"Influence of social media on the purchase related decisions of tourists in India"

by

Rajesh NIngombam

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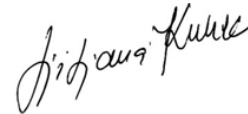
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APPROVED BY

_____
<Chair's Name, Degree>, Chair

_____
<Member's Name, Degree>, Committee Member

_____
<Member's Name, Degree>, Committee Member

RECEIVED/APPROVED BY:

_____
SSBM Representative

Abstract

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Rajesh Ningombam
2022

Dissertation Chair: <Chair's Name>
Co-Chair: <If applicable. Co-Chair's Name>

It is necessary to highlight that in recent times several people and tourists in India are using social media platforms in order to get numerous information about traveling. Tourists are getting influenced by Facebooks, Instagram and Twitter these social media platforms in terms of getting more enhanced travel related purchasing decisions. In the tourism industry social media marketing is being implemented. The research includes information from India and also other countries. There are many difficulties arising from the return on investments, once they have adopted and utilized social media for marketing. According to many researchers, there are many difficulties for marketers to measure the revenue. Besides this, many of them don't know the calculating procedure.

Several travel related information such as destination photos, podcasts, videos and blogs are helps tourists in getting effective "tourist behavior" or "tourism behavior". In this study, the role of Facebook, Instagram and Twitter has been shown in an effective manner. In addition to that, it has been highlighted that some travel related advertisements that are posted by "social media influencers" tourist purchasing decisions. Some social media focused websites have changed their patterns regarding tourists planning to travel, including the path that they purchase and consuming some tourism related products. In terms of understanding these purchasing decisions of several tourists two theories such as "theory of buyer behavior" and "EKB Model" have been used in this study.

Keywords: *Tourist behavior, social media platforms, social media influencers*

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CHAPTER 1: INTRODUCTION

The internet has a great impact on the modern consumer behavior and purchasing decision of tourists in India. Social media has evolved as a critical and vital medium for communication and connection. Social media are used as a web linked medium, where people can maintain their stories, change information and share with their community. Nowadays, the younger generation is active on social media. All kinds of information like purchase patterns and consumer behavior, are available through the internet. As suggested by Gupta *et al*. (2018), the information provided through social media and online reviews, influence consumer behavior and purchase decisions in travel. Impact of the internet brings revolution on current consumer behavior and purchase decisions. According to the recent study, most of the people organize their travel and tourism related activities based on the information, rationing and options shared on social media sites(Manago *et al.* 2021). Consumers can easily access useful travel and tourist's information, and they can easily compare through checking photos, ratings and reviews.

Some of the popular tourism service provider websites are tripadvisor.com and makemytrip.com (Singhal and Khattri, 2018).All the Marketers from tourism sectors and tourists are continuously using social media platforms for their own benefits. The information's obtained from social media, are authentic and trustworthy, so this is the main strength of social media (Ebrahim, 2020). This information provides tourists general idea about the places and offerings. As suggested by Veer *et al*. (2019), consumers accept social media to be an exciting medium because it has empowered them by establishing a highly democratized media space.

Social media is a two-way communication medium however traditional medium is one way communication medium. For the younger people, social networking sites have gained popularity (Zheng *et al.* 2019). Since then, many people share their exotic location photos, videos and experiences via social media (Qian, 2022).

Therefore, this study is based on critically discussing about purchasing decisions and its relation with social media. As suggested by Poturak and Softic (2019), with the support of this study people can understand the influence of social media on customer behavior and purchasing decisions. Consumers in the Indian travel and tourist industry will find this information useful and beneficialand as consumers of India depends more on social media before purchasing anything.It can be stated that, if consumers are concentrating on social media for purchasing then they would get authentic services and influence of social media can improve consumer behavior.This study

also investigated tourism customerspurchase intention, attitude and decisions of Indian consumers in the Indian tourism industry.

Tourism is a very information intensive industry and that is the reason this industry always needs to change their patterns of satisfying tourists and also these industries also need to be updated on a daily basis (Corluka, 2019). The internet is a significant medium for exchanging information between people and industry providers like hotels, transport sectors, travel agents and governments. Nowadays online tourism domain takes important place in this industry. In this section some examples of tourism domain have been shown in an effective manner and these domains are search engine, online travel, booking sites and websites destination.Social media consists of many applications such as 'post', tag', blog, these consist of a variety of new and rising sources of information(Can and Alatas, 2019). This information is created and circulated among the consumers and then used by them. It can educate them about different brands, services and products.

1.1Statement of the problem

Nowadays, a large number of students use social media groups for education and other purposes (Talaue *et al.* 2018). Group working has become established in higher education and used in variety of settings (Dumford and Miller, 2018). Using group work within the classroom has a lot of advantages like, it provides opportunities for skill development and other benefits. This kind of learning process includes exchange of knowledge, ideas and opinions. As suggested by Bharucha (2018), online networking groups have formed new learning techniques like web-based networking sites, web diaries. Facebook, YouTube, and online courses bring opportunities to learn and improve their academic performance. Social media has proven to be an amazing commercial source as well as tool for socialization. Sometimes few social media influencers are not providing the right information to their audiences and for this reason audiences are not truly believing these blogs, videos of these influencers. Moreover, it can be stated that, due to the fake information of influencers, consumers are not sometimes concentrating on these videos and blogs before purchasing.On the other hand, sometimes due to the negative comments on the posts on social media numerous tourists have changed their purchasing decisions that can be recognized as another issues (Guerreiro *et al.* 2019). Tourists create their holiday planning influenced by the social media blogs and videos and also visit their holiday destination. In addition, after visiting the destination, if the consumers are not getting satisfaction or that much luxury that has been shown in the videos

of social media influencers then these influencers' reputation can be damaged. Therefore, all the social media influencers should keep in mind that after visiting the destination consumers are getting proper luxury and satisfaction. But there is also presence of some problems or challenges of social media on purchase related decisions of tourists in India(Tandon *et al.* 2020).

social media created issues, to understand marketing strategies needs lots of time.

In this section, it can be highlighted that, before visiting any place or destination, consumers are getting influenced by the videos, and blogs of social media influencers. If the social media influencers are not providing the right and authentic information about tourist destination, hotels and route then consumers can lose their faith on these influencers (Kapoor *et al.* 2022). On the other hand, sometimes the blogs and videos can put negative impact on the consumers and due to these negative impacts consumers might not follow these influencers.

1.1.1 Lack of credibility and reliability in information source

Lack of credibility and reliability in the social media influencer's videos and blogs can make consumers lost their trust in their videos.Sometimes people do not get sufficient and reliable data for making their destination planning and that creates an issue. Most of the research reveals a lack of credibility and dependability as a source of information about social media marketing(Weismueller *et al.*2020). Also, some countries are affected through misleading information. Consumers have often noticed insufficient information issue in the videos of social media influencers and due to this issue, consumers are not able to make a proper destination planning. Due to false information of social media influencers, consumers can take wrong decisions and they might get hampered during their time of travelling. As suggested by Kumar *et al.* (2022), many tourists are utilizing internet and social media to understand the truth about travel related information shared by social media. These opinions determine the reliability of tourism sectors. The study can help in getting an in-depth information about the issues that are present in the videos of the social media influencers. On the other hand, sometimes other researchers face difficulties in finding some issues that are there in the videos of social media influencers.Negative comments and inaccurate information contribute to creating a negative image. As a result, that leads to a lack of confidence, as they depend on it.

The media such as Facebook, Instagram and Twitter produce more trust and credibility than official tourism information, so it became a valuable factor in tourism decision making (Pop *et al.* 2022). Different sources of information such as links, images, websitesare known as informative

materials and most of the consumers take their travelling decisions based on these information sources. As suggested by Singh andSrivastava (2019), authentic information about travelling, routes, hotel information and tour related specific details can enhance the reach of these social media influencers and consumers often change their purchase decisions influencing by these videos. Tourism industry should be aware about the social media influencers those are spreading wrong and insufficient information about travelling and tourism planning. Other's potential tourists are paying attention on the information from feedback. According to many tourism organizations, internet marketing has a great impact on customers preference, satisfaction and reliability. Social media business can be used not only to promote products and services but also to engage people to create trust and credibility. Despite all marketing benefits of social media, there is a lack of reliability as a source of information.

1.1.2 Lack of technological knowledge

Due to not having enough presence on the social media and not maintaining a social media page regularly, some of the tourism industries are not getting that much customer retention rate(Susanto *et al.* 2021). The technological knowledge moderates the association between the use of social media marketing and the intention to continue using it(Matikiti *et al.* 2018). the Ability to fully utilize social media is hampered by the lack of technological knowledge. As a result of this, some have lost faith and confidence in such technology. It is just the lack of awareness, surrounding in social media platform that some people get wrong information about destinations and the right places to visit there(Oliveira *et al.* 2020).

1.1.3 Issues around developing social media presence

It can be stated that social media marketing can help numerous of tourists to take effective purchasing related decisions. As suggested by Liu *et al.* (2020), the presence of a particular company on social media raises the awareness of their companies and generates a large number of sales. So, the tourism industry focusonimprovingtheir usage of social media by communicating with others, in this way they will be more successful. For these tourism industries always keeping up with new updates can help tourists to take their decisions quickly. It is the responsibility of the social media influencers to provide an authentic and secure information and also focus on their satisfaction. During the time of following the social media influencers if the consumers see any negative reviews and comments then they would not have faith in their contents.

1.1.4 Time constraints

The time constraints of using social media have been used in articles as an issue for tourism industries(Obermayer *et al.* 2022). On the other hand, due to lack of time sometimes social media influencers might not able to gather effective and valuable information for the tourists and consumers(Szolnoki *et al.* 2018). Time limits are the major problems for the owners of wine sellers in tourism sector's online business (Tafel and Szolnoki, 2020). As reviewing and following social media is a time-consuming process therefore, most of the consumers and wine sellers in tourism section avoid relying on social media videos.

1.1.5 Failure to define marketing objectives

Several tourism firms failed to establish and implement a perfect plan of social media marketing. Some tourism companies collect a lot of information however they do not know the use of that information (Khamitov *et al.* 2020). As a result, they must identify their marketing objectives, and they should design the social media marketing strategies according to their goals. Other challenges are, financial, human resources and management support issues.

1.1.6 Empowered tourism users

Most of the tourists are using social media for getting effective information from the videos and blogs of social media influencers. If these social media influencers are not providing authentic information on hotel information, destination information then consumer can stop following them before making any destination planning (BalabanandMustăţea, 2019). This situation can harm the social media influencers and it has happened that most of the social media influencers provide wrong information in order to get followers.

1.1.7 The fear of negative comment

This is one of the typical issues that is experienced by the tourism sectors, through implementing social media marketing (Alutaybi *et al.* 2020). The fear of bad comments isa barrier that prevents them from utilizing social media marketing techniques. Negative reviews reduce sales, so customers use social media to keep updated with market news. Consumers can easily search for tourist service feedback on social media, and they can read comments and feedbacks of other customers.

It is necessary to highlight that during the COVID 19 times, several people including tourists were severely dependent upon social media and technology(Ivasciuc, 2020). In order to prove the fact that during COVID 19 times, usage of social media has increased, and it is necessary to highlight that, as per the outcomes of a survey upon the effect of COVID 19 pandemic on media utilization

across India, there had a spike in utilization of social networking apps in the starting of lockdown(Buchanan *et al.* 2021). In terms of providing effective tourism related information to the consumers, social media influencers have to take time for researching and they also have to visit the places on their own(Basuroy, 2022). It can be stated that, usage of social media is increasing in India and with the help of social media several tourists can make their purchase related decisions. With the support of the below figure, it can be showcased that the usage of social media is continuously increasing and by the year 2040 it will increase more than it was in the past. In addition, with the ease of internet focused accesses estimation of social media focused users in the place of India has stood nearly at 518 million in the year 2040(Basuroy, 2020). On this note, Facebook has remained the most popular purchasing application choice among the platforms of social media as of 2020.
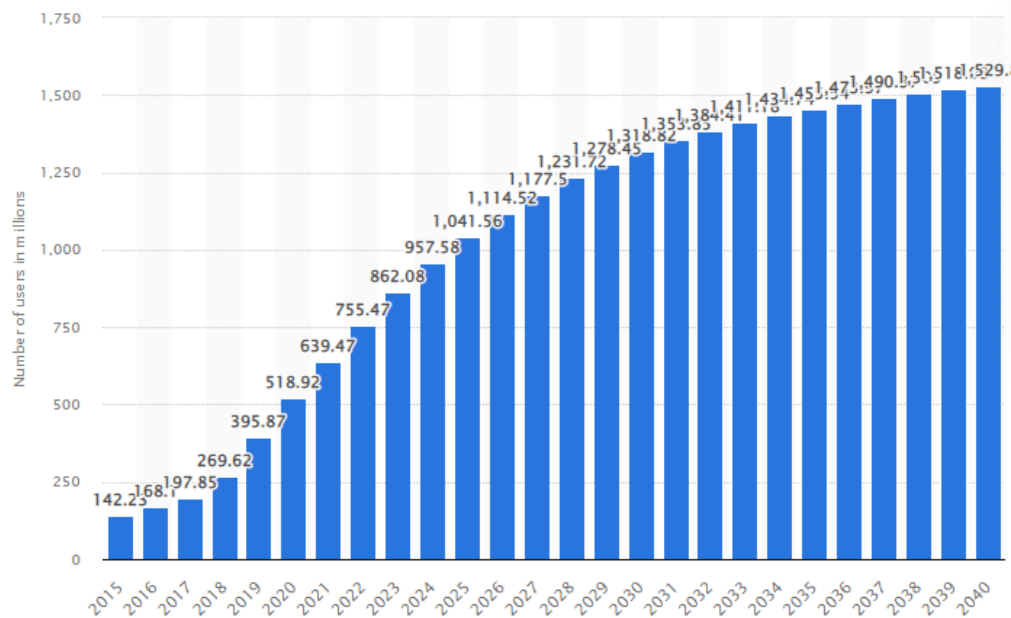
Figure 1.1.1: Estimation of social media users in India in 2015 to 2040

(Source: Basuroy, 2020)

As opined by Kim *et al.* (2020), there are several factors that are influencing the travelers' online purchasing decision along with that these factors are influencing travelers to change their purchasing decisions. It is also necessary to highlight that there are some important stages of this travelers' purchasing behavior and it is not unknown that consumers are changing their purchasing decisions based on these important stages. In this section, it is important to illustrate that, some of the massive challenges regarding purchase related decisions of tourists have been clearly

highlighted. This study is shedding light on different types of challenges associated to purchasedecisions of travelersand the main challenges are shown as failing to make marketing objectives, time constraints, environment related challenges, organizational challenges and lack of technological understanding.

1.2Significance of the study

The study has a great significance in finding out the perception of tourists before purchasing any travel products (hotels, destinations, and transport tickets). Nowadays, tourists mostly prefer to get an idea of different spots after searching it on the internet. The particular study will definitely help them to choose their desired destinations after comparing it properly. On the other hand, academic practitioners can evaluate the impact of social media on the purchase-related decision of customers in the twentieth century (Liu *et al.* 2020). Future researchers can compare the rates of utilisation of social media and its influence on travelers. The advantages and disadvantages of social media can be easily contrasted by other researchers or academic practitioners. The research can be beneficial for other individuals, who are not sure about the utilisation of social media in travel-related decision-making.

The research is significant as in-depth analysis of influence of social media and purchasing decisions of tourists have been effectively analyzed(Zafar *et al.* 2021). Several of readers can be able to get a quick understanding that social media is helping tourists to get better knowledge about the right way to plan a trip. In addition, this research work clearly states that, social media influencers are providing enough information about booking destination trips, right time to visit the destination, right hotel to select. In the recent times it has been seen that most of the people have become totally dependent on Facebook, WhatsApp, and Instagram and tourists are making planning according to that. It is also necessary to state that the main reason for selecting the topic is that, people are using social media severely therefore, they are following several destination pages, seeing travel bloggers and through these they planning holidays according to this. On this note, this research work is highlighting several aspects of decision-making process of tourists, purchasing decisions of them and influence of social media in an effective manner that is that reason this research is significant.

1.3Research questions

In terms of highlighting the influence of social media influencers in changing the decisions of social media influencers, some effective research questions have been mentioned below:

- What is the role of social media in travelers' decision making?
- How social media platformsare influencing purchasing decisions of numerous tourists?
- What are the advantages of using social media during the time tourists are making decisions?
- What are the ways to improve purchasing related decisions of several tourists?

1.4Definition of the term

The term "social media" refers to the "computer-based technology" that helps in fostering this sharing of thoughts, ideas and information by virtual communities and networks. . For the purpose of our study, we are using social media. So, the social media includes actions, Practices and behaviors of their users. A broad generalization may result in serious issues in particular parts of the industry. Academic and corporate research utilize this particular medium to interact with their users (Li *et al.* 2021).

In addition to the variety of terms used to describe social media and the definitions available, the literature also shows a diversity of approaches to social media taxonomy (Voorveld *et al.* 2018). As suggested by Sofronov (2018), the classification includes three important categories of social media, they are micro blogs (twitter and other similar applications), consumer review and rating websites. (Trip advisor and other similar applications), and location-based services (Google maps and other similar applications). In the context of travel and tourism, they are important and they have a negative impact on tourism. So, some social media platforms like micro blogs, consumer review websites are going to mention in this chapter. This type of applications will be studied as a result of the travel related social media purposes. A variety of researchers have been conducted for travel and tourism purposes, with the help of social media.

1.4.1 Social media

Social media can be recognized as the websites or applications those helps in enabling users towards sharing and to create some content and to participate in this social networking. In addition to that, social media is known as a collective term specifically for applications including websites those are generally concentrate upon community focused input, communication, collaboration including that content sharing. Numerous of people generally utilize this social media in terms of staying more in touch including that interacting with family, friend along with numerous of

communities (Tsao *et al.* 2021). This term "social media" is generally referring towards a computer focused technology that is fostering the sharing thoughts, ideas, including that information by virtual networks and the communities.

The technology of social media helps to communicate with each other through quick internet services. Individuals from all over the world can get personal information (videos, documents and photos) through social media. According to Ebrahim (2020), almost more than 4.5 billion individuals from all over the globe have been using social media. The main features of social media are "personalised profiles" and "user-generated content". The enormous networks of social media are "Twitter", "YouTube" and "Facebook". Primarily social media has been used to establish interaction with peers and relatives. In the later phase, different business organisations in the tourism industry have already adopted social media for business purposes. According to (), about 90% of young individuals from 18 years to 29 years are addicted to social media, however, the number has rapidly enhanced.

In addition, social media is generally internet focused and provides users more rapid electronic communication of specific content, mainly as documents, photos, videos, and personal information. Social media is necessary as it provides a better allowance to nurture, engage including that reach with some target audience and no matter about their location. During the time any business can utilize the social media in terms of connecting with their audience, it can utilize social media in terms of generating brand consciousness, revenue, leads and sales. The major unique benefit of this social media can be recognized as the capability towards getting support from the followers and some of the people generally desire towards sharing things with their own networks, from recipes including phots to interesting hot deals along with articles.

1.4.2 Purchase decisions of tourists

The study helps to know that the purchase decision of consumers is mainly dependent on consumers' information search capabilities. It can be observed that travel-related products are not physically available, therefore tourists have been facing difficulties while selecting their destinations for travel. Purchase decisions of tourists mainly go through some phases, which include "selection of a spot", "gathering information about that spot", "measuring and comparing all sources", "purchase-related activities" and " post-purchase phase" (Matikiti-Manyevere and

Kruger 2019). In this context, travelers' purchase decisions mainly depend on other travelers' feedback on different social sites. This is the concept of a "customer-driven" market and it can be observed that competitiveness has been enhanced a lot. Therefore, before taking any business steps, it is necessary to understand the searching behavior of consumers regarding their travel decision making process.

Purchasedecisions can be recognized as the thought procedure that is leading towards a customer from analyzing a necessity, selecting a particular brand including product and generating options. Few of the purchase decisions can be recognized as the minor, such as purchasing any specific products while some others are purchasing other major such as purchasing a house. Purchase intention can sometimes also be recognized as consumer or tourist's intent, can be known as the measure of separate shopper's propensity in terms of purchasing service or any other products. Some of the factors are influencing this customer purchasing decision comprise attitudes of customer, customer satisfaction and customer trust, service quality and information.

1.4.1 Types of social media

There are eight types of travel related social media applications used by many organizations, they are blogs, micro blogs, wikis, content community sites, consumer review sites, Internet forums, and location based social media(Xu and Pratt, 2018).

Blogs

A blog is a personal website that has frequently or regularly updated entries, primarily consisting of texts but also including photographs, videos and connections to other websites. It is just like an online personal diary, displaying personal experiences, tales, thoughts, or ideas. Blogs are communicating scope to many other mediums. Blogs allow for personal publishing and facilitate the expression of emotions, ideas, views, and commentary. Travel blogs are the characteristics of visitors experience at the location revealing experimental and subjective perception of travel. On the other hand, people can know about the ideas of lodging, access, accommodation, transportation.

Micro blogs

Micro blogs are internet-based apps that allow users to exchange small content such as short phrases, individual photos, or video links. Twitter is used to learn about the destination both from the other people and the media. Individuals as well as organizations used twitter to create a group

and follow the activities of the visitors. Micro blogs have been offered as the mean of tracking travel expressions. It is also helpful for the solitary travelers and first-time visitors.

Social networking sites

social networking sites are the most widely used form of social media, and it is growing globally. Facebook, Google, Twitter,LinkedIn, Instagram are some examples. Social networking refers to some factors like, create a public or semipublic space on internet. Articulate a list of other users, and they can interact within a restricted system connect with one another. As suggested by Wijayaa*et a*l. (2021), many researchers emphasize the value of Facebook to tourism organizations and taking advantages of its capabilities. It is the most popular social media platform, to sharing images online.Facebook contains some of the travel related posts and images within the environment. They also play an important influence in the travel plans.

Consumer review websites

Consumer review websites are social media platforms that allow users to submit product reviews and ratings. It may provide a range of features like the ability to upload comments, photographs, as well as service ratings. On the other hand, consumer's reviews were discovered to be used throughout the stages of travel planning process (Pop *et al.* 2022). It also helps to increase the travelers' confidence in their decision making, reduce risk and it is a boon for their trip planning. The exposure of both favorable and negative reviews helps to improve hotel consideration. Reviews are beneficial; it can enhance the trust while making a vacation plan.

People use social media to express and share their ideas, thoughts, and opinions with others. It is also about allowing people to connect with one another, using online platforms that allow to exchange information to one another. it has a negative influence on productivity. In addition to the advances in the field of social media, there are some changes at the consumer level. They are, changes in attitudes and lifestyles, as well as desire to get the best value money, have resulted the emergence of new breed of tourism customers(Vidickienė *et al.* 2020). Consumer behavior in relation to travel has become increasingly inconsistent. Nowadays consumers are ready to pay for luxury travel experiences but they also looking for the ways to save time. Thus, social media enables, storytelling, a common post travel engagement in our travel culture. It not only attracts large audiences but also provides a sense of community. Thus, social media continues to play an increasingly essential role in travel preparation and decision making.

1.5 Background of the study

In case of tourism, social media always comes to the forefront of research. People's early interactions with social media channels will determine whether they investigate further or not. So, there is a need of making a strong impression in front of potential clients, in the tourism business. People from all over the world are using social media to organize their journeys and share their experiences. Social media has had a phenomenal rise in popularity in recent years. Face book social networking sites claims to have 1.3 billion active members globally and a micro blogging service claims to have 225 million users. Tourism products are experiential, intangible, and composite in nature. As a result, their acquisitions are seen as high risk and data intensive in case of decision making. During the economic downturns, people want to save money on vacations, so information search has become increasing, it is really important. In case of purchase related deisionconsumersseek information from an authentic number of sources. Internet allows customers to know about the interaction, personalization and massive knowledge before taking any decision.

In the twentieth century, most travelers from India are looking for safe travel and they have agreed in the case of paying more money for their travel purposes. The tourism industry in India has contributed a lot of capital to the economic sector and the collection of revenue will reach upto$14.92bn by the year 2022 (Tham*et al.* 2020). The Indian travel industry will grow up to 18.08% by the year 2026 and the market volume will be $29.01bn. According to Sultan *et al.* (2020), most of young individuals do prefer to post their holiday destination's images on social sites. In this case, it can be observed that different brands in the tourism sector have been using social media platforms to attract consumers after uploading images of different places. They are using those images as marketing components, in this way interested consumers can easily differentiate among facilities, offers, and quality of services of multiple brands before purchasing any travel-related products.
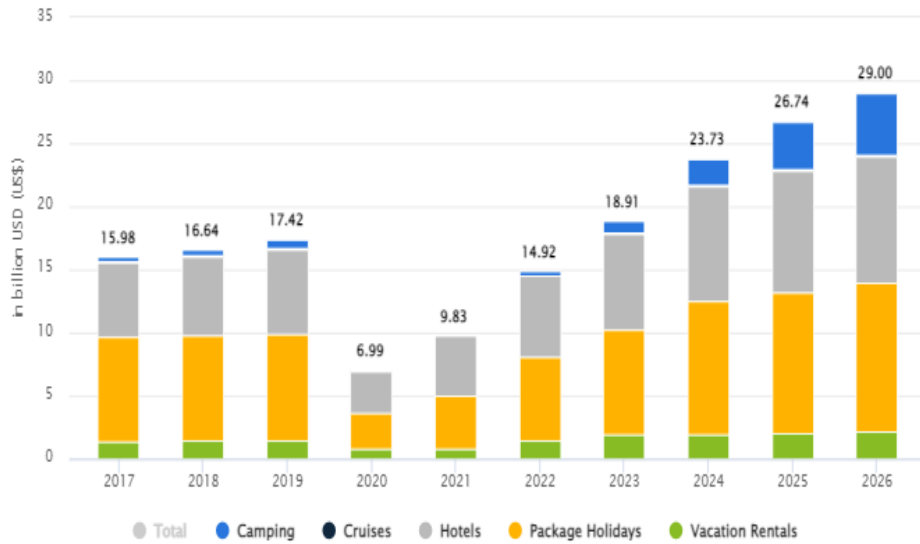
Figure 1.5.1: Revenue collected from the Tourism sector

(Source :Tham*et al.* 2020)

Social media channels are tools that can help organizations to take control of their brand and publish interesting information about their business. As suggested by Sharmin *et al*. (2021) tour companies have changed the scene of marketing and providing sneak views into diverse corners of the globe. It is also inspiring people to explore. As a result, the internet quickly became one of the most effective tools for potential travelers looking for information. In the context of travel related information, but is regarded as the most favored and influential source. However, there is a fear while making any purchase related decision, the overloaded information is available on the internet. More people are using search engines like face books, Instagram and YouTube to figure out the information about their desired place. Instagram's geographic and trending Hash tags make it simple for users to find the exact places. Using them effectively can promote and facilitate people finding best tourism companies, within few seconds. There are just two empirical studies in the academic part, that seek to provide insight on the overall influence of social media during the entire travel experience. The three distinct stages are pre, during and post trip. Some researchers try to uncover the effect of social media in the travel process and on the traveler. The aim of this study is to provide a complete assessment of function and impact of social media.

The usage of social media for researching potential destinations, leisure activities and lodging during the pre-trip stage, was less common. The amount of influence from social media and the adjustment made to tour plans were highly correlated. Websites dedicated to tourism and travel agencies and advertising in the mainstream media are the examples of social media marketing. There are sufficient number of travel related studies are found, they are mainly focusing on the use of micro approach procedure. The tourism organizations are focusing on certain social media apps, specific social media types, specific stages of the trip process and specific stages of travel related activities. As a result, an exploratory study can be conducted on the overall influence of social media, focused on each stage of travel experiences. Social media has a considerable impact on the tourism system and has an immense impact on trip planning. They are just not another source of information; however, people are fundamentally changing the way of thinking and travel procedure.

The substantial impacts of social media on visitors' decisions are not well understood and the purchase decision may be still poor. Such changes in social media, together with the changes in consumer behavior can explain the social media phenomenon in depth. As suggested by Zhang (2019), though some consumers rejected the internet related new technologies. Still the availability and popularity of the social media enhanced in the tourism sector. At the same time, people can recognize the influential role of the information processing system. In the case of social media and the environment, information has always been based on the mass media and human communication. Particularly social media has succeeded drastically not only bother norm, but also the culture. Social media communication and consumer communication both are collaborating with each other. In this situation collecting data must be transformed and decision making must be examined through the lens of social media. It is thought that studying the subject from a broad perspective will be beneficial.

Intention destination attitude and travel destination selection is a person's positive or negative mental response to stimuli. Many scholars claimed that behavioral intentions are modified by an individual's attitude towards the subject. As suggested by Uzir*et al*. (2020), it comes to examining internet user behavior, there is a strong link between traveler's attitude and intention for searching on social media sites. The researchers in this study are looking at the intention to choose a trip place. The purchase intention is defined as individual's choice towards the brand. The most rapidly rising form of buying in the market is such a decision made on the internet. It is critical to research

purchase intent in order to better understand customer's behavior on the internet. As online travel search intentions can predict online purchasing intent. It has been suggested that internet information may be the only function element of interest-based buying. The necessary thing is to understand various parts of online information such as review and search for traveler behavior.

