# A study on the impact of social media on travellers' attitudes towards purchase decisions in tourism industry with reference to Karnataka

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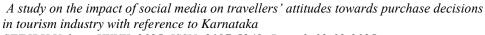| KEYWORDS | ABSTRACT |
|---|---|
| social media, attitudes towards purchase decisions, tourism industry | The use of social media on traveller has become widespread. It has altered the ways in which we interact with one another use available information and make purchases. The travel and tourism industry has also undergone a significant transformation in the past decade due to the emergence of social media. These statistics illustrate the notable impact of social media on prospective travellers, its influential role in the travel industry, and its potential for promoting diverse destinations. This quantitative study employed the descriptive research design, to describe social media posts' characteristics and impact on travel decisions and preferences. Purposive sampling under the non-probability sampling methods was also used. This study aimed to bridge this gap, and additionally aimed for its findings to contribute to tourism establishments' and stakeholders' knowledge of social media as a tool for promotion and reaching out to a wider range of tourists and an attempt to determine the role played by social media platforms in promoting sustainable tourism in the states of Karnataka. |

## 1.01. Introduction

The social media has become the most and widely used way of communication and advertisement by business and individuals in this era. The use of social media is enabling companies to advertise and promote their products and services online. The current study is aimed at investigating the impact of social media in the Tourism industry. This study seeks to find out attitude of buyers of touristic products and services use social media to obtain information about different tourism in Karnataka state and their offers and social media influence on their intention to buy those products and services. This study also seeks to find out if travel agencies in Karnataka make use of social media in promoting their services and what impact does the use of social media in increasing their sales. This will go a long way in helping travel agencies to come out with sophisticated ways of improving their social networking which will provide for a great deal in increasing the sales of the organization.

## 1.02. Social media on travellers

Tourism is an act of travelling by individuals across the nations and continents. Tourism includes several types like religious tourism, Adventure tourism, Eco tourism, Cultural tourism, medical tourism, wildlife tourism, beach tourism and dark tourism. The prominence

and importance of each place is unknown till the advent of social media, which portraying the beauty of the places, its importance, and majorly the attractions of the places to every nook and corner of the world. The current project deals with the role of social media and its impact on tourism travel services and similarly the importance of social media in creating the tourism awareness among the individuals. The project outcome will certainly bring tremendous change in the perception of youth and other age groups about the role of social media in portraying the awareness about different types of tourism and its importance to different sections of the people. Hence this project gives thrust in the development of tourism and travel service sector which in turn leads to growth and development of Resources and Environmental Management. Several platforms of social networks have been introduced to update and the rank them accordingly. Platforms of social networks include Facebook, YouTube, LinkedIn, Twitter, Google and Instagram among many others.
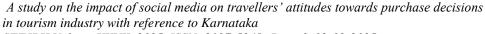
## 1.03. Tourism industry in Karnataka

Karnataka is a vibrant state known for its rich diversity in tourism. It boasts historical UNESCO World Heritage Sites like Hampi, Badami, and Aihole. Nature lovers can explore hill stations like Coorg and Chikmagalur, which are famous for their scenic landscapes and coffee plantations. The state's beautiful beaches, such as Om Beach in Gokarna and Malpe Beach, offer serene getaways. Karnataka is also home to 21 wildlife sanctuaries and 5 national parks, including Bandipur and Nagarhole. Adventure enthusiasts flock here for activities like trekking, rock climbing, and river rafting. The ancient temples of Karnataka, like Shravanabelagola and Bijapur, draw pilgrims and history buffs alike. Eco-tourism hotspots such as Madikeri and Kudremukh are perfect for those seeking nature's tranquility. With its cultural, natural, and adventurous appeal, Karnataka attracts tourists year-round. Its unique blend of experiences makes it a must-visit destination in India.

