



Analyzing the influence of E- Marketing Practices on Tourists Buying Behaviour in Goa, India

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Abstract

Electronic marketing also known as digital marketing includes all marketing effects that uses internet to connect the customers spread all over the world. The present study aims to identify e-marketing practices adopted in Goa, India and further investigates the impact of these practices on tourist buying behaviour. 350 tourists visiting Goa were interviewed and collected data was analyzed using SPSS software. Exploratory factor analysis were used to identify e-marketing practices adopted in Goa and further multiple regression analysis was conducted to study the relationship between e-marketing practices and tourists' buying behaviour. Twenty variables were considered for the study. It was found that all the variables have significant influence on tourists' satisfaction with coefficient of determination (R^2) of 79%. The study will be helpful the stakeholders in understanding marketing practices have significant impact on tourists' buying behaviour.

Key words: E- marketing, tourists' behaviour, practices, e- marketing

Introduction

Tourism industry adopts new technology like digital marketing to promote its products and services (Yilmaz & Tekeli, 2021). Digital marketing is new beginning in the promotion and marketing of tourism industry. The business models and techniques are used to decrease cost and develop businesses globally (Rafiq & Malik, 2018). Hence digital marketing is considered as future of marketing (Wertime & Fenwick, 2012). Digital Marketing methods provide many methods to customers to interact and seek out information mutually (Järvinen & Taiminen, 2016).

Goa being tiny state located on west coast India, is famous for its beaches, historic monuments etc. Today, promotion is important in creating awareness among people. Digital marketing plays an important role in creating awareness among tourists. Effective marketing helps in attracting large number of tourists towards destination.

Digital marketing encompasses all marketing efforts that use an electronic device or internet. Businesses leverage digital channels such as search engines, social media, email



and their websites to connect with current and prospective customers.(Dessai. V, 2019). Digital marketing is also known as Online –Marketing, Electronic Marketing, Web marketing. It involves using technology and advertising products and service. Digital Information and Communication Technology, and its application in tourism as DT – digital tourism, e-Tourism - electronic tourism and tourist – electronic tourist. IT is usually defined as a term given to digital computer and communication technologies used for the acquisition, processing analysis, storage, retrieval, dissemination and application of information.(Purohit .K., 2018)

Table no.1 Digital Marketing Channels

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

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

Literature Survey

Moochhala (2013), digital marketing in this regards provides the tools and methodologies to tour operators and agents for bridging this emerging and lucrative segment. Tiago, Gil, et.(2019) identified the imperative of sustainable tourism is widely recognized, prompting tourism and hospitality businesses globally to adopt more eco-friendly products. Findings revealed a preference for local over international accreditations among these firms, with smaller establishments frequently emphasizing eco-labeling in their online marketing. It was observed that firms with more advanced websites are more likely to showcase their sustainability achievements.

Irina , Jakub et.al(2021) provides an insightful analysis of the online tourism market in Slovakia during the year 2020, a period significantly impacted by the COVID-19



pandemic. The study centers on evaluating the effectiveness of various online marketing channels utilized within this challenging environment.

Itziar O, Carmen Camarero, et.(2021) al provide a critical examination of the challenges faced by online travel agencies (OTAs) during the COVID-19 pandemic, particularly focusing on their marketing communication strategies during the peak crisis period.

Sustacha, Pino, et. al (2023),identified an increasing number of destinations are using smart technology to enrich the travel experience. The results confirm the positive relationship between smart technology and tourism experience, with informativeness and interactivity and negative relationship between security and privacy concerns. This study will help destination managers understand the true scope of smart technology for creating value in the tourism experience and implementing measures to enhance it, thereby increasing visitor satisfaction and earning loyalty.

Patrocinio, Lajara, et.al. (2023) determined that tourism significantly impacts numerous national economies, with its growth propelled by the tourism industry's ability to introduce novel products and experiences. This study sets out with a dual aim: firstly, to explore the interplay between innovation processes and competitiveness in the hotel sector; and secondly, to investigate the impact of digitalization on this innovation-competitiveness nexus within hotel industry. Hotels should digitalize their operations to effectively harness their innovation endeavors, thereby streamlining processes and offering unique services.

Pei-Hsuan , Jia-Wei Tang, et.al.(2023) investigated into the critical understanding of consumer preferences for innovative services, particularly pivotal for e-commerce platforms aiming to enhance profitability, competitive edge, and growth.

