

The Impact of Digital Marketing Practices on Tourist Buying Behavior: A Study of Indian Tourism Industry

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Abstract *The primary objective of this study was to analyze the digital marketing impact on tourist buying behavior in Indian travel and tourism market. We also evaluate the various digital media platforms in India that can influence the tourists buying behavior. This will help the marketers to study the buying behavior of the tourist and approached them accordingly. Due to intensive competition and dramatic changes in environment, tourism organizations are compulsory to accept superior techniques and strategies to reach out target customers. Tourism is the initial service industry that was using information technologies for promotion their products & services (Sadr, 2013). Tourists use digital technologies at every stages of purchasing if we follow the classic theory of AIDA. Self-structured questionnaires were distributed in the selected sample area of Delhi–NCR, by adopting simple convenience method of sampling. Out of 485 questionnaires 400 responses were collected. Descriptive analysis, reliability test and PLS-SEM method was used to evaluate the data. Findings designated that digital marketing have a profound impact on tourists buying decision and there are various platforms of digital media in India that have an effect on tourist behavior.*

Keywords: *Digital Marketing, Mobile Marketing, Tourist Buying Behavior, Digital Channels*

INTRODUCTION

Tourism is an industry affected by new technologies, so it is started to adopt new technologies to promote and market their products/services and digital marketing is one of them (Yilmaz & Tekeli, 2021). It is considered the future of marketing (Wertime & Fenwick, 2012), it has made a new beginning in the promotion and marketing of the tourism industry. It uses business models and techniques that decrease cost and develop businesses globally (Rafiq & Malik, 2018). In it electronic media is used to endorse products and services (Yasmin et al., 2015). Digital

marketing is different from internet marketing, it refers to the strategies and techniques that utilize online ways to reach target customers, it not only include the channels that have internet connections but in it billboards, digital TVs, mobile apps etc. those not required real time internet connection are used (Murphy et al., 2005; Gayatri & Rekha, 2014). The American Marketing Association stated digital marketing as “activities, institutions, and processes facilitated by digital technologies for creating, communicating, and delivering value for customers and other stakeholders” (Kannan, 2017). It is an important marketing tool for building relations with

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customers that powerfully contribute to the performance of the businesses (Jefferson & Tanton, 2015). The growth in the digital marketing channels is providing many methods to customers and businesses to interact and seek out for information mutually (Järvinen & Taiminen, 2016). Through the advancement of digital promotion people go for online to get information before making their final purchasing decision. Internet penetration, boom in smart-phones, laptops, tablets, uses of social media and e-mail are the main reasons of growth of digital marketing in Indian market will keep on to rise. In U.S young people spend more time on digital media, which is an average of 3.5 hours per day (Artyom Dogtiev, 2018). There are many previous research studies on consumer behavior and digital marketing content and founded that consumer behavior is well influenced by digital marketing to make their final decision (Sotiriadis, 2017; Morosan & Bowen, 2018).

As like other industries tourism industry also used the digital platforms to market their tourism offers to existing and potential customers (Järvinen & Taiminen, 2016). Bala and Verma (2018) identify marketing trends in India and founded that Indian consumer aggressively moved towards digitalization and looking for internet to find best offers. It's a normal practice for worldwide consumers to choose, compare and select products/services using the digital means. Internet has extensively changed the travel and tourism business in the previous 20 years (Webb, 2016). The majority of conventional suppliers and mediators have used digital channels for their distribution. To attract more and more consumer traffic travel companies not only providing updated and reliable information but also for providing user friendly experience creates sound website design and quality. Earlier customers used newspapers, magazines, T.V radio and word of mouth to get information and very limited options was available. Now with the advent of digital marketing customers got the worldwide information in just fractions of seconds or just a click away. Now they can easily accessible and collecting information about exotic destinations which they have never heard of. Consumers now before finalizing the purchase or booking decisions visit many websites to collect information, compare price and offers provided by the marketers. So, now they are not only dependent on travel agents or print or electronic media but search and collect information on internet. We can estimated the role of digital marketing in tourism sector from the report presented by Sale Cycle in 2017, that the international digital market of travel & tourism was valued 629 billion US\$ in 2017, and is predicated to achieve 818 billion US\$ in 2020 registering a CAGR 15.4% in worldwide digital travel sale. Due to e-commerce development in India the digital marketing practices are widely used and increasing day by day. The e-commerce market of India is US\$ 39 billion as of 2017 and expected to reach US\$ 200 billion by 2027.

