

AN INVESTIGATION INTO THE INFLUENCE OF ONLINE ADVERTISING ON CONSUMERS PREFERENCE FOR TOURISM PRODUCTS (A STUDY OF SELECTED HOTELS IN OSHIMILI SOUTH –DELTA STATE)

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Abstract

The study examined the influence of online advertising on perceived preference behaviour for tourism products. The research used descriptive study that adopted online survey using 204 copies of well structured, closed ended questionnaire of 5-point Likert scale to illicit responses. The unit of the population consisted of staff and tourists of selected Hotels in Oshimili South, Delta State. The data were analysed with the help of Pearson product moment correlation to determine the relationship existing among variables.. The results indicate that there is a strong relationship between perceived value of online interaction and online behaviour. It further showed that there is a strong influence of level of technology expertise and online perceived behaviour of tourism products. There is a moderate correlation between goal impediments and online perceived behaviour toward tourism products.. There is also a strong correlation between availability of broadband internet connection and online perceived behavior. Even ease of access to computer relates to perceived behaviour of tourism product. It however concluded that the study, online advertising has strong influence on consumer preference for tourism product.

Introduction:

The rapid development in technology in today's environment has made internet usage a continuous and embracing issue. This is supported by the ease of internet users access through a PC,Laptop, Mobile phones, tablets and other related media which has facilitated proper promotion of products using online advertising (Muhammad and Dwi, 2015). But an increasing number of internet usage is not accompanied by the corresponding increase in the online purchases. The internet plays an important role in many companies' marketing strategy thus accounting for \$18.5billion in total spending (Burns,2006) .Online advertising now ranges from directory listing of the early days to the more recent multimedia ads enabled by video streaming (Liu-Thompson,2015) . Online advertisement is a form of advertisement which uses internet to deliver promotional marketing message to consumers. It has enabled marketers to target specific customers' segment ,gather information, access sales potentials and ensure product or service exposure across boundaries . Online advertisement is a multi- dimensional marketing technique whose ultimate goal is to convert online visitors into future customers. The multiple form of online advertising tools used by advertisers overtime has aimed at developing existing interactive eye catching advertisement that can draw consumers' attention while at the same time increasing their sales online.

While traditional marketing communication strategies focus solely on conveying information to consumers , recent theories argue for a much more pro- active and powerful role of consumers in online marketing . As a newly emerged advertising medium ,the internet has the most potential for incorporating consumers preferences into the advertising process and overcoming the negative effects of the traditional media of advertising . It is an interactive medium that allows two- way communication between consumers and advertisers . some online advertising formats such as search engine advertising deliver highly targeted advertising messages to consumers promptly when they need the information. Thus the growing dependence on internet as the ultimate source of information and communication makes it a leading advertising platform. All the aforementioned contribute to potentially better understanding and incorporation of consumers needs and preferences that lead to more effective marketing communication.

Meanwhile, the same characteristics of the internet media also present unique challenges to advertisers. The interactive capability of the internet endows consumers with more control that enable consumers to be less tolerant of forced communication from advertisers.

) Through the internet, firms can provide products information around the world. The key consideration for an online advertiser is to maximize the benefits of the self-selected interactive consideration of the online media and avoid offensive messages. It is made to understand how much consumers especially tourists are willing to use the internet in an interactive fashion. While using qualitative and quantitative method to ascertain tourist preference and drivers of tourists tendency to engage in online interaction, Liu-Thomplains(2015) suggest the need to adapt advertising strategies to consumers needs instead of blindly increasing the interactivity of online ad. While examining the factors affecting tourists purchase intention of tourists product, Muhammad and NOSSHEAN (2015) Opined that brand name, brand logo, packaging and country of origin are positively correlated with each other. According to Kartin and AQSA (2015), online advertising has influence on consumer buying behavior. Online behavior advertising is a special form of targeted advertising which collects individual information of online behavior. It tracks consumers personal information relating to search history, browsing history, purchase history, Life interest etc. and analyses consumers preference and personal characteristics. Tourism online business is growing fast and competition is fierce. Online advertising is essential in this particular industry as it helps to attract customers and makes profits. Cost advantages including simplified processes, turn online advertising into a unique market opportunity. This research is an approach towards specified tourism advertising through the use of internet. It is undertaken to explore the current and most used online development strategies as well as technologies in tourism sector.