Individual's decision making and travel planning are heavily influenced by social media. Additionally, it encourages travelers to seek information during their travel time, social media plays an undeniable important role in this case. Through various forms of social media gadgets, people have been able to share their trip adventures and interactions. The rise of social media has given travelers the ability to share their experiences. As suggested by Victor *et al*. (2018), it is associated with people's sentiments, and it is shifted into a crucial data source for future explorers during the trip planning. In recent years, traditional tourism information sources have been phased out. In addition, the quality of information in the tourism sector is valued from the perspective of the consumers.

It depends on their purchase services and products. The researchers are looking for information about travel, and there are a lot of things to consider. The following stages might be concluded in the travel decision making process, they are gathering information, booking, planning and evaluating before forming a final decision. The trip decision making procedures may be seen in the repetition of the four stages. A reasonable framework for tourists' participation in tourism was recommended with the goal of past learning and experiences. According to a study travelers might search for travel information on the internet as well as attempting to understand the features. They may also search a few places to stay and visit.

The tourism industry is a significant source of money for a number of countries like India. Tourism management is also a key source of work opportunities, however due to the changing environment, technology has become important. As a result, marketers must alter their strategy in response to media changes. As suggested by Fernandes *et al*. (2021), organizational survival depends on the implementation of ethical social media management and modern social media techniques. As a result, the primary goal of this study is to present a comprehensive and integrated picture of the roles of social media. Tourists use social media to influence their choices of six travels; elements: destination, transit, and lodging, food, dining and shopping. The findings provide a clear picture of the situation as an exploratory empirical study. It can be used to lay the framework for future study.

Influencers are social media users; they earn a large number of followers or admirers through blogs and tweets. They have the ability to affect audience attitudes because they can easily pursue anyone. The technology was developed to track the influencers towards the brand. As suggested by Rather *et al*. (2020), the influencers of social media are determined by the variety of factors including the number of visitors on the site and the number of followers. Tourists using social media to express their impression of a specific tourist spot. The use of social sites to generate knowledge and interest in a destination has proven to be effective. The Indian travel sector is one of the largest, and it is worth 71.53 billion dollars.

The selection of tourist destinations has been altered by social media. As internet influence in people's life and the speed of data increase at a rapidly in India has raised the number of social media users. As suggested by Singh (2018) many potential tourists look for travel information on the Internet. Social media influencers promote various places by using effective marketing tactics. Travelers utilize social media sites to organize their trips and share their experiences through blogs and images. Influences of social media play a significant role in raising awareness about a specific place. Many influencers generate content related to travel and post it on their sites, so it can result exponential sales.

Some hotels and companies provide benefits to tourists in order to encourage them to leave positive comments on hotel blogs. The appealing visuals of a destination have influenced the consumers desire to go there. Some most popular social networking sites are face book, twitter, Instagram, snap chat, LinkedIn, trip advisor and YouTube. As compared to other form of communication, the social media posts can reach a huge number of people. The visual impression of a destination can be accessed through social media. Indian customers rely on social media to learn about other people's travel experiences that help them to plan vacations and reduce uncertainty. Travel brands rely on social media influences, to sell their products. Through social media, they can promote the location through writing content and video production. Travel brands may enhance their relationship with social media platforms in a variety of ways. Sometime travel brands pay social media influencers to promote vacation sites and comprehensive coverage. In order to reach a huge number of audiences, social media introduce the places in an innovative way. In order to attract a big number of consumers, social media promotes the destinations.

In this study many researchers are currently talking about the limitations or negative aspects of social media on tourism of India. Many customers are complaining about misuse of social media

platforms like twitter. Marketers throughout the world should consider, social media can backfire in the tourism industry. As suggested by Manzoor*et al*. (2020), many tourism organizations throughout the world understand the importance of social sites for their business purposes. They are actively participating in a variety of social media platforms. However, there are few examples of social media campaigns backfires with the tourist companies because of some customers' harsh and unpleasant replies.

Tourism operators must keep a careful eye on social media efforts to ensure that they function properly. Frequently social media marketing backfires to global issues or natural disasters, if tourist operators post something that could be considered rude or intensive, due to some specific events like cyclones. As suggested by Chatterjee *et al*. (2020), social media managers need to closely monitor posts and respond to current events and crisis, in proper time. Negative remarks on social media are treated the same way. Comments on twitter, requires a quick response from the organization. If customers are dissatisfied with an experience of product or services, a quick human response might need. It is difficult for someone to comment appropriately almost 24 hours a day. However, examples have shown that companies that do not respond risk further damage to their brand and image in the industry. Consumers read bad remarks from other customers, and they want to see a quick response from the company to solve the problem.

Consumers have previously ignored bad remarks, leaving companies with hundreds of comments expressing their dissatisfaction. Because the reach of social media comments can be extraordinary, the tourism sector must ensure that they are prepared to deal with the issues that arise in social media. The very important step for an organization is crisis management and it must be addressed by every organization on the world. Positive comments and consumer's connection are excellent, but unpleasant comments will always arise that must be effective in order for an organization. They must think about the plans, guidelines, and strategies. If unfavorable comments are coming, it may be too late to manage, that will cause irreparable damage to the company's image and brand. So, the article is focusing on the impact of social media on the tourism industry of India. Moreover, compared to other methods, this method is quickest to reach a lot of people in a short time.

Social sharing for better customer relations:

Another important part of the tourism sector is customer service. Brands and enterprises can now communicate directly with their customers via social media. If people are not satisfied with their service, they can directly contact the organization. As a result, solving customer's issues is the

most courteous manner that will improve the company's reputation. The most significant factor for the tourism business is social sharing. Young people particularly using social media to share their most memorable moments from their travel, with a large number of audiences. Tourism sectors must know this the more powerful way of attracting new visitors. As a result, social media paved the way for two ways contact between agencies and consumers. For getting benefit from the social media, they should turn social media into a vital role for their industry.

Creating strategies for the benefit of consumers:

Nowadays the tourism industry is a highly competitive sector. As suggested by Voramontri and Klieb (2019) if tourism businesses understand the potential benefits of social media for their business, then they are going to raise their strategies for awareness. They should provide unique content to attract more consumer. Visual content is most engaging technique to capture attention in the tourism industry. They should use catchy photos, and videos because visual experience is so important. One of the most effective methods to engage people is user generated content. Influencer marketing will go a long way in this competitive market(Zhang *et al.* 2019). They may contact professional tourism influencers for their audiences, by this method they will gain lots of fans.

Best social media channels for tourism marketing

The big three social media platforms are,Facebook, twitter and Instagram, they are leading in the market for several years. Each of these channels has its unique audiences, travel is one of the most popular themes among them. As suggested by Styvén *et al.* (2018), face book is a fantastic platform for attracting users from a variety of social groups. It can be efficiently used for travel purposes in order to obtain information of consumer's review about the company. Instagram is a one of the most effective social media platforms due to its emphasis on visual content. Many companies are using Instagram to attract individuals for tourism business. To increase the popularity of their posts, they need to use travel hash tags. Twitter serves as a platform to express them. This platform allows discussing quick travel tips and special; offers, although twitter can be used to share photographs and videos.

Destination discovery

Some travelers have no idea about the places they want to go for a trip however they only know they require a trip. These are the people, using social media sites like face book, Instagram, and

twitter to get holidays inspirations and ideas from the other traveler. Tourist Company's positive social media presence can help searchers in discovering and selecting their desired place.

Travel search

On social media, holiday photographs and videos are the most popular. They are guiding many consumers to book a certain destination. According to statistics most people use smart phones to plan their trips because most people trust other customers' comments more than brand advertisement. Social media research is sufficient to make a judgment. To develop trust with new visitors, marketers are encouraging user generated content.

Customer service

Interaction on social media is a two-way strategy. Marketers can listen to their complaints or compliments from their customers and they can respond via remark or messenger, also responding to customers through online shows the company's care about their customers. This also humanizes their brand and makes them more genuine.

Loyalty programs

Many travel organizations use social sharing strategies as part of their loyalty program. Customers are encouraged by brands to post and share their positive experiences. And in return the brand might give them great bonuses or discounts. This method helps to create admirers and also get positive feedback.

According to the survey, social networking sites such as make my trip.com and tripadvisor.com and others are beneficial in supplying users with travel related information. As suggested by Lăzăroiu *et al*. (2020), it also shows evidence to support the online reviews, has a large and critical impact on purchasing decision. Online reviews have significant role in the Indian travel and tourist business. People have a high level of faith in the data, provided by government. Compare to traditional media, social media is better for making travel and tourism related decisions. This study reveals that a rising proportion of customers are using social media. Customers are relying on social media reviews to help them make travel decisions and it also solves the purchase related issues.

It is important to highlight that consumer behavior is playing a significant role in terms of getting an in-depth understanding about the right products that tourists are desiring to purchase. Therefore, in this case this research study is significant as this is supporting to get a better knowledge about consumer behavior in order to understand the purchasing decisions of tourists (Kim *et al.* 2020).

This research is stating that consumer behavior is referring towards the procedure of obtaining including organizing information in this direction of purchasing decisions along with of utilizing and evaluating ser-vices along with products.

In this study, different concepts and theories regarding purchase-related decisions of travelers have been used before the literature part because of the thesis template. Using this concept before the literature part can make this study more understandable to other individuals. Other academic practitioners can get an overview of each point from the introduction part before going to the next part of the study.

CHAPTER 2: REVIEW OF LITERATURE

2.1 Introduction

Social media can be recognized as the collective terms for applications along with websites that are focusing upon communication, interaction, community focused input, collaboration including content-sharing. In addition, people are using this social media in terms of staying in touch along with interacting with friends, community along with family. Apart from making connections, this study has highlighted the fact that this social media has been used in terms of making any type of purchasing decisions for travelers who are coming to visit India. It is necessary to highlight that this research work is mainly focusing upon showing the influence of social media in travelers' purchasing behavior. An in-depth illustration of the research questions has been done in this literature review section and some effective theories, conceptual framework and strategies have been highlighted in an effective manner.

2.2 Inclusion criteria

Inclusion criteria might be recognized as the major features of the target-based population that several of the investigators would utilize in terms of answering the research question. In addition, typical inclusion focused criteria comprise demographic, geographic including clinical characteristics. In this section, it is important to highlight that, in terms of getting better information for completing the research work, authentic journals, research articles, and books have been taken. Apart from that, the journals, research articles along with books that have been taken within the last 5 years and all these journals, articles including books are in English language. Different theories have been proposed by multiple researchers for the persuasion process or influencing the audiences. In this context, Maslow's hierarchy of needs theory can be a good example to understand the needs, esteem, safety, and creativity of consumers. Apart from that "conversion theory", "social influence theory", "behavioral theory" and "attitude change approach theory" will be discussed in brief to understand travelers' purchase behavior in detail.

It can be stated that these criteria have helped this research work to be more authentic and reliable. In addition, appropriate selection of this inclusion criteria would help in optimizing including internal validity of this research work, enhance its feasibility, reduce ethical concerns along with that reduces its cost rate (Idrees *et al.* 2021). On the other hand, particularly effective selection of inclusion criteria would help in ensuring this homogeneity about the sample population, and diminish confounding. As before executing the research work the inclusion criteria has been done in an effective manner therefore, it has been easier to maintain ethics in this research work.

2.3 Role of social media in travelers' decision making

Social media helps in enabling young people in terms of sharing the major effective and significant memories through their travels with some vast audience. Few past researchers have suggested that this social media is putting a major impact upon the decision making through making more connections in terms of receiving data and perspectives of numerous tourists. In addition, some tourists are intending to trust some perspectives of a few participants in this online networking that they have selected to participate in (Pop *et al.* 2022). Over several years, this social media platform is playing an increasingly effective role in the lives of people. The funnel technique has three parts and in terms of discussing about the consumer purchasing behavior then this funnel technique can be useful. This purchasing behavior of consumers can be examined during pre-visit, on-visit and post-visit times.Moreover, it can be stated that, in terms of getting a better understanding about the consumer purchasing behavior then focusing on the "theory of buyer behavior" can be beneficial.In recent times, specifically tourists who are mostly purchasing intangible products, utilize social media-based platforms as data related sources in terms of ensuring that they purchase accurate products before tourists are experiencing them.

The main goal of this research work is to critically analyze how travelers utilize social media including their purchasing decision procedure in terms of creating a vast understanding upon this particular subject. It is not unknown that social media is containing most of the area in today's generation and apart from that it is also playing a significant role in taking purchasing decisions. This chapter has concentrated on past research on this topic that is "influence of social media in purchase related decisions of tourists". Focusing on the past research can also help this research in containing more information regarding the role and advantages of social media in purchasing. It is

important to highlight that traveler are also recognized as consumers who are influenced through social media more than spending more time on purchases.

This research work is aiming at investigating to the extent that tourists create utilization of social media-based platforms in purchasing decision procedure and that these platforms based on social media are majorly trusted as data sources including utilizing more. Better analysis of the research outcomes reflects that social media platform are affecting tourists' purchasing decision procedure in numerous unique paths as per their demographic characteristics. This research work is confirming the increasing importance of these platforms based on social media focused marketing in this tourism industry (Oliveira *et al.* 2020). In addition, some of the findings of this research work is also contributing significant information to some marketing departments of tourism focused businesses in terms of improving the understanding of the right time to utilize social media.

It is necessary to portray that there are numerous benefits any travelers can get in case they are depending upon social media to make their purchasing decisions. With the support of social media, it is easier to access information at a time, better knowledge about any brand and any advertising services and these are supporting any tourists in making better decisions. As an example, it is necessary to highlight that, amidst 2021, a survey has reflected in the US in that 35% of respondents have said that their purchasing focused decisions have been influenced through social media advertisements (Statista, 2022). It is important to showcase between those respondents many of them have born in between the years 1998 to 2006 and they are generation Z and some share has stood at 50%. In addition, "social media advertising" related spending in the palace called US has been estimated as nearly 49 billion of US dollars in the year 2021.
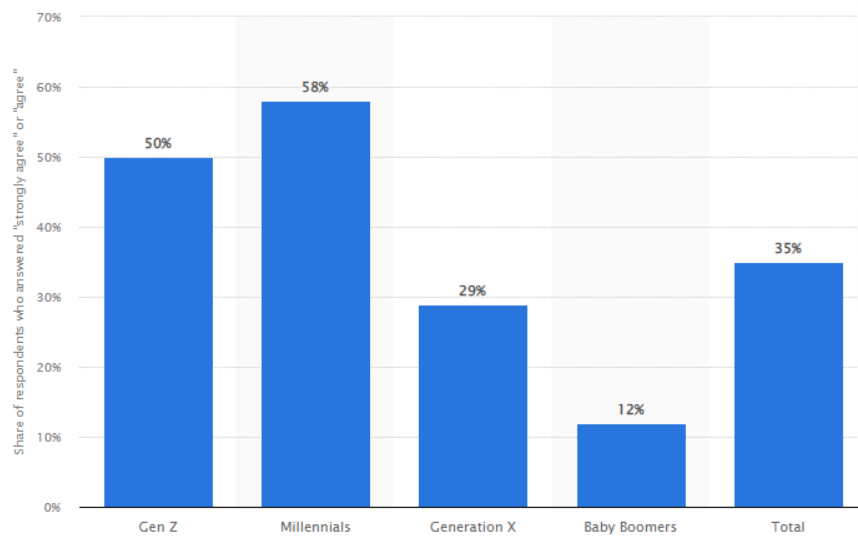
Figure 2.3.1: Estimation of travelers those have been influenced through social media

(Source: Statista, 2022)

In the recent times, technology that is continuously been evolving, putting an impact upon competition sphere including creating travelers more conscious. Business organizations are no longer thinking that these traditional marketing focused activities are adequate paths to reach potential consumers who are tourists. At this point of time, due to some widespread usage of the internet along with social media focused tools among people, business firms have begun to promote some of their products in these social media focused platforms in terms of reaching tourists. It can be stated that technology can be recognized as the main key attributes that are putting a major impact upon consumer behavior (Dewi and Sulivyo, 2022). Usage of social sites in some of the tourism industry is obtaining more effectiveness on a daily basis. Business firms under tourism sectors where there's some intense competition taking place in these social media-focused platforms are having more benefits than several others in order to get reputation, brand awareness including consumer acquisition.

It can be stated that purchasing any type of tourism product can be recognized as a complex procedure. These procedures are having numerous sub decisions including deciding that destination would be chosen, holiday length, right hotel would be chosen and the right way to travel and others. Some of the complexities of this tourism product needs modification of the EKB model in order to get effective decision-making procedures for tourists (Wong *et al.* 2020). After that tourist gather information regarding products that they might be able to purchase including that then tourists are evaluating some alternatives to effectively decide good ones regarding

themselves. It is necessary to showcase that after evaluating, travelers purchased touristic products, including those that begin to prepare for their vacation, and then they naturally experience that. At the last stage, travelers are deciding whether it is meeting their expectations or else not. The purchase focused decision-making procedure stages of travelers might be illustrated as follows:

- Need for holiday
- Information search
- Preparation for holiday and experience
- Evaluation regarding alternatives
- Purchasing decisions regarding holiday

Travelers are affecting each other on social media through coming together in order to share their experiences, comments, reviews, perspectives along with revealing their traveling photos and some videos. Such traveling contents that have been shared on social media platforms are having a major influence upon travelers' travel focused decisions. In addition, tourism organizations need to communicate with some tourists through social media to create reliable bonding with them. In this research study, platforms of social media have been classified as microblogs, blogs, Facebook and YouTube and podcasting including virtual worlds.

In terms of highlighting the influence of social media upon purchasing behavior then it is also important to highlight the reach of social media platforms in the daily life of travelers in India. As a result of that, it is important to showcase that India has effectively embraced this Internet with their open arms, including that this digital population is rapidly increasing in the previous few decades with over 680 million of "active internet users" (Basuroy, 2022). Some have begun with basic email correspondences, have extended towards a digital universe including some social networking focused giants such as Facebook, Google along with Twitter are becoming a part of daily life for several Indians.

WHATSAPP USERS IN INDIA
487.5m

ACTIVE SOCIAL MEDIA PENETRATION
33.4%

LEADING SOCIAL MEDIA NETWORK
YouTube

Figure 2.3.2: Usage of social media in India

(Source: Basuroy, 2022)

Social media helps in allowing people to connect to each other more effectively anytime along with that anywhere they desire. There are several social media focused platforms where people might be able to interact with several people, produce their personal contents including sharing them with some other people. Consumers can be recognized as the real one those purchases or might be able to afford to purchase several products including services towards meeting individual or else household desire, desire along with expectations (Nilashi *et al.* 2018). On this note, customers are mainly recognized as tourists in the tourism sectors and travelers are the one that are demanding touristic products including services towards meeting different types of necessities and expectations. Customer behavior comprises not just purchasing products along with services, though it is also customers' mental, behavioral along with emotional responses.

2.4 Ways to enhance purchasing decision of tourists through social media

Social media can be acknowledged as the most effective information focused source that is influencing travelers' traveling choices and their purchasing decisions. Social media has emerged as the most powerful information including communicating channel. This social media has effectively changed this practice about marketing focused communication for numerous business firms along with those in the tourism industry. The influence of this social media upon tourists' decision making generally has attracted much more attention through tourism scholars. It is necessary to showcase that 81% of travelers' purchasing decisions have been influenced through their friend's social media focused posts (Dabija *et al.* 2018). In case any people have posted some photos of destinations then other people who are willing to travel might get influenced easily through that post. Focusing the way social media is slowly spreading these better ways to take purchasing decisions within several travelers. In addition, nearly 66% of tourists' have been majorly inspired towards purchasing through a latest brand after viewing social media photos from several other tourists and other tourists are approximately 71% more likely towards creating a purchase focused upon social media-based referrals. *Conversion theory* is a psychological theory proposed by Serge Moscovici by the year 1976 . The theory depicted that majority can influence a particular topic and the opinion of the minority group has become rejected. The theory of Moscovici stated that in this way, the majority group can rule over the minority and sometimes can change the decision of individuals (Varley and Hoel 2022). The conversion theory can relate

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to the traveler's purchase decisions depending on the trends in social media. In some cases, it can be observed that tourists can not make decisions on selecting their desired destinations. In that case, they like to observe the previous feedback or reviews of other travelers. Here, the majority of consumers' reviews impacted the other tourist's purchase-related decisions.

In the year of 2020, it can be highlighted that there were nearly 150 million of online shoppers on an annual basis, in comparison to about nearly 135 million of online shoppers in the year of 2019 specifically in India. On this note, this enhancement might be attributed towards the growth of this tourism industry in India along with the COVID 19 pandemic that led towards a change in this shopping behavior of some of the consumers (Statista, 2022). In the year of 2021, the estimation of online shoppers can be expected towards getting more enhanced further.
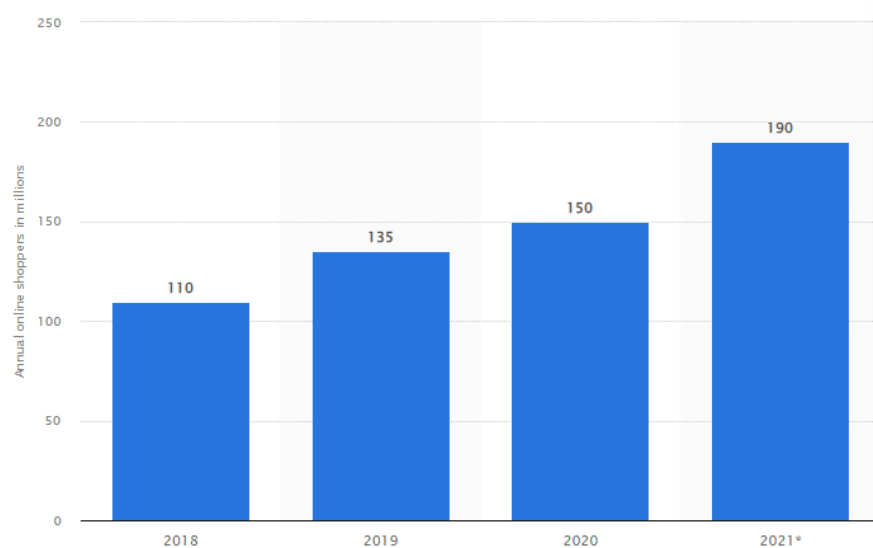
Figure 2.4.1: Estimation of online shoppers in India from 2018 up to 2020

(Source: Statista, 2022)

Gaining the purchasing decisions of tourists are mainly happening with the support of social media focused marketing. Using this social media platform as a tool for marketing, numerous people in India are gaining effective purchasing decisions of tourists. In this section it is necessary to highlight that marketing with social media has numerous benefits such as enhanced sales, enhanced traffic, enhanced exposure, established loyal fans, and given marketplace insights (Arora and Sanni, 2019). In order to gain better purchasing decisions, then it can be highlighted that "social media marketing" is playing a massive role.
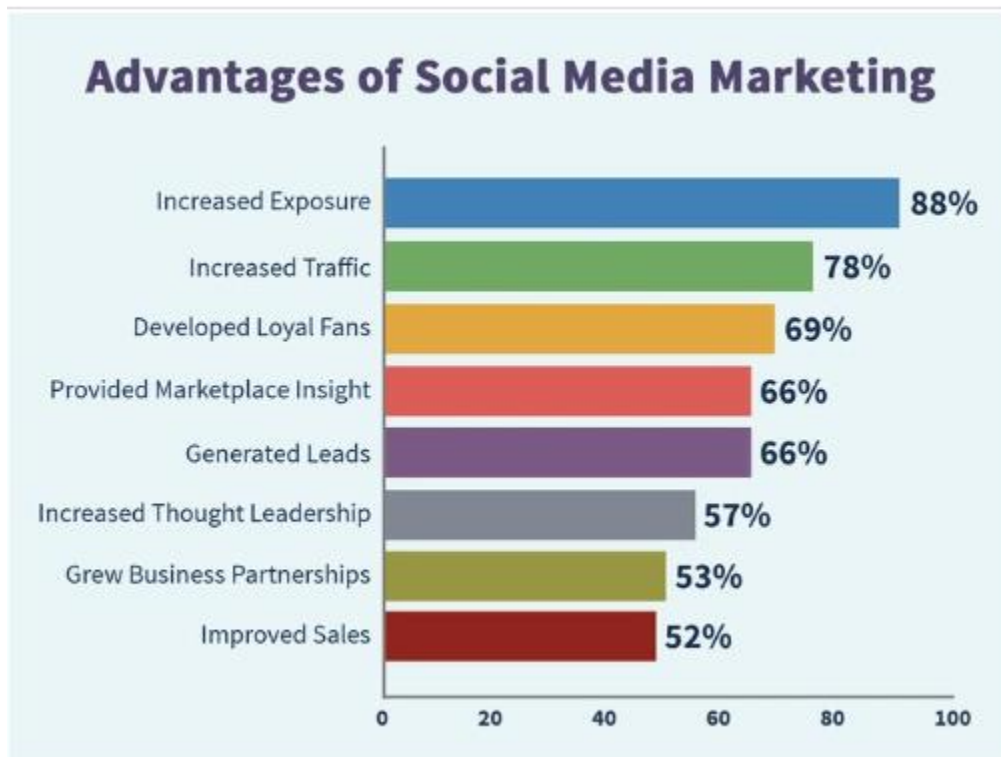
Figure 2.4.2: Benefits of "social media marketing"

(Source: Arora and Sanni, 2019)

The main ways to enhance the purchasing decisions of tourists through social media are right identification of social media-based channels, making the most of some live videos, and using social media focused marketing as the most effective tool. Apart from that, some other paths to enhance these purchasing decisions with the support of social media are creating the brand story, leveraging user generated related content, and using Instagram to post some advertising. It is also necessary to utilize social friendly photos, using relevant hashtags and getting the accurate timing right then it would be easier to enhance travelers' purchasing behavior (Lee *et al.* 2021). On the other hand, some other ways need to be followed in terms of attracting more tourists at a time. In terms of getting better purchasing decisions of tourists through social media, it is important to create and share some information along with effective content, start to make better conversations upon social media, encourage social recommendations, and be more visible along with availability on social media.

2.5 Impact of travel information's upon customer purchase-decision making

Travel information in this scenario is highlighting that information that have been constantly posted by several people on social media. Travel information is based on destination photos, blogs, videos and other podcasts and these are also putting a major role on selecting the same destinations for other tourists (Singhal and Khattri, 2018). It is also necessary to showcase that pre-decision focused perspectives of travelers regarding a specific area are severely influenced through some information sources that are there in social media platforms. There are several travel bloggers that are providing numerous traveling information on Facebook, Instagram and YouTube that are supporting some other travelers to make their own decisions.

It can be highlighted that some destination images are having an effective influence upon tourist satisfaction including subsequently upon destination loyalty. Some optimistic attitude towards the entire image about a destination had been embraced through study participants, that is leading them towards creating a positive evaluation about their experiences amidst the stay. Consumer behavior is remaining the most effective research field in this market along with tourism areas with the teams "travel behavior" or else "tourist behavior" mainly utilized to illustrate this field of inquiry (Khan *et al.* 2019). It can also be highlighted that, in pre-visit, on-visit, along with post-visit some travel related information has been shared in social media. This information can severely be helpful in case some other tourists in India are trying to visit the exact place. ***Behaviorism theory*** is mainly based on psychological factors and behaviorists believe that environmental stimuli are the key factor that influences human behavior. The theory was coined and established by John B Watson in the year 1913. Behaviorists mainly use observation techniques to understand human behavior towards a stimulus (Peat, 2022). In this context, it can be observed that different tourism brands use attractive images and videos of different destinations on a daily basis to attract consumers. As a result, interested travelers want to attach with that specific travel organisation to gather current information about specific places. In addition, sometimes companies do prefer to interact with their target consumers and help to make the travel-related decisions of people.
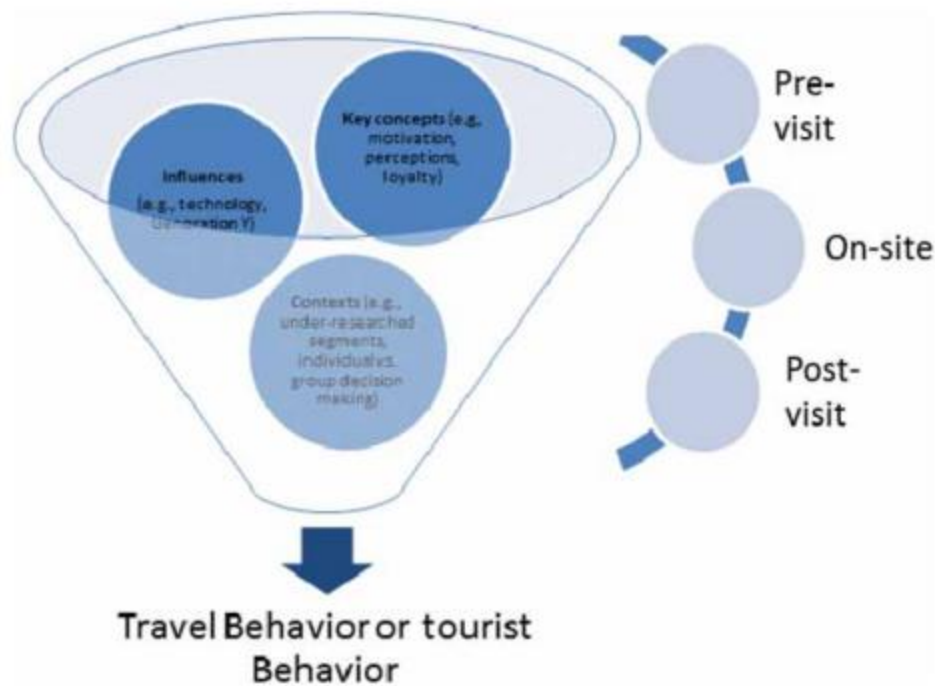
Figure 2.5.1: Tourist behavior

(Source: Khan *et al.* 2019)

It has been found that nearly 36.5% of the public are using social media to get travel inspiration along with thoughts, including 60% sharing photos on social media during travel. In case some travelers do not have that much knowledge about the right way to visit, the right time and the places to visit then this traveling information on social media might be extremely beneficial (Tsai, and Bui, 2021). In addition, each week, it can be stated that more than nearly 1 million of traveling focused hashtags have been searched, therefore, whether any tourist is planning to travel or else vacationing, traveling including social media platforms are connected.

