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**EFFECT OF DIGITAL MARKETING PRACTICES ON DOMESTIC
TOURIST BUYING BEHAVIOR AT OWAY TRAVELS AND TOURS**

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EFFECT OF DIGITAL MARKETING PRACTICES ON DOMESTIC TOURIST BUYING BEHAVIOR AT OWAY TRAVELS AND TOURS

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ABSTRACT

The main objective of the study is to examine the effect of digital marketing practices on domestic tourist buying behavior at Oway Travels and Tours. To achieve this objectives, the study employs both quantitative research method and descriptive statistics. Both primary and secondary data are utilized in this study. Primary data were collected from 500 respondents, selected through random sampling method from out of 2,500 domestic tourists who made purchases at Oway Travels and Tours in 2023. In this study, there are five digital marketing include such as email marketing, affiliate marketing, search engine marketing, social media marketing, and mobile marketing. The study found that, these five digital marketing practices positively and significantly affect domestic tourist buying behavior. Among them, social media marketing has the highest effect on the domestic tourist buying behavior whereas email marketing has the lowest effect on domestic tourist buying behavior. The findings suggest that Oway should enhance its digital marketing practices for better engagement with potential and current domestic tourist. Moreover, Oway should improve email content relevance and link functionality, refine product recommendations in affiliate marketing, and enhance the target and content of search engine ads are critical for boosting campaign effectiveness. By focusing on these areas, Oway can optimize its digital marketing efforts and drive stronger consumer engagement and buying decisions.

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CHAPTER 1

INTRODUCTION

Myanmar's travel and tourism industry has recently experienced significant growth, positioning the country among the world's top tourist destinations. This transformation can be attributed to the country's expanding tourism sector and the global community's discovery of Myanmar's unique selling points, such as its rich culture, stunning landscapes, and unique experiences (Zaw, 2019). Located in Southeast Asia and bordered by India, Bangladesh, China, Laos, and Thailand, Myanmar offers a variety of attractions, including ancient temples, beautiful beaches, dense forests, and a rich ethnic diversity. These features have made Myanmar a popular destination for tourists seeking authentic and diverse experiences (Seekins, 2017).

One of Myanmar's most attractive features is its rich culture and tradition. The country is home to thousands of temples and pagodas, such as those on the plains of Bagan, which have stood since the 9th century and are considered treasures of Myanmar and world heritage. Similarly, the Shwe Dagon Pagoda in Yangon, a sacred site for Buddhists, remains one of the most celebrated attractions, drawing tourists from around the globe (Ong, 2018). Myanmar's natural scenery also adds to its appeal. From the serene coastline of Ngapali, facing the Bay of Bengal, to Inle Lake, known for its stilt houses and floating gardens, the country offers a range of untouched landscapes that captivate nature lovers (Winter, 2020). Mountain enthusiasts and trekking aficionados are drawn to the mountainous regions of Shan State and the remote areas of Chin and Kachin States, where they can explore the wilderness and interact with indigenous communities (Butler, 2018).

Myanmar's rapidly expanding travel and tourism industry increasingly depends on the digital sector to foster growth and enhance customer engagement. In today's economy, marketing practices have shifted toward digital campaigns, becoming crucial to business success. Digital marketing is the strategic use of digital channels and technologies to promote and advertise products or services. It encompasses a wide range of online activities aimed at reaching and engaging consumers through various platforms. According to Chaffey and Ellis-Chadwick (2019), digital marketing involves leveraging tools such as search engine optimization (SEO), search engine marketing (SEM), social media marketing, email marketing, and content marketing to enhance brand visibility and attract

potential customers. These methods allow businesses to target specific audiences more effectively and measure campaign performance through detailed analytics.

The significance of digital marketing lies in its ability to provide measurable and scalable results. By utilizing digital platforms, businesses can track user interactions, preferences, and behavior, enabling them to tailor their marketing strategies to meet the needs of their target audience (Kotler & Keller, 2016). This data-driven approach facilitates more precise targeting and personalized communication, which leads to increased engagement and conversion rates. As digital channels evolve, digital marketing remains a crucial component in driving business growth and maintaining competitive advantage in the digital age. Digital marketing is crucial for the tourism industry because it enables businesses to reach a broader audience, tailor experiences to customer needs, and build strong customer relationships. According to Ketter and Avraham (2022), digital marketing is instrumental in creating competitive advantages for tourism companies by enabling them to target customers with personalized content through social media, email marketing, and search engines. The ability to analyze consumer behavior through data analytics enables tourism businesses to optimize marketing efforts, resulting in improved customer engagement and higher conversion rates (Tussyadiah et al., 2018). Social media allows tourism businesses to share user-generated content, such as reviews, photos, and testimonials, which significantly impacts consumer decision-making processes (Xiang & Gretzel, 2010).

Furthermore, the integration of mobile marketing ensures that businesses can connect with travelers in real time, offering location-based services and personalized promotions, enhancing the overall customer experience (Wang, Park, & Fesenmaier, 2012). Domestic tourist buying behaviors are influenced by a variety of factors, including convenience, familiarity, and value for money. Unlike international tourists, domestic travelers often prioritize destinations that are within easy reach, affordable, and aligned with their cultural or personal interests. According to Tsotsou and Ratten (2010), domestic tourists base their decisions on recommendations from friends, family, and online reviews. Familiarity with the destination plays an important role in this process, as many domestic tourists choose places they have visited before or have a clear understanding of, which reduces uncertainty in their purchase decisions. Domestic tourist buying behavior is closely linked to digital marketing practices, as these practices directly influence the domestic travelers search for, evaluate, and purchase travel products. Social media marketing, for

instance, plays a crucial role in shaping domestic tourists' decisions by providing access to user-generated content such as reviews, photos, and testimonials from other travelers.

According to Xiang and Gretzel (2010), this study acts as a form of social proof, which builds trust and influences tourists to book travel experiences that align with their preferences. Domestic tourists are typically more familiar with local destinations and rely on these insights to compare options and ensure they get the best value for their money. Digital marketing practices significantly affect tourist buying behavior by influencing how tourists search for, evaluate, and ultimately purchase travel products. One of the most impactful practices is social media marketing, which provides travelers access to user-generated content such as reviews, photos, and travel experiences. This content serves as social proof, helping potential tourists gauge the quality and reliability of travel services, which greatly influences their decision-making process (Xiang & Gretzel, 2010). Additionally, personalized email marketing campaigns play a critical role in building customer loyalty by offering exclusive deals and reminders, which encourage repeat bookings (Milano, Baggio, & Piattelli, 2011).

Digital marketing offers various communication channels that enable travel agencies to effectively reach and engage their audiences, helping them maintain a competitive edge in a fast-paced market (Chaffey & Ellis-Chadwick, 2019). Techniques such as Social Media Marketing, Email Marketing, Search Engine Marketing, Mobile Marketing, and Affiliate Marketing serve distinct purposes, catering to different consumer preferences and embodying the modern marketing approach (Kotler & Keller, 2016).

Digital marketing enables travel businesses to connect with target audiences in personalized and interactive ways. Social Media Marketing uses platforms like Facebook and Instagram to engage users through visually appealing content showcasing travel experiences (Xiang & Gretzel, 2010). Search Engine Marketing (SEM) boosts online visibility helping potential customers find relevant travel options (Buhalis & Law, 2008). Email Marketing builds customer relationships with personalized offers and exclusive deals. Mobile Marketing targets smartphone users with location-based promotions (Leung et al., 2013), while Affiliate Marketing expands reach through influencers and partners who promote travel services (Dwivedi et al., 2021).

Understanding consumer buying behavior is crucial for the travel industry, as decisions are shaped by destination, lodging, activities, budget, and tourism trends influenced by word-of-mouth and digital marketing practices (Holloway & Humphreys, 2016).

1.1 Rationale of the Study

Tourism, a dynamic global sector, has transformed with new technologies, especially in digital marketing, which is now essential for promoting services. Tuten and Solomon (2017) highlight that digital marketing has been evolved into a fundamental strategy for reaching consumers. Innovations in this space reduce costs and enhance global opportunities (Chaffey & Ellis-Chadwick, 2019), making electronic media a vital tool for customer engagement in today's digital age (Kotler & Keller, 2016).

Digital marketing incorporates a wide range of strategies that extend beyond traditional internet marketing. While internet marketing focuses exclusively on online promotion, digital marketing embraces both online and offline approaches. Core strategies include search engine marketing, social media marketing, email marketing, affiliate marketing, and mobile marketing, alongside methods such as digital billboards, online ads, and mobile applications (Ryan, 2016; Armstrong & Cunningham, 2018). According to the American Marketing Association (AMA), digital marketing involves "activities, institutions, and processes that deploy digital technologies to create, provide, and exchange value between organizations and customers" (Kannan, 2017). This definition underscores digital marketing's critical role in enhancing customer relationships and business performance. The rapid expansion of digital marketing channels has significantly increased the ways in which businesses and customers interact (Järvinen & Taiminen, 2016). Additionally, technological advancements and the widespread adoption of smartphones and digital platforms have changed how travelers in Myanmar access and evaluate travel information.

Digital marketing practices have reshaped the way industries, particularly tourism, engage and attract consumers. In the digital marketing practices, there are fifteen essential digital marketing practices such as search engine optimization , search engine marketing , content marketing, social media marketing , email marketing, affiliate marketing, influencer marketing, mobile marketing, video marketing, pay-per-click Advertising, conversion rate optimization , programmatic advertising, retargeting, voice search optimization, and customer relationship management automation (Chaffey & Ellis-Chadwick, 2019).

In the tourism industry, several digital marketing practices have emerged as particularly effective in targeting and engaging travelers, including email marketing, search engine marketing, social media marketing, affiliate marketing, and mobile marketing. Email marketing has proven impactful by allowing businesses to deliver personalized offers

and updates, thus enhancing bookings and fostering customer loyalty (Sigala, 2016). Meanwhile, search engine marketing plays a crucial role in enhancing visibility when travelers search for destinations, facilitating tourism brands' ability to capture attention (Xiang, Magnini, & Fesenmaier, 2015). Additionally, social media marketing significantly promotes destinations by showcasing experiences and driving engagement on visually-oriented platforms like Instagram and Facebook, where user interaction thrives (Leung, Law, van Hoof, & Buhalis, 2013). Affiliate marketing adds value to the tourism sector by leveraging partnerships with travel bloggers and influencers, thereby enhancing credibility and broadening reach (Duffy, 2005). Lastly, mobile marketing has become indispensable, as tourists increasingly depend on mobile devices for booking, navigation, and real-time recommendations, underscoring the need for mobile-optimized strategies (Wang, Xiang, & Fesenmaier, 2016). Collectively, these practices are pivotal in connecting with modern travelers and influencing their decisions throughout various stages of the travel journey.

Furthermore, Becherer and Halstead (2004) discuss how digital marketing platforms, including websites, mobile apps, and social media, facilitate consumer activities such as gathering information, comparing options, making purchases, and sharing experiences. Brodie et al. (2013) reinforce this idea by highlighting that digital technologies enable consumers to interact with marketers and provide feedback via emails, SMS, websites, and online posts. Egan (2007) emphasizes that these technologies promote direct communication between consumers and businesses, a critical factor for gathering insights and enhancing services. Matloka and Buhalis (2010) further note that digital marketing technologies deliver personalized information based on customer preferences, thereby helping businesses build stronger relationships with their customers.

Social media significantly influences consumer behavior. Smith (2011) explores how social media, combined with internet resources, offers timely information that supports informed decision-making. Batinić (2015) explains that businesses employ various strategies to ensure customers receive vital travel information. Nurgiyantoro (2016) finds that digital marketing greatly affects travelers' destination choices, while Cetinkaya and Sahbaz (2019) demonstrate its influence on purchase intentions. Additionally, Klaasvakumok and Kurniawati (2020) observe a partial impact of content and video marketing on tourist behavior.

Overall, digital marketing is vital in reshaping how travel companies interact with potential customers and drive bookings. With travelers increasingly relying on digital channels for their planning, establishing a strong online presence has become essential for

tourism businesses. Buhalis and Law (2008) emphasize that digital marketing allows these businesses to offer real-time information, customized content, and targeted promotions, which enhances their ability to attract and engage customers. This is particularly critical in an era where travelers utilize digital tools to compare options, read reviews, and make informed decisions regarding their travel choices.

Domestic tourist buying behavior is significantly influenced by digital marketing practices, as these strategies shape how travelers discover, evaluate, and book their travel experiences. Digital marketing tools such as social media, search engine optimization (SEO), and personalized email campaigns are crucial in guiding domestic tourists through their decision-making process. Social media platforms, for example, offer insights through user-generated content, reviews, and travel-related posts, which domestic travelers use to make informed choices about destinations and services (Xiang & Gretzel, 2010). These platforms provide a space for sharing experiences and recommendations, directly impacting tourists' perceptions and preferences.

Founded in 2012, Oway Travels and Tours is the largest travels and tours agency and it is a comprehensive travel and tourism platform based in Myanmar, offering a wide range of services to facilitate travel and leisure experiences. The website, Oway.com.mm, serves as a one-stop solution for travelers, providing booking services for flights, hotels, and tour packages. It aims to simplify travel planning by integrating various travel-related services into a single platform.

The website features user-friendly navigation and a robust search function, allowing customers to easily compare and book travel options. It also offers detailed information about destinations, helping users make informed decisions. Additionally, Oway provides personalized recommendations and exclusive deals through its platform, enhancing the overall travel experience. The customer service and convenience make Oway a significant player in Myanmar's travel industry, catering to domestic and international travelers.

Oway Travels and Tours initially relied on traditional marketing methods. However, in 2015, the company recognized the potential of digital marketing in providing various metrics to measure the effectiveness of advertising campaigns. As a result, they transitioned to a more data-driven marketing approach, integrating social media, email marketing, affiliate marketing, search engine marketing, and mobile marketing into their practices. Additionally, strategic partnerships with payment platforms such as KBZ Pay, Wave Pay, and AYA Pay allowed them to further expand their reach and enhance customer

engagement. The COVID-19 pandemic significantly accelerated Oway's digital initiatives, prompting a shift toward more effective platforms to boost sales and engage travelers.

