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The impact of the advertisement on the behavior of the tourist consumer of a sample of customers of tourist agencies in Djelfa

Dr. Nadjat Benzaid

Temporary Assistant Professor in the Faculty of Economic, Commercial and Management Sciences at the University of Djelfa, Algeria


Email: nadjat.benzaid@univ-djelfa.dz

Abstract--Through this study, we aim to determine the impact of advertising on the behavior of tourist consumers for a group of travel agencies in Djelfa. A questionnaire was used as a scientific research tool by surveying the opinions of a sample of customers from some travel agencies in the Djelfa province. We found that advertising, through its various means and characteristics, has a significant impact on tourist consumer behavior. In conclusion, we have come up with a set of recommendations, the most important of which is for travel agencies to give greater importance to advertising through television and magazines to attract users of these tools. This is supported by our study, which found that a large percentage of respondents did not agree that travel agencies in Djelfa use television and magazines to advertise their offers. It is also worth noting the organization of awareness campaigns to educate consumers.

Keywords---advertising, tourism, tourist, tourist consumer behavior.

Introduction

In the light of the developments and expansions in the global economy, it has become essential to find a means to connect the institution with the consumer. This led to the emergence of what is called the promotional mix, which plays an important role in increasing the institution's profits by influencing consumer purchasing behavior. The promotional mix is considered one of the most discussed topics in the field of marketing, given the evolution of the marketing concept. The consumer has become the cornerstone of the institution's success and its guarantee of a market position amid increasing competition. The success of these institutions is now linked to their ability to satisfy the needs and desires

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Corresponding author: Dr. Nadjat Benzaid, Email: nadjat.benzaid@univ-djelfa.dz

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of consumers, as well as to study their behavior before, during, and after the purchase decision.

Advertising is considered one of the most common promotional elements and the primary means of promoting the institution's services, relying on persuasion, reminder, capturing consumers' attention, and influencing them through various means such as television, radio, the internet, etc.

1 Formulating the study problem

Based on the above, our main research problem revolves around the following: To what extent does advertising affect tourist consumer behavior? In our attempt to address as many variables of the study as possible, we decided to break down the main problem into the following sub-questions:

A. What is meant by advertising?

B. What do advertising media and its types consist of?

What does tourist consumer behavior consist of, and what are the factors influencing it?

Does the advertisement of travel agencies in Djelfa affect the behavior of their customers (consumers)?

2 Hypotheses of the study

A. The main hypothesis of the study:

There is no statistically significant effect at the 0.05 significance level of advertising on tourist consumer behavior in travel agencies in Djelfa.

B. For the study: sub-hypotheses

There is no statistically significant effect at the 0.05 significance level of advertising media on the behavior of tourist consumers at travel agencies in Djelfa.

There is no statistically significant effect at the 0.05 significance level of advertising characteristics on tourist consumer behavior at travel agencies in Djelfa.

There is no statistically significant effect at the 0.05 significance level of advertisement design on tourist consumer behavior at travel agencies in Djelfa.

3 Importance of the Research

The importance of the study lies in demonstrating the significance and role of advertising in travel agencies and highlighting the extent to which tourist consumer behavior is influenced by the content of these advertisements, and the necessity of paying attention to them, especially in developing countries like Algeria.

1- Study objectives: which in turn are represented by:

A. Attempting to provide researchers with a database that assists them in completing another study or complementing this study;

B. Familiarizing oneself with advertising methods in travel agencies;

E. Understanding the extent of the impact of these means on tourist consumer behavior;

C. Highlighting the role of advertising, which has become more than a necessity for any travel agency looking to enhance the marketing of its tourism services in line with the needs and desires of tourists.

1/ Theoretical study of research variables:

We will address through this axis the theoretical study variables represented in advertising and tourist consumer behavior.

