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Driving Business Growth in Pakistani Tourism: Understanding the Effectiveness of Online Promotions on Tourist Purchase Intentions

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Abstract

This study investigates the complex dynamics of consumer behavior in the digital tourism landscape, specifically focusing on the relationships between online promotions (OP), purchase intentions (PI), and online purchase decisions (OPD) among tourists in, Pakistan. Targeting tourists utilizing Android mobile devices and engaging with tourist companies in the specified regions, the study collected data from 220 respondents through a self-administered questionnaire. Utilizing advanced statistical analyses via SPSS software, the study confirms relationships between OP and PI, PI and OPD, and OP and OPD. Notably, the findings reveal that purchase intentions serve as a partial mediator in the relationship between online promotions and online purchase decisions. This nuanced understanding underscores the complex interplay between promotional stimuli and consumers' cognitive processes, highlighting the significant

role of purchase intentions in shaping actual purchase behavior in the digital tourism domain. The study contributes to both academia and industry by advancing theoretical knowledge of consumer behavior in digital tourism and providing actionable insights for businesses and policymakers. By recognizing the mediating role of purchase intentions, businesses can refine their marketing strategies to attract consumer attention and cultivate favorable purchase intentions, ultimately driving online tour purchases and fostering long-term customer relationships in the dynamic and competitive digital marketplace.

Keywords: *Online Promotions, Purchase Intentions, Online Purchase Decision.*

Introduction

The global tourist industry has been significantly disrupted by the pervasive impact of digital technology, particularly the internet. Khaleeli (2020) state that internet platforms have significantly transformed the tourism business by simplifying holiday planning, destination research, and discovering new places. Many tourists use digital platforms to plan and carry out their trips, significantly affecting tourism (Faryabi, 2015).

Pakistan's breathtaking landscapes, intriguing past, and hospitable inhabitants have established it as a preferred destination for those seeking authentic cultural encounters. The Pakistani tourism industry has successfully addressed infrastructure and security concerns with the help of government programs and an increase in adventurous tourists (Majid, 2019).

There is a noticeable worldwide shift towards digital tourism, although there needs to be more data on the impact of online marketing on visitor behavior in Pakistan. Although there is much research on the topic, there needs to be more scholarly focus on Pakistan's distinctive market dynamics and consumer preferences (Huang, 2013).

This gap in the existing research provides an opportunity to explore the intricate connection between internet advertising, buying intent, and Online purchasing decisions in Pakistan. This study project aims to provide crucial insights into the impact of online marketing on consumer

behavior and purchasing choices to stakeholders, marketers, and policymakers within the Pakistani tourist sector. Comprehensive knowledge of Internet marketing in Pakistan is crucial for effectively promoting tourism in the country and demonstrating respect for local customs and traditions (El-Okah et al., 2023).

Chen et al. (2019) stated that the introduction of computer reservation systems (CRSs) in the 1970s, global distribution systems (GDSs) in the late 1980s, and digital infrastructure in the late 1990s significantly altered the operational and strategic practices of the tourism industry. Social media platforms and the internet greatly aid in the global dissemination and availability of knowledge (Luo et al., 2021). Users can interact and share information through websites and social networks (Zhu et al., 2019). Nawab (2020) predicts that by the year 2000, there will be 550 million internet users globally, which accounts for 10% of the world's population. Various industries, such as tourism, are experiencing rapid growth in their internet market share, according to a survey conducted in 2013.

Businesses worldwide have significantly been affected by digital platforms (Tû et al., 2016). The world is progressively modernizing due to the improvements in internet technology. The advancements will likely modernize enterprises, leading to significant changes, particularly in the travel and tourism sector (Lai, 2013). The expansion of the tourism sector has occurred along with an increase in market competition (Alkharabsheh et al., 2011). Furthermore, yearly service research and development investments generate funds for the service industries. This enables industries to comprehend their clients' wants better and effectively meet them (Doh & Prince, 2015).

Website advertisements were a prevalent marketing strategy utilized by many firms. Moreover, using information and images on their websites attracts visitors (Kusuma, 2022). Businesses use Internet advertisements to enhance the significance, utility, and revenue of their advertising efforts (Iyer et al., 2005). Internet marketing plays a crucial role in the tourism industry's strategy for acquiring and retaining customers (Cano & Prentice, 1998). Blogging has facilitated

the convergence of social media platforms, increasing usage for sharing thoughts on a business's products and providing suggestions for enhancements (Başaran, 2022).