Covid-19 ongoing restrictions on foreign tourists entering Myanmar, the domestic tourism market has seen a substantial rise in activity. Local travelers are exploring nearby destinations more frequently, creating a valuable opportunity for Oway to focus on expanding its domestic market presence. To capitalize on this trend, Oway is prioritizing digital marketing strategies that cater to the needs of domestic tourists, enhancing its online booking platforms, promoting local travel packages, and increasing engagement through targeted campaigns. By leveraging these strategies, Oway aims to boost sales within the domestic market and solidify its position as a leading travel provider in Myanmar during this transformative period.

The study "The Effect of Digital Marketing Practices on Domestic Tourist Buying Behavior at Oway Travels and Tours" examines how digital marketing practices on domestic tourist buying behavior within Myanmar's rapidly growing tourism sector. As digital marketing becomes central to business practices, understanding its effect on sales growth is crucial for maximizing revenue. The study focuses on practices such as social media, email, affiliate marketing, search engine marketing, and mobile marketing which aims to provide actionable insights for refining Oway Travels and Tours' marketing efforts.

Myanmar's expanding tourism market offers significant opportunities for travel agencies to broaden their market reach. This research will identify the most effective digital marketing practices for influencing domestic tourists' buying decisions, allowing Oway Travels and Tours to engage potential customers more effectively with tailored content. By utilizing these insights, the agency can strategically allocate resources, refine digital marketing practices, and increase sales.

1.2 Objectives of the Study

The objectives of the study are as follows:

- To identify the digital marketing practices conducted by Oway Travels and Tours and
- To analyze the effect of digital marketing practices on domestic tourist buying behavior at Oway Travels and Tours

1.3 Scope and Method of the Study

This study focuses on the effect of digital marketing practices on domestic tourist buying behavior at Oway Travels and Tours. In this study, digital marketing practices include email marketing, affiliate marketing, search engine marketing, social media marketing, and mobile marketing. This study employs quantitative research methods. The target population of the study is around 2,500 domestic tourists who purchased products of Oway Travels and Tours and also the follower of Oway social media in year 2023. A sample of 20% of these tourists are randomly selected to get the Primary data, Secondary data is collected from textbooks, company reports, thesis, and academic journals. SPSS software is used for data analysis, providing a thorough examination of digital marketing's effect on consumer behavior towards Oway Travels and Tours.

1.4 Organization of the Study

This study is structured into five main chapters. The first chapter describes introduction, rationale of the study, objective of the study and scope and method of the study. Chapter Two presents into theoretical backgrounds, previous studies and conceptual framework of the study. Chapter three focus on profile and the effect of digital marketing practices on domestic buying behavior at Oway travels and tours. Chapter four presents the analysis to achieve objectives. The final chapter five includes findings of the paper and discussions, suggestions, recommendations and need for future research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter provides a comprehensive theoretical background for the study, laying a solid foundation for understanding key concepts and theories. It covers digital marketing, relevant theories, consumer buying behavior, digital marketing practices, prior research, and the study's conceptual framework.

2.1 Consumer Buying Behavior

Tourists' buying behavior has been affected by new technologies, leading to the widespread adoption of digital marketing practices for promoting and marketing products and services. Digital marketing is now a crucial element of future marketing practices, marking a significant shift in how the tourism industry approaches promotion (Wertime & Fenwick, 2012). It utilizes business models and techniques that cut costs and support global development (Rafiq & Malik, 2018). Electronic media plays endorsing products and services (Yasmin et al., 2015). Unlike internet marketing, which focuses solely on online channels, digital marketing includes a broader array of tools, such as billboards, digital TVs, and mobile apps, which may not require constant internet access. The American Marketing Association defines digital marketing as “activities, institutions, and processes facilitated by digital technologies for creating, communicating, and delivering value for customers and other stakeholders” (Kannan, 2017).

The digital marketing channels have enhanced customer-business interactions (Järvinen & Taiminen, 2016). Advances in digital promotion have led consumers to seek information online before making buying decisions. The rise in internet usage, along with smartphones, laptops, tablets, and social media platforms like Facebook and YouTube, drives the growth of digital marketing in Myanmar (Sotiriadis, 2017; Morosan & Bowen, 2018). The tourism industry has adapted to these changes by utilizing digital platforms to market its services to existing and potential customers (Järvinen & Taiminen, 2016).

In the past two decades, the Internet has revolutionized the travel and tourism industry. Travel companies now provide updated, reliable information and focus on user-friendly website designs and quality experiences to attract more consumers. Previously, customers depended on newspapers, magazines, TV, radio, and word-of-mouth for information. Today, digital marketing allows immediate global information access,

enabling consumers to research and compare destinations and offers before purchasing decisions and reducing reliance on traditional media and travel agents (Webb, 2016).

Consumer buying behavior explores how individuals make purchasing decisions, influenced by cognitive, emotional, and social factors. The theory of reasoned action (Ajzen & Fishbein, 1980) posits that behavior is driven by attitudes and subjective norms, with online content and social media shaping consumer perceptions (Ajzen, 1991). Social Cognitive Theory (Bandura, 1986) emphasizes observational learning and social influence, suggesting that people model behaviors based on others' actions. Digital marketing utilizes influencer and user-generated content to affect consumer attitudes and behaviors (Kaplan & Haenlein, 2010).

The Hierarchy of Effects Model describes stages consumers go through before purchasing: awareness, knowledge, liking, preference, and conviction (Lavidge & Steiner, 1961). Digital marketing guides content creation and campaigns to move consumers through these stages, such as using content marketing and social media to build brand awareness (Kotler & Keller, 2016). The Technology Acceptance Model (Davis, 1989) highlights perceived ease of use and usefulness as factors in technology adoption. This model explains how consumers engage with digital platforms, making user-friendly websites and apps crucial for enhancing digital marketing effectiveness (Venkatesh & Davis, 2000).

The relationship between digital marketing practices and consumer buying behavior is intricate and symbiotic, each influencing the other in a dynamic interplay that shapes consumer decisions and marketers' practices. Digital marketing practices such as search engine marketing, social media marketing, email marketing, mobile marketing, and affiliate marketing play pivotal roles in understanding, influencing, and responding to consumer buying behavior in the digital age.

Search Engine Marketing utilizes search engines like Google to prominently display ads on search engine results pages. Search Engine Marketing targets users actively searching for information or products, capitalizing on their purchase intent. By optimizing keywords and strategically placing ads, search engine marketing enables businesses to reach consumers at key moments in their purchasing journey, influencing their buying behavior and boosting conversions. This approach delivers relevant and timely information that aligns with specific needs and preferences, facilitating informed decisions (Jansen & Schuster, 2011).

Social Media Marketing uses platforms like Facebook, Instagram, Twitter, and LinkedIn to engage with consumers, build brand awareness, and drive sales (Tuten & Solomon, 2017). It leverages user-generated content, influencer endorsements, and peer recommendations to establish trust and credibility (Kaplan & Haenlein, 2010). Social Media Marketing taps into social dynamics, shaping consumer perceptions and purchase decisions through compelling content and targeted interactions (Godey et al., 2016).

Email Marketing remains essential in digital marketing, offering personalized connections to consumers (Chaffey & Ellis-Chadwick, 2019). Tailored email campaigns, based on consumer preferences and purchase history, helped nurture relationships, provided targeted promotions, and drove conversions, fostering engagement and encouraging repeat purchases (Gera & Jain, 2018).

Mobile Marketing takes advantage of mobile devices, delivering targeted ads and promotions directly to the customers, and influencing real-time purchase decisions (Shankar et al., 2010). It offers convenience, personalization, and immediacy, aligning with preferences for seamless experiences (Leung et al., 2013).

Affiliate Marketing involves partnering with third-party affiliates to promote products for commissions. It leverages the influence of affiliates, bloggers, and influencers to reach niche audiences, enhance credibility, and drive conversions, using word-of-mouth and trust signals to support informed decisions (Clemons et al., 2002; Chung et al., 2019).

Overall, the interplay between digital marketing practices and consumer buying behavior is mutually influential, each shaping and informing the other. Digital marketing practices that align with evolving consumer preferences, behaviors, and expectations enable businesses to effectively engage with their audience, foster loyalty, and drive sales in a competitive and dynamic marketplace (Kotler & Keller, 2016).

2.2 Digital Marketing

Digital marketing practices encompass the strategic promotion of products and services through various digital channels, including websites, email, mobile applications, and social networks. By utilizing devices such as computers and smartphones, digital marketing enables businesses to create interactive and personalized campaigns while making real-time adjustments. As a crucial component of contemporary business, it facilitates global connectivity, precise demographic targeting, and measurable outcomes (Smith, 2012). Unlike traditional marketing methods, digital marketing leverages advanced technologies to engage a broad spectrum of audiences across diverse locations. Effective

digital marketing integrates creativity, analytics, and technological expertise to develop impactful campaigns that resonate with target audiences.

Research indicates that digital marketing has revolutionized business operations and consumer behavior. G. Mulky (2013) notes that digital marketing allows for personalized interactions and continuous communication, fostering strong consumer relationships. Brodie, Ilic, Juric, and Hollebeek (2013) discuss how digital marketing facilitates information collection, comparison, and sharing. Smith (2011) highlight the importance of digital technologies in customizing information and aiding decision-making. Recent studies, such as those by Pitana and Pitanatri (2016), underscore the impact of social media and online marketing on consumer behavior and tourism.

2.3 Digital Marketing Practices

Digital marketing practices involve strategically engaging consumers through digital channels like social media, email, affiliate marketing, search engine marketing, and mobile marketing. This approach enables businesses to connect with target audiences and adapt practices based on consumer behavior G. Mulky (2013). While often equated with inbound marketing, digital marketing has nuanced differences globally, including insights from regions such as New Zealand, Australia, England, and Asia. Fundamentally, it acts as an electronic conduit for businesses to communicate and promote their offerings, focusing on a consumer-centric approach that leverages emerging technologies to address specific needs and preferences Smith (2011).

2.3.1 Email marketing

Email marketing plays a pivotal role in influencing consumer buying behavior within the digital marketing landscape. Its strength lies in the ability to deliver personalized content directly to consumers, which significantly impacts their purchasing decisions. As noted by Chaffey and Ellis-Chadwick (2019), email marketing engages customers with relevant and timely information, fostering increased loyalty and higher return on investment (ROI).

The effectiveness of email marketing is underscored by its capacity to send tailored messages that resonate with individual preferences and behaviors. Rettie and Chittenden (2003) emphasize that personalized promotions and updates align closely with consumer interests, leading to improved engagement and conversion rates. According to Statista (2022), email marketing continues to be one of the most effective channels for digital

marketers, generating an impressive average ROI of \$36 for every dollar spent. This high ROI can be attributed to the cost-effectiveness of email campaigns and the ability to segment audiences based on demographics, behavior, or purchase history, as highlighted by McKinsey & Company (2022).

In the tourism industry, email marketing is particularly advantageous as it facilitates direct communication with potential travelers. Companies can send personalized offers, travel destination updates, and booking confirmations, thereby strengthening relationships and motivating repeat business (Sigala, 2021). By leveraging email marketing effectively, businesses can significantly influence consumer buying behavior, enhancing their overall marketing practices.

2.3.2 Affiliate Marketing

Affiliate marketing is a performance-driven practices that significantly impacts consumer buying behavior by leveraging external partners known as affiliates to promote products or services in exchange for a commission. This model includes bloggers, influencers, and websites that earn compensation based on the sales, leads, or clicks they generate for a business (Duffy, 2005). By only compensating affiliates for successful outcomes, businesses adopt a cost-effective approach to expand their market reach, making affiliate marketing a highly measurable and efficient tool (Chaffey & Ellis-Chadwick, 2019).

A key advantage of affiliate marketing is its capacity to drive sales and customer acquisition through third-party endorsements, which enhances brand credibility and trust among consumers. According to Statista (2022), the affiliate marketing industry is on the rise, with global spending projected to exceed \$12 billion in the coming years. This growth is driven by the increasing influence of digital content creators and influencers who possess large, engaged audiences, allowing brands to connect with potential customers in a more authentic way.

The scalability of affiliate marketing is particularly appealing to businesses, as it enables partnerships with a diverse range of affiliates that can reach various customer segments without substantial upfront costs. Affiliates often operate within niche markets, providing personalized content that resonates with specific audiences. This targeted approach not only fosters trust but also enhances conversion rates (Evans, 2020).

By effectively utilizing affiliate marketing, businesses can influence consumer buying behavior, capitalize on trusted recommendations, and build long-lasting relationships with their audience, ultimately driving increased sales and customer loyalty

2.3.3 Search Engine Marketing

Search Engine Marketing is a crucial digital marketing practice that significantly influences consumer buying behavior by enhancing the visibility of websites through paid advertisements on search engine results pages. Search engine marketing primarily encompasses search engine advertising, where businesses bid on keywords related to their offerings, paying for ad placements that appear when users search for those terms. By securing prominent positions in search results, companies can attract targeted traffic to their websites, ultimately leading to increased conversions and sales (Chaffey & Ellis-Chadwick, 2019).

One of the most compelling aspects of Search Engine Marketing is its precise targeting capabilities. Marketers can hone in on specific keywords, geographic regions, demographics, and user behaviors, ensuring that their ads reach the most relevant audiences. This precision makes search engine marketing highly measurable; platforms like Google Ads provide detailed performance metrics that allow businesses to track ad performance, clicks, and conversions in real-time. Such a data-driven approach enables continuous campaign optimization to maximize return on investment (Wang, Feng, Li & Zhang, 2020).

Another critical advantage of Search Engine Marketing is its immediacy. Unlike organic search engine optimization, which may take time to produce results, Search Engine Marketing offers businesses instant visibility by allowing them to pay for ad placements. This immediacy is particularly effective for time-sensitive promotions or new product launches (Berman & Katona, 2019).

By leveraging search engine marketing effectively, businesses can shape consumer buying behavior, increase awareness of their offerings, and drive timely engagement with potential customers, ultimately enhancing sales and fostering brand loyalty.

2.3.4 Social Media Marketing

Social media marketing has emerged as a crucial practice for influencing consumer buying behavior in today's digital landscape. As consumers increasingly turn to social platforms for information and product discovery, they often rely on social proof such as

likes, shares, and comments to gauge a product's credibility and popularity. According to Mangold and Faulds (2009), social media provides a vital source of information, enabling consumers to access reviews and recommendations that significantly impact their purchasing intentions. This environment not only informs decisions but also facilitates direct engagement between brands and consumers, fostering trust and loyalty. Research by Hudson et al. (2015) highlights that such active engagement enhances brand loyalty, creating emotional connections that lead to repeat purchases and brand advocacy.

