International Journal of Global Research Innovations & Technology (IJGRIT)
An International Multidisciplinary Quarterly Double Blind Open Access Peer Reviewed Refereed Journal
ISSN : 2583-8717(Online), Impact Factor: (Cosmos: 6.972 & I2OR: 5.002), Volume 04, No. 04, October-December, 2026, pp 01-09

Digital Media Influence on Consumer Decision-Making: An Empirical Study with Special Reference to Tourism Sector

Shilpa.B[1] | Dr. Vasantha Kumari .K[2*]

[1]Research Scholar, Department of Commerce, De Paul College and Research Centre, Mandya Karnataka.
[2]Associate Professor and Research supervisor, Department of Commerce, De Paul College and Research Center, Mandya, Karnataka.

[*]Corresponding Author: Vasantha.ajaykumar@gmail.com

Citation: Shilpa, B. & Kumari, V. (2026). Digital Media Influence on Consumer Decision-Making: An Empirical Study with Special Reference to Tourism Sector. International Journal of Global Research Innovations & Technology, 04(04), 01–09. https://doi.org/10.62823/IJGRIT.9714

ABSTRACT

With an emphasis on the functions of social media advertising, behavioral intentions, visitor happiness, and information provided by other travelers, this study investigates the impact of digital media on travel destination decision-making among tourists. The research, which is based on the Uses and Gratification (U&G) theory, suggests that travelers actively use digital platforms to meet particular social and informational requirements, which in turn influence their destination selections. Using a standardized questionnaire, 178 respondents provided primary data, which was then analyzed using multiple linear regression, reliability analysis, and descriptive statistics. The Shapiro-Wilk test verified a non-normal, negatively skewed distribution typical of high-agreement satisfaction surveys, and the measurement scale showed great internal consistency (Cronbach's α = 0.959). 54.8% of the variance in the outcome variable was explained by the regression model (R = 0.740, R^2 = 0.548, Adjusted R^2 = 0.477). Three of the four hypothesized relationships social media advertising, behavioral intentions, and visitor satisfaction were found to have a statistically significant positive impact on travelers' decisions about destinations, while the impact of information from other travelers was not. These findings have practical implications for destination marketers and tourism service providers looking to maximize digital engagement strategies, as they indicate that curated advertising content, travelers' behavioral predispositions, and satisfaction levels are more significant influences on destination choice than peer-generated information alone.

***Keywords**: Behavioral Intentions, Shapiro-Wilk Test, Multiple Linear Regression, Non-Normal.*

Introduction

When it comes to how people move around during their free time, it all comes down to curiosity the need to discover what is out there. This movement has recently become one of the largest components of global services, subtly influencing economies in the process. Technology is evolving quickly, and this has changed where travellers go for information before making decisions. Screens now direct roads rather than brochures or word-of-mouth; more than ever, applications, internet forums, and review pages influence opinions. These changes go deeply into how travel is conceived and organised in the modern world (Azhar et al., 2023; Vinodh et al., 2024).

Thanks to increased internet access that makes it easier for travellers to discover new locations, more people are increasingly using digital marketing to identify vacation possibilities. Influencer stories, social media posts, and online visitor reviews all help travellers feel more confident in their decisions and steer them toward particular locations rather than others. With intelligent recommendations appearing based on previous clicks and likes, phones in pockets help people make decisions. Today, information is transmitted across familiar connections more quickly, making travel preparation less about brochures and more about what appears on screens.

Copyright © 2026 by Author's and Licensed by Inspira. This is an open access article distributed under the Creative Commons Attribution License which permits unrestricted use, distribution, and reproduction in any medium, provided the original work properly cited.

Thanks to better information available online, digital technologies now influence travellers' decisions. When campaigns employ intelligent algorithms rather than generic messages to target users, awareness increases. Because responses are given more quickly and are frequently influenced by previous behaviour patterns, customer encounters feel more seamless. When personalised recommendations appear during routine browsing, making travel plans becomes easier. Travellers can anticipate what they might want before they search thanks to tools like machine learning. By providing immediate updates based on location changes, mobile apps help users make decisions. Adjustments can be made without waiting for annual reports because data tracking reveals which messages are retained. Older advertisements that depended on generalisations about tourists are replaced by these techniques. Instead than focusing only on brochures, researchers now need to track attention across displays. Over time, decisions are shaped by reviews, videos, and fast comparisons. Tourism experts can no longer overlook how intent is shaped by ongoing digital nudges. Where individuals choose to travel is directly influenced by what happens online.

