

Digital Marketing Interactions: Moderating the Relationship between Instagram Marketing and Tourist Decision-Making Behaviour

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Abstract

Innovative social media marketing techniques, particularly on Instagram, are being employed to connect with prospective travelers who often check these sites for destination information, reviews, recommendations, photos, videos, and experiences. This research aims to identify how Instagram marketing, comprehensive travel reviews, and consumer engagement influence tourist decision-making. Furthermore, it seeks to examine how digital marketing with practical insights for marketers and professionals in the tourism industry influences tourist behaviour. The findings are based on empirical analysis, with primary data collected using a structured questionnaire through an online survey of 493 respondents from the Delhi-NCR region. The analysis reveals that Instagram marketing positively impacts tourist decision-making. Digital marketing interactions also moderate the relationship between Instagram marketing and tourist behaviour. These findings enrich existing knowledge and offer valuable insights for tourism marketers and professionals.

Keywords

digital marketing interactions, Instagram reels, tourist decision-making, consumer engagement, information quality of the posts

INTRODUCTION

Social media has completely changed how everyone interacts, connects, and decides what to choose and to buy. Now, social media platforms hold billions of users worldwide and have become a significant place where customers compare, research, and connect with brands. As a communication tool, social media plays an important role here. Not only is it a medium of entertainment, but it is also attributed as a factor in social and cultural changes (Velez & Abadiano, 2017). Through interesting content, in the form of stories or reels, in social media platforms, pieces of information are accessible, create relationships, and entice travellers to discover the exquisiteness and diversity of different destinations. Stakeholders in tourism, like travel companies and tour operators can instantly reach a worldwide audience because of social media. One finest example for this is Ayodhya, where Indian Government has used social media platform for promoting this destination with hashtags like AyodhyaTemple, AyodhyaDham, etc., (Venkatesh et al., 2024). With the Ayodhya incident, the Indian government recognized the usefulness of social media in tourism, hence actively implementing various initiatives on social media to capitalize on this growing sector. From the banks of the Ganges River to the grandiose temples of Varanasi, everything is

beautifully captured and has been shared on social media. Interesting contents have targeted advertising because they highlight the different spiritual experiences India offers. Digital storytelling promotes Ayodhya's cultural significance and draws people attention since it builds a strong connection with them. Using virtual reality and augmented reality, virtual tours of popular destinations can motivate or invite a common man to visit. Instagram reels and stories will foster a lasting consumer engagement and make travellers strongly connected with the particular place.

Rajasthan State Tourism has successfully used digital platforms to enrich its marketing and promotional activities to create a strong connection among individuals, so-called tourists. Using targeted advertising programs on social media platforms, the state has successfully managed to address a global audience over 20 million tourists. Also, Rajasthan welcomed over 30 million tourists recently, a remarkable 40% increase, thanks to this digital outreach (Mishra, 2024). Tourism organizations have started to create interesting content that displays the area's experiences, culture, and values. We give credits to social media platforms. Despite COVID-19 pandemic strict regulations, Rajasthan Tourism has built a strong relationship with its viewers with creative advertisements and motto like "Experience Rajasthan from Home (Mishra, 2024)." On the other hand, the heritage and traditional hotel industry of Rajasthan has started using social media increasingly on a daily basis. Consequently, it has improved communication and increased website traffic, brand value, and engagement. In Instagram marketing, hashtags like #IncredibleRajasthan and #RajasthanTourism have witnessed a significant growth recently, representing the increasing recognition of Rajasthan as a tourist destination on digital media and social media platforms.

Social media is an inclusive tool that people use to connect with organizations, i.e., brands. The travel and tourism sector could be more exceptional in implementing social media as a communication tool. Travellers and travel agencies use social media platforms (Deb et al., 2024) to connect, share information, and promote various vacation spots and leisure interests. Instagram has 1.386+ billion users, making it one of the crowd-pleasing platforms for information search (Statista, 2023). Furthermore, Instagram uses an algorithm to connect billions of users with the subject matter they would love to look through (Amin et al., 2022). The socio-economic setting has completely transformed. We owe it to social media sites like Instagram, which have also made communication simpler for users to connect as they offer relevant materials vital to user engagement. Instagram users recurrently use the platform to have easy access in learning about the newest trends and information about many industries. Above all, Instagram has millions of influencers engaged in different content development, using various tactics and techniques to drive traffic and boost their followers (Tafesse & Wood, 2021). These influencers are specially meant to guide and motivate their followers (Amin et al., 2022) towards a specific direction of belief in terms of purchases or any other concept that has great importance. The Instagram feature, namely the people's stories as posted by travellers or influencers, is identified as the major content strategy in marketing in the tourism industry. It is found to impact more the tourists than other forms of marketing (Ismarizal & Kusumah, 2023). This research aims to identify the factors that influence the decision-making behaviour of tourists and to examine the role that digital marketing interaction plays in moderating the relationship between the variables.

