

The Impact of On-line Advertising on Tourist Motivation to Travel and Ethical Tourist Behavior

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Abstract:- Tourism is a significant cultural, social, and economic activity where individuals travel to different locations or countries outside of their usual environment. This involves spending money for various purposes such as business, leisure, and other activities, resulting in tourism expenditures (UNWTO 2021). The Internet, particularly the World Wide Web, has revolutionized social interactions and cultural experiences, shaping a new era of connectivity (Moradkhani, 2014).

The travel industry has evolved with the rise of online advertising as a potent tool for attracting potential travelers. This research aims to explore the impact of online advertising on tourists' motivation to visit Egypt and their ethical conduct within the Egyptian tourism context, focusing on beach tourism in Red Sea resorts. An empirical study involving a substantial sample of 417 participants is presented, detailing the research methodology and its connections to ensure the study's credibility.

Quantitative methods were used in this study to test the hypotheses. Data was collected through an online questionnaire and analyzed using Statistical Package for the Social Sciences (SPSS)-26.0 software, utilizing various descriptive and inferential statistical techniques.

The findings of this study indicate several distinctions. While Facebook advertising has shown some influence on tourists' ethical behavior, it is not the sole determining factor. Perceived sociocultural factors do not significantly impact ethical behavior, suggesting that these aspects may not heavily shape tourists' ethical conduct. However, perceived sociocultural factors do play a partial role in influencing travel motivation. This indicates that sociocultural aspects may influence people's travel motivations, but other factors may also be involved.

Online Facebook advertising has a lasting impact on travel motivation. This shows that Facebook ads can have a positive impact on people's desire to travel. Online advertising on Facebook has a lasting impact on sociocultural aspects. This means that Facebook ads can influence people's perceptions of socio-cultural factors related to travel. Sociocultural factors play an important role in the impact of Facebook advertising on ethical behavior. This means that while sociocultural aspects may play a role in the relationship between Facebook advertising and ethical behavior, there are other factors as well. Sociocultural factors play an important role in the impact of Facebook advertising on travel motivation. This suggests that sociocultural aspects may influence the relationship between Facebook advertising and people's travel motivations, but other factors may also play a role. These results indicate that Facebook advertising has a significant impact on travel motivation and sociocultural aspects. However, other factors also influence ethical behavior, and the role of sociocultural aspects in mediating this relationship is not clearly defined. Additional research is needed to understand these relationships more fully.

This study provides a valuable theoretical contribution by enhancing the current body of literature on tourist visit intentions. It offers a deeper insight into the motivational factors that impact the travel decision-making process, thereby enriching our knowledge in the field of tourism behavior research and tourism decision-making literature. Furthermore, it addresses gaps in empirical research on tourist behavior patterns in economically and culturally diverse countries.

Keywords:- Online Advertising, Motivation, Ethical Behavior, Sociocultural.

I. INTRODUCTION

The Impact of Online Advertising on Tourist Motivation to Travel and Ethical Tourist Behavior

This study investigates how online advertising influences tourists' motivation to visit Egypt and their behavior in Egyptian tourist destinations, specifically focusing on beach tourism at Red Sea resorts. The tourism industry has become a global business of great importance, and the rise of the Internet has brought about a new era of social interaction and culture centered around this medium (Moradkhani, 2014). Online advertising has revolutionized the tourism industry by serving as a powerful tool to attract potential travelers and reshape the marketing landscape.

Consumers can now engage with businesses of all sizes, from small enterprises to large corporations. Moreover, various types of online advertising have been explored, highlighting the challenge they pose to print ads. This is due to the instant availability of data through various online applications and social sites. Online advertising has enabled destinations and tourism businesses to reach a wide audience and effectively promote their offerings through various digital platforms and social media. The impact of web advertising on the advertising industry is expected to be most significant in 10-15 years (Ducoffe, 1996). However, this shift towards online advertising raises questions about its impact on tourist motivation to travel and ethical behavior.

Online advertising allows consumers to have direct control over the content, timing, placement, and duration of advertisements, enabling regular updates (Gallagher et al., 2001). There is a strong and positive correlation between online consumers' expectations and the efficacy of online ads (Palanisamy & Wong, 2003). Google has found online advertising to be its top revenue source. Ind and Riandino (2001) found that the internet serves as a distribution and communication platform, fostering interaction, community development, transparency, and comparability of ads. Consequently, online advertisements focus on product branding.

Online advertising is inherently interactive, providing marketers with new and virtually limitless opportunities to reach new and existing audiences (Farewell, 1998). The widespread use of advertising in tourism has heightened the need to evaluate its effects. In tourism literature, advertising effects have primarily been evaluated in terms of consumers' responses to advertisements (Kim et al., 2005). With the constant evolution of technology and the increasing use of social media platforms, online advertising has become more targeted and personalized, significantly impacting tourists' motivation to travel. Additionally, ethical considerations regarding online advertising and privacy protection play a crucial role in maintaining tourists' trust and regulating their conduct.

As technology continues to advance, online advertising has increasingly become an integral part of traveler's decision-making process. From visually enticing images and

videos to personalized recommendations and reviews, online advertisements have the potential to shape tourists' motivation for exploring new destinations and undergoing valuable experiences. Research suggests that online advertising can create a sense of wanderlust, stimulating curiosity and desire among potential travelers to visit unique destinations (San-Martinet et al., 2020). Moreover, social media platforms such as Facebook have provided individuals with the ability to share travel experiences, creating a virtual community that strengthens the motivation to embark on a journey (Kwan et al., 2021). Therefore, understanding the impact of online advertising on tourist's motivation to travel is crucially important to the comprehension of the changing dynamics of the tourism industry.