Tourism products like any other product are things that attract tourists as buyers and must be designed for and continuously adapt to match changing needs and expectation of target market. Tourism involves a direct and reciprocal relationship between users and producers of the tourism products (Brida et al, 2011). The tourism satisfaction depends on certain characteristics of the tourist products offered such as transportation, accommodation, attractiveness and cost of service. This article will analyze only tourism service product as online market strategy which is crucial for the promotion and commercialization of any destination that develops new tourism product that should be communicated to market and target public. Tourism product is the sum of the physical and psychological satisfaction it provides to tourists during their travelling to their destination. It focuses on facilities and services designed to meet the needs of the tourists.

This study depicts the various tools of online advertising and their effects on customers in particular. The purpose of this study however, is to find out about the degree of internet usage of tourists as well as their preferences in online advertising. The study investigates the ways online advertisements boost traffic on websites and how customers are influenced by it as well as how important online advertising is and if this tool is good as a sustainable marketing techniques.

Statement of the Problems

The increased use of the internet and electronic commerce has impacted positive effects on the tourism sector and Online advertising is therefore very essential in the industry for customer retention and profit making. Although online advertising technology has advanced tremendously, consumers reaction towards advertising did not improve over the years. Despite the start of some instructive online advertising format such as search engines, online advertising faces the danger of becoming another push media (Yuping, 2015) and it is being accepted by consumers sluggishly for non regard to consumer participation and consideration to consumers preferences. The online behavioral advertising towards a tourism product has not been fully exploited as consumers still avoid keying to the advertising message with precise delivery not minding that research has addressed how online users develop their choices of tourism products. Online advertising tends to make both potential and actual customers frustrated thereby limiting the access to enjoyment and positive online experience. It is however difficult to ascertain the measures that decrease online advertising preference for tourism goods. Thus, the present day activities increasing number of

internet assess do not match with the corresponding of online purchases Aqsa and kartini, S2015) . Hang,(2016) argued that goal impediment and privacy concern are related to online behavioral avoidance positively. The research is a new approach towards a specific tourism advertising through the use of internet. It IS Undertaken to explore the current and most used online advertisement behavior in the tourism sector.

Research Questions

1. To what extent does level of technology expertise relate with preference for tourism products.?
2. How does perceived value of online interaction relate with tourism product?
3. How does ease of access to computer relate with tourists preference for tourism products?
4. To what extent does availability of broadband internet connection relate with tourist preference for tourism product?
5. To what extent does goal impediment relate with tourists preference for tourism product.
6. To what degree does privacy concern relate with positive tourists preference for tourism product.

Theoretical Framework

This study is anchored on the theory of planned behavior as propounded by Ajzen(2002) . The theory of planned Behavior (TPB) was intended to explain all behaviors over which people have ability to exact self control. The theory is based on consumer behavior which has responded to the conception and growth of modern marketing. The key components of the model is behavioral intentions which are influenced by attitude about the likelihood that the behavior will have the expected outcome and the subjective evaluation of the risks and the benefits of the outcome.

Empirical Review

Sab(2011) used a sample of 248 respondents to illicit information , adopting primary and secondary research of interview and a quantitative questionnaire survey research so as to investigate travelers' opinion and the degree of internet usage of online advertisement with regards to the preference of tourist products and services . The study was analyzed using statistical software (SPSS) of cross tabulation followed by chi-square of all the online tools of search marketing ,interactive advertising online public relations, viral marketing ,opt- in e mail marketing and online partnership, search marketing of sponsored listing ,generation rejection; Furthermore , tourists have negative attitudes towards banner and pop-up ads. Opt –in e mail marketing generate positive perceptions.

Assqa and Kartim (2015) adopted a purposive sampling of 340 respondents to examine the effect of online advertising on consumer buying behavior using a quantitative analysis. Testing the hypothesis using structural equation modeling showed that online advertising has an influence on consumer buying behavior . Furthermore, dimension ,interactivity of online advertising provides the highest influence on the attitudes and interest of consumers who purchase products online.