Conversely, the Internet functions as a platform for conducting online transactions. It enabled clients to buy travel-related services directly from companies on the internet. Furthermore, being accessible to clients 24/7 facilitated prompt service delivery (Tariyal, 2022). Various online travel services are available on tablets, laptops, desktop computers, and mobile phones (Li, 2023). The internet is crucial for various transactions, particularly those linked to consumers. The internet enables online transactions, allowing users to conveniently pay for essential tourism services (Başaran, 2022).

Websites have evolved as a convenient platform for enterprises in the tourism sector to engage with customers, acquire new ones, and maintain existing ones. Pakistan has the world's youngest population, 64% of its inhabitants under 30. A significant portion of the guests were digitally literate. They typically have more advanced technological expertise (Abdullah et al., 2023). Moreover, technology dramatically influences the purchasing decisions of tech-savvy consumers who predominantly prefer online shopping (Rizkiyana, 2023).

This study project aims to offer empirically backed perspectives on the efficiency of Internet advertising strategies in Pakistan's evolving tourism sector. It tries to bridge the gap between theory and reality by encouraging positive travel experiences and engaging tourist engagement. This study intends to explore the correlation between internet advertising, intent to purchase, and decisions to buy tours in the Pakistani tourism industry. The primary objective of this organization is to enhance the field of tourist administration and marketing through intellectual pursuits.

Literature Review and Hypotheses Development

As per Icek Ajzen's (1985) Theory of Planned Behavior, an individual's attitude, subjective norms, and perceived behavioral control influence their intention to participate in a particular behavior (Ajzen, 1991). This hypothesis suggests that a person's decision to purchase a tour

online is impacted by their attitude towards online advertising, their perception of behavioral control, and subjective norms. By using the Theory of Planned Behavior to data on online promotion, intention to buy, and Online purchasing decisions, a deeper insight into the influence of online promotions on the behavior of Pakistani tourists may be gained. This hypothesis can illuminate the factors that influence or reduce the effect of online tour promotions on potential customers' intentions to buy tours through these platforms. By applying the Theory of Planned Behavior, scholars can analyze how internet marketing affects travelers' views, subjective norms, and perceived behavioral control. With this information, Pakistan's tourism sector might enhance its online advertising and reservation management tactics.

Hypotheses Development

Link between Online Promotions (OP) and Purchase Intentions (PI)

Online promotion and purchase intention are connected through digital marketing's capacity to impact consumers' attitudes and intentions. Başaran (2022) found that online promotional activities such as ads, social media campaigns, and influencer endorsements positively impact users' perceptions and attitudes toward a product or service. Consequently, their desire to make a purchase is reinforced. For example, visually appealing online marketing highlighting a destination's unique attractions and activities might motivate potential visitors to explore and purchase (Sohn, 2020; Tariyal, 2022).

This study delves into the intricate relationships between online promotions (OP), purchase intentions (PI), and online purchase decisions (OPD) among tourists in Islamabad, Pakistan, to investigate consumer behaviour in the realm of digital tourism. The study collected data from 220 participants through a self-administered survey, targeting Android smartphone users who engage with travel companies in certain regions. The research confirms the relationships between OPD and OP, PI and OPD, and OP and PI by employing advanced statistical analysis with SPSS software. The results indicate that the connection between online marketing and

online purchase decisions is greatly influenced by purchasing intentions. This advanced comprehension highlights the complex connections between customers' mental processes and promotional signals, emphasizing the significant impact of buy intents on actual purchasing activity within the digital tourism realm. The study enhances academic and industrial knowledge by advancing the theoretical understanding of consumer behavior in digital tourism and providing valuable insights for companies and policymakers. Businesses can improve their marketing efforts by recognizing the mediating influence of purchase intentions on client attraction and positive purchasing behavior. This will result in increased online tour sales and the establishment of long-lasting client connections in the competitive and ever-changing digital industry.

H1: There is a positive and significant relationship between online promotions and purchase intentions.

Link between Purchase Intentions (PI) and Online Purchase Decision (OPD)

The crucial component in the relationship between purchase intention and the decision to buy an online tour is the cognitive process by which customers assess their willingness and readiness to participate in a specific activity. According to Zhu et al. (2019), purchase intention plays a crucial role as a bridge between the development of attitudes and the actual execution of purchasing behavior. When people show a strong desire to make a reservation for a tour after seeing convincing internet marketing, they are more likely to follow through on it (Luo et al., 2021). This is because purchasing intention, which denotes the commitment and willingness to act, influences future actions and decisions within the tourism business.