Literature Review

Tourists heavily rely on social media in almost all decision-making processes, including travel planning. In the decision-making process of tourists, social media acts as a primary source of information at every stage of travel (Acharjee & Ahmed, 2023). According to the social proof theory, Influencer marketing is a one of the strategic methods in modern-era marketing. To build a strong connection and relationship with their audience, it makes use of the influencers' perceived authority and credibility within the respective field. This strategy is generally on the basis of social proof theory, which considers that individuals have a tendency to impersonate the behaviours and perspective of those they respect or believe to

be influential persons. In the context of tourism, the recommendation of a particular destinations by trustworthy influencers will act as a social proof, influencing prospective travellers’ destination decisions (Cornellia, et al., 2024). Influencers who make positive evaluations and recommendations help to create credibility and foster confidence. Social media is a crucial influencer of travel interest among travellers (Cornellia, et al., 2024). It has been found that in recent times, the usage of social media, especially Instagram, has substantially increased globally. Instagram acts as a marketing platform for users; this leverages destination managers to visually engage the content to promote their places effectively (Fitri et al., 2023). However, understanding destination images, which significantly impacts tourists' perceptions and decisions, is crucial. This paper delves into a deeper understanding of the complex relationships among Instagram marketing, information quality, and consumer engagement towards the dependent variable tourist decision-making behaviour. Further, this study investigates the role of digital marketing interactions as a moderating variable.

Instagram marketing and its impact on tourist decision-making behaviour

Fitri et al. (2023) conducted a study on the influence of Instagram on social media marketing as a promotional means to improve intentions to visit tourist destinations. In this research, 373 active Instagram users were respondents who used official social media accounts of tourism destinations to gain knowledge on a particular destination. The study found that social media marketing positively impacted tourists' intentions to visit.

Generation Y tourists were highly influenced by Instagram marketing when making decisions. Instagram is the most prominent digital platform for setting trends and for enabling users to communicate, interact, and share knowledge. Its visual nature and user-generated content make Instagram an effective source for showcasing travel experiences and influencing decision-making (Eltayeb, 2021).

The study of Ismarizal and Kusumah (2023) says that the decision-making behaviour of Gen Y and Gen Z tourists is highly influenced by Instagram content, which includes captions, colours, comments, and reviews. Good captions on Instagram posts and photos improve a destination's attractiveness, influencing Gen Y and Gen Z tourists' visiting intentions. Additionally, positive comments on Instagram also influence young tourists' decision-making behaviour.

Arif and Sari (2022) studied the role of e-WOM (electronic word-of-mouth) in enhancing the tourists' intention to visit a destination. The study found that tourists of recent times rely more on social media content, like videos, photos, and reviews, to gain prior knowledge of a destination before decision-making. Positive reviews and recommendations from other Instagram users can improve a tourist destination's image, enhancing travel intentions. Tourists' experience-based destination image influences consumers' decision to visit a specific tourist spot. Overall, the study findings revealed that the e-WOM form of Instagram marketing significantly influences the decision-making behaviour of tourists.

Table 1. Review of studies on Instagram marketing and its impact on tourist decision-making behaviour

Author	Year	Positive or Negative Influence on Tourist Decision-Making	Instagram Influencing Factors on Tourist Decision-Making
Fitri et al.	2023	Positive	Instagram social media marketing
Eltayeb	2021	Positive	Instagram's visual nature and user-generated content.
Ismarizal and Kusumah	2023	Positive	Instagram content elements like captions, colours, comments, and reviews.
Arif and Sari	2022	Positive	e-WOM (electronic word of mouth) through Instagram, including videos, photos, reviews, and user recommendations.

Information quality of travel reviews and its influence on tourists' decision-making behaviour

Information is the basis of decision-making. Any decision-making is based on the collection, analysis, and evaluation of information, similar to the decision-making behaviour of tourism consumers. Information quality in travel reviews is crucial in tourists' decision-making behaviour. In the process of travel destination and services selection, user-generated content (UGC) in social media, like comments, which may be positive or negative, shared by social media users about their experience during their travel to a particular place, significantly influences the traveller's destination choice. The study conducted by [Haldar \(2022\)](#) in the National Capital of India revealed a significant positive correlation between information quality and the information adoption behaviour of travellers. To examine the influence of information quality, credibility, and usefulness on travellers, the study used the Information Adoption Model (IAM).

The study results of [Wang and Yan \(2022\)](#) revealed a positive relationship between the quality of information on social media platforms and tourists' travel intentions. Content with higher quality information positively influences travellers' likelihood of travelling. The study also found that the quality of information logically and emotionally influences travel inclinations.

[Nugraha et al. \(2022\)](#) say that the quality of information, service and design positively influences website conformation. The study highlights the significance of enhancing the quality of information, service, and design on travel websites. The survey of [Lata and Rana \(2021\)](#) found that information quality plays a significant role as a predictor of travellers' usefulness of information in the case of hotel bookings. This also indicates that the quality of information in travel reviews on social media and destination websites plays a vital role in influencing the decision-making behaviour of tourists.