As an example, statistics have reflected the outcomes of the generational survey in the year 2017 in that British tourists have been asked to effectively indicate some social media platforms that help them in influencing or else inspiring their purchasing decisions in booking this trip. In addition, older generations have intended towards saying that social media platforms have not influenced them (Statista, 2020). Facebook can be recognized as the most influential for some younger generations with nearly 50% of Generation Z including 51% of Millennials indicating that the sites have influenced their traveling related decisions.

The most important decisions made by tourists include, searching for the place to visit, the suitable time for visiting and the appropriate offers and plans. However, destination marketers are

interested in the procedure of tourists making choices. In the destination of choice, consumers first choose their desired location, then they decide to stay there. The image of a region formed in customers' head, that plays a significant role in deciding on a destination. The process of attracting more tourists is critical. Making a purchase choice, consumers go through some purchase related stages. As suggested by Tran (2020), some steps are, developing awareness, buy choice, search information, evaluation and post purchase behavior. According to this study, information search is the most important process. By searching on social media, consumers obtain knowledge about different tourism sectors. The importance of using the internet is the most suitable source for information. Social media research is a growing source to understand the tourist's behavior. There are many obstacles and opportunities are present in social media marketing. The study shows that the websites connected to social media are more effective and efficient in the tourism industry.

Many researchers investigated consumer behavior and opinion of social networking platforms. They reveal that travel customers use social media extensively to obtain the important information about their destination. It was also discovered that the information obtained through social platforms plays an important role in influencing the selection of hotels. According to the findings of the studies, social media platforms are useful tools for selecting travel services. As suggested by Arora*et al*. (2018), social media plays an important role as a marketing tool and usage of this is very productive. They are able to highlight successfully the potential paths of creating different uses of social media. Tourists are studying about their desired destination through e- book. They are significantly influenced by social media and gained knowledge to make decisions.

Social media is always used as a source of information for tourists. It has progressively become ingrained in our daily lives. People can post, share, comment, and discuss many ideas on this platform. Nowadays, social media emerged as a business platform to sell products and services. Social media allows people to communicate with one another, however people can easily share their experiences about different destinations through social media platforms. Travelers share a lot of information through photos, videos, blogs and much more. People are interested in travel and that is the strongest cause for the rapid rise of the tourism industry. In recent years research shows that about 85% travelers utilize the internet to plan their trips. Tourists' behavior is significantly important for the decision-making process. Consumers or tourists are generally seeking goods and services that satisfy their needs and expectations. People could utilize social media sources during making a decision.

The internet has changed tremendously, so people have also upgraded themselves. A collection of many apps, that technologically formed helps the creation and distribution of the content. It helps to create their own thoughts and share through the social media platform. In the tourism sector, purchasing a product is a difficult task. As suggested by Guping*et al.* (2021), this method contains several processes like length of vacations, how to travel and setting a proper place to travel. The traveler must gather information and examine their choices to determine the best options. Finally, they decide their desired place to travel and gain information about it through face book, twitter and YouTube. Social media allows the merging of a range of materials like text, music, video and photographs. This provides a significant benefit in marketing of the tourism sector. Nowadays, social media platforms are a new trend of quickly gaining traction, and it should be properly managed.

2.6 Influencers' impact on organizational decision making

Internet users who obtain followers or admirers on social platforms are referred to as influencers. Social media influencers can impact audience perception through the blogs and tweets shared by the organization. The social media influencers are critical because of their persuasive strength. The technology has been designed to track relevant brand influencers. As suggested by Huerta *et al*. (2020), the amount of daily hits on a site and the number of admirers determine the value of social media influencers. Tourists utilize social media to convey their impressions of a place. The use of social media to generate awareness and to grow interest in the location has shown to be a successful strategy. The travel sector in India is valued at 71.53 billion dollars. The process of choosing tourism places has been changed by social media. The internet data and speed expand at rapid rate; India has a large number of social media users. Many would be travelers look for travel information on the internet.***Social influence theory*** is the psychological theory is mainly depending on the factors happening around the individuals on a daily basis. The Social influence theory was coined by James Mill in the year 1790. In other words, it can be said that social media trends mostly influence the decision making process of travelers before purchasing any travel-related product. The first impression about any travel brand or product can be taken as a fundamental factor that has the capability to alter traveler decisions. *"Interpersonal communication"* is one of the important components of this theory and it can be observed that travel organizations have been utilising the communication process to provide important information about several destinations

(Spears, 2021). The characteristics of "social influence theory" is more persuasive in comparison to any other theories.

Social media influencers promote various places with the use of effective marketing tools. Potential users' minds are formed by their perception of travel product. Travelers utilize social media platforms to organize trips and share photos and videos of their adventures. Influencers on social media play an essential role in promoting a place. An influencer's one social media post can result in massive revenue growth. As suggested by Femenia and Gretzel (2020), The main parts of the social media platforms are, content formed by consumers and content generated by several firms. The most famous social media platforms among tourists are face book and Instagram. Some hotels compensate guests for leaving comments on their blogs. The appealing visuals of a destination have affected consumer intent to go. In comparison to other kinds of communication over the internet. Posts on social media reach a significant number of individuals. The visual impression of a destination can be accessed through social media platforms.

Potential visitors can use social media influencers to assist them make decisions about the place they want to go. Consumers in India rely on social media to find out about other people's travel experiences that help them to plan their vacations and reduce uncertainties. For sell their offerings, the travel company uses social media influencers. Influencers on social media use written content and video production to promote their destinations. Travel brands may enhance their relationship with social media influencers in a variety of ways. Travel companies pay social media influencers to accompany them on sponsored vacations since it aids in promotion and comprehensive coverage. Social media influencers promote the places to reach board audience and reviewers from social media are used. Travel blogs are utilized to create a virtual community, there influencers can share opinions on particular destination. Potential tourists' behavior is influenced by the picture of destination portrayed by social media influencers

Travel agencies make use of social media to easily publicize their deals and destinations. During their tour, travelers took numerous photographs and videos. Friends' recommendations on social media are used to find new travel spots. Potential tourists can use online reviews to aid in their decision-making process. Influencers use face book, twitter, and YouTube to share their photos. Apps are used by a large number of people to locate various destinations. The hotel, place and other travel related activities are discussed in the web reviews. With the passing of time, the written

reviews gain popularity and influence. People discussed destinations on face book, and that is used by internet influencers. Images of lesser-known locations are shared to entice potential tourists to visit. Through sharing the influencers stories on Instagram, they create a more personal relationship with buyers. Rapid technological advancements have a direct impact on tourists; destination business models.

The tools from online and material from influencers shared on social sites have taken over the trip process. User generated material is fast growing in importance and its function in destination selection is becoming increasingly important. This type of information is in high demand since it sets expectations. Travelling to a new location entails risk and uncertainty; it might manifest itself due to flight cancellation. On, delay of flight or postponement. In order to lessen the uncertainty, potential tourists consult a variety of sources. Social networking sites have evolved into a valuable tool for travelers, who are undecided about the place they want to go on vacations. After reading evaluations on numerous social media channels, people adjust their travel plans. The desired place can be found on the internet, and other travelers' reviews can be found. Videos, blogging, tagging, comments, place reviews are just a few examples of the procedure to communicate information.

Social media contact is more personal, instilling a sense of devotion in potential tourists and fans. The tourism organizations established personal relationships with its clients and shared data about the destination. The reviews of destinations influence the expectations of potential tourists. Tourists are drawn to a destination because of its image. Tourists acquire a favorable impression of the destination; it influences their actions. Tourists generated content created by visitors and shared on social media. Electronic words are used by online influencers to share their experiences with customers. Travelers can leave feedback on things and places they have visited, and thank third party reviewers. On a daily basis, customers post online reviews that affect individual travel purchases. A number of businesses actively participate in the exchange of information by making comments. Influencers' online posts alter potential tourists' perception of specific destinations. The quality of content is very important in forming the potential tourists' perception.

Potential users' decisions are influenced by consumer communication. The use of internet influencers to promote a destination on social media raises awareness. Based on the information provided on social media, a destination is selected by potential users. The use of travelers' reviews in deciding on a trip is becoming more widespread. Online reviews have grown in popularity as a source of information for potential visitors. Users must trust other people's recommendations

more. As a result of the possibility to affect millions of clients, through multiple ways social influencing is growing. Browsers can be converted into buyers through social media sites and reading other markets is the most common source of information for customers.

Industry influencers became ubiquitous as internet celebrities as a result of social media platforms such as face book, Instagram, YouTube, twitter. These influencers played an important role in the tourism industry as a marketing tool. They are a new breed of third-party champions; they are using social media sites to influence the people's opinion. Marketers and investors alike employ the power of the large internet as a tactical and helpful tool. As suggested by Hamouda (2018), travel related individuals make decisions, including choosing travel destinations, restaurants, hotels and airways. Based on information gathered from social media networks, just as they do with items and services in everyday life. Tourism locations are natural areas that stand out from other places or locations because of their unique features. People choose to travel to these places and stay for a specific amount of time. It is necessary to examine the information regarding destinations because tourism related industries are changing and the perception of tourists is also changing. In the age of globalization, researchers emphasize the relevance of social media and it is used as a powerful tool for marketing.

2.7 Role of social media for searching the travel related information

Tourism is a very informative intensive industry and it is crucial to understand the changes of technology and as well as customers behavior. The changes of the online tourism domain depend on the structure of online tourism information available to travelers. As suggested by Chu (2018), the development of success in marketing programmers and information are argued to be a critical step. While social media appears to be growing in importance in the online tourism sector, empirical data helps to characterize and explain the significance of social media. On the other side social media includes different form of content like tagging, media assets, wikis, communities, uploaded on sites like YouTube. It has grown in popularity among the online travelers. Most of the websites enable users to publish and share travel related ideas and experiences. This backup claims that consumers have greater control over information generation and delivery to the internet. Simultaneously, the internet is becoming a more important medium for travel experiences.The theory of Maslow's hierarchy of needs is mainly a motivational theory and it

consists of five stages. Those stages include, "psycological needs", "safety needs", "love and belonging", "esteem" and "self actualization". The current topic is mainly related to safety needs, esteem, and self-actualization. Travelers are seeking safe and secure destinations for travel and only an efficient travel organization can provide accurate information about the desired destination of tourists (Fallatah and Syed2018). Most travelers from this 20th century, are preferring to spend more money on their trips to get the best accommodation, transport, and fooding. This section depicts the esteem and self-actualization of travelers in a different way.

A domain is a collection of all informational entities related to a single topic. A domain includes, connections, names of domain and web pages. Internet domains contain hypertext resources such as text, photos, and videos. As a result, the internet tourism domain can be defined as all informational sources related to travel. It is a conceptual framework that connects between consumers and industry providers. The usage of social media platforms for the growth of travel is important and more people are using it. The characteristics of hypersexual content available to travelers and it are used for seeking information. By using significant search engines researchers studied for the component of the tourism domain including marketing. Researches revealed that many tourism websites had low search engine ranks, making it incredibly difficult for internet visitors however they are accessing tourism websites through search processes.

It is stated that the effect of social media on tourism should be understood in the context of the overall online domain, as well as specifically within the framework for travel information search. It depicts the interaction between consumers, a search platform and the tourism domain. It shows the importance of search engines, used by travelers. It is based on the number of previous information on concentration online travel procedures and behavior. The framework is great in use because it emphasizes the complexity of the domain, and importance of search technology in the tourism sector. It is portrayed by search engines, through the boundaries of the internet tourist domain. Some search platforms have their own limitations in presenting a domain in the travel sector. A number of challenges are present in destination tourism, as suppliers providing coherent tourism information. Search engines fight for the attention of potential travelers. They can be viewed as an information environment, where tourist enterprises compete for attention.

Social media is becoming increasingly significant jus utilizing the social media's information. People are looking for travel related information however the major objective of this study is to

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see the results of social media in travel industries. Consumers used different types of strategies, like they search a tourist destination through its names. As a result, it revealed that social media accounts for a significant portion that implying the importance of search engines. The role of social media in the tourist sphere through online is expanding. It also demonstrates the difficulties that traditional sources of travel related information encounter. As suggested by Woodside and Bernal (2019), the availability of the vast amount of information to travelers, The internet serves as an essential platform for exchanging the information.

The information exchange occurs between the consumers and the suppliers (transportation, hotels), governments and travel agents. Various technologies are used to facilitate the tourism domain, such as search platforms, booking sites. Social media facilitates online customer interactions, which evolved as a significant component in these platforms. Customers travel related reviews represent a considerable quantity of social media, in the purposes of travel. The research on this topic focuses, the procedure that influences consumers to make their travel decisions. People learn about different advanced technologies like multimedia sharing, that helps to grow the interest on selecting a destination. Nowadays, social media context is changing and consumers are also changing their views on this sector.

Social media can be recognized as the most influential at the time it comes towards traveling along with that tourism. This is effectively influencing an optimistic path and is a better thing. In recent times, people are generally more able to search for more effective and valuable information regarding the destinations they desire to go to, including having a higher opportunity of having a better time as they know the right thing to expect. It is necessary to showcase that these social media tools and websites are playing a significant role in several aspects of this tourism, mainly in traveling information related search along with purchasing decision related behaviors, and promotion of tourism (Gretzel, 2019). In addition, websites and other traveling sites are particularly concentrating upon best practices in terms of interacting with numerous consumers at a single time. On the other hand, leveraging off some social media in terms of marketing tourism focused products has been effectively proved towards be a suitable strategy.

The internet in recent days has become major preferable informative sources through nearly 50% of travelers in India. On the other hand, it can be stated that several other countries are also using social media platforms for searching travel information. As per the study that has been executed in the fourth quarter in the year of 2021, nearly 24% of surveyed Spanish customers aged between

18 to 29 years searched at social media posts for their holiday inspiration (Statista, 2022). On the other side, 21% of Dutch have responded that are aged between 45 and some older have claimed towards doing the same. On the contrary, just 9% of polled Americans who are aged between 30 to 44 years have utilized social media posts for their holiday inspiration.
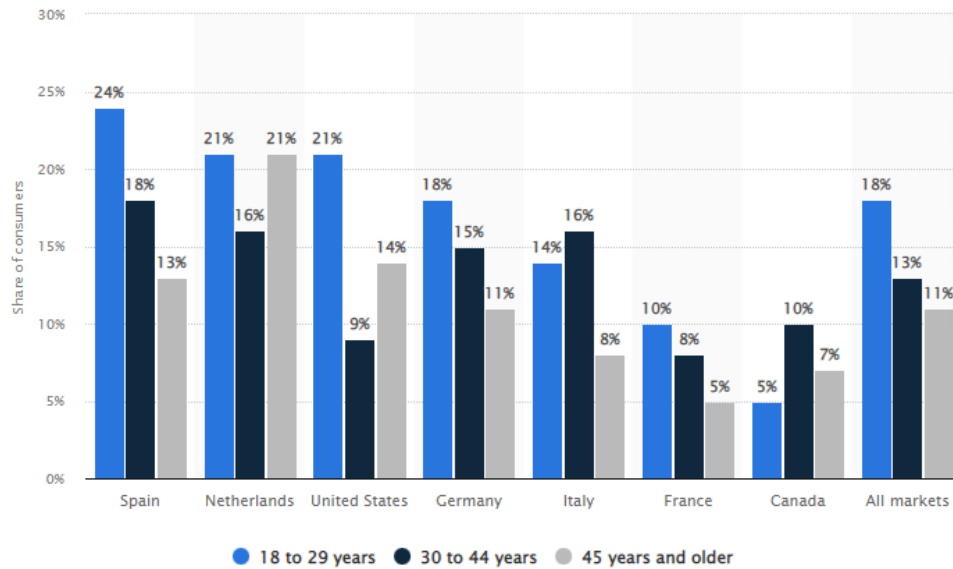
Figure 2.7.1: Share of customers utilizing social media posts for holiday inspiration

(Source: Statista, 2022)

At the time encountered with latest technologies regarding tourism purposes, several travelers are often utilizing information focused searches in social media that obtain valuable information along with some beneficial information through several resources. Some users of the new sites of social media, mainly regarding the searches of travel information, have been effectively influenced through both advantages such as enjoyment and information reliability and sacrifices perceived effort and complexity. Through some surveys it has been viewed that 91% of travelers have agreed with the fact that tourism websites can be recognized as the most reliable resource for traveling information. In addition, 71% of travelers have agreed that they are trusting the data that has been given through travel agents including that nearly 36% of participants have trusted this social media networking websites known as Facebook and MySpace (Berhanu and Raj, 2020). Some of the comments that have been written through travelers upon other blog sites can be recognized as more reliable through just underneath half of some participants.

2.8 Impact of social media influencers in getting better travel related information

Social media might be described as a particular pattern of digital media that generally encourages several users regarding feedback, contribution of knowledge along with ideas including debates. In this era their technology is dominating, and social media sites have become the most crucial technique in recent day's promotional tools. In addition, it is more evident that social media focused technology is dominating this generation including those social media platforms with exponential expansion is becoming a major portion of life regarding a lot of the public. Some of the reports have been reflecting that there are nearly 4.38 billion of people who are using the internet, 3.48 billion of active people who are using social media including 3.25 billion of "mobile social media users" (Berhanu and Raj, 2020). In addition, regarding the social media platforms, there are three best platforms such as Facebook, WhatsApp including YouTube with having active estimation of users 2.23 billion, 1.5 billion along with that 1.9 billion respectively.

Social media platforms, in recent days, can be recognized as the most effective and beneficial opportunities for any tourist destination in terms of creating awareness regarding potential travelers including targeted ones. In addition to that, it can be recognized as the system that is helping to cut the traditional middle based agents out by connecting companies or other tourist destinations straightforwardly with visitors. As opined by Seeler *et al.* (2019), it can be highlighted that social media might be considered as the major resource of information for some travelers in the tourism industry. In recent days, modern travelers' focused decisions help in undertaking a vacation or else any trip have been influenced mostly through recommendations of relatives or else friends, online recommendations including comments. Therefore, some travelers before visiting any place take recommendations from the support of reviews of friends and concentrate more on comments that are there in social media. Changes in attitude and persuasion are the two key characteristics of the *"theory of attitude change"*. Outside influential factors are mainly responsible for the alternation of attitudes of the travelers before purchasing any travel-related components depending on social sites (Gawronski*et al.* 2018). In this case, peer or family members' reviews about any place can be denoted as one of the fundamental influential factors. According to the "Yale change approach model," the alternation of people's attitudes depends on the "content of the message", "quality of the message", "customer's behavior" and also "characteristics of the audiences".

The social media influencers generally refer to those internet users that gain some fans or other followers on social media platforms. Some social media focused influencers are having the capacity in terms of shaping audience perspectives by their tweets including blogs and they are having the capability to change the purchasing decisions of tourists. The social media focused on influencers, who are using to review some travel brand or else destinations as this is supporting to attract vast estimation of tourists (Kumar *et al.* 2022). In addition, the travel blogs that are utilized for making a virtual community at their social media focused influencers provide their review upon a particular tourist spot. This image of destination that has been posted through social media focused influencers generally influences the attitude and purchasing decisions of potential tourists. The Indian tourists desire to view the videos as this is supporting to make latest insights regarding the destination. Some travel videos can be considered as more important to create the destination picture in the minds of some potential travelers of India.

In recent society some social media influencers such as YouTubers, and Bloggers are helping some Indian tourists to make better decisions regarding booking trips, and the best time to visit, and best places to visit. These influencers are putting a major impact upon tourist's purchasing decisions focused upon their own perspectives, position including capability. It is also needed to highlight that in recent times while on vacation or before vacation tourists are continuously using the internet and social media and following social media focused influencers to avoid mistakes. In addition, in a 2021 survey of some internet users in terms of leading digital markets, 43% of several respondents are following a few types of "social media influencer". The UAE can be seen as the highest-ranking based country at 75%, followed by Indonesia at 73% including India 71% (Statista, 2021). On the contrary, ranking last can be recognized the place Germany at 25% including that the UK at 22% influencer following rate respectively.
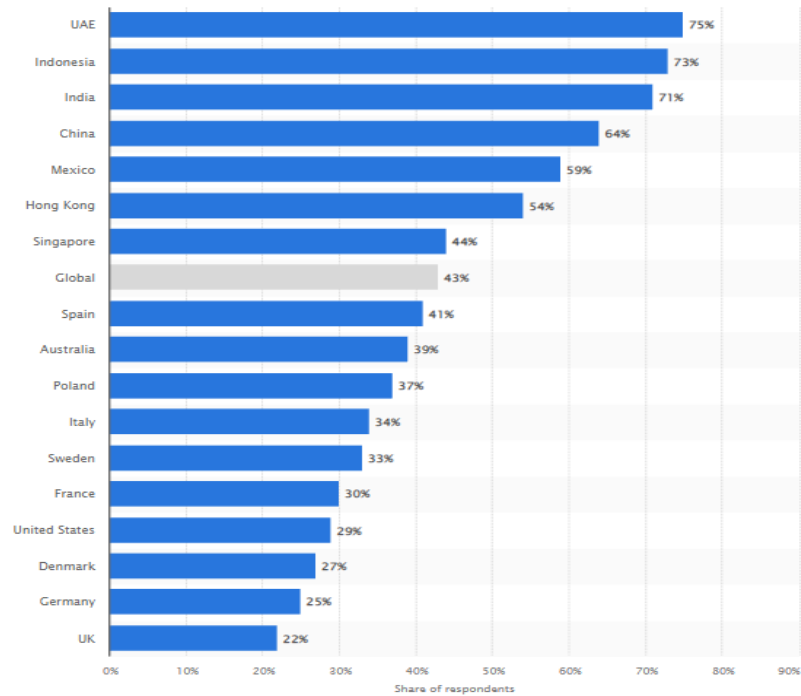
Figure 2.8.1: Share of some internet users who are following "social media influencers"

(Source: Statista, 2021)

Social media sites have changed the pattern tourists plan to travel, along with the path they purchase including consuming tourism focused products. Social media focused influencers are currently being utilized effective marketing focused tools in terms of promoting including shaping the destination picture of a tourist destination. On this note, optimistic online feedback, reviews or other comments from "social media influencers" might enhance the perception of these travel products between potential tourists. Therefore, digital suggestions or other comments given through other users regarding online sales of these tourism products improve the brand image including that having some effective impact upon enhancing destination picture including purchasing decisions. As per views of Kostygina *et al.* (2020), the usage of social media through influencers including travel bloggers helped several tourists in taking decisions in this tourism field.

They have found that tourists generally interact with some social media focused influencers throughout this traveling procedure, such as amidst planning, booking, consumption, including after a traveling trip. The social media focused interactions of any influencer or else travel blogger in terms of sharing information associated to the characteristics of few tourism services along with attractions, amenities, accessibility, activities, packages including ancillary services might support

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an organization effectively in terms of researching their marketing aims (Hudders and De Jans, 2022). Some most effective influencer campaigns have few content elements that are intending towards forming a better image including influencing the purchasing intentions of their tourist followers.

Instagram travel focused influencers are presently being utilized in the industry in terms of promoting several destinations, activities along with hotels. Through these influencer's shared photos of destinations and their blogs regarding "room tour" numerous tourists get influenced and then they plan some tours. Therefore, it can be highlighted that tourists are actually getting influenced by the posts of influencers and changing their traveling related purchasing decisions. As an example, the concept regarding "room tour" can be recognized as getting more popular between some Indian tourists including their audiences. These influencers are showing the hotel rooms they are basically residing in that also documents influencer's experiences of comfort, luxurious, including hospitality given by these hotels (Yılmaz *et al.* 2020). This is naturally encouraging, including appealing towards their audiences, including that they desire to get the same experiences through visiting such types of fancy hotels and this is the process influencers manipulate tourists to change their purchasing decisions.

2.9 Role of Facebook in changing purchasing decisions of tourists

Facebook gives tourism businesses including destinations with the chance to give booking within the right site. Over the past few years, social media sites have vastly become a major phenomenon. In the present day they are generally no longer just utilized through Millennials thought by some other users. Several people might know that there are numerous social media sites such as Facebook, and other Instagram, Twitter are always remaining the major influential "social media" platforms at the time of promoting traveling, and hotels. With nearly 2.93 billion monthly active Facebook users as of the first quarter in the year of 2022, Facebook can be recognized as the most utilized social media focused networking worldwide (Statista, 2022). In addition, this platform has surpassed nearly two billion of active users in this second quarter of the year 2017, taking over some 13 years to obtain this milestone.

In comparison to that, Meta-owned this social media site Instagram has taken nearly 11.2 years including Google's YouTube has taken just over 17 years to obtain this landmark (Statista, 2022). In the year 2022, Facebook is effectively leading this audience base that was in India, with nearly 330 million of users whilst this US has ranked second with some approximate estimate of 179

million of users. It can also be stated that this platform has also been found to have remarkable popularity in Indonesia including Brazil.
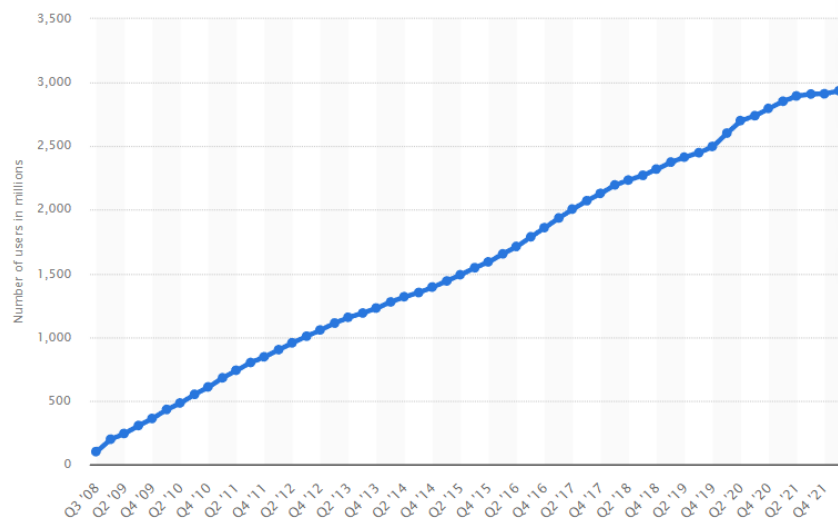
Figure 2.9.1: Monthly users of Facebook

(Source: Statista, 2022)

Between several varied social media focused platforms, this social media platform named as Facebook is naturally deserving a particular mention with some regards to promotion about a specific tourism destination. In addition, Facebook helps in offering some traveling brands the capability towards identifying prospective travelers, interacting straightforwardly with users, engaging with some advocates including making branded experiences by advertisements. It is necessary to showcase that tourist generally get more influenced by the advertisements in Facebook and tourists generally change their purchasing related decisions. Advertisements are playing a significant role in informing, persuading, including reminding both some existing along with potential consumers towards creating purchase related decisions (Chang *et al.* 2018). On this note, this is playing a crucial role in order to shape dreams including aspirations and supporting consumers to take conscious traveling and booking hotel and trip focused decisions.

In the year 2040, the estimation of Facebook active users specifically in India has been expected towards reaching 970 million, that is up from 357 million in the year of 2020 reflecting a steady growth in this "social media platform" user base (Basuroy, 2022). Facebook, has headquarters in Menlo Park that is in California, is too far the leading social network in this world. In addition, not just this social media site has been leading the market in estimation of active users, more than nearly 1.7 billion of active users as in 2016 through Facebook is also owning nearly three of the

major popular social networking sites in this globe, Instagram, Facebook Messenger including WhatsApp.