First: The announcement

1- Concept of advertising: Advertising can be narrated in:

The American Marketing Association (A.M.A) defined it as an impersonal means of presenting goods, services, and ideas by a known entity in exchange for a paid fee (Al-Bakri, 2009, p. 198).

2- Advertising media:

A . (the radio):

B. Newspapers:

T. The television:

C. The cinema:

d. The Internet:

3- Types of advertising: The types of advertising are numerous and can be classified as follows:

A. Types of advertisements according to the medium used:

- Advertisements in print media:
- Audio media advertisements:
- Advertisements in visual and audio media

B . Types of advertisements in terms of purpose and goal:

* Commercial advertisements:

* The advertisement is non-commercial:

C . Types of advertisements according to geographical scope:

Advertising is divided according to the geographical scope covered by the advertising message into:

- **International announcement:**
- **Local announcement:**

Secondly: Tourism

1- The concept of tourism and the tourist:

Where tourism is defined as:

A. "A set of phenomena, events, and relationships resulting from the travel and residence of the country's nationals, which have no connection to any recreational activity or intention of permanent residence, thus resembling a circular movement where a person starts from their original country and ends up in the same place (Khalid Muba'ala, 1999, p. 18)."

b. Characteristics of tourism according to its impact:

* The impact on individual and national income and the improvement of economic growth rates;

* Maximizing the values of communication and connection between different peoples and increasing the accumulation of their cultures, knowledge, and trades;

* Strengthening regional development plans in the country and creating new urban and industrial areas close to tourist resorts.

C. Characteristics of tourism according to its elements: Tourism is characterized by the following features according to its components:

- The kinetic element represented by the movement from one place to another;

- The static element, which refers to the process of residing in the tourist area;
- The human element is the individual who moves from one place to another. (Samira Amash, 2015, page 26)

Thirdly: Tourist consumer behavior

We will address everything related to the tourist consumer and their behavior through this section.

A- Definition of the tourist consumer and their characteristics:

1-Definition of the tourist consumer: The tourist consumer is the person who purchases tourism services to use and benefit from during the tourist trip, whether they are an international tourist or a local tourist. (Sabri Abdel Samie, 2006, page 78)

2- Characteristics of the tourist consumer:

- The feeling of alienation;
- The trend towards increased spending;
- Not participating in the design of the tourism product;
- The final consumption of the final product;
- Material and moral satisfaction;
- Lack of attention to price fluctuations; (Sabri Abdel Samia, 2006, pages 80/81)

B- Definition of consumer behavior

A. "It is the behavior that the consumer engages in when searching for, purchasing, using, evaluating, and disposing of goods and services (after their use, which varies to satisfy their needs) (Ben Aissa Anabi, 2003, page 17)"

B. "It is a set of actions taken by individuals related to the purchase and use of economic goods and services, including the decision-making process that precedes and determines these actions (Ben Aissa Annabi, 2003, page 10)."

And from the above, it can be concluded that consumer behavior is a set of actions exhibited by the consumer when purchasing goods and services.

C- Factors influencing tourist consumer behavior:

The factors influencing tourist consumer behavior are divided into two main types:

- Psychological (mental) influences;
- Social and cultural influences;

2/ Previous studies and how our study differs from them:

In this section, we will present some of the most important previous studies on the topic on one hand, and the differences between our study and its predecessors on the other hand:

1- The study by Naima Qashi, a master's thesis titled "**A Comparative Study of the Impact of the Promotional Mix on the Behavior of Mobile Phone Service Recipients in Algeria: A Sample of Customers (Constantine and Mila Provinces)**," addressed the issue of: **To what extent do mobile phone service recipients in Algeria respond to the promotional methods applied by the service-providing institutions?**

The study highlighted the importance of promotion as one of the elements of the marketing mix used by service institutions to market their services, and the significant role that the customer plays in the survival, success, and continuity of the institution. A questionnaire was used as a tool to demonstrate the extent to

which mobile phone service recipients in Algeria respond to the promotional methods applied by the service-providing institutions.