Research indicates that customers' decision-making processes and purchasing behaviors in the online tourism industry are significantly impacted by their purchase intentions (Chen & Shen, 2019). Customers with a strong intention to buy are more likely to make reservations for tours online, turning their positive attitudes and motivations into actual purchases (Wang & Zhang, 2022).

Kim & Kim (2018) found that factors like perceived value, perceived risk, and confidence in the online booking platform or tour operator connect buy intentions with online purchase decisions. The trip package's value proposition and customers' trust in the reliability and security of the online booking process significantly impact consumers' intentions to make future purchases.

H2: There is a positive and significant relationship between purchase intentions and Online Purchase Decision.

Link between Online Purchase (OP) and Online Purchase Decision (OPD)

The direct relationship between online promotion and the purchase of online tours demonstrates the influence of digital marketing on consumer behavior and decision-making outcomes. Successful internet marketing tactics are essential for attracting prospective travelers and convincing them to finish a transaction (Faryabi et al., 2015; El-Okah, 2023). Stakeholders in tourism can create compelling stories by employing persuasive language, eye-catching images, and focused advertising campaigns. Ultimately, these stories will fulfill the hopes and dreams of their target audience, encouraging people to book a tour (Khaleeli, 2020).

H3: There is a positive and significant relationship between Online Promotions and Online Purchase Decision.

Mediating Role of Purchase Intentions

Online promotion influences online Online purchasing decisions through purchase intention, facilitating the transformation of promotional stimulus into actual customer actions. Kusuma (2022) found that the cognitive process of generating a desire to purchase acts as a mediator between viewing online advertisements and ultimately deciding to purchase. Majid(2019) found that consumers are more inclined to book and pay for a tour if they feel a strong urge to do so after viewing attractive web adverts for the activity. Online advertising leads to

quantifiable outcomes such as increased income and bookings, with purchase intention playing a vital psychological function.

The intermediary relationship between purchase intents and ultimate decisions to purchase online tours is a crucial method of online marketing effectiveness impacting visitor behavior as customers. Customers' cognitive preparation for a transaction is crucial as it enables them to determine which vacation package to purchase after viewing advertising content online, as Zhao et al. (2023) stated. Wang and Zhang (2022) emphasize the significance of purchase intents in transforming positive attitudes and incentives from online marketing into actual transactions. Chen and Shen (2019) highlight the significance of purchase intentions as a mediator in the various factors affecting travelers' behavior in their study on the influence of online promotions on consumer behavior. Kim and Kim (2018) conducted research that supports the notion that the mediating effect might help explain customer behavior in the global tourism business, regardless of cultural heritage. Ultimately, in today's digital tourist landscape, buying intents operate as a mediating factor that enhances the impact of online promotions on decisions regarding purchasing online tours. This highlights the significance of purchasing intentions in influencing organizational results and strategic marketing efforts.

H4: Purchase Intentions mediates the relationship between Online Promotions and Online Purchase Decision.

Research Methodology

The theory of planned conduct is the foundation of this study's conceptual framework. These constructs are measured by verbal expressions and regarded as internal state constructs (Zikmund et al., 2003). In, Zikmund et al. (2003) Therefore, using self-administered questionnaires to gather respondents' opinions on attitudes and emotions is a more practical and standard practice in the social sciences (Kline et al., 2000; Spector, 2006).

As a result, a self-administered questionnaire was adopted to measure every component. According to Zikmund et al. (2003), a survey provides "fast, reasonable, effective, and exact methods for surveying data about the population." Because cross-sectional analysis has been employed for a limited time, travelers provide one-time data before their tour. A sample of the population from which the findings are to be extrapolated must be drawn (Zikmund et al., 2003). The participants in this study were tourists who visited Islamabad through tour firms. This study employs the same purposive sampling method. Primary data was gathered using a survey approach centered on questionnaires. Using primary data serves the dual purposes of introducing new variables and adapting scales from other researchers. The benefit of employing this method is that the respondents were waiting for cars in the business waiting area. As a result, they completed the questionnaire patiently and without hurry. Following data collection, SPSS analysis was performed to ensure data reliability, determine the cause-and-effect relationship between each variable, and bolster the study questions and hypotheses.

Scale Adoption

The initial list of dimension items used in this study was based on a web and travel literature review. All variables are initially adopted, followed by subsequent alterations. For example, three independent variables were selected from previous studies on internet marketing (Alkharabsheh et al., 2011). He acted as the intermediary (Jain & Pant, 2012). Yoon (2012) provided the dependent variable for the purchase choice of tour destinations. There are 23 components in this approach, followed by the development of a questionnaire.