Theoretical Background

- **Uses and Gratification Theory (U & G)**

The U & G theory is based on the idea that people actively use media for their own goals and that they have a high level of satisfaction from their interactions with the communication media Luo, X.M. (2002). Theoretical understanding of how and why tourists utilise social media is still inadequate, despite the significance of social media. There seems to be published research on U & G theory, particularly in consumer (foreign student) choice studies. The idea primarily concentrates on the reasons behind people's media consumption, the goals they pursue, and the joys they experience as a result. According to the principle of usage and satisfaction (U & G), people look for particular media to satisfy their requirements. Uses and satisfaction theory has been used in the context of travel destination selection in earlier research. Connelly, G. and Ellison, S. (2022) used U & G theory in their research on the adoption of business models based on innovative tourism. Furthermore, Wright, L.T. and Kooli, K. (2019) looked into the reasons Egyptian customers frequently participate in Facebook brand pages and found that the ability to file grievances and obtain information quickly were two of the benefits. The theory of usage and gratification (U & G) states that people seek out particular media to satisfy their requirements. Uses and satisfaction theory has been used in the context of travel destination selection in earlier research. Connelly, G. and Ellison, S. (2022) used U & G theory in their research on the adoption of tourism-based business models. Furthermore, Wright, L.T. and Kooli, K. (2019) looked into the reasons Egyptian customers frequently interact with Facebook brand pages and found that the ability to file grievances and obtain information quickly were among the benefits. Despite having a lot to do with social media, the U & G theory has not gotten much attention in social media and marketing research. The Uses and Gratifications theory is suitable for this study since the author is interested in evaluating how social media influences travellers' choices of destinations in India. Additionally, travel vlogs on YouTube have a beneficial impact on travel intention behaviour and trip decisions from the standpoint of tourist satisfaction, according to consumer behaviour research using the uses and gratification model.

Literature Review

In order to create a model that reflected the goals of the study and put forth the hypothesis, a review of the literature was conducted, covering the body of research in the fields of social media communications, advertising value, message process involvement, and the theory of reasoned action.

- **Social Media**

According to Buhalis and Law (2008) and Volo (2010), the internet has a big influence on how people organise their travels. Two significant online drivers that are upending conventional travel habits are social media websites and online search (Xiang & Gretzel, 2010). According to Barnes et al. (2012), social networking sites are online spaces where users can set up their profiles and make peer-to-peer interactions, thereby building a network. Web 2.0 thereby made two-way online conversation possible. Web 1.0 did not allow for peer-to-peer, consumer-to-business (known as user-generated content), or company-to-consumer (known as firm-generated content) interaction. User-generated content is described as "content that is publicly available over the internet reflecting a certain amount of creative input and created outside the professional routines and practices" by the Organization for Economic Development and Cooperation (2007). Berthon et al. (2008) expanded on this by proposing that consumers participate in content creation because they enjoy it, are motivated to alter other users' perceptions, and promote themselves. Firm-generated content is a "fusion between traditional advertising

and consumer word of mouth, characterised as firm initiated but consumer implemented," according to Godes and Mayzlin (2009).

According to Todi (2008), marketers use social media's broad reach, cost-effectiveness, and targeted advertising to convey marketing messages to their customers because it's a highly engaged platform for users. Ducoffe (1995) investigated the elements generating customer value for advertising. According to the findings, customers' perceptions of value are positively and significantly impacted by entertainment and informativeness. "Enjoyment associated with the message" was characterised as entertainment. "The ability of the advertisements to inform consumers" on the product proposal so that the purchase can achieve the highest level of satisfaction was defined as informativeness. Over time, research has demonstrated how amusing and educational advertising affects the production of advertising value (Rotzoll et al., 1989; Ducoffe, 1995; Tsang et al., 2004; Palka et al., 2009; Blanco et al., 2010; Trivedi 2017). Pavlou et al. (2000) made a significant contribution to this field of study by adding believability as a crucial factor influencing value. "Consumers' perception about the truthfulness of the ads" was used to define credibility. Credibility as an antecedent of worth has now been validated by a number of research findings (Choy et al. 2008; Trivedi, 2015).The aforementioned debate enables us to determine that advertising, user-generated content, and firm-generated content are the three key instruments that marketers use to sway customer behaviour on social media platforms. Gretzel et al. (2008) investigated how social media affects people's travel decisions from a tourism standpoint. According to the study, social media serves as a platform for peer-to-peer exchange of travel-related information, which aids consumers in making travel-related decisions. Furthermore, Buhalis and Law's (2008) study demonstrated that social media communication is a useful means for travellers to exchange information about the locations.

