

**THE IMPACT OF THE CONTENT OF ELECTRONIC COMMUNICATION
MEANS ON THE ATTITUDES OF CUSTOMERS TO ACCEPT DEALING
WITH THE TOURISM PRODUCTS OF TRAVEL AGENCIES**

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ABSTRACT

This study aims towards knowing the impact of the content of E-Communication means on the attitude of customers to accept dealing with tourism products of travel agencies by checking many factors which have been inserted within this study model that has been developed according to literature related to the subject, and that are described in six dimensions being (E-Communication content, information, Reliability, Trust, Attitudes and accept dealing with tourism products). Six hypotheses were constructed for each dimension which collective represent the first category of hypotheses, the second category was constructed to know if a signification relationship between the contents of study model (the six dimensions) exists and this is the seventh hypothesis.

A questionnaire has been developed collect data consisting of (17) questions, distributed in Amman (114) questionnaires were valid to be analytically analyzed. These questions covered the six dimensions of the study.

May statistical analysis methods were used in the statistical analysis of data. Obtaining results and the testing of hypotheses, these methods were descriptive analysis, one-Sample T-test, Cronbach's alpha and spearman's correlation coefficient.

The most important of these results indicate that the content of E-Communication means has an effect on customer's attitudes with a mean value of (3.34) and that customers accepted dealing with tourism products of travel agencies is the result of his attitude with a mean value of (3.61), and the content of E-Communication means with mean value of (3.47).

KEYWORDS: *E-Communication Means, Attitude, Customers, Accept Dealing, Tourism Products, Travel Agencies*

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INTRODUCTION

There is no doubt that contact mail messages are considered nowadays one of the most important communication process tools and social networking among individuals and organizations of different businesses including tourism organizations. These means which its use is expanded on all private levels in sending different messages between organizations and individuals in order to encourage them to deal with these organizations products provided to market. At the same time the role of the forwarded messages grew through electronic communication means in terms of quantity and impact, making them the most common method, which

organizations and individuals are trying to use in communication process to affect others. On the other hand, the messages content has a clear role in influencing individuals, through the various information it contains to supply individuals with assistance they want to have in making right decision either to buy or deal with different products. Nowadays, business organizations, including tourism are trying to have electronic messages with extensive information, credible and provide truth without misleading the individuals.

Electronic communication means are considered one of the important elements of e-commerce, which its use is growing widely by organizations of different kinds including tourism organizations, in particular, travel agencies that provide their products, through electronic communication messages to influence the people to deal with. The provided tourism products according to (Page Stephen & Connell Joanne 2006) Attractions, Hotels accommodation, Airlines, and other model of transport offered by Travel Agents need a lot to send electronic messages with a content that affect customers in order to deal with these products, nowadays in particular in which competition between travel agencies is extensive, and try to provide services with a quality that will satisfy customer as a result of development in the tourism sector and its impact on countries economy.

This study is focusing to know the impact of electronic messages content on customer's attitudes to continue in dealing with tourism products provided by travel agencies. This study introduced many factors contained in electronic messages such as information, credibility and fact, as factors that have an impact on customers attitudes and convincing him in dealing with tourism products provided by travel and tourism agencies based on a sample of beneficiaries of the provided tourist services by these agencies, and then take their opinions through a questionnaire included 17 questions within the six dimensions of the study model.

This study and in spite of its limitations, but it addresses an important issue in travel agents activities, who have a very important role in tourism sector development of any country, in addition to limited studies in this aspect which gives the study positive indication in supporting tourism in Jordan.

RESEARCH QUESTION

Due to the role and importance of offered tourism products by Jordanian travel agencies in domestic production development of and national income development and travel agencies continuation in providing these products., This study addresses electronic communication message content issue in influencing customer attitudes in dealing with provided tourism products by Jordanian travel agencies, so the problem of this study is summarized in the following questions:

- What is the impact of electronic communication messages content on customers attitudes in dealing with tourism products offered by Jordanian travel agencies
- Are electronic communication messages have no influential force on customers attitudes in dealing with tourism products.
- Do electronic communication messages provides clear and convincing information to customers.
- Is electronic communication messages content credible.