Xue ,Xie, et. al. (2023) studied the role of digitalization in promoting the sustainable integration of culture and tourism, a critical strategy for economic recovery from recessions. It explores four theoretical mechanisms through which digitalization can facilitate this integration, emphasizing digital power as a key variable. Using factor analysis, the research identifies three mechanisms of digitalization applied across regions with varying levels of economic development and cultural-tourism resources.Nur ,

Muaz et. al.(2023) Focusing on trust and transparency, tourism agencies and online platforms can build strong customer relationships and facilitate the tourism industry's transition towards digitalization.

Anastasia & Theodore (2023) investigate the use of digital marketing tools by tourism companies as well as the overall satisfaction of the companies with its use and the areas of impact of digital marketing from the COVID-19 pandemic, and then to highlight all those features that stand out from those of their competitors, as well as the creation of an appropriate marketing strategy that will ensure the flow of new customers and increased revenue.

Shivekar (2023), The technology has been highly acknowledged as a tool for enhanced destination efficiencies, visibility, dynamic modeling of tourism-related businesses, consumer behavior, marketing, and promotion of tourism destinations. It is so prevalent that according to a Google Travel study, 74% of travelers plan their trips over the Internet, while only 13% still use travel agencies to prepare them. The impact of technology at present is



changing the tourism industry in the 21st century by changing its fundamental forms and shapes of tourism

Identification of research problem

The literature survey conducted helped in identifying following research problem for the study.

1. There are limited studies conducted in the area of online marketing practices and impact on buying behaviour. Though e-marketing being considered as future of marketing and Goa being famous tourists' destination. The present study is pioneering in nature as there is no research conducted in the area of e-marketing practices in Goa.
2. There are no direct studies undertaken on E-Marketing practices and tourists' buying behaviour in the recent years. Hence there is research gap in terms of period in which research has been undertaken by the researchers. Therefore the present study will bridge the gap and provide recent information related to e-marketing practices and tourists' behaviour.

The above research problem necessitate the need of study on e-marketing practices and tourists' behaviour in India.

Research Questions

The research questions addressed in the study are as follows:

1. What are the different e-marketing practices adopted in Goa, India?
2. Whether there is any significant impact of e-marketing practices on tourists' buying behaviour?

Objectives of the Study

The specific objectives of the study are as follows:

1. To identify e-marketing practices affecting tourists' buying behaviour in Goa, India
2. To analyze the influence of e-marketing practices on tourists buying behaviour in Goa, India

Hypothesis of the study

HO: Identified E-Marketing practices do not have statistically significant impact on the tourists' buying behaviour

Research Methodology

Research methodology includes methods applied for the study. The following methodology adopted to achieve objectives of the study

Source of Data

The present study collected is based on both primary and secondary data



Primary Data

Primary data is collected using structured questionnaire with 7 –point Likert scale, which is administered to 350 tourists including both domestic and foreign who visited Goa.

Secondary Data

The theoretical background of the study was framed by collecting secondary data, which was collected from published data of Goa Tourism Development Corporations, book, journals, articles and other published data.

Period of the study

The period of study is from September 2023 to January 2024.

Data Analytical Tools

Data analysis is systematic transformation of data by using proper tool to arrive at conclusion. The following tools are used for the study.

1. **Exploratory Factor Analysis** was used for dimension reduction to reduce number of variables pertaining to e-marketing practices in tourism adopted in the Goa India.
2. **Multiple Regression Analysis** used to analyze relationship between dependent variable i.e. tourists' behaviour and identified e-marketing practices variables of tourism adopted in the state of Goa.

Significance of the study

1. The present study intends to highlights e-marketing practices in Goa, India.
2. The study also reflects the influence of e-marketing practices on tourists' buying behaviour.
3. The present study shall help government authorities in taking important actions in widening tourism activities in Goa, India.

Demographic Profile of the respondents

Following table (Table 2) depicts the socio-demographic profile of the respondents. Respondents' Socio- demographic profile has been prepared based on their socio-demographic characteristics and by conducting descriptive statistics – frequency distribution analysis.

Table no.2.Demographic Profile of the Respondents.

Gender	Frequency	%	Type	Frequency	%
Male	198	57	Domestic	222	63
Female	152	43	International	128	37
Total	350	100	Total	350	100
Age structure			Income (in US dollar)		
18-25	90	26	Less than 10,000	46	36
26-35	130	37	10,001-25,000	35	27



36-50	89	25	25,001-50,000	22	17
Above 50	41	12	Above 50,000	25	20
Total	350	100	Total	128	100
Martial status			Income (in Indian Rupees)		
Yes	156	45	Less than 20,000	56	25
No	194	55	20,001-40,000	45	20
Total	350	100	40,0001- 60,000	79	36
Internet Experience			Above 60,000	42	19
< 1 Year	86	28	Total	222	100
1 year -3 years	101	29	Preference for booking		
3 years to 5 years	95	27	Local travel agents	98	28
➤ 5 years	56	16	Online travel agents	176	50
Total	350	100	Both	76	22
			Total	350	100