Table 2. *Review of studies*

Author	Year	Information Quality of Travel Reviews and Its Correlation with Tourists' Decision-Making Behaviour
Haldar	2022	Positive Relationship
Wang and Yan	2022	Positive Relationship
Nugraha et al.	2022	Positive Relationship
Lata and Rana	2021	Positive Relationship

Consumer engagement and its impact on tourist decision-making behaviour

In general, engagement is a sense of involvement resulting from a reaction to stimuli arising alone or in social consumption activities. In tourism, engagement is defined as showing involvement and commitment towards a specific market offering, where tourists communicate and interact with destination cultures and create value through their experiences in those destinations ([Taheri et al., 2019](#)). The inconsistencies in how customer engagement is defined within the context of tourism and hospitality sectors are studied by [Kathuria et al. \(2023\)](#). This study further highlights the potential of customer engagement to improve the value of tourism and hospitality. [Kanje et al. \(2020\)](#) examined the role of customer engagement (CE) on e-WOM behaviour among tourists in Tanzania. The study results revealed a positive influence of both affective and behavioural customer engagement towards the e-WOM passing behaviour of tourists. [Taheri et al. \(2019\)](#) studied consumer engagement in the tourism industry.

Table 3. *Review of studies on the impact of customer engagement on tourist decision-making behaviour*

Author	Year	Findings
Kathuria et al.	2023	A positive influence of customer engagement in hospitality and tourism
Kanje et al.	2020	A positive correlation between customer engagement and e-WOM

Moderating Role of Digital Marketing Interactions in Tourism Decision-making

The role of digital marketing in tourism has become crucial in recent times as travellers often stick to the information available on social media. Digital marketing initiatives like social media marketing, for example, marketing on Instagram, Facebook and other social media platforms, search engine optimisation (SEO), email marketing, and mobile marketing, help create brand awareness, improve visibility online and increase the income of tourism businesses. Visual and Augmented Reality are immersive experiences that attract customers, leaving a lasting impression that leads to positive reviews and increased customer loyalty and recommendations. Personalised and interactive customer engagement can be achieved through digital marketing, reaching a wider audience by providing a cost-effective and measurable way to promote products and services. Yet, there are significant disadvantages associated with digital marketing in the tourism industry, such as overreliance on technology, overload of information, privacy issues, and the necessity for constant innovation (Nikhil, 2023). Statista (2023) say that digital video marketing is an essential channel in the tourism industry. The digital interaction of target customer groups with the product or service influences their decisions. The impact of 360-degree video content is found to be significant among the target audience. Social media platforms such as Facebook and Instagram prefer digital video advertising. The study also found that tourism businesses spend 16% of the total digital advertising budget on video ads.

Velentza and Metaxas (2023) conducted a study on the role of digital marketing in Greece's tourism businesses during the COVID-19 pandemic. This study suggests creating effective marketing strategies for customer acquisition and for revenue growth for tourism businesses in Greece, as they need to use efficiently the available digital marketing tools to enhance their business.

The study by Armutcu et al. (2023) found that satisfaction and digital marketing interactions are the most significant influencing factors of tourist destination visit intentions. This study further recommends enhancing product and service quality to improve tourist satisfaction. Yilmaz and Tekeli (2021) studied the importance and role of digital marketing in the preference for touristic products in Turkey. The study concluded that when choosing a tourism product or service, customers rely upon the number of likes, reviews, and comments to decide on that particular product or service.

Table 4. Review of studies on the role of digital marketing on the decision-making behaviour of tourists

Author	Year	Findings
Nikhil	2023	Digital marketing plays a crucial role in tourism, enhancing brand visibility and increasing income; drawbacks include tech reliance, information overload, and privacy concerns.
Statista	2023	Digital video marketing's importance in tourism: influences decisions, 360-degree video impact significant, platforms like Facebook & Instagram prefer video ads.
Velentza and Metaxas	2023	Greek tourism's underutilisation of digital tools during COVID-19: suggests innovative marketing strategies for customer acquisition and revenue growth.
Armutcu et al.	2023	Tourist destination visit intentions are influenced significantly by satisfaction and digital marketing interactions.
Yilmaz and Tekeli	2021	Digital marketing's role in Turkish tourism: Customers rely on likes, reviews, and comments to decide on tourism products and services

