Tourist behaviour: The role of digital marketing and social media

Barış Armutcu [a], Ahmet Tan [b], Mary Amponsah [c,j,*], Subhadarsini Parida [d],
Haywantee Ramkissoon [e,f,g,h,i]

[a] *Institute of Social Sciences, Business and Marketing Administration, Türkiye*
[b] *Institute of Social Sciences, Business and Marketing Administration, Igd ı r University, Türkiye*
[c] *College of Human and Social Futures, Newcastle Business School, The University of Newcastle, Australia*
[d] *UniSA Business, University of South Australia, Australia*
[e] *Fellow of the Peer Review College, British Academy of Management, UK*
[f] *Professor, UniSA Business, University of South Australia, Australia*
[g] *University of Derby, England, UK*
[h] *School of Hospitality & Tourism, College of Business & Economics, University of Johannesburg, South Africa*
[i] *Centre for Innovation in Tourism, Taylor 's University, Malaysia*
[j] *Centre for African Research, Engagement and Partnerships, The University of Newcastle, Australia*

ARTICLE INFO

ABSTRACT

Social media and its applications are a part of daily life in Turkey and the rest of the world. In 2022, about 80.7 % of Turkey's population (69.9 million people) spent an average of 8 h daily using the Internet, providing a significant opportunity to encourage and influence tourists' purchase intentions through social media. This study aims to determine the effects of digital marketing and social media on tourist behaviours in Turkey. This study proposes a comprehensive model for the antecedents of tourists' behavioural intentions in their destination selection that can be found in the tourist destination online content (TDOC). The quality and user-friendly accessibility of the online information provides essential clues that influence tourists' behavioural intentions (intention to visit the destination and eWOM). Tourists' level of satisfaction with their first destination visits and the digital marketing interaction channels through which they share their experiences may positively affect their repeat visits/other tourists' behavioural intentions. Therefore, this study investigates the mediator effect of satisfaction and digital marketing interactions on the behavioural intentions of tourists of Eastern origin during their destination selection. Data was collected from 264 structured questionnaires and analyzed using partial least squares structural equation (PLS-SEM) modelling. Findings show that tourists' TDOC perceptions directly affect their behavioural intentions and that tourist satisfaction has a mediator role in the relationship between tourists' TDOC perceptions and behavioural intentions. Also, the results show that satisfaction and digital marketing interactions are important determinants of the intention to visit a tourist destination and eWOM intentions. Understanding tourists' perspectives on destination choice is crucial for policy makers, businesses and marketers as it will help formulate appropriate strategies to increase destination visits. In this respect, it is recommended to develop strategies to encourage tourists to share their experiences and satisfaction levels through digital marketing channels by improving the quality of products and services. Finally, the population of this study is limited to Turkey, and future research can extend this study to countries with different cultures and make new contributions to the related literature.

1. Introduction

The evolution of communication through social media has led to a surge in online information and content about tourist destinations (Kaosiri et al., 2019). The emergence of Digital media dates back to the late 1930s with the invention of computers and the iteration of the Internet covering various technologies (Macnamara, 2010). Since the early 21st Century, many media analysts and social science scholars have influenced the changing dynamics in public communication and media (Macnamara, 2010). As a result, social media has transformed the

communication and interaction of individuals globally by impacting many aspects of human communication (see Coyle & Vaughn, 2008; Edosomwan et al., 2011), including tourist behaviour. In recent years, social media and networking sites such as Instagram, YouTube, Facebook, Twitter, and Tiktok, among others, have become a daily practice for most users, including tourists (see Edosomwan et al., 2011) and an essential tool for obtaining depth information about tourists' sites (see also Javed et al., 2020). Through digital marketing and strategies, tourists can find destination images and tour information, which influence their behaviours (Khan et al., 2022).

Social media sites have become web-based platforms for individuals to interact, share information online and exchange ideas (see Islam, 2021; Javed et al., 2020). The information on these sites influences individuals' daily lives and impacts industries, including tourism (Islam, 2021). Most travel decisions are influenced by information on social media and digital marketing (online information) (see de Amorim, Sousa, Dias, & Santos, 2022; Islam, 2021; Khan et al., 2022; Magano & Cunha, 2020). This is evidenced in a study by Roller (2023), who found that the majority of Generation Z (the generation born in the early 21st Century and perceived as being familiar with digital technologies, social media and the Internet at a very young age), accounting for 82 %, utilize key marketing options for their travel-related decisions. For instance, the hashtag "travel" on TikTok accumulated many views, amounting to 74.4 billion. In the past, individuals or consumers had to utilize or purchase a product or service or consider the experiences and opinions of those who had previously used it to make informed purchase decisions (Kim et al., 2007). In recent periods, tourists compare experiences on social media to assist them in making decisions regarding destinations, shopping and catering. Social media, through the help of GPS, makes it easier for tourists to check-in on time while sharing their experiences on specific destination sites to help other potential and future tourists make travel plans (see Islam, 2021).

The growing prevalence of internet usage and advancements in communication technologies have ushered in a new era of information retrieval methods (Arsal et al., 2008). Accordingly, Online reviews and recommendations remain an essential source of information for individuals traveling, with nearly all consumers, approximately 68 %, reading these reviews before reserving their trips (Roller, 2023). Given these reviews, organizations use digital marketing with relevant and engaging content to promote destinations through high-quality images, videos, and blog posts that influence potential tourists to select a destination over others (Kim & Kim, 2020; Toral et al., 2018). Furthermore, digital marketing allows tourists to engage with the destination and local communities. As noted earlier, social media applications such as Facebook, YouTube, Twitter, Instagram, Snapchat, LinkedIn, Telegram, and WhatsApp Business are frequently used as digital marketing interactions to encourage consumers to research and plan their travel destinations (Stylidis, 2022; Toral et al., 2018).

Moreover, product and service promotion through digital marketing channels continue to improve consumers' awareness (Alamsyah et al., 2020), their adoption of products and services (Zubair et al., 2020) and their purchasing behaviour (Krey et al., 2023). These developments in communication and information technologies have led to a rapid increase in online information and content about services and products of tourist destinations on the Internet. Undoubtedly, the increase in this online information (via social media) gives rise to the issue of TDOC (tourist destination online content), like the quality of the information and its user-friendly accessibility (Jeong & Shin, 2020; Ramkissoon & Nunkoo, 2008; 2012; Ramkissoon & Uysal, 2011).

From the existing literature, TDOC is highly influenced by social media and digital marketing. Specifically, tourists first search online for information about a service or product (Mehra, 2023; Ramkissoon, 2017). As Wang and Li (2019) noted, tourists frequently use and value websites where digital interactions occur when deciding on a product or service. This is because online tourist sites enable tourists to arrange their accommodations, make their travel plans, search for further

information and make their contracts, which are necessary for a visit to a destination, on the Internet (Law et al., 2018). The relevance of social media and digital marketing for travel destinations is also confirmed in a study by Racherla and Friske (2012), who stated that the accessible and understandable content on touristic places is beneficial for tourists to prefer products and services again. Lam et al. (2020) also opined on the positive impact of online platform co-creation on travel destinations, experience and satisfaction. However, the current literature has focused more on various factors such as brand image, brand trust, relationship quality, and service quality (Abubakar & Mavondo, 2014; Choi et al., 2018; Fu & Timothy, 2021; Garay, 2019; Hosseini et al., 2015; Kim et al., 2014) with less exploration and emphasis on the interactions between tourists' intentions and satisfaction and digital interactions. The evidence on how TDOC influence tourist behaviour and revisit intention remains unresolved (Tham et al., 2020). Accordingly, Tham et al. (2020) reveal the mixed outcome of studies on the influence of social media on tourists' destination choices. Pantano et al. (2019), while examining the impact of online information quality on tourists' decision-making processes, also noted the need for further analysis of how online information impacts tourists' intentions and satisfaction considering the lack of evidence based on the data and method.

Although a few studies (Pino et al., 2019) have explored the role of marketing activities in encouraging tourists' online activities, the relationship between digital marketing interactions, TDOC and tourists' behavioural intentions has not been adequately explored. Specifically, the limited literature (Deb, Nafi, & Valeri, 2022; Pektas & Hassan, 2020) that have examined the relationship between digital interactions, tourists' intentions and satisfaction have failed to explain how these interactions impact tourists' intentions to visit specific tourist destinations. Further studies are also needed to explore the role of digital interactions in shaping tourists' perceptions of specific tourist destinations and how this influences their intentions to visit. Additionally, the existing studies (García-Milon et al., 2020; Jimenez-Barreto et al., 2019) have examined the role of digital marketing in shaping tourists' perceptions and behaviours from a Western tourist perspective and often generalized the evidence, which is a limitation considering the experiences of non-Western tourists may differ significantly. Thus, there is a need to explore and provide more evidence on how these constructs affect the experiences, intentions and satisfaction from a non-Western context. This is based on the premise that the effectiveness of different digital marketing strategies can influence tourists' experiences and help destinations improve their online image and reputation to attract more tourists from diverse cultural backgrounds.

Following the above discussion, a comprehensive model is proposed to explain tourists' perception of TDOC (represented by online information quality (OIQ) and user-friendly accessibility (UFA)) and Tourists' Behavioural Intentions (TBI) (defined by electronic word-of-mouth (eWOM) and Intentions to visit the tourist destination (IVTD)). The current study seeks to achieve the following objectives.

1. Investigate whether tourists' perceptions of the quality of TDOC affect their behavioural intentions.
2. Examine the relationships between tourists' satisfaction, digital marketing interactions, and tourists' behavioural intentions.
3. Examine the relationship between tourists' TDOC perceptions, destination satisfaction, and digital marketing interactions.
4. Analyze the mediating role of satisfaction and digital marketing interactions on tourist behavioural intentions and TDOC perceptions.

The research questions are as follows.

Q1. Do tourists' perceptions of the quality of TDOC have the capacity to explain tourists' behavioural intentions?

Q2. Is there a relationship between tourist satisfaction, digital marketing interactions, and tourists' behavioural intentions?

Q3. Is there a relationship between tourists' TDOC perceptions, destination satisfaction, and digital marketing interactions?

Q4. Do satisfaction and digital marketing interactions mediate tourist behavioural intentions and TDOC perceptions?

This study draws on the TPB (Theory of Planned Behaviour) theory developed by Ajzen (1991), which argues that individuals' perceptions of a service or product greatly influence their satisfaction. While the theory has been employed in several tourism literature to explain tourists' attitudes toward subjective norms and perceived tourist behaviour, there is little evidence on the application and theoretical development of the TPB in describing the role of digital marketing strategies in explaining tourist behaviour, repurchase and revisit intentions. In addition, this study draws on the expectation confirmation theory (Oliver, 1977) and Self-determination theory (SDT) (Deci & Ryan, 2000), which are built on the assumptions that individuals' expectations, satisfaction and probability of repurchasing are related to perceived values. However, in recent years, these perceived values have been influenced by information on social media and digital marketing strategies. Applying these theories within the context of digital marketing and social media is one of the study's contributions to explaining the relevance of previous theories in the changing dynamics of tourists' intentions and perceived behavioural controls.

The findings obtained in this study will contribute to the relevant literature and provide essential evidence to marketers, destination managers and other stakeholders by revealing the factors affecting tourists' behavioural intentions and providing the necessary guidance to improve tourist satisfaction and experiences. Also, the evidence on the role of online information quality in shaping tourists' experiences is essential in helping tourism service providers understand how to provide accurate and trustworthy information to potential tourists to meet their expectations. Further, it can enhance tourists' satisfaction and loyalty, leading to positive word-of-mouth and repeat visitation. Thus, it is necessary to reveal the effect of TDOC on tourists' behavioural intentions in their destination selection, satisfaction and digital marketing interactions (Ting et al., 2013).