Travellers shared their impressions of a tourist attraction or location. Vermeulen and Seegers (2009) investigated the effect of online reviews on consumers' destination choices and found that user-generated content, or reviews posted by users, not only significantly influenced travel choices and intentions, but also assisted service providers in managing customer relations. The tourism business is significantly impacted by social media, according to Hur, Kim, Karatepe, and Lee (2017). The ability of social media platforms to entertain, disseminate information, and build relationships with stakeholders is the source of this impact. The aforementioned research support the significance of user-generated content.

User-generated content and firm-generated content were distinguished by Godes and Mayzlin (2009). This distinction was furthered by Kumar et al. (2016), who defined user-generated content as communication outside the firm's control and firm-generated content as communication under the supervision of the firm. Price and Starkov (2006) contended, however, that some hotel businesses offer incentives like coupons and discounts to guests who leave comments on their blogs. This study aims to investigate how consumers' message process involvement is affected by UGC, FGC, and advertisements on social media platforms. Due of their prevalence, Facebook and Instagram were selected as the study's social media platforms.

From the standpoint of the travel industry, a consumer's intention to visit a place is greatly influenced by an advertisement that features appealing pictures of that site (Molina & Esteban, 2006). However, if these advertisements align with the content of a trip piece, their impact is enhanced (Mendelson & Darling−Wolf, 2009). Hur et al. (2017) also found that tourism-related communications should contain the right stimuli to pique the audience's attention on social media.

There is still no universally accepted definition of "involvement" in literature (Andrews et al., 1990). Nonetheless, everyone agrees that engagement ought to be connected to a certain domain, such as product or promotional involvement. According to Greenwald et al. (1984), if marketers are effective in engaging the audience in the advertising message, the audience will develop a favourable brand attitude. The consumers' thorough processing of the information is responsible for the development of a favourable mindset. From a travel standpoint, the internet offers comprehensive travel-related information at a reasonable price.

Thanks to the internet, businesses can get real-time feedback from consumers about the quality of their services, and social media sites like Facebook offer advertising opportunities for travel agencies (Yacouel & Fleisher, 2012). Hanaysha (2016) investigated how consumers' perceptions of brand equity, brand image, brand loyalty, and brand leadership were affected by restaurants' social media advertising. The findings demonstrated a strong correlation between these characteristics. Arab consumers have a more favourable attitude toward social media advertisements, according to Kamal's (2013) comparative

study of Arab and American customers. Gururaja (2015) found that social media ads reduced marketing expenses for travel agencies since they were more affordable than traditional media platforms and had a wide but focused audience.

Compared to traditional platforms, social media advertisements were more effective and assisted the travel agency in achieving its goals. According to Chernova, Tretyakova, and Vlasov (2018), one of social media's main advantages is the significance of user-generated content. The study found that when consumers have the chance to share their opinions and experiences about a specific product with their peers, it increases the brand's visibility and trust.

Nevertheless, none of these research evaluate the effectiveness of social media advertisements on consumer involvement, nor do they examine the kinds of advertisements that have the biggest impact. This study assesses the relative effectiveness of advertisements on customer involvement in addition to examining their effects.

The explanation above demonstrates that social media communication through social media ads. This study aims to compare their effectiveness in terms of message process engagement, which will lead to the development of the following hypothesis.

H_1: Advertisement on social media have a significant impact on tourist decision making.