## 1.04. Literature Review

With a view to evaluate the objectives of the study, it was considered desirable to have an idea of the findings of some earlier researches and the methods adopted for arriving at the same. It is hoped that such a review of literature connected with the main objective of the study would provide a basis either for confirming the earlier findings or for contradicting the same and thereby to suggest points of departure for further studies. Hence the present study has conducted to analyze the "**A study on the impact of social media on travellers' attitudes towards purchase decisions in tourism industry with reference to Karnataka**".

**1.04.01. Dr. Ravindran D, Nagamalar M. & Dr. Uma Rani P.( 2018)** the Social media effect in day to day life of most of the mobile and computer users in the internet era is highly influencing their lifestyle, opinions, evaluations, and decision making about purchase and usage pattern of products and services. The tourism industry in India which is one of the growing service sectors in developing countries like India is not an exception to social media impact, The influence of social media sources on the decisions of tourism consumers is carried out. The study, 365 respondents are chosen from the various places of Madurai, Tamilnadu. The analysis, t-test and ranking method are used. The study mainly focuses on analysing the demographic influence on social media choices in making tourism related decisions.

**1.04.02. S.Mallesha and Dr. H S Anitha (2019) t**he Social Media has any impact in Tourism, to determine what tourists' perceived benefits of using social media when taking trips are, and to ascertain if there is any strategic opportunity for value creation for the tourist. The Social Media value-creation model is created in order to find out if any of the functionalities applied to tourism and any of the perceived benefits of using Social Media in tourism contribute in any way to the tourist's value-creation or if it has an influence on tourists when planning and taking trips. The most influential attributes of the usage of Social Media in tourism are ascertained, the travellers' perception of social media is analysed, the important functionalities and benefits are determined and an analysis of the strategic impact of Social Media in tourism is conducted. It can even be used as a source of sustainable competitive advantage if tourism firms develop a positive reputation and focus on the personalization of their services as the key element for their value-creating strategy.

**1.04.03. Chatterjee Joyeeta & Dsilva Raylyn Nigel (2020)** the role played by social media platforms in promoting sustainable tourism in the states of Assam and Odisha. The study provides insights on sustainable tourism and related products of the above-mentioned destinations that need to be promoted on social media. It also recommends strategies to augment the sustainable tourism in the two states.

**1.04.04. Khan Safdar and Rehman Asad (2023)** the role of social media in the consumer decision-making process in the tourism industry. Qualitative research examines how the use of social media changes the experience. Today, the outsiders in developed regions overwhelm customers' opinions about products and services, and as a result, influence conclusions in unrelated areas. Web-based social networks attract shoppers because advertisers have no control over the content, timing, or repetition of online discussions between shoppers. The results show that the use of social media influences consumer satisfaction during the information retrieval and alternative rating stages, and consumers go through the final purchase decision and post-purchase rating process in the tourism industry. Increasing attention to social media has shaped modern advertising and transformed the way businesses interact with tourists. There are many websites on social media inclusive of Facebook, Instagram, Messenger, YouTube so on. Via social media, we are able to proportion our minds and thoughts from one individual to another. In assessing the influences of social media on branding and advertising approaches, an exploration of the prevailing literature on social media use and logo notion can assist become aware of rising and successful techniques for enhancing client engagement via social media.

**1.04.05. Dwivedi Kumar Shashank, Tripathi Hitesh, Kumar Vivek and Vishwakarma Subhi (2023)** The Social media is now acknowledged to have a significant part in sustaining and promoting the reputation of tourism locations. The dynamic online environment plays an important role in promoting tourism on a worldwide scale, in order to use this knowledge to market Indian tourist attractions, it is therefore essential to understand how social media functions. How netizens use social media for travel planning and exploring new destinations. It also discusses the benefits and difficulties associated with social media use by the tourism industry and other stakeholders. The research survey method of qualitative and quantitative analysis were used. It helped to conveniently gather primary information about the extent of social media usage, tourists, and tourism establishments at tourism destinations. The impact of social media on tourism promotion with the help of a questionnaire. The study shows that more tourists are using social media for searching, identifying, making plans, making reservations, and sharing their experiences with various goods and services. The social media's critical role in the marketing and growth of tourism, the study also points out some drawbacks of using it to advertise a particular location.

