. Deviation
Strongly Agree	14	12.3	2.3333	.81650
Agree	56	49.1		
Neutral	39	34.2		
Strongly Disagree	2	1.8		
Disagree	3	2.6		
Total	114	100.0		

Source: Primary data

Table 14 indicates that digital advertising is beneficial to consumers because it provides important information about goods and services. The result shows that 61.4% of the survey participants agree and strongly agree with the purpose. Moreover, 4.4% of the respondents strongly disagreed and disagreed with it definitely.

### Challenges of digital advertisement

This analysis part is related to the Challenges of digital advertisement variable, which consists of 8 items. Five point Likert type scale options were given to the respondents to fill out the questionnaire, such as 1 = Strongly Agree, 2 = Agree, 3 = neither agree nor disagree (Neutral), 4 = Strongly Disagree, and 5 = Disagree.

**Table 15 : Digital advertisement gives competitive edge to digital marketing owing to its feature**

Likert Scale	Frequency	Valid Percent	Mean	Std. Deviation
Strongly Agree	14	12.3		
Agree	61	53.5		
Neutral	38	33.3	2.2368	.69515
Disagree	1	.9		
Total	114	100.0		

Source: Primary data

Table 15 indicates that digital advertising gives a competitive edge to digital marketing owing to its features. The result found that 65.8% of the traders strongly agree and agree. On the other hand, 33.3% of traders were not in favour of the above statement. However, almost one participant is disagreed.

**Table 16 : Digital advertising made consumer more powerful by giving several options to choose from big digital platform**

Likert Scale	Frequency	Valid Percent	Mean	Std. Deviation
Strongly Agree	25	21.9	2.3509	1.12086
Agree	46	40.4		
Neutral	32	28.1		
Disagree	11	9.6		
Total	114	100.0		

Source: Primary data

Table 16 displays how digital advertising makes consumers more powerful by giving several options to choose from across big digital platforms. The analysis of the results shows that 62.3% of the survey participants strongly agree and agree. However, 9.6% of the respondents disagreed with the above statement.

**Table 17 : Regular Updates Needed for digital advertisements**

Likert Scale	Frequency	Valid Percent	Mean	Std. Deviation
Strongly Agree	34	29.8	2.2982	.95870
Agree	16	14.0		
Neutral	62	54.4		
Disagree	2	1.8		
Total	114	100.0		

Source: Primary data

Table 17 displays that the digital advertisement needs regular updates. The finding shows that 43.8% of the survey participants strongly agree and agree with the given statement. While 54.4% of respondents were unaware of it, despite the fact that only 1.8% of respondents disagreed with the given statement.

**Table 18 : Digital advertising is closely reliant on internet and the city of N'Djamena provides internet access to each citizens**

Likert Scale	Frequency	Valid Percent	Mean	Std. Deviation
Strongly Agree	37	32.5		
Agree	19	16.7		
Neutral	23	20.2	2.6316	1.44064
Strongly Disagree	19	16.7		
Disagree	16	14.0		
Total	114	100.0		

Source: Primary data

Table 18 indicates that digital advertising is closely reliant on the internet, and the city of N'Djamena provides internet access to each citizen. The findings show that 49.2% of the traders strongly agree and agree. While 30.7% of them were strongly disagreed and disagreed. Furthermore, the mean for the statement is 2.6316, which means that the statement is acceptable for traders.

### CONCLUSION

This study is investigated the factors that effect of digital advertisement on improvement of business in small, medium and large enterprises in N'djamena city. After thorough review of literature, the researcher captures the important dimensions of digital advertisement. Additionally the study also measures the digital advertising on consumer buying behaviour of digital advertisement and challenges of digital advertisement. Luckily, most of the participants are quietly agree with the Digital advertisement, near understandable and it is useful for the completion of business tasks more quickly, and they also satisfied with the different statements of the study. Furthermore, the research got huge credits of spreading the Knowledge of study by influencing participants, because digital marketing and advertising have become a staple of all modern enterprises looking to increase revenue and drive customer engagement, despite more challenges showing for opposite.

Finally, the result of study has played very important roles, assigned key points in the field and brought tough competition for technological advancements, marketing, and digital platforms.

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