RESEARCH OBJECTIVES

This study is trying to determine the impact of electronic communication me This study is focusing to know the

impact of electronic messages content on customers attitudes to continue in dealing with tourism products provided by travel agencies. This study introduced many factors contained in electronic messages such as information, credibility and fact, as factors that have an impact on customers attitudes and convincing him in dealing with tourism products provided by travel and tourism agencies based on a sample of beneficiaries of the provided tourist services by these agencies, and then take their opinions through a questionnaire included 17 questions within the six dimensions of the study model.

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- Is electronic communication messages content credible.

STUDY MODEL

Study model is based on many studies and researches that handle electronic communication means and attitudes, such as

Ledbetter (2009), Ajzen (2001,2002), Fishbein (1967), Alsamydai et al (2012,2013), Ling et al (2010)

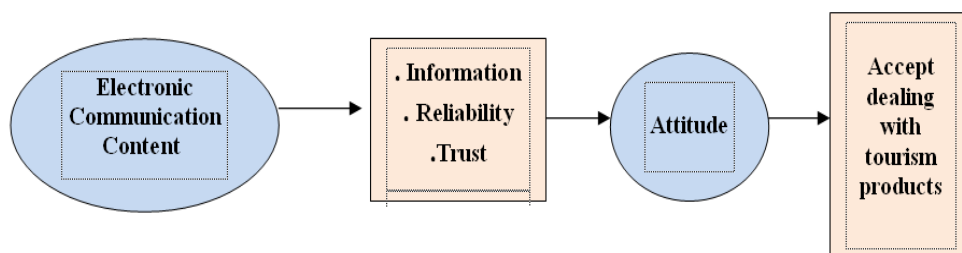


Figure 1: Study Model

LITERATURE REVIEW

It is clear that technological developments have led to significant changes in the method of work within services organizations, and the transition from traditional media and methods to electronic media. As a result the services organizations, tended for promotion in order to attract an audience of customers and influence them to deal with the

organization and its. To provide a comprehensive foundation for the current research, the literature regarding e-communication,

Social media, and consumer satisfaction and behavior were reviewed with on determining the factors influencing e-consumer satisfaction and behavior towards e-communication media.

The Internet helps in information exchange with customers, as well as promotion of various goods and services by organizations of different kinds (Corin, 2006) The communications impact made the Internet within the concept of online marketing one of the main sources and methods of various organizations. The forwarded messages content via the Internet plays a key role in influencing customers and convince them with messages content of information and its truth and credibility perceived by these customers, messages success is associated in general and electronic ones with the content of those messages, and the provided truth and reliability without exaggeration and far from the truth.

The review of literature concerning E-marking communication tools is very much developed in the field (Alexandra & Carmen 2013). As a result, the term of E-marking is referred to achieving marketing objectives through the use of E-communication technologies (Chaffey et al 2003).

E-Communication means and information are on of the important elements in electronic marketing which use is growing by business organization regardless of their kind, and sent message information through any electronic communication means changes an important center in the success to the marking strategy (Al sauydai et al 2015). The E-Communication in E-Marking has been expected to have a great impact an marketing management (Ewing,2009.valos.rtal 2010).

The E-Communication technology and information has also created new business models based on multiple channels and self-service technologies (Mtuter et al 2005).

According Celik & Yilmaz (2011) the quality of the information: includes an assessment of effects of the web usage, perceived information quality is used in the information perceived by consumers on the internet, it is assumed that perceived service quality affect affects the attitude towards use the tourism product or services.

The information, in E-Commutation massages, refers to ability of the advertisements to inform consumers about product and services, (van Der Wald et al 2009) as well as the ability of the ability of the advertising effectively provide relevant information (oh d xu, 2003). In the context of this study, information considered as the ability of the E-Communication to deliver information to customers in order to satisfy their need and continuity to deal with tourism products.