A. Study Results: After collecting and statistically processing the distributed questionnaires, the researcher reached a set of results, the most important of which are:

- The promotional mix consists of several elements represented in advertising, personal selling, sales promotion, public relations, and direct marketing.
- The mobile phone market in Algeria is divided among three operators, each striving to increase its market share and the number of its subscribers.
- Each mobile phone company in Algeria applies all available promotional methods, including personal selling, sales promotions, public relations, and direct marketing, to attract the largest number of customers and overcome the competition.

B. Study Recommendations: The researcher presented a set of recommendations that include:

- Establishing a dedicated promotion department within mobile phone companies in Algeria to achieve better results.
- Mobilis and Djezzy should focus more on motivating salespeople and increasing and intensifying their advertising campaigns.

2- The study by Hani Hamad Al-Dmour and Mohammed Turki Al-Sharida, titled "**The Impact of Promotional Mix Elements on Jordanian Consumers' Decisions in Using Mobile Phone Services: An Analytical Study of a Sample of Mobile Phone Service Subscribers in Amman City,**" addressed the issue of "**the extent to which promotional mix elements affect Jordanian consumers' decisions in using mobile phone services.**" To answer this issue, the study was divided into two parts: the first part was the theoretical framework, which briefly discussed the variables scientifically, while the second part contained a field study through a sample of 600 subscribers using a questionnaire to collect data.

A- Study results: The researchers reached a set of findings:

- The study showed that sales activation is the most influential promotional element on the consumer's decision to subscribe and use the product, respectively.
- The importance of the impact of the promotional mix on the consumer's decision to subscribe depends on the income factor more than on other demographic factors included in the study, such as gender and age.

B- Study Recommendations: The study came with recommendations, the most important of which are:

- Focusing on the income factor when classifying and segmenting the market for promotional purposes to influence customers' decision to subscribe to the communication service.
- Focusing on the importance of developing sales offers in their various forms and introducing new sales incentives with the aim of increasing the rate of mobile phone usage, such as developing planned contest and prize programs.

3- The difference of the study from the previous two studies: We notice from the above that the two studies focused on all elements of the promotional mix, which include advertising, personal selling, sales promotion, public relations, and direct marketing, whereas our study addressed one element of the promotional mix, which is advertising.

4-Salem Hamid Sam's study, an article titled "**Tourist Behavior and Its Role in Determining the Tourism Pattern: Market Research and Consumer Protection, Baghdad,**" in which the study focused on the importance of the tourist, their nature, environment, the composition of their needs and desires, and the significance of tourism activities in satisfying the needs and desires of tourists and meeting the requirements in the tourism offering.

A- Study results: The researcher reached a set of results, the most important of which are:

- The presence of many factors has begun to change tourist behavior in response to advanced tourism patterns and their vocabulary due to technological advancements and the increase in global tourism and travel movement.
- There are basic or acquired motivations such as perception, learning, and expression that define the characteristics of tourist behavior within the framework of the marketing efforts exerted by tourism organizations.

B - Study Recommendations: The researcher presented recommendations as follows:

- Emphasizing the necessity of understanding tourist behaviors by tour guides and paying attention to every segment.
- Emphasizing the necessity of preparing the human resources working in the tourism sector to understand tourist behaviors through training programs.
- Benefiting from the experiences of tourism organizations in how to deal with tourist behaviors in order to ensure the success of trips and tourism programs for groups.

C - The difference between our study and this study:

We notice from the above that the study only addressed the psychological influences on tourist behavior, represented by motives, perception, learning, and personality. In our study, we covered both the aforementioned psychological influences and the social and cultural influences represented by culture, group, social class, religion, and beliefs.

As we noticed, the previous study focused on tourist behavior as an independent variable, while our study considered tourist consumer behavior as the dependent variable.