Behavioural Intentions

Numerous research have looked at the behavioural intentions related to choosing a tourist destination Coudounaris, D.N. and Sthapit, E. (2017). The "stated likelihood to engage in a behaviour" Oliver, R.L. (1980), or "a person's subjective probability that he will perform some behaviour," is known as behavioural intention (BI). According to the study, an individual's aim has a favourable impact on how they carry out their behaviour. In this regard, Gohary, A., Pourazizi, L., Madani, F. and Chan, E.Y. (2020) found that the behavioural intention element primarily influences consumers' desire to return to the same travel place or product. Behavioural intents (i.e., local culture, meaningfulness, hedonism, refreshment, and engagement) were found to influence tourist destination decision-making in a study by Kim, J.H., Ritchie, J.B. and McCormick, B. (2012). In actuality, these elements affect travellers' plans to return to the same location.

According to a study by Pohsien, C., and KuoKung, C. (2015), behavioural objectives significantly influence travellers' choices of destinations. Furthermore, a study on behavioural goals and travel experiences Tsai, C.T. (2016) reveals a favourable correlation between behavioural intents and the choice of tourist destinations. In a similar vein, Hall, C.M. (2021) looked at behavioural intents on travel experiences in the context of historic tourism. The study gathered information from domestic cultural tourists in Kashan, Iran, and came to the conclusion that visitors' behavioural intention toward a tourist location is favourably influenced by both domestic culture and site knowledge. However, Ali, F., Ryu, K. and Hussain, K. (2016) found a negligible correlation between tourist destinations and behavioural intention. Additionally, Coudounaris, D.N. and Sthapit, E. (2017) claimed that there is a direct and indirect connection between behavioural intention and tour leader attachment. Schmallegger, D. and Carson, D.B. (2008) results showed that the availability of in-trip information searches offered by tourism service providers has a major impact on travellers' behavioural intentions, which in turn influences their choice of location. Additionally, the results of Chen, C.F. and Chen, F.S. (2010) demonstrated that visitors' behavioural intentions are positively impacted by quality, perceived value, and contentment. Taking everything into account, we suggested that:

H_2: Behavioural intentions will positively affect tourism destination decision making

Tourists Satisfaction

One of the key considerations for travellers' destination decision, according to Cunha, C., Kastenholz, E. and Carneiro, M.J. (2020), is their level of contentment. Visitors' intentions to return to the same location or suggest it to friends and family are influenced by their level of pleasure. Jeong, Y. and Kim, S.A. (2019) argued that perceived value, destination image, and high-quality service delivery all have an impact on tourists deciding on a location. A recent study on travellers' destination choice and satisfaction through emotional involvement was carried out by Hasan, A.A. and Khandakar, M.S. (2020). The study gathered information from 250 domestic travellers and came to the conclusion that factors like site attraction, lodging, and transportation have a major impact on travellers' satisfaction. According to research by Kresic, D. and Šerić, M. (2021), sustainable performance is a result of visitor happiness and contentment. Food and drink have a beneficial impact on visitor pleasure, according to the study. Allan, M.M. and Alomenu, C. (2022)contended that sustainable performance is a result of visitor happiness and

contentment. In a similar vein, Elgarhy, S. (2022)stated that attaining long-term success depends on visitor happiness. The study also showed that visitor satisfaction influences the tourism service provider's aim and revenue generation. Additionally, Osakwe, C.N. (2016) recommended that tourism service providers prioritise visitor happiness in order to draw travellers and influence their choice of destination. According to a study by Amissah, E.F. and Amenumey, K.E. (2015) on visitor satisfaction and quality in hotel choice decision-making, visitor behavioural intention toward a tourist location is significantly influenced by visitor contentment. According to a related study by Zakaria, M. and Clifford, B. (2018), service tangible, assurance, dependability, and responsiveness have a good impact on traveller happiness and destination choice.

In order to achieve tourism competitiveness, S., Blankson, C. and Tarnanidis, T. (2013) recommend that tourism service providers strategically position and market the cities and local communities to encourage tourists to return to a certain location, which has a long-term impact on tourist destination decision-making.Prior research by Chen, Q.-L. (2009) also demonstrated a favourable relationship between visitor satisfaction and the choice of travel destination.

However, there are few empirical research regarding social media and travel destination choices in poor nations.