Moreover, this study is particularly significant as it examines the relationship within the context of Turkey, a society dominated by Eastern culture, and thus provides a unique perspective on the topic. Many social media and digital marketing applications have become almost the most important factor for tourists/consumers to choose a product or service (Armutcu et al., 2023). The main reason for this situation is based on the fact that 5.16 billion (64.4 %) of the world population of 8.1 billion use the Internet. This rate is 71.38 million (83.4 %) in Turkey, which has a population of 85.59 million. When we look at this ratio, it is noteworthy that Turkey is well above the world average. In addition, while the number of social media users worldwide is 4.76 billion (59.4 %), it is 62.55 million (73.1 %) in Turkey. However, internet users in Turkey spend an average of 8 h a day on the Internet, and the main reason for using the Internet is to obtain information, which gives us a clue that consumers take into account the opinions and thoughts of other users before deciding on a product or service. However, the number of people who purchase a product or service over the Internet in Turkey is 44 million. In addition, about 855.3 billion is spent on digital marketing and media tools in Turkey (We Are Social, 2022). In a society where almost 90 % of the population uses the Internet and makes large investments in digital marketing expenditures, investigating the impact of digital marketing and social media on consumption behaviours will make significant contributions to the relevant literature. These figures are the most crucial reason we determined the research population as Turkey. In addition, the inferences to be made about Turkey, which has a European and Eastern culture (Armutcu et al., 2023), is another essential factor that allows us to obtain information about a large society.

The remainder of the study is organized as follows: Section 2 discusses the theoretical and empirical literature on the study, while Section 3 presents the hypothesis development. Sections 4 to 6 discuss the method and estimation technique, diagnostics results and regression analysis results. Section 7 discusses the findings and implications. Sections 8 to 10 are based on the study's contribution, limitations, future research, and conclusion.

2. Literature review

The concept of tourist destination and behaviour has been widely explored in the literature in relation to revisit and competitiveness (Dwyer & Kim, 2003; Ritchie & Crouch, 1993). For instance, Ritchie and Crouch (1993) described tourism destination based on its competitiveness as the ability to increase tourism expenditure to attract visitors while profitably providing memorable and satisfying experiences, enhancing their well-being and preserving the natural capital for future generation's destination (Fernández et al., 2020).

2.1. Theoretical underpinnings

TPB by Ajzen (1991), as the theoretical underpinning of this study, assumes that an individual's perception of a service or product greatly influences their satisfaction. Hence, the TPB predicts a person's intention to engage in a behaviour at a specific place and time. The theory has been applied across disciplines, including tourism and health, to develop measures that are highly dependent on the considered topic of discussion (Armitage & Conner, 2001; Hagger & Chatzisarantis, 2009; Harland et al., 1999; Terry et al., 1999). Ajzen (1991) noted that this behaviour is determined by the individual's subjective norm, attitudes toward the behaviour and perceived behavioural control (Ajzen & Fishbein, 1977; Conner & Armitage, 1998). In this context, behavioural intention refers to a person's motivation and decision to perform certain behaviours. Hence the stronger the intention, the more likely the intended behaviour is performed (Conner & Armitage, 1998).

The subjective norm refers to an individual's perception of the social environment surrounding their behaviour, while the attitude toward behaviour considers the outcomes of performing the behaviour. Tourists with a positive attitude toward the content are more likely to have a favorable intention to visit the destination (Jiménez-Barreto et al., 2020; Park et al., 2019). Therefore, creating high-quality, engaging, and informative content that positively portrays the destination is essential to influence tourists' attitudes and behavioural intentions. The social norms surrounding the destination can influence tourists' perceptions and intentions to visit (Fu & Timothy, 2021). For instance, tourists may be more likely to visit a destination perceived as popular or trendy. Hence, promoting the destination's positive image through social media and other channels can help create a positive perception among tourists (Fu & Timothy, 2021) and hence depicts the degree of an individual's feeling (positive or negative) of a behaviour of interest.

On the other hand, perceived behavioural control explains a person's perception of the extent to which behaviour performance is easy or difficult. As a result, the perceived behavioural control increases when an individual perceives they have more resources and confidence (Ajzen, 1991). Positive online content that highlights the accessibility and convenience of the destination can increase perceived behavioural control and lead to an increased likelihood of visiting the destination (Li et al., 2023).

While extending the TPB, Conner and Armitage (1998) provide evidence to support additional variables for future research. These included belief salience measures perceived behavioural control vs self-efficacy, self-identity, moral norms, past behaviour and affective beliefs. The social identity approach to attitude-behaviour was a significant predictor of recycled intentions to highlight the critical role of the social influence process within the TPB and attitude-behaviour. Similarly, Terry et al. (1999) investigated the impact of self-identity and social identity constructs on intention and behaviour to highlight that self-identity significantly predicts behavioural intentions as a perceived

norm of a behaviourally relevant group is related to behavioural intention (Terry & O'Leary, 1995). Tourists' online content, such as reviews, social media posts, and blogs, can shape their group identity as tourists and influence the attitudes and behaviours of other tourists. For example, a positive review of a hotel or attraction can increase the perceived value of that destination and influence other tourists to visit. The perceived behavioural control constructs account for a significant amount of the variance in behaviour and intentions. Moreover, subjective norm, attitude and PBC accounted for more than the variance in individual's desires than self-predictions, although intentions and self-predictions are better predictors of behaviour. Additionally, Armitage and Conner (2001) found that the subjective norm construct is a weak predictor of intentions because of poor measurement and the need to expand the normative component (Conner & Armitage, 1998).

Other theories, such as the Expectation Confirmation Theory (ECT) by Oliver (1977) and the self-determination theory described by Deci and Ryan (2000), are also considered to explain tourist behaviour and provide a depth understanding of the relationship between the variables of interest. Accordingly, the expectation confirmation theory, also known as the expectation disconfirmation theory, by Oliver (1977), assumes that individuals' post-purchase expectations, satisfaction and probability of repurchasing are related to perceived values. As a result, the level of expectation is related to post-exposure judgements, as disconfirmation experience may have an equally significant impact. The theory was first developed by Oliver (1977) to explain customer satisfaction and post-purchase behaviour. Since then, the ECT has been accepted and applied to explain and predict repurchase, continuance and service satisfaction (Jin et al., 2013; Khalifa & Liu, 2002). According to this theory, satisfaction is crucial to continued knowledge sharing (Jin et al., 2013). Accordingly, the theory shows that a customer's repurchase intention is determined by their satisfaction with prior use of the product or service. Therefore, satisfied customers often intend to repurchase, while dissatisfied customers do not continue purchasing. It is important for tourism service providers and destinations to carefully manage tourists' expectations through their online content (Jiménez-Barreto et al., 2020; Oh & Kim, 2020). By providing accurate and realistic information, high-quality photos and videos, and positive reviews, tourism service providers and destinations can help positively shape tourists' expectations. This can lead to higher satisfaction levels and increase tourists' intention to visit, revisit, or recommend the destination to others (Ramkissoon & Mavondo, 2015; Ramkissoon, Smith, & Weiler, 2013).

The next theory considered to explain social interactions is the Self-determination theory (SDT) described by Deci and Ryan (2000). The SDT is a motivational theory of personality and development to examine how individual differences and social interactions influence different motivations to predict learning, performance, experience and psychological health. The SDT theory predicts three primary human needs: autonomy, relatedness and competence. The tourism literature has extensively explored the theory to explain how individuals' expectation and memorable experience influence their revisit intentions (Ramkissoon, 2022a; Rasoolimanesh et al., 2021). For instance, Rasoolimanesh et al. (2021) use the SDT to explain the role of the digital hospitality environment in behavioural intentions. Scholars usually combine the SDT with the source credibility theories (SCT) by Hovland and Weiss (1951) to explain how credible information remains crucial for endorser support (Lee & Kim, 2020; Ramkissoon, 2022a). The existing literature reveals that source credibility and trustworthiness impact the intention to revisit (Lee & Kim, 2020). Integrating the TPB and the SDT, Hagger and Chatzisarantis (2009) applied the theories in determining health behaviour to find a statistically significant correlation among the SDT constructs and attitude, perceived behavioural control, subjective norms, intention and health-related behaviour constructs of the TPB. As a result, there was significant evidence of integration between the TPB and SDT. Therefore, combining these theories provide a better theoretical understanding of how digital marketing and social media

information influence tourists' behaviour and revisit intentions. The hypotheses for this study are discussed below.

3. Hypothesis development

3.1. Tourist destination online content (TDOC) and satisfaction (S)

Tourists increasingly use online communities as a form of generalized social exchange (Atsız et al., 2023; Jin et al., 2013). There is a stable relationship between tourist destination online content and tourist satisfaction (Hwang et al., 2018). When the online content provides accurate information, visual representation, reviews, personalization options, local insights, and support, this collectively contribute to setting expectations, creating excitement, and enhancing overall satisfaction with the destination. By delivering high-quality online content, tourism providers can positively influence tourists' satisfaction and foster repeat visitation and positive word-of-mouth recommendations. Lohmann and Kuhn (2021) emphasize that tourists' satisfaction significantly impacts their intentions in choosing products or services. Based on the TPB, ECT and SDT, the usefulness (Sussman & Siegal, 2003) and quality (Cheung & Lau, 2008) of online information is considered to be the main determinants of individuals' intention to purchase a service or product (Lee & Koo, 2015). Based on the information above, tourist destination online content is important in explaining tourists' behavioural intentions and plays a crucial role in shaping tourist satisfaction.

Thus, we propose the following.

H1. Tourists' TDOC perceptions have a positive impact on their satisfaction.

3.2. Tourist destination online content (TDOC) and tourists' behavioural intentions (TBI)

It is known that the effect of online information, especially the information given in the web environment, on individuals is increasing daily and that helpful information positively affects individuals' intentions (Chu & Kim, 2011). Hence, it is known that online content provides essential clues and significantly affects tourists' intentions to seek information and read the experiences of others (Simonetti & Bigne, 2022). Sharing destinations, especially in digital marketing applications, positively affects tourists' behavioural intentions and satisfaction (Kim & Stepchenkova, 2015). DeLone (1992) states that the quality and ease of use of the information provided by a website are key factors in the success of the website. Lin and Lu (2000) argue that tourist destination online content significantly impacts users' intentions. Park et al. (2007) emphasize that the quality of online information on the Internet and online information about a product or service significantly impacts individuals' purchase intentions. Quality content enhances tourists' trust and confidence in the destination, helps manage their expectations, and increases the likelihood of their visitation. Lee and Shin (2014) and Lin and Lu (2000) argue that tourist destination online content significantly affects users' intentions. User-friendly accessibility ensures that tourists can navigate the content effortlessly, find the desired information quickly, and have a positive user experience. In other words, the ease of use of the sites' facilitates and affects the tourists' purchase of a product or service. Based on this information, the following hypotheses have been put forward:

H2. Tourists' TDOC perceptions positively impact their behavioural intentions.

3.3. Tourist destination online content (TDOC) and digital marketing interactions (DMI)

Digital marketing interactions are the most important external factors influencing consumers' purchasing of products and services (Lee, 2008). These interactions allow consumers to access the ideas and

opinions of others about a product or service and can change consumers' decision-making intentions (Dewnarain et al., 2019). do Paço et al. (2019) state that online activities about products and services positively affect consumers' decision-making and purchasing behaviours. It is also known that digital interactions and advertisements are essential to explain consumers' intentions about a product or service (Sun et al., 2021). In addition, digital marketing interactions are important tools to influence individuals' tourist purchasing preferences (Elwalda et al., 2016; Kowatsch & Maass, 2010). Tourists can now examine the features of destinations through different websites and choose the most suitable one. Digital interactions are often tools for tourists to obtain comprehensive and reliable information about the different products and services available in a destination. Tsao and Hsieh (2015) argue that user-oriented online news strongly influences consumers' purchasing decisions and intentions.

On the other hand, Erkan and Evans (2016) highlighted that social media and digital media channels significantly impact individuals' product purchasing behaviour. Similarly, Thakur (2016) opined that experiences related to the content of the products and services in the eWOM environment affect users significantly. Filieri et al. (2021) revealed that the photos shared by tourists on social media significantly impact the intention to revisit the destination and the creation of bonds. The quality of online information can affect how tourists engage with digital marketing interactions.