Targeted advertising is another significant aspect of social media marketing that affects consumer behavior. Social media platforms offer sophisticated targeting options that allow marketers to reach specific consumer segments based on demographics, interests, and online behavior. Dehghani et al. (2016) found that this targeted approach increases the likelihood of purchase intention, as consumers engage more readily with ads that resonate with their preferences. Additionally, the rise of influencers on social media has transformed brand marketing, as these individuals are perceived as relatable and trustworthy. Djafarova and Trofimenko (2019) demonstrate that consumers are more likely to purchase products recommended by trusted influencers, showcasing the effectiveness of influencer marketing in shaping buying behavior.

User-generated content (UGC) plays a critical role in influencing consumer decisions, as shared experiences serve as authentic testimonials. According to Cooil et al. (2007), positive UGC can enhance brand perception and drive sales, often regarded as more credible than traditional advertising. By leveraging information dissemination, engagement, targeted advertising, influencer recommendations, and user-generated content, brands can effectively influence purchasing decisions and cultivate long-term relationships with consumers. In this way, SMM not only drives immediate sales but also shapes overall consumer behavior in the digital marketplace.

2.3.5 Mobile Marketing

Mobile marketing has become an integral component of digital marketing strategies, significantly influencing consumer buying behavior in the contemporary marketplace. With the widespread adoption of smartphones and mobile devices, consumers now have the ability to access information, shop, and interact with brands anytime and anywhere. This omnipresence of mobile technology has transformed the way consumers engage with products and services, shaping their purchasing decisions.

One of the key factors driving consumer behavior in mobile marketing is convenience. Mobile devices enable consumers to browse and purchase products with just a few taps, removing barriers to shopping that were prevalent in traditional retail. According to a study by Shankar et al. (2010), mobile commerce (m-commerce) enhances the shopping experience by providing real-time access to product information, reviews, and prices. This instant access allows consumers to make informed decisions quickly, leading to a more streamlined purchasing process. Furthermore, mobile marketing strategies, such as location-based advertising, capitalize on consumers' geographical data, delivering personalized promotions and offers directly to their devices. Research by Xu et al. (2016) indicates that location-based mobile marketing significantly influences consumer purchasing behavior by prompting immediate action based on proximity to stores or events.

Another critical aspect of mobile marketing's impact on consumer behavior is the rise of mobile apps. Brands increasingly leverage mobile applications to create engaging shopping experiences that foster brand loyalty. According to a study by Chaffey (2020), mobile apps offer personalized content, exclusive deals, and seamless payment options, which encourage repeat purchases and enhance customer satisfaction. Moreover, the integration of social media features within mobile apps facilitates user-generated content and social sharing, further influencing potential buyers. Consumers are more likely to trust and engage with brands that offer interactive and personalized experiences, driving higher conversion rates.

Mobile marketing significantly shapes consumer buying behavior through the convenience it offers, real-time access to information, and engaging mobile app experiences. As the reliance on mobile devices continues to grow, brands that effectively leverage mobile marketing strategies are well-positioned to influence purchasing decisions and foster long-term customer relationships.

The integrated mobile technology in marketing practices has significantly impacted consumer behavior, offering new avenues for engagement and promotion, particularly in sectors such as tourism and hospitality (Ghani et al., 2018; Morosan & DeFranco, 2016). This evolution in digital marketing underscores the growing importance of adapting practices to leverage mobile technology and enhance customer experiences.

2.4 Related Theories

The Push-Pull Theory of digital marketing offers a comprehensive framework for understanding consumer behavior and marketing dynamics in the digital era. This theory

categorizes marketing practices into two main approaches: push and pull. Push strategies involve proactive promotional activities designed to deliver products or services directly to consumers through traditional channels, such as TV commercials, print ads, and email campaigns. These methods aim to generate brand awareness and stimulate demand by actively reaching out to customers (Kumar & Shah, 2004).

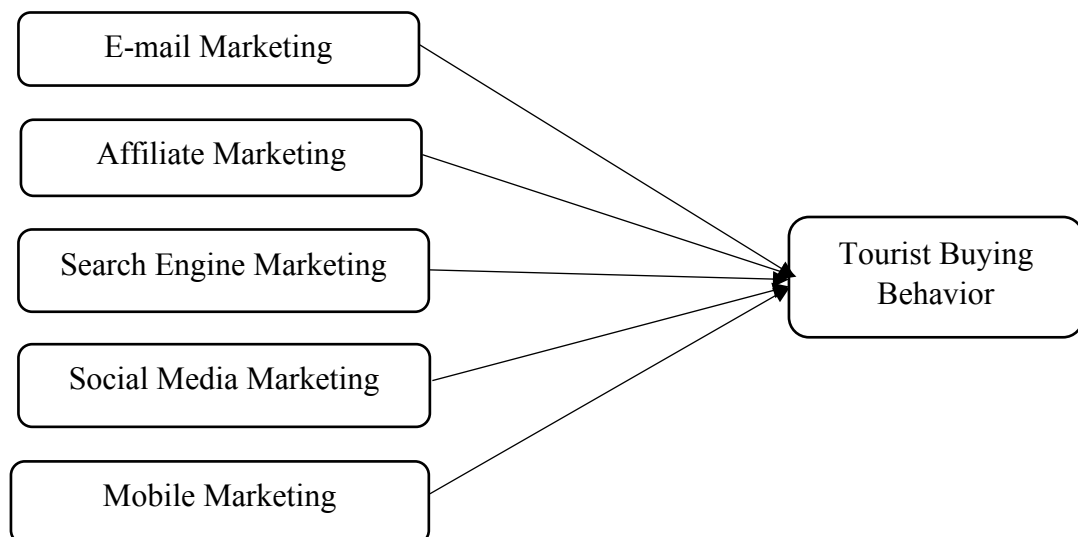
Conversely, pull strategies focus on attracting consumers to products or services through engaging content, storytelling, and interactive experiences. This approach utilizes digital platforms like social media, content marketing, and search engine optimization to draw consumers in organically, creating a natural desire for the offerings rather than interrupting their attention (Berthon, Pitt, & Watson, 1996).

The Push-Pull Theory underscores the importance of balancing both strategies effectively to engage consumers throughout their buying journey. While push strategies are effective for initial awareness and interest, pull strategies are essential for nurturing relationships, building brand loyalty, and driving conversions. Digital technologies have given consumers unprecedented access to information, prompting marketers to adapt using targeted ads or valuable content (Kotler & Keller, 2016). Leveraging the Push-Pull Theory allows businesses to craft integrated strategies that resonate with consumers and enhance marketing effectiveness in the digital age.

2.5 Previous Studies

In this study, three previous studies are presented. As the previous study, the Impact of Digital Marketing Practices on Tourist Buying Behavior: A Study of Indian Tourism Industry conducted by Dhankhar, D., Gaur, V., Singh, L., & Kumar, P. (2023) is presented.

Figure (2.1) Impact of Digital Marketing Practices on Tourist Buying Behavior



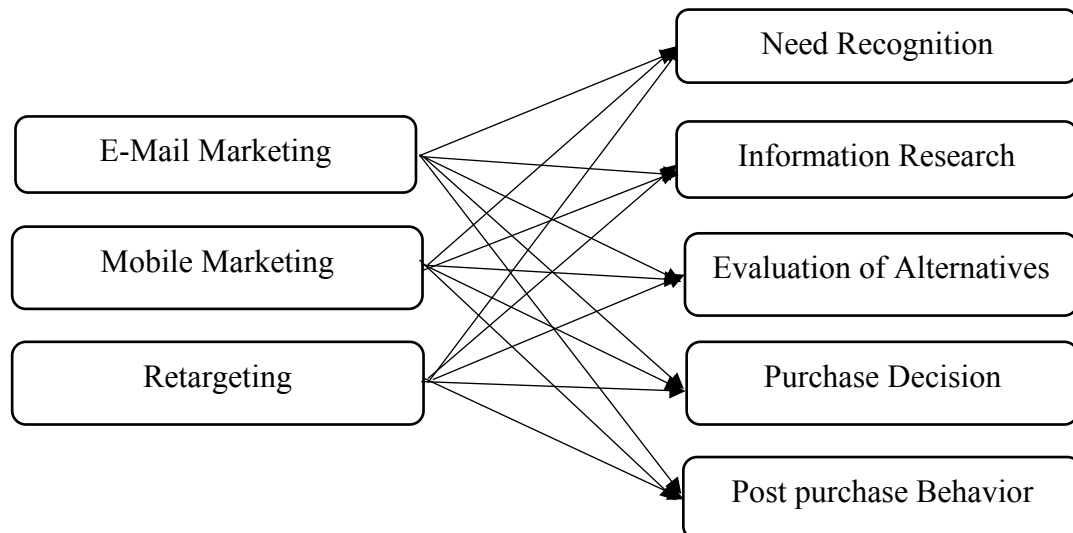
Source: Dhankhar, D., Gaur, V., Singh, L., & Kumar, P. (2023)

Figure (2.1) outlined key digital marketing practices, including Email Marketing, Affiliate Marketing, Search Engine Marketing, Social Media Marketing, and Mobile Marketing. The analysis of data from 400 respondents revealed these practices' significant influence on tourists' buying decisions in India, with search engine and social media marketing proving particularly effective in attracting travelers seeking online information.

This researcher suggested to enhance brand awareness and remain competitive in the business environment at that time, travel companies were advised to implement targeted digital marketing strategies. This included utilizing personalized email campaigns to engage potential customers, leveraging influencer partnerships to expand reach on social media, and optimizing content for search engines to improve visibility. Additionally, investing in mobile-friendly platforms and applications facilitated easier access to travel information and services, further attracting and retaining customers.

The second study referenced is "The Impact of Digital Marketing on Consumer Buying Decision Process in the Egyptian Market" by Omar and Atteya (2020).

Figure (2.2) The Impact of Digital Marketing on Consumer Buying Decision Process in the Egyptian Market



Source: Omar, A. M., & Atteya, N. (2020)

This research illustrated digital marketing channels (E-mail Marketing, Mobile Marketing, and Retargeting) for marketers. It analyzed the effect of these channels on the consumer buying decision process in the Egyptian market. The researcher examined an online questionnaire that was administered based on a simple sampling method and obtained in the Egyptian market. A total of 285 questionnaires were distributed, and 213

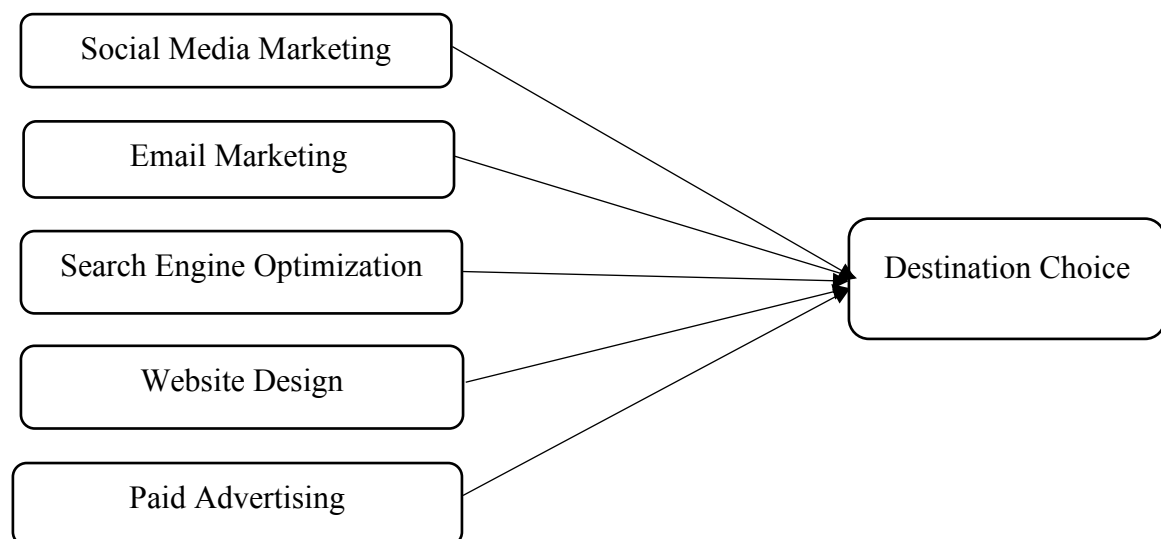
valid samples were collected. Findings indicated that e-mail had a profoundly positive influence on consumer buying decisions in two phases (post-purchase and information research).

In the purchase decision phase, it had a negative effect on customer decisions. Mobile marketing, as a digital marketing channel, negatively impacted consumer decisions throughout all stages of the consumer buying decision process in the Egyptian market. Additionally, retargeting had a strong effect on consumer decisions in the evaluation stage, as well as in information research, need recognition, purchase decision, and post-purchase.

Targeting emerged as the most influential variable in the consumer buying decision process. The research noted that the most significant effect on consumer decisions occurred in the evaluation stage, likely because the retargeting channel directed advertisements to consumers who had already been searching for the product.

The third previous study is Effect of Digital Marketing Strategies on Destination Choice of Domestic Travelers during Post Covid 19 Waves: Special Reference to Ella, Sri Lanka presented by Sujitha, S., & Tharuka, W. (2022).

Figure (2.3) Effect of Digital Marketing Strategies on Destination Choice of Domestic Travelers during Post Covid 19 Waves: Special Reference to Ella, Sri Lanka



Source: Sujitha, S., & Tharuka, W. (2022).