The estimation of social media network users mainly in India has stood at across 216.5 million in the year 2016 along with is forecasted to estimate to more than nearly 336 million through the year 2020. Through this figure, this social media accounts regarding the majority of these active users as this social media network can be recognized as the major popular social media site in this country (Basuroy, 2022). There are nearly 195 million of Facebook active users mainly in India in 2016 against nearly 191 million users in the US including 90 million of users in Brazil.
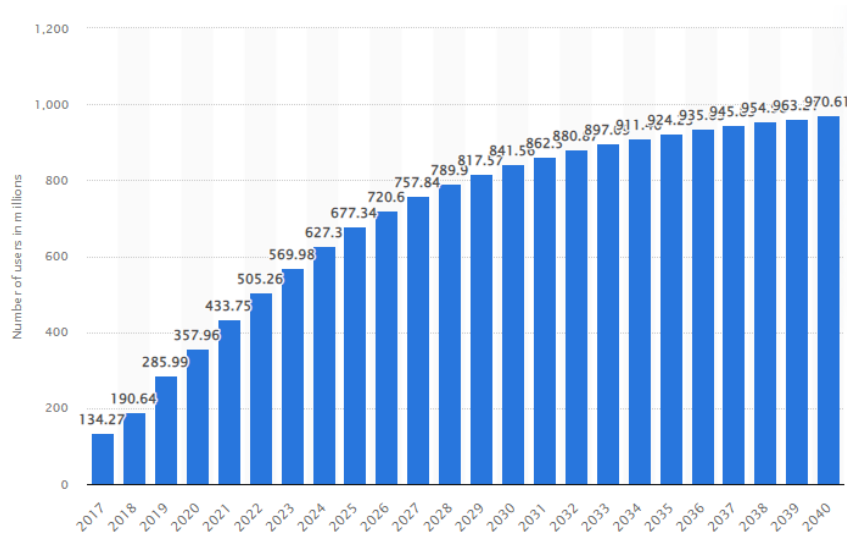
Figure 2.9.2: Facebook active users in India

(Source: Basuroy, 2022)

In a survey that has been conducted on Instagram, this social media platform can be recognized as the go–to social focused network regarding 48% of some tourists who are desiring to select destinations towards visiting upon their next escape. In addition to that, nearly 35% of active tourists are using Instagram in terms of getting inspiration including gaining more knowledge about new places in India (Yu and Egger, 2021). There are numerous forms of social media known as content communities, virtual worlds, microblogs along with that in these unique paths of sharing data, experiences including insights. Social media platforms such as Facebook, Instagram along with Twitter might also support numerous tourism companies to create communities including support to bring several tourists altogether. In recent times, tourists or other customers generate content that might influence some purchasing decisions.

It can be considered as true in this destination marketing that selecting travel destinations can be recognized as the funnel-like procedure where tourists narrow their selections between destinations within their consciousness. It is obvious that tourists would never even consider any travel destinations that they are not having any idea of. Thus, this is crucial for traveling destinations to be effectively known in case they desire to be considered as an effective traveling destination. In case there is no perceived picture of that destination or else the perceived picture is pessimistic the opportunities of that destination being more visited is restricted (Prisgunanto, .2020). In recent times social media platforms might support tourism organizations and perceived decisions of tourists become renown to several tourists or other consumers. In the end it can be stated that these social media tools or other marketing tools are manipulating or influencing tourists to change their decisions or to visit numerous new offbeat places.

2.10 Role social media advertisements in changing tourists' purchasing decisions

The analysis of the research study-based results is reflecting that these social media advertisements are affecting tourists' purchasing decision procedure in unique path as per their demographic based characteristics. In addition, this research is confirming the evolving effectiveness of social media focused marketing in this tourism industry. Social media advertisements have been followed as a massive source of some beneficial information for numerous of tourists (Pop *et al.* 2020). In addition, frequent researches have proved that these social media advertisements are playing a critical role in enhancing consciousness for a trip destination including those influencing tourists purchasing intention or else for intention for visit any destination.

On the other hand, there are approximately three main roles that any social media advertisements are playing in hospitality and tourism industry. Those roles are towards informing tourists towards visiting any destinations including that anything any tourist is needing towards knowing regarding the destination. In addition, persuade tourists towards visiting any destination and towards reminding tourists regarding any destination and anywhere towards doing any type of booking through can be beneficial. On the other hand, advertisement spending in this "social media advertising" related segment has been projected towards reaching *US$226.00bn* in the year of 2022 (Statista, 2022). This market share of this Meta Platforms, Inc has been estimated towards an amounted 45% of these "social media advertising" focused segment including that some of the chosen region in the year of 2022.

On the other hand, advertisement spending has been expected to highlight an annual growth-related rate of nearly 11.24% outcoming in any projected market focused volume of nearly US$384.90 bn through the year of 2027. On the other hand, these "social media advertising segment", the estimation of users has been expected towards estimating to 5,851.53 users through the year of 2027.In addition, social media is effectively enabling some young people towards sharing the major suitable memories through their travels including the support of massive audience (Gretzel, 2018). On this note, tourism organizations need to know that this is having a strong path of attracting latest travelers than any other easy advertisements including that motivating people towards sharing their real-life experiences digitally. It can be stated that, "social media advertising" can be recognized as the major significant factors that support the tourism sector towards generating tourists from these local along with the international marketplace.

In addition, some tourists are mainly following Facebook, YouTube and Instagram advertisements to get better tourism related information. In the middle of 2020, this Facebook has illustrated that 10 million of some active advertisers had been utilizing millions of advertisers in this first quarter of the past year. On this note, Facebook is generating the massive majority of its revenues by this advertising (Chang *et al.* 2018). In the year of 2020, this social media-based network's advertisement revenue estimated towards over 84.2 billion of US dollars in comparison to this 1.7 billion of US dollars in the other revenues. Therefore, people are getting enough information through these social media advertisements and side by side these advisers are also getting enough earning from this.
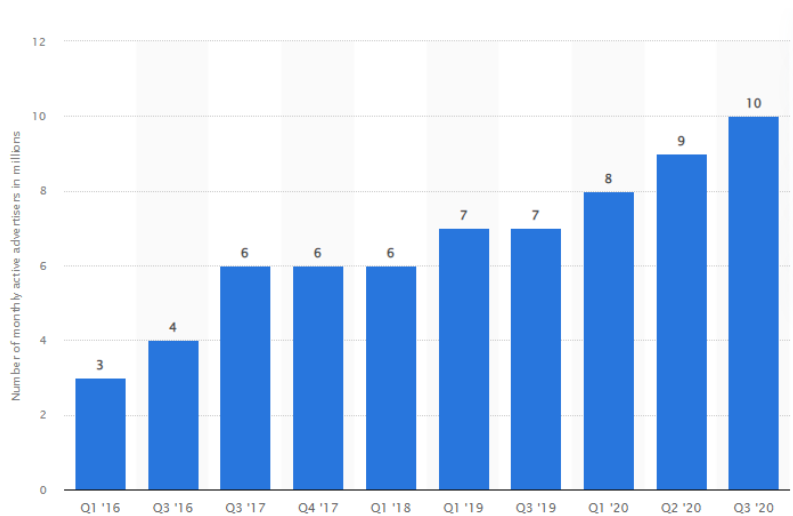
Figure 2.10.1: Estimation of active advertisers upon Facebook

2.11 Influence of technologies

In tourism literature, it will be discussed that the 2.0 technology has a significant role on purchase related decisions of tourists, depending on social media. Social media emerged as a strong communication channel and it also assists people to make right decisions and choose the perfect product for them. It changed the overall procedure of marketing strategies for tourism industries. The study is going to talk about the reliability of social media and also the power of online platforms. These online networking sites may provide lots of concepts and knowledge about different destinations and also enhance the interest of consumers about different spots (Aragoncillo and Orus 2018). The scholars that are interested in working on tourism are paying attention to the influence of social media on the purchase-related decision of tourists. Some other information can be obtained through the previous research and people may know more about it. Before travelling to any unknown place, people may prefer to do deep research on their selected spots and some factors can easily bother them. Such factors are, risk of choosing the destination, quality of the accommodation and lots more. The study also informs that, tourists love to consult multiple social media sites before making any decisions and they try to gather as much information about the selected place. Therefore, it is necessary to monitor all social sites to recognize the role social media plays on the tourists of India.
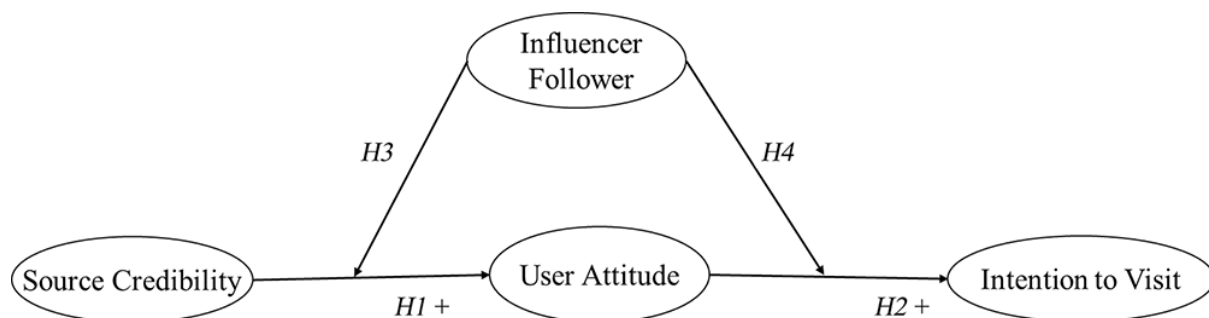
Figure 2.11.1: Intention to travel

(Source: Aragoncillo, 2018)

Previously social media sites did not gain this much popularity and scholars did not get chances to study more on it. Hence, the primary objective of the study is to provide the actual result of the study and also inform a clear concept about the utilization of social media on the traveler's purchase related decisions. The study is also capable of answering some questions, such as, role

of social media on travel product purchase or the influence of social platforms on traveler's life. The decision-making process by tourists is not a simple factor and it goes through multiple stages. It incorporates the choosing of different sites, searing lots of information about that place and also finding out the risk factors. The tourism organizations are denoting such factors and design their strategies to sell their tourism products to people. It also helps to influence the decision-making process of consumers for the future. People also think a lot about multiple factors regarding these tourism products and services and it will lead to some sub decisions. They are also thinking about the duration of trip, overall budget, type of accommodation, choosing their destinations and lots more (Kizgin*et al.* 2018).Pre travel phase is one of the essential parts in tourists life and during that time people generally search a lot of information about chosen places. Therefore, tourism companies are focusing on making these processes simple, smooth and also transparent.
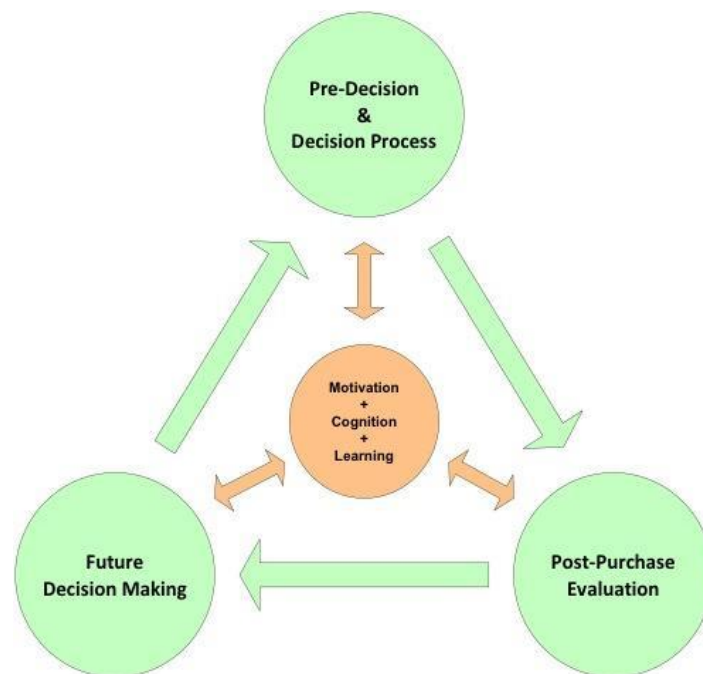
Figure 2.11.2: decision making procedure

(Source: Kizgin, 2018)

In the crescent years, the popularity of the internet and the proliferation of social sites has altered the lifestyles and decision-making procedure of people all over the world. Additionally, people get lots of data of different decisions with the help of social media. And it helps to differentiate among tourism organizations and also multiple places. The daily usage of social media became addiction to individuals and the widespread use of smartphones also enhanced the purchase interest of

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consumers. Smartphones are easy to access and individuals can carry it to every place and mobile internet is found comfortably. Travelers have the tendency to postpone their decisions and they are doing such things due to the different marketing ads by multiple tourism companies. The huge information is abandoned in social sites and it can be seen that this information has a massive influence on planning the trips by travelers (Voramontri and Klieb 2019). On the other hand, social platforms also have some negative impacts and sometimes that information may not be authentic and people may suffer from it. Every site or information may not be authentic, hence before making any certain decision, tourists need to dig in deep and then construct their plan for their trip.
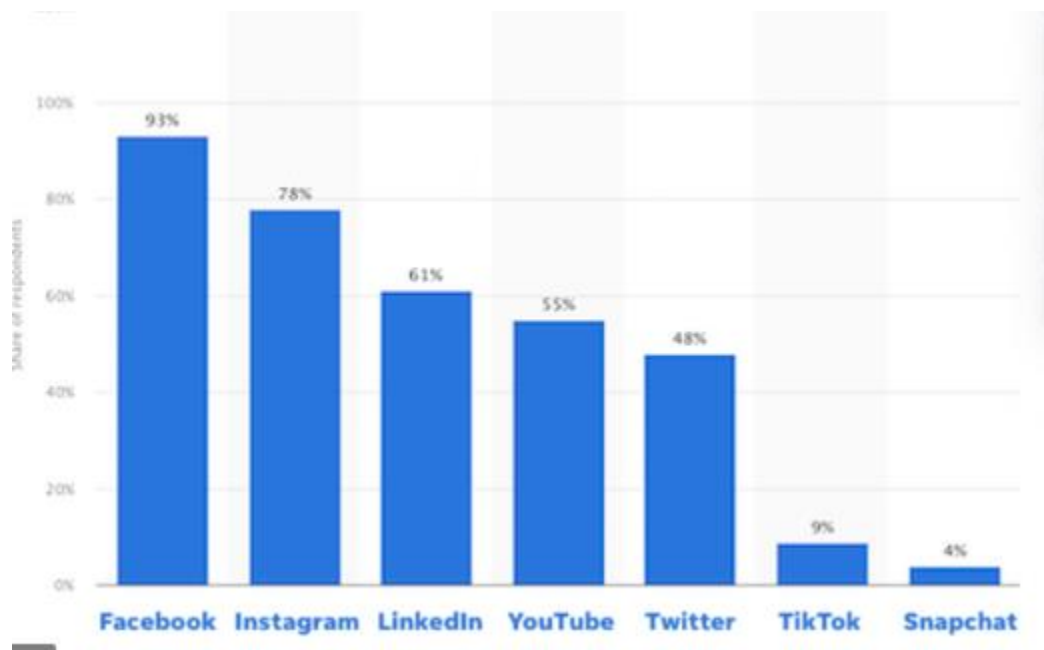
Figure 2.11.3: Most popular social media platform

(Source: Voramontri, 2019)

2.12 Accountability of social sites

The behavior of consumers is highly altered after the emergence of social media and it will be briefly discussed in the study. Tourism sector provides different travel products and also services and it will also grow a risk factor during the procedure of decision making. Organisations are also using social platforms to propagate their tourism business. They are uploading authentic, enjoyable data sources and in this way, marketers are controlling the trend of the market (Alalwan, 2018). With the help of social media, they are targeting interested consumers. Then according to their demographic situation, companies are segregating their consumers into different groups. This strategy will help them to understand their tourists' thoughts and concepts about travel products

and the type of destinations they are choosing and all. These market strategies implemented by them only with the assistance of social sites and tourism companies are able to manage massive amounts of consumers in a synchronizing way. The government websites and government tourism sectors are guiding tourists with more authentic data and it is more reliable. People are now more judgemental and they are seeking data from various sites and they like to compare before concluding anything. Nowadays, tourists are freer minded and accept the new trend easily and also started to trust this information obtained from social sites.
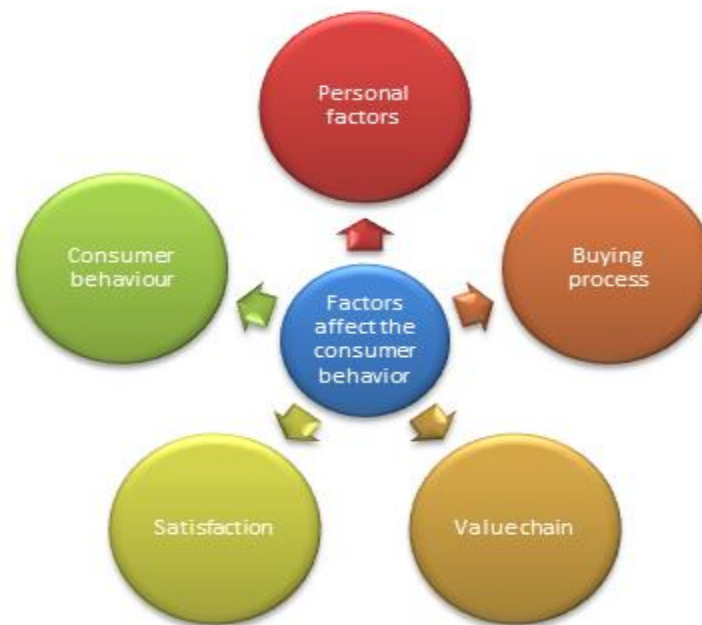
Figure 2.12.1: Marketing in Travel and tourism sector

(Source:Alalwan, 2018)

The hotel industries are also related to the tourism industry and both of them benefit from the rapid use of social media. Tourists can easily observe their accommodation through the images uploaded by the hotel authority (Pöyry *et a*l. 2021). Additionally, people may request them to show hotels with the help of video calling. The communication through online nowadays, more transparent and people are enjoying this kind of facility Therefore the pre-purchasing of tourists is a crucial step and tourism companies are continuously focusing on this phase. Different organizations are utilizing the AIDA model to grow their business in an effective way. The model helps to develop the consumer's interest and it is important to do that, or else people may not purchase the tourism product. In order to grab the attention of their targeted consumers, these tourism organizations are

posting high quality images and also tagging their consumers in social media. They are also doing Email marketing and the automated Email services develop their business. People are responding after sending them personal Email and the content of that Email should be travel oriented. These tourism companies are attaching videos, information and images of different places and it will aid to grow the interest of their customers (Abuhashesh*et al*. 2019). An effective content of email or post can easily generate the desire of tourists to buy that product. Everything is possible with the help of digital marketing through social sites and tourism companies mostly gain success on it. The study also states about different age groups choices on selecting the tourists' spots and also purchasing of tourism products. It can be seen that people from younger age groups are preferring to go to hills, mountains and elderly people are preferring low elevated areas due to their health conditions. These factors can easily be assumed after the surveying of social sites and companies are able to know more about their consumers.

Figure 2.12.2: Accountability of social sites

(Source: Pöyry, 2021)

2.13 Travel elements

Tourists are showing multiple behavior after experiencing the tourism products and it needs to satisfy them and also meet their needs. The most important travel element is choosing a destination

and sometimes tourists may get confused about several tourist spots. The tourism industry is not simple and many components are present in it. Choosing a specific organization is dependent on the previous experiences of tourists and in case of new consumers they are also relying on the other travelers feedback(Önder*et al.* 2020). The reliability of tourists on a specific organization may depend on experiences during trip, onsite experiences and others. The preferences of tourists depend on destination areas, transportation choices, accommodation, shopping centers, food quality, culture and heritage of tourist spots. The framework for travel behavior is also influenced by the utilization of social sites and the choosing of these components go through different phases.
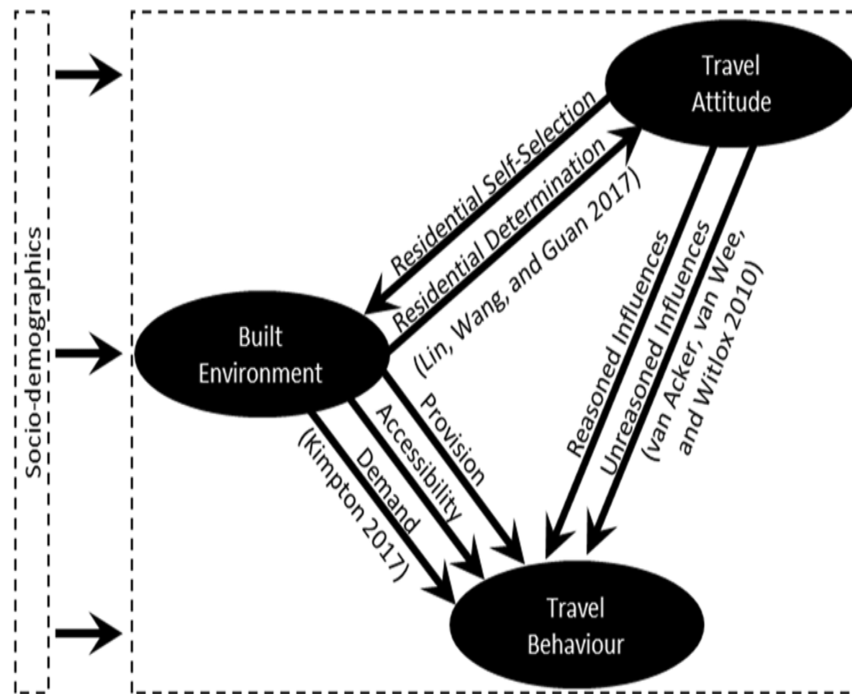
Figure 2.13.1: Travel behavior Framework

(Source:Önder, 2020)

2.14 Choosing destination

Sometimes, the selection of any particular destination depends on the images and information shared by the other tourists. Tourism companies ask their consumers the kind of places they prefer and according to their preference, marketers can recommend a few places. Apart from that, people also take suggestions from their peers, family members and also coworkers, before choosing any place (Pérez-Vega *et al.* 2019). Travelers sometimes move from their decision after listening to the stories of other places from their known people. Mostly they wanted to choose a place, the

contained a beautiful view, good culture, atmosphere and also attractive sights. They are searching for m more information on a daily basis and it generates interest in that particular place. Tourists also can know about the drawbacks and problems of that area and also create awareness of that place. Social media plays an excellent role in fulfilling the consumers' bucket list; therefore, it can be stated that good research is always required before choosing a destination.
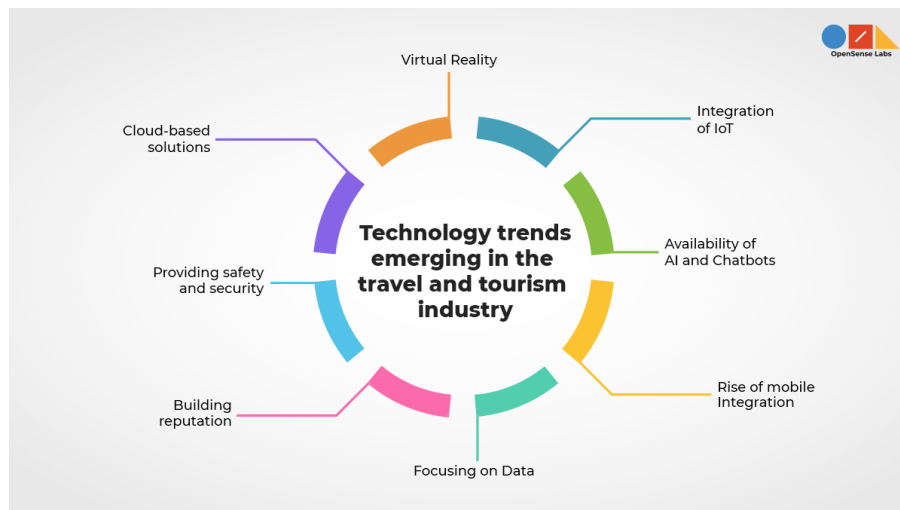
Figure 2.14.1: Technology trends in tourism

(Source: Pérez-Vega, 2019)

2.15 Selecting accommodation

Nowadays, tourists become more updated and they book their accommodation before the trip. Internet facilities can be available throughout the country and also beyond the country and travelers generally choose to book their hotels before their trip. Hotel industries are also using social media simultaneously to attract huge consumers. Different hotels upload their rooms and other images on their official websites and sometimes mention the price. It will give an overview of different hotels and travelers can easily compare, select and choose their accommodation. Additionally, people are preferring well maintained hotels with free WiFi facilities and also safety measurements. Hotel authorities are concentrating upon these factors and they are also doing a quick search on trending markets. They are doing online surveys and some of them are going to implement these strategies in their business to attract more consumers. Customer safety is one of the essential factors and they are taking care of it by attaching CCTV in their hotel corridors and other areas (Mariani*et al.* 2018). Apart from it they are also monitoring the transaction factors and there should not be any error while doing any kind of transaction between travelers and authority. Apart from that the services also plays an important role to be selected by travelers and the staff's

behavior also matters a lot in this case. In this way, people can get every information about their accommodation after utilizing social media and it will lead them to choose the best hotels for them.

Figure 2.15.1: Hotel selection process

(Source: Mariani, 2018)

2.16 Choosing appropriate transport

Nowadays, it is mandatory to reserve seats at train or flight at least three months before travel. Therefore, travelers need to concentrate on these matters apart from choosing destinations. Business organizations related to tourism are now implementing a package system and it includes flight or train fares, accommodation, flooding and all. However, many tourists are interested in booking their tickets by themselves through online ticket booking sites. The Internet has brought such facilities and travelers can easily book tickets online, though some studies showed that there is a trend emerging that people are preferring self-riding on cars (Prisgunanto, 2020). In that case, they are taking help from a GPS system and google map to reach their desired destination. Technology has advanced a lot and tourists are appreciating and accepting these new trends. Different social media groups have been generated regarding tourism and many people can easily join that group. People like to share their experiences regarding booking tickets, flight and train fares and also about the destinations they went to, new travelers can get massive information from

it. Apart from it, after reaching their destination tourists can get assistance from social media regarding route selection and also choosing appropriate mode of transport.
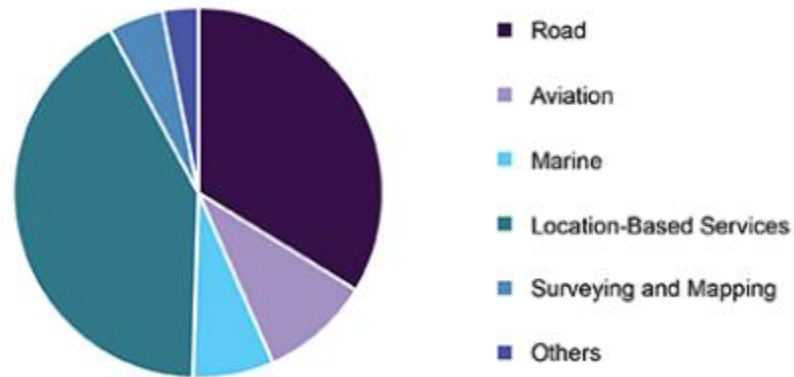
Figure 2.16.1: Usage of GPS system

(Source: Prisgunanto, 2020)

2.17 Social media act as formation of consumers' needs

The utilization of social media became a habit of individuals and people are loving to spend more time on social sites. Travelers are browsing different sites throughout the day and they can easily find massive amounts of images, blogs and posts regarding tourism. Apart from that, there are multiple groups that have been established on Facebook and communities from different parts of the countries can easily join this group. The role of these tourism groups are, to share people's experiences regarding their previous trip and also state the positive and negative factors of those places (ELTayeb, 2021). With the help of these groups new travelers and other people can easily know about new destinations and their drawbacks. These specific contents may enhance their interest to attach a travel spot on their wish lists. In the future, people think about the suitable places to go, and at that time these groups can help them from many aspects. Therefore, it can be stated that social media acts as the generator of consumer's need and also awareness about that place. The social media influence to choose a particular definition, however there are lots of other factors present that can alter the choice of consumers. Social media also guides them about the drawbacks of any place and increases the number of drawbacks and lessens the interest of people to choose that place. In this context, pre-purchase is an essential factor and tourism companies are mainly focusing on that part. Constructing travelers' interest in the tourism product is mandatory

to spread the business of the tourism industry. Tourism organizations are sharing images, blogs and video regarding tours of different places that definitely trigger the interest of travelers regarding travel related decision making.
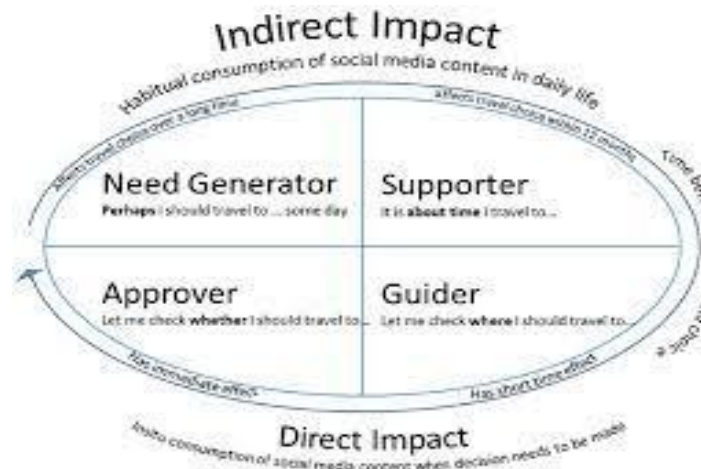
Figure 2.17.1: Role of social media

(Source: ELTayeb, 2021)

2.18 Acting as supporter

The information of different tourist spots spreading through social media can give an idea of that place to the tourists and also it can support their decisions regarding choosing that place. People are browsing the internet for multiple reasons and suddenly they may find some posts regarding tours and this kind of sudden incident will trigger an interest to choose a destination (Wulandari and Darma 2020). Sometimes people thought about a place and wished to visit there, though they needed to collect the information about that place. Social media supports travelers' decisions and provides essential information about different places. Apart from that, people are using Facebook mail and Facebook communities and other travelers also support new tourists' decisions. They are also guiding the new ones and giving detailed information about different places. Additionally, Facebook has some reaction emojis such as, like, care and support. After pressing that emoji on travel related posts, people are also showing their support and concern towards new travelers.