When tourists have access to high-quality and accurate information about a destination or tourism product, they are more likely to trust the information and engage in digital marketing interactions. Further, user accessibility is also a critical factor in digital marketing interactions. Tourists need to be able to access digital marketing materials easily and quickly. If digital marketing materials are difficult to find, slow to load, or not optimized for mobile devices, tourists may be less likely to engage with them (Fernández-Díaz et al., 2023). Therefore, the digital marketing interactions mentioned above are expected to affect tourists' behavioural intentions positively. Based on this assumption, the following hypothesis will be tested.

H3. Tourists' TDOC perceptions significantly and positively affect digital marketing interactions.

3.4. Satisfaction (S) and tourists' behavioural intentions (TBI)

Developments in communication and information technologies have played a significant role in changing the behavioural intentions of tourists and the way tourist places are advertised online (Jiménez-Barreto et al., 2020). Interactions on online platforms significantly affect tourists' satisfaction and motivation about a destination (Buhalis & Law, 2008). In particular, the reliability of the online information source about destinations significantly affects the satisfaction and behavioural intentions of tourists related to the destination (Veasna et al., 2013). It is also known that tourists' who revisit a destination because of their satisfaction with their first visit and share their satisfactory experiences can influence the behavioural intentions of other tourists (Jacobsen & Munar, 2012). Therefore, tourists' satisfaction with their online destination experience and the reliability of the information plays a vital role in their behavioural intentions (Jiménez-Barreto et al., 2020). It is known that websites such as eWOM, where digital marketing interactions occur, could play an important role in shaping individuals' product and service purchasing preferences (Wang et al., 2012). Individuals' decision-making behaviours (Hu et al., 2017) by providing the information needed (Litvin et al., 2008) Werenowska and Rzepka (2020) point out that tourists quickly get the information they need about the travel and tourism sectors through eWOM channels. See-To and Ho (2014) found that information on social networking sites affects consumers' purchasing intentions. Tsao and Hsieh (2015) concluded that user-oriented online information and eWOM strongly influence consumers' purchasing intentions and decisions. Tariyal et al. (2022)

state that web-based information positively affects tourists' purchasing behaviour and satisfaction. The above discussions show that tourists' perceived satisfaction levels can affect their behavioural intentions negatively or positively. In addition, the finding that satisfaction mediates between tourists' behavioural intentions and TDOC perceptions will provide important clues regarding destination marketing strategies. Based on the existing information in the literature, it is necessary to test the relationship between satisfaction and behavioural intentions and to investigate the mediating effect of satisfaction between tourists' behavioural intentions and TDOC perceptions.

In light of this information, the following hypotheses are proposed:

H4. Satisfaction mediates between tourist behavioural intentions and TDOC perceptions.

H5. Satisfaction significantly and positively affects the behavioural intentions of tourists.

3.5. Digital marketing interactions and tourists' behavioural intentions (TBI)

One of the most advanced features of the Internet is that it offers its users the opportunity to interact with each other (Butler & Peppard, 1998). Thanks to these opportunities, users can share their knowledge and experiences about a product or service through social media and web applications (Alboqami et al., 2015). Tourists primarily consider the experiences and opinions of others when searching for online content or information about services and products in a country and destination (Fesenmaier & Pearce, 2019). Digital interactions about destinations significantly affect tourist decision-making intentions and success (Ketter, 2018). These effects increase the importance of online digital interactions and media in destination marketing (Bae & Chang, 2021). Bagozzi and Dholakia (2006) and Ramkissoon (2021) emphasize that positive emotions in digital interactions can significantly impact decision-making.

Moreover, Liu and Park (2015) stated that digital interaction content, which includes up-to-date, accurate and accessible experiences, plays an essential element in the decision-making stage of tourists about services and products. Deng and Liu (2021) emphasized that sharing on social media causes more digital interactions. Also, Köchling (2021) noted that web-based digital interactions and sharing experiences induce tourists' pre-travel decision-making. Drawing on the above discussion, it is understood that digital marketing interactions are essential in online information about a destination. According to the information stated above, it is noted that digital marketing interactions have an important role in the behavioural intentions of individuals. In this respect, it is necessary to investigate the effect of digital marketing interactions on tourists' behavioural intentions in their destination preferences. In addition, investigating the mediating role of digital marketing interactions between behavioural intention and TDOC will make essential contributions to the existing literature. The following hypotheses are proposed:

H6. Digital marketing interactions have a positive impact on the behavioural intentions of tourists.

H7. Digital marketing interactions mediate tourist behavioural intentions and TDOC perceptions.

The model (see Fig. 1) developed to test the hypotheses for this study investigated whether tourists' TDOC perceptions affect their behavioural intentions. In the proposed model, tourists' perception of TDOC: online information is represented by the quality and user-friendly accessibility; behavioural intentions are represented by the intention to visit the tourist destination and the eWOM intentions. In addition, the proposed model examined the relationships between tourists' TDOC perceptions, behavioural intentions and satisfaction, and digital marketing interactions. Finally, the study also revealed the mediating role of
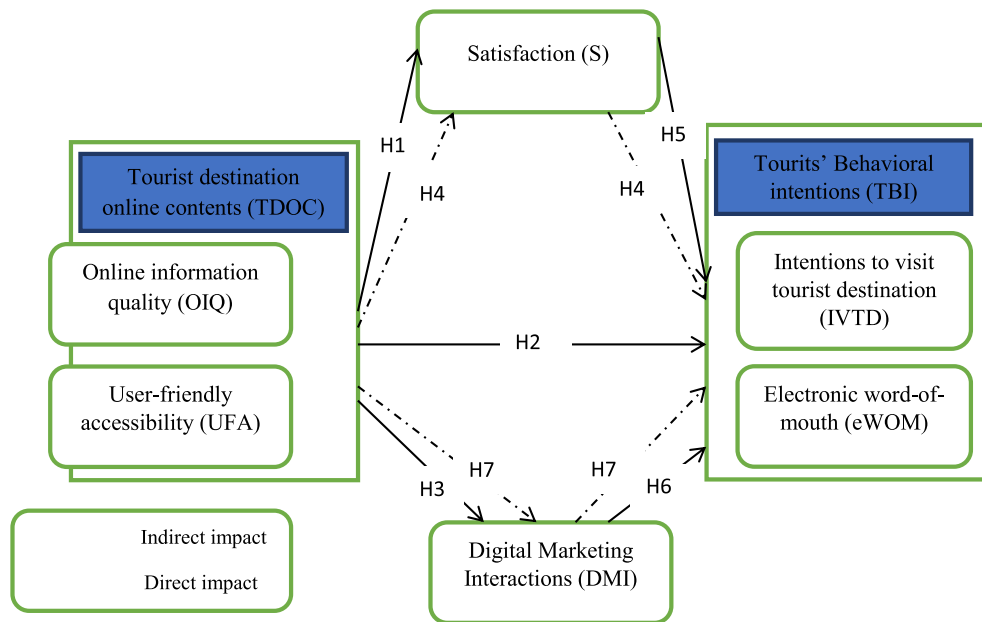
Fig. 1. Theoretical Underpinnings and Hypotheses.

satisfaction and digital marketing interactions in the relationship between tourists' TDOC perceptions and behavioural intentions. We develop and propose the following model for the proposed hypotheses (see Fig. 1).

4. Method

4.1. Data collection and setting

The current study aims to determine the effects of digital marketing interactions and social media on tourism knowledge and tourist behaviours in Gaziantep, Turkey. A face-to-face structured questionnaire was administered to tourists visiting Gaziantep to detect and measure the impact of digital marketing and social media on tourists' decision-making to visit a destination (see Fig. 2). The data used in this study were obtained from the participants by convenience sampling. In the convenience sampling method, the researcher starts with the most accessible respondents and continues to sample until they reach a group of the size they require. When conducting convenience sampling, it is attempted to reach diverse participants and audiences in as many

Fig. 2. Data collection flow chart.

different locations as possible. The sample should accurately represent the main population (Cohen, 1988). In addition, convenience sampling is the most widely used sampling method in the literature (Suri, 2011; Benoot et al., 2016). The questionnaire (33 questions) was translated from English into Turkish (3 times) to gather more accurate responses.

Furthermore, respondents were asked to answer on a five-point Likert scale, where 1 indicates strong disagreement, and 5 indicates strong agreement. Two hundred and sixty-four questionnaires with 33 questions (4 demographics and 29 questions) were administered and filled in face-to-face. Soper (2022) states that 150 representations are sufficient for SEM analysis and accepts the learning measurement method by Soper in the literature (Armutcu et al., 2023). Before the main data collection, a pilot study was conducted to reduce the effects of common method bias (Kock, 2015). As a result of the pilot test (with 50 participants), the validity and reliability of the questionnaire were tested and accepted. Before participating in the study, informed consent was obtained from all participants by giving detailed written information about the study. Ethical approval was obtained from Gaziantep University Ethics Committee in Turkey, Approval No: 10.11.2022/ 258281. Partial Least Squares (SEM) with SmartPLS4 and IBM SPSS 26 were used to evaluate the data obtained within the scope of the study. The variance Based Partial Least Square (PLS) SEM model, which does not seek the assumptions of the newly developed CB-SEM, which can simultaneously predict complex relationships, is frequently used in the literature (Hair Jr et al., 2017). Research participants were informed that the data would be kept confidential and used only for scientific purposes. Detailed information about variables is included in Appendix 1.

5. Results

5.1. Validity and reliability

In this study, internal consistency validity and reliability were evaluated by using AVE (average variance extracted), CA (Cronbach's alpha) and CR (composite reliability). The reliability and stability of a questionnaire may be determined in large part by looking at the internal consistency. The dependability of the data is deemed acceptable when Cronbach's alpha is >0.7; when Cronbach's alpha is 0.6, the possibility of a mistake is too high, and the reliability is undesirable (Adamson &
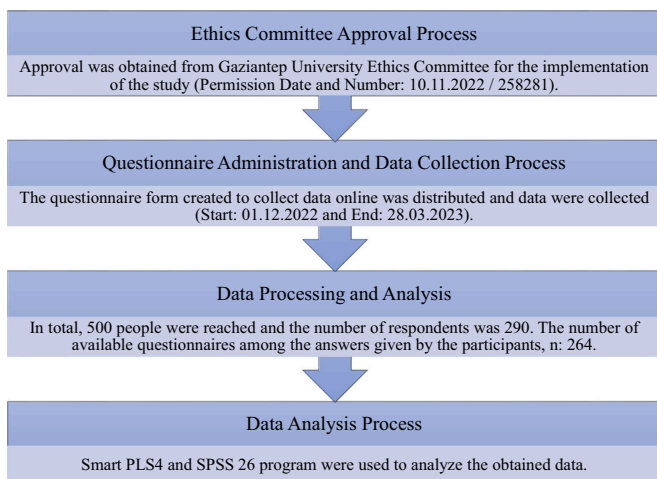
Table 1
Construct reliability and validity.

	CA	CR	AVE
Digital marketing interactions	0.814	0.878	0.642
Intention to visit the tourist destination	0.842	0.888	0.613
Online information quality	0.883	0.914	0.681
Satisfaction	0.873	0.908	0.665
User-friendly accessibility	0.866	0.903	0.651
eWOM	0.839	0.893	0.675

Prion, 2013). CA values were checked first, and as seen in Table 1, CA values are between 0.814 and 0.883. These values are above the threshold values (0.60–0.70) accepted in social sciences (Ursachi et al., 2015). CR values are between 0.878 and 0.914, above the threshold values (Hair Jr et al., 2017). This is another way a researcher can measure the internal consistency of their items. High composite reliability indicates that all your items consistently measure the same construct. AVE values are between 0.613 and 0.681 (see Table 1) and above the threshold (0.50) as suggested by (Fornell & Larcker, 1981). The average variance extracted (AVE), among other metrics, is frequently used to verify constructs. In statistics, the AVE is a metric for comparing the variation recorded by a construct to the variance resulting from measurement error (Santos & Cirillo, 2023).

