

## DECLARATION

I hereby declare that the thesis entitled “EFFECTIVENESS OF DIGITAL MARKETING IN ATTRACTING TOURISTS IN NATIONAL PARKS OF WEST BENGAL: AN EMPIRICAL STUDY” submitted to the University of North Bengal for the award of the degree of Doctor of Philosophy in Commerce under the guidance and supervision of **Dr Debasis Bhattacharya**, Associate Professor, Department of Commerce, University of North Bengal is an outcome of original research work carried out by me and it has not been submitted previously in part or full to this or any other University for any Degree / Diploma / Certificate / Associateship.

Place : Siliguri

Date: 08 /05/2023

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08/05/2023

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ENLIGHTENMENT TO PERFECTION

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## TO WHOM IT MAY CONCERN

This is to certify that Mukesh Saha, Research Scholar, Department of Commerce, North Bengal University, has successfully completed his research work, titled "Effectiveness of Digital Marketing in Attracting Tourists in National Parks of West Bengal: An Empirical Study" and hereby submits the thesis for the award of the degree of Doctor of Philosophy (Ph.D.) in Commerce under North Bengal University, Darjeeling, West Bengal, India. Researchers have taken up a very good challenge in trying to evaluate the various dimensions of websites effectiveness in attracting tourists to the National parks of West Bengal. His findings are interesting and may be useful from the view point of different stakeholders particularly in the field of tourism industry. In the capacity as supervisor, I certify the work and recommend the thesis for evaluation.

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1.1. Digital Marketing Internet marketing and online marketing are both included within the notion of digital marketing. It is a general phrase that refers to a collection of marketing techniques used for advertising and promotion via digital platforms. Digital marketing has its unique characteristic, which sets it apart from the internet and online marketing, is that it is not restricted to the web. Along with internet marketing techniques like search engine optimisation (SEO), pay-per-click, social media marketing, content marketing, and others, digital marketing also makes use of media such as television advertisements, digital billboards, radio ads, and SMS texts. Bhatia (2017) proposes following digital marketing types: a. Intent-based marketing (search marketing) b. Brand marketing (display/digital advertising) c. Content marketing (website, blog, native content) d. Community-based marketing (social media, business communities) e. Partner marketing (affiliate marketing, sponsorships, PR) f. Communication channel marketing (e-mail, messaging, SMS) g. Certain marketing based on some Platform (Smart Phones, Contents of videos, Contents based on media platforms, kiosks, Mobile Apps) With the use of highly customised content, digital marketing strives to introduce new technologies and link them with consumer data for more targeted marketing. This is conceivable when marketing strategies are created using digital consumer data and supported by online, email, and more conventional electronic media like TV, radio, and electronic billboards. As a result, it can be said that digital marketing is a result of online web platforms, electronic media, consumer data, and content.

1.2. Components of Digital Marketing

1.2.1. Advertising Advertising which is online based is a major component of digital marketing. There are many forms of digital advertising such as banners, pop-ups, videos, multimedia texts, pictures. The target is to actually getting the customer next time. Whenever a customer is searching for some information the browser keeps a record of cookies, this is where digital technology helps to retarget customers and showing them the thing of their choice.

1.2.2. Content marketing To create a good content is another form of digital marketing. Customers always want quality products and that is described by only contents. So a good content always attracts a customer. In digital world people look for the quality publications it may be in the form of text entries into blogs, case studies etc. To increase customers for a time being free content might be delivered but the quality content puts customer to go into paid service.

1.2.3. E-mail Marketing It is a direct form of digital marketing. By recognizing the target customers, mails were directly sent. This helps in keeping the product in the mind of customer and to also keep the customer updated with the range of products an organisation have. This form of digital marketing is adopted by e-commerce companies, tour and travel operators.

1.2.4. Mobile marketing Marketing done with mobile phones comes under this form of digital marketing. Advertisement found in downloaded mobile apps and text based advertisement through mobile are parts of mobile marketing.