Conceptual Framework and Hypothesis

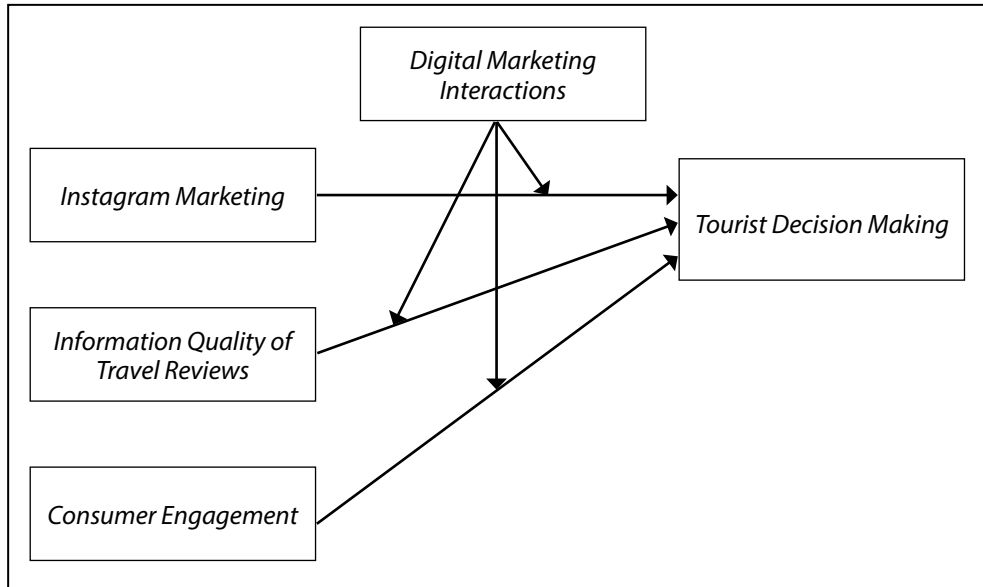


Figure 1. *Conceptual Model*

- H1: There is a correlation between Instagram marketing by tourist destinations and tourist decision-making behaviour*
- H2: There is a correlation between the information quality of travel reviews and tourist decision-making behaviour*
- H3: There is a correlation between consumer engagement and tourist decision-making behaviour*
- H4: Digital Marketing Interactions moderate the relationship between Instagram marketing by tourist destinations and tourist decision-making behaviour*
- H5: Digital Marketing Interactions moderate the relationship between Information Quality of travel reviews and tourist decision-making behaviour*
- H6: Digital Marketing Interactions moderate the relationship between Consumer engagement and tourist decision-making behaviour*

Research Gap

It is evident from the reviewed literature that digital marketing, social media, and consumer decision-making behaviour are interconnected in the tourism industry context. Instagram marketing highly influences tourist decision-making through visual appeal and immersive content. Likewise, information quality on social media and consumer engagement positively impacts the decision-making behaviour of tourists. Digital marketing interactions have advantages like brand visibility, customer engagement, and challenges like information overload and technology reliance. The study reveals that social media marketing and the intentions of tourists significantly influence destination image, directly and indirectly. Further, the study suggests that improving satisfaction, product quality, and engagement towards social media platforms are essential in shaping the tourists' intentions and preferences. In spite of the extensive research on the influence of digital marketing, especially Instagram marketing, on tourist decision-making behaviour, there is still a need for further investigation and nuanced understanding in several areas that need to be addressed. Several studies focus on the impact of social media content, information quality, and individual customer engagement. Still, studies are limited, especially on the effects of Instagram content

on tourist decision-making behaviour and the integration of all these aspects. Immersive technologies like VR's and AR's influence on customer perceptions of tourism need further exploration. By bridging these gaps, comprehensive insights and strategic implications for the tourism industry can be provided.

METHODS

This research adopted a deductive approach. Six hypotheses have been framed based on the model developed and were tested using statistical analysis tools. Therefore, the approach was justified. Cluster sampling was used to choose the target respondents. The sample respondents were selected based on their geographic location. In this case, Delhi NCR Questionnaires were sent to 600 people from Delhi, NCR region. The curation of data eliminated the duplicated and incomplete responses. The sample size arrived at was 493. Online surveys have been used as a tool to collect primary data. Since a structured questionnaire was used to collect data, the data collected was received in quantitative form.

In this research, four variables have been measured using standard instruments. The independent variable of Instagram marketing has been measured using a 6-item scale adapted from [Arasli et al., 2021](#). The independent variable information quality has been measured using a 7-item scale adapted from [Wang et al., 2023](#). The independent variable, consumer engagement, has been measured using an 11-item scale developed by [Vinerean and Opreana \(2021\)](#). The instrument measured consumer engagement from 3-dimensions, namely cognitive (4 items), emotional (4 items) and behavioural (3 items) dimensions respectively. The dependent variable, tourist decision-making, has been measured using a 3-item scale developed by [Xu \(2021\)](#). The variable digital marketing interaction whose moderating effect is to be examined has been measured with a 4-item scale adapted from [Armutcu et al. \(2023\)](#). All the scales have been modified based on Instagram marketing to suit the study's requirements. The research has been conducted without violating ethical considerations through the informed consent of the participants before answering the survey questions and maintaining the anonymity of the responses.

RESULTS AND DISCUSSION

Demographic profile of the respondents

The demographic analysis (Table 5) shows that most respondents (55.2%) were males. The age groups of 30-40 and 40-50 years were found to be more significant, with 35.1% and 33.7%, respectively. Also, 35.1% of the respondents have an average income of 41,000 to 70,000. Only 15% of the respondents are observed to have an income ratio of 1 lakh and above.