Figure 2.18.1: Travel decision making process

(Source: Wulandari, 2020)

2.19 The role of social platform as a guide

Social media is also able to guide tourists to find out new places and also new things regarding destinations. Social media acts as a search engine for tourists and sometimes it plays the role of tour guide. Tourists generally search a lot before selecting a place and also gather knowledge about the attraction of those places (Yılmazdoğan *et al.* 2021). In case of travelling abroad, people may require to know about their history, cultures, rules, regulations, best attractions, food and lots more. People can easily google it and search for the above-mentioned factors, as a result they will get instant information about those questions. Apart from Facebook, YouTube and Instagram, google Wikipedia is also helpful to conduct this kind of search. In this context, it can be seen that google maps and GPS systems will help them to find a proper location in an unknown place.

2.20 Influencing tourist's shopping related activities

Shopping is an essential part during travel in different places, and generally it can be seen that tourists love to shop and collect things from different places. Tourists always prefer to go shopping in their destination and before going to the mall, maximum tourists gather knowledge about the famous things available at that place. Social media assists to gather knowledge about different shopping places present at their destination and here social platforms act as a guide.
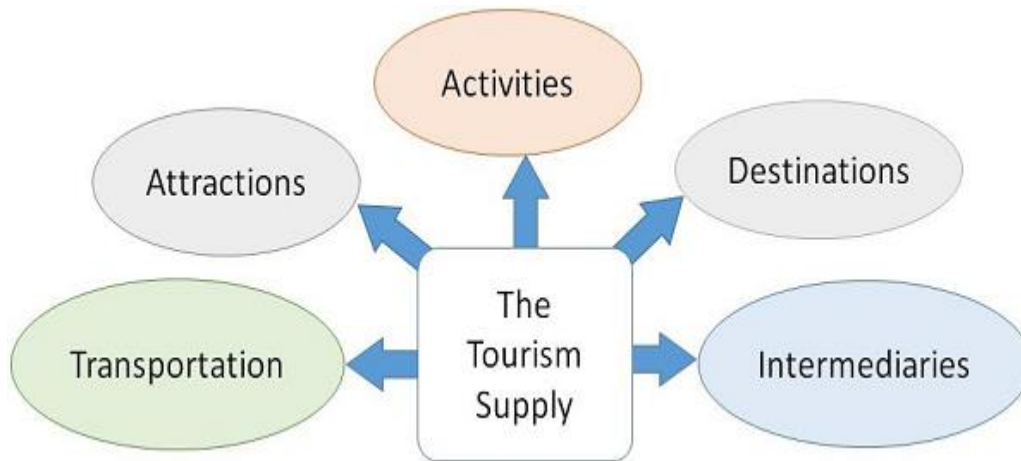
Figure 2.20.1: Tourism management

(Source: Tešin , 2022)

The study is based on the role of social platforms on tourists purchase related decisions along with the travel component. Tourism organizations are also focusing on developing their business, depending on the social sites. In recent years, social platforms have gained much attention and also helping tourists to choose an appropriate destination (Tešin*et al*. 2022). People search a lot about their desired place and collect lots of information before visiting any place. Tourists are becoming selective and they want the best accommodation, transportation and other facilities. Multiple companies have emerged and competition has become high in this travel sector. All of them are trying to provide their best assistance to grab massive amounts of tourists towards their business. Their customer handing team is also doing a great job by providing 24-hour services. They are solving queries of their consumers and also recommending the best destination to their consumers. It will help to grow faith in the tourism sector and tourists can get this assistance through online or offline. The other tourists' feedback is also important in this case and people used to observe positive feedback of other travelers about the specific organization.

2.21 Theoretical underpinning

2. 21.1 Theory of Buyer behavior

The main concept represented in this theory about buyer behavior can be illustrated as that the purchasing behavior is basically speaking, and reliably repetitive including prone towards developing a familiar purchasing related routine towards saving time and the decision-making procedure. It is necessary to highlight that there are mainly four patterns of this purchasing behavior such as "extended decision making", "habitual buying behavior", "limited decision

making" including "variety-seeking purchasing behavior" (Kurunathan *et al.* 2019). This theory is providing a better allowance towards this tourism industry to understand more regarding their target focused audience including therefore, being able towards crafting services, products including business culture to influence purchasing habits. With the support of this theory, it can be stated that it helps in influencing tourists to purchase better tourist spots, hotels and booking trips. In addition, this theory is also supported to get enhanced knowledge about their mentality regarding traveling and purchasing any traveling trip related decisions.
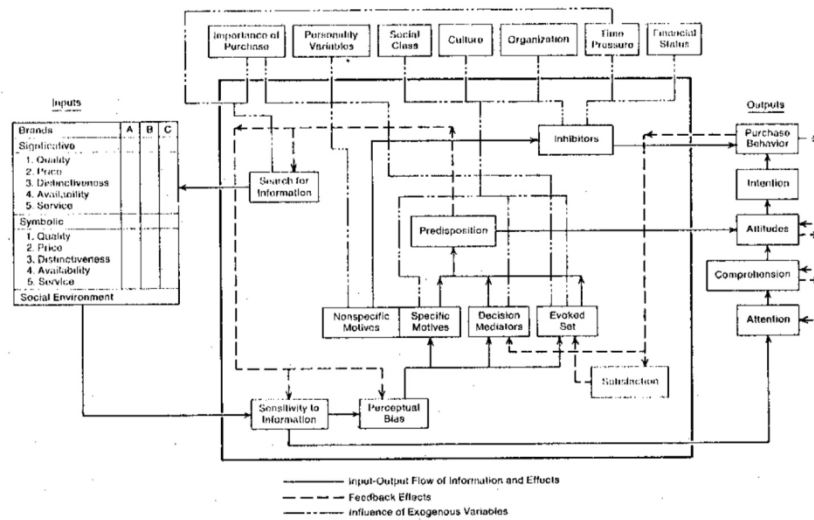
Figure 2.21.1.1: Theory of Buyer behavior

(Source: Mohan *et al.* 2022)

The major advantages of focusing upon this theory are that it provides a better allowance to getting a better understanding about the entire procedure, catering towards a need, utilizing tourist's feedback, and assuring tourists' satisfaction. In addition, some other advantages of focusing upon this theory are swaying purchasing decisions towards the tourism industry's favor, and the value of making comparison related choices (Mohan *et al.* 2022). On this note, it can also be highlighted that several social media focused influencers can focus upon this theory then it would be easier for them to make contents focused upon their audience's choices. Buyer behavior focused theory can also support any tourism industry to do their marketing more appropriately through using these Facebook, Twitter and Instagram and other marketing tools.

2.22 Engel Kollat Blackwell Model

The "Engel-Kollat-Blackwell" (EKB) theory can be recognized as the decision process focused model, as its prime concentration was to vastly placed on delineating some mental activities

customers pursued in terms of arriving at some decision towards purchasing, repurchasing or else rejecting any type of product. In addition, this model can also be recognized as the comprehensive focused model helps in depicting that the customer behavior is the decision procedure involved in five unique stages such as need recognition, alternative evaluation, information search, purchasing decision including that outcome (Srivastava *et al.* 2021). The EKB model of customer behavior helps in incorporating several items that influence customer decision making procedure known as values, personality, lifestyle including that culture.
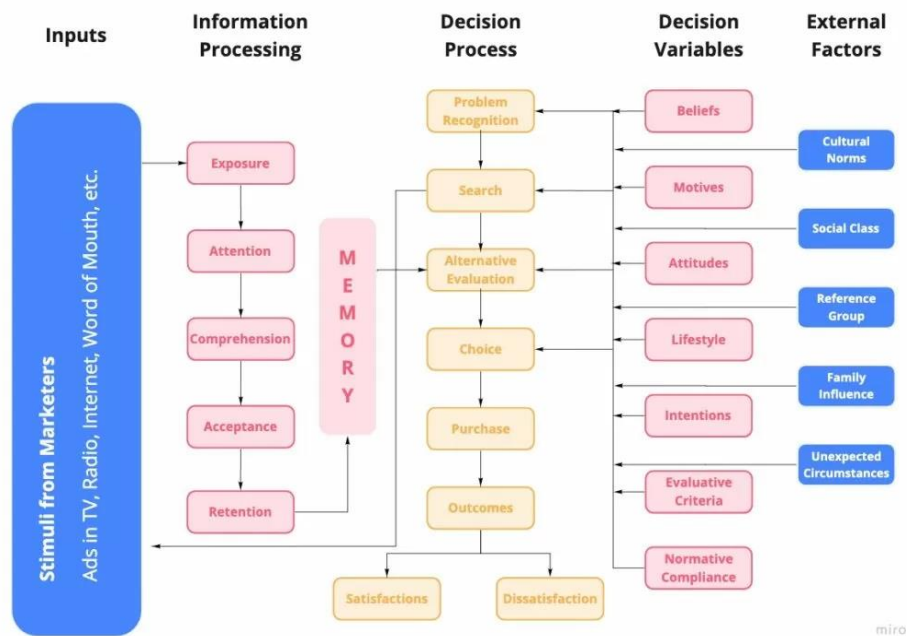
Figure 2.22.2.1: EKB Model

(Source: Srivastava *et al.* 2021)

With the support of this EKB model it can be stated that this model can help in gaining a better understanding about the purchasing related decisions of any tourists. In addition to this, this model can also help in understanding the right way to use social media platforms in terms of fulfilling the desires of any tourists related to destinations. As this model has the ability to know the consumer behavior therefore, using the model in this segment can be highly beneficial as social media focused influencers can do marketing more effectively as they would be able to know the desires of tourists (Chang and Chen, 2021). Therefore, with the help of this model social media focused influencers can change the purchasing related decisions of tourists in an effective manner.

2.23 Conceptual framework
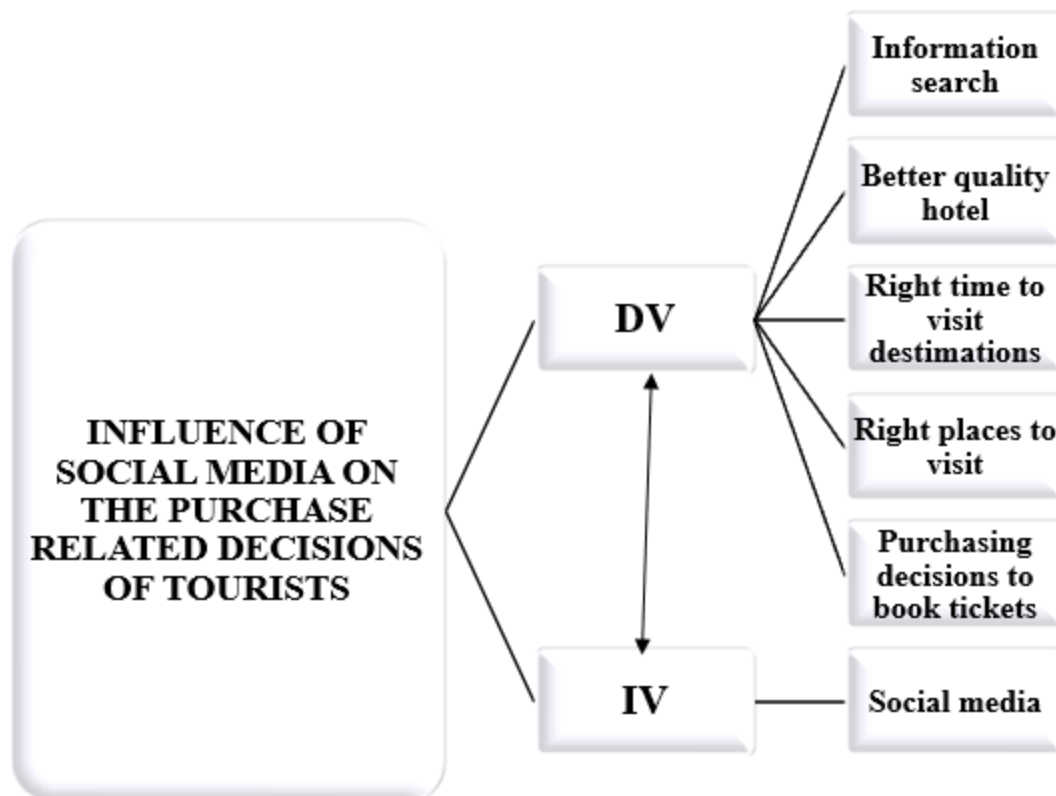
Figure 2.23.1: Conceptual Framework

(Source: Self-developed)

2.24 Literature gap

In this section, it is important to highlight that, past research have discussed about purchase decisions though they have not illustrated this purchase decisions with travelers and no other information associated to social media are there. Therefore, lack of enough information can be a major gap for this research as to do any research work having enough information is extremely needed. On the other hand, during the COVID 19 times several libraries were closed that is the major reason the lack of information related issue has happened.

2.25 Chapter summary

The entire literature review portion is reflecting that social media is effectively helpful for tourists in terms of making any purchase related decisions. In addition, some social media platforms such asInstagram, Facebook and WhatsApp are providing enough information about the way tourists can plan their trips for holiday. In the recent times it has also been seen that social media influencers in social media platforms are giving adequate information to tourists regarding right

times to visit any place, right way to take and some information about better quality hotel rooms. In this study, an effective discussion of the "social media advertisements" have also been discussed in an effective manner. It can also be stated that tourists are more following trip related advertisements on Facebook, YouTube and on Instagram.

2.26 Hypothesis

H_0: Social media is not influencing the purchase related decisions of several tourists.

H_1: social media is influencing the purchase related decisions of numerous tourists.

H_0: Social media influencers need not to provide authentic and relevant information about hotel, routes and best time for travelling.

H_2: Social media influencers need to provide authentic and relevant information about hotel, routes and best time for travelling.

H_0: Social media influencers are not changing the purchasing decisions through their videos, blogs and posts on social media.

H_3: Social media influencersarechanging the purchasing decisions through their videos, blogs and posts on social media

H_0: Most of the times consumers are not changing their purchasing decisions due to the insufficient information of social media influencers.

H_4: Most of the times consumers are changing their purchasing decisions due to the insufficient information of social media influencers.

CHAPTER 3: METHODOLOGY

3.1 Introduction

The methodology part of the research has great significance to conduct the research in an appropriate way. The methodology portion of the study helped to obtain a reliable and valid result by collecting proper information for the research. The methodology chapter contains the research philosophy, approach, design, data collection, and also data analysis methods. In this research paper, both primary and secondary data collection methods have been used. Different individual tourist has been gathered by the researcher to get the data required for this research paper. The intact research is constructed on the methodology and that should be done by the right concept. External factors such as the environment and others can influence the work of researchers and also provide better ideas to conduct the research in the proper way. Additionally, the topic of the research cannot be equal for all time, however, the methodology portion more or less can be the same. Research methodology is essential for any research work and the problems of the research can easily be solved by researchers by acquiring the right methodology. This part includes the research philosophy, research design, research approach, data collection, and analysis method. It also includes sample technique, sample size, and the validity of this research paper, and also includes ethical considerations. This research paper includes three hundred six different tourists they all are asked some questions by researchers. This part deals with the limitations of the research and details the approach that has been taken to do such a research paper.This study also uses secondary qualitative method to get the desire outcome as well.

3.2 Research philosophy

The term research philosophy can be explained as enhancing the knowledge of individuals by the assumption of the study. In this context, it can be said that research philosophy helps to understand the current study in a better way. A practical implication can be possible with the help of research philosophy and in this case, positivism philosophy has been chosen (Zyphur and Pierides, 2020.). This observation will help to know new dependable knowledge about the fundamental object of the research. Research philosophy can be defined as a vast subject and it will be connected with assumption, accomplishment, and the character of the study. Additionally, researchers will form multiple assumptions about the topic and finally, they will be able to conclude the truth of the topic (Ross *et al.* 2019). Several types of research philosophy are present and utilized by the researchers and they are, pragmatism, positivism, realism, and interpretivism. In this study, positivist research philosophy will be chosen by the researchers in this study
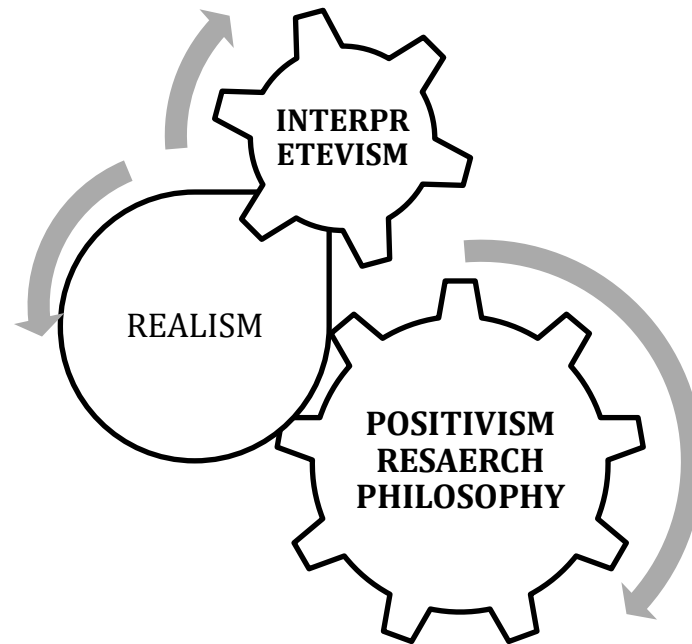
Figure 3.2.1: Research philosophy

(Source: Self-developed)

Positivism philosophy helps to show that researchers utilized this method to obtain knowledge through observation. In this method, researchers do not mix up their personal opinion and the responsibilities of the researcher are restricted to data collection and interpretation (Johnson *et al.* 2020). Additionally, positivist philosophy is autonomous and it should not be influenced by any human activity. Furthermore, positivist research is associated with the frame of reference of researchers and the centralization of the facts. Researchers will use ***positivist philosophy*** and the need to be more independent in their study and maintain minimal contact with human interaction while conducting their research.

Justification: The main reason behind the positivist research philosophy is that this research paper has a research hypothesis and due to the presence of a research hypothesis positivist research philosophy can be used in an effective manner. In addition, the positivist research philosophy provides more reliability, gives quantitative data, and gives more trends and patterns. The main reason for not selecting realism research philosophy for this study is that it ignores the main importance of imagination including those emotions. This research philosophy has not been taken (Abidah *et al.* 2020). Apart from that, pragmatism has not been selected as it is carrying

some limitations and the time needed towards preparing including that conducting the studies might take more time therefore, ultimately positivism research philosophy has been chosen.

3.3 Research design

The term research design can be defined as a proper framework for the study established by researchers. The particular process helps to sharpen the overall process methodology to successfully proceed with the research. Due to the accuracy of the research design, it can generate a few errors within the study (Rönkkö and Cho, 2022). The design of this research paper has been chosen in this study as this study will permit the researchers to select the best way for the research and build their project successfully for the future. The researcher is interested in selecting different types of research designs and some methods are surveyed and also experimental studies. The research design also contains the process of data collection, the computation of data through several tools, and also an examination of the data (Sileyew, 2019). In the case of the market research study, the researchers will select the tools very attentively for the research purpose. To maintain internal and external validation of the study, researchers need to engage all tourists that were gathered for the study. They have selected the *descriptive research method, which* means knowing about the features of the population.

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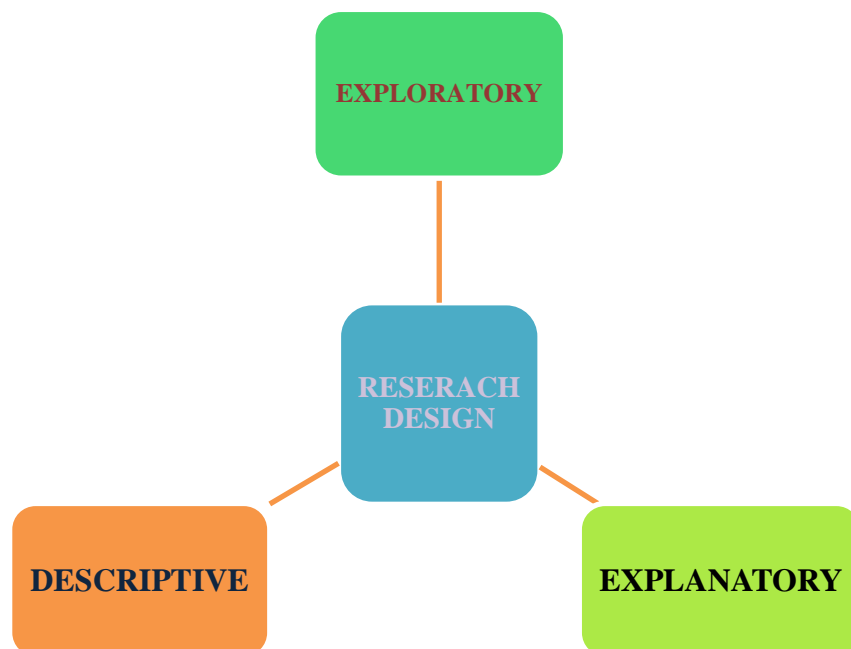
Figure 3.3.1: Research design

(Source: Self developed)

The methods used in this research paper focus on the core study and also help in finding reasons about the reason behind doing such research by a researcher. Descriptive research design is connected with the questionnaire process and also the analysis of that topic (Kumar *et al.* 2022). Different characteristics of descriptive research methods have been purported by the researchers. *Descriptive* design can collect information with the help of statistical analysis. Descriptive methods cannot be influenced by any external factor and it is connected with observation (Jain *et al.* 2021). Therefore, researchers are not primarily accused of any influence on the study. Utilizing descriptive research methods, one can plan a proper survey design and set up the goals. Different organizations also utilize this process to confirm other organizations' responses to the changing market.

One of the main reasons to use a descriptive research design is that it gives the researcher more freedom to analyze some useful information and aids the study in developing a thorough knowledge of the research question. Another benefit of using this study method is that it aids in the researcher's ability to identify human characteristics in settings that are more natural (Hasselmann. and Blurton-Jones, 2020). On the other side, the fundamental justification for avoiding the explanatory research design is that it can be difficult to draw useful inferences from it based on widely disseminated research-focused findings. Additionally, this is more a result of the interaction between a wide range of independent variables and elements in this social context (Rasmitadila, 2020). On the other hand, the exploratory study design has certain drawbacks, such as providing results that are not conclusive, a lack of standardized analysis, a small sample size, and some old information that may have a negative **3.4 Research approach**

The term research approach can be explained as evaluating the process and methods of the research in a broader way. Detailed data on the particular topic can be gathered, interpret and analyse for the study. The reason for choosing the research approach for this study is because it can provide results through some scientific discovery. A proper research approach can develop "critical thinking ability" and also foster "analytic skills".The research approach is another part of the research methodology and multiple researchers are utilizing this method for doing any

3.4 Research approach

The term research approach can be explained as evaluating the process and methods of the research in a broader way. Detailed data on the particular topic can be gathered, interpret and analyse for the study. The reason for choosing the research approach for this study because it can provide results through some scientific discovery. A proper research approach can develop "critical thinking ability" and also foster "analytic skills".Research approach is another part of the research methodology and multiple researchers are utilizing this method for their purposes. Researchers broadly assume about their study topic and then plan their research procedure accordingly. There are three types of research approaches such as deductive, inductive and abductive approaches.

Additionally, in this research process, *a deductive approach* would be most suitable rather than other approaches. The deductive approach is mainly associated with the reconstruction of a hypothesis and it can be depending on the existing theory. After that researcher will design a plan or structure for the research. A deductive approach can be examined to check the authentication of the data or link collected by the researchers.
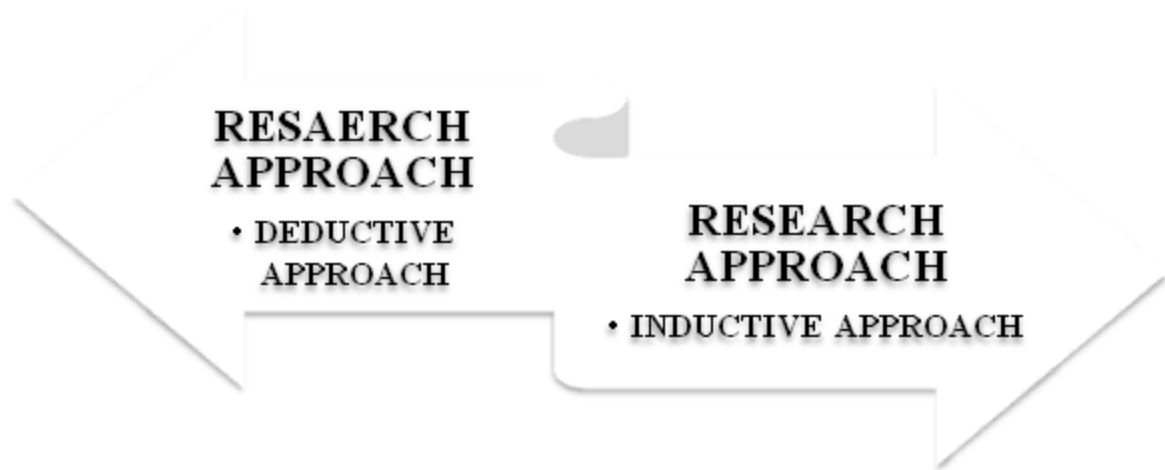
Figure 3.4.1: Research approach

(Source: Self-developed)

The deductive strategy, on the other hand, can be understood as a hypothesis and is derived from the theory. The researchers will explain a lot of benefits of the deductive method. It can serve as a general illustration of the relationship between conceptualization and variables and can also be used to gauge perception. The researchers can always choose deductive methods to overlook the risk factors and the investigation can be finished in a short amount of time. The deductive method can be used to evaluate the study's validity by investigating novel theories. The main benefit of choosing the deductive approach is that it provides a better offering and some effective possibility towards critically explaining. The causal relationships among variables including those concepts. In addition, this research approach is having more possibility towards measuring some concepts more quantitatively and this approach is also providing the possibility of generalizing the research findings to a certain extent. In this research deductive strategy has been used as it explains the causal relationship between variables and the applied concepts. In other words, it can be said that a deductive approach provides an opportunity to explain the relation between given two variables and concepts (Wardani and Kusuma, 2020). Although, the inductive research strategy has significant drawbacks, which is why this research methodology was not chosen. Any researcher

who would prefer to be informed of this rule in greater detail may find this inductive research approach to be frustrating at times. Although, this approach's second flaw is that it is incomplete, this means that any researcher could draw erroneous or insufficient conclusions, even when making accurate observations.

3.5 Data collection method

Data collection is basically a method of collecting data and gathering information or observation during any research paper as it exactly depicts the impact of anything in terms of data. It is very much necessary for every researcher to have data at the time of doing any research. The term data collection has a great impact on any project or any research paper as it helps to gather information and the views of different individuals on a particular topic (Phillips *et al.* 2019). It is recommended to evaluate and analyze any data and information wisely that is related to their research or related to their project properly. In this context, the primary data collection method is taken as a perfect approach to obtain a better result. These data are more accurate and correct as these data have come directly from the source and are reliable (Shimwell*et al.* 2019). The fundamental sources of primary data are surveys, interviews, or experimental procedures. Interviews have been considered the primary method of data collection and in this process, interviewers have asked some questions to the respondents to gather information on a specific topic Different researchers are using these data to find the best result that is possible. Their results totally depend on data that were gathered initially so it is much needed to collect those data with full accuracy. This type of data has many advantages over traditional data collection methods. Primary data collection data are directly collected from people that have already participated in that observation or the one experiencing the same issue and problems that the researcher is trying to solve. Traditional data collection methods rely on getting answers by asking questions to a group of people and it is considered as much more effective as the primary data collection method. To improve the accuracy of data and to know better about customer behavior it is recommended to use primary data. Feedback from the customer is only possible in this by this one can improve or increase the quality and quantity of any research.