(Source: Primary source)

As described in table no.2 we can see that (57%) of the respondent are male and majority of them are young. This is because youngsters are more energetic and like to explore new places. The study shows majority of the tourists are domestic and tourist mostly visit Goa for less than one week or for one to two weeks. It is observed that majority of the tourists has internet experience more than one year and very few have experience less than a year. With regards to preference for booking majority of the tourists prefer online travel agents. Less than 50% prefer local agents and very few prefer both.

Table no.3 Digital media platforms that influence tourist's buying behaviour

Digital media platforms	Scale	Frequency	Percentage
YouTube	Strongly agree	120	34.28
	Agree	67	19.14
	Neutral	69	19.71
	Disagree	12	3.42
	Strongly Disagree	82	23.42
Facebook	Strongly agree	129	36.85
	Agree	68	19.42
	Neutral	78	22.28
	Disagree	19	5.42
	Strongly Disagree	56	16
Twitter	Strongly agree	90	25.71
	Agree	190	54.28
	Neutral	13	3.71



	Disagree	35	10
	Strongly Disagree	22	6.28
Google	Strongly agree	189	54
	Agree	78	22.28
	Neutral	45	12.85
	Disagree	23	6.57
	Strongly Disagree	15	4.28
Websites	Strongly agree	130	37.14
	Agree	86	24.57
	Neutral	82	23.42
	Disagree	18	5.14
	Strongly Disagree	34	9.71
Emails	Strongly agree	120	34.28
	Agree	126	36
	Neutral	51	14.57
	Disagree	36	10.28
	Strongly Disagree	17	4.85

Source: Primary Data

Above table no.3 .shows digital platforms influencing tourists' buying behaviour. It is observed that 34.82 % respondents strongly agree with YouTube has influence on tourists 'buying behaviour. More than 50% strongly agree with Facebook, Google, websites has influence on tourists' buying behaviour.34.28% strongly agree with emails have influence on tourists' buying behaviour and very few strongly disagree with it. Only 25.71% respondents believe that twitter has power to influence tourists buying behaviour.

Table no.4.Exploratory Factor Analysis Results of E-marketing Practices affecting Tourists' Buying Behaviour

Variables	Factor Loading	Eigen Value	Cumm. %	Alpha
Search Engine Marketing		6.282	31.412	.934
Use search engine for travel information	.908			
Click on appropriate links	.878			
Use of Google maps	.875			
Collect relevant information about destination	.871			
Use of Google to collect relevant information about hotels	.866			
Feel safe to buy products	.820			
click on the first 3-4 search results of my search query.	.763			
Easy accessibility on links	.647			



Mobile marketing		6.266	62.740	.956
Choosing right tourism product and services	.939			
Timely SMS regarding tourism products and services	.913			
Book tickets on mobile phone	.911			
Hotel booking on mobile phone	.897			
Accurate and instant information about tourism product and services on mobile phone	.855			
Instant information about places	.810			
Instant information about prices offered	.641			
Affiliate Marketing		2.887	77.177	.794
Click on product /service link on twitter and YouTube	.873			
Use of online coupon from various websites	.836			
Click on link provided by online experts to visit product page	.634			
Social media marketing		2.012	87.239	.864
Effective advertisement on Facebook, twitter etc.	.947			
Opinion of experts on social media sites before purchasing tourism products and services	.723			

Source : Primary Data

Above table no. 4 shows Exploratory Factor Analysis results of e-marketing practices adopted in Goa, India . The factors are labelled as Search Engine Marketing, Mobile Marketing, Affiliate Marketing and Social Media Marketing The factors clubbed into Search Engine Marketing includes use search engine for travel information, click on appropriate links, use of Google maps, collect relevant information about destination, use of Google to collect relevant information about hotels, feel safe to buy products, click on the first 3-4 search results of my search query and easy accessibility on links. The factors clubbed into Mobile Marketing includes choosing right tourism product and services ,timely SMS regarding tourism products and services ,book tickets on mobile phone ,hotel booking on mobile phone ,accurate and instant information about tourism product and services on mobile phone ,instant information about places and instant information about prices offered. Affiliate Marketing includes Click on product /service link on twitter and YouTube, use of online coupon from various websites and click on link provided by online experts to visit product page. The factors clubbed into Social media marketing include Effective advertisement on Facebook, twitter etc. Opinion of experts on social media sites before purchasing tourism products and services The factor loadings with respect to all the variables range between

.634 to .974. Since the Cronbach's Alpha is > 0.65 in respect of all the factors, the factor structures derived are reliable and therefore can be used for further analysis.

