

Assessing the Impact of Digital Marketing Tools on Consumer Decisions in India's Online Travel Industry A Sustainable Development Goal (SDG) Perspective

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Abstract: The quick growth of Marketing in Digital way has extremely changed the landscape of the travel business, particularly in relation to Indian online travel portals. The intent of this work is to assess the effectiveness of diverse digital marketing techniques, like social media, email marketing, and search engine optimization, and how they affect customer purchasing decisions. Furthermore, the study correlates with the Sustainable Development Goals (SDGs) by investigating the way digital marketing may benefit to sustainable economic growth (SDG 8) and responsible consumption (SDG 12) in the tourism sector. The study aims to give a complete knowledge of how do these advancement influence customer behaviour, increase sales, and promote sustainability in India's online travel services.

Design/Methodology/Approach:The study used a structured questionnaire to obtain primary data from a sample of 236 respondents. The questionnaire was created to obtain information on consumer's perspectives and experiences with digital marketing initiatives run by Indian Online travel sites. The acquired data underwent graphical, ANOVA, and regression analysis to find patterns and connections between variables, with an emphasis on their alignment with the SDGs.

Findings:According to initial investigations, social media & email marketing are the greatest efficacious digital marketing tools for boosting client awareness and engagement. The article demonstrates that the digital marketing tactics develop a profound impact on customer behaviours and decision-making processes in Indian inline travel industry.

Furthermore, these technologies may be used to encourage sustainable travel industry contributing to the attainment of SDGs 8 & 12. This leads highlight that travel websites should engage in effective DM tactics with an emphasis on tailored and engaging content, to improve customer engagement, conversion rates and sustainability.

Research Limitations/ Implications:The article strengthens the prevailing field of knowledge by providing empirical data on the efficacy of DM techniques in the tourism industry and their potential to advance the SDGs. It provides vital data for travel marketers and strategists to improve their digital marketing activities, resulting in enhanced consumer happiness, business growth, and sustainability. Future study might build on these findings by looking at the long-term impacts of DM on consumer loyalty, brand perception and sustainable travel behaviour.

Originality/Value:The study provides a new investigation of the particular implications of several digital marketing tools on consumer purchase decisions in the Indian online travel business, as well as highlighting the technologies' potential to help accomplish the Sustainable Development Goals. The outcomes provide realistic suggestions for improvement of digital marketing techniques in this industry, with an emphasis on sustainability....

Keywords: Digital Marketing (DM), Consumer Purchase Decisions, Indian Online Travel Industry, Social Media Marketing (SMM), Email Marketing (EM), Search Engine Optimization (SEO), Consumer Behaviour (CB), Social Media (SM)

Introduction

The tourist business has seen a dramatic transition in today's digital era, owing to rapid technical breakthrough and the internet's growing ubiquity. This change is most visible in the landscape of online travel portals, which have transformed how customers plan and book their trip plans, notably hotel bookings (Kaur et al., 2023). As the internet travel business becomes more competitive, the significance of efficient DM tactics grows (Pencarelli, 2020). The intent of this work is to gauge the efficacy of various digital marketing methods used by Indian online travel portals and its influence on customer purchase decisions, with an emphasis on accommodation bookings. Furthermore, the article is consistent with the Sustainable Development Goals (SDGs) by investigating how these marketing methods might help to sustainable economic growth (SDG 8) and responsible consumption and production (SDG 12) in the tourism sector.

Digital marketing encompasses an extensive variety of approaches and methods for selling products and services across digital platforms (Kingsnorth, 2022). According to Angeloni and Rossi (2021), among the most effective ways for changing customer behaviour and generating reservations on online travel portal include social media, email marketing, search engine optimization (SEO), pay-per-click (PPC) advertising and content marketing. SM platforms like Facebook, Instagram and Twitter provide companies with opportunities to engage users through visually appealing content, targeted advertisements, and interactivity campaigns (Singh et. al., 2023). These platforms allow business to foster brand recognition and nurture consumers interactions, and generate user-specific content, significantly influencing consumers' accommodation choices while promoting responsible consumption by encouraging the selection of eco-friendly travel options.

Email marketing remains an efficient strategy for online travel portals, giving a direct and customized way to approach potential customers (Kumar, 2024). Targeted email marketing allows travel companies to provide individualized offers, incentives, and ideas based on prior consumer behaviour and preferences (Kaur & Singh, 2022). This personalized technique increase customer engagement and conversion rates since customers are prone to reply to relevant and timely offers (Honora et. al., 2024). Furthermore, email marketing allows firms to maintain ongoing relationships with customers, increasing repeat bookings and developing brand loyalty, as well as contributing to sustainable practices in the tourism industry.

Online travel portals rely heavily on SEO and PPC advertising in their digital marketing strategies (Sahin & Dirsehan, 2023). SEO entails enhancing website content to appear higher in keywords rankings, generating genuine visitors and explore (Jusuf, 2023). Travel firms may use SEO tactics to guarantee that their websites show prominently when people search for hotel alternatives (Kaur et. al., 2024a). This visibility not only supports company development, but it also encourages sustainable travel behaviours by pointing customers to ethical and environmentally friendly lodging alternatives. PPC advertising on the other hand, entails paying for advertisements to appear at the top of search engine results, resulting in quick visibility and targeted traffic to the website (Bhalla et. al., 2024). Both SEO and PPC are critical for attracting customers' attention throughout the research stage of their booking journey, supporting sustainable choices in line with SDG 12.