Digital Marketing Channels	Definition
E-mail Marketing	Uses of electronic mail for promotion of products and services and develop a relationship with customers.
Mobile Marketing	Uses of mobile phones and its applications to reach target customers like SMS, MMS etc.
Social Media Marketing	Uses of social media networks like Facebook, Twitter, Instagram, LinkedIn etc. for promotion of products and services.
Online Advertising	Promotion of products and services through advertisements on internet
Affiliate Marketing	Promoting others company's product or services and earns commission.
Search Engine Marketing (SEM)	A digital marketing strategy used to increase the visibility of a website in search engine results.
Search Engine Optimization (SEO)	Process of online visibility of a web page/maximize the number of visitors to a website.
Pay Per Click Advertising	Advertiser pays fees to publisher every time when their ad is clicked.

Source: Hudson, S., Roth, M., Madden, J.T., (2012).

Fig. 1: Digital Marketing Channels

The structure of the paper is as follows. The next section discusses literature review on the digital marketing in tourism industry and in third section hypothesis to be tested. Fourth section discuss about research methodology used to conduct this research. The results are presented in the fifth section. The paper concludes with managerial and practical implications, and future research directions are also suggested.

LITERATURE REVIEW

Many studies have been conducted to know the digital buying behavior of the tourist (Albayrak et al., 2019). Becherer and Halstead (2004) declared that consumers use digital marketing for various purposes such as information collection, comparison, purchasing and sharing their experience about products/services through various digital platforms like websites, mobile apps and social media marketing, blogs etc. (Brodie, Ilic, Juric & Hollebeek, 2013). Egan (2007) founded that through digital technologies consumers easily communicate to marketers and also provide their feedbacks that are helpful to the companies and marketers through emails, SMS, websites and free posting. Basheer et al. (2010) studied the SMS advertising impact on tourist attitude and purchase intentions and founded that there is a positive association among the perceived

conveniences and usefulness of advertising and tourist purchase intention. Matloka and Buhalis (2010) declared that digital marketing technologies provides customized information according to the need of customers based on their preferences and helps the marketers and customers to build a relationship. Smith (2011) in his research examined that social media platforms along with internet offers the customers what they are looking and within seconds provide the same information which helps the customers to take the decision. Istvanic, Milic and Krpic (2017) in his research findings stated that digital marketing provide uses new opportunities that are lacking in traditional marketing like personalized communication or answer to a search query. Sathya (2015) in his study on “A study of digital marketing and its impact” (2015) said that to understand the needs of customers and providing the suitable products or services is the primary purpose of digital marketing. Through internet customers place an order any time any place and from everywhere. Batini'c (2015) in his research study “The role and importance of internet marketing in modern hotel industry” says that to attain maximum results businesses implementing various marketing strategies, now customers receiving the required information about offers and tourism services provided by travel companies with the help of internet and other marketing professionals. Yasmin et al. (2015) in their study after correlation analysis found that digital marketing tools such as social media marketing and online advertising are positively correlated to increase sales for travel companies. Nurgiyantoro (2016) found that a traveler's decision to visit a tourist's destination was influenced by digital marketing. Cetinkaya and Sahbaz (2019) found that social media is the main determinant of the purchase intention of the participants who actively use social media and plan their vacation. Alexios and Sofoklis (2022) argued that online marketing changed the traditional marketing methods but tourism professionals need to be aware of new threats within tourism distribution channels so that they will be able to remain competitive and successful. Klaasvakumok and Kurniawati (2020) found content and video marketing is partial influence the tourists behavior to visit the attractions. Pitana and Pitanatri (2016) said that in tourism industry customer behavior has severely changed due to the development of internet and online marketing. Online marketing is the future of each and every industry so tourism industry also incorporated digital marketing in their operations to reap the benefits of that. Avinash et al. (2016) projected that with the development of internet penetration now consumer's provided more information in virtual space. Tourists are looking for updated information and various discounts/offers and digital marketing help up tourist for searching the required content. Tourism industries are constantly doing digital marketing by providing details to capture consumers. This paper studied the effect of digital

marketing on tourism industry and also provides suggestions to handle several issues and challenges faced by service providers.

CONCEPTUAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Digital service providers may combat the impersonal, opaque, and mechanized perception of online shopping by making their virtual storefront socially rich in a social commerce marketplace (Kumar & Benbasat, 2002). All other industries including travel and tourism used the digital marketing platforms for many reasons such as cost effective, wider reach, information sharing and promotion (Becherer & Halstead, 2004). For this study we selected the five major digital marketing channels, which were explained below in details.

E-Mail Marketing

In e-mail marketing a catalog of e-mails is prepared for the target customers by the digital marketers. It is a direct means of communication used by businesses to promote their products & services. E-mail marketing is also major marketing strategy adopted by marketers' because in worldwide there are 5.6 million active e-mail users in 2019 (Statista, 2018). This marketing technique has a lot of benefits like; you can alter messages for different clients and offer promotions which are best with their profile (Jenkins, 2009). It allows customers flexibility to reach out by e-mails (Davis, 2010). In India emails were accessed by mobile phones. In 2014 approximately 89 million mobile email users in India and was expected to achieve over 200 million marks in 2022. It is estimated that in 2019, US will spend around 350 million dollars on e-mail marketing (Statista, 2019).

Affiliate Marketing

This is also called affiliate partnership. It is the process of promoting products or services of others company's or people's on commission basis. The companies pay external websites to promote their products and services and generate sales. It simply involves referring products or services on its websites, through blogs and social media pages. Oyo rooms, Expedia, Trip advisor, Yatra.com, Cheap flights, travel guru etc. are the examples of travel affiliate programs. They act as mediators between principle suppliers and customers gain a serious supply reflex as they do not generate advertising costs from the side of the seller (Gupta et al., 2018).

Search Engine Marketing (SEM)

Search engine marketing is an important strategic tool for destinations and tourism organizations to promote their products/services online. SEM is an marketing form on the internet that organizations and businesses Search Engine Marketing (SEM) is defined as a form of marketing on the Internet that businesses and organizations seek to gain visibility from search engines through paid or non-paid means (Moran & Hunt, 2005). Search engine are used by travelers at different stages of tour but mostly were used for collecting travel information (TIA, 2008). They were searched more about cities and hotels. 83 percent customers in Vietnam, use search engine before making travel purchase decision (Tran et al., 2017).

Social Media Marketing

It is the most powerful tool used by the businesses to reach their actual and potential customers. Many social media applications have changing the traditional way of communication (Alghizzawi et al., 2018). It has become an integral part of daily life of billions of people worldwide (Zhang & Dholakia, 2018). Customers at every stage of purchasing systematically trust on social media platforms (Başer, 2020). Carter (2017) mentions that tourist not only used social media before tour but also used during and after the tour. Social media popularity influenced the marketing in tourism industry in a great extent (Gupta, 2019). Various social media websites are becoming preferable source of information for travelers (Tran et al., 2017). Customers also sharing their travel experiences on social media which also act as a marketing tools for companies. In India around 448 million social media users are active on various social media platforms that are 32.3 percent of the total population (KEMP, 2021). Active social media users increased by 78 million that is 21.2 percent from the last year.

Mobile Marketing

Mobile technology played a vital role to boost healthy interaction and providing personalized experience between consumers and businesses (Neuhofer et al., 2013). It is one of the fastest growing technologies for marketing (Rohm et al., 2012). The country had the world's second-largest internet population at over 624 million users in April 2021. Of these, 572.2 million users accessed the internet via their mobile phones. The immediate contact to online features allows customers to access and share information at anytime from anywhere (Wang et al., 2014; Cunha, 2019). In 2015 there are 638 million mobile phone users in India (Statista, 2016), and in 2020 they have crossed 1 billion marks (TRAI, 2020). Mobile technologies facilitate clients to use direct

channels and to motivate the suppliers to distribute their products and services directly to the customer through the digital channels (Morosan, 2014). Many travel agencies have launched their mobile apps for customers (Kwon et al., 2013). Mobile applications and intention to tourism purchase has a positive relationship among Malaysian consumers (Tan et al., 2017). For marketing of medial tourism in Jordan mobile will be adopted as a new factor for the marketing (Gulbahar & Yildirim, 2015). Easy to use benefit of smart phones applications positively impacted the consumers (Ghani et al., 2018). Tourism applications accessed through mobile phones like Make my trip, Yatra.com; Booking.com Trip Advisor etc. are the new way of marketing for tourism and hotel industry (Morosan & DeFranco, 2016).