However, the expansion of online advertising also raises concerns and tourism practices. Since the internet is flooded with advertisements, there is a growing risk of misinformation, exaggerated claims, and manipulation of consumer choices. In this respect, destination marketers often employ various persuasive techniques, such as editing and filtering photos, to present destinations in an idealized and potentially misleading manner (Kim & Kim, 2020). This can result in unrealistic expectations among tourists, leading to disappointment and even contributing to over-tourism in certain destinations (Del Chiappa & Baggio, 2018).

In order to investigate these dynamics, this study will examine recent research that illuminates the effects of online advertising on tourist motivation to travel and ethical behavior, through an analysis of the current landscape of online advertising in the tourism sector. The goal of this research is to enhance comprehension of how online advertising influences tourist motivation to travel and ethical behavior, with the ultimate aim of directing stakeholders towards more sustainable and ethical advertising strategies.

➤ *Problem Statement:*

The topic is still insufficiently studied, with few scholarly examinations. There is little research on the role of online advertising in combination with tourism contributing to the motivation and ethical behavior of tourists. Particular attention should be directed at improving how online advertising is managed.

As tourism is a highly dynamic sector of the economy, numerous studies focus on analyzing and understanding the phenomenon, including its causes and effects. Factors such as the motivations driving people to travel are key considerations (Herle, 2018). Tourists actively engage in researching, purchasing, visiting, and providing feedback on the offerings of the tourism industry to meet their needs. To thrive and excel, the industry must adapt to emerging trends to cater to the evolving preferences of modern travelers, who seek authentic experiences rather than just accommodation and meals.

Special focus should be given to enhancing the management of online advertising in relation to tourist demand conditions, cultural and social aspects influencing tourist motivation. While Facebook marketing is recognized

as a rapidly expanding platform for engaging with customers and shaping positive brand perceptions, its effects on psychological and behavioral outcomes remain unclear.

The implications of the internet on human resources in the tourism industry have a broad range of research opportunities. This study suggests that utilizing online promotional tools such as Facebook can significantly benefit the tourism sector. This chapter focuses on formulating hypotheses for the current research, with seven hypotheses exploring the connection between online Facebook advertising and its influence on tourists' motivation and ethical behavior. Additionally, the hypotheses consider the moderating role of cultural and social factors. These hypotheses are examined in the empirical section of this research, as detailed in the subsequent chapter.

➤ *Research Objectives:*

The purpose of this study is to investigate the influence of online advertising on tourists' decision-making processes and their selection of travel programs. By analyzing the ethical considerations and effects of online advertising on tourist behavior, this research aims to deepen our comprehension of how advertisements attract tourists in the ever-evolving online landscape. Furthermore, the study seeks to assess the efficiency of online advertising strategies and their real-world relevance in the tourism sector.

The evolution of social and cultural platforms, as well as advancements in communication technologies, have significantly influenced individuals' travel decisions. Highlighting the unique features and attractions of a destination plays a key role in attracting tourists, while also addressing the competitive landscape within the tourism industry. Competition among countries in the tourism sector is fierce and requires strategic planning and innovation to stay ahead.

II. LITERATURE REVIEW

A. *Online Advertising*

In tourism research, the term "advertising effects" is commonly understood as the reactions of consumers to advertisements (Kim et al, 2005; Byun & Jang, 2015; Choe, Stienmetz, & Fesenmaier, 2017). Research in the tourism industry has shown variations in the measurement of this concept, despite its widespread definition. Initially, variables related to behavioral elements were utilized in tourism studies to assess the impact of advertising, drawing from the principles of conversion studies (Kim et al., 2005).

Online advertising is a kind of mass communication that draws from classic forms of advertising but also creates its communication techniques based on the demands of new technologies and media. Online advertising, in general, refers to the delivery of adverts to Internet/online users through websites, email, software that supports ads, and smartphones with Internet access.

Tourism is a sector with promising long-term development opportunities. It serves as a means of

showcasing and highlighting a country's potential through various forms of online advertising, such as cultural, historical, folkloric, and architectural aspects (Şuşu & Bârsan, 2009, p. 74). Egypt stands out as one of the oldest tourist destinations globally, offering a diverse range of attractions. Visitors to Egypt can explore the rich history of the pharaohs, marvel at the desert landscapes and coral reefs, immerse themselves in the vibrant Arab culture, or experience a combination of these unique opportunities (Humphreys, 2010, p. 8).

Online advertising, according to Bakshi and Gupta (2013), is sent to users of the Internet and email through websites, ad-supported software, and smartphones with Internet access. The objective of the online advertisements is to inform people about the variety of goods and services available.

According to Pavlou and Stewart (2000), consumers' reactions to advertisements on the Internet are comparable to those of traditional media, such as radio, television, magazines, and newspapers. Conversely, scholars that examined the efficacy of internet advertising often employed one of two approaches: direct response metrics, such as click-through rate (CTR), or more conventional brand metrics, including advertising memory, ad attitude, or brand attitude (Yaveroglu & Donthu, 2008).

Social media, according to Kaplan and Haenlein (2010, p. 61), is a collection of web-based programs that support user-generated content production and sharing and are founded on the conceptual and technological underpinnings of Web 2.0. Additionally, Hanafizadeh et al. (2012) describe social networks as online platforms that let users create private web pages that may be shared by other users to exchange content. A website has to fulfill some criteria to be classified as a social media network. According to Lenhart & Madden (2007) and Winder (2007), it must include user profiles, and material that enables users to interact with one another, leave comments on each other's sites, and join online communities based on shared interests like politics or fashion.

Social media platforms such as Facebook, Twitter, Instagram, Myspace, and LinkedIn are utilized by advertisers as effective tools. These platforms are used to promote various products and services, allowing businesses to reach a wide audience. As people engage with these offers, they become brand advocates, spreading the message to their friends. The growing user base on social media platforms is expected to increase revenue opportunities for businesses (Bashir & Gupta, 2013).