The discriminant validity test evaluates the closeness and difference of the constructs used in the model. Also, it examines the discrepancy between the measurement tool and the variables that are not thought to be related to the measured feature (Bagozzi & Dholakia, 2006). In this direction, the Fornell-Larcker discriminant validity test was used in the current study. Fornell and Larcker (1981) and Hair Jr et al. (2017) state that the correlation coefficients in any factor used in the study should not exceed the AVE values in a single structure. Table 2 shows that all the constructs have discriminant validity.

5.2. Descriptive data

This section describes the demographic characteristics of respondents extracted according to the information obtained. As shown in Table 3, male participants constitute 55.7 %, while the remaining 44.3 % are female. Of the participants, 40 (15.2 %) are high school graduates, 57 (21.6 %) hold an associate degree, 104 (39.4 %) have a bachelor's degree, 34 (12.9 %) hold a master's degree, and 29 (11.0 %) hold a doctoral degree. In addition, Table 3 reveals that the most common age groups are 25–34 (935.2 %) and 35–44 (33.0 %). Most participants (67.4 %) have over 3001–10.000 TL monthly income.

6. Results of regression analysis

Table 4 below shows the results of STDEV (standard deviations), factor loadings, t-statistics, VIF, means and model fit (SRMR and NFI) values for all the items. STDEV is a measure of how far each data in a

Table 2
Discriminant validity.

	DMI	IVTD	OİQ	SAT	UFA	eWOM
Digital marketing interactions	**0.801**					
Intention to visit the tourist destination	0.780	**0.783**				
Online information quality	0.702	0.698	**0.825**			
Satisfaction	0.780	0.783	0.724	**0.815**		
User-friendly accessibility	0.663	0.714	0.796	0.736	**0.807**	
eWOM	0.812	0.733	0.653	0.757	0.639	**0.822**

Note: the square root of average variance extracted (AVE) for each construct is shown on the main diagonal (in bold).

Table 3
Demographic profile.

		Frequency	Percent
Gender	Male	147	55.7
	Female	117	44.3
	Total	264	100
Education	High school	40	15.2
	Associate' degree	57	21.6
	Bachelor' degree	104	39.4
	Master's degree	34	12.9
	Doctoral degree	29	11.0
	Total	264	100
Age	18 to 24	35	13.3
	25 to 34	93	35.2
	35 to 44	87	33.0
	45 to 55	43	16.3
	55 and above	6	2.3
	Total	246	100.0
Income	1000TL and under	21	8.0
	1001-3000TL	33	12.5
	3001-7000TL	107	40.5
	7000–10.000TL	71	26.9
	10.000TL and above	32	12.1
	Total	264	100

study group is from the mean, in other words, how widespread the distribution is. In addition, the values of factor loading describe the strength of the correlation between the variables and each identified factor. Hair Jr et al. (2017) suggest that for a good fit model, the external loads should be above 0.708, and the items with external load values between 0.4 and 0.7 should be excluded. The external factor loads were above 0.708 (0.768–0.876) (see Table 4). VIF values are an important tool that shows whether there is multicollinearity among the relevant independent variables. Therefore, it is an element that must be checked before performing further statistical analyses. Accordingly, the VIF values of the items should be below 3.3. In addition, since the VIF values of the model are >3.3, a linearity problem emerges; thus, the constructs' linearity degrees should be checked (Hair et al., 2011). It is seen in Table 4 that the VIF values of the model are smaller than the threshold value of 3.3 (1.678–2.730) and that the model does not have any linearity problems.

Finally, the NFI and SRMR values of the model will be examined. The square root of the standardized mean errors is abbreviated as SRMR. The tested model is believed to exhibit higher goodness of fit as this number gets closer to zero. If the NFI value is, it is based on comparing the χ2 value of all variables and the χ2 value calculated from the model. The relative position of the current model between the model and the model of the independent variables gives the NFI. It is recommended that the SRMR value should be between 0.050 and 0.080, and the NFI value should be between 0 and 1 for the model to have good goodness of fit value (Schermelleh-Engel et al., 2003). When Table 4 is examined according to all these criteria, it is seen that the SRMR value is 0.056 and the NFI value is 0.785, and the model has good goodness of fit values.

The bootstrap technique was used to test the hypotheses and model created within the scope of the study. Table 5 and Fig. 3 below show the results of the preload analysis. According to Table 5, online information quality (PC = 0.373, *p* < 0.000) and user-friendly accessibility (PC = 0.430, p < 0.000) have a significant effect on satisfaction. Therefore, the H1 (H1: Tourists' TDOC perceptions positively impact their satisfaction.) hypothesis was supported according to Table 5. This shows that the quality of the online information about the destination is essential in tourists' revisiting destinations. In the same way, it can be stated that the user-friendliness of the services offered positively affects tourists' satisfaction with the destination. In contrast, the results show that online information quality (PC = 0.031, *p* > 0.637) and user-friendly accessibility (PC = 0.059, *p* > 0.546) do not have a significant effect on electronic word-of-mouth. Also, online information quality (PC = 0.051, *p* > 0.469) and user-friendly accessibility (PC = 0.197, *p* < 0.025) do not

Table 4
Factor loadings, VIF and model fit.

	Loadings	Mean	STDEV	T-values	VIF	SRMR	NFI
DMI1	0.814	4.231	0.021	38.230	1.763		
DMI2	0.797	4.371	0.031	25.862	1.696		
DMI3	0.802	4.383	0.032	24.982	1.778		
DMI4	0.792	4.322	0.031	25.197	1.678		
IVTD1	0.799	4.379	0.029	27.796	1.912		
IVTD2	0.795	4.326	0.027	29.610	1.911		
IVTD3	0.768	4.318	0.038	20.084	1.916		
IVTD4	0.768	4.269	0.033	23.451	1.949		
IVTD5	0.783	4.265	0.033	23.601	1.843		
OIQ1	0.804	4.030	0.032	24.976	2.071		
OIQ2	0.876	4.121	0.018	48.214	2.730		
OIQ3	0.835	4.167	0.025	33.393	2.186		
OIQ4	0.824	4.121	0.028	29.333	2.190		
OIQ5	0.785	4.265	0.035	22.222	1.906	0.056	0.785
S1	0.839	4.189	0.019	43.353	2.295		
S2	0.858	4.242	0.020	42.584	2.486		
S3	0.804	4.273	0.031	25.766	1.958		
S4	0.802	4.280	0.029	27.624	1.871		
S5	0.771	4.356	0.036	21.648	1.737		
UFA1	0.797	4.300	0.034	23.330	1.978		
UFA2	0.781	4.266	0.034	22.790	1.760		
UFA3	0.810	4.231	0.029	28.302	2.054		
UFA4	0.812	4.375	0.030	27.414	2.010		
UFA5	0.835	4.417	0.029	28.779	2.212		
eWOM1	0.782	4.284	0.033	23.425	1.749		
eWOM2	0.816	4.341	0.029	27.696	1.920		
eWOM3	0.836	4.367	0.025	33.002	2.381		
eWOM4	0.851	4.413	0.026	32.762	2.374		

Table 5
Regression and mediation results.

	Path coefficients (PC)	STDEV	T statistics	*P* values	Hypotheses
OIQ- > S	0.383	0.096	3.962	0.000	H1 accepted[a]
UFA- > S	0.430	0.107	4.067	0.000	
OIQ- > IVTD	0.051	0.082	0.724	0.469	H2 rejected
OIQ- > eWOM	0.031	0.070	0.472	0.637	
UFA- > IVTD	0.197	0.087	2.243	0.025	
UFA- > eWOM	0.059	0.093	0.604	0.546	
OIQ- > DMI	0.479	0.082	5.843	0.000	H3 accepted[a]
UFA- > DMI	0.280	0.103	2.729	0.006	
UFA > S > IVTD	0.134	0.056	2.387	0.017	
OIQ > S > eWOM	0.108	0.049	2.105	0.036	H4 accepted[a]
OIQ > S > IVTD	0.120	0.051	2.283	0.023	
UFA > S > eWOM	0.119	0.052	2.259	0.024	
S- > IVTD	0.312	0.101	3.031	0.002	H5 accepted[a]
S- > eWOM	0.279	0.100	2.717	0.007	
DMI- > IVTD	0.373	0.099	3.769	0.000	H6 accepted[a]
DMI- > eWOM	0.528	0.121	4.454	0.000	
UFA > DMI > IVTD	0.108	0.056	1.878	0.061	
OIQ > DMI > eWOM	0.145	0.058	2.619	0.009	H7 accepted[a]
OIQ > DMI > IVTD	0.176	0.046	3.835	0.000	
UFA > DMI > eWOM	0.256	0.083	3.120	0.002	

[a] Denotes significance at the10% level.

have a significant effect on the intention to visit the tourist destination. Therefore, according to Table 5, there is insufficient evidence to support the hypothesis (H2: Tourists' TDOC perceptions positively impact their behavioural intentions.). Thus, it can be stated that tourists' TDOC perceptions alone do not have great power to shape their behavioural intentions.

Furthermore, results in Table 5 show that online information quality (PC = 0.479, *p* < 0.000) and user-friendly accessibility (PC = 0.280, *p* < 0.006) positively and significantly affect digital marketing interactions. Accordingly, ensuring quality online information and user-friendly accessibility enhances digital marketing interactions to affirm hypothesis 3 (H3: Tourists' TDOC perceptions significantly positive their digital marketing interactions.). According to these results, it can be stated that the quality and user-friendliness of online information about the services