H_3: Tourist Satisfaction will positively affect tourism destination decision making

Information provided by other Travellers

Successful customer-provider relationships are the foundation for trust Cropanzano, R. and Mitchell, M.S. (2005). In the context of tourism, Coppage, C.M.A. and Andibo, A. (2001) noted that establishing trust between travellers and locations is essential to giving visitors high-quality service. Raya, J.M. and Sastre, F.A. (2015) claims that new travellers' choice of destination is influenced by the information shared by other travellers. Travellers are more prevalent and intrigued by information that other travellers have shared online. Information exchanged by other travellers has a favourable impact on choosing a tourist destination, according to a study B., Young, M. and Lee, Y.L. (2015) on factors that influence traveller decision-making. Online information sources have a considerable impact on international students' travel plans, according to a study by Law, R. and Heo, C.Y. (2016).Similar studies by Bieger, T. and Laesser, C. (2004) indicated that travellers most frequently use the internet (social media) to get sufficient information about a tourist destination.

Furthermore, Sthapit, E. (2018) cautioned that a memorable tourist experience has a big impact on behavioural intentions and is likely to be shared by the visitors.

[84] carried out research on the function of travel information searches in popular tourist locations. The results of the study, which involved 625 travellers in Tanzania, showed a favourable correlation between information search behaviours and destination choice.

The study also recommended that tourism service providers use the information that travellers provide to gauge their level of satisfaction, which influences other travellers' decisions about where to go. Therefore, in keeping with a number of earlier studies De Vos, J. (2020), suggested that information from other travellers (prior travel experience) can favourably influence international students' choice of tourist location in India. Drawing from the aforementioned literature and arguments, we hypothesis the following:

H_4: Information provided by other travellers will positively affect tourism destination decision making

Methodology

Both primary and secondary data are used in the investigation. A systematic questionnaire is used to gather primary data from travellers or prospective travellers who use digital media platforms. The respondents are chosen using a convenience sampling technique. Journals, articles, studies, and internet sites pertaining to travel and digital marketing are the sources of secondary data.

To find patterns and relationships, statistical procedures like regression, correlation, and percentage analysis are used to examine data. The methodology aids in comprehending how digital media affects several phases of consumer decision-making in the travel industry.

A descriptive and analytical research design is used in this study. It is descriptive since it describes how digital media affects travellers' decisions.

Data Analysis and Results

Demographic Analysis

Frequencies of Gender			
Gender	**Counts**	**% of Total**	**Cumulative %**
Female	106	65.4%	65.4%
Male	56	34.6%	100.0%

Interpretation

The sample's gender distribution is skewed in favor of female respondents, who account for 106 (65.4%) of the sample as a whole, compared to 56 male respondents (34.6%). This indicates that there are about 1.9 female respondents for every male respondent.

Frequencies of Education			
Education	**Counts**	**% of Total**	**Cumulative %**
Doctorate	1	0.6%	0.6%
Graduate	13	8.0%	8.6%
Post Graduate	85	52.5%	61.1%
Under Graduate	63	38.9%	100.0%

Interpretation

With 85 (52.5%) postgraduate respondents and 63 (38.9%) undergraduate respondents, the sample is significantly skewed toward higher education. Individuals who have completed or are pursuing at least an undergraduate degree make up the majority of the study's respondent pool, since these two categories together account for 91.4% of the entire sample.

The final two classifications are marginal: Only 13 respondents (8.0%) are at the graduate level, while the smallest subgroup in the dataset—doctorate holders—is represented by just one respondent (0.6%).

Frequencies of Age_Group			
Age_Group	**Counts**	**% of Total**	**Cumulative %**
18 - 22 Years	68	42.0%	42.0%
23 - 30 Years Old	15	9.3%	51.2%
31 - 35 Years Old	8	4.9%	56.2%
36 - 40 Years Old	69	42.6%	98.8%
41 - 50 years old	2	1.2%	100.0%

Interpretation

The 162 respondents in the sample have a clearly bimodal age distribution, with nearly all of them falling into two groups. With 69 respondents (42.6%), the 36–40 age group is the largest section, closely followed by the 18–22 age group with 68 respondents (42.0%). These two age groups together account for 84.6% of the sample as a whole, indicating that the great majority of respondents are either youthful, digitally native, or early-middle-aged, seasoned travelers.