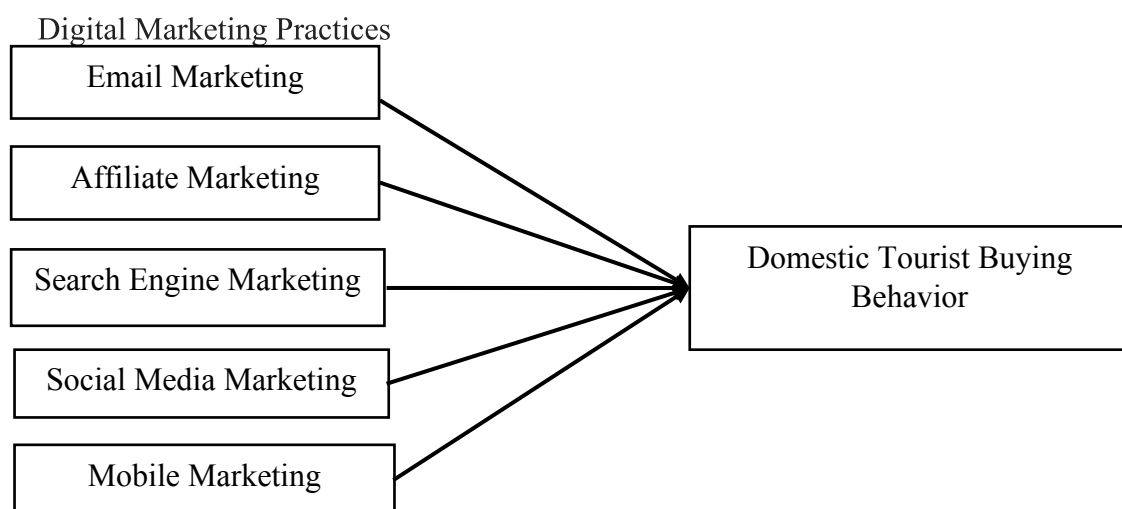
This research investigated the effect of digital marketing strategies—Social Media Marketing, E-mail Marketing, Search Engine Optimization, Website Design, and Paid Advertising on Destination Choice in Ella, Sri Lanka. The questionnaire was distributed to

100 domestic travelers who visited the Ella area in Sri Lanka. The findings indicated that digital marketing strategies Social Media Marketing (SMM), e-mail marketing, Search Engine Optimization (SEO), website design, and paid advertising—had a significant effect on the destination choice of domestic travelers during the post-COVID-19 waves in Sri Lanka. Moreover, e-mail marketing emerged as the most influential variable, while website design was found to be the least influential variable regarding the destination choice of domestic travelers during this period. The study emphasized that digital marketing strategies acted as a rescuer in pandemic situations due to the uninterrupted services offered. Further studies were recommended to explore additional dimensions of digital marketing in the tourism sector.

2.6 Conceptual Framework of the Study

The conceptual framework for this study, based on Dhankhar et al. (2023), identifies digital marketing practices: Email Marketing, Affiliate Marketing, Search Engine Marketing, Social Media Marketing, and Mobile Marketing. These variables are crucial in modern digital practices and used by Oway Travels and Tours' marketing team. The selection of these variables is dynamic, evolving with research insights and customer feedback. The dependent variable, consumer buying behavior, is influenced by these practices. Figure (2.4) illustrates the framework, showing the interaction between independent variables and their impact on consumer behavior.

Figure (2.4) Conceptual Framework of the Study



Source: Adopted from Dhankhar, D., Gaur, V., Singh, L., & Kumar, P. (2023)

Working definition of this study are

Email Marketing

Email marketing involves sending targeted, personalized messages to engage and drive bookings for travel products through email.

Affiliate Marketing

Affiliate marketing is partnering with others to promote travel products and earn commissions on sales made through their referrals.

Search Engine Marketing (SEM)

Search Engine Marketing uses paid ads on search engines to increase visibility and attract domestic tourists searching for travel-related information.

Social Media Marketing (SMM)

Social Media Marketing uses social media platforms to build brand awareness and promote travel products to domestic tourists through engaging content.

Mobile Marketing

Mobile marketing targets consumers on their mobile devices with ads and promotions to influence travel booking decisions.

Consumer Buying Behavior

Consumer buying behavior is the study of how domestic tourists make travel booking decisions based on digital marketing practices.

CHAPTER 3

PROFILE AND DIGITAL MARKETING PRACTICES AT OWAY TRAVELS AND TOURS

This chapter focuses on the digital marketing practices at Oway Travels and Tours, a prominent player in the travel and tourism industry in the digital age. The objective of this chapter is to explore the digital marketing practices employed by Oway Travels and Tours to enhance its brand visibility, engage with customers, and drive business growth. It includes a profile of Oway Travels and Tours and an in-depth look at their digital marketing practices.

3.1 Profile of Oway Travel and Tours.

Founded in 2012, Oway Travels and Tours is Myanmar's largest travel and tourism platform, offering a wide array of services to facilitate seamless travel and leisure experiences. The company's website, Oway.com.mm, acts as a one-stop destination for travelers, providing flight, hotel, and tour package bookings, all designed to simplify the planning process by integrating essential travel services into one platform.

Oway's website is known for its user-friendly interface and powerful search functionality, allowing customers to easily compare and book travel options. It also provides detailed information about destinations, enabling users to make well-informed decisions. Personalized recommendations and exclusive deals further enhance the customer experience, positioning Oway as a leader in Myanmar's travel industry, serving both domestic and international travelers.

Headquartered in Myanmar, Oway has earned its reputation as a leading travel agency by delivering exceptional service and innovative solutions. The company was founded with a mission to reshape the travel and tourism industry in Myanmar and beyond, becoming a trusted name through its commitment to customer satisfaction and quality. Oway specializes in creating tailor-made travel packages that cater to individual preferences, offering everything from luxury vacations and cultural explorations to adventure-filled getaways. Their guided tours provide immersive experiences in Myanmar's rich cultural heritage and natural beauty, while their hotel reservation services offer a range of accommodations, from luxury resorts to budget-friendly options.

In addition to its core services, Oway simplifies the visa process, offering assistance to travelers navigating the complexities of obtaining travel documents. A customer-centric approach and attention to detail drive Oway's operations, with cutting-edge technology supporting service delivery through its easy-to-use website and mobile app. Committed to corporate social responsibility, Oway actively supports local communities, promotes sustainable tourism, and contributes to environmental conservation. As Oway expands its global reach through international partnerships, the company remains dedicated to delivering world-class service while fostering the growth of Myanmar's tourism industry.

After founding in 2012, Oway initially adopted traditional marketing strategies to build brand awareness. They utilized billboards, printed and distributed pamphlets, participated in travel events, and organized roadshows to reach a broader audience. Despite these efforts generating significant attention, it was challenging for Oway to measure the actual interest in their services. Some customers learned about Oway through word-of-mouth, while others were influenced by their advertisements. Although Oway established a social media page, it was not widely used initially but helped increase visibility.

By 2015, Myanmar experienced rapid technological growth, prompting Oway to shift from traditional advertising to digital marketing. They formed a small team of five dedicated to this transformation, starting with social media advertising as their initial foray into the digital landscape. This change allowed them to target their audience and track customer engagement. Over time, Oway expanded its digital marketing strategies to include email marketing, search engine marketing, and mobile marketing, reaching customers more efficiently and increasing brand exposure.

In 2019, Oway took a significant step by integrating affiliate marketing into its practices. Partnering with Wave Pay, a popular mobile payment platform in Myanmar, they gained widespread recognition and expanded their brand's reach. This move into affiliate marketing marked a new chapter in their digital marketing efforts, allowing Oway to connect with a broader, tech-savvy audience while continuing to build brand loyalty.

Overall, Oway's evolution from traditional to digital marketing has been instrumental in its success, enabling it to not only enhance brand awareness but also measure customer interest and engagement more effectively, positioning it as a leader in Myanmar's travel industry.

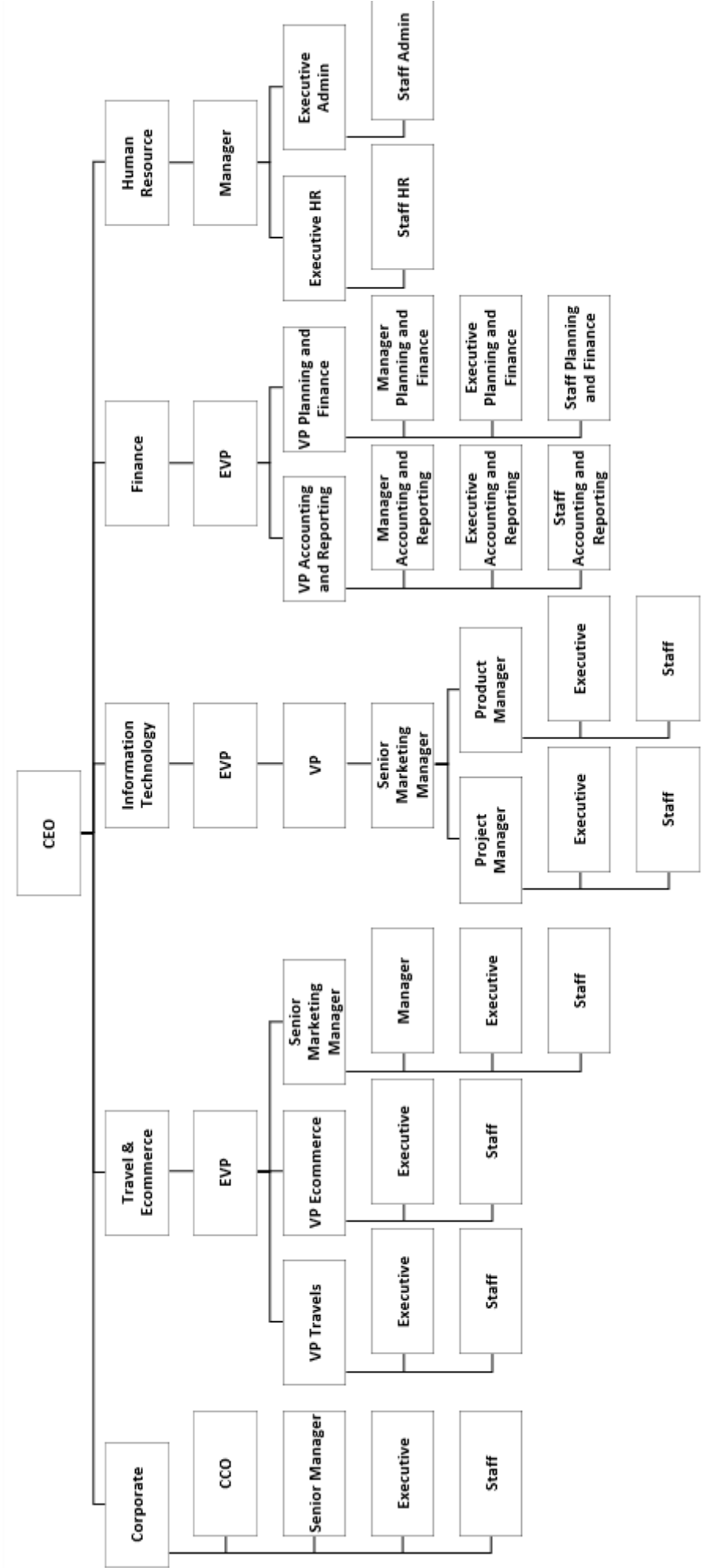
3.2 Organization Structure of Oway Travels & Tours

Oway Travels & Tours is strategically organized into several key departments, each playing a vital role in the company's overall success and operational efficiency. At the helm, the Corporate Department is responsible for steering the company's strategic direction, ensuring that all operations align with the long-term vision and objectives. This department oversees governance and high-level decision-making, setting the framework within which the rest of the organization operates. The Travel & E-commerce department is central to the company's core operations, managing everything from travel bookings and customer service to online sales and promotions. This department's focus is on delivering a seamless and enjoyable travel experience for customers, leveraging both traditional and digital channels.

The Information Technology (IT) department supports the organization by maintaining and enhancing the technological infrastructure, which includes managing the company's website, digital tools, and ensuring robust cybersecurity measures. This department is essential for ensuring that the company's digital platforms are reliable, secure, and up-to-date. Financial oversight is provided by the Finance department, which handles all aspects of financial management, including budgeting, forecasting, and financial reporting. This department's role is crucial for providing the financial insights needed for strategic planning and decision-making. Complementing these functions, the Human Resource (HR) department is dedicated to managing the company's workforce, from recruitment and employee development to maintaining employee relations.

By focusing on creating a supportive and productive work environment, HR helps ensure that the company attracts and retains top talent. Together, these departments create a well-coordinated organizational structure that enables Oway Travels & Tours to effectively manage its operations, adapt to market demands, and continually enhance its service offerings.

Figure (3.1) Organization Chart of Oway Travels and Tours



Source: Oway Travels and Tours (2024)

According to the figure above, the organization consists of five key departments. Among these, the marketing department is responsible for overseeing digital marketing practices and conducting research on customer buying behavior. This department works closely with the sales, IT, and finance departments to ensure cohesive and effective strategies.

3.3 Digital Marketing Practices at Oway Travels and Tours

Oway Travels and Tours is a prominent travel agency in Myanmar, offering a broad spectrum of travel products and services tailored to meet the diverse needs of domestic tourists. As a key player in the travel industry, Oway is committed to providing high-quality travel experiences through its comprehensive range of services, including tour packages, flight bookings, hotel accommodations, and transportation solutions. The company's extensive network, industry expertise, and dedication to customer satisfaction position it as a leading provider in the competitive travel market.

Oway Travels and Tours provides an array of products designed to cater to various travel needs. Their tour packages include guided tours, adventure trips, cultural experiences, and customized itineraries, allowing travelers to explore destinations in Myanmar and beyond. The company also facilitates flight bookings, offering access to a wide range of airlines and routes to ensure convenient travel options for its clients. In addition, Oway offers hotel accommodations, partnering with a variety of properties to provide options that range from budget-friendly to luxury stays. Transportation services, including car rentals and airport transfers, are also part of their comprehensive travel solutions.

To effectively reach and engage with its target audience, Oway Travels and Tours employs a multifaceted digital marketing practice. This approach leverages various platforms and techniques to promote their products and services, drive traffic to their website, and enhance brand visibility. The key components of Oway's digital marketing practices include social media marketing, email marketing, search engine marketing (SEM), affiliate marketing, and mobile marketing.

3.3.1 Social Media Marketing at Oway Travels and Tours

Social media marketing plays a pivotal role in Oway's digital practices. The company actively engages with potential and existing customers on platforms like Facebook, Instagram, and Twitter. Oway consistently shares organic content three times a

day, featuring custom visuals and engaging posts that showcase their travel products and services. This regular activity helps boost brand awareness and maintain a strong connection with their audience.

Beyond organic posts, Oway also invests heavily in paid advertising on Facebook and Instagram, running over 30 targeted ads each month. These ads are tailored to reach users based on their interests, demographics, and online behavior, promoting specific travel packages, special deals, and other key offerings. This strategic mix of organic and paid content allows Oway to reach a wide audience while driving interest in their travel services. Oway's social media pages serve convenient and fast way for customers to access up-to-date information on travel products and services. Through these platforms, Oway enhances brand connection by sharing relevant and engaging content tailored to travel enthusiasts. By leveraging social media effectively, Oway fosters meaningful interactions, strengthens its brand presence, and continually promotes its travel offerings to a broad audience.

