

IMPACT OF CONSUMER ATTITUDES ON ONLINE ADVERTISING: HOTEL INDUSTRY IN SRI LANKA

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Abstract: Businesses have recognized that the Internet is the medium channel for promoting online advertising to consumers around the world. The attitude of end users plays an important role in creating effective online advertising. Hence, the objective of this study is to examine the key factors influencing consumers' attitude towards online advertising in hotel businesses in Sri Lanka. An online survey was conducted to collect data from a sample of 150 people living in the Kandy district. The study revealed that key determinants such as information, entertainment, reliability, economy and value have a positive and significant impact on consumers' attitude towards online advertising in the hotel industry in Sri Lanka. The regression model was significant at 0.001 and the adjusted R² of the fitted model was 0.642, indicating that 64.2% of the variance in online advertising is explained by independent variables. This research contributes to the existing knowledge by providing empirical support to explain consumers' attitude towards online advertising in hotel businesses in Sri Lanka, while adding value to various stakeholders. The fitted model and factors shall be applied to enhance the attitude of consumers in different domains in Sri Lanka.

Keywords: Online Advertising, Consumers' Attitude, Entertainment, Value, Hotels in Sri Lanka

I. INTRODUCTION

With the ubiquitous access to consumer technology and information, marketers focus on providing seamless customer experience across all available marketing platforms; consumers are almost able to make a purchase at any time. Online capabilities make people buy products and services at a lower price, and many buying journeys begin with information coming from advertising or search [40]. Businesses are currently facing a variety of challenges in a changing, competitive and aggressive environment. The purpose of the business venture is to become sustainable in this situation through the great use of resources. Businesses' focus is to create additional productivity through a small amount of input, so the company can continue to increase production. [40] [14], discussed that advertising has become an important part of our modern life. Government intervention in the advertising industry has, to a certain extent, regulated the content of advertising, which has had some impact in shaping consumers' attitude towards online advertising. Consumers are now more focused on saving time and are more likely to access the high proliferation of product information, and the Internet as an information gathering tool has many advantages over other media [9]. Despite the continued increase in internet penetration, online advertising costs, and time spent on consumer digital media, many scholars are paying considerable attention to understanding the reasons behind consumers' approaches to online advertising [58].

II. Background of the Study

As indicated by [19], advertising is defined as a set of communications or activities that provide information to the public by attracting the attention of the target consumer. [5], defined online advertising as an advertisement

published on the Internet, which is useful for creating awareness about a company and its products and services. According to [42], the first online advertisement that appeared on the web was in 1994. As indicated by [49], online advertising consists of a variety of methods including web banner advertising, blog advertising, promotional advertising, social network advertising and many more. As noted by [5], technological advancement has enabled Internet penetration into every area of our lives, and we spend more time on the Internet. This creates more opportunities for the Internet user to engage in online advertising. Thus, marketers can use this opportunity to reach their consumers through online platforms to raise awareness of their products, services and future sales. With the Internet, advertisers can deliver advertising message in more creative ways. For example, [53], advertising messages make it easy to attract consumers who pop up on the Internet with attractive animations instead of just words. This will surprise and excite consumers and allow them to enjoy more advertising compared to traditional outlets. According to Internet World statistics, there are 4.39 billion internet users in 2019, an increase of 366 million (9%) versus January 2018. There are 3.48 billion social media users in 2019, with the worldwide total growing by 288 million (9%) since this time last year [29]. Of the population of 20.98 million in Sri Lanka, 28.71 million are mobile subscriptions, 7.13 million people have access to the Internet and the penetration rate is 34%. The active social media user is 6.20 million and the penetration rate is 30%. Mobile social media users are 5.70 million and the penetration rate is 27% [29]. The growth of internet penetration in Sri Lanka has created enormous opportunities for virtual stores and clicks and motor store to reach their target audience through internet marketing. According to the Department of Census & Statistics, Sri Lanka, [51] stated that the Hotels and Restaurants sector recorded a 21.1% growth in of 2017. There is no clear growth value to specify for hotel alone. According to Trip advisor there are more than 49 listed "hotel" in Kandy, with over 824 Island wide. According to [61], a review website in Sri Lanka has more than 300 listed as "Food" places and has over 400 restaurants.