The remaining three age groups are significantly underrepresented: 15 respondents (9.3%) are between the ages of 23 and 30, 8 respondents (4.9%) are between the ages of 31 and 35, and 2 respondents (1.2%) are between the ages of 41 and 50.

Descriptive

- **Normality Test**

For each of the 33 survey items in the six main constructs Information Provided by Other Travellers (IPOT), Destination Image (DI), Behavioural Intentions (BI), Social Media Advertising (SM), Tourist Satisfaction (TS), and Destination Decision (TD)the descriptive statistics and Shapiro-Wilk Test of Normality were computed.

Normality Test – Shapiro-Wilk									
								Shapiro-Wilk	
	N	**Missing**	**Mean**	**Median**	**SD**	**Minimum**	**Maximum**	**W**	**p**
IPOT1	178	0	4.35	4.00	0.613	1	5	0.661	<.001
IPOT2	178	0	4.43	5.00	0.758	1	5	0.681	<.001
IPOT3	178	0	4.51	5.00	0.622	1	5	0.667	<.001
IPOT4	178	0	4.47	5.00	0.698	1	5	0.660	<.001
IPOT5	178	0	4.51	5.00	0.649	1	5	0.643	<.001

DI1	178	0	4.30	4.00	0.718	1	5	0.688	<.001
DI2	178	0	4.51	5.00	0.640	1	5	0.657	<.001
DI3	178	0	4.57	5.00	0.653	1	5	0.636	<.001
DI4	178	0	4.53	5.00	0.648	1	5	0.669	<.001
DI5	178	0	4.60	5.00	0.547	2	5	0.651	<.001
BI1	178	0	4.29	4.00	0.631	2	5	0.715	<.001
BI2	178	0	4.40	5.00	0.754	2	5	0.730	<.001
BI3	178	0	4.48	5.00	0.682	2	5	0.701	<.001
BI4	178	0	4.51	5.00	0.649	1	5	0.663	<.001
BI5	178	0	4.43	5.00	0.836	1	5	0.671	<.001
BI6	178	0	4.49	5.00	0.776	1	5	0.666	<.001
BI7	178	0	4.47	5.00	0.674	1	5	0.636	<.001
SM1	178	0	4.34	4.00	0.600	1	5	0.676	<.001
SM2	178	0	4.45	5.00	0.729	1	5	0.671	<.001
SM3	178	0	4.47	5.00	0.682	1	5	0.683	<.001
SM4	178	0	4.51	5.00	0.565	3	5	0.700	<.001
SM5	178	0	4.55	5.00	0.638	2	5	0.668	<.001
SM6	178	0	4.65	5.00	0.565	2	5	0.607	<.001
SM7	178	0	4.60	5.00	0.586	2	5	0.657	<.001
TS1	178	0	4.30	4.00	0.645	2	5	0.746	<.001
TS2	178	0	4.49	5.00	0.783	1	5	0.651	<.001
TS3	178	0	4.48	5.00	0.707	2	5	0.694	<.001
TS4	178	0	4.51	5.00	0.715	1	5	0.662	<.001
TS5	178	0	4.52	5.00	0.622	2	5	0.692	<.001
TD1	178	0	4.22	4.00	0.768	2	5	0.725	<.001
TD2	178	0	4.54	5.00	0.602	2	5	0.676	<.001
TD3	178	0	4.47	5.00	0.682	2	5	0.703	<.001
TD4	178	0	4.48	5.00	0.699	1	5	0.706	<.001

Interpretation

On a 5-point Likert scale, respondent means vary from 4.22 (TD1) to 4.65 (SM6) across all 33 survey items (N = 178). Standard deviations are modest (0.547 to 0.836), while medians are usually 4.00 to 5.00. This indicates a high degree of general agreement and minimal variation among responders on all constructs.

Interpretation of the Normalcy Test: The Shapiro-Wilk statistic (W) falls between 0.607 (SM6) and 0.746 (TS1). The normal distribution null hypothesis is rejected since all 33 items' p-values are p <.001. As is typical for high-agreement customer/tourist satisfaction surveys, the dataset shows a large negative skewness.