In this research paper data used by researchers is of two types of data collection methods these data have helped researchers to collect the appropriate data for their research. The fundamental data collection methods are primary data collection and secondary data collection methods

(Sileyew, 2019). Primary data collection is a method of obtaining data from direct sources through interviews, surveys, and asking questions of different individuals. Researchers got engage themselves in this process of data collection; therefore, collected data is the most authentic. The reliability and validity of data can easily meet the researchers' expectations. It is a first-hand source and others cannot claim about the data collected by that researcher and this is the fundamental advantage of the primary data collection method. During this research paper researchers have gathered three hundred-six (306) different individuals' *tourists* from different sections of society. They all asked some questions researchers and the answer that they give have been collected (Alam, 2021). MS Excel is utilized by researchers as the primary data collection method for storing these data. Researchers organized a face-to-face survey process with the tourists and asked them questions about their preferences. All the different tourists were asked many questions some of them are *demographic* and some of the asked questions are *variable-based.* Small sample sizes help maintain the study's accuracy and questions can be asked to each individual (Lakens, 2022). On the other hand, the cost of doing this type of experiment is quite lower as the experimental cost for a such sample size is moderate. It is easy for any researcher to accomplish the study in a strategic manner. Due to such a sample size, the survey procedure has been done within a short time, and the project has been completed before the deadline of the project.

3.6 Data analysis method

After the data collection method is accomplished by the researchers, the next essential step is the data analysis method. The data analysis method should be done by them with proper attention; otherwise, it will have a negative impact on the whole study. Therefore, it is necessary to privilege a proper method of data analysis that will bring advantages and also get definitive results. In this context, there are mainly two types of data analysis methods that have been mentioned by the researchers, and they encompass *quantitative analysis methods and qualitative analysis methods (Talwar et al. 2021).* Quantitative research can be elucidated as a technique of systematic analysis and researchers can obtain data by performing statistical, mathematical and also computational approaches. This method is capable of collecting data through surveys and asking questions to the individuals. Additionally, researchers will analyze the results carefully and then generate a conclusion. Researchers mainly do statistical work by utilizing the collected information and also setting up a mathematical framework. It is not unknown that primary quantitative analysis has been performed through the support of MS Excel and in this study, there has specific reason for choosing

this analysis method. The main advantage of utilizing this primary quantitative data is that its objectivity. This entire procedure is relying upon concrete estimations including those fewer variables. In addition, this might support in effective removing any kind of biases through the entire research including that create these findings severely accurate (Assarroudi *et al.* 2018). On this note, another advantage is that this is sometimes simple towards obtaining vast sample sizes. The particular portion of the study is based on some statistical and mathematical calculations of previously collected data. After the representation of the qualitative analysis method, the representation of numerical data can be observed.

On the other hand, researchers are also using a ***secondary qualitative data analysis method*** for this study. This type of data can easily be obtained from books, journals, and newspapers. Researchers are interested to do thematic analysis for this purpose of the study. Qualitative information can be arranged depending on the properties of the collected data.It is necessary to highlight that, this secondary qualitative research has been performed as it saves more money, entire procedure is open ended and gives better insights that can be more specific. In terms of conducting this qualitative analysis, thematic analysis has been performed with making some effective themes on the research topic. In this research paper primary quantitative and secondary qualitative data analysis method is used.

3.7 Sampling technique

It is impossible for researchers to interview every participant in a study and get data from every participant. In that situation, the study must be conducted using a sampling method. Sampling is the process of selecting a group of people for a particular study objective (Stratton, 2021). Additionally, researchers can get data from that group whenever they want, but the whole population cannot be useful for research. For their research, researchers primarily use random sampling. The most important approach for selecting samples is random sampling, these have also an equal chance of being chosen (Bhardwaj, 2019). Random sampling is additionally the simplest type of data collection technique. Unbiased simple sampling approaches that are known as important for producing superior results are also a focus of research. Out of the 306 samples used in this study, a total of 506 people were included in the population to produce the intended outcome. Sampling can be considered one of the fundamental components of the study and can

help to increase accuracy, lower costs, and expand the research's potential. The little amount of pollutants that are often chosen for the interview procedure is known as a sample.

Simple random sampling
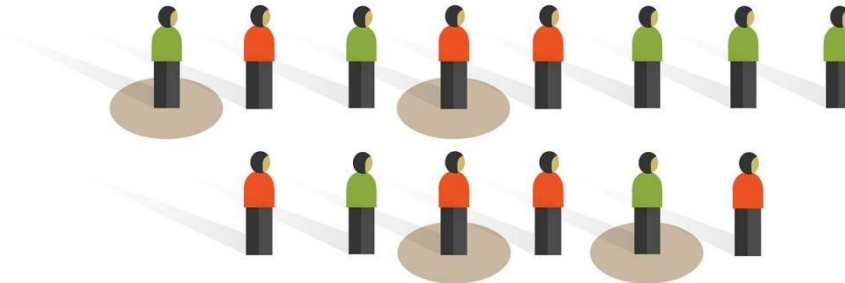
Figure 3.7.1: Random sampling

(Source: Liang *et al.* 2022)

Any researcher who wants to draw broad conclusions about the population uses random sampling. Its effective simplicity and lack of bias are some of its primary advantages. However, certain drawbacks are more complicated, having better access to a large population, costs, and timing, as well as the possibility that bias may still occur in any situation (Lehdonvirta*et al.* 2021). It is also important to note that after the initial selection of 506 tourists, another 306 tourists were chosen after 200 tourists were excluded using the random sampling technique. Although, the 306 tourists who were selected tend to be more knowledgeable about social media, are frequent users, and rely on their shopping choices on online marketing.

3.8 Exclusion criteria in methodology:

Exclusion criteria in methodology in research papers can be defined as the characteristics which are used to identify research participants. Potential research participants are those people or individuals who should not be included in the study. Exclusion criteria can also be explained in such a way that it can also have those participating who are withdrawing. Any group of members

or people or individuals who are already initially included in the previous research paper can be excluded. Based on that it can be said that individuals who meet the research inclusion criteria can be possessed some different types of extra characteristics (Hagopian, 2020). Participants who have those additional characteristics can interfere with the overall performance and results of the research study. Any group of members or individuals can also interfere with the outcome of the research study. For this reason, it can be claimed that those extra individuals or people who participate in the research paper should be excluded. In other contrast, exclusion criteria can be elaborate as the primary features of the main potential research study participants. Study participants can be any individual or people or any particular group of members. Those potential participants who actually meet with inclusion criteria of the research but still present with their additional characteristics in the study research (Skelton *et al.* 2020). Participators with those extra characteristics get in the way of the overall success of the study. Those subsidiary characteristics could also increase the risk of the research's unfavorable results. General exclusion criteria can involve extra characteristics of those eligible participants or individuals which mostly make them highly lost to follow up the research paper. Various types of risks such as missing the appointment of collected information and data, giving more accurate data, and having multiple chronic conditions or co-accruing conditions. That could interfere with and affect the outcome of the overall research study and paper. Based on this point it can be claimed that typical exclusion criteria could be such a way that practical and general considerations such as not being able to read or write (Buus and Perron, 2020). Similarly, ethical considerations such as being a peripheral are those who cannot give exact and accurate data or information. Condition that potential participants who possess any extra characteristics that can give a minor effect on the outcome can also often is excluded from the research study. The importance of exclusion criteria is a much more important factor in a research paper. In the previous study, it will observe that exclusion criteria can minimize the risk and harm to the participants and as well as the research paper. In exclusion criteria, the specific and particular data can enhance the outcome and also reduce irrelevant variables that will affect and influence data as well as the overall outcome of the study.

3.9 Inclusion criteria in methodology

The inclusion criteria in the methodology section of the research paper can be explained as the major key features of any particular type of target population which will be analyzed and investigation on those specific populations will gather the actual information and data for the

research paper from those individuals or people's answers. In other forms, inclusion criteria can be also defined as the compromisation of a particular attribute or characteristic that primarily includes participants in the research paper (Silva *et al*. 2021). In order to prospective research and for the success of the study specific participants must be included. Common and basic inclusion criteria will be in different ways such as in a natural way and in a demographical way. Inclusion criteria are the characteristic of the particular prospective subject or any particular individual who must have thought you have to include in the study. Major key features of the particular target population which the investigator or researcher will use their answer for their research question (Alam, 2021). A typical general inclusion criterion involves various types of factors and attributes such as geographic and demographic characteristics such as age, gender, race, and ethics. Different types of occupation, previous educational experience, medical conditions with physical activity, and also involve mental and physical conditions. The inclusion criteria could be vital for identifying the research analyzing any particular study population and their consistent ability including various objective manners and reliability (Kyngäs*et al.* 2020). These criteria are mainly set as predefined characteristics which are primarily used to pin down the subject and objectives which will be involved in the research analysis. Besides inclusion criteria making any type of selection or checking some eligibility criteria used to target a particular group. This position will help to accomplish the study in the research. Proper selection and accuracy of taking people or individuals for the research inclusion criteria will greatly optimize the both internal and external validity of the research and study. Improving more of its feasibility, lowering its costs, and decreasing its ethical considerations (Nasrabadi*et al.* 2021). More specifically making better selection criteria on the particular population will ensure the better result and homogeneity of the particular individual and ample population. Enhancing the likelihood of finding outing a better association between the exposure and the result. It also decreases the confounding of the outcome in inclusion criteria. Inclusion criteria greatly enhance of producing more accurate and reliable data and information which is vital for the research study paper. It minimizes the risk and harm of any subjects that are used for participating and it also helps to prevent the exploitation of vulnerable persons.

3.10 Common inclusion and exclusion criteria in research

Both inclusion and exclusion criteria set some boundaries for the research study. They are considered setting the specific research question generally before the search analysis in conducted. Moreover, multiple searches may need to take to consider some appropriate criteria. Numerous

factors can be considered as both inclusion and exclusion criteria. Data and research about both inclusion and exclusion would be stored as a paragraphed or generally tabled method within the methodology section (Charitopoulos*et al.* 2020). It is also vital to give a particular definition and various sources of those definitions. Based on those definitions or explanations that mainly used for a specific concept the research paper. There will be some common criteria between the inclusion and exclusion criteria such as participants, their language, exposure of the interest, data, geographic or demographic location, type of publication and their review, report and research result, study design, and peer review. All those factors are common between inclusion and exclusion criteria. Exposure of interest in different types of participants in this research may need to have some particular experience with a condition to be determined for inclusion criteria (Campbell *et al.* 2020). For example the effect on a distinct group of members or any particular people. The date has been a previous review that the majority undertook for the necessary update. Those updates could be covered by the earlier review. Instead of referring to it will be better to find the accuracy of information from the study. Geographic or demographic information and study will be more vital and important for the study of participants. It is also necessary to make a limit on reviewing those attributes. Studying some Targeted group or any particular individual will broaden the original study or the origin of their countries. That originmay have similarities with the economic factors of a certain group. Participants reviewing were also restricted to some adults including child studies, the discrete age group. Finding accurate data will have more because of the large number of databases and information that are available. Participant's language is necessary for some scientific work and attempting some reviews to come to a definite conclusion. Sometimes peer review will keep out the other nonpeer literature review. Besides from literature, other technical reviews and website-based vital guidelines could have more importance in this particular type of research study questions. The overall performance or outcome of the research study depends on whether a specific type of interest arises or not. Appropriate and more consistent results could have been excluded if they are a more self-report type or used in a more objective type of manner. The study design in both inclusion and exclusion is a way that makes the ultimate review much more manageable and applicable to the study or the research questions. The study design can be included in those particular participants or individuals who were at any point in time and the research study design can be conducted at various times. The type of publication on systematic review basically searches the original studies. In exclusion criteria, the most common

excluded publication reviews. That exclusion should be conducted carefully because sometimes vital information and data format can be excluded. Thus this should conduct with caution. Other inclusive and exclusive criteria can sometimes include the different types of sample sizes and methods of group comparison. Collecting sampling size for the study

3.11 Reliability and validity

The reliability and validity of the research is correlated with each other. Reliability is associated with maintaining the consistency of the study and also it ensures that researchers will get equal results under identical conditions (Goal *et al.* 2020). Researchers are examining the same individual multiple times and they can get comparable results. Researchers can obtain different values and that means the study is not reliable. Therefore, the same results at different times must be obtained by them. The maintaining validity of the research is necessary for the researchers to make their study more appropriate. Researchers have to ensure the reason for the measuring and also the findings of the measurements. Sometimes validity can be too high or too low and the validity of the study can be a major concern for the researchers. The reliability and validity help to enhance the techniques of measurements, help in reducing bias and establish proper control on variables. Reliability can evaluate the repetitive behavior of the research and moreover, validity is important because it aids to calculate the accuracy of the study.

3.12 Ethical consideration

Ethical consideration for any research project is essential and it determines the quality of the research work. In this study researchers are more concerned about the information travelers have collected by them. The data collected by them must be securely kept in their computers and must not be easily revealed by them. People mostly loved to know about the research work, which is unbiased. Additionally, researchers must be concerned about the authenticity of the data they collected. In order to maintain the research quality, they must observe that no human influence can affect their research work. In this context, the data gathered by researchers should be from authentic journals, books and journals (Sharmin*et al.* 2021).

These techniques can make research work more reliable and enhance the validity of the study. The fundamental factor researchers need to concern more, they have to securing the peoples' personal information into a secured system. In order to maintain the ethics of their study, researchers are following these techniques more carefully.Research should be done after maintaining ethics and it makes the study more valid for other individuals. The term ethical consideration can be defined as the maintenance of rules and regulations during conducting research. One of the important aspects of ethical consideration is, taking information from scholarly journals. In other words, the authenticity of research can be maintained by accepting relevant journals after the year 2018. In this context, it can be observed that a lack of proper knowledge regarding the topic can hinder the

growth of the project. A lack of proper searching capabilities can reduce the quality of the research, due to the unavailability of relevant information.

3.13 Research limitation

The study contains some limitations and both data analysis, primary and secondary cannot be done properly by the researchers. Due to covid 19 pandemic, it is not possible to gather data or arrange proper survey for the study purpose and therefore, maintaining social distancing survey session has been conducted. The major research limitations for this study include budget and time. The primary data collection method requires a survey and asking questions directly to the individuals, however, due to covid19 pandemic situation, researchers are not permitted to visit and do their work in a systematic way. Due to covid 19 pandemic, multiple libraries were closed and individuals were not permitted anyone in their houses.It is necessary to highlight that, budget has been the major limitation for this research work as this research work needs some budget to complete the entire work. Though, due to this COVID 19 virus outbreak, budget collection has not been done effectively and that is the main reason that the researcher has faced the lack of budget issues. On the other hand, some effective research on consumer's purchasing decisions and social media platform focused research have not been executed due to inadequate budget and this might be highlighted as the major limitation.

3.14 Summary

In this research, researchers have done their work with ethics to fulfill the requirement of the study. The data collected by them for the study purpose is authentic and suitable for the research. Researchers have used *primary quantitative methods* and *secondary qualitative methods* to obtain data from a group of people. This study has also chosen deductive approaches and descriptive research design methods to gain information. Additionally, a random group of people was selected by researchers for this study. Researchers were also concerned about maintaining the quality of the research and securing the personal data of the individuals. In addition, it is important to highlight that the survey session has been conducted through taking 51 tourists those are having better knowledge on social media and active users of Facebook, Instagram and YouTube. On the other hand, through random sampling technique 50 participants have been eliminated those are having lack of knowledge on the research topic. It is also necessary to portray that the journals, books and articles that have been taken to conduct the research work are authentic and published

within the year of 2017 to 2022. On the other hand, before associating those 51 participants in the survey session, consent of them has been taken.

CHAPTER 4: RESULTS

4.1 Introduction

In this section it is necessary to highlight that some of the results regarding the project topic has been described in an effective manner. It is important to highlight that results section generally support in critically analyzing the outcome of the entire research in an effective manner. It has been mentioned earlier that this study has chosen two data collection method, one is primary data collection method and the other one is secondary data collection method. For the primary data collection method in front survey session has been conducted with taking 51 tourists to know their preferences and this survey session has been conducted through maintaining proper social distancing during the COVID 19 pandemic time.

On the other side, secondary qualitative analysis has also been chosen and for that reason thematic analysis has been performed in the result section. Thematic analysis in this result section has been performed with making some effective themes those are related to the research topic. Apart from that, some of the effective findings about hypothesis, research questions including that research objectives have been critically analyzed in this section in terms of gaining a better understanding about usage of social media for tourists' purchasing related behavior.

4.2 Organization of data analysis

4.2.1 Primary quantitative analysis

Primary quantitative analysis method is used for analysing survey-based data. Lots of datasets such as modes, medians, regression, standard, correlation and many more are analysed descriptively with help of a few figures. It means simply, analysing data which is number-based. In the primary research, quantitative analysis measures differences between groups and assesses variables' relationships (Gudipaneni *et al*. 2020). It works for analysing numbers including statistics. Basic calculations are easily varied by using this method. There are two ways of analysing statistical methods; descriptive statistics along with inferential statistics. The following thesis is about highlighting descriptive statistics with regression analysis and ANOVA values. In the ortion of data analysis, all types of value, including variables, reliablity, and correlation has been elaborated. Dataset has met the objective with all active report by collecting responses over 306 sample size.

4.2.1.1 Descriptive analysis

	N	Minimum	Maximum	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
What is your gender	306	1	3	1.15	.026	.462	.213	3.134	.139	8.920	.278
What is your age	306	1	4	2.49	.072	1.260	1.588	.002	.139	-1.653	.278
Social media has a significant role in people's lives. Do you agree?	306	0	4	2.20	.091	1.592	2.534	-.252	.139	-1.514	.278
Previously shared travel content has influenced travelers a lot. Do you agree?	306	0	4	2.34	.092	1.616	2.613	-.419	.139	-1.458	.278
Travelers utilizing Face book to select their desired destination. Do you agree?	306	0	4	2.65	.082	1.430	2.046	-.505	.139	-1.263	.278
Tourism Companies are sharing travel blogs, images and videos of different spots to attract lots of consumers. Do you agree?	306	0	4	2.80	.079	1.375	1.889	-.847	.139	-.621	.278
Youtubers and Bloggers are assisting tourist in India, to make their travel related decisions. Do you agree?	306	0	4	2.60	.085	1.493	2.228	-.790	.139	-.923	.278
Technological advancement in tourism industry has made significant change on the purchase decision of travelers. Do you agree?	306	0	4	3.27	.075	1.304	1.701	-1.609	.139	1.079	.278
People have built their trust on tourism companies depending on the other traveler's feedback. Do you agree?	306	0	4	2.32	.089	1.562	2.441	-.289	.139	-1.449	.278
Travelers are relying on social sites during pre-travel phase. Do you agree?	306	0	4	2.42	.083	1.445	2.087	-.253	.139	-1.476	.278
Valid N (listwise)	306										

Figure 4.2.1.1: descriptive statistic

(Source: SPSS)

According to figure 4.2.1.1, it has been seen that descriptive statistics has some aspects, such as the value of standard deviation, mean, gender's standard deviation, minimum, maximum, N, variance, skewness along with kurtosis as well. This figure has shown the N value is 306, standard deviation value is 1.592 and mean value is 2.20, which indicates that social media influence people's life with a maximum value of 4. Social media highly influence people's lives to make decisions as maximum people choose various items depending on others' choices through social media (Cooley and Parks-Yancy, 2019). Standard deviation value of tourism companies sharing travel-related images, and blog videos that influence people, is 1.375 and mean value is 2.80, which means it has a 4 maximum value. The way travel and tourist companies update attracting places images, videos, and blogs with their high-quality service to attract people. Whereas people would make decisions depending on companies' services and most of the time people preferred seasonal travelling. Nowadays Youtubers and bloggers are more emphasizing on making decisions as they visit various places to attract people towards their channels and people are aware of those places good and bad (Ercegovac, 2022). Dataset of the survey has shown ultimate value of standard deviation is 1.493 and mean value is .085, variance value is 2.228, with a skewness value of -.790 on assisting followers' choice by YouTubers and bloggers. These days followers of various online platforms follow various technological tools and advancements in tourism industry such as industry service tools, ticket booking options, high-quality images and backgrounds, with travel

descriptions (Lin *et al.* 2020). Therefore, all datasets are relevant to present scenario as the standard value is 1.304, mean value is 3.27, and variance value is 1.701 with a -1.609 skewness value. All values have been focused positively on the way people are being dependent on selecting their desired destination on social media the way they represent their ideas, service and entire presentation in social media. People also focus on influencers' previously shared travel-related content, particularly travellers by following trends and being influenced by influencers. As a result, depending on N value 306, influenced by previously shared travel content most importantly mean value has come to 2.34, and 1.616 of standard value. Most industries target consumers using social media platforms to attract people and sell their packages and they seek feedback to gain more customers' trust (Matin *et al*. 2020). Industries try to build consumers' trust by earning their previous customers' positive feedback, which helps them further. In this process, people easily trust travel industries by addressing the level of positive results. Following thesis has achieved 2.32 in mean value, 1.562 in standard value, with 2.441 and -.289 in variance and skewness value on the questionnaire of assisting people trust. Statistical data has shown active results on every response with maximum value.

4.2.1.2 Data analysis of regression

Descriptive Statistics

	Mean	Std. Deviation	N
Previously shared travel content has influenced travelers a lot. Do you agree?	2.34	1.616	306
Social media has a significant role in people's lives. Do you agree?	2.20	1.592	306

Figure 4.2.1.2: Descriptive statistic

(Source: SPSS)

Regression analysis has used a strong method of statistics, which allowed for examination of the connection between two interest variables. While there has been analysed various analyses of regression, at core of dataset all have examined impact of two independent variables on variable of dependent. According to figure 4.2.1.2, Regression analysis has some aspects which are mean value, standard value and N. In addition, the mean value is 2.34 whereas standard deviation is 1.616 and N value is 306. On the other hand the second, this chart also interprets the mean value

and standard deviation and N value of the second statement. Mean value is 2.20, standard deviation value is 1.592 and N value is 306. In that case, it has been seen that this kind of test helps to get a proper summarization of a data set.

4.2.1.3 Correlation analysis

		Previously shared travel content has influenced travelers a lot. Do you agree?	Social media has a significant role in people's lives. Do you agree?
Pearson Correlation	Previously shared travel content has influenced travelers a lot. Do you agree?	1.000	.976
	Social media has a significant role in people's lives. Do you agree?	.976	1.000
Sig. (1-tailed)	Previously shared travel content has influenced travelers a lot. Do you agree?		.000
	Social media has a significant role in people's lives. Do you agree?	.000	
N	Previously shared travel content has influenced travelers a lot. Do you agree?	306	306
	Social media has a significant role in people's lives. Do you agree?	306	306

Figure 4.2.1.3: data statistics

(Source: SPSS)

Correlation analysis is mainly concerned with creating a relationship between magnitude determining and variables. It has been used to quantify degrees to two related variables. Through analysing correlations, the coefficient correlation has been evaluated, which has mentioned the way variables changed. It has provided a linear relationship between variables (Zhuang *et al*. 2020). The correlation test is the method that helps to examine the relationship between various kinds of quantitative variables and it also measures other related things. This kind of test helps to create connections through correlation analysis. The above table also creates a relation between two statements and it has been seen that person correlations on between 1.000 and .976. The value of n between the two variables is 306 and 306. This process of analysis makes a huge effect on the entire research process and helps to get an accurate outcome for the result.

4.2.1.4 ANOVA

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	759.357	1	759.357	6137.215	.000[b]
Residual	37.614	304	.124		
Total	796.971	305			

Figure 4.2.1.4: Data statistics

(Source: SPSS)

ANOVA basically has been used for analysing variance, and differences between two means, these are standard errors and statistics. This factorial ANOVA tested two independent factors. the way, factors experiment with a control group along with the treatment group, which has two levels with one factor (Lakens and Caldwell, 2021). In this table, it has been observed that there are several kinds of values that help to increase the standard of the research paper. In this research paper, the ANOVA test has explained some essential values. It has been observed that the regression value is 759.357, and the residual is 37.614. In that case, the entire sum of squares is 796.971. On the other hand, this table also shows the df value of regression and residual that is 1 and 304. The F value of this chart is 6137.215 and it makes a huge impact on the entire survey process. Anova's test is generally based on the variance analysis test. This kind of test generally analysis two kinds of data set groups in a much simple manner.

4.2.1.5 Coefficient analysis

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.163	.034		4.749	.000
	Social media has a significant role in people's lives. Do you agree?	.991	.013	.976	78.340	.000

Figure: 4.2.1.5: Data statistics

(Source: SPSS)

Analysing of correlation has mainly measured the quantified strength of the linear connection between two independent variables in the analysis of correlation. These statistics have symbolized the mean value. Which has changed in response associated with changes in terms of that, while models in another term have been held constant. The model has indicated the direction of those relationships of response along with the term. According to the above figure, coefficient analysis processes are developed with SPSS data analysis processes that are creating

a better chance of understanding the clients. Social media is creating a significant role in creating the lives of people. Understanderized is constant for .163 and coefficients std. Error is developed for that is .034. Standardised coefficients beta is .976 t value is 4.749 and 78.340. Sig. is .000 in every case which is constant and also in questions.

4.2.1.6 Variables and Reliability analysis

Case Processing Summary

		N	%
Cases	Valid	306	100.0
	Excluded^a	0	.0
	Total	306	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.978	10

Figure 4.2.1.6: data statistics

(Source: SPSS)

Primarily, reliability analysis has presented a measurement scale for several variables, which are not representative of the complete group. Reliability numbers have been computed to construct a scale of sum, it is a way of attempting to meet the accurate score, which has used a set of items (Hayes and Coutts, 2020). Whereas, variables have been mentioned for attributing objects. The value of variables has varied from one thing to another. Two types of variables, quantitative or numeric data have been described in this thesis. According to this figure, the result of this research variable in case validity's N value is 306 and excluded value is 0 per cent. Reliability data has shown no of items is 10 along with alpha .978. It has meant that the following research has enough validity to mark the thesis as effective. There is sufficient reliability, which has been proven by relevant questionnaires.

4.3. Secondary qualitative method

Theme 1: Motivating customers in digital world through Face book

The Internet is one of the fundamental mediums in marketing through communicating digitally with consumers and establishing connectivity with them. Recent days, mobile phones and other divides are penetrating in people's lives. People love to use social media for their purchase-related decision-making. In case of tourism or destination selection procedures, individuals from India are more likely to use social media such as Face book to decide their travel destination (Gupta *et al*. 2018). People from all over the world can connect through social media platforms, mainly face book. People seek to know about the information of their destinations by getting suggestions from their peers and family members. The tourism sector in India is rapidly increasing day by day;

therefore, the organizations related to tourism are spending more time on social media and Face book to communicate with huge amounts of consumers in a short time.

These organizations are posting travel-related content, images, and videos in an attractive manner to grow the interests of the consumers. In this context, Face book plays a significant role to attract consumers and influence their purchase related decisions of consumers. In selecting the desired destination spots, consumers love to see the reviews of other people, who have already visited those tourist places. On the other hand, people from all over the world can observe the videos, and pictures of tourist places shared by those organizations and other visitors ((Kaya, 2020). These factors can highly influence the selection of tourist places and Facebook is one of the important mediums that have been chosen by consumers to make travel-related decisions.

Theme 2: The function of social media on the consumers' preferences

The technologies are growing continuously with the changing environment and it has a significant role in individuals' daily life. Multiple organizations are showing interest in focusing on social media and they can easily communicate with their consumers. The content of the study mainly sheds light on the function of the internet and social media on the consumer's preferences in the case of travel-related content (Chung *et al.* 2020). Before going to any place people love to gather information about that particular place. Therefore, they are taking the assistance of social media platforms just as, Facebook, Instagram, YouTube and also twitter.

Travel organizations are posting travel-related content, templates, images, and audio visuals every day to attract consumers. Additionally, consumers can easily get multiple travel-related information just as, best time for travel, route, the budget of travel, main tourist spots, attraction, accommodation, shopping centers and others (Liu *et al*. 2020). Consumers can also watch all travel-related videos on YouTube and can gain basic information about desired places. On the other hand, tourism organizations provide essential services to their existing consumers and also add new consumers. Consumers are also captivated in giving feedback about places and services and they put that review in the authentic social media websites of that organization. Customers can easily access the social media pages of the tourism companies and will know about other consumers' viewpoints about that place. In addition, anticipating the necessities of consumers is equally significance and reacting. Understanding along with that knowing the consumer's travelling related preferences before tourists' purchase allows anyone towards creating an even more powerful experience. In addition, being more active on social media would provide their

consumers more channels towards reaching any hotels immediately. Equally, this provides hotels and tourism sectors more benefits and enhanced consumer retention rate better than ever.