Iweama, Iweka and Alfa(2018) used 40 responses to examine the effects of online advertisement on consumer buying behavior using Nigerian Police Academy Cadet as a study. The variables identified in the study and the various dimensions were measured using 5-point Likert scale and pearsons correlation was used to analyse the variables of interest, adopting one- tail multivariate analysis. The results show tha advertising ,accessing and entertainment have positive impact on the intention to seek online advertisement

Huang and Li(2016)examined factors of online behavior advertising avoidance using 231 questionnaire in the city of Guangzhou pearl River New city The focus was toexplore the relationship between variables and determine model structure . The results show that perceived personalization is related to advertising avoidance negatively as consumers can easily find their desired product. It is also revealed that there is no obvious correlation between privacy concern ,,negative negative experience and the impact on advertising avoidance. It is then concluded that goal impediment and privacy concern positively influence advertising avoidance .Perceived personalization negatively influence advertising avoidance. The study found that goal impediment,privacy concern and perceived personalization had significant impact on advertising avoidance

Yuping, (2015) used a mail survey of 362 internet users to test and identify the factors affecting consumers tendency to engage in interactive online communication. The hypotheses were tested using structural equation modeling via Lisrel. Findings show that skilled internet users with ready access have higher tendency to interact .Perceived risk, online interaction, age and buying lifestyle have negative influence on willingness to interact online The effect of perceived risk is mediated by reducing perceived value . The availability of broadband internet connection does not make consumers more open to interactive communication.

Shah and Chen(2010) examined the effects of advertising on society by virtue of its behavioral ,economic, moral and culture through corporate social responsibility work using a stratified random sample of university students population of 429 respondents . The data were analysed using frequency and mean tests, paired sample t-test, Non- parametric rank tests Were used for the hypotheses testing.and triangulation research method was used for attitude evaluation towards advertising and public relations from the corporate social responsibility perspectives. The results suggest that the social responsibility for advertising practice has positive attitudes towards public relations.

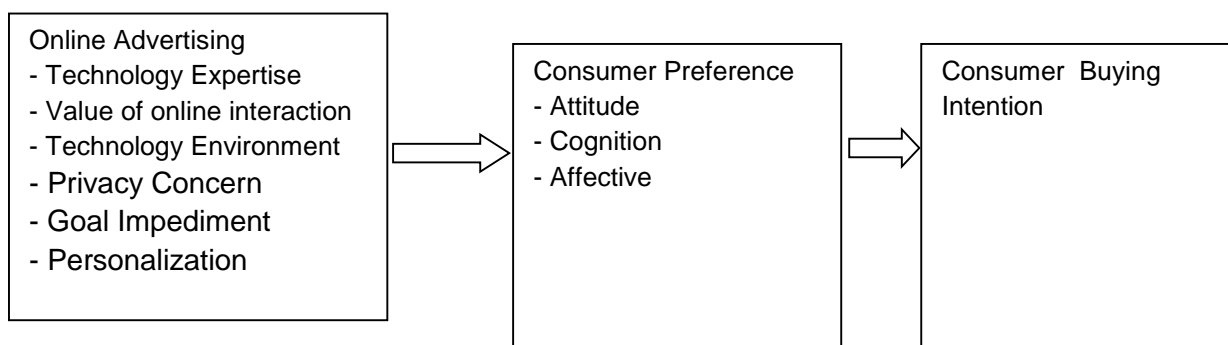
Saravanan and Sajitha(2016) used questionnaire of 50 samples respondents to illicit responses from students adopting an exploratory research. The data were analysed using percentages . Findings suggest that. Advertisement games are not much common among respondents. Respondents agree that online advertisement is an effective medium for purchasing a product online. And advertisement saves the time of an individual to select the required product.

Conceptual Framework

The conceptual model was formulated to test the hypothesized relationship among the constructs

Model Research and Hypotheses

The research model in this study is comprised of online advertising ,consumer attitudes and consumer buying intention toward tourism products . In this study, technological expertise, value of online interaction, Privacy concern, Technological environments ,goal impediments and personalization are the online marketing strategies needed to predict consumer attitudes



Research Model

Considering the model above the research hypotheses could be stated thus

1. Internet users have good perception of online advertising
2. Online advertising has effects on consumer attitudes .
3. Attitudes influence consumer s intention

Technology expertise:

For an effective online utilization and interaction mechanism, consumers need to possess a certain levels of technology expertise (Thompkins,2015) internet or computer skills are facilitators of online interaction and the lack of the level skills may pose a barrier to online interaction .This is in line with Novak, Hofman and Yi(2000) who claimed that being afraid of doing something wrong to the computer may limit consumers interaction.

HO: Level of technology expertise does not relate with online preference for tourism product.