- **Measurement of the Constructs**

The research constructs were assessed by means of extant literature. The scale and dimensions of the structures were also somewhat modified. A five-point Likert scale was used to evaluate the present theme (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = highly agree). The respondent's degree of agreement or disagreement with the constructs' measurement was determined using this method. Since a five-point Likert scale is quicker and simpler for responders to answer than open-ended questions, it was employed Bagozzi, R.P. and Yi, Y. (1988). A Likert scale is a psychometric instrument used to assess personality, character, and attitude traits by converting qualitative traits into numerical measurements. Every item was changed to fit the needs of the current study.

- Reliability Analysis

Cronbach's Alpha (α) was used in reliability study to assess the overall measurement tool's internal consistency.

Scale Reliability Statistics	
	Cronbach's α
scale	0.959

Overall Internal Consistency: A Cronbach's alpha of α = 0.959 was obtained for the overall scale. This exceeds the widely recognised study criterion of α = 0.70, indicating great dependability.

- **Multiple Linear Regression Analysis**

A sample of N = 178 respondents was used in a Multiple Linear Regression study. Item TS1 (Tourist Satisfaction item 1) was designated as the dependent outcome variable in the statistical output and regressed against 24 predictor items from the IPOT, DI, BI, and SM constructs.

Model Fit Measures			
Model	**R**	**R^2**	**Adjusted R^2**
1	0.740	0.548	0.477
Note. Models estimated using sample size of N=178			

A high combined link between predictors and the outcome variable is indicated by the multiple correlation value R = 0.740. The regression model explains 54.8% of the variance in the outcome measure, according to the coefficient of determination $R^2 = 0.548$ (Adjusted $R^2 = 0.477$).

- **Hypothesis Results**

Hypothesis	Relationship	Decision
H1	Advertisement on social media have a significant impact on tourist decision making	**Accepted**
H2	Behavioural intentions will positively affect tourism destination decision making	**Accepted**
H3	Tourist Satisfaction will positively affect tourism destination decision making	**Accepted**
H4	H4: Information provided by other travellers will positively affect tourism destination decision making	**Not Accepted**

It is analysed that advertisement on social media, Behavioural intentions and tourist satisfaction has a strong influence on tourism destination decision making

Limitation and Future study

Although this study provides insightful information about the digital factors influencing travel destination selection, a number of limitations should be noted.

First, the convenience sampling method used to choose the sample restricts the findings' applicability to a larger group of travelers. Probability sampling techniques may be used in future studies to improve external validity and representativeness.

Second, a comparatively small sample size (N = 178) from a single country setting (India) is used in the study. To ascertain whether these conclusions apply to various visitor demographics and digital ecosystems, cross-cultural or multi-national studies might be helpful.

Lastly, just a small number of constructs (IPOT, DI, BI, SM, TS, TD) were the subject of this investigation. To create a more complete model of digital influence on travel decision-making, future research could include other variables like perceived risk, destination trust, platform-specific effects (e.g., Instagram versus YouTube versus TikTok), or the moderating role of demographic factors like age, income, and travel frequency.

Conclusion

Using the Uses and Gratification theory as a framework, this study set out to investigate how digital media influences travel destination decision-making. The results verify that digital platforms have significantly changed how travelers obtain information and make decisions, substituting algorithm-driven, screen-based discovery for conventional word-of-mouth and brochure-based methods. Data from 178 respondents were statistically analyzed, and the results showed that social media advertising, behavioral intentions, and tourist satisfaction all significantly and favourably impact destination choice, accounting for about 55% of the variation in travelers' decisions. This emphasizes how crucial it is to develop great traveler experiences and use well-targeted, captivating digital advertising as levers for influencing destination choice.

Overall, the study supports the notion that tourism decision-making has shifted significantly into the digital realm, where satisfaction-driven engagement, real-time responsiveness, and personalized advertising are crucial. Instead of depending only on natural peer recommendations, destination marketers and tourist service providers can benefit strategically from investing in intelligent, data-driven advertising and consistently high-quality traveler experiences. Continuous research will be necessary as digital technologies develop in order to monitor how these factors change and to improve methods that adapt to shifting traveler behavior.