Theme 3: The impact of technological acceptance model on the pleasure travel

Before some years, people of India were not comfortable with the usage of social media. This condition is changing rapidly and people are spending more time on social media. Technological acceptance leads many sectors to acquire great achievements and the tourism industry of India is one of them (Haobin*et al.* 2021). The advancement of technologies has raised the quality of the life of individuals. Previously people were not concerned enough about travel and also travel-related decisions. Nowadays, individuals are showing more interest in luxurious traveling. The term luxurious traveling can be defined as selecting expensive places to visit, the accommodation they choose that also be lavish, overall consumers are focusing on lavish traveling concepts (Singh and Srivastava 2019). The situation is growing just because of the acceptance of technologies and they can easily find lists of lavish hotels, shopping malls and restaurants at desired tourist spots. Additionally, the travel industry is also focusing on the pleasure travel of consumers through sharing information in social media sites.

It is not unknown that, technology has numerous benefits on travel including that tourism. In addition, both the consumers including those businesses might benefit through enhanced communication, guest service-related systems along with reservations. In addition, technology has effectively supported tourism including hospitality sectors replace costly human labor including the technological labor. On the other hand, these usage of technology in hospitality sector supports in reducing labor costs though also supports in avoiding consumer service issues (Kamal *et al.* 2020). Additionally, *"the technology acceptance model (TAM)"* can be designed towards measuring this adoption of latest technology focused upon consumer attitudes. There has a time at that time these computers have been introduced in some working places.

It is not unknown that effective usage of technology can easily facilitate the entire procedure for tourists also. Technology has supported in making tourism majorly achievable. Some of the travelers might expect some major safer, comfortable including that reliable transit through their service-related providers. In addition, in some of the hotels and tourists' spots few of the guest's desire to stay more connected towards the world. On the other hand, a reliable along with that powerful Wi-Fi is taking much care about some of these. It is also necessary to highlight that, business travelers effectively are also noticing a holistic effect of technology upon their working-

focused trips (Bakshi *et al.* 2019). Apart from this, beyond the booking of trips, they are effectively benefiting through more smoother airport focused experiences and for those biometrics can be thanked. Due to the effective usage of technology, receipts might be scanned in utilizing ***"optical character recognition (OCR)"*** including that integrated into these travelling along with expense software. ***TravelTech***based technology that has been utilized including that established within this travelling along with tourism industry and it is revolutionizing the path through that anyone can travel. In addition, through the support of utilizing the mobile phone towards checking in at any airport, towards any key card that is opening the hotel room.

In addition, this TravelTech organizations are effectively striving towards creating travelling more frictionless. The appropriate usage of technology in any tourism including that hospitality industry has supported in speeding up any operations including that has supported the entire travelling procedure much more efficient including that enjoyable. Technology has not just supported some massive chain hotels, though can also be beneficial to B including B's along with some other miniature organizations in the entire industry (Assaker, 2020). Technology is playing a significant role in the tourism along with hospitality industry and this has effectively transformed this hotel-guest focused communications including that has suitably enabled some of the hotels towards more effective cater towards the necessities of the guests. On this note, hotels might now be able towards reaching out towards their tourists across numerous platforms and behind these SMSs, mobile phones, SMSs, location focused marketing along with those emails are the main reasons.

Theme 4: Role of this social media in making tourists' choices

Social media can be acknowledged specifically as a significant data source that is influencing some of the tourists' travelling choices. The enhancement of web 2.0 related technologies has been contributed effectively towards the significance of social media in daily life. In addition, this social media platform has suitably emerged as a string information along with those communicating channels (Pop *et al.* 2022). The role of this social media upon making traveling related purchasing decisions, that has effectively attracted much more attention through the tourism scholars. Additionally, several of the past research upon the effect along with importance of social media in hospitality has concentrated just upon specific aspects about the issue mainly as this "word of mouth". Tourists' purchasing decision making can be recognized as a sequencing procedure depending upon some series of effective defined steps. This also comprises recognition of issues, generation of aims including objectives and search regarding information regarding some

alternatives underneath consideration, development of certain alternative's range and choice between alternatives and feedback provision regarding future decisions. The study shows that travel companies generally develop "user-generated content" to attract consumers. Utilisation of social media is higher in case of the travel sector compared to the other sectors. The research also illustrates that people are more dependent on the online reviews of other travelers and also gather travel-related information through searching on social platforms (Tham*et al.* 2020). It can be said that social platforms play a crucial role in different stages of travel such as "pre-trip", "during trip" and " post-trip" processes. Different tourism agencies share travel-related blogs on a daily basis and their employees are effective to update new content regularly to attract the attention of their consumers. In addition, tourists can find out top-class restaurants and hotel information with the help of social sites. Before coming to any conclusion, travelers can easily compare the product and services of several travel agencies. After that, they can choose the best travel company for the important assistance regarding choosing a holiday destination.

Current developments upon the internet and this proliferation of this social media in specific are changing some of the behaviours along with lifestyles of the public along with their purchasing decisions. Social media focused channel is allowing some individuals including those businesses towards disseminating information and towards researching and towards influencing people vastly including that therefore are utilized continuously through tourists and hospitality sectors (Alghizzawi *et al.* 2018). Additionally, the enhancing adaptation of mobile phones along with ubiquitous access towards the internet is having a profound effect upon the tourists' informative search including purchasing decisions and playing a significant role and entire travelling procedure. Provided the influential power along with difficult impact of social media related channels, it is crucial towards understanding when including the right way tourists utilize these channels at numerous steps of their travel related purchasing decision related procedures (Liu *et al.* 2020). The effect of social media upon customers behaviour effectively has been excessively illustrated in the hospitality including travelling sector provided the intangible sphere of travelling services including the perceived risks amidst this travel related purchasing making procedures.

Theme 5: Influence of social media on choosing destination

Social media has effectively attracted numerous tourism scholarly focused attention over the past decade, it has been already exemplified through an estimation of special issues. Destination

making effectively has created social media focused sites mainly as Facebook, Twitter, YouTube, Weibo, Instagram towards influencing destination related choices among the online communities including the usage is also enhancing (Tham *et al.* 2020). It has been interrogated that this influence of this social media upon tourists' destination related choices towards gaining better insight as towards the way it is influencing and underneath what circumstances. Social media is mainly are web focused applications that are disseminating user established contents. In addition, individual patterns of social media are also existing, mainly as forums, photography archives, video dissemination along with social networking platforms. Social media can be utilised by different travel agencies as a marketing tool and lots of brands can share travel-related information on social sites. Being updated with current information can be taken as an essential marketing approach that drastically changes the way of marketing in the tourism sector. Social media help in the decision-making process of travelers from planning the trip to the last phase of the trip. The entire process occurs depending on a few stages such as "dreaming", "planning", "booking", "experiencing" and " sharing" (Huerta-Álvarez*et al.* 2020). Social media can be considered as virtual experiences and images shared on social sites are generally responsible for inspiring others to experience that thing virtually. Some marketing tactics that tourism companies have been using are, "sharing photos", "recommending top noth accommodation", "showcasing views of famous tourist spots" and " providing top class fooding facilities".

Social media is facilitating travel including that the implementation of these travelling decision related choices. In addition, social media is effectively used in this pre-travel, amidst travel including post travelling pages, mentioning the temporal rolls around some of the tourist focused journey. In addition, across three major steps, the social media generally appear towards be both instrumental along with that relevant in suitably shaping preferences of tourists including purchasing decisions.Destination related choices are specifically prone towards dissonance regarding two main reasons and one is consumption is not immediately following this purchasing decisions (Pan *et al.* 2021). On the other side, the other one is destination related choices are sometimes created sight unseen, instead of the capability towards 'pre-test' this experience. In the next stage, amidst this travel related experience, some of the tourists are utilizing the social media towards disseminating their travelling in few studies are related to role of social media towards

validating tourists' purchasing decisions, diminishing dissonance instead of influencing outright related choices.

Social media has severe impact on the tourism that has been viewed the right paths that people are doing research before executing upon a trip. In addition, in recent times people are getting more engaged towards effectively sharing their own travelling experiences to others and in terms of doing that they are using social media platforms in an effective manner. Therefore, this social media has been effectively transformed the paths through that people are making different types of choices. On the other hand, people are building their liability including that trust in any tourism agency depending upon their reviews of other travelers. In addition, these social media focused channels are serving of data including that influencing the decision-making procedure. It can also be stated that, travelling experience, videos, photos along with some other contents that have been shared upon the social media to influence other travelers' perspectives travelers in their own selection of destination related decisions (Vrontis *et al.* 2018). There are numerous factors that are influencing tourism including that tourist destinations such as closeness of these destination, comprehensive information through online, availability of specific offers, recommendations from relatives and friends, and popularity as some renowned destination. It can be stated that social media platforms are playing a significant role in the development, growth including promotion through creating an effective awareness including the better understanding towards catering to the necessities including requirements of international including domestic tourist. It can also be highlighted that these are renown as that each traveler can be recognized as the most "potential" tourist, and it is depending on the professional campaigns.

Theme 6: Importance of Instagram in promoting tourism

Another essential social platform is Instagram and people also share their personal experiences in this media. This is done by sharing pictures and videos, not only these, people can also share live videos that are authentic. Especially on this platform, many people are attached and they work as "bloggers" and it is their responsibility to inform common folks about new destinations. In their posts, they give details about their journey, food, and real experience by sharing live videos. In this way, these individuals attract more followers and they also make their own identity and gain popularity (Daud et *al*. 2021). After they become popular enough the travel companies make an alliance with them and they also pay the "bloggers" for promoting their organizations. However, this platform is not real at stages of enjoyment, inclination, and action for this reason this platform

is needed to be improved. Promotion through this media earns users' trust as the feedback regarding a particular image or video also helps other users understand the reality of a specific spot.

Best quality pictures capture the attention of every individual and the level of success of a specific "blogger" can be measured by the number of followers on the account, number of likes, and comments. Thus, it is possible for people not only in *"India"*, across the world can watch these posts and can select a perfect destination (Ge, 2019). In this way, this platform influences the travel department indirectly though there are numerous obstacles to this social platform. This platform is mainly used by the young generation people, especially teens are the main users and another issue is that this platform is not much popular as other media. Therefore, having both advantages and disadvantages this platform has been accepted positively by consumers to make decisions regarding choosing a particular vacation spot. Hence, especially in the case of this particular platform, it provides the customer to interact directly with the tour-planners. This communication helps the visitors to get a clear idea about the information and they can also verify this information by themselves. Therefore, it will help the organizers to earn faith of explorers.

Theme 7: Qualitative approach to social media information in making destination plan

Another necessary factor understands the physical qualities of a location that is valued by the customers will help the organizers in making proper planning. Therefore, the organizers must consider this factor before arranging a trip still this observation can be difficult for the tour guides. For this reason, the qualitative approach is vital and the travel organizers use social media information to understand the visitors' choice of a culture-based location. The qualitative analysis of data is important to decide the traveler's preferences regarding vacation spot. In *"India"* there are a huge number of travel destinations including forests, and hill stations, and time also become an essential part (McCreary *et al*. 2020). Some people prefer to visit forests in winter and in the rainy season; the majority of the forests remain closed. Therefore, it is important for both travelers and guides to make proper planning and the travel organizers can get help from analyzing this data. This data will also help the companies to make better marketing strategies and through the analysis of data, the arrangers can apply logical marketing strategies to improve location-oriented business policies and managerial activity.

Therefore, this analysis of data will help the organizers to communicate with the customers and they will be able to know the preferences of the customer regarding accommodation and visiting sites. In this way they will improve customer care service and also will improve service quality.

Theme 8: Significance of social media in travel and tourism

Travel arrangers utilize several social platforms to improve their travel-oriented strategies therefore, the aim of this study has been focused on the identification of the role of social media on peoples' choices. Based on the current scenario, it can be said that social media has become a part of everyday life it is not the only way for travelers to share experiences. Planners can advertise highlighting their features and exciting offers to allure consumers. Thus, these platforms are used in both ways to benefit both planners and visitors; still, it is vital to verify the information provided by the planners before selecting a spot. Considering the controlling ability and complicated effect of these media, it is vital to analyze the exact situation of the consumers before making a determination (Liu *et al.* 2020). The influence of these media on consumers' behavior has been studied in detail by members of the travel industry to make better customer-care service and minimize errors regarding the selection of spots.

According to the research, several essential factors have come forward for example before choosing an accommodation people want the best services and facilities. Therefore, they search on social platforms according to their choices before picking a hotel not only this they also search every detail regarding the spot. There are several disadvantages of impacts of social media as some information may be fake and sometimes the actual addresses of hotels cannot be found. For avoid these types of situations the organizers need to update their social media accounts regularly (Grete, 2018). Therefore, proper use of social media by the clients is necessary, they must consider the reviews about a particular site before choosing it and also trust other customers' feedbacks. The organizers must also consider these reviews seriously to improve marketing strategies and this will help them to earn more profits.

Theme:9 Utilization of social platforms by tourism departments

The entire study was inspired by the impacts of communicable platforms on tourism organizations especially in case of *"India",* is a country with huge diversity including cultural differences. For this reason, the selection of places also depend on the personal choices of individuals. Therefore, not only traveling organizations also other marketing industries are also using the advantage of these platforms as nowadays people are highly dependent on this platform before choosing a spot. For this reason, the tour organizers are trying continuously to improve their marketing strategies focusing on the interaction of customers on social media(Aldao, 2020).Therefore, the contribution

of social media in the betterment of tour and travel organizations is not negligible. People's choices also varies from time to time therefore, the constant connection to these platforms are necessary for the agencies. This improvement can also be done by constant surveys and interviews of the customers to get the actual feedback regarding a particular site.In this way this industry can be improved further in the future with the fhelp of social media.

Theme 10: Use of social media for sustainable traveling marketing

Sustainable marketing in case of tourism focusses on the current economic situation, this strategy is applied to reduce the negative impacts including economic lack, harm to natural territory and overcrowding on a particular location. Social media also helping traveling process to become sustainable and the organizers are using this media by crating mass awareness among common folks. Hence, the travelers are getting knowledge about *"ecotourism"*and this is particularly based on preserving natural landscapes. This new idea has become famous through these media and it is helping explorers to learn more about natural resources and their preservation (Hysa*et al*. 2021). There is a big difference between *"ecotourism"* and *sustainable travel* as the first one is based mainly on exploration of the natural resources whereas, the second one involves all forms of tourism that can be sustained for future generations. *Sustainable travel* requires proper marketing policy and maintenance of long-lasting cutome-comany relationship by this way this new business idea is gaining popularity through the application of these platforms.

Therefore, these are the impacts of social media and the above themes are mostly important though, during the *COVID 19 pandemic* situation the use of social was reduced than normal use and the travel industries highly suffered for this pandemic. Different modes of transportation were closed that time and due to the lockdown people could not get out of their home (Tovmasyan, 2020). In this way the travel industry effected badly still, with the cooperation of common people this industry is coming to a normal life and it can be expected that this industry will completely overcome this crisis in no time. After, getting back into normal life the use of these platforms has come to normal and travel lovers also have started making new plans to explore new destinations.

4.4 Findings regarding each hypothesis, research question, or objective

Hypothesis 1: the impact of social media on travelers' decision making

The study shows that the social media are being utilized by the travelers to obtain information regarding their desired destination. From the perspective of tourism firms, social media offers a

chance to comprehend the traveler's decisions during their journey. In this context, social media influences travelers' decisions by providing additional information and that will lead to an increase in the number of people, rely on social media throughout their journey. The revolutionary impact of social media has brought the dissemination of information such as the opinion of the consumers and the experiences of tourists during their trip. According to the study, 89% of individuals utilized social media to form their travel planning depending on the feedback and reviews found online (Tandon*et al*. 2020). Only the utilization of social media cannot expand the tourism business, also the advertising approaches of tourism companies through social media platforms also influence the consumer's behavior on purchase-related decision-making.

Hypothesis 2: Social media platforms are influencing purchasing decisions of numerous tourists

In recent years, people are more active in social media and also searching for information before purchasing anything. Before going to any place, they love to gather information from social media about their desired tourist spots. In this context, pre-purchasing phase is one of the essential factors to increase the consumer's interest towards a specific travel company. The significance of it is seen that, the travelers begin their research regarding destinations, they have never gone and they had no physical experiences. Furthermore, in this competitive market, they love to compare different tourism organizations on the basis of its product and services. They also check the previous reviews of peers, family members, and also other consumers to select the best tour plan for them. Consumers are basically searching for some information such as destinations, attractions, expenditure, services, accommodation, transportation, trip length, and also the company's reputation (Lăzăroiu*et al*. 2020). Maximum information can be obtained by them on the authentic websites of the Tourism Company and also assist them to make decisions.

Hypothesis 3: The advantages of using social media on tourist

Consumer service is another crucial element of the tourism sector and through the utilization of social media, brands and companies can directly communicate with their consumers. People can easily get the number of different tourism companies from their official websites and call them, to talk about their experiences, whether it is positive or negative. The reputation of the firm can be easily improved and it will find the best solution after analyzing the consumer's demands. The

biggest influence on the tourism sector may be social sharing and particularly young individuals may share their most memorable experiences with a large audience on social media (Singhal and Khattri 2018). Tourism organizations promote those sharing and express their consumer's genuine sharing to draw the attention of new interested tourists. In addition, people can get lots of information about their selected destination within a short time. The review and feedback can make it more authentic and help them to choose the perfect destination along with the tourism organization. These things highly influence the purchase-related decision of the tourists before their travel.

Hypothesis 4: the process to improve purchasing related decisions of multiple tourists

The tourism companies should take care of the external issues to enhance the purchase-related decisions of multiple tourists. The first thing they need to do is, provide authentic information about different destinations on their official websites and pages. They need to take care of post-purchase services and ask their consumers about the experiences of the whole trip. The tourism sector should share HD images and videos of several spots on their pages to attract huge consumers. They need to acquire advanced technologies and implement it in their business strategies to enhance their business (Gupta and Sajnani, 2019). In addition, organizations need to establish customer care teams and human resource management teams to provide support to their existing consumers. The communication between the organization and the travelers must be clear and transparent and it will gain the trust of consumers to a specific travel firm. Daily communication with existing consumers and also reaching new individuals via social media is another important strategy to spread their business.

4.5 Summary

In the aforementioned discussion better illustration of the topic has been done in this study through performing the thematic analysis and making some of the themes. In this section influence and effective role of social media have been effectively illustrated and as a result of that effective understanding about the topic has been gained in an effective manner. On the other hand, some of the main findings about each hypothesis, research objectives including research questions have also been effectively illustrated in this research work to gain knowledge about the research topic. Apart from that, through MS Excel analyzation of the survey has been effectively portrayed in this

study and this survey has been conducted with taking 51 tourists and maintaining proper social distancing during COVID 19 pandemic times.

In this primary quantitative analysis, ANOVA, Regression and Descriptive analysis have been effectively analyzed to understand the survey results. It can be stated that in this chapter of result section, illustration of social media related influence on changing the purchasing decisions or decision-making choice of consumers have been given. Social media is giving a vast effect upon the tourism that effectively has been shown through the right directions that any people are doing research before planning their trip. On the other hand, effective usage of social media that is creating the traveling related choices have been portrayed in this study and this social media can be suitably acknowledged mainly as a beneficial data related source that is effectively influencing few of the tourists' destination planning choices. The digital technologies are expanding simultaneously with this changing sphere and this is having an effective role in anyone's life. Customers might simply get numerous of travelling focused information related to route, all total budget, attractive spots, shopping centers and bets time for their visiting by the support of social media influencers.

CHAPTER 5: DISCUSSION, CONCLUSIONS, AND IMPLICATIONS

5.1 Introduction

In this discussion, implications along with conclusions chapter some of discussion about the entire research has been highlighted in this part. It is not unknown that in the entire part effective illustration of methodology, literature review and introduction portion have been mentioned in an effective manner. Implications of effective social media platform to know preferences of tourists, and their destinations have been mentioned in this study. On the other hand, in case tourists are using implications including those applications of effective social media platform then it is obvious that they would be able to get more information about destination purchasing decisions. It has been seen that sometimes several tourists are more confused about the right time to visit any tourists' places, and in that case these social media platforms can be beneficial.

Apart from that, social media influencers are supporting some tourists to change their tourism related decisions in future. Therefore, in this segment better usage of social media platforms such as Facebook, WhatsApp, Instagram can be recognized as good applications. This study has focused on in depth illustration of these aforementioned applications as these are effectively supporting in

tourists' purchasing decisions. On the other hand, the main findings that have been gained from the research analysis has also been portrayed in this section as this can be effective. Some illustration of future research about this research topic as in future better research work can be done on this research and then it can be beneficial for numerous of other researchers.

Therefore, there are a huge number of places across *"India"* suitable for traveling, and in the present scenario, the use of social media for choosing a perfect spot has become necessary. Thus, it can be said that people nowadays are much more dependable on these objectives for the selection of a perfect place to spend a vacation. This is not the only way that these media are helping common fellows it is also helping the travel agencies to know the choices of the tourists and make further improvements. Time is another important factor that influences the selection of a proper spot as different places have certain features that can only be visible in winter and some sites are appropriate for summer. In this way, time affects the decision-making of the tourists and people also select their travel destinations according to their financial estimation. Therefore, they can also get help from these popular sites to choose a budget-friendly location and it can be said that it has better scopes in the future for further developments. New spots will also be discovered for alluring more tourists who will enjoy the beauty of these places this has also been displayed through this study. This industry can also be improved in the future by considering the benefits and limitations of the impacts of these platforms on tourism. Respective state governments also take initiative to make this industry bigger and this can be done by highlighting the features and cultural heritages to people.

5.2 Summary of the study and findings

Summary

In terms of discussing about the summary it can be highlighted that nowadays people are more depending on social media before taking any decisions or else any purchasing decisions. Sites of social media have changed the entire patterns of tourists' planning to travel including the way they are purchasing and consuming tourism related products. Few of the most suitable influencer focused campaigns are having some content focused components that are effectively intending to form an effective image and purchasing decisions of tourists (Dolan *et al.* 2019). Instagram travelling focused influencers are currently being used in this industry in order to promote numerous travelling destinations, hotels including those activities. An example can be given is

that, the concept about "room tour" might be suitably recognized that as becoming more popular among the Indian tourists and their audiences.

It can also be portrayed that; Facebook platform has given better tourism related businesses and better knowledge about destinations with having the chance of booking within the better site. The entire study, is aiming at properly utilizing the social media in terms oof enhancing the purchasing decisions of the tourists. In this scenario, it can be highlighted that numerous of social media influencers are supporting a large number of tourists to get their purchasing related decisions more appropriate (Dabija *et al.* 2018). In the year of 2040, this entire estimation of active users in Facebook in India is going to exceed 970 million and that is mainly up from this 357 million of estimation that was in 2020. In the requirement of getting a better understanding about the research topic, some theories have been highlighted in this research work*. "Theory of buyer behavior"* is giving a better allowance to this tourism sector in terms of understanding more about their target-based audience and thus, becoming more able to crafting services, business culture to effectively influence purchasing habits. On the other hand, theory of *"Engel-Kollat-Blackwell" (EKB)* has also been discussed in this section and in the end, it can also be concluded that the social media is playing a significant role in the requirement of getting more travel focused information.

Travel agencies need to utilize social media platforms to simply publicize their destinations along with deals. Amidst the tour, any tourists might take multiple of videos along with the photographs. Social media influencers are using Facebook. Twitter including that YouTube in the requirement of sharing their pictures (Srivastava *et al.* 2021). Numerous of people most often discuss about any destinations on social media sites including that these have been utilized by the social media influencers. By the support of sharing the stories of influencers on the Instagram, these influencers are creating the major personal bonding with the buyers.

In addition, quick technology focused advancements are putting a straightforward effect upon millions of travelers including destination focused business models. Social media-based influencers are promoting numerous of places including having the usage of beneficial marketing tools. On this note, potential social media users in mind have been formed through their purchasing decisions on travelling products (Alonso-Almeida *et al.* 2019). Customers in India is relying upon the social media in terms of searching regarding the other users' travelling experiences that might support them in effectively planning their trips including that diminishing any pattern of uncertainties. Different types of travelling companies are paying social media-based influencers

to give proper accompany to them upon sponsored trip destinations as it aids some promotion including that comprehensive coverage.

It can be stated that as the research work is using positivism research philosophy as research hypothesis has been formulated. The main reason for taking positivism research philosophy supports to reflect the researchers used this method to gather better knowledge by better observation. Apart from that, it can also be stated that the research work has used quantitative analysis method including qualitative analysis method for enhancing the research quality. It can also be highlighted that survey has been conducted through taking 51 tourists those are having better knowledge about social media platform and social media focused marketing. On the other hand, thematic analysis also has been performed through taking support from other journals, scholarly articles, books, and newspapers to get a better understanding about the research work.

In the case of summarization of the entire observation new ideas regarding traveling has come forward. Several travel companies are applying new planning to attract people as the *"Home-stay"* concept has become much more popular these days, especially in hilly areas. In this planning, the tourists get the facility of living with a local family and also help the solo travelers. In this examination, the role of different platforms has become important especially *"YouTube"* which has played a vital role in the traveling department (Dolan *et al*. 2019). There are many people on this platform, who share their experiences about any traveling spots and upload videos on a daily basis to aware that people searching for a perfect location. Tourism organizations must utilize this service to grow their marketing strategies and new allocations to attract more visitors. Therefore, the overall business model is changing these days based on the influence of these platforms. Here, visitors also gain the advantage to submit their feedback, and based on this the organizations can focus on the customers' needs and can also improve their marketing policies. The "*YouTubers*" create separate channels to cover different places and make the viewers aware of the latest information.

Another important platform is *"Instagram"* here young generation is most active and, in this media, bloggers play a vital role. They first make appealing videos on a particular location informing people about new destinations (Khaydarova and Djurayeva, 2022). The popularity of the blogs is dependent on the picture quality and authentication of videos and these must be focused on the attractiveness of the blogs. Therefore, they also contribute indirectly to the promotion of different travel organizations, and these companies also become popular through this technique.

The bloggers also get payments from the organizers after gaining popularity and appreciation from common folks for their perfect role as virtual guides. This also increases the number of followers of the particular blogger and it is also his responsibility to cover every detail of a particular place including-local food, culture, transportation, and visiting sites. Therefore, people get information from them and this information will help them in decision-making and spot selection. The viewers are also motivated by watching these posts and they can plan short trips by taking suggestions from these posts.

Findings

Through the entire analyzation, it can be found that numerous of tourists are interacting with influencers on social media throughout their entire travelling procedure, mainly as booking, planning, travelling trip and consumption. Some effective findings have been gained in this study and it can be stated that numerous of technologies have been utilized towards facilitating this tourism domain mainly as booking sites and searching platforms (Alonso-Almeida *et al.* 2019). In addition, social media platforms help in facilitating online consumer focused interactions, that has evolved an effective element in these platforms. The internet in current days has become enhanced preferable information focused sources by approximately 50% of these tourists in India.

It has also been found that there are approximately 195 million of active users in Facebook in India and in 2016 against approximately 191 million of users in this US along with 90 million of active users mainly in Brazil. In terms of discussing about the findings it can also be highlighted that in recent timings, modern technology is simultaneously evolving and it is putting a major impact on the competition environment and making travelers more aware. It has also been found that, tourists are using social media platforms to get informative holiday related search, purchasing decisions about holiday, and evaluation of some alternatives (Akram and Shahid, 2020). It can also be stated in this work that social media platforms are supporting to allow tourists to interact to each other more suitably anytime and anyplace these tourists are desiring.

It can be found that few of the destination focused images are mainly having a better beneficial influence on the traveler focused satisfaction along with subsequently on destination-based loyalty. Customer behavior is still remaining the major beneficial research area in this tourism market including some destination places with the "tourist behavior" that used to explain the area of injury. The main paths to improve the purchasing decisions of travelers by the social media, live videos, social media focused channels, including utilizing "social media marketing" as this is the most

beneficial tool (Guerreiro *et al.* 2019). Through the entire discussion it can also be found the numerous hotel and tourism industries are using "social media marketing" as a tool to enhance their business and to get maximum of consumers.

In order to get well purchasing decisions of travelers then social media can be a great path. In addition, for this it is necessary towards creating including that sharing some beneficial data and content, begin to make better communication through social media, motivating social recommendation and better availability upon social media platform. It has also been found in this entire study that, utilizing these platforms in social media mainly as a tool regarding marketing, multiple people in the place called India are obtaining better purchasing decisions of numerous tourists. Concentrating the path social media is gradually expanding these effective paths towards taking purchasing decisions among multiple travelers (Yan and Zhou, 2019). On the other hand, it has also been found that 66% of travelers are having numerous more inspiration to purchase by the latest brand after effectively viewing some social media images through numerous tourists. It can also be stated that, this social media is supporting to allow any people towards effectively connecting to each other more suitably at any point of time and anywhere they are desiring. In this study, some social media platforms have effectively been classified as blogs, YouTube, microblogs along with podcasting some virtual worlds.