Another important strategy for online travel portals is content marketing, which entails creating and distributing excellent and relevant material. Travel firms may portray themselves as industry experts through the creation of quality content consisting of blog postings, texts, videos, and recommendations that aid customers to make sound choices (Nazneen et. al., 2024). Appealing material not only draws in and retains potential consumers, but also enhances the whole user experience, resulting in increased trust and reliability. Furthermore, material that emphasizes sustainable travel practices and eco-friendly lodging alternatives might have a major effect on consumer decisions, helping to achieve SDG 12 by encouraging responsible purchase.

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The effect of DM on customer purchasing decisions is significant (Al-Azzam & Al-Mizeed, 2021). Strong strategies can exert a significant influence on consumers' perceptions, preferences and eventually booking decisions (Goyal et. al., 2023). For example, favourable reviews and testimonials on online platforms helps building trust and inspire potential clients to pick a certain lodging (Kapoor et. al., 2022). Personalized email offers can instil a sense of exclusivity and urgency, encouraging customer to book immediately (Kaur & Madaan, 2023). High search engine ranks attained through SEO may boost creditability and increase organic traffic, whereas tailored PPC advertising can attract customers' attention at important stages in their decision-making process (Nguyen, 2022; Kaur, 2019). Companies may further connect with SDGs 8 & 12 by including sustainability messaging into their advertisements which promotes sustainable economic growth and responsible tourism. Understanding the efficiency of these digital marketing techniques is critical for improving marketing efforts and increasing conversion on Indian online travel portals. The research aims to provide an understanding of which method proves to be most effective in encouraging accommodation bookings and how digital marketing activities influence customer behaviour.

This analysis attempts to give concrete suggestions for enhancing the DM approaches and overall business performance in the highly competitive travel industry, while also contributing to the achievement of the Sustainable Development Goals.

REVIEW OF LITERATURE

The digital marketing landscape has dramatically impacted how firms function, especially in the travel and tourism industry. To increase their exposure, interactions with consumers, and increase reservations, Indian online travel portals such as MakeMyTrip, Ixigo, EaseMyTrip, Yatra, and Clear Trip has carefully used a variety of digital marketing platforms. In addition to being essential for company expansion, these technologies may also help to the achievement of the Sustainable Development Goals (SDGs), particularly SDG 8 (Decent Work and Economic Growth) and SDG 12 (Responsible Consumption and Production).

Digital Marketing Tools in Online Travel Portals

Social Media Marketing

Social networking sites are turning into formidable tools for online travel portals to reach a big audience and connect with prospective clients. According to Kaur et al. (2024b), social media marketing enables businesses to deliver content that users will share on social media, expanding their audience and visibility. MakeMyTrip, for instance, uses Facebook, Instagram, and Twitter to share travel tips, location highlights, and client testimonials. This content created by users promotes trust and authenticity, which are important elements in influencing purchase decisions (Nagina et al., 2024).

Madaan et al. (2024) discovered that SMM improves customer engagement and loyalty to the brand. Engaging content and interactive advertising may help online travel portals enhance customer retention and repeat bookings. The visual element of social media, particularly on platforms such as Instagram, enables travel portals to promote lodgings through appealing photographs and videos, luring potential clients (Bhalla et al., 2024).

Email Marketing

Email marketing is a key component of online travel sites' digital marketing strategy. According to Kaur et al. (2024c), email marketing provides a direct and individualized contact route with customers. EaseMyTrip and Cleartrip employ email campaigns to provide personalized discounts, booking confirmations, and travel itineraries. Personalized emails tailored to individuals' unique interests and preferences have been demonstrated to considerably enhance conversion rates (Daoud et al., 2023).

A research by (Keshkar & Mohammadi, 2022) emphasizes the significance of segmentation and targeting in email marketing. Online travel portals can provide more relevant and interesting content

by evaluating consumer data and segmenting the audience based on interests and habits. This approach raises participation and booking conversions while also enhancing the customer experience.

Search Engine Optimization (SEO) and Pay-Per-Click (PPC) Advertising

SEO and PPC advertising are essential for improving the visibility of online travel portals in search outcomes. (Garcia et al., 2022) underlined the function of SEO in boosting organic traffic to websites. MakeMyTrip and Yatra can rank better in search results by optimizing their websites for important keywords and enhancing site structure, attracting more prospective clients.

PPC advertising, as discussed by (Sahin & Dirsehan, 2023), allows travel portals to bid for ad placements in search engine results. It enhances the potential of traffic and conversions by guaranteeing that their advertisements show up at the leading position of search results for targeted keywords. For accommodation bookings, targeted PPC campaigns can highlight special deals and offers, making them more attractive to potential customers.

A study by (Bhandari & Sin, 2023) discovered that both SEO and PPC are critical for attracting consumers' attention throughout the research phase of their booking journey. By ranking high in search results, online travel portals may impact customer attitudes and push up booking rates.