Thus, we hypothesize that

H1: There is a significant & positive impact of e-mail marketing on tourist buying behavior.

H2: There is a significant & positive impact of affiliate marketing on tourist buying behavior.

H3: There is a significant & positive impact of search engine marketing on tourist buying behavior.

H4: There is a significant & positive impact of social media marketing on tourist buying behavior.

H5: There is a significant & positive impact of mobile marketing on tourist buying behavior.

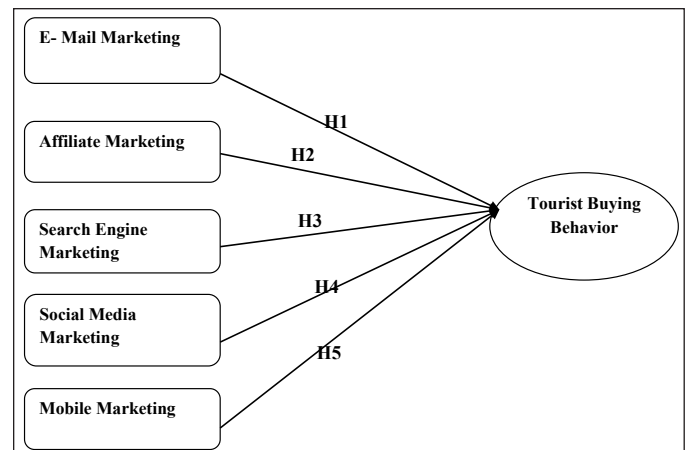


Fig. 2: Theoretical Framework of the Study

RESEARCH METHODOLOGY

Sample

The present study covers five major cities of Delhi- NCR (Delhi, Gurugram, Noida, Faridabad & Ghaziabad). Data was collected through blended mode. Tourists were selected on the spot at various tourist places of the study area or

online who agreed to participate in the study that uses online applications in making travel reservations and bookings. The decision behind the selection of the selected area was taken in consultation with the professionals working in tourism industry. It was observed that the selected area is a hub for the tourists. Total 485 questionnaires were distributed in selected study area and out of this 400 completed questionnaires were collected except missing questionnaire. A strong rule of thumb suggests that the sample size should be at least equal to the larger of the ten times the largest number of structural paths directed at a particular construct in the structural model (Hair et al., 2017). For this study the sample size is 400, which is greater than the minimum demand of sample size ($10 \times 7 = 70$) according to the rule of thumb. Thus, the size of our sample is adequate.

Research Instrument

The major objectives of the present research is to examine the impact of digital marketing tools on tourists buying behavior in Indian tourism industry. This study is focused on selected five digital marketing tools (mobile marketing, e-mail marketing, social media marketing, search engine

marketing & affiliate marketing). A structured questionnaire was designed on 5 point Likert scale ranging from ‘strongly disagree’ (1) to ‘strongly agree’ (5) for data collection and data was collected through blended mode by using convenience sampling technique. The first part of the questionnaire concerned the background information of each respondent. Questions about their nationality, gender, age and occupation were asked in this part. In the second part, 7 questions were framed regarding digital media platforms that can influence tourist behavior. In last part 36 questions were asked to respondents to find out the digital marketing channels impact on travel purchase behavior.

DATA ANALYSIS AND RESULTS

Demographics Characteristics of Respondents

Research results and implications are highly dependent on the demographic profile of respondents. Characteristics of respondents were presented in Table 1.