Table 5. Demographic analysis

		Frequency (f)	Per cent (%)	Valid %	Cumulative %
Gender	Male	272	55.2	55.2	55.2
	Female	221	44.8	44.8	100.0
	Total	493	100.0	100.0	
Age	20-30 years	76	15.4	15.4	15.4
	30 - 40 years	173	35.1	35.1	50.5
	40 -50 years	166	33.7	33.7	84.2
	50 and above	78	15.8	15.8	100.0
	Total	493	100.0	100.0	
Income	Rs 10000 to 40,000	76	15.4	15.4	15.4
	Rs 41, 000 to Rs 70, 000	173	35.1	35.1	50.5
	Rs 71,000 to Rs 1,00,000	166	33.7	33.7	84.2
	Rs 1,00, 000 and above	78	15.8	15.8	100.0
	Total	493	100.0	100.0	

Test of reliability

A reliability test is one of the techniques used to evaluate a questionnaire that acts as a variable indicator. A respondent who consistently responds to a questionnaire is dependable (Ghozali, 2013). Reliability test has been carried out here to validate the scale and the items adopted. This reliability of a scale was confirmed using the Cronbach Alpha statistical test. A variable is considered reliable when the value of Cronbach Alpha is greater than 0.7.

The alpha values obtained through the Cronbach test for the variables are above .7, showing that the scale is reliable. Furthermore, a pilot analysis with 30 responses was conducted before proceeding with the actual data collection. The content validity was ensured by taking opinion of experts regarding the choice of the instrument.

Table 6. Cronbach analysis

Item name	Alpha Value (α)
Digital marketing interactions	.869
Tourism decision	.900
Instagram marketing	.689
Consumer engagement	.738
Information quality of travel reviews	.874

SEM analysis

The SEM path diagram (Figure 2) displays the associations of the variables involved.

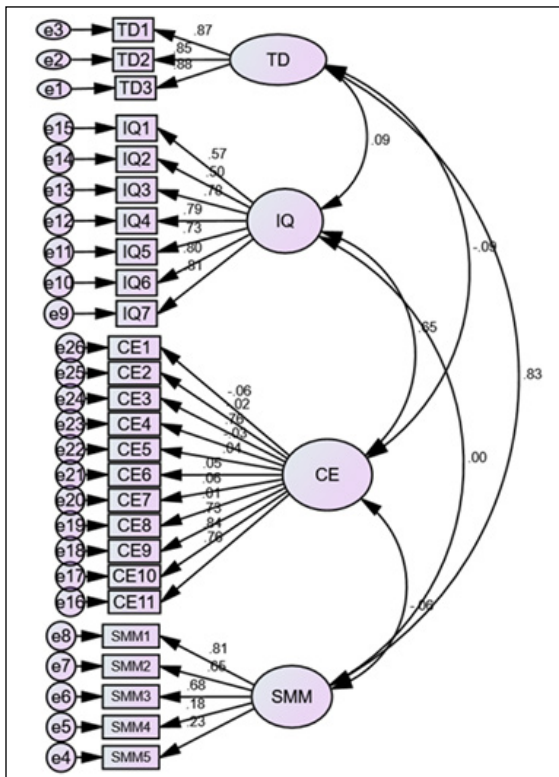


Figure 2. Structural equation model explaining the relationship between Instagram marketing and tourist decision making behaviour

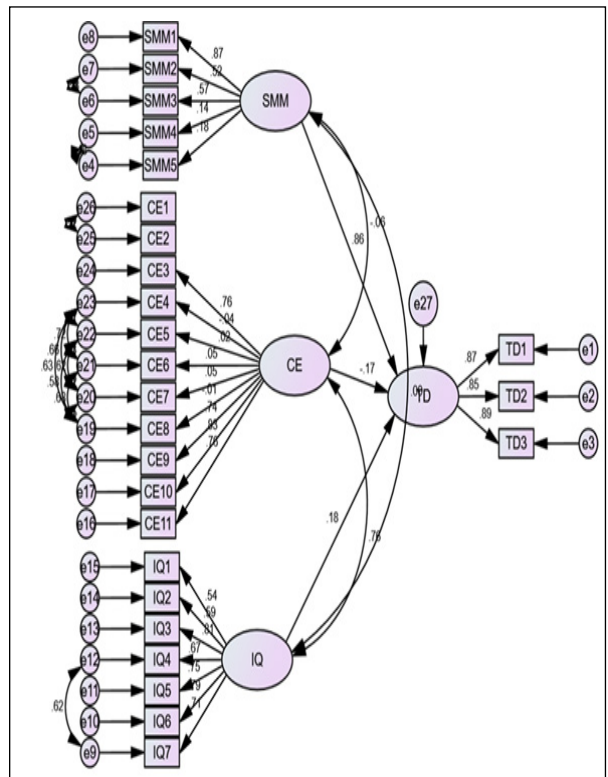


Figure 3. Confirmatory Factor Analysis of the model

The SEM diagram (figure 2) represents the path-analysis of the variables adopted. The confirmatory factor-analysis (figure 3: CFA) shows the association of the latent variables involved in this research.

The degree of freedom (d-o-f) is computed as per Table 7 and the obtained d-o-f value is 281. It is clear from the Table 8 that the estimated chi-square value is 1529.586, with a d-o-f of 281 and a probability of .000, which shows that the proposed model is a good fit.