Perceived value of online interaction:

Perceived value is the perceived ability of online interaction to help fulfill consumer goals. To be willing to interact online , consumers must see value in an action and such values come in the form of convenience ,time, savings, immediacy and social fulfillment. Value perception is a contribution to the decision to engage in interactive relationship(Thompkin,2015)

HO: perceived value of interaction does not relate with online preference for tourism product.

Technology Environments

According to Thompkin(2015) opportunities for online interaction are present when access to a computer with an internet connection is available . This environmental factor limits the use of the internet as a main interactive channel . The cost of high speed internet access and the complimenting hardware limits the activity on the internet such as video streaming ,online conference among others.

In reality, consumers who have a faster broadband internet connection engage in a wider variety of activities than consumers with regular dial- up connections.(Horrigan,2003). Some of the activities such as email and online chatting are communication oriented.

HO: Ease of access to computer does not relate with online preference for tourism product .

HO: Availability of broadband internet connection does not relate with positive online preference for tourism product

Privacy concern

Privacy concern is the degree of consumers concern about potential privacy invaded(Beck and Morimoto,(2012) . With the influx of information and communication technology , marketers collect and track personal information about specific consumer purchase histories and characteristics so as to identify the best prospects , customize advertising and promotion strategies, implement highly targeted direct-marketing efforts ,establish reward and loyalty programs.These tools make consumers to worry about their privacy as potentially being exposed.According to Milne and Boza (1999), privacy concern has negative impact on consumers buying behavior, trust and information control. With the intensification of privacy concern ,consumers are likely to have negative experience and avoid online behavioraladvertising that will not guarantee complete preference for tourism product.

We therefore propose as follows .

HO: Privacy concern does not significantly relate with positive online preference for tourism products

Goal impediment

The internet is a goal –oriented medium where users are usually engaged in specific tasks which can be interrupted by exposure to unsolicited ads. This makes consumers have negative experience that negatively influencing consumers preference . Li et al (2002) found that the perception about advertising interruption results in cognitive avoidance and behavioral avoidance directly . Specks and Elliott(1997) argued that interruption by advertising will affect consumers avoidance behavior. Consumers may also pick negative emotion because the advertising content is not consistent with webpage they are browsing (Burns and lutz, 2006). IF goal impediment has been considered as on of the most significant predictors of ads

avoidance , we do not know whether goal Impediment has influence on consumers preference for tourism product hence we propose the following hypothesis;

HO: Goal impediment does not significantly relate with tourists preference for tourism products

Perceived Personalization;

Perceived personalization is the personal communication on the basis of personal preference(Roberts,2003) The main difference between online behavioral advertising and traditional advertising is that online behavioral advertising is customized and personalized . perceived personalization is the process of customizing solution according to consumer information(Rogers et al,2007) .According to Liand Haung,(2016) ,perceived personalization is related to advertising avoidance negatively hence consumers can easily find the desired product or know the incentive timely.White et al(2008) asserted that consumer reactance to personalized messagecan be determined by the perceived utility of the advertised product or offset of the psychographic . Perceived utility significantly decreases consumer’s reactance against loyalty program (white et al,2008) According to Pasadoos(1990), personalized content is the most effective way to avoid the ads that are disturbing. When the ads are considered useful and valuable ,consumers are made to possess positive experience to the ads and have a higher rate of choice control. We however propose as follows.

HO: Personalization does not significantly relate with positive online preference for tourism products.

Methodology

The research design used in this study was purely descriptive and data collection was by means of survey which are part of non-experimental research. The sample unit consisted of tourists and staff of selected hotels in Oshimili South, Delta state.

Population for the study

The research population is derived from the 171 list of hotels situated in Oshimini south LGA, Delta state according to www.izito.ng/find/quality as at December, 2019. Primary and secondary data were used for the study. Data were gathered with the aid of a set of well structured close ended questionnaire. The questionnaire was scaled on a 5- Point Likert scale.

Sample and sampling Techniques

Probability sampling technique was used for determining the sample for the study. Taro Yamene (1961) method of sample size determination was used to statistically determine the sample size for the study.