Content Marketing

Content marketing comprises developing and disseminating informative and pertinent content in an effort to bring in and engage a certain audience. According to Terho et al. (2022), strong content marketing establishes a business as a thought leader while also giving useful information to assist customers in making decisions. Online travel portals, including ixigo, use blogs, articles, videos, and travel guides to provide tourists with relevant information and recommendations. High-quality data suggesting addresses customers' desires and queries has the ability to significantly impact their purchase decisions. Touni et al. (2022) found that content marketing boosts customer trust and credibility, which is crucial for strengthening reservations. For lodging bookings, thorough evaluations, virtual tours, and travel guides may offer consumers with the information they need to make educated decisions.

Impact of Digital Marketing Campaigns on Consumer Purchase Decisions

It is well acknowledged that consumer purchase decisions are influenced by DM campaigns. The impact of digital marketing on customer behavior in the Indian tourist industry was examined in a study by Yadav et al. (2024). The analysis found that customers' decisions to book lodging were strongly influenced by social media participation, targeted email offers, and a high search engine presence.

Social Media Influence

SM platforms are not just marketing tools, but also sources of knowledge and inspiration for travelers. (Gulati et al., 2024) argue that SM influences at every stage of the consumer decision-making process, from inspiration and research to booking and post-travel sharing. Positive social media reviews and testimonials can increase confidence and convince potential clients to book their rooms via certain travel sites.

Personalized Email Campaigns

Personalization of email messages is critical for increasing conversion rates. A study by (Hayes et al., 2021) discovered that tailored marketing communications are more likely to be opened and acted upon by customers. For online travel portals, this implies personalizing email content to individual preferences and historical booking patterns, enhancing conversion rates.

Search Engine Visibility

High search engine rankings are related with increased customer trust and trustworthiness. According to a research conducted by Hill et al. (2020), websites that appear on the top page of search results are considered as more reputable and trustworthy. For online travel portals, gaining high ranks through SEO and PPC campaigns may have a substantial influence on consumer buying choices, since customers are more willing to book rooms through reliable portals.

Content Marketing Impact

Effective content marketing not only attracts potential consumers, but also assists them in making purchasing decisions. According to (Suwelack et al., 2022), well-crafted material that addresses consumer pain areas and gives useful insights can help customers make educated booking selections. Content such as extensive property descriptions, high-quality pictures, and virtual tours can help to increase the perceived value and appeal of lodging offers.

The literature reviewed highlights the significant impact of digital marketing tools on consumer purchase decisions within the online travel industry. SMM, EM, SEO, PPC advertising, and content marketing each play a vital role in enhancing the visibility, engagement, and conversion rates of Indian online travel portals. It is essential to comprehend how these technologies work and how they affect customer behavior in order to maximize digital marketing tactics and increase hotel reservations. Online Travel portals must constantly develop and adjust their marketing strategies as the digital landscape changes in order to remain competitive and satisfy shifting consumer demands.

Research Gap

Despite substantial study on digital marketing tools and their impact on consumer behavior, there is a significant void in the literature discussing the specific usefulness of these tools for Indian online travel portals, notable in terms of hotel booking. Most of the previous studies focus generically on DM in the travel sector without looking into how specific technologies like SM, EM, SEO, PPC and content marketing specifically affects customer decisions in the Indian market. Furthermore, while the impact of DM on general purchase decisions has been investigated, there is little understanding of how these efforts particularly affect hotel booking patterns.

This study tries to fill this vacuum by giving a complete examination of the performance of different digital marketing tactics utilized by top Indian travel websites, including MakeMyTrip, ixigo, EaseMyTrip, Yatra, and Cleartrip. – and assessing their influence on consumers' accommodation booking decisions. In order to fill the above mentioned gap, following objectives have been framed -

To analyse the effectiveness of various digital marketing tools (e.g., social media, email marketing, etc.) used by Indian online travel portals.

To assess the impact of digital marketing campaigns on consumer purchase decision with Indian online travel portals.”

RESEARCH METHODOLOGY

Using previous literature reviews as a guide, a questionnaire was created considering several measures as stated in Table 1. It underwent expert evaluations for content validity, which led to a few small changes in the questionnaire items' phrasing. “Respondents are asked to rate their thoughts on various aspects of accommodation services provided by Indian online travel portals using a 5-point Likert scale, with the options being "strongly agree" to "strongly disagree.”

Table 1. Measures Used For The Study

Effectiveness of DM Tools			
Social Media Marketing	DMT1	The SM presence of online travel portals influences may decision to book accommodations.	Yadav & Rahman, 2017
	DMT2	Promotional offers on social media encourages me to book accommodations.	