B. *Motivation to Travel*

Motivation is the driving force behind behavior, as defined by Aysal et al. (2008) and Fondness (1994). Previous studies have examined the motivations of travelers, including research by Plug (1974), Dan (1977, 1981), Crompton (1979), Aloha (1982), Beard and Raheb (1980, 1983), Verdi and Train (1990), Ballou and Aysal (1996), Aysal and Murkowski (1994), Kensky (2002), Snepenger et al. (2006), Biswas (2008), Ancuta et al. (2011), and Simková (2013).

The youth traveler market has grown, resulting in a diverse range of youth travelers beyond backpackers, including tourists, volunteers, language students, exchange students, and interns (Richards, 2015). Buffa's (2015) research on the characteristics and perspectives of young tourists revealed that key factors influencing destination choice include discovering new cultures, landscapes, natural and artistic heritage, interacting with local communities, and immersing in nature.

C. Sociocultural

Culture is a collective set of values, norms, beliefs, and ideas that are shared among members of a group and are not formally documented (Daft, 2010). It is a social construct as cultural aspects are influenced by individuals within the same social environment (Hofstede, 2010). Culture reflects the shared mental frameworks of a society that distinguish humans from other groups.

In broader terms, socio-cultural values refer to a system of shared meanings among a group of people living in a specific geographic location for an extended period, which is relatively enduring (Hofstede, 2005).

Each society has its own distinct values, beliefs, traditions, and customs that influence how people perceive risk, pursue careers, handle finances, and envision an ideal way of life. These values act as the standards by which a community or society evaluates the significance of individuals, trends, objectives, and other socio-cultural aspects (Hale Sabri, 2016). Culture plays a significant role in shaping human behavior, with cultural differences accounting for a large portion, if not all, of the disparities between societies (Wilson, 1977: xiv).

D. Ethical Tourist Behavior

The era of tourism popularization has begun, making tourism a necessity. However, tourists often lack awareness of environmental protection, self-regulation, and restraint, resulting in uncivilized environmental behavior such as spitting, picking flowers and plants, littering, damaging cultural relics and historic sites, and trampling on lawns (Bramwell, 2010).

This leads to ecological and environmental challenges in tourist destinations, placing significant pressure on the preservation and management of the ecological environment in these areas (Wang et al., 2019; Wang et al., 2018). A tourist destination is a location where tourists engage in environmental activities. Environmental activities encompass individual behaviors that can affect the environment (Morren and Grinstein, 2016; Vesely and Klöckner, 2017). This study posits that tourists' environmental activities refer to the behaviors they display in a tourist destination, which can have either positive or negative impacts on the environment of that destination. Various factors, such as the destination itself and the behaviors of individual tourists, contribute to the overall environmental impact. Tourists' environmental activities are influenced by the interplay of situational factors at the destination and the characteristics of individual tourists (Wang et al., 2018). To delve deeper into this, the research

will investigate the influence of online advertising on travel motivation and the ethical conduct of tourists.

E. Interrelationship between Variables:

➤ H1: Online Facebook, Advertising has an Impact on Ethical Tourist Behavior

Chung et al. (2016) partnered with KTO to conduct a survey on the impact of the increasing number of inbound tourists on Korea, a country that welcomed over 100 million visitors in 2013. The official destination website of KTO (www.visitkorea.or.kr) played a vital role in promoting Korean tourism by providing valuable information and captivating images to potential tourists.

Mishra and Mahalik's (2017) study focused on the effectiveness of online advertising on consumers. Primary data was collected through questionnaires from consumers in five different areas of Odisha: Bhubaneswar, Berhampur, Cuttack, Rourkela, and Sambalpur. The study segmented customers based on age groups as an independent variable, while various factors related to online advertising were considered as dependent variables. The study highlighted that advertising serves as infotainment, being intense, accessible, feasible, and reliable, creating credibility while remaining economical and trustworthy, thus avoiding negativity that could lead to annoyance.

➤ H2: Perceived Socio Cultural has an Impact on Ethical Behavior.

Abu Arrah et al. (2018) conducted a study to validate the notion that a strong corporate culture, coupled with a positive ethical environment, significantly influences individual behavior towards achieving organizational objectives. The research affirmed the importance of these factors in guiding behavior towards desired outcomes, emphasizing the role of culture-driven controls in aligning employee actions with organizational goals. The study also identified several sub-factors that contribute to this conclusion.

In a study conducted by Zhang et al. (2018), the researchers examined the correlation between cross-cultural awareness, tourist experience, authenticity, tourist satisfaction, and acculturation. The study also aimed to investigate the impact of tourist activities on acculturation. By collecting 430 questionnaires from Chinese tourists visiting World Cultural Heritage Sites in Korea, the study explored the influence of cross-cultural awareness and tourist experience on authenticity, tourist satisfaction, and acculturation. The results indicated that Chinese tourists in Korea with higher levels of cultural awareness had a positive impact on objective authenticity, constructed authenticity, and existential authenticity, in line with previous studies. Additionally, individuals with greater cultural awareness demonstrated a heightened interest in the historical and cultural heritage of the World Cultural Heritage Sites.

➤ *H3: Perceived Sociocultural has an Impact on Motivation to Travel*

In a study by Tafiprios et al. (2016), the researchers explored the influence of cultural values, motivation to visit, word of mouth, destination image, and intentions to visit on tourist behavior patterns. The results indicated that cultural values impacted destination image, but not tourists' intentions to visit. Motivation to visit did not directly affect destination image but did influence intentions to visit. Word of mouth affected both destination image and intentions to visit. Destination image was identified as mediating the relationship between cultural values and word of mouth on tourists' intentions to visit, but did not mediate the effect of motivation on intentions to visit.