Taro Yamane formula for calculation is as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where

n = Sample size

N = Finite population

1 = Constant

e = Level of significance taken to be 0.05

$$n = \frac{171}{1 + 171(0.05)^2}$$

$$n = \frac{171}{1 + 171(0.0025)} = 119.8 = 120$$

Therefore 120 hotels were selected for the study as they serve as the optimum sample size for the study. Taro Yamane was used because the population is a finite one and the population size is known. This is in accordance with the assertion of Israel (1992) that in a finite population, when the original sample collected is more than 5% of the population size, the corrected sample size is determined by using the Yamane’s formula. In addition, Yamane sample calculation is a way to determine the sample size for a study. It is the most ideal method to use when the only thing you know about the underlying population you are sampling from is its size,. Furthermore, the sample for unit of analysis will be determined purposively, and will be drawn as follows: one hotel manager and one customer each from the selected hotels of which are served and interviewed

Reliability of the instruments

Reliability Statistics

Cronbach's Alpha	N of Items
.945	8

Reliability is 0.945 indicating the instruments are highly reliable for the study

ANALYSIS

The data gathered from questionnaire were analyzed using Pearson product moment correlation adopting statistical package for social science . The variables were subjected to complementary statistical tests and the results were used for analysis and hypothesis verification

Of the total number of 240 questionnaire distributed, only 204 copies of the questionnaire were returned and used for the analysis which is eighty percent retrieval rate

Table 4.1 Online preference Behaviour

	Opinion	Strongly disagree(2)	Disagree (3)	Neutral (1)	Agree (4)	Strongly agree (5)	Total
1	The level of online advertisement makes me determines my attitude towards the product	21	20	10	31	122	204
2	The way products are advertised makes me fall in love with the products	15	19	5	40	125	204
3	My perception on products is determined on how they are advertised on line	10	20	4	40	130	204
	Total	46	59	19	111	377	612
	Weighting	92	177	19	444	1885	2617
	Percentage	3.5	6.8	0.7	17.0	72.0	100

Source: Survey Data, 2020

From the table above, of the total weighting of 2617 of all respondents obtained, 72.% of the respondents indicated strongly agree to the questions asked, 17% indicated agreed, 6.8 % of respondents were of the disagree and 3.5 % of strongly disagree respectively, 0.7% respondents were neutral on the responses.

Table 4.2 Technology expertise

	Strongly disagree(2)	Disagree (3)	Neutral (1)	Agree (4)	Strongly agree (5)	Total
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1	Online communication of tourism products requires some levels of computer skills	0	4	0	40	160	204
2	Lack of computer skills act as a barrier to online interaction	4	20		100	80	204
3	Consumers with low level of technology expertise hardly enjoy a good flow of navigation via internet	0	0	0	14	190	204
	Total	4	24	0	154	430	612
	Weighting	8	72	0	616	2150	2846
	Percentage	0.3	2.6	0	21.6	75.5	100

Source: Survey Data, 2020

From the table above, of the total weighting of 2846 scored by the 204 respondents, 75.5% indicated strongly agree to the questions asked, 21.6% indicated agreed, 2.6% of respondents were of the disagree and less than 1% (0.3%) of strongly disagree respectively, whilst 0% were was neutral on their responses.

Table 4.3 Perceived Value of online Interaction

		Strongly disagree(2)	Disagree (3)	Neutral (1)	Agree (4)	Strongly agree (5)	Total
1	Consumers are highly involved in relational market behavior if it brings efficiency and risk reduction	2	5	2	25	170	204
2	Consumers need for convenience, social interaction and the ability of the internet to fulfill such need has positive impact on consumer interaction	10	14	0	170	10	204
3	Higher perceived value makes consumer more willing to interact online.	24	30	5	130	15	204
	Total	36	49	7	325	195	612
	Total weighting	72	147	7	1300	975	2501
	Percentage	2.9	5.9	0.3	52.0	39.0	100

Source: Survey Data, 2020

From the table above, of the total weighting of **2501** scored by the 204 respondents, 39% indicated strongly agreed to the questions asked, 52% indicated agreed, 5.9% of respondents were of the disagree and 2.9% (0.3%) of strongly disagree respectively, whilst less that 1% (0.3)% were was neutral on their responses.