3/ Field study:

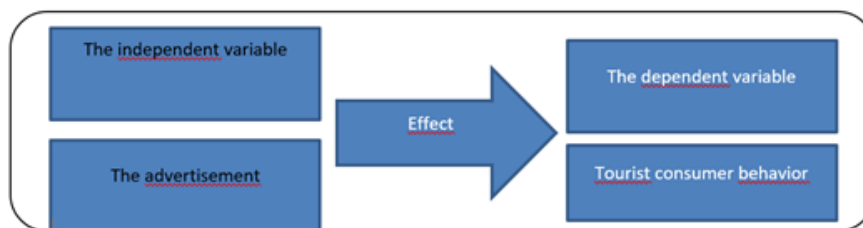
1- Presentation of the questionnaire:

The questionnaire is one of the most important and widely used methods of data collection in the fields of scientific research. This is done by distributing a questionnaire containing a set of questions about the study topic to a sample that represents the original population. In order to achieve the study's objectives and test the hypotheses, the most important and commonly used statistical programs for data analysis, such as SPSS, were employed. The following will present both the study performance and the study sample, leading to the validity and reliability of the questionnaire, as follows:

A. Community and Study Sample:

The study population consists of a group of customers from travel agencies in the Wilaya of Djelfa.

B. Study Model and Tool: The study model and the set of axes can be illustrated through the following figure:

Figure (01): Study Model.

Source: Prepared by the researcher, based on the study data.

Figure (01) above contains two variables, one independent and the other dependent, due to the nature of the study. The dependent variable is represented by tourist consumer behavior, while advertising plays the role of the independent variable. Through the study model, a preliminary questionnaire was prepared to be used in data and information collection, which includes several questions related to the study topic and its hypotheses. Before distribution, it was subjected to review by a group of specialized professors to test its suitability for data collection and the examination of the study's hypotheses.

The questionnaire has been divided into three sections as follows:

- **The first axis:** It consists of the personal data of the study sample, and it includes 4 paragraphs;
- **The second axis:** It included the presentation of the sections interrogating a group of customers of active travel agencies in Djelfa Province regarding the advertisement through 13 sections;
- **The third axis:** In it, we formulated 08 paragraphs to express the behavior of the tourist consumer.

The study's axes and its variables can be summarized in the following table:

Table No. (02): Dimension Division Table.

Dimensions	Content
The first dimension	The advertisement
The second dimension	Characteristics of advertising
The third dimension	Ad design
The third dimension	Tourist consumer behavior

Source: Prepared by the researcher, based on the study data.

And the answers to each item of the questionnaire according to the five-point Likert scale were as follows:

1- Honesty and consistency are the tools of study:

The reliability of the study tool (the questionnaire) will be verified, which means the consistency of the results, i.e., providing the same results if the phenomenon occurs multiple times, or its ability to obtain the same results if it is redistributed

to the same sample under the same conditions (Imane Yousfi and Masoud Rabii, page 34).

A- The internal consistency validity of the questionnaire items: The correlation coefficients between the mean of each item in the questionnaire and the overall mean of the dimension were calculated to determine the extent to which the items are related to the same domain, with the aim of verifying the belonging of each domain's items. It was found that the Spearman linear correlation coefficients between the mean of each item in the study and the overall mean of the dimension were significant at the 0.05 significance level, as the associated probabilities were less than 0.05. This is further confirmed by the calculated values that exceeded the tabulated value, with the calculated values ranging between 0.191 and 0.862, indicating the presence of internal consistency.

b- The external consistency validity of the questionnaire items:

To determine the reliability of the study's performance, specifically the validity and appropriateness of the questionnaire for the study's purposes, the reliability was verified using the Cronbach's Alpha reliability coefficient. The following table shows the results of this test as follows:

Table No. (05): Stability coefficients using the (Cronbach's Alpha) method

The number	dimension	Cronbach's alpha coefficient
1	Advertising media	0.618
2	Characteristics of advertising	0.721
3	Ad design	0.765
4	Tourist consumer behavior	0.576
	The whole	0.708

Source: Prepared by the researcher, based on the outputs of the SPSS statistical program.