References

1. Abdullah, D., Jayaraman, K., Shariff, D. N., Bahari, K. A., & Nor, N. M. (2017). The effects of perceived interactivity, perceived ease of use and perceived usefulness on online hotel booking intention: A conceptual framework. International Academic Research Journal of Social Science, 3(1), 16–23.
2. Aboelmaged, M. G., & Gebba, T. R. (2013). Mobile Banking Adoption : An Examination of Technology Acceptance Model and the Theory of Planned Behavior. International Journal of Business Research and Development, 2(1), 35–50.
3. Adli, F., S.Fauziah, Nikos Joshua & Pujani, V. (2014). E-Travel Model : An Empirical Study of Technology Acceptance Model and Self Efficacy. In International Conference on Business, Management & Corporate Social Responsibility Vol. 2, 69–73.
4. Al-Ghaith, W. (2015). Applying the Technology Acceptance Model to Understand Social Networking Sites (SNS) Usage: Impact of Perceived Social Capital. International Journal of Computer Science and Information Technology, 7(4), 105–117.
5. Alsamydai, M. J. (2014). Adaptation of the Technology Acceptance Model (TAM) to the Use of Mobile Banking Services. International Review of Management and Business Research, 3(4), 2016–2028.
6. Aziz, N. A., Sulaiman, A., & Musa, G. (2008). Predicting the influence of travel web site effectiveness characteristics on technology acceptance and its marketing implications. Jurnal Pengurusan, 27, 105–128.
7. Bashar, S. M. (2014). Impact Of Social Travel Networks On Travel Planning: The Case Of Tripadvisor. University Of Ljubljana, Slovenia.
8. Batinic, I. (2013). The Role and Importance of the Internet in Contemporary Tourism In Travel Agencies Business. International Journal of Cognitive Research in Science, Engineering and Education, 1(2).
9. Benea, I. A. (2014). Influences of Social Media on the Tourism and Hospitality Industry. Modul Vienna University.
10. Buzic, D., & Mihovilovic, D. (2014). SEO EVALUATION FOR TRAVEL AGENCIES' WEBSITES. *Proceedings of the 4th International Conference "Vallis Aurea."*
11. Cao, Q., Yu, B., & Tian Tian, X. X. (2017). The Effect of Social Media on Tourism Consumer Adoption Intention: Evidence from Urumqi. *Journal of Accounting & Marketing*, *06*(01), 1–10.
12. Chen, L. Y. (2014). Utilizing the technology acceptance model to explore the effects of mobile advertising on purchase intention. International Journal of Research in Management & Technology, 4(5), 208–213.
13. Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. MIS Quarterly, 13(3), 319.
14. Dina, R., & Sabou, G. (2012). Influence of social media in a choice of touristic destination. Cactus Tourism Journal.
15. Dr. Dexter R. Buted, Nancy S. Gillespie, Jandel B. Conti, Bernadeth A. Delgado, Ruth Mae P. Marasigan Sher Kimmie A. Rubico, S. S. F. (2014). Effects of Social Media in the Tourism Industry of Batangas Province. Asia Pacific Journal of Multidisciplinary Research, 2(3), 123–131.
16. Durmaz, Y., & Efendioglu, I. H. (2016). Travel from Traditional Marketing to Digital Marketing. Global Journal of Management and Business Research: E-Marketing.
17. Fatanti, M. N., & Suyadnya, I. W. (2015). Beyond User Gaze: How Instagram Creates Tourism Destination Brand? Procedia - Social and Behavioral Sciences.
18. Fotis, J., Buhalis, D., & Rossides, N. (2012). Social Media Use and Impact during the Holiday Travel Planning Process. In M. Fuchs, F. Ricci, & L. Cantoni (Eds.), Information and Communication Technologies in Tourism 2012: Proceedings of the International Conference in Helsingborg, Sweden, January 25--27, 2012 (pp. 13–24). Vienna: Springer Vienna.
19. Goshadze, L., & Barba-Sánchez, V. (2016). The Role of Social Media for Travel Agencies of South Caucasus. International Journal of Entrepreneurship and Small Business Management, 3(1), 1–8.
20. Guzel, G., & Sengün, G. (2015). The Effects of Social Media on Tourism Marketing : A Study among University Students. Management and Administrative Sciences Review.