Many studies indicated electronic communications messages importance through, including advertising in providing information (Lingetal 2010) which affect customers toward dealing with various products, including tourism products

Accordingly, Varshney(2003) suggested that information is considered a valuable motivation that leads recipients to react very positively to advertisement, - previous research demonstrated that in formativeness of the advertising or e-communication message was found to be strongly and positively related to consumers attitudes towards the advertising or e-communication,(Bauer et al 2005).Haghirian et al 2005, Leung,2007, oh & xu 2003, sultan et al 2010, xu et al 2008, Alsamydai et al 2013.

Change attitudes, and influence behavior, perceived trust, message, believability, and attitudes towards web advertising will affect the degree of e-promotion (wang, 2006).

Perceived trust reflects positive attitude towards the reliability and validity of message, Alsamydai et al 2014. The lack of trust is a general reason for organization to lose customers (chna et al 2012).

Consequently, losing the dealing with organization products, service organizations in particular, including tourism Smith (2005) explained that trust can be achieved if organizations develop relationship with their customers.

According Mackenzie and Lutz (1989) defined reliability of advertising as consumers perception of reliability, believability and trustworthiness of advertising in general. Daugherty et al (2007) considered advertising credibility as consumers' express of their with regards to the fairness and factualness of advertising. A number of advertising studies have in denified a positive relationship between consumer perception of the credibility of an advertisement and consumer attitudes towards the advertisement (Goldsmith et al 2000, Brackett & Cor, 2001, Dahlen & Nordfalt 2004, Alkhasawneh, 2012).

The reliability which electronic communication means contain the means must be clear and real in the form the customer feels, since the acceptance of these messages is only made through realizing customer's credibility in demonstrating different information about something (products, services, ideas...) and this realization has an impact on attitudes and then on his next behavior.

Attitude is defined as positive or negative evaluation of people, object, product or services or just about anything in environment. Attitudes are generally having positive or negative views of person, place thing, or event (Zimbardo et al 1999). Morris and Dillon (1997) indicated that attitude exert a positive effect on the behavioral intention, (Numkoo, 2013) (alsamydai, 2014).

Mandy and Esther (2008) stated that the attitude is the mediator between belief and behavioral intention, and entertainment belief has the strongest effect on attitude.

Positive attitudes towards products offered by travel agencies occupies base in these products acceptance and in the subsequent behavior for dealing continuity with the important relationship between attitudes and behavior. On the contrary, the negative attitudes will not lead to accept products provided by travel agents and therefore not to deal with.

Many researchers and studies that take care of studying the attitude and the effect of the behavioral internet and attitude, also the attitude towards the message of the e-communicated and the import of these message on their attitudes (Alsamydai et al 2015). Ledbettern (2009) had a study how the attitude affect the intention to communicated via computer_ media communication and social networking sites, while Tsbering, (2009) study focused on the attitudes towards mass media _ Alazan and Alkahy (2010) study focused on studing the attitudes by means of media performance, Ling et al study the detenment of consumer attitude toward advertising.

Alsamydai and Khassawneh (2013) study antecedent and consequence of e-jordanian consumer behavior regarding Facebook advertising in (2010) Alsamydai et al study the factors influence the use of e-promotion means in Jordanian business organization, this study indiced the service organization more use the e-promotion.

Alsamydai et al (2015): study the using Fishbein model to measure individual's attitude toward e-communication means.

This study focuses on the impact of electronic communication means on consumer attitudes content to accept a deal with products offered by travel agents in Jordan.

STUDY HYPOTHESES

First Category

H1: E- communication Messages context have a significant positive effect on consumer attitude and usage the Tourist products.

H2: Information of E- communication messages has a signification positive effect on consumer attitude and usage the Tourist products.

H3: Trust of E-communication messages has a signification positive affect on consumer attitude usage the tourist products.

H4: Reliability of E-Communication messages have a signification positive effect on consumer attitude usage the tourist products.

H5: Attitude toward E-Communication messages has a signification positive effect on consumer to accept dealing with tourism of travel agencies.

H6: E. Communication messages context have a significant positive effect on consumer to accept dealing with tourism products of travel agencies.