Table 4.4 Access to Computer

		Strongly disagree(2)	Disagree (3)	Neutral (1)	Agree (4)	Strongly agree (5)	Total
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1	Without adequate access to computer consumers will not freely use internet	69	80		25	30	204
2	The cost of high speed internet access limits the ability on the internet	0	0	0	40	164	204
	Total	69	80	0	65	194	408
	Total Weighting	138	240	0	260	970	1608
	Percentage	8.6	14.9	0	16.2	60.3	100

Source: Survey Data, 2020

From the table above, of the total weighting of **1608** scored by the 204 respondents, 60.3 % indicated strongly agreed to the questions asked, 16.2% indicated agreed, 14.9% of respondents were of the disagree and 8.6% of strongly disagree respectively, whilst 0% was was neutral on their responses.

Table 4.5 Broadband internet connection

		Strongly disagree(2)	Disagree (3)	Neutral (1)	Agree (4)	Strongly agree (5)	Total
1	Consumers who are fast in broadband internet connection engages in a variety of activities				4	200	204
2	Broadband connection provides greater convenience than dial-up connection				60	144	204
3	High broadband connection provides more opportunity to interact online and richer communication format such as voice chatting and rich media advertisement				14	190	204
	Total				78	534	612
	Total Weighting				312	2670	2982
	Total Percentage				10.5	89.5	100

Source: Survey Data, 2020

From the table above, of the total weighting of **2,982** scored by the 204 respondents, 89.5 % indicated strongly agreed to the questions asked, while 10.5% indicated agreed, there was no responses for other options.

Table 4.6 Privacy concern of online ads

		Strongly disagree(2)	Disagree (3)	Neutral (1)	Agree (4)	Strongly agree (5)	Total
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1	I feel uncomfortable when information is shared without permission			4		200	204
2	I feel that my privacy is invaded if I can't control my personal information flow				14	190	204
3	It is important for me to know how my personal information flow is invaded		10	14	20	160	204
4	Online behavioral ads privacy policies should have a clear explanation			4	24	176	204
5	I am worried that my record of network activities will be abused .When the online behavioral ads needs my personal information ,I usually will think for a while		40	10	150	4	204
	Total		50	32	208	730	1000
	Total Weighting		150	32	832	3650	4664
	Percentage		3.2	0.7	17.8	78.3	100

Source: Survey Data, 2020

From the table above, of the total weighting of **4664** scored by the 204 respondents, 73.3% indicated strongly agree to the questions asked, 17.8% indicated agree, 3.2% of respondents were of the disagree, and neutral responses were 0.7 % on their responses respectively.

Table 4.7 Goal impediment

		Strongly disagree(2)	Disagree (3)	Neutral (1)	Agree (4)	Strongly agree (5)	Total
1	These ads increase the obstacle during search				24	180	204
2	These ads distract my attention			10	4	190	204
3	These ads interrupt me from finishing my task				4	200	204
	Total score			10	32	570	612
	Total weighting			10	128	2850	2988
	Percentage			0.3	4.3	95.4	100

Source: Survey Data, 2020

From the table above, of the total weighting of **2988** scored by the 204 respondents, 95.4% indicated strongly agreed to the questions asked, 4.3% indicated agreed, less than 1% (0.3%) were neutral on their responses respectively.

Table 4.8 Personalisation

S/N		Strongly disagree(2)	Disagree (3)	Neutral (1)	Agree (4)	Strongly agree (5)	Total
1	Online advertising affords me the opportunity of customizing tourism products	20	30		14	140	204
2	Online advertising helps to avoid negative advertising	30	40	10	14	110	204
3	Online advertising helps to create positive experience				24	180	204
4	Online advertising helps to exercise high degree of choice interest	10	10	5	24	155	204
	Total	60	80	15	76	585	816
	Total Weighting	120	240	15	304	2925	3604
	Percentage	3.3	6.7	0.4	8.4	81.2	100

Source: Survey Data, 2020

From the table above, of the total weighting of **3604** scored by the 204 respondents, 81.2% indicated strongly agree to the questions asked, 8.4% indicated agree, 6.7% of respondents were of the disagree, 3.3% were of strongly disagreed and neutral responses were 0.4% respectively.

4.2 Data Analysis and Test of Hypotheses

This section deals with the testing of the various hypotheses using Pearson’s correlation coefficient analysis. The null hypotheses were tested and using SPSS version 21.0, the test analysis are stated below:

Hypothesis one

H0₁: Level of technology expertise does not relate with tourists preference for tourism products.