	DMT3	User reviews and testimonials on social media impact my accommodation booking decisions.	
	DMT4	The visual content (images, videos) shared by travel portals on social media is appealing and informative.	
Email Marketing	DMT5	I find email promotions from online travel portals helpful in making accommodation booking decision.	Thomas et. al., 2022
	DMT6	Personalized email offers from travel portals encourage me to book accommodations.	
	DMT7	I trust the accommodation recommendation provided in email campaigns by travel portals.	
	DMT8	Regular email updates from travel portals keep me informed about the latest deals and offers.	
Search Engine Optimization (SEO)	DMT9	I usually book accommodations from travel portals that appear at the tops of search engine results	Bhandari & Bansal, 2018
	DMT10	High search engine rankings make me trust a travel portal more for accommodation bookings.	
	DMT11	The ease of finding travel portals through search engines influences my booking decisions.	
	DMT12	SEO provides better accommodation options.	
Content Marketing	DMT13	Informative blogs and articles on travel portals help me make informed accommodation choices.	Pektas & Hassan, 2020
	DMT14	Detailed descriptions and virtual tours of accommodation on travel portals influence my booking decisions.	
	DMT15	Travel guides and tips on travel portals enhance my overall booking experience.	
	DMT16	High-quality content on travel portals builds my trust in their accommodation services.	
General Effectiveness	DMT17	Interactive features on travel portals (e.g., chatbots, interactive maps) enhance my booking experience.	

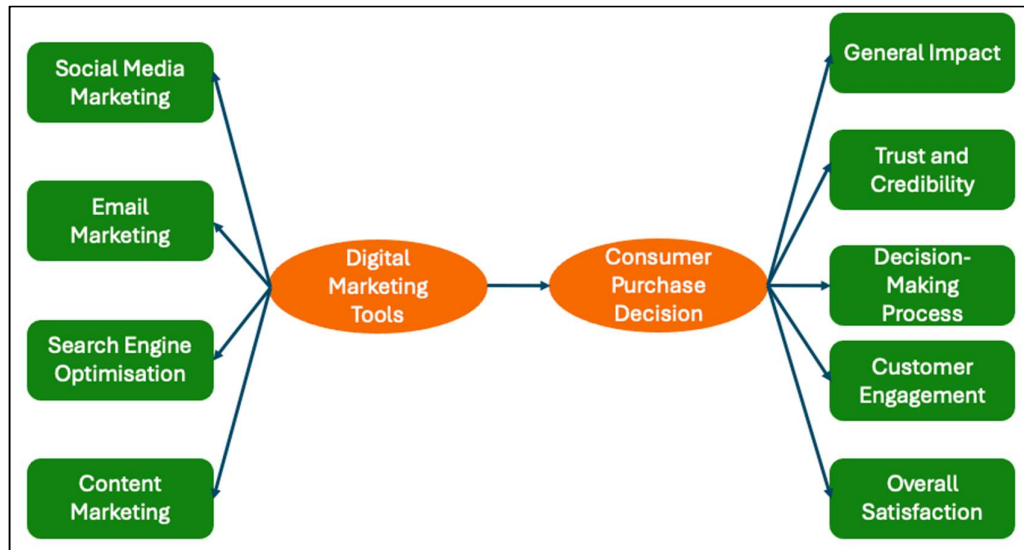
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	DMT18	The integration of user-generated content (e.g., travel stories, photos) on travel portals influences my accommodation choices.	Schaefer & Hetman, 2019
	DMT19	Online advertisements (e.g., banners, PPC ads) from travel portals catch my attention and influence my booking decisions.	
	DMT20	Travel portals' use of influencers and bloggers to promote accommodation impacts my booking decisions.	
	DMT21	The clarity and transparency of pricing and policies presented through digital marketing tools affects my trust in the travel portal.	

Impact of Digital Marketing Campaigns on Consumer Purchase Decision.			
General Impact	CPD1	Digital marketing campaigns make it easier for me to discover new accommodation options.	Al-Azzam & Al- Mazeed, 2021
	CPD2	I see positive digital marketing campaigns.	
	CPD3	The promotions and discounts offered through digital marketing campaigns influence my booking decisions.	
	CPD4	Digital marketing campaigns make me feel more confident about my accommodation choices.	
Trust and Credibility	CPD5	I trust the information provided in digital marketing campaigns by online travel portals.	Kurdi et. al., 2022
	CPD6	Positive digital marketing campaigns improve my perception of the travel portal's reliability.	
	CPD7	I believe that travel portals with strong digital marketing campaigns offer better customer services.	
	CPD8	Digital marketing campaigns by travel portals enhance their credibility in my eyes.	

Decision-Making Process	CPD9	Digital marketing campaigns help me compare different accommodation options effectively.	Narayan, 2024
	CPD10	The information provided in digital marketing campaigns helps me make quicker booking decisions.	
	CPD11	I rely on digital marketing campaigns to find the best deals on accommodation.	
	CPD12	Digital marketing campaigns play a significant role in my final decision to book accommodation.	
Customer Engagement	CPD13	I feel more engaged with travel portals that have active digital marketing campaigns.	Do et. al., 2020
	CPD14	Interactive digital marketing campaigns (e.g., contests, polls) make me more likely to book accommodation.	
	CPD15	I am more likely to recommend travel portals with effective digital marketing campaigns to others.	
	CPD16	My overall satisfaction with accommodation bookings is higher when influenced by digital marketing campaigns.	
Overall Satisfaction	CPD17	I book through online travel portals influenced by digital marketing campaigns.	Akter & Sultana, 2020
	CPD18	Digital marketing campaigns enhance my overall travel booking experience.	
	CPD19	I will continue to use online travel portals for accommodation bookings due to effective digital marketing campaigns.	
	CPD20	Effective digital marketing campaigns increase my loyalty to specific travel portals for accommodation bookings.	

