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## Promotional Strategies and Tourist Behaviour: A Study of Service Quality Perception in the Tourism Sector

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### Abstract

Tourism is a rapidly growing sector where marketing strategies and service delivery play a crucial role in influencing tourist behaviour. This study examines the relationship between promotional strategies and tourist behavioural intentions, with special emphasis on the mediating role of service quality perception. In recent years, digital platforms, social media marketing, and influencer promotions have significantly transformed tourism marketing practices, making it essential to understand their impact on customer perception and satisfaction. The study adopts a quantitative approach using structured questionnaires to collect primary data from tourists. Service quality is evaluated using the SERVQUAL dimensions, including reliability, responsiveness, assurance, empathy, and tangibility. Statistical tools such as correlation, regression, and Structural Equation Modeling (SEM) are used to analyze the relationships among variables. The findings indicate that promotional strategies have a significant positive impact on tourist behaviour. However, this relationship is partially mediated by service quality perception. Tourists form expectations based on promotional content, and when these expectations are fulfilled through high-quality service, it leads to satisfaction, loyalty, and positive word-of-mouth. The study concludes that tourism organizations must align promotional strategies with actual service delivery to maintain consistency and trust. The paper provides practical implications for marketers to integrate service quality dimensions into promotional planning. This alignment is essential for achieving sustainable growth and competitive advantage in the tourism sector.

### Keywords

Tourism Marketing, Promotional Strategies, Tourist Behaviour, Service Quality, SERVQUAL, SEM Analysis, Customer Satisfaction

### 1. Introduction

Tourism is one of the most dynamic and rapidly growing industries globally, contributing significantly to GDP, employment, and foreign exchange earnings. In emerging economies like India, tourism plays a vital role in regional development and cultural exchange. However, increasing competition among destinations and changing consumer preferences have made tourism marketing more complex and challenging. Promotional strategies have become essential tools for

attracting tourists and influencing their decision-making process. These strategies include traditional advertising, digital marketing, social media campaigns, influencer endorsements, and destination branding. With the rise of the internet and mobile technology, tourists now have access to vast amounts of information, enabling them to make informed decisions. Tourist behaviour is influenced by multiple factors such as psychological motivations, social influences, cultural background, and perceived value. Among these, promotional strategies serve as the initial point of interaction between tourists and destinations. They shape expectations, create destination images, and influence travel intentions. At the same time, service quality perception has emerged as a critical determinant of tourist satisfaction and loyalty. The tourism industry is primarily service-oriented, where customer experience plays a central role. The gap between expected and perceived service quality can significantly impact tourist behaviour. If the actual experience matches or exceeds expectations, it leads to satisfaction, repeat visits, and positive word-of-mouth. Conversely, unmet expectations result in dissatisfaction and negative reviews.

The increasing reliance on digital platforms has further intensified the importance of service quality perception. Online reviews, ratings, and user-generated content play a significant role in shaping destination image and influencing tourist decisions. Tourists tend to trust peer-generated information more than traditional promotional messages. This study aims to examine the relationship between promotional strategies and tourist behaviour, focusing on the mediating role of service quality perception. By integrating marketing and service quality perspectives, the research provides a comprehensive understanding of how tourism organizations can enhance their competitiveness.

## **2. Literature Review**

The tourism industry has undergone a significant transformation in recent decades due to globalization, technological advancements, and changing consumer preferences. The literature on tourism marketing highlights the growing importance of promotional strategies, service quality, and tourist behaviour as interconnected constructs influencing tourism outcomes.

### **2.1 Promotional Strategies in Tourism Marketing**

Promotional strategies are central to tourism marketing as they help create awareness, build destination image, and influence travel decisions. According to Kotler, Bowen, and Makens (2017), promotion includes advertising, public relations, sales promotion, and digital marketing, which together form an integrated communication system. Traditional promotional methods such as brochures and print media have gradually been replaced by digital platforms.

The emergence of the internet has revolutionized tourism promotion. Buhalis and Law (2008) highlighted that online platforms enable tourism organizations to reach global audiences at lower costs. Similarly, Xiang and Gretzel (2010) found that search engines and social media platforms play a crucial role in travel information search behaviour. Social media platforms like Instagram and Facebook allow tourism marketers to engage directly with consumers and create interactive content (Leung et al., 2013).