Results**Respondents Demographics**

Table 1: Demographics

Age	Frequency	Percentage	Cumulative %age
25-30	52	23.6	23.6
31-35	131	59.5	83.1
35-40	34	15.4	98.5
40 and above	3	1.5	100
Total	220	100	
Gender			
Male	140	63.6	63.6
Female	80	36.36	100
Total	220	100	
Education			
Bachelor	44	20	20
Masters	130	59	79
MPHIL	37	16.8	95.8
Doc	9	4.2	100
other	0	0	
Total	220	1	-

Age has a significant role in determining who is more open to new experiences. Most respondents (59.5%) are between the age range of 31–35, with the second largest group (23.6%) falling between 25 and 30. Based on the data provided, men are more inclined to seek new experiences, maybe due to their exposure to and accessibility of such opportunities. 36.36% of female respondents (80) and 63.6% of male respondents (140) completed the poll.

The data shows the educational backgrounds of the respondents: bachelor's (20%), master's (59%), MPhil (16.8%), and PhD (4.2%). Most respondents possess graduate degrees.

Reliability Analysis

Table 2: Reliability Analysis

NO	Variable	No. of Items	Sources	Alpha Value
1	OP	12	Phillips and Jang (2007)	.821
2	PI	8	Sheng and Chen (2013)	.764
3	OPD	3	. Liu and Goodhue (2012)	.710

The consistency and dependability of each variable are displayed in Table 2. It is part of dependability analyses. A Cronbach's alpha value above 0.70 is required for item retention, according to Carlson and George's (2004) study. Table 2 displays the scale's dependability as assessed by Cronbach's alpha. All constructions have dependability values surpassing the acceptable threshold of .70. Every metric is reliable.

Descriptive Analysis

Table 3: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
OP	220	2.00	4.77	4.2094	.26864
PI	220	1.00	4.74	4.1868	.49978
OPD	220	2.00	5.00	4.1516	.46344
Valid N (listwise)	220				

OP (Online Promotions), PI (Purchase Intentions), OPD (Online Purchase Decision)

Table 3 presents the data, showing sample size, mean, minimum, maximum, standard deviation, and missing values. Table 3 shows the mean values of 4.2094 for OP, 4.1868 for PI, and 4.1516 for OPD. Most responders exhibit optimism when the mean number exceeds zero. The standard deviation for OP is 0.26864, for PI is 0.49978, and for OPD is 0.46344.

Correlation Analysis

Correlation analysis in each study seeks to identify relationships between the variables. This work explores the connections between organizational performance, psychological impact, and organizational trust in the public sector.

Table 4: Correlations analysis

		OP	PI	OPD
OP	Pearson Correlation	1	.206**	.324**
	Sig. (2-tailed)		.006	.000
	N	220	220	220
PI	Pearson Correlation	.206**	1	.653**
	Sig. (2-tailed)	.006		.000
	N	220	220	220
OPD	Pearson Correlation	.324**	.653**	1
	Sig. (2-tailed)	.000	.000	
	N	220	220	220
**. Correlation is significant at the 0.05 level (2-tailed), TE (Tourists' expectations), VI (Visit Intentions), CI (Cognitive Image)				

Table 4 shows a strong and statistically significant connection between OP and OPD. A strong positive association ($r = .653^{**}$, $p < .05$) was seen between OPD and OP. There is a significant positive association between OP and PI, with a correlation coefficient 0.206 and a p-value less than 0.05. Furthermore, there is a significant positive association between OPD and PI ($r = .324^{**}$, $p < .05$).

Regression Analysis

Correlation analysis reveals the connection between variables, while regression analysis helps identify causal links between variables. Regressions are primarily categorized as simple or multiple. Simple regression is the most suitable strategy for establishing a cause-and-effect relationship using only two variables. Multiple regressions are employed in cases involving more than two variables, such as mediation.

Simple Regression Analysis

Regression between OP and PI

Table 5: Regressions between OP and PI

Variable	PI		
	B	R Square	Sig.
OP	.112	.044	.004

IV OP and DV PI* $P < 0.05$, N=180 standardized regression coefficient reported

The initial idea suggests a direct correlation between OP and PI. The data corroborates both concepts. The results indicated a positive correlation between OP and PI. B has a significance level of 0.004 and a value of 0.112. This illustrates the robust connection between OP and PI. R2 provides a value of 0.044. OP leads to a 4.4% variation in PI.