Table 7. Computation of degrees of freedom (Default model)

Number of distinct sample moments:	351
Number of distinct parameters to be estimated:	70
Degrees of freedom (595 - 83):	281

Table 8. Default model's result: Achieved the minimum

Chi-square	1529.586
Degrees of freedom =	281
Probability level =	.000

Table 9 presents the parameters that have been tested in order to determine the goodness of fit of the model. It can be observed that CMIN/DF (chi-square) is 3.443 and RMR (root-mean-square) value is 0.59 with a significance p-value of .000. It can also be observed that GFI (goodness-fit-index) value as .903, in which all the values are within the acceptable range. The CFI value is .935. The value of RMSEA is .055, with a p-close value of .000, indicating that the model has a perfect fit.

The regression weights of the model are given in Table 10. It can be observed that, the p value of the associations between tourist decision making behaviour and Instagram marketing is 0.000 (TD ← SMM is ***); the p value of the associations between tourist decision making behaviour and information quality of travel reviews is 0.004 (TD ← IQ is .004) and finally the p value of the associations between tourist decision making behaviour and consumer engagement is 0.008 (TD ← CE is 0.008). When p value is greater than 0.005, then the proposed hypothesis must be rejected.

Table 9. Model Fit indices

Model	CMIN	CMIN/DF	RMR	GFI	AGFI	PGFI	CFI	PCFI	RMSEA	PCLOSE
Default model	1529.586	3.443	.059	.903	.919	.712	.935	.722	.055	.000
Saturated model	.000	-	.000	1.000	-	-	1.000	.000	-	-
Independence model	7882.898	24.255	.229	.354	.302	.327	.000	.000	.217	.000

Table 10. Regression weight

			Estimate	S.E.	C.R.	P	Label
TD	<---	SMM	5.396	1.459	3.698	***	
TD	<---	IQ	.205	.071	2.878	.004	
TD	<---	CE	-.209	.079	-2.650	.008	
TD1	<---	TD	1.000				
TD2	<---	TD	.984	.041	23.883	***	
TD3	<---	TD	.955	.037	25.649	***	

Table 10. (continued)

			Estimate	S.E.	C.R.	P	Label
SMM5	<---	SMM	1.000				
SMM4	<---	SMM	.825	.262	3.154	.002	
SMM3	<---	SMM	3.607	.995	3.625	***	
SMM2	<---	SMM	3.690	1.026	3.597	***	
SMM1	<---	SMM	6.473	1.744	3.711	***	
IQ7	<---	IQ	1.000				
IQ6	<---	IQ	1.072	.066	16.129	***	
IQ5	<---	IQ	.876	.057	15.386	***	
IQ4	<---	IQ	.976	.043	22.561	***	
IQ3	<---	IQ	1.060	.064	16.521	***	
IQ2	<---	IQ	.738	.060	12.283	***	
IQ1	<---	IQ	.716	.064	11.238	***	
CE11	<---	CE	1.000				
CE10	<---	CE	1.106	.061	18.032	***	
CE9	<---	CE	1.074	.067	16.001	***	
CE8	<---	CE	-.009	.061	-.145	.885	
CE7	<---	CE	.065	.065	.995	.320	
CE6	<---	CE	.056	.058	.952	.341	
CE5	<---	CE	.034	.065	.515	.606	
CE4	<---	CE	-.058	.064	-.911	.362	
CE3	<---	CE	.972	.059	16.440	***	

Examining the moderation effect of digital marketing interaction

Table 11. Digital marketing versus Instagram marketing and tourist decision-making

Model: 1; Y : DVT; X : SMMT; W : MODT; Outcome variable: DVT
 Sample Size: 493
 DV1 Analysis

Model Summary

MSE	F	Df1	Df2
4.228	92.460	3.0000	489.000

Model

	coeff.	Se	T	p	LLCI	ULCI
Constant	4.550	2.540	1.791	.074	9.541	.440
SMMT	.622	.117	5.304	.000	.392	.853
MODT	.455	.234	1.903	.058	.015	.904
Int_1	.015	.011	1.369	.172	.035	.006

***Level of confidence for all confidence intervals in output: 95.0000

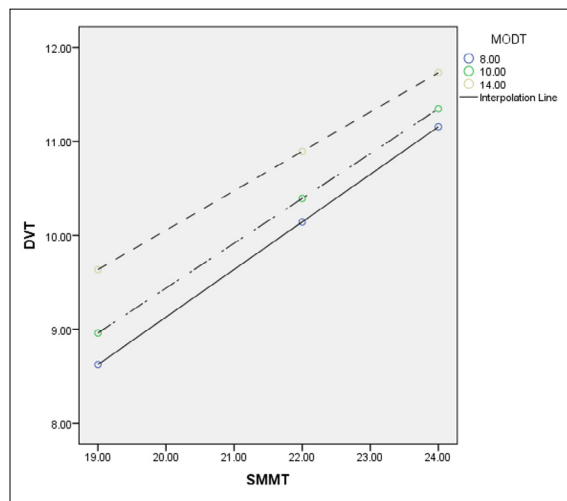


Figure 4. SMMT vs DVT

The moderating variable 'digital marketing interaction' was analysed using the Hayes Process-Macro. The moderating analysis has been carried out to test the hypotheses 4-6. The graph in figure 4 is generated for the moderating analysis based on the values of Table 11.