Second Category

H7: There is a signification positive relationship between of the constructs of the study`s model.

METHODOLOGY

Data Source

The current study methodology is mainly based on two types of data sources necessary to conduct this study:

Secondary Sources

Data and information obtained from reviewing the Literature and research findings related to this study and its objectives. Also used in the designing and development of the study model.

Primary Source

The data necessary to develop the final questionnaire of the study`s that was distributed to (25) Jordanian customers. To determine the appropriateness, of instrument and limit and identity the most relevant items to be included in the final questionnaire, final drafting which include (17) questions distributed over fifth dimensions.

The Scale and Dimensions

The process of sailing is an essential tool in almost every marketing research situation (Malhotra et al 2004), and is most commonly used for assessing how people feel or think about objects or constructs (Nenman,2003). Having taking into consideration the criteria for selecting a scaling technique (Alsamydai et al 2013), for example, information needed by the study and the characteristics of respondent, as well as the method of administration (Alvin et al 2003), the quintet (likert)

scale was chosen for the current study. Therefore, all the focal constructs of the current study were measured on quintet (likert) scale ranging from strongly agree, neutral, disagree and strongly disagree.

This current study was divided into six dimensions relating to the different constructs of the study model:

Dimension(1): Electronic communication content.

Dimension(2): Information.

Dimension(3): Reliability.

Dimension(4): Trust.

Dimension(5): Attitude.

Dimension(6): Accepted dealing with tourism products.

Analyzing Method

Many of the methods and statistical techniques are used to get the results and analysis to access for the purpose of this study and the means include the using of; Descriptive Analysis, Cronbach’s Alpha. One Sample T-Test was also used for testing the hypotheses and Spearman’s correlation coefficient.

Test of Reliability

A reliability coefficient of (Cronbach’s Alpha) 70% or higher considered “acceptable “in most social science. The result of this test in the current study is 17 as seen in table 1

Table 1: Reliability Coefficient

| Cases | Cronbach`s Alpha | Items |
|-------|------------------|-------|
| 114 | 84% | 17 |

Results General

The characteristic of the Study Sample The table 2 describes the characteristics of the Study Sample According to the indicatives of Gender Age and Education.

Table 2: The Characteristics of the Study Model

| Characteristics | | Frequency | Percent |
|-----------------|------------------|-----------|---------|
| Gender | Male | 86 | 75.4 |
| | Female | 28 | 24.6 |
| Age | 20 – 32 | 58 | 50.9 |
| | 33 – 45 | 35 | 30.7 |
| | 46 – and more | 21 | 18.4 |
| Education | Baccalaurean | 25 | 21.9 |
| | B. A | 71 | 62.3 |
| | Diploma and more | 18 | 15.8 |

By using descriptive analysis it was determined that the mean of all questions are over the midpoint (3), this results show in table 3.