3.3.2 Email Marketing at Oway Travels and Tours

Email marketing is a key pillar of Oway's digital marketing practices, providing a personalized and direct channel for customer communication. The company uses MailChimp to manage its email campaigns, sending out tailored emails to different client segments three times a week. By carefully segmenting their email lists, Oway ensures that the content is relevant and engaging for each recipient, increasing the likelihood of customer interaction. This personalized approach strengthens customer relationships, promotes repeat business, and enhances conversion rates. With emails specifically designed to offer timely information and exclusive deals, Oway can meet the diverse needs of its audience while fostering a deeper connection with them.

Clients enjoy receiving these exclusive offers, making Oway's promotional emails a valuable resource for planning their next trip. The emails, which include relevant travel promotions and special packages, are not only read but also appreciated by customers for their informative content. Additionally, Oway integrates direct links to their services within the emails, making it easy for customers to explore and book travel options. This well-executed email marketing practices allows Oway to remain top-of-mind for its clients, providing useful travel insights and offers that make travel planning convenient and enjoyable.

3.3.3 Search Engine Marketing at Oway Travels and Tours

Search engine marketing (SEM) is a vital pillar of Oway's online advertising practices, designed to enhance its visibility and capture the attention of potential travelers. Oway utilizes a combination of search and display campaigns to ensure that its travel products and services are easily discoverable when users search for relevant terms. By carefully optimizing keywords related to flights, hotels, tour packages, and other travel services, Oway's offerings consistently appear at the top of search engine results pages. This ensures that when potential customers are actively searching for travel solutions, Oway is one of the first brands they encounter. In addition to search campaigns, Oway leverages display advertising across platforms such as YouTube, strategically placing more than 20 ads each month. These ads are targeted towards users who have shown an interest in travel-related content, helping to raise brand awareness and drive traffic back to Oway's website. The display ads serve to engage users while they browse online content, subtly influencing their travel decisions by keeping Oway top-of-mind.

As a result, Oway's SEM efforts not only promote immediate visibility but also create lasting impressions that influence consumer behavior over time. The landing pages linked through these search engine ads are designed to be informative, easy to navigate, and relevant to the specific needs and interests of travelers, making it convenient for users to explore or purchase travel products. Oway's strategic approach to SEM ensures that the ads are aligned with user intent, fostering trust in the brand and making it a go-to resource for reliable and timely travel information. Through a combination of effective keyword targeting, engaging display ads, and user-friendly landing pages, Oway's SEM campaigns play a pivotal role in guiding potential customers from initial search to final purchase, while also reinforcing the brand's presence in the competitive travel industry.

3.3.4 Affiliate Marketing at Oway Travels and Tours

Affiliate marketing plays a pivotal role in Oway's promotional practices, helping the company expand its reach and connect with new customer segments through strategic partnerships. Oway collaborates with a wide range of affiliates, including external websites and mobile wallet partners such as AYA Pay, Wave Pay, A+ Wallet and so on to promote its travel products and services to broader audiences. By leveraging these partnerships, Oway taps into the credibility and influence of its affiliates, allowing them to reach potential customers who may not be accessible through traditional marketing channels. One key aspect of Oway's affiliate marketing efforts involves cross-promotion with local

mobile wallet partners, which not only drives brand awareness but also provides seamless booking and payment solutions for users. With more than three affiliate marketing campaigns managed each month, Oway is consistently generating traffic and sales through these networks, further increasing its visibility in the highly competitive travel industry. Affiliates use their platforms, such as blogs, articles, and social media, to recommend Oway's travel products, offering trustworthy endorsements that resonate with consumers. These recommendations often include links that direct users to Oway's website, creating a streamlined path for potential customers to explore and book travel services.

The effectiveness of Oway's affiliate marketing approach lies in its ability to build trust through authentic content and influencer partnerships, with many users being influenced by product recommendations and relevant information provided by trusted affiliates. Furthermore, the incentives and promotions offered through Oway's affiliate campaigns play a key role in influencing purchase decisions, as they add value and make the brand's offerings even more appealing. By utilizing affiliate marketing, Oway not only increases its brand presence but also enhances the overall customer journey, encouraging engagement and conversions through the power of third-party endorsements and strategic collaborations.

3.3.5 Mobile Marketing at Oway Travels and Tours

Mobile marketing is a vital component of Oway's digital practices, highlighting the increasing significance of mobile technology in shaping consumer behavior. Recognizing the growing reliance on mobile devices for everyday tasks, Oway has developed a user-friendly mobile application that simplifies the travel booking process for its customers. Through this app, users can conveniently search for and book flights, hotels, and tour packages directly from their mobile devices, ensuring a seamless and efficient travel planning experience. The app's intuitive interface is designed to enhance user satisfaction by providing easy navigation and access to essential travel-related information. In addition to the app, Oway utilizes mobile marketing tactics such as push notifications to keep users informed about the latest promotions, travel updates, and exclusive offers.

These notifications serve to engage users in real-time, prompting them to explore new travel options or take immediate action, whether it be booking a trip or taking advantage of special deals. Oway's mobile advertisements are crafted to be relevant to users' travel interests and needs, ensuring that the content delivered is personalized and engaging. Customers appreciate the convenience of receiving travel updates and offers

through mobile channels, which they often prefer over more traditional forms of communication. Overall, Oway's focus on mobile marketing not only enhances the booking experience but also builds stronger connections with its audience, offering reliable information and valuable travel deals that meet the evolving expectations of modern consumers.

CHAPTER IV

ANALYSIS ON THE EFFECT OF DIGITAL MARKETING PRACTICES ON DOMESTIC TOURIST BUYING BEHAVIOR AT OWAY TRAVELS AND TOURS

In this chapter, how digital marketing practices effect domestic tourist buying behavior at Oway Travels and Tours is examined. Research design of the study, demographic profile of the respondents, and reliability analysis of the study is first discussed. The study employed qualitative research methods, utilized random sampling, and conducted descriptive statistics to examine the effect of digital marketing practices on domestic tourist buying behavior through regression analysis.

4.1 Research Design

The study aims to analyze the effect of digital marketing practices on domestic tourist buying behavior at Oway Travels and Tours. For the study, secondary data as well as the primary data are applied. For secondary data, it is collected via a variety of sources like textbooks, Oway Travels and Tours' company reports, past theses, research papers and academic journals from internet sources.

For primary data, it is collected using a simple random sampling method to ensure the representation of the broader population. The population is domestic tourists of around 2,500 who have purchased travel products and follow the social media channels at Oway Travels and Tours. The sample size is 500 of the respondents which is a 20% of the population. The collected data is then run with SPSS tool for both descriptive and analytical analysis. Descriptive analysis incudes frequencies, standard deviations and mean values. For analytical analysis, a linear regression model is applied to analysis the effect of digital marketing practices on domestic tourist buying behavior at Oway Travels and Tours.

4.2 Demographic Profile of Respondents

The demographic data of 500 respondents of the study are discussed in the following.

Table (4.1) Demographic Profile of Respondents

Description		Number of Respondents	Percentage (%)
Gender	Male	213	42.60
	Female	287	57.40
Age (Year)	18-25	149	29.80
	26-35	167	33.40
	36-45	97	19.40
	46-55	75	15.00
	Over 56	12	2.40
Marital Status	Single	288	57.60
	Married	212	42.40
Education Level	High School Graduate	57	11.40
	Undergraduate	100	20.00
	Graduate	201	40.20
	Master	88	17.60
	Ph.D.	54	10.80
Occupation	Unemployed	79	15.80
	Company Employee	221	44.20
	Business Owner/ Self-employed	89	17.80
	Government Employee	78	15.60
	Student	33	6.60
Monthly Income (MMK)	Under 300,000	43	8.60
	300,001 - 500,000	47	9.40
	500,001 - 800,000	177	35.40
	800,001 – 1,000,000	136	27.20
	1,000,001 and above	97	19.40
Total Respondents		500	

Source: Survey Data (2024)

According to Table (4.1), the demographic profile of the respondents including gender, age, marital status, education level, occupation, and monthly income are discussed.

Based on the result, female respondents take up 57.40% (287 respondents) and male respondents take up 42.60% (213 respondents), indicating women participate more than men in the survey and compared to men 33.40% (167 respondents) of the respondents ages between 26-35 followed by 29.80% (149 respondents) age range 18-25. 19.40% (97 respondents) falls into the age group of 36-45 and 15.00% (75 respondents) ages between 46-55. There is only 2.40% (12 respondents) that falls into the age category of over 56. The result indicates that young people compared to older people are more interested towards travel products and digital marketing practices at Oway Travels and Tours.

For marital status, 57.60% (288 respondents) are single and 42.40% (212 respondents) are married. This result is related with higher young people population participation and this may be due to the fact that young and single individuals engaged more with solo or spontaneous travel experiences.

When it comes to education level, 40.20% (201 respondents) have college or university degrees and 20.00% (100 respondents) are currently pursuing a degree. 17.60% (88 respondents) indicate that this percentage of respondents has a masters' degree. With 11.40% (57 respondents), it shows the percentage of high school graduates and expresses the percentage of a Ph.D. holder with 10.80% (54 respondents). This shows that most of the respondents are informed and perceptive when it comes to making travel related choices.

As for occupation, 44.20% (221 respondents) of the respondents is company employees. 17.80% (89 respondents) is business owners and self-employed individuals and 15.80% (79 respondents) is unemployed. 15.60% (78 respondents) of the participants is government employees and only 6.60% (33 respondents) is students. This shows that most respondents have a steady income and there is a low percentage of students and unemployed individuals which can influence the spending habits and the purchasing power of Oway Travels and Tours.

For monthly income, 35.40% (177 respondents) has a monthly income of 500-001-800,000 MMK and 27.20% (136 respondents) has a monthly income of 800,001-1,000,000 MMK. 19.40% (97 respondents) has an income of over 1,000,001. 9.40% (47 respondents) has a 300,001-500,000 income and only 8.60% (43 respondents) has a income of under 300,000. This shows most of the respondents have a moderate to high purchasing power which can be one determinant factor of purchasing travel products of Oway.

Table (4.2) Usage Behavior of Respondents

Description		Number of Respondents	Percentage %
Frequency of Purchases	1 time	166	33.20
	2-3 times	223	44.60
	4-5 times	77	15.40
	More than 5 times	34	6.80
Products of Oway	Flight Tickets	165	33.00
	Hotel Bookings	301	60.40
	Tour Packages	211	42.20
	Bus Tickets	403	80.60
Method of Purchases	Website	196	39.20
	Application	77	15.40
	Social media	140	28.00
	Mobile	7	1.40
	In-person	80	16.00
Oway Introduction	Social media (Facebook, Instagram, etc.)	234	46.80
	Search Engines	65	13.00
	Email Newsletter	43	8.60
	Online Advertisements	89	17.80
	Word of Mouth	69	13.80
Followed Digital Platforms of Oway	Facebook	448	89.60
	Instagram	120	24.00
	Twitter	54	10.80
	E-mail	98	19.60
	YouTube	231	46.20
	None	87	17.40
Oway Digital Presence	Daily	57	11.40
	Weekly	231	46.20
	Monthly	136	27.20
	Rarely	40	8.00
	Never	36	7.20
Total Respondents		500	

Source: Survey Data (2024)

Based on Table (4.2), 44.60% (223 respondents) have purchase Oway travel products for 2-3 times, followed by one time purchase by 33.20% (166 respondents). 15.40% (77 respondents) have purchased up to five times and only 6.80% (34 respondents) have purchased the products more than five times. This shows most respondents only occasionally consume travel products a few times per year as the nature of the product falls into the less necessary product for most individuals.

Out of 500 respondents, 33.00% (165 respondents) have purchased flight tickets using Oway Travels and Tours. 60.40% (301 respondents) out of 500 respondents have used hotel booking service of Oway and 42.20% (211 respondents) have purchased tour packages at Oway. 80.60% (403 respondents) have purchased bus tickets at Oway. The reason for less purchase of flight ticket may be linked with costly nature of the product high percentage of bus ticket purchase indicates respondents' preference for affordable services.

As for methods of purchase, 39.20% (196 respondents) use website to purchase the product while 28.00% (140 respondents) use social media to make purchases. 16.00% (80 respondents) uses in-person purchase method and 15.40% (77 respondents) prefers purchasing through the application. Only 1.40% (7 respondents) reports to purchase the service via Mobile. Email marketing was not used in the purchasing process to prevent cases of fraud, although it served to provide travel information. Customers preferred to make purchases through websites, social media, applications, and mobile platforms rather than via email. Based on the data, respondents are well adapted to purchasing via digital platforms, using them not only for information and entertainment, but also as a medium of purchasing 46.80% (234 respondents) say they first learn about Oway Travels and Tours via various social media like Facebook, Instagram, etc. and 17.80% (89 respondents) says they learn about Oway through online advertisements. 13.80% (69 respondents) learns about Oway through word of mouth and 13.00% (65 respondents) expresses the knowledge about Oway through search engines. Lastly, 8.60% (43 respondents) learns about Oway via email newsletter. These factors influence marketing decisions of Oway and it can be seen that social media plays a large role in brand visibility, followed by online advertisements.

Out of 500 respondents, 89.60% (448 respondents) follows Facebook page of Oway with 46.20% (231) respondents following Oway's YouTube channel. 24.00% (120 respondents) follows Instagram page and 19.60% (98 respondents) subscribes to email newsletter of Oway. 17.40% (87 respondents) follows none of the social media pages and only 10.80% (54 respondents) has followed Twitter page of Oway. This expresses that

Facebook is an important social media channel for respondents and the large following of YouTube channel indicates respondents are interested in video contents.

Among them, 46.20% (231 respondents) sees Oway's digital marketing activities on a weekly basis and 27.20% (136 respondents) sees the activities monthly. 8.00% (40 respondents) claims they rarely see the digital marketing of Oway and 11.40% (57 respondents) on the other hand sees the activities daily. Only 7.20% (36 respondents) has never seen the digital marketing practices of Oway. Based on the data, it can be seen that Oway's digital marketing activities are effective for a large percentage. However, it also shows that Oway can apply different marketing channels to target the segment that seems to not be influenced by the channels.