offered bring digital marketing interactions, i.e. the sharing of positive opinions. In other words, positive digital marketing interactions positively impact tourists' satisfaction levels and behavioural intentions. In addition, this result provides evidence to support hypotheses H6 and H7. More importantly, the results revealed that satisfaction mediates the relationship between tourists' TDOC perceptions and behavioural intentions, as seen in Table 5. These effects are all positive and statistically significant, respectively; UFA- > S- > IVTD PC = 0.134, *p* < 0.017; OQI > S > eWOM PC = 0.108, *p* < 0.036; OQI > S > IVTD PC = 0.120, *p* < 0.023; UFA- > S- > eWOM PC = 0.119, *p* < 0.024. Based on these results, there is significant evidence to affirm hypothesis 4 (H4: Satisfaction mediates between tourist behavioural intentions and TDOC perceptions.). Based on the findings, it can be stated that the level of satisfaction that tourists perceive about the destination (quality and ease of use
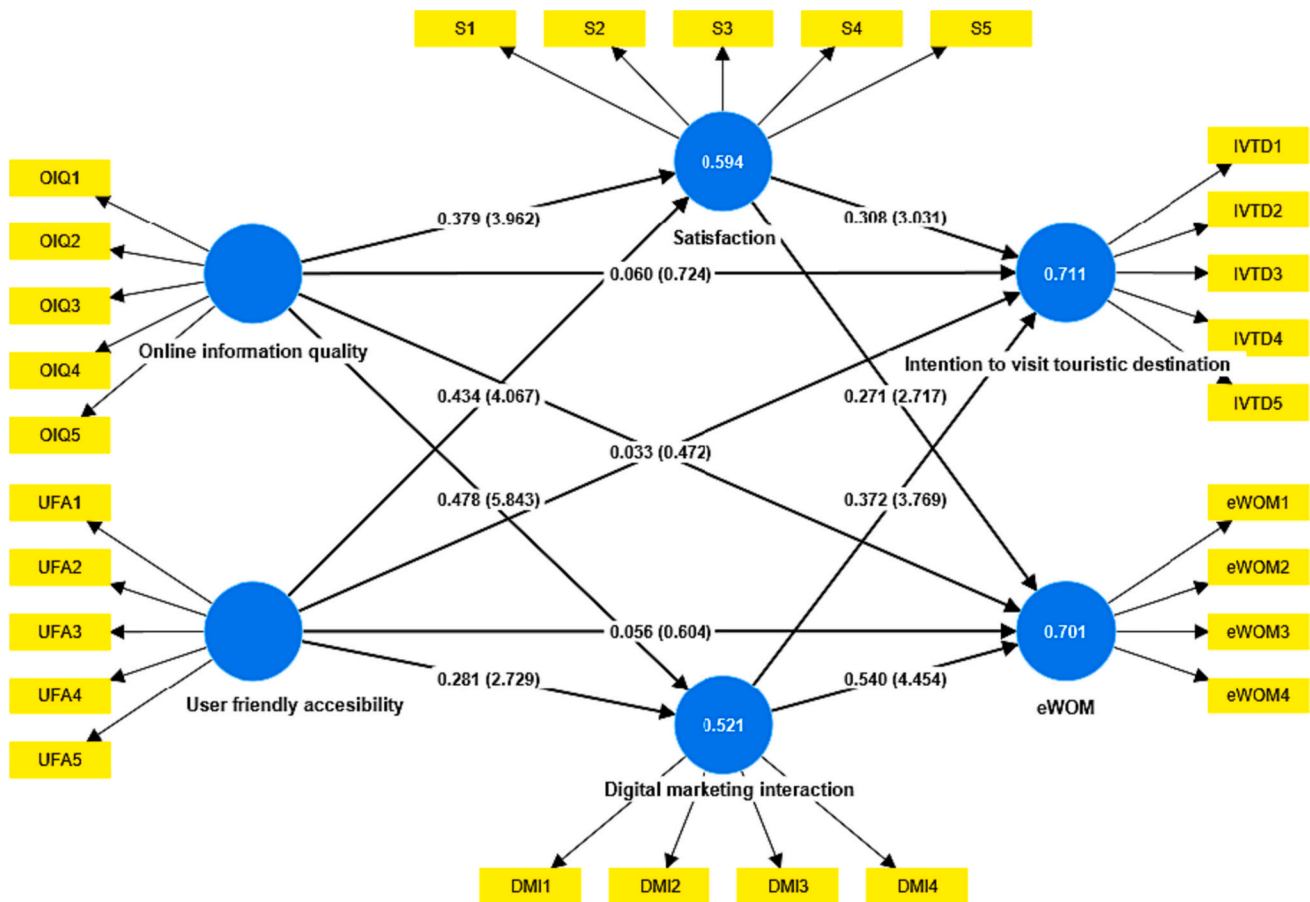
Fig. 3. Structural equation model.

of online information) plays an important role in positively shaping tourists' behavioural intentions.

Moreover, satisfaction affects the intention to visit the tourist destination (PC = 0.312, $p < 0.002$) and electronic word-of-mouth (PC = 0.279, $p < 0.007$). Hence, according to Table 5, there is enough evidence to support H5 (H5: Satisfaction significantly positively affects tourists' behavioural intentions.). In other words, when tourists' satisfaction levels increase, they may repeat their destination visits and positively influence other tourists' opinions about the destination/intention to visit through eWOM. Furthermore, similar evidence is obtained for H6, where there is positive and statistically significant evidence that digital marketing interactions affect the intention to visit the tourist destination (PC = 0.312, $p < 0.002$) and electronic word of mouth (PC = 0.279, $p < 0.007$). Therefore, based on this result, hypothesis H6 was accepted (H6: Digital marketing interactions positively impact the behavioural intentions of tourists.). Thus, it can be stated that tourists' behavioural intentions will be positively affected by the positive sharing of tourists through digital marketing interactions.

Finally, the empirical results show that digital marketing interactions mediate the relationship between tourists' TDOC perceptions and behavioural intentions, as seen in Table 5. These effects are respectively; UFA- > DMI- > IVTD PC = 0.180, $p < 0.061$; OQI > DMI > eWOM PC = 0.145, $p < 0.009$; OQI > DMI > IVTD PC = 0.176, $p < 0.000$; UFA- > DMI- > eWOM PC = 0.256, $p < 0.002$. Based on these results, hypothesis H7 was accepted (H7: Digital marketing interactions mediate between tourist behavioural intentions and TDOC perceptions.). While this provides evidence as to why the H2 hypothesis is not supported, it also shows that digital marketing interactions are important in explaining tourists' TDOC perceptions and behavioural intentions. Thus, it can be stated that increasing positive digital marketing

interactions and TDOC perceptions do positively affect tourists' behavioural intentions. This result contributes to tourists' behavioural intentions to revisit the destination and to participate in positive eWOM communications.

7. Discussion

By proposing a comprehensive model, this study investigated whether TDOC affects their behavioural intentions. In addition, this study examined the relationships between tourists' TDOC perceptions and behavioural intentions and satisfaction and digital marketing interactions. Finally, the study also revealed the mediator role of satisfaction and digital marketing interactions in the relationship between tourists' TDOC perceptions and behavioural intentions. Thus, the relationship between tourists' TDOC perceptions and satisfaction levels was examined in this connection.

The empirical results showed a significant positive relationship between tourists' TDOC perceptions and satisfaction. Therefore, H1 (Tourists' TDOC perceptions significantly impact their satisfaction) was accepted based on these results. This evidence suggests that tourists' TDOC perceptions significantly affect their satisfaction and that highly satisfied tourists have positive thoughts about the destination. As a result, it can be said that tourists' perceptions of online information quality and user-friendly accessibility have a decisive effect on their satisfaction. Similarly, Park et al. (2007) state that the information provided online is an important factor in the sale of products or services while positively influencing consumers' purchasing decisions. This study finding concurs with the findings of other studies in the literature (DeLone, 1992; Lin & Lu, 2000; Lohmann & Kuhn, 2021; Park et al., 2007). It was found that the association between tourists' perceptions of

TDOC and behavioural intentions is insignificant. Accordingly, the H2 (Tourists' TDOC perceptions significantly impact their behavioural intentions) was rejected. In the study by Majeed et al. (2020) on 413 tourists in Pakistan, TDOC perceptions positively affected tourists' behavioural intentions. This finding in the present study contradicts that of Majeed et al. (2020). However, in his study with 256 participants in China, stated that the information in social media and digital media does not always affect the intentions of individuals. Similarly, in a study by Filieri et al. (2021) with 460 participants in Indonesia, they found that the quality of information presented online did not affect tourists' purchasing decisions. Therefore, as evident in this study, there is no direct relationship between tourists' TDOC perceptions and behavioural intentions.

In the current study, it was determined that there is a direct, significant and positive association between tourists' TDOC perceptions and digital marketing interactions. Accordingly, the H3 (Tourists' TDOC perceptions significantly impact their digital marketing interactions) was accepted. Werenowska and Rzepka (2020). In his study with 111 participants in Poland, he states that sharing online information through digital marketing interactions effectively affects tourists' choice of destination. In addition, this current study's finding concurs with previous literature (DeLone, 1992; Erkan & Evans, 2016; Filieri et al., 2021; Thakur, 2016; Werenowska & Rzepka, 2020). According to these results, it can be easily stated that tourists' online information quality and accessibility perceptions have a strong power in terms of shaping their digital marketing interactions.

The current study also investigated the mediator role of tourists' satisfaction in the relationship between their TDOC perceptions and behavioural intentions. Findings revealed that tourists' satisfaction has a mediator role in the relationship between their TDOC perceptions and behavioural intentions. Accordingly, the H4 (Satisfaction has a mediating effect between tourist behavioural intentions and TDOC perceptions) was accepted. Tariyal et al. (2022), in their study on 338 Indian tourists, found that the quality and ease of use of the information presented online impacted the satisfaction levels of tourists and their booking decisions. This finding is similar to the one found within the scope of the study. Same way, this finding of the current study concurs with the results of some studies in the literature (Majeed et al., 2020; See-To & Ho, 2014; Sweeney et al., 2014; Tariyal et al., 2022; Tsao & Hsieh, 2015; Wang et al., 2012).

Another contribution of this study is the relationship between tourists' satisfaction levels and their behavioural intentions (intention to visit the tourist destination and eWOM intentions). The empirical results revealed a significant relationship between satisfaction and tourists' behavioural intentions. Accordingly, the H5 (Satisfaction significantly affects tourists' behavioural intentions) was accepted. Hamed et al. (2023), in a study conducted on 899 participants in Jordan, found that consumers' satisfaction level with products or services is effective in purchasing the same product or service again. This finding is similar to the one found within the scope of the study. Similarly, this study finding aligns with the results of previous literature (Chin, 1998; Majeed et al., 2017; Majeed et al., 2020; Tariyal et al., 2022).

The relationship between tourists' digital marketing interactions and behavioural intentions (intention to visit the tourist destination and eWOM intentions) was also investigated. It was determined that there is a significant and positive correlation between tourists' digital marketing interactions and behavioural intentions. Accordingly, the H6 (Digital marketing interactions impact tourists' behavioural intentions) was accepted. Köchling (2021), in her study in Germany, states that the experiences of tourists in digital marketing channels increase the behavioural intentions of tourists, that is, their online destination experiences. Also, the current study's findings comply with previous studies' results (Bagozzi & Dholakia, 2006

; Deng & Liu, 2021; Köchling, 2021; Liu & Park, 2015).

In addition, this study examined the mediating role of digital marketing interactions in the relationship between tourists' TDOC perceptions and behavioural intentions. The findings revealed that digital marketing interactions mediate the relationship between tourists' TDOC perceptions and behavioural intentions. Accordingly, the H7 (Digital marketing interactions mediate between tourist behavioural intentions and TDOC perceptions) was accepted. Armutcu et al. (2023) found that digital marketing interactions that they do not have play an active role in buyers' decisions when purchasing a product or service. In addition, this finding of the current study concurs with the results of some studies in the literature (Bagozzi & Dholakia, 2006; Köchling, 2021).

As a result, tourists seek information about destinations through social media and digital marketing channels. This indicates an essential online marketing opportunity for destinations by actively using quality information and making it easily accessible and other applications such as eWOM. However, it is seen that the stakeholders in the destination marketing system need to increase their customer satisfaction and digital marketing interactions to provide more services to existing and potential tourists. Tourism service providers can positively affect tourists' behavioural intentions by improving the quality of online information about the services and products they offer. This enables tourists to revisit the same destination.

Moreover, it can be stated that organizing and reshaping the applications provided to the service of tourists in a user-friendly structure will positively affect the behavioural intentions of tourists because consumers' intention to buy from sites with a difficult structure is lower than those on user-friendly sites. In addition, destinations that offer user-friendly accessibility and quality information to tourists can gain a sustainable advantage over their competitors. Finally, tourism stakeholders can get the most economical and fastest tourist access through online destination promotion opportunities.

8. Contributions

This study has several theoretical contributions. First, this study significantly extends knowledge to the existing literature on tourists' destination visit intentions. Although several studies investigate tourists' behavioural intentions in their destination choices, few studies have investigated whether tourists' perceptions of TDOC affect their behavioural intentions. The degree to which visitors were satisfied with their initial trip to a destination and the digital marketing engagement channels through which they shared their experiences may have a favorable impact on subsequent trips and the intents of future visitors. Similarly, the quality and user-friendly accessibility (TDOC) of the online information provides important clues that influence tourists' behavioural intentions (intention to visit the destination and eWOM). TDOC includes online information quality and user-friendly accessibility, which can provide potential tourists with a positive impression of the destination and enhance the overall user experience, ultimately leading to an increased likelihood of tourists visiting the destination. This study contributes significantly to the limited literature by investigating the relationships between tourists' TDOC perceptions and digital marketing interactions and between digital marketing interactions and tourists' behavioural intentions. However, considering the previous research, the limited evidence on the mediating effect of TDOC and behavioural intention in digital marketing interactions (specifically in tourism) makes this study important. In addition, this study is the first conducted in this field in Turkey. Our findings highlight new policies and roadmaps should be created by considering accurate, up-to-date, and easily accessible information to ensure that existing tourists visit again and attract new tourists.

