

# Perceptions as Influencer of Consumer Choice Behavior: The Case of Tourism in Nigeria

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**Abstract:**

Consumers will form opinion(s) on a particular product based on information at their disposal, which will determine whether such product is selected. Destination images influence a tourist's travel decisionmaking,

cognition and behavior at a destination as well as satisfaction levels and recollection of the experience (Jenkins, 1999). A survey was conducted in the United States, of potential tourists aimed at understanding the role perceptions of potential American outbound tourists to Nigeria and how consumers choose their destinations; based on information at their disposal. Descriptive statistics were used to examine the distribution of variables. All statistics were two-tailed at 0.05 significance level.