Yolal and Neğruşa (2016) conducted a study to explore the dimensions of motivation for students attending cultural tourism and whether motivation varies based on students' socio-demographic characteristics. The findings provide valuable insights into Turkish students' motivations for engaging in cultural tourism. The study indicates that young, highly educated individuals are a key target audience for cultural tourism experiences. The primary reasons for students participating in cultural tourism activities are cultural enrichment and entertainment. Students view cultural tourism as a means to enhance personal growth by gaining knowledge and experiences, developing opinions and ideas, and gaining a deeper understanding of historical backgrounds and traditional customs.

➤ *H4: On Line Facebook, Advertising has an Impact on Motivation to Travel*

Abayia and Khoshtinat (2016) conducted a study to explore how advertising influences online shopping behavior for airline tickets, taking into account motivational and emotional factors. They noted that current research indicates that advertising has led consumers to change their purchasing habits and reconsider the products they buy. Effective advertising can increase consumers' inclination to shop online by utilizing expertise and technology. The study found that emotional and motivational elements play an important role in online purchase, and that well-crafted advertising can impact these variables. The proposed model performed well with the data, and the authors make recommendations based on their findings.

Vigolo et al. (2018) suggested that the older tourist market segment is increasingly appealing to tourism businesses and destinations. This study examines how the travel motivations of older tourists impact their satisfaction with a mature, highly seasonal destination. A survey was conducted with 211 older tourists in Sirmione, Italy, located on Lake Garda. The data was evaluated by descriptive statistics and linear regression.

➤ *H5: Sociocultural Mediates the Impact of Facebook Advertising on Ethical Behavior*

In their 2016 study, Naser Valaei, Sajad Rezaei, Wan Khairuzzaman Wan Ismail, and Yoke Moi Oh emphasized the importance of taking into account different cultures and their values in a globalized market when developing firm

strategies. They examined how cultural dimensions such as individualism, uncertainty avoidance, power distance, masculinity, and long-term orientation influence ATOA and ATOB. This research was one of the first to investigate the connections between cultural dimensions and ATOA and ATOB, as well as to assess the predictive ability of Hofstede's (2001) cultural dimensions in research contexts. Previous studies have explored both the positive and negative associations of long-term orientation with various dependent variables (Valaei et al., 2016).

Ferreira et al. (2017) found that the study results align with the research hypotheses and highlight the importance of ethical judgment in consumer avoidance of advertising on social media. The researchers determined that for social media ads to be effective, they must be seen as valuable and informative rather than irrelevant and intrusive. This perception influences how consumers perceive the ads, potentially leading to them being considered intrusive or inappropriate, ultimately resulting in avoidance of social media ads.

➤ *H6: Sociocultural Mediates the Impact of Online Facebook Advertising on Motivation to Travel*

Koo et al. (2016) proposed a research model that received strong support from the study's results. The study's findings are important, highlighting that the intention of potential visitors to travel to Korea is positively and directly affected by their satisfaction with the KTO website. These findings offer compelling evidence for the relevance of U&G theory in understanding the use and impact of media in the tourism industry, aligning with previous research on the role of IS and mainstream media in promoting new tourism cultures (Kim et al., 2008).

Pereira et al. (2019) investigated how travel motivation impacts tourists' perceptions of a destination, highlighting safety, natural beauty, and the desire for escape as key factors influencing tourists' views.

➤ *H7: Online Facebook, Advertising has an impact on Sociocultural Aspects*

Hamid (2016) discussed the relationship between culture, advertising, and globalization, emphasizing the importance of cross-cultural communication. The author highlighted the impact of the evolving digital landscape on international engagements and transactions, stressing the need for research on new media and website content. Additionally, a comparison of engaging and user-friendly content was deemed necessary to effectively reach the target audience. This analysis can help advertisers navigate differences in language, educational backgrounds, advertising styles, methods, and understanding of advertising appeals across diverse societies.

Vainionkulma (2016) examined how cultural variations influence business-to-business integrated marketing communication channels. The study analyzed various business-to-business marketing communication channels within cultural contexts and relationship-based theories. It suggested that successful integrated marketing

communications across cultures are targeted and concise. The author recommended that managers entering international

markets should develop distinct marketing strategies tailored to each country.