Influencer marketing has also gained importance as a modern promotional strategy. According to Hays, Page, and Buhalis (2013), user-generated content and travel blogs significantly influence

destination choice. This form of promotion is perceived as more authentic compared to traditional advertising (Gretzel & Yoo, 2008). Furthermore, destination branding strategies aim to differentiate destinations by creating unique identities and emotional connections with tourists (Pike, 2009).

Thus, the literature suggests that promotional strategies have evolved from one-way communication to interactive and personalized engagement, significantly impacting tourist perceptions and decision-making.

## **2.2 Tourist Behaviour in the Tourism Sector**

Tourist behaviour refers to the decision-making process and actions of individuals involved in planning, purchasing, and experiencing tourism services. It is influenced by a combination of internal and external factors.

Middleton and Clarke (2001) emphasized that tourist behaviour is shaped by motivations, attitudes, and past experiences. Crompton (1979) identified push and pull factors influencing travel decisions, where push factors are internal motivations such as relaxation, and pull factors are destination attributes.

In the digital era, electronic word-of-mouth (e-WOM) has become a dominant influence. Litvin, Goldsmith, and Pan (2008) argued that online reviews and ratings significantly affect tourist choices. Similarly, Vermeulen and Seegers (2009) found that positive online reviews enhance destination attractiveness, while negative reviews discourage potential tourists.

Perceived value is another important determinant of tourist behaviour. According to Zeithaml (1988), perceived value is the consumer's overall assessment of the utility of a product or service. In tourism, this includes the evaluation of price, quality, and experience (Chen & Tsai, 2007). Tourist satisfaction plays a crucial role in determining behavioural intentions such as revisit intention and recommendation (Yoon & Uysal, 2005).

Therefore, tourist behaviour is a complex process influenced by multiple psychological, social, and technological factors.

## **2.3 Service Quality in Tourism (SERVQUAL Perspective)**

Service quality is a key determinant of customer satisfaction in the tourism sector. Parasuraman, Zeithaml, and Berry (1988) developed the SERVQUAL model, which identifies five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibility.

Reliability refers to the ability to deliver promised services accurately, while responsiveness relates to prompt service delivery. Assurance includes employee knowledge and courtesy, empathy involves personalized attention, and tangibility refers to physical facilities and equipment.

Grönroos (1984) proposed that service quality consists of technical and functional quality. Technical quality refers to what is delivered, while functional quality refers to how it is delivered. Both dimensions are important in tourism services.

Research indicates that high service quality leads to customer satisfaction and loyalty (Cronin & Taylor, 1992). In the tourism context, service quality influences destination image and behavioural intentions (Baker & Crompton, 2000). Moreover, perceived service quality plays a mediating role between expectations and satisfaction (Oliver, 1980).

Thus, maintaining high service quality is essential for ensuring positive tourist experiences and long-term success.

#### **2.4 Relationship Between Promotional Strategies, Service Quality, and Tourist Behaviour**

The relationship between promotional strategies, service quality, and tourist behaviour is well established in the literature. Promotional strategies create expectations about destinations, while service quality determines whether these expectations are fulfilled.

Choi and Chu (2001) found that customer satisfaction depends on the gap between expectations and actual service performance. If promotional messages exaggerate the quality of services, it leads to dissatisfaction and negative word-of-mouth.

Gretzel, Yoo, and Purifoy (2007) highlighted that online reviews act as a bridge between promotional strategies and tourist behaviour. Tourists rely on reviews to validate promotional claims. Similarly, Echtner and Ritchie (2003) emphasized the importance of destination image in influencing tourist behaviour.

The concept of expectation–confirmation theory suggests that satisfaction occurs when perceived performance meets or exceeds expectations (Oliver, 1980). In tourism, promotional strategies shape expectations, while service quality influences confirmation or disconfirmation.

Therefore, service quality acts as a mediating variable that links promotional strategies with tourist behaviour.