From Table 11 and Figure 4 of moderating analysis, it can be it is evident that the digital marketing interaction does not moderate the relationship between Instagram marketing and tourist decision-making behaviour. The p value obtained is 0.172, which is greater than 0.05. Therefore, the hypothesis H4, is rejected.

Table 12. Digital marketing interactions vs information quality of travel reviews and tourist decision-making

Model: 1; Y : DVT; X : IQT; W : MODT; Outcome variable: DVT						
Sample Size: 493						
DV1 Analysis						
Model Summary						
MSE	F	Df1	Df2			
6.076	14.748	3.0000	489.000			
Model						
	coeff.	Se	T	p	LLCI	ULCI
Constant	10.517	1.895	5.551	.000	6.794	14.239
IQT	.127	.082	1.550	.122	.289	.034
MODT	.077	.171	.450	.653	.414	.259
Int_1	.014	.007	1.931	.014	.000	.029

***Level of confidence for all confidence intervals in output: 95.0000

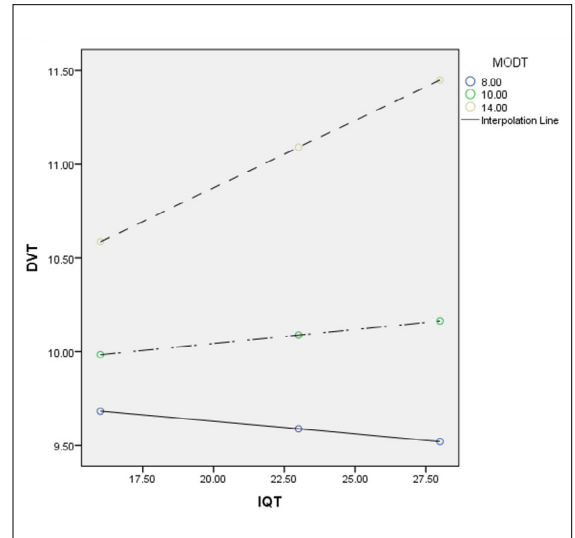


Figure 5. DVT vs IQT

Table 13. Digital Marketing Interactions vs consumer engagement and tourist decision-making

Model: 1; Y : DVT; X : CET; W : MODT; Outcome variable: DVT						
Sample Size: 493						
Model Summary						
MSE	F	Df1	Df2			
6.019	16.431	3.0000	489.000			
Model						
	coeff.	Se	T	p	LLCI	ULCI
Constant	15.484	2.768	5.553	.000	10.044	20.923
CET	.208	.074	2.807	.005	.354	.063
MODT	.241	.250	.964	.336	.732	.250
Int_1	.013	.007	1.897	.000	.000	.026

***Level of confidence for all confidence intervals in output: 95.0000

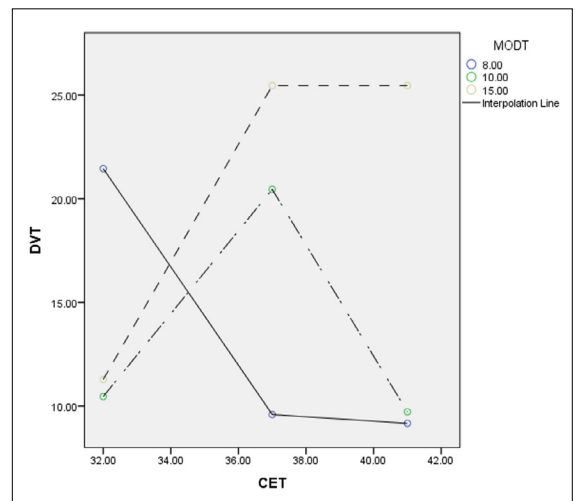


Figure 6. DVT vs CET

It can be observed from the Table 12, that the p value obtained is .014. When 'p' value obtained is less than 0.05, then the hypothesis can be accepted. Therefore, it can be understood that the variable, digital

marketing interactions moderates the relationship between information quality of travel reviews and tourist decision making. Therefore, the hypothesis H5 is accepted.

It can be observed from the Table 13, that the p value obtained is .000. When 'p' value obtained is less than 0.05, then the hypothesis can be accepted. Therefore, it can be understood that the variable, digital marketing interactions moderates the relationship between consumer engagement and tourist decision making. Therefore, the hypothesis H6 is accepted.

Table 14. *Findings of the model testing*

No.	Hypothesis	Result
H1	There is a correlation between Instagram marketing and tourist decision-making	Accepted
H2	There is a correlation between information quality of travel reviews and tourist decision-making	Accepted
H3	There is a correlation between consumer engagement and tourist decision-making.	Rejected
H4	Digital marketing interactions moderates the relationship between Instagram marketing and tourist decision-making.	Rejected
H5	Digital marketing interactions moderate the relationship between information quality of travel reviews and tourist decision-making.	Accepted
H6	Digital marketing interactions moderate the relationship between consumer engagement and tourist decision-making.	Accepted