Table 1: Demographic Characteristics of the Respondents

Demographic Variable	Fractions	Frequency	Percentage
Gender	Male	228	57.00
	Female	172	43.00
Age	18-24 years	233	58.25
	25-34 years	112	28.00
	35-44 years	40	10.00
	45-54 years	12	3.00
	55-64 years	03	0.75
	65 or above	00	0.00
Marital Status	Single	296	74.00
	Married	104	26.00
	Others	00	0.00
Education Level	Matriculation	02	0.50
	Intermediate	60	15.00
	Graduation	167	41.75
	Post-Graduation	133	33.25
	Ph.D. and above	38	9.50
Occupation	Student	230	57.50
	Government Sector	53	13.25
	Corporate Sector	70	17.50
	Business Entrepreneur	19	4.75
	Household	08	2.00
	Unemployed	20	5.00
	Retired	00	0.00

Demographic Variable	Fractions	Frequency	Percentage
Annual Income	Up to 2,50,000	248	62.00
	2,50,000 to 5,00,000	87	21.75
	5,00,000 to 10,00,000	46	11.50
	Above 10,00,000	19	4.75
Nationality	Indian	392	98.00
	Foreigner	08	2.00
Internet Experience	< 1 year	57	14.25
	1-3 years	92	23.00
	3-5 years	73	18.25
	> 5 years	178	44.50
Prefer for Booking	Local travel agents	63	15.75
	Online travel agents	126	31.50
	Both	211	52.75

Table 2: Digital Media Platforms that Influence Tourist Behavior

Digital Media Platforms	Scale	Frequency	Percentage
YouTube	Strongly agree	107	26.75
	Agree	152	38.00
	Neutral	102	25.50
	Disagree	33	8.25
	Strongly disagree	6	1.5
Facebook	Strongly agree	212	53.0
	Agree	130	32.5
	Neutral	38	9.50
	Disagree	15	3.75
	Strongly disagree	5	1.25
Twitter	Strongly agree	98	24.5
	Agree	160	40.0
	Neutral	109	27.25
	Disagree	28	7.0
	Strongly disagree	15	3.75
Google	Strongly agree	218	54.5
	Agree	127	31.75
	Neutral	35	8.75
	Disagree	13	3.25
	Strongly disagree	7	1.75
Websites	Strongly agree	178	44.50
	Agree	122	30.50
	Neutral	65	16.25
	Disagree	25	6.25
	Strongly disagree	10	2.50
E-mails	Strongly agree	82	20.50
	Agree	129	32.25
	Neutral	111	27.75
	Disagree	52	13.00
	Strongly disagree	26	6.50

Table 1 highlighted that from total 400 respondents 57 percent were male and 43 percent were female, more than half of the respondents (58.3 percent) were young between the age group of 18 to 24 years. This also endorses that the young generation is more inclined toward digital booking. 74 percent of respondents were single, almost 42 percent of the respondents were graduates followed by post-graduation that was 33.3 percent, around 10 percent were Ph.D. holders which indicate that most of the respondents were well educated to understand the questionnaire and provide feedback. 57.50 percent of respondents were students, 17.50 percent were in the corporate sector. Maximum respondents earn below 2.5 lakh annually (62.0%). 35.3 percent of tourists have 1 to 3 years internet experience for search travel products online while 34.8 percent tourist using internet from less than 1 year. 52.8 percent of respondents uses blended mode, they book their travel services while 15.8 percent tourist approach to local travel agents and 31.5 percent to online travel agents for their travel bookings.

From the Table 2, it is indicated that 38 percent respondents were agree with YouTube has an influence on their buying decisions while 53 percent were strongly agree with Facebook to change their buying decision. Around 28 percent respondents were neutral with Twitter influence their buying decision, Google has the power to influence the tourist more, which is around 55 percent. 44.50 percent strongly agree, with websites and 32.25 percent agree with emails has the power to influence their online travel buying behavior.

Measurement Model Assessment

The data was analyzed using the partial least squares (PLS) method. PLS is a “second-generation” strategy that has grown in prominence in recent years in the fields of marketing and information systems (Hair et al., 2017). The proposed structural model was estimated by SEM, which included a test of the overall model fit and individual tests of the significance of the relationships among the variables.