4.3 Reliability Analysis

The reliability analysis is performed to ensure the measurement scales are consistent and accurate in measuring the items. Reliability is defined as a research instrument producing consistent results after running the data numerous times (Mugenda & Mugenda, 1999). Thus, reliability is related to internal consistency of the research items where they are able to achieve same results in different situations. Cronbach's alpha is a metric used to assess the reliability of the survey questionnaire items and the Cronbach's alpha value of close to 1.0 indicates that there is significant internal consistency and the values ranging from 0.60 and 0.80 are regarded as acceptable values. The values under 0.60 are regarded as having poor reliability. The reliability analysis of the study is shown in Table (4.3).

Table (4.3) Reliability Test of the Variables

Sr. No.	Particulars	No. of Items	Cronbach's Alpha	
1	Email Marketing	5	0.868	Good
2	Affiliate marketing	5	0.748	Acceptable
3	Search Engine Marketing	5	0.869	Good
4	Social Media Marketing	5	0.867	Good
5	Mobile Marketing	5	0.758	Acceptable
6	Domestic Tourist Buying Behavior	12	0.915	Excellent

Source: Survey Data (2024)

The 37 questions of email marketing, affiliate marketing, search engine marketing, social media marketing, mobile marketing and domestic tourist buying behavior are examined for reliability. Based on Table (4.3) the Cronbach's alpha value of email marketing is considered to have good reliability as it has a Cronbach's alpha value of 0.868. Affiliate marketing also has a good reliability as the Cronbach's alpha value is 0.748. And then 0.869, 0.867 and 0.758 are search engine marketing, social media marketing and mobile marketing have good reliability values. As the Cronbach's alpha value of domestic tourist buying behavior is 0.915, it has excellent reliability value.

4.4 Descriptive Analysis of Digital Marketing Practices and Domestic Tourist Buying Behavior at Oway Travels and Tours

The questionnaire includes structured question items with five-point Likert scale and a total of 500 respondents participate in the study. The mean values of the variables are interpreted using the scale of Best (1977) as shown in Table (4.4).

Table (4.4) Mean Rating Scale

No.	Score Range Mean	Rating
1	1.00 -1.80	Very Low
2	1.81 -2.60	Low
3	2.61-3.40	Neutral
4	3.41- 4.20	High
5	4.21-5.00	Very High

Source: Best (1977)

The mean score is used to measure the central tendency which is the most represented value. According to Best (1977), the mean scores of 1.00 to 1.80 indicate very low mean values. If the values range between 1.81 and 2.60, the mean values are considered to be low. The mean values of 2.61 to 2.40 are regarded as having neutral mean values and those within the range of 3.41 to 4.20 are considered as high mean values. If the values are between 4.21 and 5.00, the mean values appear to be very high.

4.4.1 Email Marketing

To analyze email marketing variable, five questions are used to inquire the 500 respondents. The mean, standard deviation, and overall mean value of email marketing are described in Table (4.5).

Table (4.5) Email Marketing

No.	Description	Mean	Std. Deviation
1	Receiving exclusive offers from promotional emails of Oway Travels and Tours is enjoyable.	3.75	0.81
2	The emails sent by Oway Travels and Tours are typically read.	3.82	0.7
3	Oway Travels and Tours sends relevant travel offers and promotions via email.	3.74	0.72
4	Email marketing of Oway Travels and Tours is informative and useful for making travel decisions.	3.51	0.79
5	The online links of Oway Travels and Tours through emails are attached.	3.46	0.81
Overall Mean		3.66	

Source: Survey Data (2024)

Based on Table (4.5), mean values and overall mean values are at high levels as they fall between 3.41 and 4.20. With overall mean value of 3.66, it indicates that most of the respondent has high level perception with email marketing. With the highest mean value of 3.82, Oway's email content is highly aligned with customer interests, delivering personalized, informative, and relevant travel offers and promotions. Tailored based on individual preferences, behaviors, and demographics, these emails ensure engaging and enjoyable communications. Additionally, Oway's dynamic content and automated email workflows assist customers throughout the service acquisition process, contributing to the high degree of respondents reading the emails.

A mean value of 3.75 shows respondents enjoys receiving exclusive offers via Oway's promotional emails, underscoring the engaging and relevant content. Similarly, with a mean of 3.74, respondents find Oway's travel offers and promotions highly relevant, as they incorporate client behavior from other digital touchpoints. A mean value of 3.51

reflects that respondents perceive Oway's email marketing as informative and useful for travel decision-making. However, the lowest mean value, 3.46, suggests that while respondents read the emails, they rarely click the provided links, possibly due to ineffective Call-to-Action prompts, design, placement, or relevance.

4.4.2 Affiliate Marketing

To analyze affiliate marketing variable, five questions are used to inquire the 500 respondents. The mean, standard deviation, and overall mean value of affiliate marketing are described in Table (4.6).

Table (4.6) Affiliate Marketing

No.	Description	Mean	Std. Deviation
1	Product recommendations provided through Oway Travels and Tours' affiliate marketing partners are trustworthy.	3.93	0.77
2	The affiliate website and pages of Oway Travels and Tours are accessed through links found in articles and blogs online.	3.95	0.73
3	The affiliate marketing programs promoted by Oway Travels and Tours provide valuable travel product recommendations.	3.72	0.85
4	The incentives or promotions offered through Oway Travels and Tours' affiliate marketing programs influence the buying decisions.	3.94	0.76
5	Affiliate marketing through influencer content featuring relevant information from Oway Travels and Tours significantly impacts purchase decisions.	3.57	0.82
Overall Mean		3.82	

Source: Survey Data (2024)

Based on Table (4.6), mean values and overall mean values are at high levels as they fall between 3.41 and 4.20. With overall mean value of 3.82, respondents react positively towards affiliate marketing initiatives of Oway Travels and Tours. With the highest mean value of 3.95, customers access Oway Travels and Tours website and pages through links of articles and blogs, indicating that content partnerships of Oway's affiliate

marketing is effective in driving traffic. It indicates trust with the affiliate partners which aligns with Oway's strategy of careful selection of affiliate partners that resonate well with the customers. With the mean value of 3.94, the incentives and promotions of Oway through affiliate marketing programs seem to be effective in influencing buying decision as affiliate partners are also encouraged to promote the products through commissions and performance incentives. With mean value of 3.93, respondents also express the trustworthiness of product recommendations made by affiliate marketing partners of Oway, indicating Oway's effective efforts in cultivating good relationship with affiliate partners. With the lowest mean value of 3.57, respondents perceive that affiliate marketing through influencer content featuring relevant information from Oway Travels and Tours significantly impacts purchase decisions.

4.4.3 Search Engine Marketing

To analyze search engine marketing variable, five questions are used to inquire the 500 respondents. The mean, standard deviation, and overall mean value of search engine marketing are described in Table (4.7).

Table (4.7) Search Engine Marketing

No.	Description	Mean	Std. Deviation
1	The travel product information provided through Oway Travels and Tours' search engine marketing efforts is trustworthy.	3.96	0.72
2	The paid search ads for Oway Travels and Tours appear prominently when travel-related products are searched online.	3.99	0.66
3	The landing pages from Oway Travels and Tours' search engine ads are informative and easy to navigate.	3.86	0.69
4	The SEM campaigns of Oway Travels and Tours influence the decision to explore or purchase travel products.	3.66	0.82
5	The search engine ads from Oway Travels and Tours are relevant to the travel interests and needs.	3.62	0.8
Overall Mean		3.82	

Source: Survey Data (2024)

Based on Table (4.7), mean values and overall mean values are at high levels as they fall between 3.41 and 4.20. With overall mean value of 3.82, respondents generally agree with statements of search engine marketing. With the highest mean value of 3.99, respondents agree that when travel products are searched, the paid ads of Oway appear prominently which can be due to Oway's effort to achieve high visibility on SERPs through well crafted bidding practices, keyword optimization and relevant content to improve search rankings. With mean value of 3.96, respondents trust the travel product information of Oway through search engine marketing which is due to high quality content, effective keyword optimization and effective link building like with influencers and forums. With mean value of 3.86, respondents also agree that the landing pages from search engine ads of Oway are easy to navigate and are informative as Oway optimizes website speed, user friendliness and site architecture through using tools like Google Search Console and SEMrush. With mean value of 3.66, respondents perceive the SEM campaigns influence their purchase of travel products of Oway. And with the lowest mean value of 3.62, respondents view that search engine ads of Oway are relevant to the travel interests and needs, highlighting the better alignment with ads and user interest like better keyword targeting and ad messaging like the A/B testing being employed at the moment.

4.4.3 Social Media Marketing

To analyze social media marketing variable, five questions are used to inquire the 500 respondents. The mean, standard deviation, and overall mean value of social media marketing are described in Table (4.8).

Table (4.8) Social Media Marketing

No.	Description	Mean	Std. Deviation
1	Various social media pages of Oway Travels and Tours are followed to receive travel product and services information.	3.99	0.72
2	Social media of Oway Travels and Tours is a convenient and fast way to get updated information.	4.06	0.66
3	Oway Travels and Tours effectively uses social media platforms to promote their travel products.	3.89	0.69
4	Oway Travels and Tours' social media interactions increases brand connection.	3.66	0.78
5	The content shared by Oway Travels and Tours on social media is engaging and relevant to travel interests.	3.64	0.8
	Overall Mean	3.85	

Source: Survey Data (2024)

Based on Table (4.8), mean values and overall mean values are at high levels as they fall between 3.41 and 4.20. With overall mean value of 3.85, respondents agree with social media marketing statements. With the highest mean value of 4.06, respondents agree that they use social media of Oway as a convenient and quick way to get updated information like Instagram stories and reels, and Twitter with its real-time engagement. With mean value of 3.99, respondents follow social media pages of Oway to receive travel products and service information as Oway incorporates special offers, discounts and new services with attractive content within its social media marketing practices. With mean value of 3.89, respondents agree that Oway applies social media platforms to promote their travel products like using paid social media advertising, and content creation on various platforms. With mean value of 3.66, respondents agree that social media interactions of Oway increases brand connection. Oway creates a sense of community and authenticity through practices like user-generated content, interactive features, and effective community management. The lowest mean value is 3.64 where customers express the effectiveness of social media in engaging and being relevant. This can highlight that Oway may need to customize the reach of their ads and content on social media more to match with the target customers better.

4.4.4 Mobile Marketing

To analyze mobile marketing variable, five questions are used to inquire the 500 respondents. The mean, standard deviation, and overall mean value of mobile marketing are described in Table (4.9).

Table (4.9) Mobile Marketing

No.	Description	Mean	Std. Deviation
1	Oway Travels and Tours' mobile advertisements are relevant to travel interests and needs.	3.69	0.79
2	The mobile app or website of Oway Travels and Tours is user-friendly and easy to navigate.	3.73	0.80
3	The travel deals and promotions via mobile notifications from Oway Travels and Tours are useful.	3.96	0.69
4	Receiving travel updates and offers from Oway Travels and Tours through mobile channels rather than other forms of communication is more preferred.	3.65	0.79
5.	The information received from mobile marketing of Oway Travels and Tours is reliable.	3.59	0.75
	Overall Mean	3.72	

Source: Survey Data (2024)

Based on Table (4.9), mean values and overall mean values are at high levels as they fall between 3.41 and 4.20. With overall mean value of 3.72, respondents generally express positive perception with statements of mobile marketing. With the highest mean value of 3.96, respondents feel that the travel deals and promotions via mobile notifications are useful. This can be due to the fact that Oway uses push notifications and SMS marketing to keep customers informed. With mean value of 3.73, respondents agree that mobile app and website of Oway are user-friendly and easy to navigate as Oway creates a user-friendly app that enables easy acquisition of hotels and flight services with real-time availability checks and personalized recommendations. With mean value of 3.69, mobile advertisements of Oway are relevant to interests of travel related products. Oway uses a variety of practices to offer consumer relevant content like mobile advertising and location-

based services. Consumer feel receiving product related updates and offers of Oway through mobile marketing rather than other forms of communication with mean value of 3.65 which can be due to the fact that mobile marketing offers information quicker. With the lowest value of 3.59, employees express the reliability of mobile marketing of Oway Travels and Tours. With mobile marketing, it can be difficult to check the sender of the information as with other social media, the authenticity of the channels and pages can be seen like through blue marks. And thus, the statement receives the lowest mean value.

4.4.5 Overall Mean of Variables

The overall mean and standard deviation of the variables are presented in following Table (4.10).

Table (4.10) Overall Mean and Standard Deviation of Variables

Factors	Overall Mean
Email Marketing	3.66
Affiliate Marketing	3.82
Search Engine Marketing	3.82
Social Media Marketing	3.85
Mobile Marketing	3.72
Domestic Tourist Buying Behavior	3.82

Source: Survey Data (2024)

Based on the data, overall mean value of email marketing is 3.66 which falls into high category, indicating that the culture of Myanmar rarely uses email. Affiliate marketing has a overall mean score of 3.82, which is in high range and hence, respondents have high agreement with the statements. With overall mean value of 3.82, search engine marketing has high mean value range, indicating respondents' agreement with the statements. Social media marketing has a overall mean value of 3.85 that falls into high category, respondents express favorable perceptions in regards to social media marketing. With overall mean value of 3.72, mobile marketing has a high mean score, showing respondents perceive positively about mobile marketing. Domestic tourist buying behavior also has a high range mean value of 3.82, where respondents express positive perception towards the statements. As the mean values of email marketing, affiliate marketing, mobile marketing, social media marketing, search engine marketing and domestic tourist buying behavior fall within 3.46 and 4.20, respondents have high and positive perceptions with all variables.

4.4.6 Domestic Tourist Buying Behavior

To analyze domestic tourist buying behavior variable, twelve questions are used to inquire the 500 respondents. The mean, standard deviation, and overall mean value of domestic tourist buying behavior are described in Table (4.11).