III. Problem Statement of the Research

Businesses and advertisers are now planning their advertising campaigns on the Internet by turning traditional media ads into online advertising campaigns, while most advertising agencies have established a different unit for online marketing campaigns for their customers [31]. Marketers have seen consumers spend more time with the Internet and online activities, resulting in less traditional media usage [8] [5]. In addition, most hotels include updated information on all websites and sites, and they invite consumers to visit these sites and social media sites, and most companies launch email campaigns and search engine updates. These efforts by industry players prove the significant use of online advertising in the restaurant industry in Sri Lanka. Online marketing comes under digital marketing. These ideas are somewhat novel to the Sri Lankan context. Individuals do not have much awareness and convenience in online advertising. There is a clear difference in the understanding between traditional advertising and online advertising. The main issue of this research is to identify the factors that influence the customer's attitude towards online advertising and how these findings can be used to help businesses effectively plan their shopping experience to use the fastest growing online advertising trend.

IV. Research Objective and Research Questions

To identify the present status of the online advertisement in Kandy District. To examine the factors influencing on consumers' attitude towards online advertising. Propose and empirically validate the model for the development of new understanding and suggest some potential implications for hotel businesses in Sri Lanka. Following research questions are developed according to research objectives, what is the present status of the online advertisement in Kandy district in Sri Lanka? What are the key factors influencing on the consumers' attitude towards online advertising? How far these factors would affect to the consumers' attitude towards online advertising?

V. Literature Review of the study

The introduction of the Internet and, in particular, Web 2.0 has changed the stage of advertising in the world today [52]. Web 2.0 advanced features that allow two-way or multi-way communication on online platforms characterized by user freedom, control and dialogue. It also has a new level of interactivity and consumer engagement in advertising applications [10]. [20], argues that insufficient time and mental assets are causing the audience to focus too much on advertising. Moreover, the expansion of the Internet exposes the viewers to the ever-increasing number of promotional messages in the limitless progression of online advertising [46]. The Internet provides small, average or large price, product information, terms of purchase, order and payment,

potential buyers, products and services to customers and business partners around the world, and online advertising approaches to suppliers and customers leading to significant reductions in transactions Costs incurred [3]. According to [7], approaches allow suppliers to communicate information that is targeted at customers, which is highly valuable for information and often expects its effectiveness. [30], found that Internet advertising benefits both advertisers and Internet users, by reaching the target group, providing the shopper with quick and accurate information about products, services and business, and more. On the other hand, some researchers argue that internet advertising is annoying and troublesome. Furthermore, as [30], argue, online advertising can lead to adverse effects, such as a negative attitude toward a website or brand. However, how the visitor responds to online advertising and how online advertising touches the audience is of great interest to researchers, marketers, advertising agency designers and even policy makers.

Online advertising for many years has grown radically from simple advertising layouts such as sophisticated interactive and 3D visualization such as electronic mailing lists, popular pop-ups, banner ads and intermediaries in the early 1990s. There is some disagreement about the success of banner advertising, with advertisers looking for novel and innovative ways to promote their products and brands on the Internet [30]. The various forms of Internet advertising nowadays vary from underestimated to more significant forms of advertising. There are many types of websites, social networking sites, news sites, and blogs and so on. For advertisers, the results of online advertising campaigns are complicated by the collection of ad formats and insufficient knowledge of their effectiveness. As a result, they need more studies on the use, effectiveness and dimension of interactive online rich media and the interactions and advertising messages of customers [22]. According to [22] [13], the widespread adoption of Internet technologies has created rich media on the Internet to gradually popularize the interactivity. Businesses that specialize in rich media advertising are accelerating the growth of rich media advertising design. Advertisers have plenty of online advertising options, but he suggests that online advertising should be part of an online media strategy if possible, to have a unique online marketing budget that includes clear goals, objectives and target markets [15].