➤ *Conceptual Framework:*

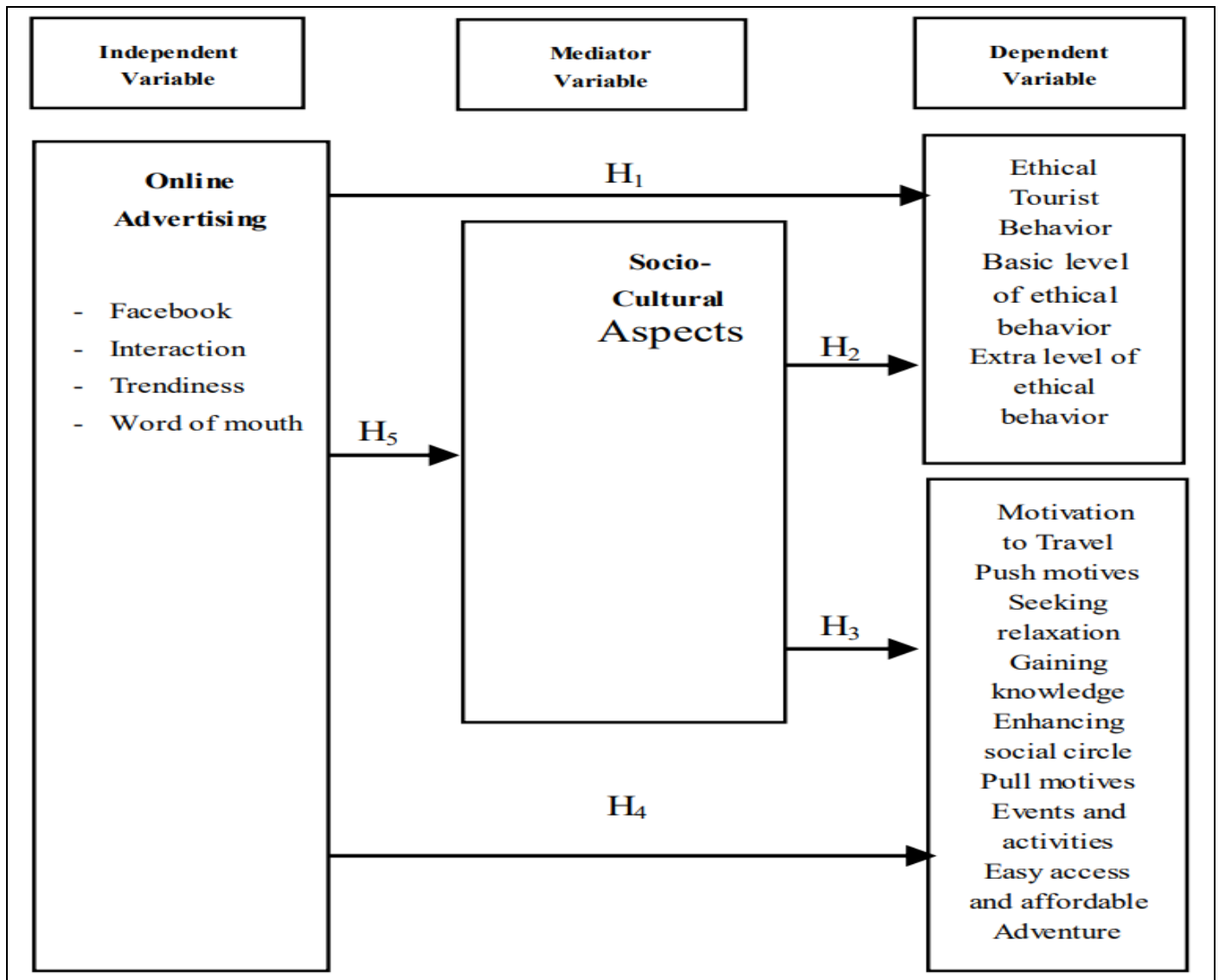


Fig 1 Conceptual Framework

➤ *Researcher’s Framework*

Table 1 Researcher’s Framework

Scale	Adapted from
Interaction	Omnia Hilal (2019). The Effect of Facebook marketing on brand engagement : The role of demographics and psychographics
Trendiness	Omnia Hilal (2019). The Effect of Facebook marketing on brand engagement : The role of demographics and psychographics
Word of mouth	Omnia Hilal (2019). The Effect of Facebook marketing on brand engagement : The role of demographics and psychographics
Seeking relaxation	Rojan Baniya, Kirtika Paudel (2016). An analysis of push and pull travel motivations of Domestic tourists in Nepal
Gaining Knowledge	Rojan Baniya, Kirtika Paudel (2016). An analysis of push and pull travel motivations of Domestic tourists in Nepal
Enhancing Social circle	Rojan Baniya, Kirtika Paudel (2016). An analysis of push and pull travel motivations of Domestic

tourists in Nepal	
Adventure	Rojan Baniya, Kirtika Paudel (2016). An analysis of push and pull travel motivations of Domestic tourists in Nepal
Events and activities	Rojan Baniya, Kirtika Paudel (2016). An analysis of push and pull travel motivations of Domestic tourists in Nepal
Easy Access and affordable	Rojan Baniya, Kirtika Paudel (2016). An analysis of push and pull travel motivations of Domestic tourists in Nepal
Basic level of ethical behavior	Eunhee Erica Ko, Minh Cho (2022). Exploring Determents of tourists ethical behavior intention for sustainable tourism : the role of both pursuit of happiness and normative Goal framing
Extra level of ethical behavior	Eunhee Erica Ko, Minh Cho (2022). Exploring Determents of tourists ethical behavior intention for sustainable tourism: the role of both pursuit of happiness and normative Goal framing
Socio- cultural	

III. RESEARCH METHODOLOGY

The current study aims to investigate the influence of online advertising on tourists' motivation to travel and ethical behavior. This research is particularly valuable for Tourism Destination Organizations seeking to cater to the diverse needs of various target markets. The collection of primary data through survey instruments was employed to achieve the research objectives.

With a sample size of 417 participants, we detail the research methodology dimensions and their connections to validate the credibility of our findings.

➤ *Descriptive Analysis of Respondents Profile*

Descriptive statistics are utilized to offer a comprehensive overview of the attributes of a particular data set by providing succinct summaries about the participants and the method of diversification employed to choose a representative sample for the population being examined. This section presents data through frequency tables that show the count and proportion of participants who responded to the survey.

Table (2) shows the profiles of the respondents who participated in this study. The research utilized an online survey technique to collect all the information. Therefore, gender, age, income, and educational background are presented in this section.

Table 2 Respondent Profile

	Frequency	Percent	Total
Age			
Less than 15 years	17	4.1	417
From 15 – 20 year	47	11.3	
From 21 – 25 year	112	26.9	
More than 25 years	241	57.8	
Gender			
Male	45	10.8	417
Female	372	89.2	
Occupation			
Student	118	28.3	417
Self employed	29	7.0	
Employee	215	51.6	
Others	55	13.2	
Education level			
High school or below	43	10.3	417
Diploma	51	12.2	
BSc	156	37.4	
MBA / Master	124	29.7	
DBA / PhD	43	10.3	
Activeness on Facebook accounts			
Not very active	74	17.7	417
Active in need only	57	13.7	
Active in few only	63	15.1	
Active primarily on one	63	15.1	
Yes, very active in all	157	37.6	
Others	3	.7	

	Frequency	Percent	Total
Preferred Device for Facebook usage			
Desktop computer	3	.7	417
Laptop	21	5.0	
Smart phone	390	93.5	
Tablet	3	.7	
Usage Frequency of Facebook			
0-5 times	98	23.5	417
6-10 times	81	19.4	
Connect when it is required	73	17.5	
Always connected	165	39.6	

➤ *Normality Testing*

To verify the normality of a dataset, one can use the Kolmogorov-Smirnov test, which is commonly employed for datasets with over 50 observations to ascertain if the data adheres to a normal distribution. If the p-value exceeds 0.05, the data is deemed to be normally distributed, indicating a successful normality test.