Secondly, this study is the first to examine satisfaction and digital marketing interactions as mediators between tourists' perceptions of TDOC and their behavioural intentions. Therefore, companies can carefully monitor their digital marketing interactions and eWOM movements to exceed future expectations of tourists and can reshape their decisions accordingly. Further, organizations can prioritize

delivering high-quality experiences and excellent customer service to attract and retain tourists in the long term. This will mainly be a strategic response by the tourism industry to improve tourist visits to a particular destination post-COVID-19 (Ramkissoon, 2021, 2022b, 2023).

Third, the integration of multiple theoretical frameworks, such as the Theory of Planned Behaviour (TPB), Self-Determination Theory (SDT), and Expectation Confirmation Theory (ECT), can provide a comprehensive understanding of how destination marketers can gain insights into the psychological factors that influence tourist satisfaction, digital interactions, and behavioural intentions. They can develop online content strategies that address tourists' attitudes, social influences, perceived control, psychological needs, and expectation confirmation—this results in enhanced satisfaction, improved digital interactions, and increased intentions to visit.

Fourth, this study proposes and tests a comprehensive model compared to previous research within the context of Turkey, which is dominated by Eastern culture. Before visiting a destination, tourists seek online information about the target destination (its history, nature, culture and gastronomy). In this respect, Gaziantep has been a frequent destination for many tourists due to its natural, cultural and historical richness. In addition, Gaziantep is constantly attracting the attention of local and foreign tourists with its rich cuisine. All these crucial factors make Gaziantep an attractive destination for tourists. There is limited empirical research evidence on the interactive elements of online tourism information for the city of Gaziantep (the gastronomy city known as the pearl of the East) that is ignored and given less importance. Thus, our study makes a significant contribution to the online tourism field for the city of Gaziantep, which previously could not reach the desired level in the tourism field in Turkey. However, the findings determined within the scope of the study can be generalized by applying to other cities and countries that are known and branded for their history, nature, cultural structure and gastronomy. Gaziantep reflects the photograph of all cities and countries branded with the mentioned features in the same frame. In this respect, this study makes significant contributions to the related field.

9. Limitations and future research

The current study is limited to measuring the tourists' perceptions of TDOC impacting their behavioural intentions by questionnaire as the response might be affected by social desirability bias. Future studies might include interviews or focus groups to obtain a more comprehensive understanding of their research topic. In this respect, future researchers can group the target group or conduct interviews with semi-structured questionnaire forms by face-to-face interview method. In this study, information was provided to the participants about the confidentiality of the answers, and it was tried to emphasize their real feelings and thoughts in their responses. In addition, the reliability of the study data was increased by excluding participants who had little time. The use of social media and its related applications permeates both Turkish and global daily life. According to We Are Social (2022), 69.9 million people in Turkey, or 80.7 % of the country's population, use the Internet and social media daily for an average of 8 h (www.tuik.gov.tr). This motivated us to select the study's variables and population (Turkey). Further, this study focused on Turkey can be another limitation, and the results may not be generalized considering the cultural differences across countries. In this connection, future research can make new contributions to the relevant literature by extending this study to different countries and exploring how cultural differences play a key role in tourists' decisions and behaviour.

10. Conclusion

The impact of social media and digital marketing on tourist behaviour and intention to visit a tourist destination is complex and multi-faceted. This study underscores the need for destination marketers to craft and disseminate authentic online content that accurately represents the destination and provides comprehensive information. This quantitative study provides evidence that TDOC significantly impacts tourists' behavioural intentions. Accordingly, ensuring that the online content aligns with the actual experiences while delivering on the promised expectations is crucial to maintaining tourists' trust and satisfaction. Our findings offer opportunities for the tourism industry to navigate challenges and provide authentic experiences while capitalizing on these platforms' opportunities to effectively reach and engage with potential tourists. At this point, destination marketers should present real (authentic) values that preserve the region's characteristics from the past to the present and ensure that tourists have an unforgettable experience. In addition, the quality, reliability and accessibility of online information significantly impact tourists' destination choices. In this context, destination marketers can actively utilize business-to-consumer (B2C) e-commerce, social media and digital marketing channels/applications to improve the quality, reliability and accessibility of online information. This situation will increase tourists' trust in destination marketers, and tourists' behavioural intentions will be positively affected.

The user-friendliness of the applications offered by destination marketers may positively change the behavioural intentions of tourists in online destination selection because user-friendly applications positively impact purchasing behaviours. In addition, by using AI intelligence applications, it can be facilitated for tourists to make decisions by highlighting content for their areas of interest. In this way, the areas of interest of tourists can be brought to the forefront among the relevant destination features, and tourists' behavioural intentions can be changed positively. Likewise, policymakers should increase infrastructure and superstructure investments to increase tourists' satisfaction with a destination. However, destination marketers should keep tourists' satisfaction levels high by improving the quality and functionality of the activities for the products and services they offer tourists. Also, by providing accurate and realistic information, high-quality photos and videos, and positive reviews, tourism service providers and destinations can help shape tourists' expectations positively. This can lead to higher satisfaction levels and increase tourists' intention to visit, revisit, or recommend the destination to others. Tourists who leave a destination with high satisfaction will increase their revisit rates and positive eWOM shares.

A positive eWOM share positively affects other tourists' opinions about the destination. For instance, online destination reviews created by tourists have grown online. They are driven by the idea that tourists' decisions about a destination are influenced by good or negative information from other tourists, considering that positive digital marketing interactions positively affect tourists' behavioural intentions. In this context, destination marketers or policymakers should develop strategies for tourists to participate in digital marketing interactions and share their feelings and thoughts online. For example, discounts on payments, local gifts, sweepstakes, bonuses and treats during their visits can be given to reward tourists who share their thoughts about the destination online and encourage them to share their thoughts. Thus, tourists' satisfaction levels will increase and positively contribute to destination marketing by engaging in positive digital marketing interactions. Finally, online positive posts can be effectively highlighted through AI applications and TDOC to positively change tourists' behavioural intentions for the destination. This may increase the sales volume and revenues of destinations.

Declaration of competing interest

The authors declare that they have no conflict of interest.

Data availability

Data will be made available on request.

Appendix 1. Research instrument description

Online information quality (OIQ)	OIQ1	I believe that tourist destination's online information will be helpful to book the best tourism package.	Andreassen & Streukens, 2009
	OIQ2	I feel that detailed online information about tourist destination will help to satisfy tourists.	
	OIQ3	I believe that the updated online price of tourism package will help tourists to quickly decide their tourism schedule.	
	OIQ4	I feel that the online quality service will be reliable to meet tourists' needs and expectations.	
	OIQ5	Online view of aesthetic locations of a destination will attract tourists.	
User-friendly accessibility (UFA)	UFA1	I believe that tourist destination's online content will be easily understandable.	Majeed et al. (2020); Joyce & Kirakowski (2015)
	UFA2	I believe that online tourism information will help to quickly access the desired information about tourist destination.	
	UFA3	I believe that tourist destination's online representative will be friendly to tourists.	
	UFA4	I expect that tourist destination's online information will be easily available on the Internet.	
	UFA5	Authentic and updated online tourism information will make tourists relaxed while browsing their desired tourism information.	
Satisfaction (S)	S1	Online tourism information delivers positive image of a destination among tourists.	Andreassen & Streukens, 2009; Albayrak et al., 2010; Hao et al., 2015
	S2	A destination may present its strong image to tourists with online tourism contents.	
	S3	Reliable online tourism information will make tourists happy to purchase online tourism packages.	
	S4	Updated online tourism information will make a destination popular among tourists.	
	S5	Online tourism information makes tourists relaxed while browsing online tourism destinations.	
Intentions to visit tourist destinations (IVTD)	IVTD1	I will purchase online tourism package to visit my friends and family in host destination.	Andreassen & Streukens, 2009; Albayrak et al., 2010; Evans, 2015; Baloglu & Brinberg, 1997; Evans, 2015
	IVTD2	Online tourism information will help to easily schedule all fun and adventure activities at host destination.	
	IVTD3	Online information about host tourism destinations' rest and relaxation activities will promote tourists' visits.	
	IVTD4	Online tourism promotion with religious facilities will ensure more tourists' arrival at host tourism destinations.	
	IVTD5	Online tourism packages will offer greater value for money for my actual traveling to tourism destinations.	
Digital Marketing Interactions (DMI)	DMI1	I use digital marketing channels to search for information about tourism destinations.	Amaro et al. (2016)
	DMI2	I use digital marketing channels to read other people's experiences and opinions about tourism destinations.	
	DMI3	I use digital marketing channels to look up people's comments about tourism destinations.	
	DMI4	I use digital marketing channels to find and discover people's recommendations about tourism destinations.	
Electronic word-of-mouth (eWOM)	eWOM1	I will share online comments about my tourism experience.	Andreassen & Streukens, 2009; Albayrak et al., 2019; Evans, 2015
	eWOM2	I will encourage more tourists online to travel to my experienced tourism destination.	
	eWOM3	My shared online comments will generate awareness among tourists about traveling to the same destination.	
	eWOM4	Comments on the positive experience of online tourism booking will help to satisfy tourists about their future intentions to visit the same destination.	
	eWOM5	I will communicate my feelings of tourism experience with my friends and family on different online social media.	

References

Abubakar, B., & Mavondo, F. (2014). Tourism destinations: Antecedents to customer satisfaction and positive word-of-mouth. *Journal of Hospitality Marketing & Management, 23*(8), 833–864.

Adamson, K. A., & Prion, S. (2013). Reliability: Measuring internal consistency using Cronbach's α. *Clinical Simulation in Nursing, 9*(5).

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179–211.

Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological Bulletin, 84*(5), 888.

Alamsyah, D., Othman, N., Bakri, M., Adjie, A., Salsabila, K., & Syarifuddin, D. (2020). Confirmatory factor analysis of green advertising and its impact on green awareness. *Management Science Letters, 10*(16), 3899–3906.

Albayrak, T., Caber, M., & Aksoy, S. (2010). Relationships of the Tangible and IntangibleElements of Tourism Products with OverallCustomer Satisfaction. *International Journal of Trade, Economics and Finance, 1*(2), 140.

Albayrak, T., Dursun, A., & Ünal, C. (2019). Do tourists have different motivations for online travel purchasing? A segmentation of the Russian market. *Journal of Vacation Marketing, 25*(4), 432–443.

Alboqami, H., Al-Karaghouli, W., Baeshen, Y., Erkan, I., Evans, C., & Ghoneim, A. (2015). Electronic word of mouth in social media: The common characteristics of retweeted

and favourited marketer-generated content posted on twitter. *International Journal of Internet Marketing and Advertising, 9*(4), 338–358.

Amaro, S., Duarte, P., & Henriques, C. (2016). Travelers' use of social media: A clustering approach. *Annals of Tourism Research, 59*, 1–15.

Andreassen, T. W., & Streukens, S. (2009). Service innovation and electronic word of mouth: is it worth listening to? *Managing Service Quality: An International Journal, 19*(3), 249–265.

Armitage, C. J., & Conner, M. (2001). Efficacy of the theory of planned behaviour: A meta-analytic review. *British Journal of Social Psychology, 40*(4), 471–499.

Armutcu, B., Ramadani, V., Zeqiri, J., & Dana, L. P. (2023). The role of social media in consumers' intentions to buy green food: Evidence from Türkiye. *British Food Journal.* https://doi.org/10.1108/BFJ-11-2022-0988

Arsal, I., Backman, S., & Baldwin, E. (2008). Influence of an online travel community on travel decisions. In *Information and communication technologies in tourism 2008* (pp. 82–93). Springer.

Atsız, O., Ramkissoon, H., & Öğretmenoğlu, M. (2023). Yoga travellers' experiences in guided tours: a multiple case study approach. *Current Issues in Tourism, 26*(2), 177–183.