The major benefit of online advertising is that it can generate global and national awareness and attention through instant communication. It also provides an opportunity for the company to create an image, thereby aligning its brand and involving buyers in direct response [11]. A research study by [22], reveals that online advertising is an important tool used by companies to not only attract more visitors to their respective websites but also to recall them. [11], argue that this trend is due to increased competition with television advertising. Hence, the ultimate goal of online marketers is to incorporate more of the online advertising, which will drive the brand attitude.

2.2 Attitude towards Online Advertising

As mentioned by [36], attitude is a person's personal appraisal, emotion, and tendency toward certain objects or ideas. In other words, it can be defined as an overall assessment of a person's support or dislike towards a subject, issue, person, or action, and can be a lasting emotional impression. According to [48] [44], the approach is definite as an educated tendency to respond to a given subject continuously in a believing or disapproving manner. According to [37], the consumer's attitude to online advertising can be marked by the consumer's favorable or unfavorable response to a particular online ad. Furthermore, [37] argue that consumers' attitude to online advertising is one of the most influential factors in the effectiveness of online advertising because consumers' cognitive ability for online advertising is reflected in their thoughts and feelings, which then influence their influence on online advertising. Therefore, this leads to internal and external research of online advertising. According to previous study [49] who conducted a study among 1000 Americans, concluded that they liked advertisements they saw and found advertising informative and beneficial in supervisory their purchase decisions. A study conducted by a survey of 1000 Americans, they found that they liked the ads they saw, that the ads were informative and beneficial in supervising their buying decisions [49]. Another exploratory study conducted by [33] resulted in a negative attitude towards online advertising. Respondents saw online advertising as dishonest, unpleasant, untrustworthy and unfavorable.

2.3 Theories of Factors Affecting Online Advertising

The theory of reasoned action (ToRA or TRA) aims to explain the relationship between attitudes and behaviors within human action. TRA states that a person's intention to perform a behavior is the main predictor of whether or not they actually perform that behavior [21] [48]. The theory aims to explain the relationship between attitudes and behaviors within human activity. Major factors of online advertising that influence on consumer's Attitude towards Online Advertising is discussed below.