Table (4.11) Domestic Tourist Buying Behavior

No.	Description	Mean	Std. Deviation
1	Oway Travels and Tours is chosen over other travel agencies because of their digital marketing practices help to know about travel information.	3.98	0.68
2	Email advertising of Oway Travels Tours is increasing the interest to travel information and products.	4.04	0.65
3	Oway Travels and Tours has a seamless and hassle-free booking experience.	3.89	0.68
4	Extensive research online is conducted before making a decision to purchase travel products from Oway Travels and Tours.	3.70	0.74
5.	Online reviews and ratings influence the decision to buy travel products from Oway Travels and Tours.	3.69	0.78
6	Promotional offers and discounts from digital marketing of Oway Travels and Tours significantly impact the decision to purchase travel products.	3.96	0.68
7	Positive past experiences with Oway Travels and Tours enables more inclination to choose their travel products again.	3.96	0.65
8	Purchasing online redirected through affiliate marketing links of Oway Travels and Tours is trustworthy.	3.86	0.67
9	Various social media platforms of Oway are utilized to obtain information and purchase travel products.	3.71	0.78
10	The social media marketing efforts of Oway Travels and Tours significantly influence the purchase of its products and services.	3.66	0.78
11	The mobile push notification employed by Oway Travels and Tours significantly impact the decision-making process for purchasing travel products.	3.75	0.69
12	Travel products offered by Oway Travels and Tours that are found through search engines are likely to be purchased.	3.64	0.70
	Overall Mean	3.82	

Source: Survey Data (2024)

Based on Table (4.10), mean values and overall mean values are at high levels as they fall between 3.41 and 4.20. With overall mean value of 3.82, respondents generally agree with buying behavior statements. The highest mean value is 4.04, respondents agree that Email advertising of Oway is increasing the interest to travel information and products. With mean value of 3.98, Oway is chosen over other travel agencies due to their digital marketing activities, indicating effective brand positioning of Oway via digital marketing. With mean value of 3.96, promotional offers and discounts from digital marketing of Oway seem to influence the decision to purchase the travel products and positive past experiences also influence the decision to purchase the products of Oway again. A seamless and hassle-free booking experience with Oway is achieved with the mean value of 3.89. with mean value of 3.86, respondents also express that purchasing online redirected through affiliate marketing links of Oway Travels and Tours is trustworthy which is indicating the alignment with previous statement of affiliate marketing.

With mean value of 3.75, respondents agree that mobile marketing of Oway influences the decision to purchase travel products of Oway. They also agree that various social media platforms of Oway are utilized to obtain information and purchase travel products with a mean value of 3.71. Mean value of 3.70 indicates that extensive research online is conducted before purchasing products of Oway, showing that respondents can find information readily online about Oway. With mean value of 3.69, respondents also agree that online reviews and rating also influence the decision to purchase products of Oway. With mean value of 3.66, respondents also agree that social media marketing efforts of Oway significantly influence the purchase of its products and services. The lowest mean value is 3.64 where respondents' express likelihood to purchase Oway products found through search engine marketing indicating Oway can further develop more effective search engine practices.

4.5 Analysis on the Effect of Digital Marketing Practices on Domestic Tourist Buying Behavior at Oway Travels and Tours

In the section, the effect of digital marketing practices on domestic tourist buying behavior at Oway Travels and Tours is analyzed using a linear regression model. The direct impact of email marketing, affiliate marketing, search engine marketing, social media marketing, and mobile marketing which are independent variables on domestic tourist

buying behavior of at Oway Travels and Tours which is the dependent variable is analyzed. The analysis is shown in Table (4.12).

Table (4.12) Analysis on the Effect of Digital Marketing Practices on Domestic Tourist Buying Behavior

Dependent Variable	Unstandardized Coefficient		Beta	t	Sig	VIF
	B	Standard Error				
Constant	.528	.079		6.699	.000	
Email Marketing	.118***	.020	.143	5.766	.000	1.516
Affiliate Marketing	.087**	.037	.095	2.361	.019	3.941
Search Engine Marketing	.298***	.034	.350	8.817	.000	3.875
Social Media Marketing	.287***	.039	.334	7.374	.000	5.024
Mobile Marketing	.078**	.033	.084	2.339	.020	3.128
R ²	0.799					
Adjusted R ²	0.797					
F Value	391.728***					
Durbin-Watson	1.458					

Source: Survey Data (2024)

Note: ***significance at 1% level, **significance at 5% level, *significance at 10% level

Based on Table (4.12), as the VIF values are under 10, multi-collinearity problem does not exist in this study. The R square value is 0.799 and the adjusted R square value is 0.797, indicating that the model can explain 79.7% of the variance in the independent as well as the dependent variables, meaning digital marketing practices can explain 79.7% of domestic tourist buying behavior variance. As F value is 391.728 and the model is also highly significant at 1% level, the model is valid.

The analysis shows that all independent variables which are email marketing, affiliate marketing, search engine marketing, social media marketing and mobile marketing have significant and positive effects on domestic tourist buying behavior.

Among them, search engine marketing has the largest positive and significant effects on domestic tourist buying behavior of Oway Travels and Tours at a 1% significant level. the beta coefficient of search engine marketing is 0.298, the domestic tourist buying

behavior would increase by 0.298 times for every unit change in search engine marketing, considering all the other variables are constant.

The second largest positive and significant effect on domestic tourist buying behavior is impacted by social media marketing at 1% significant level. The coefficient beta value of 0.287 shows that domestic tourist buying behavior would increase by 0.287 times for every unit change in social media marketing.

Mobile marketing has the least positive and significant effect on domestic tourist buying behavior at 5% significant level. With coefficient value of 0.078, domestic tourist buying behavior increases by 0.078 for every one unit increase in mobile marketing.

CHAPTER V

CONCLUSION

This chapter discusses the findings of the study on the effect of digital marketing practices on domestic tourist buying behavior at Oway Travels & Tours. Suggestions and recommendations are also presented in the chapter. Lastly, the needs for further studies are also discussed

5.1 Findings and Discussions

This chapter summarizes the findings on the impact of digital marketing practices, including email marketing, affiliate marketing, search engine marketing, social media marketing, and mobile marketing, on the buying behavior of domestic tourists at Oway Travels and Tours. Utilizing a quantitative research methodology, data were analyzed through descriptive statistics based on random sampling. The analysis provides a detailed understanding of how these digital marketing practices shape domestic tourists' buying behavior, offering insights that can guide future marketing efforts.

The findings indicate that women participated more in the survey than men, and a significant portion of respondents were aged between 26-35, followed by those aged 18-25, reflecting a higher engagement among younger individuals. This suggests that younger people are more interested in travel products and digital marketing practices at Oway Travels and Tours compared to older age groups. In terms of marital status, a majority of respondents were single, which correlates with the higher participation of younger individuals, who are often more inclined toward solo or spontaneous travel experiences. Regarding education level, most respondents held college or university degrees, with a notable portion either pursuing degrees or holding master's and Ph.D. qualifications. This indicates that the respondents are generally well-informed and discerning when making travel-related choices.

As for occupation, the majority of respondents were company employees, followed by business owners and self-employed individuals. A smaller percentage of respondents were unemployed, students, or government employees. The dominance of individuals with steady incomes suggests a higher purchasing power, which likely influences their travel-related spending. Regarding monthly income, most respondents fell within moderate to high-income brackets, with a significant number earning between 500,001 and 1,000,000

MMK per month. This indicates a strong purchasing capacity, which is a key factor in their ability to afford travel products from Oway Travels and Tours.

The findings indicate that most respondents have made only a few purchases of Oway travel products, with the majority buying two to three times, followed by those who made a single purchase. A smaller portion of respondents reported purchasing up to five times or more, indicating that travel products are generally viewed as non-essential, leading to occasional consumption throughout the year. Among the services offered, bus ticket purchases were the most popular, while flight tickets were less commonly bought, likely due to the higher costs associated with air travel. Hotel bookings and tour packages were also widely used, reflecting a preference for affordable and convenient travel options.

In terms of purchasing methods, the majority of respondents opted for Oway's website, followed by social media platforms, while in-person purchases and mobile app usage were less frequent. Email marketing was not used for purchasing due to concerns about fraud, although it remained a valuable tool for sharing travel information. The data suggest that respondents are well-adapted to using digital platforms for both acquiring information and making transactions. Social media proved to be a key source of brand awareness, with many respondents discovering Oway through Facebook and Instagram, supported by strong followings on both platforms. Furthermore, while most respondents regularly saw Oway's digital marketing efforts, a small segment rarely encountered them, indicating that Oway could explore additional marketing channels to better reach these audiences.

The findings from the descriptive analysis reveal that respondents generally have a high level of perception toward Oway's email marketing, with overall mean values indicating strong engagement. The personalized and relevant content of Oway's emails, particularly the alignment with customer interests and behaviors, has contributed to a positive response. Oway's use of tailored email content based on individual preferences and demographics, along with automated workflows, ensures that communications are both engaging and helpful in guiding customers through the service acquisition process. The high correlation between the dynamic content and customer engagement suggests that Oway's email marketing is effectively resonating with its audience, especially in delivering exclusive offers and relevant travel promotions.

However, the regression analysis indicates a gap in driving direct action from recipients. While the emails are informative and useful for travel decision-making, respondents report a low likelihood of clicking links within the emails, suggesting that the

Calls-to-Action may not be sufficiently compelling. This highlights an area for improvement in the design, placement, or relevance of these prompts. To enhance click-through rates, it is recommended that Oway revisits its email content practices, focusing on more effective Calls-to-Action that better motivate customer interaction.

The descriptive analysis indicates that respondents have a high level of positive perception towards the affiliate marketing initiatives of Oway Travels and Tours. The effectiveness of Oway's affiliate marketing is evident in the strong customer engagement with its content partnerships, particularly through articles and blogs that drive traffic to Oway's website. This suggests a well-established trust between customers and Oway's carefully selected affiliate partners, reflecting the success of Oway's practices in aligning with affiliates who resonate with its target audience. Additionally, the incentives and promotions offered through Oway's affiliate marketing programs play a significant role in influencing buying behavior, as affiliate partners are motivated to promote products via commissions and performance-based rewards.

The correlation analysis further supports the strong relationship between affiliate partners and customer trust, as product recommendations made by affiliates are viewed as trustworthy. However, the regression analysis identifies an area of improvement regarding influencer content, as it shows a comparatively lower impact on purchase decisions. While respondents acknowledge the relevance of influencer content from Oway Travels and Tours, it does not significantly drive purchase actions. This suggests a need to enhance the effectiveness of influencer collaborations by refining content strategies and ensuring the information presented is more directly aligned with the preferences and purchasing behaviors of the audience.

The descriptive analysis shows that respondents generally have a positive perception of Oway's search engine marketing (SEM) initiatives, with high overall mean values indicating agreement with the effectiveness of Oway's SEM strategies. Oway's paid ads are prominently visible when travel products are searched, reflecting its successful efforts in optimizing bidding practices, keyword selection, and crafting relevant content to improve search rankings. The high mean values also suggest strong trust in Oway's travel product information presented through SEM, which can be attributed to high-quality content and effective link-building strategies, such as collaborations with influencers and forums. Furthermore, respondents find Oway's landing pages easy to navigate and informative, supported by the company's use of tools like Google Search Console and SEMrush to enhance website speed, user experience, and site architecture.

The correlation analysis highlights the strong relationship between Oway's SEM practices and customer trust, as respondents find the information provided through SEM to be reliable. However, the regression analysis reveals some areas for improvement, particularly in the alignment of search engine ads with customer travel interests and needs. While SEM campaigns positively influence purchase decisions, respondents perceive that the relevance of the ads could be improved, suggesting the need for better keyword targeting and refined ad messaging. This insight underscores the potential for Oway to enhance its ad performance through strategies like A/B testing to ensure that the ads resonate more effectively with the target audience's interests.

The descriptive analysis indicates that respondents have a positive perception of Oway's social media marketing initiatives, with overall mean values reflecting strong agreement with the effectiveness of these strategies. Respondents find Oway's social media channels to be a convenient and quick source for updated information, particularly through platforms like Instagram and Twitter, which facilitate real-time engagement. Additionally, respondents follow Oway's social media pages to stay informed about travel products and services, as the company effectively incorporates special offers and new service announcements into its content. The emphasis on promoting travel products through paid advertising and creative content across various platforms further enhances the visibility and appeal of Oway's offerings.

The correlation analysis reveals a strong relationship between Oway's social media interactions and the respondents' sense of brand connection, with respondents appreciating the community-building efforts that include user-generated content and interactive features. However, the regression analysis identifies a potential area for improvement regarding the relevance and engagement of Oway's social media content. While there is a general agreement on the effectiveness of Oway's social media efforts, respondents suggest that the company should further customize its ad reach and content to better align with target customers' preferences and interests. This insight emphasizes the importance of tailoring social media strategies to enhance audience engagement and foster a deeper connection with the brand.

The descriptive analysis indicates that respondents generally have a positive perception of Oway's mobile marketing efforts, as evidenced by high overall mean values. The effectiveness of mobile notifications, particularly in delivering travel deals and promotions, is particularly notable. Oway effectively employs push notifications and SMS marketing to keep customers informed, contributing to a sense of value among users.

Additionally, respondents find the Oway mobile app and website user-friendly and easy to navigate, highlighting the importance of features such as real-time availability checks and personalized recommendations in enhancing user experience. Furthermore, mobile advertisements are perceived as relevant to respondents' interests in travel-related products, showcasing Oway's strategic use of location-based services and tailored content delivery.

The correlation analysis reveals a strong relationship between the perceived usefulness of mobile marketing and customer preferences for receiving updates and offers via mobile channels. Respondents express a preference for mobile communication over other forms due to its immediacy and efficiency in providing information. However, the regression analysis uncovers concerns regarding the reliability of mobile marketing, as respondents' express difficulty in verifying the authenticity of messages compared to more recognizable platforms like social media. This finding suggests that Oway may need to enhance the credibility of its mobile marketing communications, perhaps by implementing verification measures or providing clearer branding, to address these concerns and improve overall customer trust in their mobile marketing initiatives.

5.2 Suggestions and Recommendations

To enhance Oway Travels and Tours' email marketing effectiveness, it is recommended that the company focus on improving the Call-to-Action (CTA) elements within its emails. This can involve experimenting with different designs, placements, and wording to determine what resonates best with the audience and encourages higher click-through rates. Additionally, incorporating A/B testing can help optimize email content based on user interactions and preferences, ensuring that emails remain engaging and relevant.

For affiliate marketing, expanding the network of affiliate partners could further amplify its impact. Collaborating with affiliates who have niche followings can attract diverse customer segments, thereby increasing engagement. Oway should also provide affiliates with better resources and guidelines to ensure that their content accurately represents the brand, fostering trust and enhancing product recommendations.

In search engine marketing, Oway should continuously refine its keyword strategies and ad copy to maintain high visibility in search results. Regularly analyzing competitor strategies and employing A/B testing can identify effective ad variations that resonate with target audiences.