Decision Rule: Accept null hypothesis if calculated F value is less than tabulated (critical) value

Table 4.9 Pearson’s Correlations for hypothesis One

		TEE	OPB
TEE	Pearson Correlation	1	.854**
	Sig. (2-tailed)		.000
	N	203	203
OPB	Pearson Correlation	.854**	1
	Sig. (2-tailed)	.000	
	N	203	204

** . Correlation is significant at the 0.01 level (2-tailed).

(Source: SPSS Output of data,2020)

From the table above, the positive and large value of r (0.854**) indicates that there is a strong correlation between level of technology expertise & online perceive behavior towards tourism products of consumers, and correlation is significant at 0.01 level. Since the p – value (= 0.000) is less than the level of significance (alpha) (0.05), we therefore reject the null hypothesis and conclude that: Level of technology expertise does relate with tourists preference for tourism products.

Hypothesis Two

H0₂: Perceived value of online interaction does not relate with tourists preference for tourism products.

Table 4.10 Pearson’s Correlations for hypothesis two

		PCO	OPB
PCO	Pearson Correlation	1	.856**
	Sig. (2-tailed)		.000
	N	204	204
OPB	Pearson Correlation	.856**	1
	Sig. (2-tailed)	.000	
	N	204	204

** . Correlation is significant at the 0.01 level (2-tailed).

(Source: SPSS Output of data,2020)

From the table above, the positive and large value of r (0.856**) indicates that there is a strong correlation between Perceived value of online interaction & online perceive behavior towards tourism products of consumers, and correlation is significant at 0.01 level. Since the p – value (= 0.000) is less than the level of significance (alpha) (0.05), we therefore reject the null hypothesis and conclude that: Perceived value of online interaction does relate with tourists preference for tourism products.

Hypothesis Three

H0₃: Ease of access to computer does not relate with tourists preference for tourism products .

Table 4.11 Pearson’s Correlations for hypothesis three

		ACC	OPB
ACC	Pearson Correlation	1	.829**
	Sig. (2-tailed)		.000
	N	204	204
OPB	Pearson Correlation	.829**	1
	Sig. (2-tailed)	.000	
	N	204	204

** . Correlation is significant at the 0.01 level (2-tailed).

(Source: SPSS Output of data,2020)

From the table above, the positive and large value of r (0.829**) indicates that there is a strong correlation between Ease of access to computer & online perceive behavior towards tourism products of consumers, and correlation is significant at 0.01 level. Since the p – value (= 0.000) is less than the level of significance (alpha) (0.05), we therefore reject the null hypothesis and conclude that: Ease of access to computer does relate with tourists preference for tourism products

Hypothesis Four

H0₄: Availability of broadband internet connection does not relate with tourists preference for tourism products.

Table 4.12 Pearson’s Correlations for hypothesis four

		BIC	OPB
BIC	Pearson Correlation	1	.902**
	Sig. (2-tailed)		.000
	N	204	204
OPB	Pearson Correlation	.902**	1
	Sig. (2-tailed)	.000	
	N	204	204

** . Correlation is significant at the 0.01 level (2-tailed).

(Source: SPSS Output of data,2020)

From the table above, the positive and very large value of r (0.902**) indicates that there is a very strong correlation between Availability of broadband internet connection & online perceive behavior towards tourism products of consumers, and correlation is significant at 0.01 level. Since the p – value (= 0.000) is less than the level of significance (alpha) (0.05), we therefore reject the null hypothesis and conclude that: Availability of broadband internet connection does not relate with tourists preference for tourism products.

Hypothesis Five

H0₅: Goal impediment does not relate with tourists preference for tourism products .

Table 4.13 Pearson’s Correlations for hypothesis Five

		GIT	OPB
GIT	Pearson Correlation	1	.612**
	Sig. (2-tailed)		.000
	N	204	204
OPB	Pearson Correlation	.612**	1
	Sig. (2-tailed)	.000	
	N	204	204

** . Correlation is significant at the 0.01 level (2-tailed).

(Source: SPSS Output of data,2020)

From the table above, the positive and large value of r (0.612**) indicates that there is a moderate correlation between Goal impediment & online perceive behavior towards tourism products of consumers, and correlation is significant at 0.01 level. Since the p – value (= 0.000) is less than the level of significance (alpha) (0.05), we therefore reject the null hypothesis and conclude that: Goal impediment does relate with tourists preference for tourism products.

Hypothesis Six

H0₆: Privacy concern does not relate with positive tourists preference for tourism products.