Information: An explanatory online advertising environment is appropriate for consumers in order to provide consumers with adequate information and thereby assist consumers in decision making [60]. This is supported by [41], which clearly indicates that informative online advertising is useful and can help consumers make the right purchase decision. An existing literature of [1] highlights the importance of advertising in delivering information. According to [45], one of the most important functions of advertising is to provide information. It has also been noted that the effectiveness of information exchange allows consumers to search for information without limits on time and space, and this performance is critical for consumers on the Internet [16]. Accordingly, [57] information is seen as a valuable motivator, which leads recipients to act more favorably on advertising. [19] states that online advertising is a strong influential factor in consumers' attitude to advertising. Credibility: Credibility relates to sources such as individuals, organizations and the media. Consent is defined as the effectiveness and presentation of an advertising message with real and honest information [37]. [19], argues that the message bearer plays an important role in representing the person and appears to be the brand marketer. On the other hand, corporate credibility is defined as the degree to which consumers believe they can provide products and services that meet their needs and preferences [23]. Media credibility is different from news content because it relies on the concept of media credibility [34]. Credibility refers to the objective and subjective parts of the believability of a source or message. According to [39], a study of media credibility found that online sources were reliably reflected and that younger people were more likely to view online information as credible. Advertising credibility has been validated as an important factor affecting advertising on the Internet and can be meaningful to the value of Web advertising in particular, according to [12]. Taking this point further, past linked advertising studies have identified a trusting relationship between the consumer's perception of an ad's credibility and the consumer's attitude to advertising [12] [1]. Entertainment: In previous related literature, it was found that entertainment refers to the ad's ability to fulfill the needs of the audience according to aesthetic pleasure, fun distraction, or emotional pleasure [19] [38]. According to [2], the skill of advertising to entertain can improve the advertising experience of consumers. According to [14], hedonism means pleasure, pleasure, or happiness. As quoted by [7], hedonic advertising is associated with consumer emotion and can be viewed as a feature of pleasure and happiness. Previous studies have shown that consumers use internet advertising in terms of fun and entertainment [24] [27] [56]. Other internet advertising related literature has found that advertising is an important predictor of the value of advertising, and is therefore critical to the effectiveness of web advertising [19]. Economy: Good for economic promoters of advertising that expedites the approval of new products and technologies, promotes full employment, reduces production costs, promotes healthy competition among manufacturers for the benefit of all consumers, and is generally a wise use of national resources. Improves the average standard of living. According to [25], advertising and the accompanying arts help to nurture the type of man. The goals of the industrial organization require one to spend his income reliably and reliably, because he always has a great need. Generally, advertising promotes competition that benefits consumers. Value: Advertising appeals are based on value premises. According to [41], the authors also measured the greater gender of advertising today, and some of the products / services promoted in advertising are bad for our society and are considered a distant precursor to this factor in their normal model. In general, the response is a reaction to an event, event, or situation [32]. It refers to any behavior that occurs as a result of a stimulus. Informational responses are stimuli that provide an explanation or response of incoming information [8]. Therefore, based on the existing literature, poor attention has been paid to the context of online consumer advertising in Sri Lanka using measures such as information, entertainment, reliability, economy and value benefits.

VI. Conceptual Framework and Research Methodology

Basically, the procedures that researchers go about their work in describing, interpreting, and predicting events are called research methods. It is also defined as the study of methods of acquiring knowledge. The purpose of the research is to present the work [43]. Ultimately this study focuses on the impact of above-mentioned factors on customer's attitude to online advertising in hotel industry in Kandy district in Sri Lanka.

3.1.1 Conceptual Framework of the study

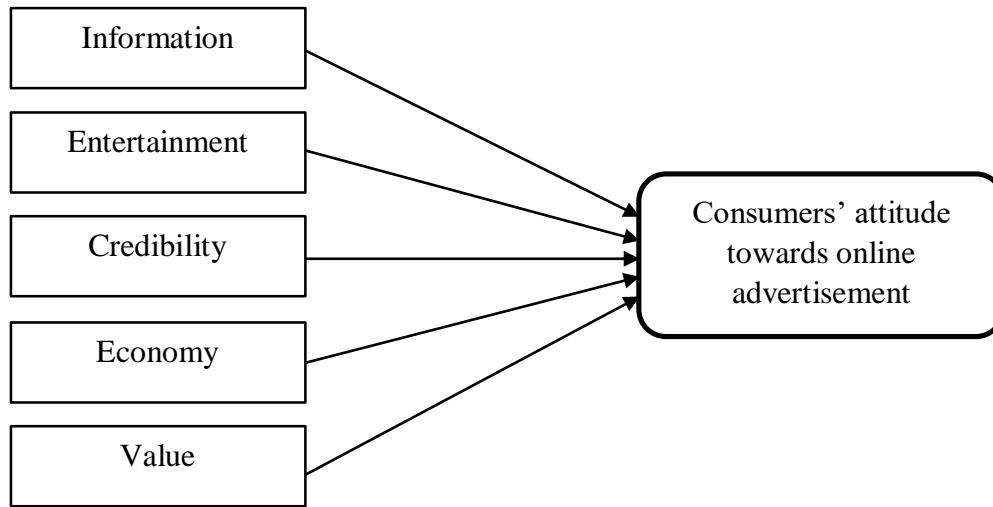


Figure 1: Conceptual Framework of the study

This model has been developed [62], which enables marketers to evaluate consumers' attitudes to marketers and has 5 constructs to identify the extent of impact. In order to examine the relationship between factors and consumer's attitude towards online advertising, researcher developed the following hypothesis.