Regression between PI and OPD

Table 6: **Regression between PI and OPD**

	OPD		
Variable	B	R Square	Sig.
PI	.566	.106	.000

DV OPD IV PI *P < 0.05, N=180 standardized regression coefficient reported

Hypothesis 2 suggested a favorable correlation between OPD and PI. The data corroborates both concepts. The results indicated a favorable correlation between PI and OPD. B has a p-value of 0.000 and a coefficient of 0.566. This demonstrates the significance of the relationship between OPD and PI. R2 is equal to 0.106. There is a 10.6% influence of PI on OPD.

Regression between OP and OPD

Table 7: Simple **Regression between OP and OPD**

	OPD		
Variable	B	R Square	Sig.
OP	.426	.606	.000

DV OPD IV Online Promotions *P < 0.05, N=220 standardized regression coefficient reported.

Hypothesis 3 suggested a favorable correlation between OP and OPD. The evidence substantiates both views. The results indicate a positive correlation between the OPD and the OP. B has a statistically significant level of 0.000 and a value of 0.426. This provides compelling evidence of a correlation between OPD and OP. R2 equals 0.606. Around 60.6% of the variability in OPD can be attributed to OP.

Mediation Analysis

The mediation analysis utilized SPSS's bootstrapping method. 5000 subsamples were collected using the Preacher and Hayes (2013) test. This technique is utilized to examine and evaluate the following hypotheses:

Table 8: Mediation Analysis

Effect of IV on M (a path)		Effect of M on DV (b path)		Indirect Effect of IV on DV (c' path)	Total Effect of IV on DV (c path)		Bootstrap results for Indirect Effect	
<i>B</i>	Sig,	β	Sig.	<i>B</i>	<i>B</i>	Sig,	LL 95 CI	UL 95 CI
.1098	.004	.3484	.000	.0382	.5658	.000	.4627	.6684

Note. Standardized regression coefficient indicated. Bootstrap sample size 5000. LL =lower limit; CI = confidence interval; UL = upper limit. N=220, *P < .05.

The results in Table 8 confirm hypothesis H4, showing that PI is a mediator in the link between OP and OPD to a certain degree. The results provide strong evidence that supports and justifies this idea. The table indicates an indirect impact of PI on OPD, with a lower confidence interval of .4627 and a larger confidence interval of .6684. The consistent positive signals of the LLCI and ULCI values show the significant mediating effect of PI between OP and OPD.

Discussion

Recent research shows a significant association between purchase intentions and online promotion. Pinto (2019) studied the impact of various online advertising channels, such as social media marketing and email campaigns, on consumers' likelihood to make online purchases. Their research contributed to the existing evidence demonstrating that successful online marketing methods substantially impact customers' likelihood of making a purchase.

Tariyal et al. (2022) studied how personalized promotional offers affect online users' likelihood of making a purchase. The study's findings indicated that customized advertising campaigns significantly increased customers' positive perceptions and inclinations to make a purchase.

The current study indicates a strong correlation between purchasing intent and decisions to buy online tours. Chen et al. (2022) conducted a study to analyze how perceived value and trust influence customers' likelihood to purchase and book online tours. The results emphasized the importance of buying intentions in forecasting customers' actual purchasing actions in the online travel industry.

Li et al. (2023) studied the influence of social impact elements, such as online reviews and suggestions, on customers' purchasing intents and decision-making processes while buying tours online. The study demonstrated that the connection between social impact elements and ultimate purchase choices was influenced by purchasing intentions. The tourism sector must comprehend and capitalize on consumers' purchasing intentions to stimulate online trip bookings for growth.

A recent study has elucidated the connection between online advertising and the choices made to buy virtual tours. Zhang and Wang (2022) studied the impact of virtual tours and interactive information in online advertising on the decision-making of online tourists. The study revealed that engaging and immersive web ads notably affected online bookings for travel packages.

Kusuma et al. (2022) studied how customers' decisions to buy tours online were impacted by their perceptions of risk and value connected to online marketing activities. The study highlighted the significance of promotional strategies that improve customers' value perceptions since this helps their decision-making by reducing perceived risks. Current study suggests that online promotional methods are essential in influencing consumers' decisions to buy online tours and enhancing corporate performance in the digital tourism industry.

Recent research indicates that purchase intentions play a crucial role as a mediator between online marketing efforts and decisions to purchase online tours. Online discounts influence consumers, although the extent of their impact depends on consumers' purchase intentions.