The reliability of the study questionnaire was calculated using **the Alpha-Cronbach method**. The scale was applied to the study sample, and it was found that the overall Alpha-Cronbach value for the questionnaire was 0.708, which is sufficient evidence that the study tool has a high reliability coefficient. Since the questionnaire consists of four dimensions of the impact of advertising on the behavior of tourist consumers in travel agencies in Djelfa, the Alpha-Cronbach coefficient for the first dimension (advertising media) was 0.618, the Alpha-Cronbach coefficient for the second **dimension** (advertising characteristics) was 0.721, the Alpha-Cronbach coefficient for the third dimension (advertising design) was 0.765, and the Alpha-Cronbach coefficient for the fourth dimension (tourist consumer behavior) was 0.576. This is sufficient evidence that the four dimensions have a good and acceptable reliability rate.

C- Testing the hypotheses, presenting the results, and analyzing them:

This part of the study includes hypothesis testing and thus identifying the extent of the impact of advertising on tourist consumer behavior. To answer the main hypothesis as well as the sub-hypotheses, they were analyzed as follows:

The impact of advertising media on tourist consumer behavior in travel agencies in Djelfa

A- Simple regression test for sub-hypotheses:

First: The first hypothesis.

- **H0:** There is no statistically significant effect at the 0.05 significance level of advertising media on the behavior of tourist consumers at travel agencies in Djelfa.
- **H1:** There is a statistically significant effect at the 0.05 significance level of advertising media on tourist consumer behavior at travel agencies in Djelfa.

To test this hypothesis, the Pearson correlation coefficient and simple regression analysis were used to verify the impact of advertising media on the behavior of tourist consumers at travel agencies in Djelfa.

- **Pearson Correlation between advertising methods and tourist consumer behavior in travel agencies in Djelfa:**

Table No. (06): Pearson correlation coefficient between advertising media and tourist consumer behavior at travel agencies in Djelfa.

The field	Correlation coefficient	The moral level
Advertising media	0.563	0.000
The behavior of tourist consumers at travel agencies in Djelfa		

Source: Prepared by the researcher, based on the outputs of the 8088 statistical program.

The previous table shows that the correlation coefficient between advertising media and tourist consumer behavior at travel agencies in Djelfa has reached 0.563, with a significance level of 0.000, which is less than the significance level ($0.05 \geq \alpha$). This indicates that there is a correlation between advertising media and tourist consumer behavior at travel agencies in Djelfa.

- **Results of the simple regression analysis test to verify the impact of advertising media on tourist consumer behavior in travel agencies in Djelfa:**

Table No. (07): Results of the test on the impact of advertising media on tourist consumer behavior at travel agencies in Djelfa.

Statement	T-test	Correlation coefficient (R)	Coefficient of determination (R ²)	Calculated F-value	Sig Significance level
The impact of advertising media on the behavior of tourist	10.17	0.563	0.317	103.43	0.000

consumers in Travel Agencies in Djelfa					
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Source: Prepared by the researcher, based on the outputs of the SPSS statistical program.

It is clear from the regression results in Table No. (05) above that the null hypothesis of no effect of advertising media on the behavior of tourist consumers at travel agencies in Djelfa cannot be accepted at the 5% significance level. The coefficient of determination, which took the value of 0.317, indicates that 31.7% of the variations in the dependent variable (**tourist consumer behavior at travel agencies in Djelfa**) were explained by changes in advertising media. The calculated Fisher statistic (10343), which exceeded the tabulated value at the 5% significance level, confirms the overall significance of the model. Therefore, the alternative hypothesis is accepted:

There is a significant impact of advertising media on the behavior of tourist consumers at travel agencies in Djelfa.