Figure 1. Proposed Research Framework



This study gathered information from 350 people who used online housing services from popular Indian online travel sites. The data was acquired using a convenience sampling technique. Before distributing the questionnaire, each participant was properly informed about the study's goal. Participants were urged to terminate the survey immediately or switch to an online survey if they thought the material and replies were overly invasive. The survey prompted them to share their awareness and impressions about the subject matter. Most participants completed the paper questionnaire, while 46 opted for the online survey due to concerns about their personal information and response content exposure. After screening the responses for reliability, 114 questionnaires were excluded, resulting in data from only 236 individuals being used for analysis. Following the list-by-list deletion method recommended by DeSimone and Harms (2018), questionnaires with omitted responses or with more than nine consecutive identical responses were not included in the data collection. Notably, the majority of excluded questionnaire contained nine or more identical consecutive responses.

RESULTS AND DISCUSSIONS

Reliability Analysis

Table 2. *Reliability Statistics*

Cronbach's Alpha	N of Items
.977	41

The supplied Reliability Statistics table indicates a Cronbach's Alpha value of 0.977 for 41 items. Cronbach's Alpha is an internal consistency measure that shows the degree of interdependence among a set of elements. The outcome of 0.977 is extraordinarily high, indicating that the questionnaire questions are very reliable and consistent. This indicates that the replies to the questions are strongly connected, and the scale is quite dependable for assessing the efficacy of various digital marketing strategies employed by Indian online travel websites. High dependability means that the results are consistent and may be utilized with confidence for further investigation.

Objective 1: To analyse the effectiveness of various digital marketing tools (e.g., social media, email marketing, etc.) used by Indian online travel portals.

The foregoing purpose is investigated by one-way ANOVA. ANOVA was employed to assess the efficacy of various DM strategies since it makes it easier to analyze group averages. In this study, we sought to see if any noteworthy variations in client responses to various marketing tactics. ANOVA is suitable for this reason because it looks for significant differences in group averages while enabling within-group variability, resulting in a thorough knowledge of which tools have a major impact on customer behavior and decision-making in the Indian online travel business.

Table 3. ANOVA

			Sum of Squares	df	Mean Square	F	Sig.
SM	S	Between Groups	71.073	20	3.554	4.016	.000
		Within Groups	190.227	215	.885		
		Total	261.300	235			
M	E	Between Groups	79.809	20	3.990	5.023	.000
		Within Groups	170.819	215	.795		
		Total	250.628	235			
EO	S	Between Groups	90.807	20	4.540	5.393	.000
		Within Groups	181.020	215	.842		
		Total	271.827	235			
M	C	Between Groups	97.347	20	4.867	5.572	.000
		Within Groups	187.818	215	.874		
		Total	285.165	235			

The F value of 4.016 and p-value of 0.000 indicate significant differences comparing groups in SMM. This shows that SMM has a statistically significant influence on customer behaviour and decisions. The F-Value 5.023, with a p-value of 0.000, demonstrating substantial variation across email marketing groups. This demonstrates how email marketing influences consumer decisions and conduct. For search engine optimisation, the F-Value of 5.393 with a p-value of 0.000 indicates a significant difference between groups for SEO. This suggests that SEO significantly affects consumer booking decisions.

For content marketing, the F-value of 5.572 with a p-value of 0.000 shows notable variations in content marketing between populations. This implies that customer behaviour and reservation decisions are statistically affected by content marketing. All four digital marketing tools (SMM, EM,

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SEO and content marketing) show statistically significant differences between groups. The significant F-value and p-value (less than 0.05) for all tools indicate that these marketing strategies effectively influence consumer behaviour and decision making in the Indian Online Travel Industry. Travel portals should continue to invest in these DM tactics to enhance consumer engagement and increase booking conversions.

Objective 2: To assess the impact of digital marketing campaigns on consumer purchase decision with Indian online travel portals.

To evaluate the consequences of digital marketing campaigns on consumer purchasing choices with Indian online travel portals, regression method was used as it facilitates the identification of the magnitude and nature of the association across independent variables (digital marketing tools) and the dependent variable (consumer purchase decision). By measuring the way each marketing instrument influences purchasing choices, regression analysis assists in determining the most effective techniques. This method of statistical analysis also provides for the control of other contributing elements, resulting in a clear, quantitative estimate of each tool's success in driving customer behavior, making it an excellent choice for meeting the study's goal.