Table 3: General Results

| Question | | Mean | Std Dev | T Value | Sig (2 Tailed) |
|--|---|------|---------|---------|----------------|
| First Dimension: Electronic Communication Content | | | | | |
| 1 | Content of mail messages affect attitudes toward dealing with the tourism products of travel agencies. | 3.96 | 1.05 | 9.63 | 0.00 |
| Table 3: Contd., | | | | | |
| 2 | Content of means messages affect your dealings with tourism products provided by travel agencies. | 3.84 | 1.04 | 8.61 | 0.00 |
| 3 | The content and means of electronic communication Trustful and help to deal with the tourism products offered by travel agencies. | 3.76 | 0.89 | 9.10 | 0.00 |
| Second Dimension :Information | | | | | |
| 4 | Information provided by the means of electronic communication is clear and influence your acceptance of tourism products offered by travel agencies. | 3.61 | 1.18 | 5.52 | 0.00 |
| 5 | Information provided by means of electronic communication is clear and effective on your interactions with tourism products offered by travel agencies. | 3.65 | 1.03 | 6.67 | 0.00 |
| Third Dimension :Reliability | | | | | |
| 6 | Content of electronic communication messages are credible and influence your attitude. | 3.39 | 1.18 | 3.44 | 0.00 |
| 7 | Means of electronic communication have credible content and help you deal with the tourism products offered by travel agencies. | 3.68 | 1.03 | 7.07 | 0.00 |
| Fourth Dimension: Trust | | | | | |
| 8 | Content of electronic communication messages is Trustful for you. | 3.52 | 1.09 | 5.02 | 0.00 |
| 9 | The content and means of electronic communication Trustful in influencing attitudes to deal with the tourism products offered by travel agencies. | 3.52 | 1.09 | 6.47 | 0.00 |
| Fifth Dimension: Attitude | | | | | |
| 10 | Attitudes are affected by the content of means messages. | 3.34 | 1.10 | 9.80 | 0.00 |
| 11 | Your attitude of tourism products offered by travel agencies is positive. | 3.78 | 1.10 | 9.81 | 0.00 |
| 12 | Your attitude of tourism products offered by travel agencies affect your dealings. | 3.98 | 1.27 | 8.22 | 0.00 |
| 13 | Your dealings with the tourism products offered by travel agencies are positive. | 3.71 | 0.91 | 8.25 | 0.00 |
| Sixth Dimension: Accepted to Deal with Tourism Products | | | | | |
| 14 | You're dealing with the tourism products offered by travel agencies are affected by your attitude. | 3.61 | 0.88 | 7.27 | 0.00 |
| 15 | You're dealing with the tourism products offered by travel agencies are influenced by the content of electronic communication messages. | 3.47 | 1.07 | 4.71 | 0.00 |
| 16 | You're dealing with the tourism products offered by travel agencies are influenced by the reputation of those products. | 4.11 | 0.84 | 14.04 | 0.00 |
| 17 | You're dealing with the tourism products offered by travel agencies is influenced by money. | 4.15 | 0.92 | 13.27 | 0.00 |

Testing Hypothesis

The first category: Test results of the first set of hypotheses of the study are shown in table 4. Statistical analysis of this illustrates in overall mean score of respondent which measures the dimensions (D1, D2, D3, D4, D5, and D6) that corresponds to the first category hypotheses. The means values of these are (H1=3.85, H2=3.51, H3=3.53, H4=3.55, H5=3.70 and H6=3.83). These values are above the scale midpoint (3).

These results were further validated by the one sample t-test which revealed that the overall mean different for these dimensions as a whole was statically significant (N=0.000) at (Ns=0.05) with a higher T-value (H1=11.09,H2=5.55, H3=6.18, H4=6.68, H5=13.14 and H6=13.74) these scores are higher than tabular t (tabular=1.96), as result of six hypothesis are accepted, these results are shown in table 4.

Table 4: Testing Hypothesis First Category

| Hypothesis | Test value =3 | | | |
|--|---------------|-----------|--------|----------------|
| | Mean | Std. Dev. | T Vale | Sig (2 Tailed) |
| H1: E- communication Messages context have a significant positive effect on consumer attitude and usage the Tourist products. | 3.85 | 0.82 | 11.09 | 0.000 |
| H2: Information of E- communication messages has a signification positive effect on consumer attitude and usage the Tourist products. | 3.51 | 0.99 | 5.55 | 0.000 |
| H3: Trust of E-communication messages has a signification positive affect on consumer attitude usage the tourist products. | 3.53 | 0.92 | 6.18 | 0.000 |
| H4: Reliability of E-Communication messages have a signification positive effect on consumer attitude usage the tourist products. | 3.55 | 0.88 | 6.68 | 0.000 |
| H5: Attitude toward E-Communication messages has a signification positive effect on consumer to accept dealing with tourism of travel agencies. | 3.70 | 0.57 | 13.14 | 0.000 |
| H6: E. Communication messages context have a significant positive effect on consumer to accept dealing with tourism products of travel agencies. | 3.83 | 0.64 | 13.74 | 0.000 |

Second Category: It test the constructs of the constructs of the study model. In order to test the relationship between the components of the study model, spearman`s coefficient was and hypothesis (H7) was developed and stated that there is a significant relationship between the constructs of study model (Information, Trust, Reliability, attitude and accept dealing with tourism products travel of travel agencies). The results of the analysis of travel spearman`s coefficient are shown in table 5.