Regarding the Egypt data, Table 3 presents the outcomes of the Kolmogorov-Smirnov test conducted on the research variables to evaluate their normality. The results indicate that the research variables do not demonstrate a normal distribution, as all corresponding P-values are below 0.05.

Table 3 Formal Testing of Normality

Research Variables	Kolmogorov-Smirnov ^a		
	Statistic	df	Sig.
Interaction	.230	417	.000
Trendiness	.235	417	.000
Word of mouth	.236	417	.000
Perceived Socio-Cultural Impact	.213	417	.000
Basic level of ethical behavior	.195	417	.000
Extra level of ethical behavior	.204	417	.000
Seeking Relaxation	.208	417	.000
Gaining Knowledge	.212	417	.000
Enhancing Social circle	.190	417	.000
Adventure	.224	417	.000
Events and activities	.227	417	.000
Easy Access and Affordable	.222	417	.000

In light of the formal test results that have indicated a non-normal distribution of the dataset, a complementary informal test is engaged to approximate the normality of the data. This informal evaluation, as depicted in Table 4,

discloses that both skewness and kurtosis values surpass the acceptable range of ± 1 . Consequently, the utilization of non-parametric tests is deemed appropriate for elucidating the relationships among the research variables.

Table 4 Informal Testing of Normality

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Interaction	417	-.450	.120	-.620	.238
Trendiness	417	-.377	.120	-1.074	.238
Word of mouth	417	-.011	.120	-.622	.238
Perceived Socio-Cultural Impact	417	.052	.120	-.827	.238
Basic level of ethical behavior	417	-.001	.120	-.739	.238
Extra level of ethical behavior	417	.107	.120	-.635	.238
Seeking Relaxation	417	-.169	.120	-1.266	.238
Gaining Knowledge	417	-.220	.120	-1.404	.238
Enhancing Social circle	417	-.326	.120	-.937	.238
Adventure	417	-.313	.120	-1.282	.238
Events and activities	417	-.229	.120	-1.327	.238
Easy Access and Affordable	417	-.359	.120	-1.096	.238

➤ *Testing Multicollinearity Assumption*

This section investigates and verifies the assumption of multicollinearity between the independent variables for the conducted model. Multicollinearity emerges when two or more predictors within the model display substantial correlations with one another. This phenomenon can lead to challenges for disentangling the individual contributions of predictors to the variance explained in the criterion.

The evaluation of Variance Inflation Factors (VIFs), as elucidated in Table 5 for the independent variables encompassed by the research model, provides critical insights into the status of multicollinearity. The findings distinctly indicate that all VIFs corresponding to the research variables fall below the predetermined threshold of 5. This observation signifies that there is no discernible issue of multicollinearity among the independent variables considered in this analysis, thus fortifying the robustness and reliability of the research model.

Table 5 VIF values for Research Variables

Independent Variables	VIF
Interaction	2.555
Trendiness	2.921
Word of mouth	2.052

➤ *Model Fit of the Confirmatory Factor Analysis:*

Confirmatory Factor Analysis (CFA) serves as a fundamental preliminary step aimed at validating the factor structure established by the researcher as a measurement scale for each dimension. This crucial process precedes the application of structural equation modeling (SEM). The CFA analysis is conducted through the utilization of AMOS 24 software, employing the Maximum Likelihood (ML) estimation method to determine factor loadings for each variable and to assess the overall model fit.

assesses the model fit concerning the number of estimated coefficients or degrees of freedom necessary to achieve that specific level of fit, exhibited a value of 0.887. The Bentler-Bonett normed fit index (NFI) registered at 0.955. The Tucker-Lewis index (TLI), also known as the Bentler-Bonett non-normed fit index, attested to an incremental fit of the model relative to a null model, with a value of 0.995. The comparative fit index (CFI) was determined to be 0.996.

Within the context of CFA utilizing the covariance method, the obtained findings are graphically presented in Figure 2, yielding the following results: the model fit statistics were thoroughly computed. The minimum discrepancy, expressed as the ratio of chi-square to degrees of freedom (CMIN/DF), is determined to be 1.103. The associated probability (p-value) signifies the likelihood of obtaining a discrepancy as significant as that observed in the current sample, yielding a value of 0.000.

Furthermore, additional fit indices underwent examination. The root mean square residual (RMR) was quantified at 0.020, signifying the extent to which sample variances and covariance's deviate from their estimates when assuming the model's correctness. The root mean square of approximation (RMSEA) was calculated as 0.016, a pivotal criterion in covariance structure modeling, gauging the degree of error inherent when attempting to estimate the population (Hair et al., 2016). For a comprehensive overview of these indicators derived from the CFA, as well as a comparative analysis against recommended thresholds, Table 6 in this study offers a detailed presentation.

Furthermore, the goodness of fit (GFI) is found to be 0.901. The adjusted goodness of fit index (AGFI), which

Table 6 Thresholds and Fit Indices for the Measurement Model

Measure	Results	Threshold
Chi-square/df	1.103	< 2 excellent; < 3 good; < 5 sometimes permissible
P-value	0.000	> 0.05
GFI	0.901	> 0.90
AGFI	0.887	> 0.90
NFI	0.955	> 0.90
TLI	0.995	> 0.95
CFI	0.996	> 0.90
RMR	0.020	< 0.08
RMSEA	0.016	< 0.05

➤ *Testing Validity and Reliability*

In this study, the assessment of validity hinges on two key metrics. The first metric, Average Variance Extracted (AVE), serves as an indicator of the average shared variance among latent factors. An AVE result exceeding the threshold of 0.5 is considered indicative of a satisfactory level of validity. The second metric involves the scrutiny of factor

loadings associated with each item or statement, with a minimum requirement of 0.4 or higher.