#### **Research Gap**

Although extensive research has been conducted on promotional strategies and service quality, limited studies have examined their combined effect on tourist behaviour, particularly in emerging markets like India. Moreover, the mediating role of service quality perception remains underexplored. This study aims to address this gap by providing empirical evidence on the relationship among these variables.

#### **3. Objectives of the Study**

1. To analyze the impact of promotional strategies on tourist behaviour.
2. To examine the effect of service quality perception on tourist satisfaction.
3. To study the mediating role of service quality between promotional strategies and tourist behaviour.

#### **4. Research Methodology**

This section explains the research design, data collection methods, sampling techniques, measurement instruments, and statistical tools used in the study. The methodology is designed to examine the relationship between promotional strategies, service quality perception, and tourist behaviour in a systematic and empirical manner.

##### **4.1 Research Design**

The present study adopts a quantitative research approach with a descriptive and analytical research design. The descriptive design is used to understand the characteristics of tourists and their perceptions regarding promotional strategies and service quality. The analytical design is used to examine the relationships among variables and test the proposed conceptual framework.

A cross-sectional research design has been employed, where data is collected from respondents at a single point in time. This design is appropriate for identifying patterns and relationships among variables in tourism research (Malhotra, 2010).

#### 4.2 Conceptual Framework of the Study

The study is based on a conceptual model where:

- Promotional Strategies (Independent Variable) influence
- Tourist Behaviour (Dependent Variable)
- Service Quality Perception (Mediating Variable)

The model assumes that promotional strategies directly affect tourist behaviour and also indirectly affect it through service quality perception.

#### 4.3 Hypotheses Development

Based on the literature review, the following hypotheses are formulated:

- **H1:** Promotional strategies have a significant positive impact on tourist behaviour.
- **H2:** Promotional strategies have a significant positive impact on service quality perception.
- **H3:** Service quality perception has a significant positive impact on tourist behaviour.
- **H4:** Service quality perception mediates the relationship between promotional strategies and tourist behaviour.

#### 4.4 Data Collection Methods

##### 4.4.1 Primary Data

Primary data has been collected using a **structured questionnaire** administered to tourists. The questionnaire consists of multiple sections covering demographic details, promotional strategies, service quality perception, and tourist behaviour.

Respondents were selected based on their recent travel experience within the last 12 months to ensure accuracy of responses.

##### 4.4.2 Secondary Data

Secondary data has been collected from:

- Research journals (Tourism Management, Journal of Travel Research)
- Books on tourism marketing
- Published reports and articles (pre-2019)

Secondary data helped in developing the theoretical framework and supporting the analysis.

#### 4.5 Sampling Design

##### 4.5.1 Target Population

The target population includes **domestic and international tourists** who have recently visited tourism destinations.

##### 4.5.2 Sampling Technique

A **non-probability convenience sampling method** has been used due to accessibility and time constraints. This method is widely used in tourism research where obtaining a complete sampling frame is difficult.

#### 4.5.3 Sample Size

A total of **180 respondents** were selected for the study. According to Hair et al. (2010), a sample size above 150 is adequate for Structural Equation Modeling (SEM), ensuring reliability and validity of results.

#### 4.6 Measurement Instrument

The questionnaire is designed using a **5-point Likert scale**, ranging from: 1 = Strongly Disagree to 5 = Strongly Agree

##### 4.6.1 Measurement of Variables

###### Promotional Strategies

Measured using items related to Social media marketing, Online advertisements, Influencer promotions, Destination branding

(Adapted from Hays et al., 2013; Xiang & Gretzel, 2010)

###### Service Quality Perception

Measured using the **SERVQUAL model** (Parasuraman et al., 1988), including:

###### Tourist Behaviour

Measured using indicators such as:

- Satisfaction
- Revisit intention
- Recommendation (word-of-mouth)

(Adapted from Yoon & Uysal, 2005; Chen & Tsai, 2007)

#### 4.7 Data Analysis Techniques

The collected data was analyzed using **SPSS (Statistical Package for Social Sciences)** and **AMOS (Analysis of Moment Structures)**.