Measurement of influence of E-marketing practices on tourists' behaviour

This part of study attempts to measure the influence of identified factors on the tourists' behaviour. For conducting linear regression analysis e-marketing practices is taken as independent variables and tourist buying behaviour is taken as dependent variables. For carrying out analysis and testing by using regression analysis following hypothesis was developed.

HO: Identified E- Marketing practices do not have statistically significant impact on the tourists' buying behaviour

Table no.5 Regression Analysis Results of E-Marketing practices influencing tourists' buying behaviour.

Variables	Unstandardized Coefficients		Standardized Coefficients	Sig.
	B	Std. Error	Beta	
(Constant)	.224	.179		.212
Search Engine Marketing	.618	.021	.800	.000
Mobile Marketing	-.277	.024	-.372	.000
Affiliate Marketing	.422	.025	.505	.000
Social Media Marketing	.122	.032	.105	.000
		Adjusted R ²	F value	
		.795	339.624	

Dependent Variable : Tourists' Behaviour

Source : Primary Data

The above table no. 5 shows regression analysis results of e-marketing practices on tourists' buying behaviour . The adjusted R Square of model is.79.5% which signifies that model explain 79% of variance. The F-Value is 339.624 and P Value is .000, which implies that model is statistically significant since P Value is < 0.05 . The coefficients for all the identified factors are positive this implies that there is positive influence of e-marketing practices on tourists' buying behaviour.

Further analysis revealed that P Value for all the identified e- marketing practices is < 0.05 .This implies that Ho: Identified e-marketing practices do not have any statistically significant impact on tourists' buying behaviour is rejected in respect of Search Engine Marketing ,Mobile Marketing, Affiliate Marketing and Social Media Marketing .This implies that Search Engine Marketing ,Mobile Marketing, Affiliate Marketing and Social Media Marketing have statistically significant impact on tourists' buying behaviour.

Findings of the study

Following are the findings of study on analyzing the influence of e-marketing practices on tourists' buying behaviour.



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- The survey conducted includes majority tourists belong to male category and domestic tourists are more as compared to the international tourists. Majority of the tourists are educated with good annual income.
 - Majority of the tourists have internet experience of more than one year. 34.82 % respondents strongly agree with YouTube has influence on tourists 'buying behaviour. More than 50% strongly agree with Facebook, Google, websites has influence on tourists' buying behaviour. 34.28% strongly agree with emails have influence on tourists' buying behaviour.
 - Twenty variables of e-marketing practices were reduced to four major practices viz. Search Engine Marketing, Mobile Marketing, Affiliate Marketing and Social Media Marketing.
 - It was found that Search Engine Marketing, Mobile Marketing, Affiliate Marketing and Social Media Marketing have significant influence on tourists' satisfaction with coefficient of determination (R^2) of 79%.

Conclusion

Digital marketing also known as electronic marketing or web marketing plays very important role in creating awareness and promoting products and services. Goa being tiny state located on west coast of India is famous for beaches, places of historic monuments etc. It is very important to create awareness about it among the tourists. Digital marketing helps important role in promotion of places and provide relevant information to the tourists.

The present study revealed that the sample surveyed includes majority of domestic tourists and majority of the tourists are well versed with internet experience and uses online travel agents and very few prefer local travel agents. You Tube, Facebook, Twitter, Google and Emails are different digital media platforms considered for the study. Facebook has major influence on tourists buying behaviour followed by Google, You Tube, and Emails and so on. Different variables of e- marketing practices were considered for the study and by using dimension reduction variables were reduced into four major variables viz. Search Engine Marketing, Mobile Marketing affiliate and social media marketing. All these variables have statistically significant influence on the tourists' buying behaviour.

Limitations of the Study

1. There is chance respondent bias.
2. As the state of mind and perceptions of the respondents cannot be controlled at the time of survey. The responses would have been impacted by their perceptions.

Scope for further research

The present study highlights influence of e-marketing practices on tourists buying behaviour. The study can be further initiated in the numerous ways. Some of the scope of further research is enumerated as follows:



1. Further researcher can enhance study by including more aspects like tourists' perception, tourists 'satisfaction towards e- marketing practices in Goa , India.
2. Researchers can also study role of Goa Tourism department in promoting e- marketing practices in the state of Goa.
3. A comparative study on similar areas can be initiated between e – marketing practices like social media, face book and twitter in promoting tourism in Goa.

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