On the other hand, the evaluation of reliability is contingent upon an examination of the stability and consistency of each factor, as represented by a collection of statements. This evaluation is carried out through the

application of Cronbach's Alpha, a widely acknowledged measure of reliability. The Cronbach's Alpha coefficient falls within a range from 0 to 1, with higher scores signifying a greater degree of reliability. The attainment of Cronbach's Alpha coefficients exceeding or equaling 0.7 is indicative of a satisfactory level of reliability.

Table 7 provides a comprehensive presentation of the outcomes derived from the assessments of both validity and reliability conducted by the research data. In terms of "Interaction," the Keiser-Meyer-Olkin (KMO) value of 0.766,

surpassing the recommended threshold of 0.5, signifies that the sample size is sufficient to facilitate the factor analysis technique for measuring construct validity. The utilization of the factor analysis technique reveals that all statements exhibit factor loadings ranging between 0.867 and 0.886 (FL > 0.4), with the corresponding AVE standing at 87.733% (AVE > 50%). These outcomes collectively substantiate the construct's adequate validity. Furthermore, the associated Cronbach's alpha coefficient, measuring 0.930 (alpha > 0.7), underscores the construct's commendable reliability.

Table 7 Reliability and Validity Table

Variables	KMO	AVE %	Cronbach's Alpha	Items	Factor Loading
Interaction	.766	87.733	.930	INT1	.867
				INT2	.880
				INT3	.886
Trendiness	.774	90.532	.948	TRE1	.904
				TRE2	.899
				TRE3	.912
Word of mouth	.500	90.243	.892	WOM1	.902
				WOM2	.902
Perceived Socio-Cultural Impact	.991	82.086	.987	PCI1	.817
				PCI2	.822
				PCI3	.803
				PCI4	.821
				PCI5	.835
				PCI6	.812
				PCI7	.820
				PCI8	.822
				PCI9	.825
				PCI10	.823
				PCI11	.821
				PCI12	.832
				PCI13	.820
				PCI14	.813
				PCI15	.831
				PCI16	.838
				PCI17	.809
				PCI18	.813
Basic level of ethical behavior	.768	88.009	.932	BLEB1	.883
				BLEB2	.878
				BLEB3	.879
Extra level of ethical behavior	.766	88.196	.933	ELEB1	.872
				ELEB2	.881
				ELEB3	.893
Seeking Relaxation	.766	87.779	.930	SR1	.887
				SR2	.876
				SR3	.870
Gaining Knowledge	.767	87.637	.929	GK1	.871
				GK2	.876
				GK3	.881
Enhancing Social circle	.761	86.933	.925	ESC1	.866
				ESC2	.885
				ESC3	.857
Adventure	.767	87.931	.931	ADV1	.874
				ADV2	.877
				ADV3	.886
Events and activities	.760	85.989	.919	EAC1	.850

Variables	KMO	AVE %	Cronbach's Alpha	Items	Factor Loading
Easy Access and Affordable	.757	85.537	.915	EAC2	.859
				EAC3	.871
				EAA1	.848
				EAA2	.872
				EAA3	.846

➤ *Testing Research Hypotheses*

In this section, the research hypotheses undergo examination, employing correlation analysis and path analysis within the framework of structural equation modeling (SEM). Due to the non-normal distribution exhibited by the dataset, Spearman's correlation emerges as the method of choice for analysis. Table 4-9 serves as an illustrative correlation matrix, unveiling the intricate relationships among all the study variables. Obviously, a substantial positive correlation ($r = 0.726, p < 0.01$) is evident between Interaction and Perceived Socio-Cultural Impact, signifying that higher levels of

Interaction are associated with greater Perceived Socio-Cultural Impact.

Similarly, a noteworthy positive correlation ($r = 0.774, p < 0.01$) is observed between Trendiness and Perceived Socio-Cultural Impact, indicating that greater Trendiness is linked to increased Perceived Socio-Cultural Impact. Furthermore, a pronounced positive correlation ($r = 0.690, p < 0.01$) is discerned between Word of mouth and Perceived Socio-Cultural Impact, suggesting that elevated levels of Word of mouth correspond to higher Perceived Socio-Cultural Impact.