Table 4. Descriptive Statistics

		Me an	Std. Deviation	N
CPD	15	3.24	.92101	236
SSM	84	3.32	1.05447	236
EM	59	3.26	1.03272	236
SEO	04	3.31	1.07550	236
CM	78	3.31	1.10158	236

The descriptive statistics provide a summary of the central tendency and variability of the data used in the regression analysis. CPD (Consumer Purchase Decision) has a mean of 3.2415 and a standard deviation of 0.92101, indicating moderate agreement with purchase decisions influenced by digital marketing tools. The averages for SSM (Social Media Marketing), EM (Email Marketing), SEO (Search Engine Optimization), and CM (Content Marketing) are about 3.3, with standard deviations around 1, indicating moderate to high efficacy and variability in responses. These results show that, on average, respondents rank all digital marketing techniques as reasonably successful, with considerable variation in their replies, laying the groundwork for analyzing their impact on consumer purchasing choices in the regression analysis.

Table 5. Correlations

		CP D	SS M	EM O	SE O	CM
Pearson Correlation	CPD	1.00	.846	.866	.866	.885

	SM	S	.846 ₀	1.00	.860	.859	.855
	M	E	.866	.860 ₀	1.00	.871	.863
	EO	S	.866	.859	.871 ₀	1.00	.853
	M	C	.885	.855	.863	.853 ₀	1.00
Sig. (1-tailed)	PD	C	.	.000	.000	.000	.000
	SM	S	.000	.	.000	.000	.000
	M	E	.000	.000	.	.000	.000
	EO	S	.000	.000	.000	.	.000
	M	C	.000	.000	.000	.000	.
N	PD	C	236	236	236	236	236
	SM	S	236	236	236	236	236
	M	E	236	236	236	236	236
	EO	S	236	236	236	236	236
	M	C	236	236	236	236	236

The correlation matrix shows substantial positive associations between Consumer Purchase Decision (CPD) and several DM methods, including (SSM), (EM), (SEO), and Content Marketing (CM). Every association has statistical significance (Sig. = 0.000), indicating that more success in various digital marketing techniques correlates with increased customer purchasing choices. The high correlations among the marketing tools (0.853 to 0.871) indicate multicollinearity, which should be addressed in the regression analysis to ensure reliable estimates. The addition of several digital marketing methods in the model of regression to evaluate their individual contributions is validated by these elevated correlations, which imply that changes in any of these tactics might have a substantial influence on customer purchase choices.

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Table 6. <i>Model Summary</i> ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918 ^a	.843	.840	.36812
a. Predictors: (Constant), CM, SEO, SSM, EM				
b. Dependent Variable: CDP				

The success of the regression model in identifying the impact of DM resources on consumer purchase decisions (CPD) is clarified by the Model Summary. The correlation coefficient (R) of 0.918 demonstrates a significant beneficial relationship between the variables (Content Marketing - CM, Search Engine Optimization - SEO, Social Media Marketing - SSM, and Email Marketing - EM) and the dependent variable (CPD). The R Square value of 0.843 means that 84.3% of the variance in CPD can be explained by these digital marketing tools, demonstrating the model's substantial explanatory power. The R Squared Adjusted of 0.840, It explains how many variables there are which demonstrates the model's robustness and dependability. The standard error of the estimate, 0.36812, is the average deviation of the observed values from the anticipated values, showing a decent model fit to the data. Overall, these measurements indicate that the combined influence of CM, SEO, SSM, and EM has a considerable impact on customer purchase choices in the Indian online travel market, and the model accurately captures this connection.

Table 7. *ANOVA*^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regres sion	168.040	4	42.010	310.010	.000 ^b
Residu al	31.303	231	.136		
Total	199.343	235			

a. Dependent Variable: CPD

b. Predictors: (Constant), CM, SEO, SSM, EM

The regression model displays noteworthy outcomes in the given analysis of variance (ANOVA) table with a high F-value of 310.010 ($p < .000$), indicating that the predictors (CM, SEO, SSM, EM) collectively explain a substantial amount of variance in the dependent variable (CPD). The regression model accounts for a total of 84.3% of the variance in CPD, as indicated by the R-squared value, suggesting a strong fit.

Specifically, the predictors (CM, SEO, SSM, EM) contribute significantly to predicting CPD. CM (Content Marketing), SEO (Search Engine Optimization), SSM (Social Media Marketing), and EM (Email Marketing) are all statistically significant in influencing CPD. The low residual mean square (.136) indicates that the variance not explained by the model is minimal, supporting the reliability of the model's predictions.

In summary, the ANOVA results confirm that the combination of digital marketing tools (CM, SEO, SSM, EM) effectively predicts CPD, with each predictor making a significant individual contribution to explaining consumer purchase decisions in the context studied.

Table8. Coefficients

Model	Unstandardized Coefficients		Standard	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.498	.083		6.029	.000
SSM	.099	.052	.114	1.901	.059
EM	.189	.056	.212	3.383	.001
SEO	.212	.052	.248	4.050	.000
CM	.329	.050	.393	6.593	.000

a. Dependent Variable: CPD

The coefficients table offers insightful information about the effects of every digital marketing technique. (SSM, EM, SEO, CM) on consumer purchase decisions (CPD). The intercept (Constant) of .498 indicates the baseline level of CPD when all predictors are zero. Each coefficient represents the change in CPD for a one-unit increase in the respective predictor, holding other predictors constant. SSM (Social Media Marketing) has a coefficient of .099, demonstrating that for each component increase in SSM, CPD increases by .099 units, although this result is marginally significant (p = .059). EM (Email Marketing) has a coefficient of .189, suggesting that for every unit increase in EM, CPD increases by .189 units, significantly (p = .001). SEO (Search Engine Optimization) has a coefficient of .212, indicating that for every unit increase in SEO, CPD increases by .212 units, highly significantly (p < .001). CM (Content Marketing) shows the highest coefficient at .329, suggesting that for every component increase in CM, CPD increases by .329 units, having a great degree of importance (p < .001).