1.2.5. Paid search This form of advertising bid on keywords and purchase the space on search engine results. The visitors looking for that specific keyword will see the item. The two types of the paid search advertising is cost per mile and pay per click. Pay per click charges only when users click on the advertisement and cost per mile takes quantity of impression into account.

1.2.6. Programmatic advertising

## ACKNOWLEDGEMENT

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*First of all, I would like to thank God and father of all, for his plan of happiness for all his children.*

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*Mukesh Saha*  
*08/05/2023*

**Mukesh Saha**

# PREFACE

**Chapter 1:** The first chapter of the suggested study's introduction is where the basic information regarding the field of digital marketing is presented. It outlines the purpose and idea behind digital marketing. The chapter includes a section on national parks in India as well as an explanation of the numerous website features that aid in luring visitors to websites. The chapter also covers the issues that digital marketing may face in the future.

**Chapter2:** That is the study's chapter on the review of the literature. The literature on the various facets of digital marketing, local rising trends, and the role of digital marketing in luring tourists were all included in this section. The literature part also discusses the comparative analysis of digital marketing in India and elsewhere, as well as the adoption of new website dimensions by website designers to draw in visitors.

**Chapter 3:** It is the chapter on research methodology. The many steps needed to prove the hypothesis and objectives are explained in this chapter. This section provides a thorough explanation of the chosen research design, purpose, objectives, paradigm, research approach, and research questionnaire. The research technique chapter also describes the method used for data collecting and analysis in the study.

**Chapter 4:** The Multivariate Analysis : Tourists' Arriving through National Park Websites of the results pertaining to the data is conducted in this chapter of the study. The findings of descriptive, exploratory factor analysis and multiple regression analysis are presented, and the suggested model is assessed on the basis of a brief presentation of the respondents' demographic profile. The impact of website dimensions on tourists satisfaction is discussed in the latter section of the chapter.

**Chapter 5:** In this chapter of the study, Multivariate Analysis: Tourists' Arriving through Tour Operator Websites, the results related to the data obtained from the tourists visiting the website of tour operators has been done. The findings of descriptive, exploratory factor analysis and multiple regression analysis are presented, and the suggested model is assessed. The impact of website dimensions on tourists satisfaction is discussed at the end of the chapter.

**Chapter 6:** It serves as the study's last chapter. It provides an overview of all the findings and research findings. The limitations of the study and suggestions for further research are also covered in the conclusion chapter.

**Bibliography:** A complete list of all the references utilized in the research is provided in this section.

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## LIST OF ABBREVIATIONS

ANOVA	Analysis of variance
AI	Artificial Intelligence
$\beta$	Beta coefficient
$\chi^2$	Chi-Square
CVM	Content and Video Marketing
COVID-19	Coronavirus disease 2019
CRM	Customer Relationship Management
DQ	Design Quality
DMO	Destination Marketing Organisation
Email	Electronic Mail
ECM	Expectation- Conformation Model
EFA	Exploratory Factor Analysis
FTA	Foreign Tourists Arrival
ICT	Information and Communication Technology
IS	Information System
ISP	Internet Service Provider
KMO	Kaiser -Meyer-Olkin
ML	Machine Learning
MMS	Multimedia Messaging Service
NPW	National Park Website
PPC	Pay Per Click
PC	Personal Computer
PCA	Principle Component Analysis
P-P Plot	Probability–Probability Plot or percent–percent plot or P value plot

IQ	Information Quality
REL	Reliability
SEO	Search Engine Optimization
SERVQUAL	Service Quality Gap Model
SMS	Short Message Service
Std.Deviation	Standard Deviation
SPSS	Statistical Package for Social Sciences
TA	Tangibility
TAM	Technology Acceptance Model
TV	Television
TS	Tourists Satisfaction
TOW	Tour Operator Website
URL	Uniform Resource Locator
UK	United Kingdom
VIF	Variance Inflation Factors
WF	Website Friendliness
WU	Website Usefulness
WBTDC	West Bengal Tourism Development Corporation Limited
WIFI	Wireless Fidelity
WTTC	World Travel & Tourism Council

# Chapter-I

## Digital Marketing and Park Tourism in West Bengal

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