Table 5: Spearman`s Coefficient

| Dimensions | D1 | D2 | D3 | D4 | D5 | D6 |
|------------|----------------|----------------|----------------|----------------|----------------|------------|
| D1 | 1 0.000 | | | | | |
| D2 | 0.613 0.000 | 1 0.000 | | | | |
| D3 | 0.479 0.000 | 0.806 0.000 | 1 0.000 | | | |
| D4 | 0.397 0.000 | 0.567 0.000 | 0.482 0.000 | 1 0.000 | | |
| D5 | 0.389 0.000 | 0.369 0.000 | 0.236 0.000 | 0.388 0.000 | 1 0.000 | |
| D6 | 0.388 0.000 | 0.474 0.000 | 0.386 0.000 | 0.264 0.000 | 0.667 0.000 | 1 0.000 |

DISCUSSIONS AND CONCLUSIONS

The objective of this study was to evaluate the impact of the content of electronic communication means on the attitude of customers to accept dealing with tourism product of travel agencies. The findings of empirical study show that all for mutated hypotheses in the study. For this purpose, a study model was developed which included several factors that were divided into six dimensions including:

E-communication content, Information, Reliability, attitude and accept dealing with tourism products.

Two categories of the hypotheses study were developed based on literature review as well as pre-test study: the first category includes seven hypotheses in which each one covers a dimension include in the study`s model where it represents the factor that affect the customers accept dealing with tourism products of travel agencies, according to the survey of the sample.

The analysis of the data was mainly based on conducting “descriptive statistics” to extract the means and the standard deviation. This was followed by using a one sample T-test analysis to examine the first category of hypotheses. As for the second category of research hypotheses (seven hypotheses) that was mainly developed to examine the relationship between the different components of the study`s model. Spearman`s correlation coefficient was used to test this hypotheses (H7). The responses of the studied sample to the questionnaire questions (17questions) were all positive. The analysis of the first dimension (E-communication content) indicates affect on the attitude toward dealing with the tourism products of travel agencies with a mean value of (3.96) and a T value equivalent to (9.63), which is considered high, then the second question, content of means messages o affect on dealing, with tourism products provided by travel agencies, with a mean value (3.84) and a T value equivalent to (9.10) which considered a high value.

As for the second dimension, information provided by the means of E-Communication is clear and influence on acceptance of tourism products offered by travel agencies, with a mean value (3.61) and a T value equivalent to (5.52).

Regarding the third dimension which is Reliability of the content of E-Communication messages as credible and influence on the attitude toward tourism products had the mean value of (3.39) and a T value equivalent to (3.44), also the means of E-communication have credible content and help to deal with tourism products offered by travel agencies with mean value of (3.68) and T value equivalent to (7.07).

Regarding the fourth dimension Trust of the content of E- communication messages convincing for you had the mean value of (3.52) and a T value of (5.02).

Regarding the fifth dimension of Attitude, the analysis that factor have an effect on dealing with tourism products offered by travel agencies with mean value of (3.78) and a T value of (9.81), and the attitude are affected the content of means messages with mean value (3.34) and a T value of (9.80).

Regarding the sixth dimension of accepted to deal with tourism products with a means value of (3.83) and a T value of (13.74). All the six hypotheses of the first category which are related to the study models dimension were accepted according to analysis of Descriptive statistics and one-sample T-Test but with different values. Regarding hypothesis of the second category, of this hypothesis related to the correlation coefficient between the study`s models components. As spearman`s c0rrelation coefficient was used, and results indicate the existence of a significant positive relationship between all the other dimensions, the highest relationship value was with D2, D3, (0.806) and D5 with D6,(0.667).

Finally, this study is an attempt to find the effect of the content of E-communication means on the attitude of customer to accept dealing with tourism products of travel agencies prospective study should have expanded in this area especially in content E-communication means and tourism products.

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