Secondly: the second hypothesis

- **H0:** There is no statistically significant effect at the 0.05 significance level of advertising characteristics on the behavior of tourist consumers at travel agencies in Al-Talqa.
- **H1:** There is a statistically significant effect at the 0.05 significance level of advertising characteristics on tourist consumer behavior at travel agencies in Djelfa.

To test this hypothesis, the Pearson correlation coefficient and simple regression analysis were used to verify the impact of advertisement characteristics on tourist consumer behavior at travel agencies in Djelfa.

- **The Pearson Correlation coefficient between advertising characteristics and tourist consumer behavior in travel agencies in Djelfa:**

Table No. (08): Pearson correlation coefficient between advertising characteristics and tourist consumer behavior at travel agencies in Djelfa.

The field	Correlation coefficient	The moral level
Characteristics of advertising	0.282	0.000
The behavior of tourist consumers at travel agencies in Djelfa		

Source: Prepared by the researcher, based on the outputs of the SPSS statistical program.

The previous table shows that the correlation coefficient between advertising characteristics and tourist consumer behavior at travel agencies in Djelfa has reached 0.282, with a significance level of 0.000, which is less than the significance level ($0.05 \geq \alpha$). This indicates that there is a correlation between

advertising characteristics and tourist consumer behavior at travel agencies in Djelfa.

- **Results of the simple regression analysis test to verify the impact of advertisement characteristics on tourist consumer behavior at travel agencies in Djelfa:**

Table No. (09): Results of the test on the impact of advertisement characteristics on tourist consumer behavior at travel agencies in Djelfa.

Statement	T-test	Correlation coefficient (R)	Coefficient of determination (R ²)	Calculated F-value	Sig Significance level
The impact of Advertising on Tourist Consumer Behavior in Travel Agencies in Djelfa	5.333	0.282	0.079	19.249	0.000

Source: Prepared by the researcher, based on the outputs of the SPSS statistical program.

It is evident from the regression results in Table No. (05) that the null hypothesis of no **effect of advertising media on the behavior of tourist consumers at travel agencies in Djelfa** cannot be accepted at the 5% significance level. The coefficient of determination, which took the value of 0.079, indicates that 7.9% of the variations in the dependent variable (**tourist consumer behavior at travel agencies in Djelfa**) have been explained by changes in **advertising characteristics**. The calculated Fisher F statistic (19.249), which exceeded the tabulated value at the 5% significance level, confirms the overall significance of the model. Therefore, the alternative hypothesis is accepted:

There is a statistically significant effect of advertising characteristics on tourist consumer behavior at travel agencies in Djelfa.

Thirdly: the third hypothesis.

- **H0:** There is no statistically significant effect at the 0.05 significance level of advertisement design on tourist consumer behavior in travel agencies in Djelfa.
- **H1:** There is a statistically significant effect at the 0.05 significance level of advertisement design on tourist consumer behavior in travel agencies in Djelfa.

To test this hypothesis, the Pearson correlation coefficient and simple regression analysis were used to verify the impact of advertisement design on the behavior of tourist consumers at travel agencies in Djelfa.

- **Pearson Correlation coefficient between advertisement design and tourist consumer behavior in travel agencies in Djelfa:**

Table No. (10): Pearson correlation coefficient between advertisement design and tourist consumer behavior at travel agencies in Djelfa.

The field	Correlation coefficient	The moral level
Characteristics of advertising	0.129	0.053
The behavior of tourist consumers at travel agencies in Djelfa		

Source: Prepared by the researcher, based on the outputs of the SPSS statistical program.

The previous table shows that the correlation coefficient between advertisement design and tourist consumer behavior at travel agencies in Talqa has reached 0.129, with a significance level of 0.000, which is less than the significance level ($0.05 \geq \alpha$). This means that there is no correlation between advertisement design and tourist consumer behavior at travel agencies in Djelfa.