The component section of PLS was used to conduct a measurement model analysis for the reflective constructs. All measurement items had standardized loading estimates higher than 0.5 (ranging from .526 to .902) as shown in Table 3. Internal reliability was verified with all composite reliability scores and Cronbach’s Alpha of the latent variables exceeding the 0.70 threshold, as shown in Table 4. Convergent validity is demonstrated by high AVE (average variance extracted) scores (>0.50). Evidence from Table 4 shows that this criterion has been satisfied for each construct, indicating convergent validity was established.

Through literature review, there’s an alternative approach, based on the matrix multitrait multimethod, to assess the discriminant validity of heterotrait-monotrait ratio of correlations (HTMT). For the test criteria, if the HTMT is greater than the value of 0.90 (Gold et al., 2001), it shows the existence of discriminant validity issues. Table 4 shows that the HTMT value is below 0.90 which shows that discriminant validity has been established among all the constructs.

Table 3

Construct Item	Standardized Loading	Mean	SD
Email marketing			
Purchase online via E-Mail marketing	.793	2.96	1.06
E-Mail marketing is changing your attitude	.809	3.22	1.01
E-Mail marketing helps build a relationship	.842	3.30	.947
Information sent to you via E-Mail marketing is trustful	.769	3.26	.940
Information sent to you via E-Mail marketing is attractive & exciting	.795	3.32	.866
Take interest in e-mail promotions	.791	3.17	.990
Visit the online retailers through emails sent by them	.772	3.10	1.09
Affiliate marketing			
Use online coupons from various websites while purchasing	.724	3.18	1.09
Click on the product/service link while reading blogs online	.884	3.20	1.09
Click on the product/service link while listening to YouTube reviews	.816	3.15	1.09
Click on the links provided by online experts to visit the product page	.851	3.19	1.10
Search Engine Marketing			
Use search engine for product information	.845	3.69	.984
Click on appropriate links	.867	3.62	.998
Find relevant information	.887	3.59	.991
Find relevant information	.604	3.45	1.09
Usually, click on the first 3-4 search results of my search query.	.739	3.51	1.00
I have no hesitation in buying products online that search from search engines			

Construct Item	Standardized Loading	Mean	SD
Social Media Marketing			
Social media marketing has the potential of affecting your behavior.	.734	3.50	.998
You have been accessing social media sites for seeking opinions	.866	3.58	.935
Advertising through social media channels are effective.	.829	3.58	.959
Social media marketing provides more information in comparison to other channels.	.823	3.56	.961
Opinions of experts on social media sites before purchasing products & services are available.	.819	3.56	.928
Mobile Marketing			
Mobile marketing helps in choosing right products/services	.849	3.40	1.03
You get timely SMS regarding products or services	.902	3.52	1.03
You get true information you look for products or services via SMS	.859	3.37	1.06
You have a tendency to buy products/services over mobile apps.	.845	3.63	1.04
Price offers for products/services are clear & affordable via mobile marketing.	.825	3.50	1.07
Need recognition			
I buy only when it is really necessary.	.592	4.02	1.09
I buy when it is accessible at the lowest price.	.539	3.48	1.15
Information search			
Use online channels of marketing to know more about products	.567	4.08	.994
Visit many websites to gather more information	.776	4.17	1.00
Evaluation			
Evaluation on the basis of travelers feedback	.594	4.26	.914
Evaluation on the basis of quality of products/services offered	.560	4.48	.852
Purchase			
Prefer online purchase rather than going to the traditional travel agencies.	.536	3.52	1.15
Prefer to purchase from traditional travel agencies where I may get best deal.	.526	3.78	1.12
Post Purchase			
Online travel purchasing is time consuming.	.627	2.96	1.42
Compare the quality of the services with that of the promise made by websites.	.823	4.24	.951

Table 4: Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
E- mail Marketing	0.89	0.92	0.75
Affiliate Marketing	0.85	0.90	0.69
Search Engine Marketing	0.83	0.88	0.67
Social media marketing	0.88	0.91	0.77
Mobile Marketing	0.84	0.93	0.81
Tourist buying behavior	0.78	0.89	0.76

Table 5: Heterotrait-Monotrait Ratio (HTMT)