H1: There is a significant relationship between Information and Consumers' Attitude towards Online Advertising in Kandy District in Sri Lanka.

H2: There is a significant relationship between Entertainment and Consumers' Attitude towards Online Advertising in Kandy District in Sri Lanka.

H3: There is a significant relationship between Credibility and Consumers' Attitude towards Online Advertising in Kandy District in Sri Lanka.

H4: There is a significant relationship between Economy and Consumers' Attitude towards Online Advertising in Kandy District in Sri Lanka.

H5: There is a significant relationship between Value and Consumers' Attitude towards Online Advertising in Kandy District in Sri Lanka.

3.2 Method of Data Collection

The objective of this study is to determine the factors that influence consumers' attitude towards online advertising in hotel businesses in Sri Lanka. An online survey was used to collect data from a convenience sample of 230 respondents living in Kandy district. The model is the process of using a small number of items or a fraction of a large population to make a decision about the entire population. It is impossible to survey the entire population as it needs more time and cost. Therefore, a sample is considered as some part of a larger population. Target population of this research study is consumers in hotel industry who used use internet and exposed to the online advertisements. Therefore, the present study investigates the impact of factors that influence consumers' attitude towards online advertising of a particular hotel within Kandy. Thus, the population under consideration is any person who are a frequent internet user and expose to online advertisements regarding restaurants in Kandy. Further, the targeted respondents of this survey are general public which included self-employed, professional, housewife, students and staffs of colleges and universities and others. As students and staff of colleges or universities are viewed as more users of the Internet, they use the campus website to transfer information and communicate among themselves. The non-probabilistic sampling technique was used in this research because of the lack of a sample frame.

3.2.1 Pilot Test

The pilot test, also known as the pretest, is a small-scale exploratory application to further refine and improve confirmatory studies [63]. By conducting pilot test, researchers will be able to assure that the respondents understand the questionnaire the researchers intended to carry out [47]. In this research study, a total of 30 sets of sample questionnaires were distributed to the respondents for the pilot test purpose. Cronbach’s alpha reliability test was used to analyze the pilot testing results. Result of Cronbach’s alpha is more than 0.70 indicates that good reliability of the result [47]. After receiving the respondent's opinion, the required changes in the questionnaire were presented in the 230 sets of final questionnaires.

VII. DATA ANALYSIS AND PRESENTATION

4.1.2 Analysis of respondents’ Demographic Profile

An online survey was conducted to collect data from a convenience sample of 230 respondents living in Kandy district. The researcher has emailed 230 questionnaires for getting high response rate, but only 182 respondents have sent the questionnaires. Of those 182 respondents, 32 respondents were non-Internet users, which was not considered for this study.

Table 2: Frequency of Demographic factors of the respondents

Variable	Frequency	Percentage
Gender		
Male	102	68%
Female	48	32%
Age Group		
Below 20	03	5%
20-29	97	65%
30-39	39	26%
Above 40	11	7%
Education Levels		
Ordinary Level	09	6%
Advance Level	22	15%
Diploma	15	10%
Bachelor Degree	87	58%
Master degree	14	9%
Others	03	2%
IT Experience in year(s)		
Below 01	05	3%
1-5	79	53%
6-10	57	38%
More than 10	9	6%
Time Spent on Internet		
Less than 1 hour per day	05	3%
1 to 3 hours per day	84	56%
3 to 5 hours per day	33	22%