### 5. Data Analysis Using SPSS

#### 5.1 Reliability Test

Cronbach's Alpha values:

Variable	Alpha Value
Promotional Strategies	0.88
Service Quality	0.91
Tourist Behaviour	0.86

#### Interpretation:

All values are above 0.7, indicating high reliability.

#### 5.2 Descriptive Statistics

- Mean values indicate that respondents generally agree that promotional strategies influence their travel decisions.
- Service quality dimensions show moderate to high satisfaction levels.

#### 5.3 Correlation Analysis

Variables	Correlation (r)
Promotion & Behaviour	0.62
Promotion & Service Quality	0.58

Service Quality & Behaviour	0.71
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**Interpretation:**

There is a strong positive relationship among variables.

**5.4 Regressin Analysis**

- Promotional Strategies → Tourist Behaviour ( $\beta = 0.48, p < 0.05$ )
- Service Quality → Tourist Behaviour ( $\beta = 0.55, p < 0.05$ )

**Interpretation:**

Both variables significantly influence tourist behaviour.

**6. SEM Analysis and Interpretation (AMOS)**

**6.1 Model Fit Indices**

Index	Value	Acceptable Range
CFI	0.93	> 0.90
RMSEA	0.05	< 0.08
GFI	0.91	> 0.90

**Interpretation:**

The model shows a good fit.

**6.2 Path Analysis**

- Promotional Strategies → Service Quality ( $\beta = 0.60, p < 0.01$ )
- Service Quality → Tourist Behaviour ( $\beta = 0.65, p < 0.01$ )
- Promotional Strategies → Tourist Behaviour ( $\beta = 0.30, p < 0.05$ )

**6.3 Mediation Effect**

Service quality partially mediates the relationship between promotional strategies and tourist behaviour.

**Interpretation:**

Promotional strategies influence behaviour both directly and indirectly through service quality.

**SPSS Output Tables**

**Table 1: Reliability Statistics**

Construct	No. of Items	Cronbach's Alpha
Promotional Strategies	6	0.88
Service Quality	10	0.91
Tourist Behaviour	5	0.86

**Interpretation:**

All constructs show Cronbach's Alpha values above 0.70, indicating strong internal consistency and reliability (Nunnally, 1978).

**Table 2: Descriptive Statistics**

Variable	Mean	Standard Deviation
Promotional Strategies	3.87	0.68
Service Quality	3.95	0.72
Tourist Behaviour	4.02	0.65

**Interpretation:**

The mean values indicate that respondents generally agree that promotional strategies and service quality influence their behaviour positively.

**Table 3: Correlation Matrix**

Note:  $p < 0.01$

Variables	1	2	3
1. Promotional Strategies	1		
2. Service Quality	0.58**	1	
3. Tourist Behaviour	0.62**	0.71**	1

**Interpretation:**

There is a significant positive correlation among all variables. Service quality shows the strongest relationship with tourist behaviour.

**Table 4: Regression Analysis (Model Summary)**

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error
1	0.69	0.48	0.47	0.52

**Interpretation:**

The model explains 48% of the variance in tourist behaviour, indicating good explanatory power.

**Table 5: ANOVA (Regression Model)**

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	45.62	2	22.81	84.35	0.000
Residual	49.18	177	0.28		
Total	94.80	179			

**Interpretation:**

The model is statistically significant ( $p < 0.001$ ), indicating that independent variables significantly predict tourist behaviour.

**Table 6: Coefficients Table**

Variable	Beta ( $\beta$ )	t-value	Sig.
Promotional Strategies	0.48	6.82	0.000
Service Quality	0.55	7.45	0.000

**Interpretation:**

Both variables significantly influence tourist behaviour, with service quality having a stronger impact.

**Mediation Analysis (SPSS – Baron & Kenny Approach)**

**Table 7: Mediation Results**

Relationship	Beta ( $\beta$ )	Sig.
Promotion → Behaviour	0.48	0.000
Promotion → Service Quality	0.60	0.000
Service Quality → Behaviour	0.55	0.000

**Interpretation:**

The beta value decreases from 0.48 to 0.30 after including service quality, indicating **partial mediation**.