Bae, S. Y., & Chang, P.-J. (2021). The effect of coronavirus disease-19 (COVID-19) risk perception on behavioural intention towards 'untact' tourism in South Korea during the first wave of the pandemic (March 2020). *Current Issues in Tourism, 24*(7), 1017–1035.

Bagozzi, R. P., & Dholakia, U. M. (2006). Antecedents and purchase consequences of customer participation in small group brand communities. *International Journal of Research in Marketing, 23*(1), 45–61.

Baloglu, S., & Brinberg, D. (1997). Affective images of tourism destinations. *Journal of travel research, 35*(4), 11–15.

Benoot, C., Hannes, K., & Bilsen, J. (2016). The use of purposeful sampling in a qualitative evidence synthesis: A worked example on sexual adjustment to a cancer trajectory. *BMC medical research methodology, 16*(1), 1–12.

Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the internet—The state of eTourism research. *Tourism Management, 29*(4), 609–623.

Butler, P., & Peppard, J. (1998). Consumer purchasing on the Internet: Processes and prospects. *European Management Journal, 16*(5), 600–610.

Cheung, G. W., & Lau, R. S. (2008). Testing mediation and suppression effects of latent variables: Bootstrapping with structural equation models. *Organizational Research Methods, 11*(2), 296–325.

Chin, W. W. (1998). The partial least squares approach to structural equation modeling. In G. A. Marcoulides (Ed.), *295(2). Modern methods for business research* (pp. 295–336). Publisher: Lawrence Erlbaum Associates Publisher.

Choi, Y., Hickerson, B., & Kerstetter, D. (2018). Understanding the sources of online travel information. *Journal of Travel Research, 57*(1), 116–128.

Chu, S.-C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising, 30*(1), 47–75.

Cohen, J. (1988). Set correlation and contingency tables. *Applied Psychological Measurement, 12*(4), 425–434.

Conner, M., & Armitage, C. J. (1998). Extending the theory of planned behavior: A review and avenues for further research. *Journal of Applied Social Psychology, 28*(15), 1429–1464.

Coyle, C. L., & Vaughn, H. (2008). Social networking: Communication revolution or evolution? *Bell Labs Technical Journal, 13*(2), 13–17.

de Amorim, L.A., Sousa, B.B., Dias, A.L., & Santos, V.R. (2022). Exploring the outcomes of digital marketing on historic sites' visitor behaviour. Journal of Cultural Heritage Management and Sustainable Development, 12, 1–16. ISSN: 2044-1266.https://doi.org/10.1108/JCHMSD-11-2021-0202.

Deb, S.K., Nafi, S.M., & Valeri, M. (2022). Promoting tourism business through digital marketing in the new normal era: A sustainable approach. European Journal of Innovation Management (Vol.). ahead-of-print No. ahead-of-print. doi:10.1108/EJIM-04-2022-0218. ISSN: 1460-1060.

Deci, E. L., & Ryan, R. M. (2000). The "what" and "why" of goal pursuits: Human needs and the self-determination of behavior. *Psychological Inquiry, 11*(4), 227–268.

DeLone, W. (1992). Information systems success: The quest for the dependent variable. *Information Systems Research, 3*(1), 60–95.

Deng, N., & Liu, J. (2021). Where did you take those photos? Tourists' preference clustering based on facial and background recognition. *Journal of Destination Marketing & Management, 21*, Article 100632.

Dwyer, L., & Kim, C. (2003). Destination competitiveness: Determinants and indicators. *Current Issues in Tourism, 6*(5), 369–414.

Edosomwan, S., Prakasan, S. K., Kouame, D., Watson, J., & Seymour, T. (2011). The history of social media and its impact on business. *Journal of Applied Management and Entrepreneurship, 16*(3), 79–91.

Elwalda, A., Lü, K., & Ali, M. (2016). Perceived derived attributes of online customer reviews. *Computers in Human Behavior, 56*, 306–319.

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior, 61*, 47–55.

Fernández, J. A. S., Azevedo, P. S., Martín, J. M. M., & Martín, J. A. R. (2020). Determinants of tourism destination competitiveness in the countries most visited by international tourists: Proposal of a synthetic index. *Tourism Management Perspectives, 33*, Article 100582. ISSN 2211-9736 https://doi.org/10.1016/j.tmp.2019.100582.

Fernández-Díaz, E., Jambrino-Maldonado, C., Iglesias-Sánchez, P. P., & de las Heras-Pedrosa, C.. (2023). Digital accessibility of smart cities-tourism for all and reducing inequalities: Tourism agenda 2030. *Tourism Review, 78*(2), 361–380.

Fesenmaier, D. R., & Pearce, P. L. (2019). Searching... For what is important. In P. L. Pearce (Ed.), *Tourist behaviour* (pp. 385–406). Edward Elgar Publishing.

Filieri, R., Lin, Z., Pino, G., Alguezaui, S., & Inversini, A. (2021). The role of visual cues in eWOM on consumers' behavioral intention and decisions. *Journal of Business Research, 135*, 663–675.

Fornell, C., & Larcker, D. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics. *Journal of Marketing Research, 18*(3), 382–388.

Fu, Y., & Timothy, D. J. (2021). Social media constraints and destination images: The potential of barrier-free internet access for foreign tourists in an internet-restricted destination. *Tourism Management Perspectives, 37*, Article 100771.

Garay, L. (2019). #Visitspain. Breaking down affective and cognitive attributes in the social media construction of the tourist destination image. *Tourism Management Perspectives, 32*, 100560. ISSN 2211-9736 https://doi.org/10.1016/j.tmp.2019.100560.

García-Milon, A., Juaneda-Ayensa, E., Olarte-Pascual, C., & Pelegrín-Borondo, J. (2020). Towards the smart tourism destination: Key factors in information source use on the tourist shopping journey. *Tourism Management Perspectives, 36*, Article 100730.

Hagger, M. S., & Chatzisarantis, N. L. (2009). Integrating the theory of planned behaviour and self-determination theory in health behaviour: A meta-analysis. *British Journal of Health Psychology, 14*(2), 275–302.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing theory and Practice, 19*(2), 139–152.

Hair, J. F., Jr., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2017). *Advanced issues in partial least squares structural equation modeling.* Los Angeles: SAGE Publications (ISBN: 9781483377384, 1483377385).

Hamed, M. M., Amin, M., Munjed, A.-S., & Mo'ayyad S.. (2023). Modeling the households' satisfaction level with the first electric vehicle and the time until the purchase of the second electric vehicle. *International Journal of Sustainable Transportation, 17*(1), 52–64. https://doi.org/10.1080/15568318.2021.1983677

Hao, J. X., Yu, Y., Law, R., & Fong, D. K. C. (2015). A genetic algorithm-based learning approach to understand customer satisfaction with OTA websites. *Tourism Management, 48*, 231–241.

Harland, P., Staats, H., & Wilke, H. A. (1999). Explaining proenvironmental intention and behavior by personal norms and the theory of planned behavior 1. *Journal of Applied Social Psychology, 29*(12), 2505–2528.

Hosseini, R. S., Zainal, A., & Sumarjan, N. (2015). The effects of service performance of hotel customers on quality of experience and brand loyalty in Iran. *Procedia-Social and Behavioral Sciences, 201*, 156–164.

Hovland, C. I., & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opinion Quarterly, 15*(4), 635–650.

Hu, Y.-H., Chen, K., & Lee, P.-J. (2017). The effect of user-controllable filters on the prediction of online hotel reviews. *Information & Management, 54*(6), 728–744.

Hwang, J., Park, S., & Woo, M. (2018). Understanding user experiences of online travel review websites for hotel booking behaviours: An investigation of a dual motivation theory. *Asia Pacific Journal of Tourism Research, 23*(4), 359–372.

Islam, M. T. (2021). Application of social media in the tourism industry: A review. *SEISENCE Journal of Management, 4*(1), 59–68. ISSN: 2617-5770 (online) 10.33215/sjom.v4i1.556.

Jacobsen, J. K. S., & Munar, A. M. (2012). Tourist information search and destination choice in a digital age. *Tourism Management Perspectives, 1*, 39–47.

Javed, M., Tučková, Z., & Jibril, A. B. (2020). The role of social media on tourists' behavior: An empirical analysis of millennials from the Czech Republic. *Sustainability, 12*(18), 7735.

Jeong, M., & Shin, H. H. (2020). Tourists' experiences with smart tourism technology at smart destinations and their behavior intentions. *Journal of Travel Research, 59*(8), 1464–1477.

Jiménez-Barreto, J., Rubio, N., Campo, S., & Molinillo, S. (2020). Linking the online destination brand experience and brand credibility with tourists' behavioral intentions toward a destination. *Tourism Management, 79*. https://doi.org/10.1016/j.tourman.2020.104101

Jimenez-Barreto, J., Sthapit, E., Rubio, N., & Campo, S. (2019). Exploring the dimensions of online destination brand experience: Spanish and North American tourists' perspectives. *Tourism Management Perspectives, 31*, 348–360.

Jin, X.-L., Zhou, Z., Lee, M. K., & Cheung, C. M. (2013). Why users keep answering questions in online question answering communities: A theoretical and empirical investigation. *International Journal of Information Management, 33*(1), 93–104.

Joyce, M., & Kirakowski, J. (2015). Measuring attitudes towards the Internet: The general Internet attitude scale. *International Journal of Human-Computer Interaction, 31*(8), 506–517.

Kaosiri, N. Y., Callarisa Fiol, L. J., Moliner Tena, M. A., Rodríguez Artola, R. M., & Sanchez Garcia, J. (2019). User-generated content sources in social media: A new approach to explore tourist satisfaction. *Journal of Travel Research, 58*(2), 253–265.

Ketter, E. (2018). It's all about you: Destination marketing campaigns in the experience economy era. *Tourism Review, 73*(3), 331–343.

Khalifa, M., & Liu, V. (2002). Satisfaction with internet-based services: The role of expectations and desires. *International Journal of Electronic Commerce, 7*(2), 31–49.

Khan, M. M., Siddique, M., Yasir, M., Qureshi, M. I., Khan, N., & Safdar, M. Z. (2022). The significance of digital marketing in shaping ecotourism behaviour through destination image. *Sustainability, 14*(12), 7395.

Kim, D.-Y., Lehto, X. Y., & Morrison, A. M. (2007). Gender differences in online travel information search: Implications for marketing communications on the internet. *Tourism Management, 28*(2), 423–433.

Kim, H., & Stepchenkova, S. (2015). Effect of tourist photographs on attitudes towards destination: Manifest and latent content. *Tourism Management, 49*, 29–41.

Kim, M., & Kim, J. (2020). Destination authenticity as a trigger of tourists' online engagement on social media. *Journal of Travel Research, 59*(7), 1238–1252.

Kim, M. G., Lee, C. H., & Mattila, A. S. (2014). Determinants of customer complaint behavior in a restaurant context: The role of culture, price level, and customer loyalty. *Journal of Hospitality Marketing & Management, 23*(8), 885–906.

Köchling, A. (2021). Experiential marketing as a tool to enhance tourists' pre-travel online destination experiences? A web-based experiment. *Journal of Destination Marketing & Management, 22*, Article 100669.

Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of e-Collaboration, 11*(4), 1–10.

Kowatsch, T., & Maass, W. (2010). In-store consumer behavior: How mobile recommendation agents influence usage intentions, product purchases, and store preferences. *Computers in Human Behavior, 26*(4), 697–704.

Krey, N., Tom Dieck, M. C., Wu, S., & Fountoulaki, P. (2023). Exploring the influence of touch points on tourist experiences at crisis impacted destinations. *Journal of Travel Research, 62*(1), 39–54.

Lam, J. M., Ismail, H., & Lee, S. (2020). From desktop to destination: User-generated content platforms, co-created online experiences, destination image and satisfaction. *Journal of Destination Marketing & Management, 18*, Article 100490.