It is clear in Table 14 that social media has a significant impact on the travel sector in the current digital era. With the invasion of search engines, it becomes easy for travellers to find any information they need, in terms of their preferred destinations. These days, there are many popular social media websites (such as TripAdvisor, and Trivago,) that assist travellers in their every travel-related activity, i.e. ranging from accommodation to adventurous activities. [Azazi and Shaed \(2020\)](#) point out that social media is amongst the most effective resources utilized by tourists when making travel decisions. Social media has become a busy platform that helps users to create, share, and exchange ideas, information, photos and videos using hashtags and posts. It is also seen as a tool that consumers can depend on to make decisions on anything, including retail, healthcare, education, and even travel. This is because social media influences users' decision-making processes ([Verissimo & Menezes, 2015](#)). The findings of [Acharjee and Ahmed \(2023\)](#) emphasized that social media has a significant effect on tourists' decision-making processes in choosing a tourist spot. The study by [Ham et al. \(2019\)](#) emphasized the impact of online reviews on decision-making processes. However, [Ert et al. \(2016\)](#) questioned the impact of online reviews concerning other variables and exhibited the impact of photos on consumer or traveller decisions. In general, online reviews are the most accessible and prevailing form of e-WOM. Customer reviews involve two different functions, i.e. they offer details about goods and services and they act as suggestions ([Park et al., 2007](#)). As online reviews are published from the perspective of the user, i.e. who has visited the place already in the context of the destination, they offer an opportunity for an indirect experience. Studies have emphasized that customer engagement in the tourism industry enhances loyalty, and trust. Social media helps to engage customers, but there isn't much research on either of these phenomena in the travel sector. Thus, the current study intends to bridge this gap by analysing the relationship between consumer engagement and tourist decision-making through digital marketing interactions. To conclude, the findings accepted the hypothesis that digital marketing interactions moderate the relationship between consumer engagement and tourist decision-making. Information quality of travel reviews and tourist decision-making have also been emphasized. There are several stages in a decision-making process. The arrival of social media has changed the way consumers think as they seek information on

their travelling decisions. When a tourist likes to go for a trip, first step includes travel-related decision wherein there is interest development supported by motivators, i.e. influencers and other basic factors, which ultimately influence tourist decision (Francalanci & Hussain, 2015). Subsequently, he or she starts preparing for the trip and collects information from various online sources, like Instagram and Facebook, thanks to user-generated content. Finally, the consumer decides about the destinations, accommodation, and budget as he chooses a purchase. Besides, in online context, influencers have a significant role in tourist decision-making while choosing the final destination particularly when these influencers have many followers on social media (Narangajavana Kaosiri et al., 2017). The more often they share the travel related content, the greater is the influence they create on the decision-making process of the consumers. This research has explored the final stage of the consumers decision making in choosing a particular destination.

Based from the findings and the results, it is evident that there is a correlation between the independent variables Instagram marketing of tourist destinations and the Information quality of travel reviews and tourist decision-making behaviour. These findings align with the conclusions of the studies (Arif & Sari 2022; Eltayeb, 2021; Fitri et al., 2023; Haldar 2022; Ismarizal & Kusumah 2022; Lata & Rana 2021; Nugraha et al., 2022; Wang & Yan 2022). However, it is found through the findings that there is no association between the variables consumer engagement and tourist decision-making behaviour, which doesn't support the findings of the studies (Kathuria et al., 2023; Kanje et al., 2020; Taheri et al., 2019).

Similarly, it is found that the moderator "digital marketing interactions" significantly moderates the association of independent variables (information quality of travel reviews and consumer engagement) and the dependent variable (tourist decision-making behaviour). This finding supports the conclusions and findings of the studies (Armutcu et al., 2023; Nikhil 2023; Velentza & Metaxas, 2023) and contrarily, the moderator 'digital marketing interactions' does not moderate the association between: Instagram marketing by tourist destinations and tourist decision-making behaviour. The above finding supports the findings of the study Yilmaz and Tekeli (2021).

CONCLUSION

Popular social networking sites like Facebook, Instagram, and Snapchat draw users not only for the options they have, i.e. editing and information sharing, but also for the ability to connect with the persons who have the same preferences and inclinations. Regardless of sector, social media has a significant role in the success of business. It influences customer behaviour, which has been proven in the current study. As they have easy access to instant information, customers make decisions quickly. When it comes to travel, they are even so quick to decide to visit a destination after seeing a post or information from a friend or any promotional brand on social media. This significantly denotes that social media has a significant influence on the customers' decision-making and suggests that it is important for marketers to use social media platforms to draw in a large pool of potential customers. Though existing research focuses on how consumers act when making purchases online, it largely ignores how the medium affects people throughout the decision-making process. This study focuses on how these new information sources affect consumers' capability to make decisions, in terms of tourism. It can be concluded that social media applications like Facebook, Twitter, and Instagram act as strategic tools in enabling digital marketing interaction in the tourism sector. Significantly, they impact the travellers' decisions and their choice towards a destination. It is also found through the results that, quality of information and the source (digital influencer) from which an information comes in Instagram create a great impact on the travellers' decision-making behaviour. The study also has identified that there is no relationship between consumer engagement and tourists' decision-making behaviour since the customers (travellers) decide based on recommendations, Instagram stories, feedbacks, comments, and experiences of other travellers rather than the marketing posts done by travel agencies about their and product & services.

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