More than 5 hours per day	28	19%
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According to the Table 2, it is found that 102 respondents are identified themselves as Male and 48 respondents identified themselves as Female. In table 2, 65% of the respondents were belonging to the age category of 20 - 29 and 26% respondent were belonging to the age category of 30 - 39. Majority of the sample population fall into under 20 to 29. Most of the respondents who were included in this category were exposed to online advertisements in Sri Lankan hotels industry. According to the table 2, most of the respondents' education level is Bachelor's degree which represent 58% from the sample population, 10% are holding Diploma, 15% respondents are having Advanced level qualification, 9% of the respondents are holding Master's degree and 6% are having Ordinary level qualification. Researchers have identified that 150 respondents are frequent Internet users, which is one of the purposes of this study. According to Table 2, most of the respondents are on the internet for 1 to 3 hours a day, representing 56% of the sample population. Whereas 3% of the respondents use internet less than one hour per day, 22% of the respondent access internet for 3 to 5 hours per days and 19% of the respondents access internet more than 5 hours per day. Therefore, this descriptive statistic clearly indicates that consumers' attitudes are important and influencing towards online advertisement in the context of Sri Lanka.

4.1.3 Reliability, Validity test and Normality Tests

Reliability is an instrument reflects its stability and consistency within a given context. Before moving into the analysis of the data gathered, a reliability test for the items of the questionnaire was conducted. The Cronbach's Alpha is the most commonly used measure for evaluating the reliability of survey instruments. A Cronbach's Alpha of around 0.70 is normally acceptable in exploratory research [26]. Following tables 3 represents the reliability of this research study based on the Cronbach's Alpha value.

Table 3: Reliability test

	Number of items	Cronbach's Alpha
Attitude Towards Online Advertising	6	0.777
Information	3	0.807
Entertainment	6	0.739
Credibility	3	0.828
Economy	3	0.815
Value	3	0.810

Source: Research Study (2019)

According to the reliability test presented in table 3, Cronbach's Alpha of all the constructs are more than 0.7. Hence It represent there is a higher reliable. [6], define internal validity as the basic requirements for an experiment to be interpretable.

Table 4: Validity Test

Variable	KMO	Comment	Number of indicators
Information	0.709	Acceptable	3
Entertainment	0.802	Acceptable	6
Credibility	0.701	Acceptable	3
Economy	0.716	Acceptable	3
Value	0.672	Acceptable	3
Attitudes towards online advertising	0.789	Acceptable	6

According to able 4, KMO measure of sampling adequacy for all variables are greater than 0.5 hence this instrument is validated. Normality test basically used to determine if a data set is well modeled by a normal distribution. Skewness and kurtosis indices are used to measure the normality. According to [55], if skewness value and kurtosis value is in between -2 and 2, data is normality. The values for asymmetry and kurtosis between -2 and +2 are considered acceptable in order to prove normal univariate distribution.

Table 5: Expose to Online Advertising
Descriptive Statistics

	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Information	150	3.9044	-.564	.198	.829	.394
Entertainment	150	3.7044	-.203	.198	.845	.394
Credibility	150	3.5467	-.624	.198	1.477	.394
Economy	150	3.7222	-.261	.198	.628	.394
Value	150	3.6089	-.262	.198	.042	.394
Attitude	150	3.8511	-.862	.198	2.502	.394
Valid N (listwise)	150					

Since all the variables are satisfied with its basic requirements, the set has been table for further analysis.

4.2 Regression Analysis and Hypothesis Testing

Regression analysis is a powerful and flexible procedure for analyzing associative relationships between dependent variable and one or more independent variables [6]. A multiple linear regression analysis was carried out to investigate the relationship between the dependent variable with each independent variable. Because there are many independent variables in the model, multiple linear regression was used to identify the relationship and magnitude of each variable in the approach to advertising.