Affiliate marketing					
E-mail marketing	0.593				
Mobile marketing	0.361	0.432			
Search engine marketing	0.533	0.432	0.701		
Social media marketing	0.596	0.485	0.643	0.726	
Tourist buying behavior	0.11	0.08	0.055	0.076	0.06

Structural Model and Hypothesis Testing

Table 6 presents the results of the individual tests of the significance of the relationship among the variables. Among the relationships tested, we found that all relationships are significant at a significant level of 0.05. The results of testing

the structural model are shown in Fig. 3. The bootstrapping approach was used to estimate the t-values for the path coefficients (Chin, 1998). The percentage of variance explained for the dependent variables is represented by the R² figures.

Table 6: Structural Relationship

Hypotheses	Independent Variable	Dependent Variable	T-Statistics	P-Value	Decision
H1	E-mail marketing	Tourist buying behavior	3.573	***	Accepted
H2	Affiliate marketing	Tourist buying behavior	5.871	***	Accepted
H3	Search engine marketing	Tourist buying behavior	4.854	***	Accepted
H4	Social media marketing	Tourist buying behavior	4.554	***	Accepted
H5	Mobile marketing	Tourist buying behavior	3.102	***	Accepted

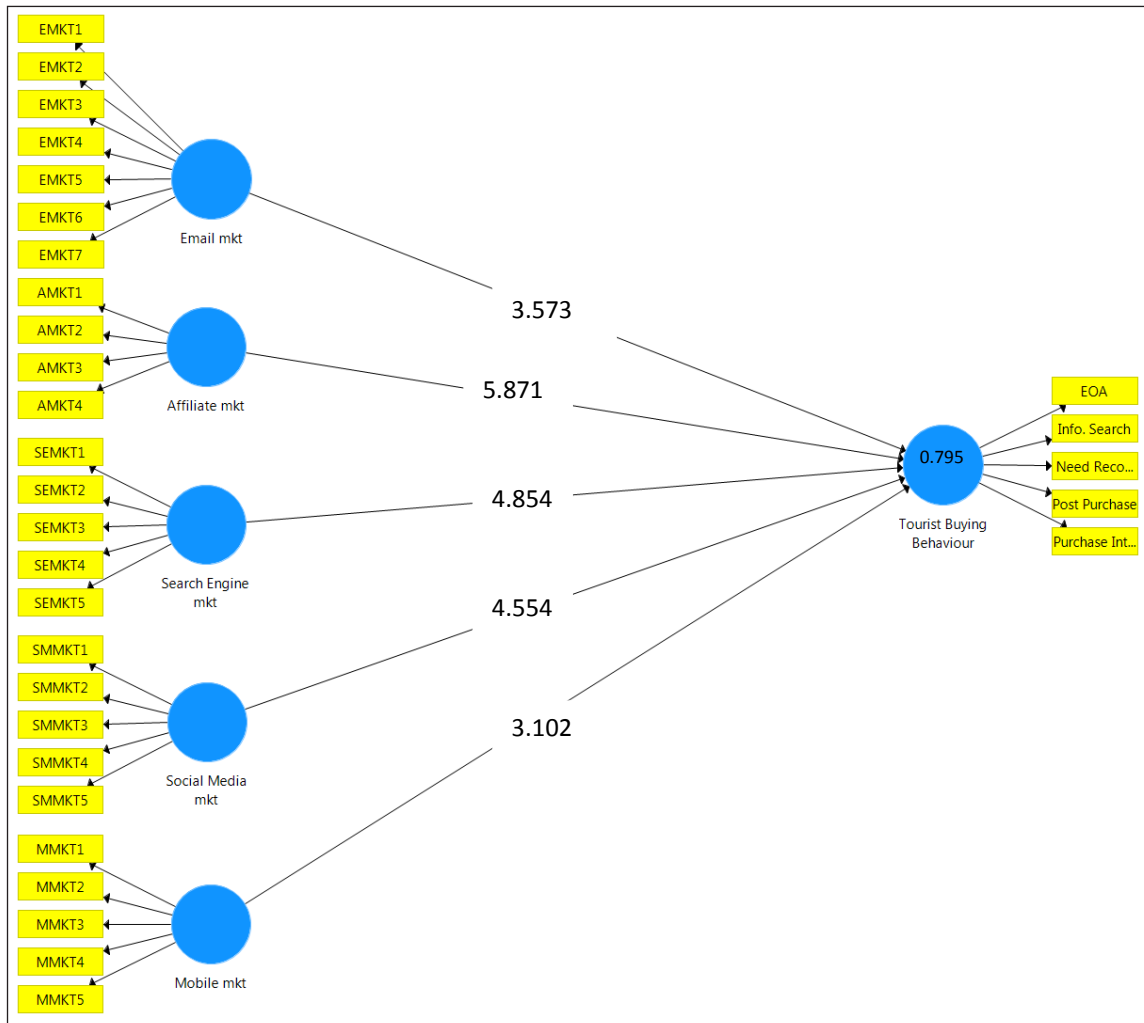


Fig. 3: PLS Results of Structural Model

DISCUSSION

The study revealed that the digital marketing role is immense in the growth of tourism. As per the (Internet world stats 2021; the global digital report, 2021) the number of internet

and other digital media platform users are increasing day by day in worldwide and India also. As per the Indian tourism stats (2019) the international tourist arrivals in India was 17.91 million that is 2.8 percent change over the last year. In 2020 the international tourists’ arrival was just 6.33

million due to COVID-19 pandemic. But now in 2021 and first half of 2022 the Indian tourism increasingly move on a positive side. Digital marketing plays an important role in the promotion and development of Indian tourism by influencing their travel purchasing behavior. Search engine marketing and social media marketing attracts the travelers who search for online information for travel related services. Due to these technological changes in digital channels the consumers decision making have shifted. Now organizations need to adapt or adjust their marketing activities according to the markets.

Implications

This study provides numerous theoretical and managerial implications. The study will contribute to the current literature on digital marketing impact on tourist's behavior. The study explained the importance of digital marketing for tourism industry and how it has changed the travel buying behavior of travelers. This study also provides some managerial implications to tourism companies by highlighting the importance of using digital content marketing as a effective marketing tool. In addition, this research will allow tourism organizations to develop their marketing strategies and activities. Marketing managers have to perceive the buyer profile of digital customers and the way their behavior has changed. For tourism policymakers and destination managers, this research will aid executives and organization leaders to understand the digital marketing characteristics in relation to consumer attitude and intention for providing better customer experience and relationship management.