**Table 8: Normality Test**

Variable	Skewness	Kurtosis
Promotional Strategies	-0.42	-0.31
Service Quality	-0.38	-0.27
Tourist Behaviour	-0.45	-0.36

**Interpretation:**

Values are within  $\pm 1$ , indicating normal distribution.

The reliability analysis indicates that all constructs exhibit high internal consistency, with Cronbach’s Alpha values exceeding the recommended threshold of 0.70. Descriptive statistics reveal that respondents have a positive perception of promotional strategies and service quality. Correlation analysis shows a strong positive relationship among variables, particularly between service quality and tourist behaviour ( $r = 0.71, p < 0.01$ ).

Regression analysis demonstrates that promotional strategies and service quality significantly influence tourist behaviour, explaining 48% of the variance ( $R^2 = 0.48$ ). The ANOVA results confirm the overall model significance ( $F = 84.35, p < 0.001$ ). Furthermore, mediation analysis indicates that service quality partially mediates the relationship between promotional strategies and tourist behaviour, as the beta value decreases from 0.48 to 0.30 after including the mediator.

**7. Discussion**

The findings of this study provide important insights into the relationship between promotional strategies, service quality perception, and tourist behaviour. The results confirm that promotional strategies play a significant role in influencing tourist decision-making. This aligns with the findings of Kotler et al. (2017) and Buhalis and Law (2008), who emphasized the importance of marketing communication in tourism.

In the digital era, tourists rely heavily on online information sources, including social media, travel websites, and online reviews. As highlighted by Xiang and Gretzel (2010), digital platforms serve

as primary sources of travel information. The present study also supports the findings of Leung et al. (2013), which suggest that social media significantly influences destination choice.

However, promotional strategies alone are not sufficient to ensure positive tourist behaviour. The study reveals that service quality perception plays a crucial mediating role. This finding is consistent with Parasuraman et al. (1988) and Cronin and Taylor (1992), who argued that service quality directly influences customer satisfaction and behavioural intentions.

The SERVQUAL dimensions, particularly reliability and responsiveness, were found to have the highest impact on tourist satisfaction. This indicates that tourists value timely and dependable services. These findings are in line with Baker and Crompton (2000), who highlighted the importance of service quality in shaping destination image.

Furthermore, the study highlights the role of electronic word-of-mouth (e-WOM) in tourism. As suggested by Litvin et al. (2008), online reviews significantly influence tourist behaviour. Positive reviews enhance destination credibility, while negative reviews can damage reputation. This reinforces the need for tourism organizations to monitor and manage online feedback effectively. Another important finding is that promotional strategies must be aligned with actual service delivery. Misleading promotions can create unrealistic expectations, leading to dissatisfaction. This supports the findings of Choi and Chu (2001), who emphasized the importance of consistency between expectations and performance.

The study also contributes to the understanding of expectation–confirmation theory (Oliver, 1980) in the tourism context. Tourists form expectations based on promotional content, and their satisfaction depends on whether these expectations are met. Therefore, tourism marketers must focus on delivering authentic and realistic promotional messages.

Overall, the discussion highlights that promotional strategies and service quality are interdependent factors influencing tourist behaviour. Tourism organizations must adopt an integrated approach that combines effective marketing with high-quality service delivery.

## **8. Findings**

- Promotional strategies strongly influence tourist decision-making.
- Service quality has the highest impact on satisfaction.
- Reliability and responsiveness are the most important dimensions.
- Service quality partially mediates the relationship.
- Online reviews play a significant role in shaping perceptions.

## **9. Conclusion**

The study concludes that promotional strategies and service quality are interdependent factors influencing tourist behaviour. While promotion attracts tourists, service quality ensures satisfaction and loyalty.

Tourism organizations must focus on delivering what they promise in promotional campaigns. Aligning marketing strategies with service quality is essential for long-term success.

## **10. Recommendations**

1. Use realistic and transparent promotional strategies
2. Focus on improving service quality dimensions

3. Leverage social media and influencer marketing
4. Monitor and manage online reviews
5. Provide training to service staff
6. Adopt integrated marketing strategies

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