Table 5: Regression Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.933	.234		3.987	.000
Information	.142	.051	.180	2.802	.006
Entertainment	.173	.069	.188	2.522	.013
Credibility	.156	.051	.218	3.076	.003
Economy	.170	.056	.209	3.031	.002
Value	.149	.048	.211	3.083	.002

a. Dependent Variable: Attitude

Information: According to table 5, the p-value for *Information* is less than 0.05 and the coefficient value is 0.142. Therefore, it has been proven that the consumers’ attitude towards online advertising depends on *Information*. Hence, the hypothesis *H1* was accepted and it is confirmed that there is a significant relationship between *Information* and consumer attitude toward online advertising. **Entertainment:** As the p-value of the construct ‘*Entertainment*’ is less than 0.05 and coefficient value is 0.173 (refer Table 5), it is vibrant that consumers’ attitude towards online advertising depends on *Information*. Hence, the hypothesis *H2* was accepted and confirmed that there is a significant relationship between *Entertainment* and consumers’ attitude toward online advertising. **Credibility:** According to Table 5, significant value of the construct *Credibility* is less than 0.05 and the coefficient value is 0.156. This emphasis that there is a significant relationship between the *Credibility* and consumers’ attitude towards online advertisement. It mean increases or decreases in one variable do significantly relate to increases or decreases in the second variable. Therefore, the hypothesis *H3* was accepted and confirmed that there is a significant relationship between *Credibility* and consumers’ attitude toward online advertising. **Economy:** According to Table 5, the significant value between *Economy* and consumers’ attitudes towards online advertising is less than 0.05 and the coefficient value is 0.170, which emphasis that there is a significant relationship between the two constructs. It mean increases or decreases in one variable do significantly relate to increases or decreases in the second variable. Therefore, in this scenario can accept the hypothesis *H4* and confirm that consumers’ attitudes towards online advertising depends on *Economy* in hotel industry in Kandy with 95% level of confidence. **Value:** The output of the analysis indicates in Table 5 that the p-value of the construct is less than 0.05 and the coefficient value is 0.149. The above significant values proves that there is a positive and significant relationship exists between *Value* and consumers’ attitudes towards online advertising in hotel industry in Sri Lanka in Kandy district with 95% level of confidence. Therefore, the hypothesis *H5* was accepted.

4.3 Explanatory Power of the Model fitting

The output of Table 6 illustrates the model summary of regression analysis performed. The value of the explanatory power (R^2) shows the extent to which the variance of the dependent variable is explained by independent variables. The R^2 reveals that 54.2% of the variance of attitudes towards online advertising of hotel industry is explained by *Information*, *Entertainment*, *Credibility*, *Economy* and *Value* in this study. Hence, it can be concluded here that there is a positive strong relationship between the independents and the dependent variable.

Table 6: Model summary for independent variable and attitude

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.736 ^a	.542	.526	.35444
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a. Predictors: (Constant), Value, Information, Credibility, Economy, Entertainment

According to the ANOVA table 7, the probability of F-test statistics is 0.000. As the p value is less than 0.001, the model is jointly significant at 1%. This indicates that

the multiple regression models are appropriate. Further it indicates that the independent variables jointly influence the dependent variable.

Table 7: Significance of the Model

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	21.418	5	4.284	34.098	.000 ^b
1	Residual	18.090	144	.126		
	Total	39.508	149			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Value, Information, Credibility, Economy, Entertainment

4.4 Hypothesis testing summary

Table 8: Summary of the hypothesis testing

Hypothesis	B	t	p-value	Outcome
H1: There is a significant relationship between the Information and Consumers' attitude towards online advertising in Hotel industries in Sri Lanka.	0.142	2.802	0.006	Supported
H2: There is a significant relationship between the Entertainment and Consumers' attitude towards online advertising in Hotel industries in Sri Lanka.	0.173	2.522	0.013	Supported
H3: There is a significant relationship between the Credibility and Consumers' attitude towards online advertising in Hotel industries in Sri Lanka.	0.156	3.076	0.003	Supported
H4: There is a significant relationship between the Economy and Consumers' attitude towards online advertising in Hotel industries in Sri Lanka.	0.170	3.031	0.002	Supported
H5: There is a significant relationship between the Value and Consumers' attitude towards online advertising in Hotel industries in Sri Lanka.	0.149	3.083	0.002	Supported

