



Article Title

Influential factors and relational structure of Internet banner advertising in the tourism industry

Citation

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Abstract

The Internet serves as a major marketing and [communication](#) tool in the tourism industry; it is, therefore, surprising that there have been few discussions of the structural relationship between tourism and Internet-based advertising. This study focuses on determining how Internet-based advertising has influenced travel agencies operating in the tourism industry. The sample of 605 respondents is, therefore, limited to those with experience of both Internet-based advertising and travel agencies. Using structural equation modeling (SEM), it was found that while both consumer contact and attention paid have a direct relationship to a consumer's attitude of an advertisement, they only indirectly affect the consumer's response. The level of importance ascribed to the content of Internet advertisements creates two distinct responses, indicating that the consumer's degree of product involvement is a significant variable in determining the success of Internet advertisements.

Methods

The following questions are asked in our survey: (1) what is the influence of consumers' contact and attention and their attitude toward Internet advertising, and how does this determine the advertisement's effect on the user? (2) How does a user's perception of an advertisement differ according to levels of importance placed on the content of the advertisement? (3) What is the relationship between a user's attitude toward Internet advertisement and the advertisement's effect? (4) How is product involvement determined by the importance placed by a user on an advertisement's content. (5) How does a user's product involvement influence both: (a) the attitude toward Internet advertisement, and (b) the advertisement's effect?

Results

The survey found that contact and attention determined Taiwanese travel agencies' Internet-based advertisement's effectiveness. A layered, positive relationship exists amongst the variables 'Internet advertising contact and attention', 'Internet advertising attitude', and 'Internet advertising effects'. Although the level of importance placed on content design by consumers did not produce a significant effect on advertisements' effectiveness, the two intermediary variables, 'product involvement degree' and 'Internet advertising attitude' may reinforce its effect on Internet-based advertisements. Thus these two dimensions act as important antecedents determining Internet marketing effectiveness in the tourism industry.

Conclusion

The attitude toward Internet advertising produces relatively greater intermediate effects between Internet advertising contact, attention and Internet advertising effectiveness. The other intermediary variable, product involvement, produces greater intermediate effects in (a) perceptions of content design and (b) the advertisement's effect. Both 'Internet advertising attitude' and 'product involvement' are significant mediators. The more positive the attitude towards Internet-based advertising and the higher the product involvement, the more effective the advertising.