Law, R., Chan, I. C. C., & Wang, L. (2018). A comprehensive review of mobile technology use in hospitality and tourism. *Journal of Hospitality Marketing & Management, 27*(6), 626–648.

Lee, E. J. (2008). When are strong arguments stronger than weak arguments? Deindividuation effects on message elaboration in computer-mediated communication. *Communication Research, 35*(5), 646–665.

Lee, E.-J., & Shin, S. Y. (2014). When do consumers buy online product reviews? Effects of review quality, product type, and reviewer's photo. *Computers in Human Behavior, 31*, 356–366.

Lee, K.-T., & Koo, D.-M. (2015). Evaluating right versus just evaluating online consumer reviews. *Computers in Human Behavior, 45*, 316–327.

Lee, S., & Kim, E. (2020). Influencer marketing on Instagram: How sponsorship disclosure, influencer credibility, and brand credibility impact the effectiveness of Instagram promotional post. *Journal of Global Fashion Marketing, 11*(3), 232–249.

Li, X., Ma, S. D., & Wu, M. (2023). What makes social media branding more effective in shaping pre-visit image: Information quality or source credibility? *Tourism Management Perspectives, 46*, Article 101084.

Lin, J. C.-C., & Lu, H. (2000). Towards an understanding of the behavioural intention to use a web site. *International Journal of Information Management, 20*(3), 197–208.

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management, 29*(3), 458–468.

Liu, Z., & Park, S. (2015). What makes a useful online review? Implication for travel product websites. *Tourism Management, 47*, 140–151.

Lohmann, M., & Kuhn, F. (2021). Reiseentscheidung [Travel decision]. In *De Gruyter Studium. Tourismus, Hotellerie und Gastronomie von A bis Z* (1st ed., pp. 773–777). De Gruyter Oldenbourg.

Macnamara, J. R. (2010). *The 21st century media (r) evolution: Emergent communication practices*. New York: Peter Lang.

Magano, J., & Cunha, M. N. (2020). Digital marketing impact on tourism in Portugal: A quantitative study. *African Journal of Hospitality, Tourism and Leisure, 9*(1), 1–19.

Majeed, S., Lu, C., & Usman, M. (2017). Want to make me emotional? The influence of emotional advertisements on women's consumption behavior. *Frontiers of Business Research in China, 11*(1), 1–25.

Majeed, S., Zhou, Z., Lu, C., & Ramkissoon, H. (2020). Online tourism information and tourist behavior: A structural equation modeling analysis based on a self-administered survey. *Frontiers in Psychology, 11*, 599.

Mehra, P. (2023). Unexpected surprise: Emotion analysis and aspect based sentiment analysis (ABSA) of user generated comments to study behavioral intentions of tourists. *Tourism Management Perspectives, 45*, Article 101063.

Oh, M. M., & Kim, S. S. (2020). Dimensionality of ethnic food fine dining experience: An application of semantic network analysis. *Tourism Management Perspectives, 35*, Article 100719.

Oliver, R. L. (1977). Effect of expectation and disconfirmation on postexposure product evaluations: An alternative interpretation. *Journal of Applied Psychology, 62*(4), 480.

Dewnarain, S., Ramkissoon, H., & Mavondo, F. (2019). Social customer relationship management in the hospitality industry. *Journal of Hospitality, 1*(1), 1–14.

do Paço, A., Shiel, C., & Alves, H. (2019). A new model for testing green consumer behaviour. *Journal of Cleaner Production, 207*, 998–1006.

Pantano, E., Priporas, C.-V., Stylos, N., & Dennis, C. (2019). Facilitating tourists' decision making through open data analyses: A novel recommender system. *Tourism Management Perspectives, 31*, 323–331.

Park, D.-H., Lee, J., & Han, I. (2007). The effect of online consumer reviews on consumer purchasing intention: The moderating role of involvement. *International Journal of Electronic Commerce, 11*(4), 125–148.

Park, O.-J., Kim, M. G., & Ryu, J.-H. (2019). Interface effects of online media on tourists' attitude changes. *Tourism Management Perspectives, 30*, 262–274.

Pektas, S. Y., & Hassan, A. (2020). The effect of digital content marketing on tourists' purchase intention. *Journal of Tourismology, 6*(1), 79–98.

Pino, G., Peluso, A. M., Del Vecchio, P., Ndou, V., Passiante, G., & Guido, G. (2019). A methodological framework to assess social media strategies of event and destination management organizations. *Journal of Hospitality Marketing & Management, 28*(2), 189–216.

Racherla, P., & Friske, W. (2012). Electronic commerce research and applications perceived 'usefulness' of online consumer reviews: An exploratory investigation across three services categories. *Electronic Commerce Research and Applications, 11*(6), 548–559.

Ramkissoon, H. (2017). Hospitality consumers' decision-making. In *The Routledge handbook of hospitality marketing* (pp. 271–283). Routledge.

Ramkissoon, H. (2021). Place affect interventions during and after the COVID-19 pandemic. *Frontiers in Psychology, 12*, 726685.

Ramkissoon, H. (2022b). COVID-19 adaptive interventions: Implications for wellbeing and quality-of-life. *Frontiers in Psychology, 13*, 810951.

Ramkissoon, H. (2022a). Perceived visitor impacts of cultural heritage tourism: The role of place attachment in memorable visitor experiences. In *Handbook on the tourist experience* (pp. 166–175). Edward Elgar Publishing.

Ramkissoon, H. (2023). Perceived social impacts of tourism and quality-of-life: A new conceptual model. *Journal of Sustainable Tourism, 31*(2), 442–459.

Ramkissoon, H., & Mavondo, F. T. (2015). The satisfaction–place attachment relationship: Potential mediators and moderators. *Journal of Business Research, 68* (12), 2593–2602.

Ramkissoon, H., & Nunkoo, R. (2008). Information search behavior of European tourists visiting Mauritius. *Tourism: An International Interdisciplinary Journal, 56*(1), 7–21.

Ramkissoon, H., & Nunkoo, R. (2012). More than just biological sex differences: Examining the structural relationship between gender identity and information search behavior. *Journal of Hospitality & Tourism Research, 36*(2), 191–215.

Ramkissoon, H., Smith, L. D. G., & Weiler, B. (2013). Testing the dimensionality of place attachment and its relationships with place satisfaction and pro-environmental behaviours: A structural equation modelling approach. *Tourism management, 36*, 552–566.

Ramkissoon, H., & Uysal, M. S. (2011). The effects of perceived authenticity, information search behaviour, motivation and destination imagery on cultural behavioural intentions of tourists. *Current Issues in Tourism, 14*(6), 537–562.

Rasoolimanesh, S. M., Seyfi, S., Hall, C. M., & Hatamifar, P. (2021). Understanding memorable tourism experiences and behavioural intentions of heritage tourists. *Journal of Destination Marketing & Management, 21*, Article 100621.

Ritchie, J. B., & Crouch, G. I. (1993). Competitiveness in international tourism: A framework for understanding and analysis. In *Proceedings of the 43rd congress of association internationale d'Experts Scientifique de Tourisme. San Carlos de Bariloche, Argentina, October 17–23*.

Roller. (2023). Gen Z travel trends & statistics in 2023. https://www.roller.software/blog/gen-z-travel-trends-and-statistics. (Accessed 10 January 2023).

Santos, d. P. M., & Cirillo, M. A. (2023). Construction of the average variance extracted index for construct validation in structural equation models with adaptive regressions. *Communications in Statistics: Simulation and Computation, 52*(4), 1639–1650. https://doi.org/10.1080/03610918.2021.1888122

Schermelleh-Engel, K., Moosbrugger, H., & Müller, H. (2003). Evaluating the fit of structural equation models: Tests of significance and descriptive goodness-of-fit measures. *Methods of Psychological Research Online, 8*(2), 23–74.

See-To, E. W., & Ho, K. K. (2014). Value co-creation and purchase intention in social network sites: The role of electronic word-of-mouth and trust–A theoretical analysis. *Computers in Human Behavior, 31*, 182–189.

Simonetti, A., & Bigne, E. (2022). How visual attention to social media cues impacts visit intention and liking expectation for restaurants. *International Journal of Contemporary Hospitality Management, 34*(6), 2049–2070.

Soper, D. S. (2022). A-Priori sample size calculator for structural equation models [software]. Available at: https://www.danielsoper.com/statcalc. (Accessed 10 January 2023).

Stylidis, D. (2022). Exploring resident–tourist interaction and its impact on tourists' destination image. *Journal of Travel Research, 61*(1), 186–201.

Sun, Y., Luo, B., Wang, S., & Fang, W. (2021). What you see is meaningful: Does green advertising change the intentions of consumers to purchase eco-labeled products? *Business Strategy and the Environment, 30*(1), 694–704.

Suri, H. (2011). Purposeful sampling in qualitative research synthesis. *Qualitative Research Journal, 11*(2), 63–75. https://doi.org/10.3316/QRJ1102063

Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. *Information Systems Research, 14*(1), 47–65.

Sweeney, J., Soutar, G., & Mazzarol, T. (2014). Factors enhancing word-of-mouth influence: Positive and negative service-related messages. *European Journal of Marketing, 48*(1/2), 336–359.

Tariyal, A., Bisht, S., Rana, V., Roy, S., & Pratap, S. (2022). Utilitarian and hedonic values of eWOM media and online booking decisions for tourist destinations in India. *Journal of Open Innovation: Technology, Market, and Complexity, 8*(3), 137.

Terry, D. J., Hogg, M. A., & White, K. M. (1999). The theory of planned behaviour: Self-identity, social identity and group norms. *British Journal of Social Psychology, 38*(3), 225–244.

Terry, D. J., & O'Leary, J. E. (1995). The theory of planned behaviour: The effects of perceived behavioural control and self-efficacy. *British Journal of Social Psychology, 34*(2), 199–220.

Thakur, R. (2016). Understanding customer engagement and loyalty: A case of mobile devices for shopping. *Journal of Retailing and Consumer Services, 32*, 151–163.

Tham, A., Mair, J., & Croy, G. (2020). Social media influence on tourists' destination choice: Importance of context. *Tourism Recreation Research, 45*(2), 161–175.

Ting, C.-W., Chen, M.-S., & Lee, C.-L. (2013). E-satisfaction and post-purchase behaviour of online travel product shopping. *Journal of Statistics & Management Systems, 16* (2–3), 223–240.

Toral, S., Martínez-Torres, M., & Gonzalez-Rodriguez, M. (2018). Identification of the unique attributes of tourist destinations from online reviews. *Journal of Travel Research, 57*(7), 908–919.

Tsao, W.-C., & Hsieh, M.-T. (2015). eWOM persuasiveness: Do eWOM platforms and product type matter? *Electronic Commerce Research, 15*, 509–541.

Ursachi, G., Horodnic, I. A., & Zait, A. (2015). How reliable are measurement scales? External factors with indirect influence on reliability estimators. *Procedia Economics and Finance, 20*, 679–686.

Veasna, S., Wu, W.-Y., & Huang, C.-H. (2013). The impact of destination source credibility on destination satisfaction: The mediating effects of destination attachment and destination image. *Tourism Management, 36*, 511–526.

Wang, P., & Li, H. (2019). Understanding the antecedents and consequences of the perceived usefulness of travel review websites. *International Journal of Contemporary Hospitality Management, 31(3), 1086-1103*.

Wang, X., Yu, C., & Wei, Y. (2012). Social media peer communication and impacts on purchase intentions: A consumer socialization framework. *Journal of Interactive Marketing, 26*(4), 198–208.

We Are Social. (2022). Turkey social media usage data. Available at: https://datareport al.com/reports/digital-2022-turkey. (Accessed 9 March 2023).

Werenowska, A., & Rzepka, M. (2020). The role of social media in generation Y travel decision-making process (case study in Poland). *Information, 11*(8), 396.

Zubair, M., Wang, X., Iqbal, S., Awais, M., & Wang, R. (2020). Attentional and emotional brain response to message framing in context of green marketing. *Heliyon, 6*(9), Article e04912.