Table 4.14 Pearson’s Correlations for hypothesis Six

		PSN	OPB
PSN	Pearson Correlation	1	.947**
	Sig. (2-tailed)		.000
	N	204	204
OPB	Pearson Correlation	.947**	1
	Sig. (2-tailed)	.000	
	N	204	204

** . Correlation is significant at the 0.01 level (2-tailed).

From the table above, the positive and very large value of r (0.947**) indicates that there is a very strong correlation between Privacy concerns & online perceive behavior towards tourism products of consumers, and correlation is significant at 0.01 level. Since the p – value (= 0.000) is less than the level of significance (alpha) (0.05), we therefore reject the null hypothesis and conclude that: Privacy concern does relate with positive tourists preference for tourism products.

Discussion of Findings

Based on the results obtained, it is observed that online advertising significantly affects how consumers go for tourist products within the region of Delta state. This therefore implies that the regular and targeted online marketing especially tourist products has a way of affecting consumer behaviours and preference within the Oshimini south LGA hence there is need for increased online advertising of the hotels where tourist regularly visit.

With respect to hypothesis one which says level of technology expertise does not relate with tourists preference for tourism products using value of **r (0.854**)** and P- level of **0.000**, the alternate was accepted as level of technology expertise does relate with tourists preference for tourism products. The result shows that 85% of the changes in preference for tourist products is accounted for by level of expertise in technology that the consumers have. In other words, this implies that the availability of expertise on technology will lead to increased consumer preference for online tourist products.

Similar situation is applicable to Goal impediment & online perceive behavior towards tourism products of consumers, with r value (.612) (61%) it shows that 61% of total variation in preference for tourist products is accounted for by Goal impediment that the consumers have. In other words, this implies that the more consumers have constraints towards their offers online, the less they would be able to order tourist products

Looking at Ease of access to computer & online perceive behavior towards tourism products of consumers, as depicted in the results table, it also shows that for of r (0.829**) shows that **83%** of the total variation of in preference for tourist products is accounted for by Ease of access to computer that tourists preference for tourism products that the consumers have.. Similar situation applies to Availability of broadband internet connection and tourists preference for tourism products. The result showed that r (0.902**) (90%) indicates that the total variation of in terms of preference is accounted for by Availability of broadband internet connection.

Similar situation is applicable to Perceived value of online interaction & tourists preference for tourism products. With r value (.856) (86%) it shows that 86% of total variation in preference for tourist products is accounted for by Perceived value of online interaction that the consumers have. In other words, this implies that the more consumers are able to go online easily they would be able to order more of a tourism products.

Looking at Privacy concerns & online perceive behavior towards tourism products of consumers, With r value (.947) (95%) it shows that 95% of total variation in preference for tourist products is accounted for by Privacy concerns that the consumers have. In other words, this implies that the more consumers are concerned about the privacy of their data and information, the less they are able to prefer online tourism products. In addition, Availability of broadband internet connection has a very high r (90%) and Privacy concerns (95%) respectively indicating their importance in affected consumer preference and online behavior for tourism products within the Oshimili south LGA.

Conclusions

The study examined the influence of online advertising on consumers preference for tourism products, drawing a case using tourists and workers of selected Hotels in Oshimili South of Delta state.

The results of this study is in agreement with the work of Sab(2011); Asqa and Kartini (2015) whose studies clearly indicated that online advertising affect consumers preference for tourism products. Without doubt, this study has contributed theoretically and practically to the existing and potential knowledge of humanity and the growth of tourism industry. Nevertheless, the study is not without limitation. First, this study is limited by the type of model that were used. In addition, the conclusions drawn from this model are not autonomous. Results are always offered as comparison in taking one of the alternatives of dependent variable as a benchmark.

Recommendations

- (1) The present study focused on determining the influence of online advertising on consumers preference for tourism products. Additional research is needed to confirm whether similar value dimension and correlation can be observed in other products.
- (2) While the model used by the research for testing the proposed model is technically sound, the opportunity for future research is to test the model by employing structural equation model as a data analysis techniques and to compare results with the present study.
- (3) Research should focus on investigating the claims used for promoting tourism attributes perception that could enhance trust and loyalty towards sustainable consumption of tourism products.
- (4) Considering the increased importance of technology and its revolutionary impact, it would be interesting that innovative ideas be called for in tourism sector.
- (5) Since the results and ideas presented in the study are exploratory additional studies are however necessary to validate the conclusions drawn from the present findings.

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