## 1.05. Objectives of Study

The researcher undertakes this study with the following objectives with the title as "**A study on the impact of social media on travellers' attitudes towards purchase decisions in tourism industry with reference to Karnataka**".

1. To study the influence of social media on travellers attitudes towards purchase decisions in tourism industry in Karnataka

## 1.06. Hypotheses of the Study

The present study plans to construct the following hypotheses with the aim of testing them.

- **Null hypothesis (Ho):** There is no significant difference between Social Media Purchase Decision Influence on the respondents with respect to the tourism industry in Karnataka**.**
- **Alternative hypothesis (H1):** There is significant difference between Social Media Purchase Decision Influence on the respondents with respect to the tourism industry in Karnataka.

## 1.07. Research Methodology

- **Data Source:** Data collection primarily relies on using questionnaires to gather primary data directly from participants. This involves distributing structured questionnaire to collect responses, ensuring clarity and relevance of questions.
- **Question Types Used:** The questionnaire consists mainly of closed-ended questions, where respondents select from predefined answer options. A well-structured questionnaire is framed and the responses were collected from the tourist respondents through interview schedule
- **Period of Study:** The study was conducted over a period of six months to ensure sufficient data collection and analysis.
- **Sampling Techniques:** Purposive sampling under the non-probability sampling .
- **Sampling Size:** the total population size is 201
- **Sample area:** Karnataka state
- **Methods of data collection data sources:**
  - **Primary data collection:** Primary data is the data collected to solve a problem or to take an advantage of an opportunity on which a decision is pending. In this research primary data will be collected through self-administered questionnaire. This involves distributing structured surveys to collect responses, ensuring clarity and relevance of questions.
- **Analytical tools and methods:** Statistical analysis is a scientific tool that helps collect and analyse large amounts of data to identify common patterns and trends to convert them into meaningful information. In simple words, statistical analysis is a data analysis tool that helps draw meaningful conclusions from raw and unstructured data. The commonly used statistical tools for analysis of collected data are:
  - **Percentage Analysis:** A percentage frequency distribution is a display of data that specifies the percentage of observations that exist for each data point or grouping of data points. It is a particularly useful method of expressing the relative frequency of survey responses and other data.

o **ANOVA test**: Analysis of variance (ANOVA) is a statistical test used to assess the difference between the means of more than two groups. At its core, ANOVA allows you to simultaneously compare arithmetic means across groups. You can determine whether the differences observed are due to random chance or if they reflect genuine, meaningful differences.

## 1.08. Data Analysis and Interpretation

### 1.08.01. Demographic Profile of Respondents in Karnataka State

The first part of the study's data presents the participant's demographic profile. The respondents Gender, Age, Education, Occupation, Material status, Monthly income, Family Type, Frequency of Travel and Social Media Usage.  Table 1.01 shows the frequency and percentage of the respondents..