In the requirement of highlighting the main findings from the entire discussion, it is necessary to state that these social media platforms are supporting to enable some young people towards effectively sharing main effective and some significant memories by their trips with some massive audience. This study has been aimed to investigate the extent that travelers are creating the effective usage of social media focused platforms to purchase this decision-making process. It can also be highlighted from this research work that numerous of traveling agencies are using these social sharing focused strategies as an effective portion of their liability program (Rather, 2021). In addition, consumers are motivated through the brands in terms of posting including that sharing any optimistic experiences. Another finding has been gained that is that customer behavior is playing the crucial role in order to get a detailed understanding regarding the specific products that travelers are wanting to get.

It can also be portrayed that making an interaction upon social media is basically a two-way focused strategy. On the other hand, marketers might be able to listen towards their obligations from their consumers including that they might be able to respond through messenger or any

remark also providing respond to consumers by digital platforms reflects the organization's care regarding their consumers (Yen and Halim, 2021). Another effective knowledge has been gained from this study that is, the major three social media-based platforms are Instagram, Twitter, and Facebook these are the main leading this tourism advertisement related market since numerous years. On the contrary, in the recent times social media influencers are using YouTube in terms of getting large number of viewers and promoting the destinations.

In the recent times this tourism industry is mainly the most competitive sector and after the pandemic outbreak this sector needs to implement numerous strategies to attract more consumers at a single time. For this reason, the tourism and hotel industry has planned to give advertisements on the social media to get massive consumer retention rate. The major beneficial factor for these tourism businesses is that social sharing and some of the young people are specifically utilizing these social media platforms in terms of sharing their memorable travelling moments with their audiences (Dedeoğlu *et al.* 2020). In the Instagram approximately 1 million of travelling based hashtagshavebeen effectively searched, thus, in case any traveler is strategizing to visit and these social media platforms are connected. Influencers of social media can put a vast effect on the audience perception by the tweets including blogs shared through any business firm. Therefore, in the end it can be stated that, social media platforms are supporting millions of tourists to take the right purchasing decisions in the future regarding tour planning.

The whole observation displayed the interconnection between social platforms and vacationers and the study also highlighted the importance of these media in people's daily life. This is not the only feature, these media are also much dependable as people share pictures and videos, and therefore, the authentication of these companies can also be verified. Therefore, these policies have also evolved through time for the welfare of travelers. These platforms directly involve the encounter between traveling companies and tourists and help them to better understand people's demands (Giglio *et al*. 2019). Day by day customers' expectations is also changing regarding vacation. Therefore, these companies also should try to advance their strategies regarding customer service and also ensure their safety and security. Peoples are not only active in social media they also give their individual opinions that also help other people. It is making it easy for travelers to make decisions before selecting a certain location and it is also influenced by differences of opinions among individuals.

These organizations should take the responsibility seriously as the protection of customers remains in their hand and they must make vacation trip more comfortable for customers. In the case of traveling, communication with previous clients is necessary to approach new consumers and improve the existing strategies. For making a company popular it is vital to earn the trust of the consumers and for this actual authentication of the company must be provided to the visitors. In this study, the advantages and disadvantages of social media have also been mentioned and both sides must be considered (Oliveira *et al*. 2020). The advantageous sides include the promotion of new hotels or organizations to the visitors and also making the explorers aware of new destinations.

The drawbacks are mostly focused on the impacts on the environment as a certain place attracting more visitors certainly hampers the condition of the local environment. Tourism creates huge pressure on natural resources and people also lack awareness regarding pollution, for this the local population around a particular traveling spot also suffers. The visitors do not properly dispose of the waste products therefore; these materials also act as a cause of damage to the natural resources (Tan, 2018). This problem can also be solved by the active cooperation of the tourism department and tourists, to keep nature pollution-free are much vital to growing general awareness among individuals. Tourism may be an important industry still protection of the environment comes first; therefore, damaging the ecosystem for the purpose of traveling must be avoided at any cost. For this reason, the local government must take initiatives to enlighten people about pollution and its effects on the environment. Another disadvantageous impact of social media on tourism includes fraudulent images or fake information regarding a particular spot or hotel. There are several hypotheses that can explain the influence of social media in detail.

5.3 Conclusions

In the scene of tourism, this social media is all the time coming to the forefront of this research and any tourist's early interactions including having social media focused channels would determine in case they will investigate further or else not. The social networking focused site such as Facebook, is claiming towards having 1.3 billion of active members worldwide including that any micro blogging focused service is claiming towards having 225 million of users. These channels of social media are the main tools that is supporting these tourism industries towards taking control of entire brand including that publishing necessary information regarding their business.

This utilization of social media to research some potential holiday destinations, lodging amidst pre trip focused stage, leisure activities these are less common. Few of the hotels along with business organizations are giving advantages towards some tourists in terms of motivating them towards leaving any optimistic comments upon hotel blogs. It is necessary to state that few of the major popular and famous social networking focused sites are known as Instagram, twitter, LinkedIn, snap chat, including that YouTube. It is important to highlight that there have several advantages that any tourists can be able to get as they are mainly dependent on social media towards making their traveling related purchasing decisions. It can also be portrayed that in 2021 year a survey has stated that in US approximately 35% of respondents have stated that their tourism related purchasing decisions have effectively influenced by these advertisements on social media.

The major paths towards improving these tourism purchasing decisions by social media are the appropriate identification of these channels of social media, creating the most of some live videos including utilizing the right tool that is social media-based marketing. It has also been shown that social media influencers are making mini blogs about better hotel rooms, places, best season to visit that place and the most effective roots. Some of the active users are following these bloggers to change their purchasing decisions during their holiday timings. The study has focused on using both primary along with secondary data collection method and both quantitative including qualitative data analysis method have been utilized.

In terms of conducting this secondary qualitative data analysis process, thematic analysis has been used and some themes have been made to get a better understanding about the research work. On the other hand, in terms of performing primary quantitative data analysis method 51 tourists have been chosen for the survey session. In addition, MS Excel has been effectively used in terms of performing this primary data collecting method. It is also necessary to portray that ANOVA, descriptive analysis and Regression have been done in this research work and the results have helped in getting a better knowledge about the research work.

Apart from that, in the result section some of the findings of hypothesis, research questions and research objectives have been analyzed and these are the prime source to gain an effective knowledge about purchasing decision of the tourists. It is also can be concluded that for the thematic analysis all the articles that have been taken are authentic and in terms of conducting the entire research work some articles, newspapers, websites along with journals have been gathered

are published after the year of 2017. In addition, the names of the authors have been mentioned and all the important information have been cited in a succinct manner.

Facebook is giving this tourism business and some destinations including having the opportunities to provide booking within the best route. Numerous of people may know that there are multiple social media platforms, such as Instagram, Facebook including the Twitter these are known as influential platforms that are promoting hotels including that traveling. Among numerous of numerous of social media-based platforms, the major social media platform that is Facebook is effectively deserving the specific mention including having some regards towards promoting regarding particular tourism places. The number of active users in social media-based networking specifically in India has been stood at around 216.5 million in 2016 including that it has been forecasted towards estimating towards greater than some earlier 336 million by 2020.

On this note, there are approximately 195 million of this Facebook focused active users and that is the reason that tourists are getting more involved in this changing purchasing decision procedure. In the present society numerous of social media focused influencers mainly as Bloggers, including YouTubers are supporting few Indian tourists towards making effective decisions about their trip booking and better timing to visit including that best season for visiting. Sites of social media have changed these entire patterns of tourists' planning and the route they are vising and consuming their tourism related products. The utilization of social media by influencers and travel bloggers are supporting numerous tourists to take any particular decisions in this tourism field. It is also needed to highlight in this section that, digital suggestion or any different types of comments provided by some other users about online sales of unique tourism products enhance the brand value and that is putting optimistic effect on improving destination picture and consumers' purchasing decisions.

Customers utilize different pattern of strategies, such as consumers search any tourist destinations by its names. On this note, as an outcome of this, it is revealing that these social media focused accounts regarding an effective section that is implying the benefits of searching engines. On the contrary, specifically this tourism is more informative and intensive sector including that this is more crucial towards understanding some of the changes of any technology and consumer behavior. It can be illustrated that this impact of social media platforms on the tourism sector need to be effectively understood in major relation towards this online domain and particularly within this framework regarding travelling informative research.

On a regular basis, consumer give online reviews those are affecting any individual travelling related purchases. The estimation of businesses actively involves in this information exchange through creating any different types of comments. The usage of any online influencers' towards promoting any destination upon social media sites increases more awareness. Users need to trust any other users' recommendations more effectively and as an outcome this possibility towards affecting numerous of consumers by multiple paths social media influencing is continuous expanding. In addition, social media focused influencers might be able to put an impact upon consumer perception by the blogs including tweets that have been shared through any business firm.

In this case of the tour and traveling department, social media platforms are playing an important role as the majority of the population is highly active on these platforms. Therefore, the proper use of these platforms is vital for consumers and people pay attention to social media before selecting a vacation location. For selecting particular spot consumers consider several factors such as the cost, the best season to visit that place, distance, and duration needed to travel that place. Social media also helps travel organizations to better understand the clients' choices and give them the opportunity for improvement. Customers give their valuable feedback online and some people consider these reviews before making a decision for this reason the reviews and differences of opinions are vital. The users should trust the other users' judgment and advice for making any decision and must value the individual suggestions before booking tickets or reserving hotel rooms. Therefore, the government must take initiatives to improve this department and must advertise on social media to catch the eyes of travel-lovers.

5.4 Implications and applications

The usage of social media has been utilized by everyone and such technologies are capable of all levels of marketing for the travel industry. Travel companies can make close bonds with their clients through websites and intermediaries and are able to provide the best suggestions to their consumers (Gupta *et al*. 2018). The unique services that tourism and hospitality businesses offer have proven a fertile ground for quick uptake in case of utilization of social media by tourists. The implications of the study can be stated that tourism businesses are showing interest to utilize social platforms to generate the consumers' passion and grab awareness and help to recognize the overall market. The study has been conducted by selecting a moderate number of samples and compared to the population of India, it is too small. However, the study on this topic is quite successful and

the findings are clear on the purchase-related decisions of consumers. People nowadays love to search in detail before making any decisions and in addition, they are fond of seeing the other consumers' feedback (Kadam and Atre 2020). The study also shows that the pre-purchasing method is one of the most important parts for an organization as well as tourists. In this context, tourist companies need to upload attractive images and videos and also update the latest information about different places on their social sites.

These will help to grow interested among the tourist before making any decisions. Similarly, tourist companies are trying to fulfill the travelers' demands and organize their entire trip, including flight and hotel reservations. This indicates that the social platform is available for the usage by the entire tourism sector. Researchers selected random sample size and conducted their studies thoroughly and asked multiple questions on their preferences. The study also informs that, tourists from different parts of the country have an appreciation of lavish traveling (Singh and Srivastava 2019). They are also willing to spend a moderate amount of money and in return, they want the best services. The information shared by different tourism sectors must be authentic and up to date, that will assist consumers to make decisions before purchasing any trip plan.

These media have made it possible to promote marketing in every industry and also help these industries to reach common people directly. Therefore, it has become easy for the traveling industries to make proper and attractive advertisements on social media and allure people easily. The social platforms are highly utilized by these organizations and it has made a productive base for travel and hospitality management-related business. Hence, it is not only attracting travel-lovers but also alluring the young generation to come to this field. The implications of this entire observation can be employed by organizations to attract people and make betterment tactics (Wang *et al*. 2020). The whole examination has been done by collection and analysis of data across *"India"* and the results were fruitful and the findings clarified the purchase-oriented determinations of consumers. People these days look into every detail and consider other customers' reactions before making any decision. In these circumstances, travel organizers need to upgrade their service practices and must upload eye-catching pictures and videos, and inform people about new places.

These strategies will benefit the organizers to attract the young generation as well as older people not only, also will encourage people to travel across *"India"*. Nowadays customer mentality and

demands are changing regarding travel destinations, they seek comfort and are prepare to spend money as much as necessary (Khan *et al*. 2020). It is different for financially weak people as they make plans according to their budget and also want the best service, for this reason, the organizers must make offers and deals during a particular season to attract these kinds of people. To overcome every situation the organizers must be prepared to adopt changes and constant moderation of planning will also fascinate travelers. Similarly, the benefits of these media are mainly focused on the relationship between tourists and guides and for this trust are important. Finally, it can be said these are the actual implications of these techniques in the travel department.

In this context, the utilization of social media such as Face book, Twitter, and YouTube on the purchase-related decision of tourists is the most significant factor. Every tourist company is using these; however, in order to attract new consumers, they need to implement some advanced techniques. Technological advancement is the most upgraded technique in this sector, and that includes, AI-based marketing, influencer marketing, maintaining the privacy of consumers, perfect communication mediums and augmented reality (Tsiakali, 2018). The implementation of artificial intelligence in their business will improve the schemes and policies of social media. The AI technologies contain several algorithms that help the users to find something more specifically within a short time. AI is widely used in the marketing industry and hoping that the tourism sector will adopt it soon. It will help to send a specific advertisement to the interested consumers and paying attention to the ad will arrive to the targeted customers (John*et al*. 2018). AI can manage to gather huge amounts of data by observing their maximum engagement. The tourist organizations should pay attention to influencer marketing and many of them have not yet implemented it in their business. This technique is particularly famous on Instagram and it permits the tourism organizations to attach with thousands or more people. Not only technologies and also the implementation of effective human resources in order to manage these huge consumers is also necessary.

Tourist firms are required to form a customer support team and it should be able to give assistance 24 hours a day. Leaders of those organizations must train that team in such a way that will be able to solve queries of tourists and give a clear view of the whole plan. Due to the rising demand of traveling inside the country and also abroad, the tourist companies should post travel blogs and information on their official websites (Ebrahim, 2020). The information about different places and their cultures must be authentic and in order to gather this kind of data, the searchers must be

sufficiently qualified. Therefore, the employee selection by these organizations should be done carefully to enhance their business in the future. An organized communication with existing and new consumers is required on a daily basis via email or online messages. The content of those messages should be travel-oriented and all the schemes must be cleared within small sentences (Poturak and Softic 2019). The implementation of these applications will help to run their business successfully and tourists will be satisfied by it. Consumer satisfaction matters a lot for every sector and in the case of the tourism industry, the audiovisual effects will play a significant role in the purchase-related decision of tourists. These will help them to select a specific tourist company after observing their products and services.

In this case, the influence of various communicational media platforms is significant and each organization is utilizing these techniques smartly to catch the attention of travel lovers. For this reason, technological advancement and its actual application have become necessary for example *"Artificial intelligence"* is an essential factor. The *AI*-dependent business strategies are applied to improving marketing programs and tactics, thus helping users to find specific information in a limited time (Jiao and Chen, 2019). This technology helps the organizers by sending a series of advertisements to the users highlighting every feature. There are several travel organizations that make the whole plan regarding traveling, they arrange the entire vacation program. They start with transportation, arrange the hotel, make perfect planning of visiting places, and finally help travelers reach home though this can be a bit costly still these companies are helpful. The members of these companies are much more efficient and convince people to take the benefits provided by them as they save valuable time for customers and they make the whole plan by themselves considering consumers' choices. Therefore, these companies also take the help of *AI* to make their plan successful.

These days *"Google Map"* has also become another essential factor, through this application people are also getting access to different places, not only this but *"Google Map"* media also provide visitors with the proper address of hotels and gives them actual information about an area. They give the route details to reach the destination within time smoothly and also show the easiest way (Castro *et al*. 2017). This application also acts as a whole trip organizer as it shows the best places for lodging, ideal areas of visiting, and places perfect for eating. The popular organizations enlist their name in this application therefore; people are able to plan their journey. This mapping

application has multiple functions, it not only guides the explorers also help them to make plans. It is multi-dimensional as it has the ability to work in various modes of traveling as it is not only efficient on roads, also much more effective while traveling by ship or cruise.

Another drawback also includes unnecessary information that is not required during the planning of vacation and sometimes the data may be limited. Sometimes it also lacks clarified information regarding a particular destination for this people may face various problems. Therefore, considering both advantages and disadvantages this software has become an essential factor while making a traveling plan and for this software to have functioned properly it is needed to be updated constantly for better service (Wu *et al*. 2019). The organizers also need to enlist their names in it to earn maximum profits. Tourism departments are also improving day by day through the help of the *"satellite imagery"* technique that helps to get a real photograph of a particular area and this technology also help people indirectly for navigation. It has become possible to discover new roads and new destinations for travelers and therefore, the picture quality of these kinds of images captivates more explorers.

5.5 Future research

In terms of discussing about the future research on this research topic, it is necessary to portray those past researchers have not stated any specific knowledge about this particular topic. In addition, it can also be highlighted that, influence of these social media platforms on these purchasing decisions of the tourist's related discussion have not been done in an effective manner. Therefore, focusing on this it can be stated that future research on this topic can be effectively executed. It is also needed to highlight that, in recent days usage of social media platforms are widely used for making any type of decisions that can be destination related or others. Several topics associated with this that can be beneficial for any researchers to further extend the research work (Magno and Cassia, 2018). In this study, it has been described that tourist are getting influenced by social media influencers for making any type of holiday destination plannings, booking trips and hotels and any informative research on their trip planning.

In the future, it can be research on the fact that, effectiveness of the information of social media influencers and role of these social media influencers in making better trip planning. In recent times, people are not making any planning on their own and on the other side, before tourists are not choosing the destinations on their own and for that they are also searching it on the social

media platforms (Bigne *et al.* 2020). In addition, as in the present times active users rate on social media platforms such as Instagram, Facebook, WhatsApp including YouTube are increasing therefore, in future more research on these factors would also be evolving that is more obvious. It is also necessary to state that, numerous of things are associated with the present research work thus, it is more obvious that for any researchers there has vast chances to continue doing research on this topic.

On the contrary, it can also be portrayed that, "the role of social media advertisements regarding trips in improving the purchasing decisions of the tourists" this topic is also effective for doing any future research on this topic. It is not unknown that, there are numerous travelling pages on Instagram, Facebook and in YouTube and those travelling pages are providing necessary information about making trips and following that numerous of tourists are making changes on their personal plans. Hence, in the end in can be stated that, this research topic has vast chances to continue the research work for future and numerous of researchers can be benefited from that.

In the present times, different research topic is containing various of themes and information's and this research topic is significant as it is having numerous of information and knowledge (Wong *et al.* 2020). Any researcher can further continue to dig deeper on this research topic. Social media focused platforms have various types applications such as Facebook, Instagram, YouTube and WhatsApptherefore, social media influencers are getting a huge number of chances to show that there are some destinations that can be visited. Apart from that, it is also necessary to highlight that, in terms of doing further research on this topic, the research can research on some offbeat places those have been explored by social media influencers. It can also be stated that, in recent times, social media influencers are giving vast information on "offbeat" places and following these pages tourists are changing their purchasing decisions on visiting old places.

In this section, it is necessary to illustrate that offbeat locations are mainly standing for some places that will fall away through the basic tourists' maps. These are the main places that are mainly untouched through the influence of some mass tourism. Therefore, in case any researcher is trying to do more research than they can research upon "offbeat tourism" that is changing the purchasing decisions of tourists in recent days (Pérez-Vega *et al.* 2018). Before doing any research, it is important to have a better knowledge on offbeat tourism and this offbeat tourism is specifically focusing on avoiding crowds, exploring some raw natural exquisiteness including unusual cultures,

including that getting towards experiencing a plethora of latest things. In the recent days, more including that more people are searching for better destinations off these entire charted routes. Additionally, these offbeat destinations specifically in India is offering this thrill of great relaxing getaway though also few cherished memories. Therefore, it has been shown in the aforementioned discussion that this offbeat related purchasing decisions of tourists are changing and due to the result of that any research can do better research on this. As this research topic is having vast scale of information and online resources therefore, it would not be difficult for this research work for the researcher to proceed with (Li *et al.* 2020). In recent times people are getting more dependent on the social media platforms and social media platforms and that is the major reason that tourists are making a plan and changing their purchasing decisions. Social media platforms are putting a great impact on this tourism is reflected in few of the paths any research does any particular research before undergoing upon a trip.

In recent times tourists are becoming more motivated towards sharing their entire travelling related decisions. Therefore, this social media is having more transformed the path through that any people is making any decisions. On this note, tourists are building their liability in this tourism industries depending on other people's review and social media influencer's reviews. On the other hand, any research can also do their research on "the role of social media platform in doing tourism marketing" as it is not unknown that tourism marketing is also the main reason for changing the decisions of numerous of tourists (NarangajavanaKaosiri *et al.* 2019). Owing the usage of social media, this effective image of any tourist destination might be apparent as being pessimistic or optimistic as this is the content of users that makes a better thought of the destination beforehand. In addition, digital "word of mouth" by social media is having the strength of impact tourists' purposes to travel.

In the case of discussing the future perspectives of these travel companies and the influence of social media, it is important to give much focus on the background first. Nowadays these platforms have become an inseparable part of daily life therefore; people are much more dependent on making any purchase-related decisions, especially in the case of tour and travel departments. Travelers before making a plan for a vacation look into various information about a particular site and for this, they also seek help from other visitors and consider their views (Hole. and Snehal, 2019). To make improvements in business strategy organizations must constantly update their websites by uploading recent images, current contact numbers, and proper addresses. They

must mention on their websites their features and offers to charm more customers. These companies also need to make their social media account attractive and must highlight the offbeat areas as some travelers love to spend their vacation away from the crowd in a calm and peaceful place.

It can be said that in the future the use of social media in travel-related issues will make an effective impact on choosing the right decision regarding a destination spot. Use of social media is increasing day by day and these platforms are already successful as people are exceptionally dependent on these media before taking any purchase related decision. Technologies are also advancing therefore, using new technologies will also improve this industry in the future though, for this the active participation of the organizers are essential. The members of travel planning agencies have learned a huge lesson from the COVID 19 pandemic therefore, it can be expected that they will be prepared to face this type of situations in the future. The agencies must improve the strategies to handle all types of situations not only this also the organizers must improve their social media accounts in the future to attract more people. The communication between customers and companies must be improved to make proper approach in understanding customers' demands. Therefore it will also benefit the tour planners to improve their customer-quality service.

5.6 Conclusion

The main objective of the study is to identify the positive and negative factors of social media that continuously influencing the travelers purchase related decisions. In recent years the usage of social media has been increasing and it has been utilized as the source of important information. Social platforms are proving information about unknown routs, accommodation, transportations, restaurants, hotels, culture and also about that destination's heritage. Tourism organizations rapidly using social media platforms to gain the attraction of visitors towards their social sites. The technology has been developed a lot and the usage of internet has altered the traveler's behavior. Social media can be defined as, online communication platform and utilized for sharing content, collaboration, and it became an important part of people's life. Due to the availability of internet people can easily search anything on it and gained so much popularity. It contained an option to meet new people and also gain followers and it can be considered as best platform. People are sharing their travel related content on social sites and also saying about their experiences, that other people can get benefited from it.

Tourism organizations are utilizing social sites to make connection with new tourists and also destination authorities are contacting through social media. Social platforms are able to give content of different spots and also giving suggestions to new tourists and help them to find out the best options. Different software has been developed by software engineers and tourism companies have implemented that in their business strategies. It will help to send particular images of tourists selected spots and giving additional information to grow interest of their clients. The study shows that, the transformation of tourism marking can be possible due to the advancement of social sites. Before constructing any plan, people love to search for their destination and also see the other people's feedback. Therefore, for any organization, consumer's positive feedback is essential to attract lots of travelers. Travel agencies are also caring for their tourists and enhancing the safety measurement of tourist. They are also checking their consumer's background and valid identification should be done before selling them any plan. Destination authorities are also concern about their tourist's safety with the help of advanced technologies. They are implementing CCTV cameras all over the hotels and roads, to observe the activities of their clients and also avoid unnecessary issues.

These things have shown the love and care for their tourists and also help to build up the trust for any particular tourism company. People are also comparing multiple tourism organizations and their products. People love to share their travel blogs, photos and videos on the social platform to gain lots of comments and likes. Face book is one of the most common platforms, that lots of people have opened their accounts on face book. Nowadays, tourism organizations are also using Facebook and opened their official pages. There they are sharing HD clear images, videos, blogs and travel content on a daily basis, and these strategies will help them to attract new tourists. People are also searching for other tourist's comments and feedbacks, on company's official page and positive feedback help them to build trust of tourists on their company. Organizations are also providing services to their customers and giving them updated information about different places. The customer care team is always ready to solve the queries of their consumers and also helping them to choose best plans of tour. During the travel, these companies are also giving best assistance to their consumers by giving weather update, and also other factors. Social media has played an important role on the travel related decision making of consumers. There can be seen a growing trust of the travelers on the travel related information shared by the tourism companies and other travelers.

The competition is rising during this time and people became selective and also comparing different tourism companies. The study also showing that tourists preferring lavish travel and they are also agreed to spend huge money on their trip. However, in return they want best assistance such as, best accommodation and transportation. Many people are associated with travel industry and social media gave them a chance to earn money from it. Apart from that social media can be a best option for earning and travel bloggers are utilizing social media to enhance their source of income. They are also working with these tourism companies to find out several new places and upload it on their YouTube channels or Instagram pages. This is a promotional strategy and massive number of tourists are following them and also interested to visit those places. New tourists can get a concept of their selected spot from those videos, blogs and images.

On the other hand, the utilization of social media by tourists, can affect their decision-making process. Sometimes organizations are not capable of giving updated source of their desired destination and tourist can be easily misguided by them. This can be happened due to the lack of efficiency of their management team. Social media sometimes mislead to the new tourists and they may lose the faith on that particular company. Some tourist spots do not have the capability to arrange accommodation for massive number of tourists, though due to social media promotion lots of tourists are going there. The waste material, plastic have abandoned by tourists in destination and that will cause pollution and also affect our Eco system. The unauthentic data given by the tourism authority can decrease the value of social media. Sometimes people intentionally spread wrong information and also put bad comments below the other people's travel related posts. These small factors can hinder the growth of tourism companies and people frightened to believe in social sites. Sometimes issues can be occurred regarding network, and people suffering from internet problem. During travel, internet problem can cause huge trouble to search essential data regarding their destination. Therefore, it can be concluded that this type of industry has a huge scope for future development and chances for improvement.

5.7 Summary

Numerous of social media-based platforms such as Facebook is mainly used by influencers to promote some particular tourist destinations. It can be shown that travelers are getting influenced through advertisements those are there in the Facebook and travelers are changing their purchasing decisions. Tourists are extremely willing to interact with social media influencers throughout their traveling process mainly as planning, consumption, booking and any travelling trip. Instagram

focused travelling influencers are effectively utilizing in order to promote numerous destinations, hotels, including activities. Information exchange happens among the suppliers including the consumers, travelling agents including governments. In this section, it is necessary to highlight that the study has focused on both primary quantitative and secondary qualitative data collection method. In addition, considering this the research has dome survey through taking 51 tourists and this entire procedure has been done through MS Excel.

On the other hand, it has also been mentioned that the research work has taken secondary qualitative analysis process and for that reason thematic analysis has been done in an effective manner. In order to conduct the thematic analysis some themes have been formulated with taking the support of some scholarly journals, articles, newspapers and books. On the contrary, in this portion of the study, summary and findings of the research study has been effective highlighted and it can also be stated that through the findings of the research work some main important sections related to influence of social media has effectively been analyzed. Apart from that, suggestions related to future research in relation to this research has suitably shown in this research. It can be stated that, social media influencers are giving the beneficial information about the "offbeat" places and it is not unknown that in recent digital era, people are trying to be more unique due to that reason they are more desiring for "offbeat" places. Thus, future research on "offbeat" destination can be the prime focus of the research work. In addition, influence of "social media marketing" has also been effectively highlighted in this research work in terms of getting a more understanding of social media-based marketing and the role of social media marketers.

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Appendices

Appendix 1: Survey questionnaire

Demographic questions

1.What is your gender?

A) Male

B) Female

C) Others

2. What is your age?

A) 25-34

B) 35-44

C) 45-54

D) 55- above

(Please provide the answers with 5point Likert Scale as 0= Strongly disagree, 1= Disagree, 2=Neutral,3= Strongly agree, 4= Agree)

Variable based questions

3. Social media has a significant role in people's lives. Do you agree?					
4. Previously shared travel content has influenced travelers a lot. Do you agree?					
5. Travelers utilizing Face book to select their desired destination. Do you agree?					
6. Tourism Companies are sharing travel blogs, images and videos of different spots to attract lots of consumers. Do you agree?					
7. Youtubers and Bloggers are assisting tourist in India, to make their travel related decisions. Do you agree?					

8. Technological advancement in tourism industry has made significant change on the purchase decision of travelers.Do you agree?					
9. People have built their trust on tourism companies depending on the other traveler's feedback. Do you agree?					
10. Travelers are relying on social sites during pre-travel phase. Do you agree?					