Linear Equation

The linear equation to predict CPD based on these digital marketing tools is:

$$CPD = 0.498 + 0.099 \times SSM + 0.189 \times EM + 0.212 \times SEO + 0.329 \times CM$$

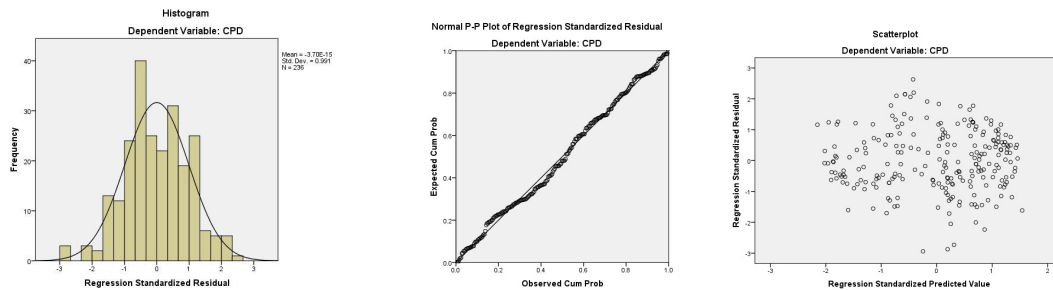
This equation quantitatively expresses how changes in each digital marketing tool influence consumer purchase decisions. For instance, if Content Marketing (CM) increases by 1 unit and CPD is

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predicted to rise by 0.329 points if all other indicators stay the same. Similarly, adjustments can be made for SSM, EM, and SEO to gauge their individual impacts on CPD in the context of your study.

Graphs of the Study

Figure 2. Graphs of the Study



The histogram (left) shows the distribution of residuals, which should ideally be normal, indicating unbiased errors. The Q-Q plot (centre) compares residual quantiles to a normal distribution, with points on the reference line suggesting normality. The scatter plot (right) depicts predicted vs. actual values, where a tight clustering around a 45-degree line indicates a good fit. Together, these graphs assess model accuracy, normality of residuals, and overall fit quality.

CONCLUSION

This study examines the potency of digital marketing techniques in the Indian Online Travel Business, namely SSM, EM, SEO, CM as well as their effect on customer behaviour and purchase choices. The Cronbach's Alpha value of 0.977 suggests that the questionnaire is very reliable, which strengthens the robustness of the findings.

The outcome of the one-way ANOVA and regression experiments demonstrate that these digital marketing approaches account for 84.3% of the variation in consumer purchase decision, with content marketing having the greatest influence. This illustrates that purposeful efforts in digital marketing not only increase customer engagement and booking conversions, however they serve a vital function in encouraging responsible consumer behaviour, in line with SDG 12 (Responsible Consumption and Production).

From SDG standpoint, the enormous impact of these digital marketing tools underlines travel portals' capacity to achieve SDG 8 (Decent Work and Economic Growth) by fostering responsible corporate behaviour that increases customer trust and happiness. By efficiently exploiting these capabilities, online travel portals may contribute to SDG 9 (Industry, Innovation, and Infrastructure) by using innovation promotional techniques that assure sustained development in the digital economy.

Moreover, the finding support SDG 13 (Climate Action) by highlighting the importance of DM in promoting eco-friendly and responsible travel choices. Through targeted campaigns and content that educates consumers on the importance of sustainable tourism, travel portals can influence behaviour that reduces the environmental impact of travel, thus contributing to global climate action efforts.

In conclusion, the high reliability and strong statistical significance of this study underscore the transformative potential of DM tools in the Indian online travel industry. By linking these tactics with the SDGs, particularly SDGs 8,9,12 and 13, travel portals can drive not only business growth and consumer engagement but also beneficial for societal and ecological advantages.

Implications of the Study

The research on the performance of digital marketing tactics and their influence on customer purchasing decisions in Indian online travel portals has important social and administrative consequences, particularly in relation to the Sustainable Development Goals (SDGs). Knowing whether these methods influence customer behaviour is critical for improving sustainable business practices in the fast-changing travel sector.

Social Implications:

From a social perspective, the study underscores that digital marketing plays a vital role in influencing consumer choices and behaviours, particularly in promoting responsible and sustainable consumption patterns, in line with SDG 12 (Responsible Consumption and Production). SMM, EM, SEO and Content Marketing are not merely commercial tools; They're also vital gateways for sharing knowledge and encouraging social engagement. As more customers rely on digital platforms for creating knowledgeable travel decisions, the accuracy, openness and ethical standard of information offered by online travel portals become critical.