Luo et al. (2021) conducted a study on the impact of online discounts on customers' decisions to purchase excursions. The researchers discovered that online promotions impact consumers'

purchasing decisions, but the customers' purchase intentions significantly influence this impact. Customers are more likely to purchase travel packages when they encounter attractive online promotions that enhance their purchasing motivation.

This result aligns with previous research carried out in the same areas. El-Okah (2023) researched electronic commerce, revealing that consumers' intention to buy plays a mediating role in the relationship between online marketing and offline sales. Zhu (2019) found that buying intentions mediate between social effect elements and online purchase decisions in the tourism sector.

Recent research has provided evidence that purchasing intentions are a partial mediator. Başaran (2022) examined how the Internet retail business utilizes emotional responses to influence the connection between online promotions and purchase intentions. The study indicates that the emotional responses triggered by online marketing impact individuals' purchase intentions, affecting their buying decisions.

The data suggests that consumers' decisions to purchase online vacations are influenced by online promotions, with a significant portion of this influence being conveyed through customers' purchase intentions. Comprehending and effectively impacting clients' buying decisions is crucial for online travel companies to optimize the effectiveness of marketing efforts and achieve desired results.

Practical Implications

Businesses in Pakistan's tourist industry could use the results to determine which internet advertising styles impact consumers' purchasing behavior most. Businesses can enhance the effectiveness and productivity of their marketing strategy by focusing on channels like influencer alliances, focused email campaigns, and social media marketing.

Companies that grasp the mediating function of purchase intentions might more effectively target Pakistani consumers with appropriate promotional messages. Businesses can enhance

consumer engagement and conversion rates by creating marketing materials that cater to clients' purchasing desires and emphasize the features and benefits of vacation packages.

Tourism businesses can utilize the study's results to enhance client relationships through tailored experiences and marketing. Consistent communication and personalized focus can assist organizations in establishing client trust and loyalty, increasing the chances of repeat business and favorable referrals.

Managerial Implications

To adapt to Pakistani tourists' evolving preferences and behaviors, management should allocate funds for ongoing market research and customer surveys. Organizations can enhance their strategy by allocating resources to data-driven insights to remain competitive in the dynamic digital market.

Managers can better understand consumer preferences and behavior by combining AI-driven customization technology with data analytics tools. By effectively utilizing technology, one may streamline processes, maximize advertising efforts, and provide personalized experiences that deeply resonate with Pakistani consumers.

Collaboration among the marketing, sales, and customer service teams can lead to a cohesive approach to engaging and retaining customers. Managers can promote collaboration between departments to align with corporate goals and provide consistency across the customer experience.

Limitations of the study

The study's results may need to be more generalizable to other parts of Pakistan or cultures because it focused on Islamabad. Future studies should broaden its geographic scope to encompass a broader range of locations across Pakistan to enhance comprehension of consumer behavior in the region.

The study's limited sample size and lack of representativeness may cast doubt on the accuracy of how well the demographics and preferences of the target audience are reflected. Future studies should focus on expanding the sample size and enhancing diversity to bolster the findings.

Seasonal fluctuations and temporal changes could influence the outcomes, especially with tourism-related endeavors. Future research should prioritize longitudinal studies to investigate the impact of evolving market trends and seasonal fluctuations on customer attitudes and behaviors across time.

Future Research Directions

Conducting a comparative study throughout Pakistan can help analyze regional differences in customer behavior, preferences, and reactions to online promotions. By comparing urban and rural locations and different tourist sites, one can gain insight into market segmentation tactics and regional differences. Integrating qualitative techniques such as focus groups or interviews with quantitative research can provide a more profound insight into the factors influencing purchasers' decisions while making online tour purchases. Qualitative research provides detailed context and a deeper understanding of quantitative data. Examine how Pakistani consumers' reactions to web ads are impacted by their cultural practices, social norms, and religious convictions. Understanding socio-cultural aspects enables marketing techniques to be tailored to cultural sensitivities and preferences. Analyze how upcoming technologies, such as VR and AR experiences and applications, could impact consumers' choices while buying tours online. Discover how innovative advancements can attract additional customers and distinguish marketing strategies to revolutionize the digital tourism industry. Investigate if the results have relevance for other sectors or domains in Pakistan beyond the tourism industry. Exploring perspectives from many industries is beneficial for fostering innovation and transferring information. This will provide a more thorough understanding of customer behavior and online marketing methods.

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