Limitations and Recommendations for Future Research

This research will lay the groundwork for marketing managers to understand the buying behavior of the tourist and the way their behavior has changes, but it does have some limitations. Major drawback is that to know the impact of digital marketing tools on tourist buying behavior we have used only five digital marketing channels. There are some others channels of digital marketing that are not used in this study. Future research studies should focus on these channels and may be on different industries, and specific organizations and tourists. Second, the greater parts of the respondents of this research were the students under age group of 18-25 years. The students do not represent the majority of population; therefore we cannot generalize the findings of the current study. We advocate that the data should collect from different age groups for future research studies. In addition, for this study data was collected through survey questionnaire however, other data collection techniques such as, semi-structured interviews can also be used to evaluate

the intention of the individuals.

CONCLUSION

Digital marketing does not mean to placing ad on portals but it consists of integrated services and integrated channels. Marketers need to use various mechanism of marketing in an efficient way to reach their target customers. To recognize the behavior of the customers in the dynamic atmosphere is very important for marketers to tap the benefits. To remain in the business the marketers need to understand the buying behavior of the customers in digital environment. The digital platforms provide plenty of information and pleasure to consumers. With the advancements in technology, businesses need to adopt new ways to communicate with customers, especially in the tourism industry because the choices of destination are not like before (Mistilis et al., 2014). In summery we can confirm five independent factors positively affect tourist buying behavior. The study has determined that E-mail marketing and social media marketing has influenced the most on consumer buying behavior for tourism services along with mobile marketing, search engine marketing and affiliate marketing. Today many challenges and threats are faced by the marketers and consumers so to increase the market share of digital marketing, extra efforts should be laid down to make if safe. Finally the result of the study propose that travel companies should accept strategies to influence the digital world and increase brand awareness through digital platforms to prolong competing in today's business environment.

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