Sustainable marketing tactics are crucial in ensuring that the information disseminated is trustworthy and promotes responsible travel choices, thereby enhancing consumer confidence and satisfaction. For example, a travel portal can use DM to highlight eco-friendly accommodations, responsible tourism practices, and sustainable travel options, thus supporting SDG 13 (Climate Action) by encouraging consumers to reduce their environmental impact. Furthermore, the research outlines the social dynamics of digital involvement, especially via SMM which enables a two-way communication channel between consumers and travel portals.

It not only develops a sense of camaraderie among travellers, it also adds to SDG 16 (Peace, Justice and Strong Institutions) by promoting transparency, trust and liability in the travel industry creating and keeping positive associations with consumers through responsible digital marketing practices can lead to increased customer loyalty, advocacy, and a ripple effect of positive word-of-mouth, all of which are crucial for long-term business sustainability

Managerial Implications:

For managers and markets in the travel industry, the article offers meaningful insights in optimizing digital marketing strategies to drive accommodation bookings while contributing to the achievement of the SDGs. A multifaceted digital marketing approach is not just important for grabbing customer attention and converting it into bookings but also for promoting sustainable and responsible business practices.

Managers should spend in developing content that connects with the audience, given social media's usefulness as a tool for engaging and promoting sustainable tourism. By highlighting eco-friendly travel options and encouraging responsible behavior through interactive campaigns, user-generated content, and responsive customer service, companies can support SDG 12 while also enhancing brand loyalty and trust. Personalized email campaigns are shown to be effective in driving bookings, underscoring the importance of data-driven and responsible marketing. Managers should focus on segmenting their audience and tailoring content to promote sustainable choices, such as eco-friendly accommodations or off-peak travel periods, which can reduce environmental impact and support SDG 13. Automated email marketing systems that deliver relevant and timely offers can also encourage sustainable travel habits.

The article highlights the important role of search engine visibility in influencing consumer decision. Managers should prioritize SEO strategies to ensure their portals are not only obvious but also aligned with sustainability goals. This can involve optimizing content to highlight responsible travel practices and using PPC advertising to promote sustainable travel options. By doing so, travel portals can support SDG 12 and SDG 13 by steering consumers towards environmentally and socially responsible choices. High-quality content that educates consumers on sustainable travel is essential. Supervisors must create comprehensive media marketing advertisements that include blogs, guides,

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and virtual tours focusing on responsible tourism. This content can address common consumer concerns related to sustainability and provide insights that aid in making informed, responsible decisions, thereby contributing to SDG 4 (Quality Education) by raising awareness and educating consumers on sustainability issues.

The implications for trust and credibility suggest travel portals must prioritize customer relationship management (CRM) with a focus on sustainability. Implementing CRM system that track customer interactions and preferences can help deliver personalized, sustainable travel experiences. Additionally, actively seeking and responding to customer feedback can improve service quality, foster customer satisfaction, and promote long-term relationships, supporting SDG 8 (Decent Work and Economic Growth) by enhancing the sustainability of business practices.

The societal and administrative consequences of this study underscore DM revolutionary influence on the travel industry, particularly in promoting SDGs. By leveraging the effectiveness of various digital marketing tools in alignment with sustainable development goals, managers can not only enhance consumer engagement, trust, and satisfaction but also drive higher accommodation bookings and business growth in a manner that is socially and environmentally responsible.

Future Scope of The Study

The conclusion of this study on the efficacy of DM tools and their impact on consumer purchasing choices for hotel reservations via Indian online travel portals provide a foundational understanding, but they also open several avenues for future research. One of the best potential directions for future studies in the exploration of emerging digital marketing technologies and their potential to further influence consumer behavior. With the rapid advancements in artificial intelligence (AI), machine learning, and big data analytics, an additional investigation might look into how these technologies can be integrated into DM campaigns to improve personalization, customer targeting, and predictive analytics.

Another critical area for future research is the comparative effectiveness of different digital marketing tools across various demographics and psychographics. While this study provides a broad analysis, future studies could delve deeper into how different age groups, income levels, and cultural backgrounds respond to various digital marketing tactics. This granular understanding could help online travel portals tailor their marketing efforts more precisely, ensuring that their strategies are not only effective but also culturally sensitive and inclusive.

Additionally, the impact of mobile marketing deserves further exploration. With the increasing penetration of smartphones and mobile internet usage in India, future studies could focus on how mobile-specific marketing strategies, such as in-app advertisements, push notifications, and mobile-friendly content, influence accommodation booking behaviours. Understanding the nuances of mobile platforms and enhancing user experiences. The integration of customer feedback mechanisms into digital marketing strategies is another area ripe for investigation. Future research could examine how real-time feedback and reviews, when integrated into digital marketing campaigns, affect consumer trust and decision-making. This could involve studying the role of social proof and user-generated content in shaping perceptions and driving bookings.

In conclusion, the future scope of this study is vast and multifaceted, encompassing technological advancements, demographics-specific research, mobile marketing, customer feedback integration, longitudinal studies, and the impact of external factors. Exploring these topics would not merely broaden theoretical knowledge of digital marketing in the tourism industry but also give practical insights for online travel portals looking to improve their marketing tactics and more effectively serve their users

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