**Table No 1.01: Demographic Profile of Respondents**

| Descriptive Statistics | Particulars | No. of. Respondents | Percentage | Cumulative frequency |
|---|---|---|---|---|
| Gender | Male | 48 | 23.90 | 23.90 |
| | Female | 153 | 76.10 | **100.00** |
| | **Total** | **201** | **100** | |
| Age | 21- 40 years | 78 | 38.80 | 32.80 |
| | 41 - 60 years | 65 | 32.30 | 71.10 |
| | Above 61 years | 58 | 28.90 | **100.00** |
| | **Total** | **201** | **100** | |
| Education | Graduate | 80 | 39.80 | 39.80 |
| | Post Graduate | 45 | 22.40 | 62.20 |
| | Professional /Technical | 76 | 37.80 | **100.00** |
| | **Total** | **201** | **100** | |
| Occupation | Home maker | 20 | 10.00 | 10.00 |
| | Private employment | 65 | 32.30 | 42.30 |
| | Government employee | 40 | 20.00 | 62.30 |
| | Retired person | 52 | 25.80 | 88.10 |
| | Self employed | 24 | 12.00 | **100.00** |
| | **Total** | **201** | **100** | |
| Material status | Married | 172 | 85.50 | 85.50 |
| | Unmarried | 29 | 14.50 | **100.00** |
| | **Total** | **201** | **100** | |
| Monthly income | Below Rs. 50000 | 15 | 7.50 | 7.50 |
| | Rs. 50001 – Rs. 75000 | 84 | 41.70 | 49.20 |
| | Rs. 75001 – Rs. 100000 | 67 | 33.30 | 82.50 |
| | Above Rs.100001 | 35 | 17.50 | **100.00** |
| | **Total** | **201** | **100** | |
| Family Type | Nuclear families | 69 | 34.30 | 34.30 |
| | Extended families | 86 | 42.80 | 77.10 |
| | Single-parent families | 46 | 22.90 | **100.00** |
| | **Total** | **201** | **100** | |

| | | | | |
|---|---|---|---|---|
| Frequency of Travel | at least once per year | 87 | 43.30 | 43.30 |
| | at least twice per year | 71 | 35.30 | 78.60 |
| | at least thrice per year | 23 | 11.40 | 90.00 |
| | More than four times a year | 20 | 10.00 | **100.00** |
| | **Total** | **201** | **100** | |
| ocial Media Usage per day | Below 60 minutes | 47 | 23.40 | 23.40 |
| | 61-120 minutes | 31 | 15.40 | 38.80 |
| | 121-180 minutes | 31 | 15.40 | 54.20 |
| | More than 181 minutes | 92 | 45.80 | **100.00** |
| | **Total** | **201** | **100** | |

Source: Primary Data

From the above Table No 1.01 Demographic Profile of Respondents in Bengaluru city it is interpret that

- 76.10 per cent are female. The sample seems to have a slightly higher representation of females. The female respondents were dominant over the male respondents in number. Female presence is more dominant on social media or that females are more active users then male in the state of Karnataka
- 38.80 per cent are between the age group of 20 – 40 years. It indicating a younger demographic is more like social media on travellers in the Karnataka.
- 39.80 per cent are graduate are the respondents as an education is concern.
- 32.20 per cent are the private -employee is the most common occupation among respondents are is more like social media on travellers in the Karnataka.
- 85.50 per cent are married and rest are unmarried respondents.
- 41.70 per cent are a considerable proportion of respondent's income between Rs, 50001 to Rs.75000 is more like social media on travellers in the Karnataka.
- 42.80 per cent of extended families like the social media on travellers in the Karnataka.
- 43.30 per cent Frequency of Travel with families once in year.
- 45.80 per cent they use social media for more than two hours or an average of a hundred eighty minutes per day.

## 1.09. Social media on travellers' attitudes towards purchase decisions in tourism industry

The following Table No 1.02 presents the respondents" level of agreement or perception of social medias influence in purchase decisions. The variable with the highest perceived value is the first statement, in which respondents agreed that they check all posts related to the tourism products they are interested in purchasing on social networking sites.

**Table No 1.02 Social media on travellers' attitudes towards purchase decisions in tourism industry**

| Purchase Decision Influence | N | Mean | Std. Deviation | Rank |
|---|---|---|---|---|
| I review all social media posts about the touristic products I'm considering before making a purchase decision. This helps me get a sense of the experience and whether it's worth it. | 201 | 3.0647 | 0.92239 | 1 |
| I'm considering purchasing a trip to a tourist destination that I saw posted on a social networking site. I'm checking out the reviews and feedback before making a final decision. | 201 | 2.8856 | 0.84371 | 5 |
| I'm thinking about ordering a touristic product that's being advertised on social media. I'm looking at the reviews to see if it's worth the purchase. | 201 | 2.8458 | 0.84917 | 6 |
| I might choose my holiday destination based on recommendations I find on social media. | 201 | 3.0299 | 0.97422 | 2 |
| I might decide between different locations or districts based on comments I see on social media about those tourist spots. The feedback from others really helps guide my decision-making process.. | 201 | 3.0100 | 0.84847 | 3 |
| I might book a trip through a travel agency to a destination based on the information shared on social media. The details and reviews posted online influence my choice of destination. | 201 | 2.9701 | 0.88832 | 4 |