VIII. Discussion of Findings

It was conceptualized five independent variables and a dependent variable which were measured by a five point Likert scale. Information, Entertainment, Credibility, Economy and Value were the five independent variables and consumers' attitude towards online advertising was the dependent variable. There were five hypotheses to test whether there is a relationship between dependent variable and these five independent variables. The coefficient was 0.142, which was significant at 0.006 level (refer Table 5). Based on the findings of the study, it can be concluded that there is a positive and significant relationship between Information and consumer's attitude towards online advertng. Thus, this finding is consistent with previous research [4] [59], which found a significant relationship between information and consumers' attitude towards online Advertising. Therefore, consumers may have a more favorable opinion on online advertising if they realize that online advertising can provide valuable information for themselves. Based on the Table 5, Entertainment also has a strongest effect on consumers' attitude towards online advertising. The beta value of Entertainment of online advertising is 0.173 with 0.013 significant values. This indicates that there is a significant relationship between Entertainment and consumers' attitude towards online advertising. The findings of this study also is in line with the existing literatures of [40] and suggest that Entertainment has significant relationship towards online Advertng. Therefore, Bauer and [7] stated that Entertainment is an important element in an advertisement which turns attract consumers' attention towards online advertising. Consumers will give a favorable attitude to the advertisements that comprise Entertainment element [41]. The output of this study decision table 5, indicates that Credibility factor also found as one of the contributors online Advertising. The beta value of Entertainment of online advertising is 0.156 with 0.003 significant values. This shows that consumers' with favorable attitude towards online advertising will have positive beliefs on online advertising that promoted Credibility. The decision of this study also consistent with the studies of [5]. Based on the Table 5, Economy also has a strongest effect on consumers' attitude towards online advertising. The beta value of Economy towards online advertising is 0.170 with 0.002 significant values. This indicates that there is a significant relationship between Economy and consumers' attitude towards online advertising. Therefore, the tested hypothesis was accepted. The coefficient of the Value construct was 0.149 and that was significant at 0.002 (refer Table 5). The output of the research revealed that there is a significant relationship between Value and dependent variable. Moreover, this study also in line with the previous research study of [44]. Therefore, consumers will have more favorable perception on online advertising if they perceive the online advertising is able to provide them Values.

IX. Recommendations and Conclusions

The recommendation for prospective researchers is to expand the research system by combining a larger sample size of respondents to represent the entire population of Sri Lanka. The different geographical area and age of the respondents should also be taken into account when drawing the model. Furthermore, this research consists of different education levels of respondents. Researchers may obtain different perspective from different education level of respondents toward online advertising. Therefore, the questionnaire should be enhanced with depth understanding compare with the high educated respondents. In addition, the future research questionnaire should be translated in different language such as Tamil and Sinhala in order to help those respondents who are poor in English. The use of the Internet is increasing as people become more important in their lives. Therefore, the marketer strongly encourages the marketer to advertise more on the Internet instead of traditional media. From the results of this research, you will find information on online advertising, it has provided evidence that the marketer has to be careful when it comes to creating an online ad for entertainment, credibility, economy and value. By understanding all the factors that has influenced in this study, marketer can better create an effective advertisement to influence consumers' informational responses. Social media advertising, e mail campaigns, web page display banners and relevant other online advertising methods are highly available in not only hotel industry but also in other businesses. Moreover, with the help of the results of this research study, marketing managers of any industry and advertising companies can use these factors to effectively reach their target markets through online advertising, especially in the hotel industry in Sri Lanka. The product or service is very substantial by the consumer and it can play an important role in the consumer decision-making process. Providing adequate and relevant information and building trust in online advertising will enable the advertiser in the hotel industry to acquire products and brands related to consumers' preferences and advertising strategies through online methods. Therefore, digital marketers who advertise through online methods must aware about the factors which are influencing the customers' attitude towards online advertising.

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