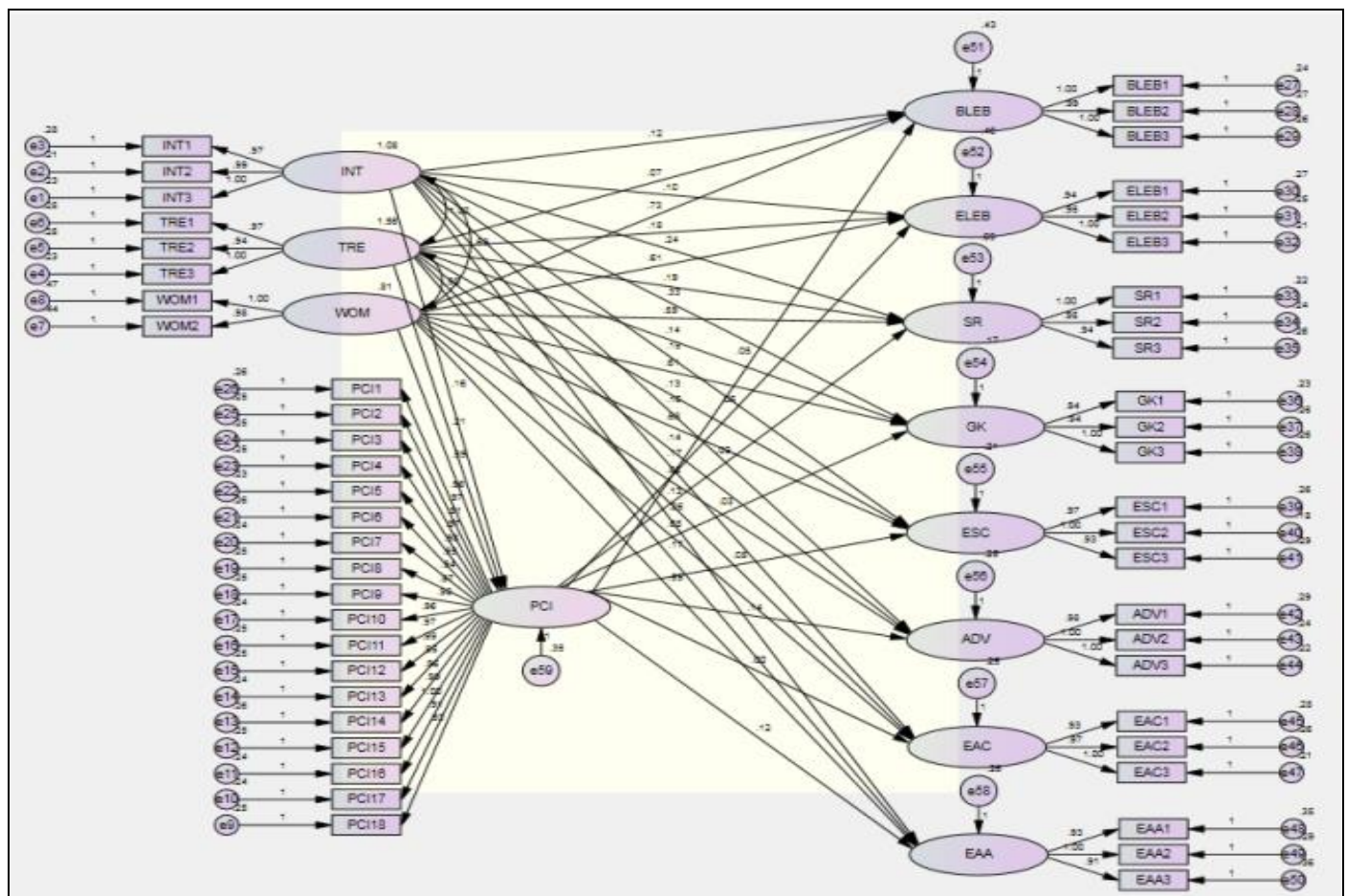


Fig 2 Visually Represents the SEM model that was Employed to Analyze the impact of the Research Model.

IV. DISCUSSION

The researcher conducted an empirical study on the impact of online advertising on the travel motivation and ethical behavior of tourists. In the hypotheses testing section, the researcher provides a detailed summary of the research hypotheses examined. In the literature review, Musa Oflaz and Omer Ceyhun Apak's (2022) study explores the effect of perceived social values on the travel motivation of Turkish

citizens residing in Vienna. The results from the online questionnaire revealed significant variations in travel motivations based on sociocultural factors and participants' demographic information.

These studies aim to investigate the connection between sociocultural elements and travel motivation. In a study by Marcello Mariani, Maria EK Styven, and Julian K. Ayeh

(2024), the focus is on exploring the determinants of using Facebook for travel decision-making.

Their findings indicate that perceived usefulness, perceived enjoyment, and intention play a role in the creation of travel plans on Facebook. Ramos et al.'s (2019) study aimed to analyze the impact of Facebook posts on travel decisions, considering the influence of gender. They emphasize the significance of social media platforms like Facebook in the tourism industry and examine how Facebook posts affect travel decisions.

Both studies offer valuable insights into the relationship between online Facebook advertisements/posts and travel motivation, providing evidence and findings that enhance our understanding of the role of social media in the travel decision-making process.

The results suggest that online advertising on Facebook can influence tourists' ethical behavior, although further investigation may be necessary to fully understand the extent of this impact. Conversely, perceived sociocultural factors may not directly impact ethical behavior in the context of this study.

V. CONCLUSION

Based on current research and observations, increased exposure and inspiration where online advertising has significantly increased the exposure of potential tourists to various destinations and experiences. It acts as a powerful tool in motivating people to explore new places and try unique activities. In addition, influential factors online ads play a crucial role in shaping tourists motivations by highlighting specific aspects such as adventure, relaxation, cultural immersion. These factors heavily influence traveler's decision-making processes.

Ethical considerations while online advertising can be a valuable source of information, there is a need for caution regarding the ethical behavior of advertisers.

Responsible advertising is essential for advertisers to adopt responsible practices, ensuring that the information shared is accurate, transparent, and respectful of local cultures and environments. Also, the trust between tourists and the destinations they choose to visit. Sustainable tourism, online advertising can also contribute to promoting sustainable tourism practices, by highlighting eco-friendly accommodations, responsible tour operators, and ethical wildlife encounters. This encourages tourists to consider the environmental and social impact of their travel choices. Overall, managers in the tourism industry need to recognize the potential influence of online advertising on the ethical behavior and motivation of tourists. By adopting ethical advertising practices, promoting sustainable tourism, personalizing marketing messages, and actively engaging with tourists, managers can enhance the motivation of travelers and ensure ethical behavior while promoting their destinations and services online.

The impact of online advertising on the ethical behavior and motivation of tourists to travel has been a subject of research and discussion. In conclusion online advertising has a significant impact on tourist's motivation to travel. It is crucial to ensure that these ads are ethical, transparent and provide accurate information. By doing so, we can foster responsible and sustainable tourism practices that benefit both travelers and the destinations they visit.

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