**Source: Primary data**

From the above Table No 1.02 showed that the respondents agree on having an influence on the social networking sites to their travel decisions. As shown on the table 1.02, checking of posts on social networking sites about the touristic products to help them decide perceived the highest value with a mean of 3.0647. Respondents agreed that they get to know the products and services of a travel destination through social media.

**1.10.** The following table presents the results for the Analysis of Variance (ANOVA) between respondents" groups

- **Null hypothesis (Ho):** There is no significant difference between Social Media Purchase Decision Influence on the respondents with respect to the tourism industry in Karnataka**.**

- **Alternative hypothesis (H1):** There is significant difference between Social Media Purchase Decision Influence on the respondents with respect to the tourism industry in Karnataka.

**Table No 1.03 ANOVA test on Social media on travellers' attitudes towards purchase decisions in tourism industry**

| Purchase Decision Influence | Sum of Squares | df | Mean Square | F | Sig |
|---|---|---|---|---|---|
| Between Groups | 1.904 | 2 | 0.952 | 1.774 | 0.172 |
| Within Groups | 106.247 | 199 | | | |
| Total | 108.151 | 201 | | | |

From above Table No 1.03, it is found that there was no significant difference between Social Media Purchase Decision Influence on the respondents with respect to the tourism industry in Karnataka. **S**o Ho is rejected. H1 is accepted. It means there is significant difference between Social Media Purchase Decision Influence on the respondents with respect to the tourism industry.

**Important observations from primary survey**
- Social media is the maximum vital device in each field and social media impacts patron behavior.
- The influences of social media on branding and advertising.
- Tourism is classified into many branches such as sports tourism, religious tourism, medical tourism, culture tourism, rural tourism, & spiritual.

# 1.11. Findings, suggestions and conclusion

## 1.11.01 Findings

76.10 per cent are female. The sample seems to have a slightly higher representation of females. The female respondents were dominant over the male respondents in number. Female presence is more dominant on social media or that females are more active users then male in the state of Karnataka. 38.80 per cent are between the age group of 20 – 40 years. It indicating a younger demographic is more like social media on travellers in the Karnataka. 39.80 per cent are graduate are the respondents as an education is concern. 32.20 per cent are the private -employee is the most common occupation among respondents are is more like social media on travellers in the Karnataka. 85.50 per cent are married and rest are unmarried respondents. 41.70 per cent are a considerable proportion of respondent's income between Rs, 50001 to Rs.75000 is more like social media on travellers in the Karnataka. 42.80 per cent of extended families like the social media on travellers in the Karnataka. 43.30 per cent Frequency of Travel with families once in year. 45.80 per cent they use social media for more than two hours or an average of a hundred eighty minutes per day.

## 1.11.02. Suggestions

The survey, social media handlers were influenced by skills and opinions when purchasing all kinds of goods, not just travel-related ones. The customer receiving the service advertises more effectively than the company, because the consumer who purchases and uses the good or service sets an example for other consumers and has a greater influence on their choice. Social media is an innovative way to attract new customers. Some people are unaware about the social media sites while searching for information regarding tourism services. So the tourism service providers have to take some initiatives to create awareness about their sites as the usage of Smartphones among the people has increased even in the rural areas.

## 1.11.03. Conclusion

This study, try to find the impact of social media on travellers' attitudes towards purchase decisions in tourism industry. The tourism services supported by social media services in the current scenario are becoming a very essential channel in promoting the services to prospective tourist customers in a faster and effective way. The unexpected boom in internet services and smartphone usage population in Karnataka states has facilitated the information seeking and decision making efforts of tourism consumers easier.

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