Regarding social media marketing, Oway should enhance audience engagement by encouraging user-generated content and utilizing interactive features to foster community connections. Tailoring content and advertising strategies to align more closely with target demographics will also optimize reach and relevance.

Finally, for mobile marketing, Oway should ensure that push notifications and mobile ads are not only timely but also relevant to users' interests. Emphasizing the authenticity of communications through recognizable branding can bolster customer trust and improve perceptions of reliability. By addressing these areas, Oway can further strengthen its digital marketing practices and enhance customer engagement.

5.3 Need for Further Studies

The study only focuses on customers of Oway Travels and Tours and hence, the results do not represent the industry as a whole. In order to better understand customer behavior of Oway, further studies for separate product category can be conducted. Moreover, since this is a cross sectional study, longitudinal studies can be conducted how customers' buying behavior is influenced by digital marketing practices of Oway overtime. And since the study is quantitative in nature, qualitative studies can be conducted for deeper understanding of customer behavior. In future studies, alternative variables like customer experience, content marketing, customer segmentation, loyalty and advocacy, emerging technologies, omnichannel marketing, partnership marketing can be considered for new perspectives towards digital marketing practices. In addition to buying behavior, areas like customer satisfaction and retention, brand loyalty and equity, engagement can be focused on to have a comprehensive understand of various aspect of digital marketing practices that are aside buying behavior. By studying them in future studies, Oway Travels and Tours will be able to utilize the gained insights to refine existing digital marketing practices with a sustainable approach in today's digital age

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APPENDIX - I
QUESTIONNAIRE SURVEY

**“Effect of Digital Marketing Practices on Domestic Tourist Buying
Behavior Travel Products through Oway Travels and Tours”**

Dear Respondent,

I am a Masters of Marketing Management student from Yangon University of Economics. The purpose of this questionnaire is to understand the effect of digital marketing practices on domestic tourist buying behavior of travel products through Oway Travels and Tours. Your answers will be kept confidential and used only for academic purposes. May I request your participation in this survey with your own views and experiences? Thank you for spending your valuable time to participate in the survey.

Thaingar Aung Soe

Roll No: 031

MMM (2nd Batch)

2023 - 2024

APPENDIX - A

Survey Questionnaire

Section (A) Demographic Factor of Respondents

Instruction: Please choose the most relevant answer by ticking (✓) only one of the boxes provided for each question.

1. Gender:

- Male
- Female

2. Age:

- 18-25
- 26-35
- 36-45
- 46-55
- Over 56

3. Marital Status:

- Single
- Marrie

4. Education Level:

- High School Graduate
- Undergraduate
- Graduate
- Masters
- Ph.D

5. Occupation:

- Unemployed
- Company Employee
- Business Owner/ Self-employed
- Government Employee
- Student
- Others

6. Monthly Income:

- Under 300,000
- 300,001 to 500,000 MMK
- 500,001 to 800,000 MMK
- 800,001 to 1,000,000 MMK
- 1,000,001 MMK and Above

7. How many times have you purchased a travel product through Oway Travels and Tours in the past year?

- 1 time
- 2-3 times
- 4-5 times
- More than 5 times

**8. What type of travel products of Oway Travels and Tours have you purchased?
(Please select all that apply)**

- Flight Tickets
- Hotel Bookings
- Tour Packages
- Bus Tickets

9. How do you usually make your travel purchases from Oway Travels and Tours?

- Website
- Application
- Social Media
- Phone Number
- In-person

10. How did you first learn about Oway Travels and Tours?

- Social Media (Facebook, Instagram, etc.)
- Search Engines
- Email Newsletter
- Online Advertisements
- Word of Mouth

11. Which of the following digital platforms of Oway Travels and Tours do you follow? (Select all that apply)

- Facebook
- Instagram
- Twitter
- E-mail
- YouTube
- None

12. How often do you see digital marketing activities of Oway Travels and Tours online?

- Daily
- Weekly
- Monthly
- Rarely
- Never

Section B: Digital Marketing Practices at Travel Products through Oway Travels and Tours

Instruction: Based on the scale below, please tick (✓) the number of your choice to indicate the extent you agree or disagree with the statement.

(Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5)

1. Email Marketing

No.	Factors	1	2	3	4	5
1	I enjoy receiving exclusive offers from promotional emails of Oway Travels and Tours.					
2	I read the mails sent by Oway Travels and Tours.					
3	Oway Travels and Tours sends relevant travel offers and promotions via email.					
4	I find Oway Travels and Tours' email marketing to be informative and useful for making travel decisions.					
5	I visit the online links of Oway Travels and Tours through emails sent by them.					

2. Affiliate Marketing

No.	Factors	1	2	3	4	5
1	I trust the travel product recommendations provided through Oway Travels and Tours' affiliate marketing partners.					
2	I visit the website and page of Oway Travels and Tours through the links I find when I read articles and blogs online.					
3	The affiliate marketing programs promoted by Oway Travels and Tours provide valuable travel product recommendations.					
4	The incentives or promotions offered through Oway Travels and Tours' affiliate marketing programs influence my buying decisions.					
5	Influencer content with relevant information from Oway Travels and Tours influence my purchase decision.					

3. Search Engine Marketing

No.	Factors	1	2	3	4	5
1	I trust the travel product information provided through Oway Travels and Tours' search engine marketing efforts.					
2	The paid search ads for Oway Travels and Tours appear prominently when I search for travel-related products online.					
3	I find the landing pages from Oway Travels and Tours' search engine ads to be informative and easy to navigate.					
4	The SEM campaigns of Oway Travels and Tours influence my decision to explore or purchase travel products.					
5	The search engine ads from Oway Travels and Tours are relevant to my travel interests and needs.					

4. Social Media Marketing

No.	Factors	1	2	3	4	5
1	I follow various social media pages of Oway Travels and Tours to receive travel product and services information.					
2	I feel that social media of Oway Travels and Tours is a convenient and fast way to get updated information.					
3	Oway Travels and Tours effectively uses social media platforms to promote their travel products.					
4	Oway Travels and Tours' social media interactions make me feel more connected to their brand.					
5	The content shared by Oway Travels and Tours on social media is engaging and relevant to my travel interests.					

5. Mobile Marketing

No.	Factors	1	2	3	4	5
1	Oway Travels and Tours' mobile advertisements are relevant to my travel interests and needs.					
2	The mobile app or website of Oway Travels and Tours is user-friendly and easy to navigate.					
3	I find the travel deals and promotions sent to me via mobile notifications from Oway Travels and Tours to be useful.					
4	I prefer receiving travel updates and offers from Oway Travels and Tours through mobile channels rather than other forms of communication.					
5	The information received from mobile marketing of Oway Travels and Tours is reliable.					

Section C: Domestic Tourist Buying Behavior at Travel Products through Oway Travels and Tours

Instruction: Based on the scale below, please tick (✓) the number of your choice to indicate the extent you agree or disagree with the statement.

(Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5)

No.	Factors	1	2	3	4	5
1	I choose Oway Travels and Tours than other travel agencies because of their digital marketing activities.					
2	Email advertising of Oway Travels Tours is increasing my interest to purchase travel products.					
3	I value a seamless and hassle-free booking experience with Oway Travels and Tours.					
4	I conduct extensive research online before making a decision to purchase travel products from Oway Travels and Tours.					
5	Online reviews and ratings influence my decision to buy travel products from Oway Travels and Tours.					
6	Promotional offers and discounts from digital marketing of Oway Travels and Tours significantly impact my decision to purchase travel products.					
7	Positive past experiences with Oway Travels and Tours make me more inclined to choose their travel products again.					
8	I have confidence in purchasing online redirected through affiliate links of Oway Travels and Tours.					
9	I often use various social media to find information and buy travel products.					
10	Social media marketing of Oway Travels and Tours influences me to try products and services of Oway Travels and Tours.					
11	Mobile marketing of Oway Travels and Tours influences my decision to purchase travel products.					
12	I will buy travel products from Oway Travels and Tours that I find through search engine.					

APPEMDIX - B

Statistical Output

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
EM1	500	1.00	5.00	3.7540	.81413
EM2	500	1.00	5.00	3.8200	.70184
EM3	500	1.00	5.00	3.7440	.71518
EM4	500	1.00	5.00	3.5160	.78675
EM5	500	1.00	5.00	3.4580	.80594
AM1	500	1.00	5.00	3.9300	.76830
AM2	500	1.00	5.00	3.9520	.72853
AM3	500	1.00	5.00	3.7180	.85319
AM4	500	1.00	5.00	3.9400	.76523
AM5	500	1.00	5.00	3.5700	.81880
SEM1	500	1.00	5.00	3.9580	.71642
SEM2	500	1.00	5.00	3.9940	.66245
SEM3	500	1.00	5.00	3.8580	.69484
SEM4	500	1.00	5.00	3.6580	.81631
SEM5	500	1.00	5.00	3.6180	.80335
SMM1	500	1.00	5.00	3.9880	.71616
SMM2	500	1.00	5.00	4.0660	.65918
SMM3	500	1.00	5.00	3.8860	.69999
SMM4	500	1.00	5.00	3.6580	.78119
SMM5	500	1.00	5.00	3.6380	.80015
MM1	500	1.00	5.00	3.6860	.79035
MM2	500	1.00	5.00	3.7340	.80033
MM3	500	1.00	5.00	3.9620	.69967
MM4	500	1.00	5.00	3.6460	.79872
MM5	500	1.00	5.00	3.5860	.74815
DTBB1	500	1.00	5.00	3.9820	.68309
DTBB2	500	1.00	5.00	4.0440	.65032
DTBB3	500	1.00	5.00	3.8900	.68031
DTBB4	500	1.00	5.00	3.7020	.73911
DTBB5	500	1.00	5.00	3.6920	.77868
DTBB6	500	1.00	5.00	3.9560	.67748
DTBB7	500	1.00	5.00	3.9620	.64915
DTBB8	500	1.00	5.00	3.8640	.67410
DTBB9	500	1.00	5.00	3.7120	.78120
DTBB10	500	1.00	5.00	3.6580	.78119
DTBB11	500	2.00	5.00	3.7500	.68735
DTBB12	500	1.00	5.00	3.6440	.70303
Valid N (listwise)	500				

Reliability

Email Marketing

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.868	.871	5

Affiliate Marketing

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.748	.750	5

Search Engine Marketing

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.869	.873	5

Social Media Marketing

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.867	.871	5

Mobile Marketing

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.758	.757	5

Domestic Tourist Buying Behavior

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.915	.916	12

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
DTBBM	3.8213	.50964	500
EMM	3.6584	.62013	500
AMM	3.8220	.55603	500
SEMM	3.8172	.60002	500
SMMM	3.8472	.59241	500
MMM	3.7228	.54758	500

Correlations

		DTBBM	EMM	AMM	SEMM	SMMM	MMM
Pearson Correlation	DTBBM	1.000	.591	.783	.841	.845	.753
	EMM	.591	1.000	.560	.523	.506	.509
	AMM	.783	.560	1.000	.761	.828	.776
	SEMM	.841	.523	.761	1.000	.842	.752
	SMMM	.845	.506	.828	.842	1.000	.777
	MMM	.753	.509	.776	.752	.777	1.000
Sig. (1-tailed)	DTBBM	.	.000	.000	.000	.000	.000
	EMM	.000	.	.000	.000	.000	.000
	AMM	.000	.000	.	.000	.000	.000
	SEMM	.000	.000	.000	.	.000	.000
	SMMM	.000	.000	.000	.000	.	.000
	MMM	.000	.000	.000	.000	.000	.
N	DTBBM	500	500	500	500	500	500
	EMM	500	500	500	500	500	500
	AMM	500	500	500	500	500	500
	SEMM	500	500	500	500	500	500
	SMMM	500	500	500	500	500	500
	MMM	500	500	500	500	500	500

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	MMM, EMM, SEMM, AMM, SMMM ^b	.	Enter

a. Dependent Variable: DTBBM

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.894 ^a	.799	.797	.22988	.799	391.728	5	494	.000	1.458

a. Predictors: (Constant), MMM, EMM, SEMM, AMM, SMMM

b. Dependent Variable: DTBBM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.503	5	20.701	391.728	.000 ^b
	Residual	26.105	494	.053		
	Total	129.609	499			

a. Dependent Variable: DTBBM

b. Predictors: (Constant), MMM, EMM, SEMM, AMM, SMMM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.528	.079		6.699	.000	.373	.683					
	EMM	.118	.020	.143	5.766	.000	.078	.158	.591	.251	.116	.660	1.516
	AMM	.087	.037	.095	2.361	.019	.015	.159	.783	.106	.048	.254	3.941
	SEMM	.298	.034	.350	8.817	.000	.231	.364	.841	.369	.178	.258	3.875
	SMMM	.287	.039	.334	7.374	.000	.211	.364	.845	.315	.149	.199	5.024
	MMM	.078	.033	.084	2.339	.020	.012	.143	.753	.105	.047	.320	3.128

a. Dependent Variable: DTBBM

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	EMM	AMM	SEMM	SMMM	MMM
1	1	5.955	1.000	.00	.00	.00	.00	.00	.00
	2	.017	18.576	.17	.53	.01	.04	.03	.02
	3	.014	20.656	.79	.44	.00	.01	.00	.00
	4	.006	31.865	.04	.00	.08	.41	.03	.53
	5	.005	35.178	.00	.01	.51	.18	.07	.44
	6	.003	43.792	.00	.03	.39	.36	.86	.01

a. Dependent Variable: DTBBM

Casewise Diagnostics^a

Case Number	Std. Residual	DTBBM	Predicted Value	Residual
399	-3.541	3.67	4.4807	-.81404
429	-4.275	3.42	4.3993	-.98264
451	3.218	4.08	3.3436	.73972
463	3.143	3.92	3.1942	.72243
471	4.592	4.00	2.9443	1.05571
474	-3.560	3.92	4.7350	-.81834
483	-3.232	3.83	4.5763	-.74295
488	4.921	3.92	2.7855	1.13119
489	5.346	3.92	2.6877	1.22900
490	3.046	3.92	3.2164	.70029
496	3.739	4.17	3.3072	.85951
497	3.787	4.17	3.2960	.87065
498	3.376	4.08	3.3072	.77618

a. Dependent Variable: DTBBM

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.2938	4.8640	3.8213	.45544	500
Residual	-.98264	1.22900	.00000	.22872	500
Std. Predicted Value	-3.354	2.289	.000	1.000	500
Std. Residual	-4.275	5.346	.000	.995	500

a. Dependent Variable: DTBBM