- **Results of the simple regression analysis test to verify the impact of advertisement design on tourist consumer behavior at travel agencies in Djelfa:**

Table No. (11): Results of the test on the impact of advertisement design on tourist consumer behavior at travel agencies in Djelfa.

Statement	T-test	Correlation coefficient (R)	Coefficient of determination (R^2)	Calculated F-value	Sig Significance level
The impact of advertisement design on tourist consumer behavior in Travel Agencies in Djelfa	1.946	0.129	0.017	3.787	0.000

Source: Prepared by the researcher, based on the outputs of the SPSS statistical program.

It is clear from the regression results in Table No. (05) above that the null hypothesis of no effect of **advertising media on the behavior of tourist consumers at travel agencies in Djelfa** can be accepted at the 5% significance level. The calculated Fisher F statistic (19.249), which did not exceed the tabulated value at the 5% significance level, also confirms this. Therefore, the alternative hypothesis stating:

There is no statistically significant effect of advertisement design on tourist consumer behavior in travel agencies in Djelfa.

B - Multiple regression test for the main hypotheses

- **H0:** There is no statistically significant effect at the 0.05 significance level of advertising on the behavior of tourist consumers at travel agencies in Djelfa.
- **H1:** There is a statistically significant effect at the 0.05 significance level of advertising on tourist consumer behavior at travel agencies in Djelfa.

To test this hypothesis, the Pearson correlation coefficient and multiple regression analysis were used to verify the impact of advertising on the behavior of tourist consumers at travel agencies in Djelfa.

- Results of the simple regression analysis test to verify the impact of advertising on tourist consumer behavior at travel agencies in Djelfa:

Table No. (12): Results of the test on the impact of advertising on tourist consumer behavior at travel agencies in Djelfa

Statement	Correlation coefficient (R)	Coefficient of determination (R ²)	Calculated F-value	Sig Significance level
The impact of advertising on tourist consumer behavior in travel agencies in Djelfa	0.604	0.365	42.282	0.000

Source: Prepared by the researcher, based on the outputs of the SPSS statistical program.

It is evident from the regression results in Table No. (05) that the null hypothesis of no **effect of advertising on tourist consumer behavior at travel agencies in Djelfa** cannot be accepted at the 5% significance level. The coefficient of determination, which took the value of 0.365, indicates that 36.5% of the variations in the dependent variable (**tourist consumer behavior at travel agencies in Djelfa**) have been explained by changes in advertising. The calculated F-statistic (42.282), which exceeded the tabulated value at the 5% significance level, confirms the overall significance of the model. Therefore, the alternative hypothesis is accepted:

There is a statistically significant effect of advertising on the behavior of tourist consumers at travel agencies in Djelfa.

1. Study results:

Through this study, the main findings can be summarized in the following points:

- Through studying and analyzing the responses of the target group regarding the first hypothesis, which pertains to the impact of advertising media on the tourism consumer behavior of travel agencies in Djelfa, we concluded that this hypothesis is valid as it was found that there is a strong positive correlation between advertising media and the behavior of tourists in Djelfa.
- Through studying and analyzing the responses of the target group regarding the second hypothesis, which pertains to the impact of advertising characteristics on the tourist consumer behavior of travel agencies in Djelfa, we concluded that this hypothesis is valid, as it was found that there is a

somewhat weak but positive effect of advertising characteristics on the tourist consumer behavior in Djelfa.

- Through studying and analyzing the responses of the target group regarding the third hypothesis, which pertains to the impact of advertisement design on the behavior of tourist consumers for travel agencies in Djelfa, we concluded that this hypothesis is not valid as it was found that advertisement design does not affect the behavior of tourists in Djelfa.
- Through studying and analyzing the responses of the target group regarding the main hypothesis of the study, which pertains to the impact of advertising on the tourist consumer behavior of travel agencies in Djelfa, we concluded that this hypothesis is valid, as it was found that there is a strong and positive direct effect of advertising on the behavior of tourists in Djelfa.

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