
**ASSESSING THE INFLUENCE OF USING ONLINE MARKETING TOOLS
ON EGYPTIAN DOMESTIC TOURISM: ONLINE BEHAVIOR, ONLINE
PURCHASE INTENTION AND E-SATISFACTION**

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ABSTRACT

This study aims to explore the relationship between using online Marketing Applications in Domestic Tourism in Egypt. It also sheds light on some variables such as online behavior, purchase intention and e- satisfaction of domestic tourists. To achieve the objectives of the study, a questionnaire is administered (on 606 domestic tourists in Egypt) as a quantitative approach and as an instrument or method to gather data from the study sample. After collecting data, coding, and analysis, the main results of the study demonstrated that there is a significant relationship between using online marketing tools and online purchase intention, online behavior, and E-satisfaction of domestic tourist in Egypt. It shows that there is a significant relationship between online marketing content or online reviews (E-WOM) and online purchase intention of domestic tourist. The study recommends that; Travel Agencies in their marketing strategies in domestic tourism in Egypt should take into consideration the domestic tourists comments on social media websites. In addition, they should provide discounts on future domestic tours in case the domestic tourists share their positive experiences on social media pages.

KEYWORDS: Online Purchase Intention, Online Behavior, E-Satisfaction, Online Marketing Tools, Domestic Tourism.

INTRODUCTION

Online or digital marketing is a fast growing and profitable online businesses, as they are considered a future evolution of marketing for changing the way of engaging tourists with travel destinations (Wertime & Fenwick, 2011). Neuhofer, Buhalis, and Ladkin (2014) stated that mobile technology has the ability to support interaction between travel agencies

and tourists that is guiding to a more personalized experience. Likewise, the uprising of the internet is an opportunity to easily expand business and to get more customers, whereas the Social networks (such as Facebook, Instagram and others) play vital role in the “word of mouth” publicity, as people share their traveling experiences. Hence, the relation of consumers with brands has been affected by this kind of marketing. The experience of purchase has changed from narrowing down to one brand to variety of brands (Hudson & Thal, 2013).

Yasmin, Tasneem, and Fatema (2015) demonstrated that online marketing is designed to reach consumers through the internet for marketing tourism products and services. These marketing platforms can generate a perfect strategic means of boosting trade and competitive advantage in tourism sector. Furthermore, these technologies in the tourism industry have created a more competitive environment, and they have become an important element of business development (Mugica, Berné, mg, Garcia Uceda, & Múgica, 2015), where there are many online information about price, perceived quality and consumer value have been found to influence the purchase decisions of customers (Kudeshia and Kumar, 2017). Moreover, the consumer buying behavior is related to products or services stores that are both online and offline. Concerning the relationship between satisfactions or e- satisfaction and purchase intention; there are many previous studies stated that the customer satisfaction is playing a vital role in predicting purchase intention and repurchase intentions for customers (Chang, 2012; Lee et al., 2008).

This study may contributes in determining the influence of using online Marketing tools on Egypt's domestic tourism market and improving domestic tourists ' behavior. Furthermore, The aim of this study is presented in assessing the influence of using online Marketing Tools: Online Behavior, Purchase Intention and E-Satisfaction of the Domestic Tourists in Egypt. Therefore, it aims to achieve the following objectives;

- 1- Exploring the relationship between using online marketing tools and online purchase intention of domestic tourists in Egypt.
- 2- Investigating the relationship between using online marketing tools and online behavior of domestic tourists in Egypt.
- 3- Investigating the relationship between using online marketing tools and E-Satisfaction of domestic tourists in Egypt.
- 4- Determining the impacts of content marketing and electronic word of mouth (E-WOM) in purchase intention of domestic tourists in Egypt.

LITERATURE REVIEW

ONLINE MARKETING

Bostanshirin (2014, p. 784) defined Online Marketing as: "Applying Digital technologies which form online channels (Web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers (within a multi-channel buying process and customer lifecycle) through improving our customer knowledge (of their profiles, behavior, value and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs".

Another definition is as follows "Online marketing is the marketing of products or services using digital channels to reach consumers" (Yasmin, Tasnee, & Fatema, 2015, P.71). Whereas, online tourism marketing defined as "Tourism online marketing is the actions performed on online environments to attract visitors to a specific place. Hotels, cities, countries, attractions and other places, and places related to leisure and business trips apply basic online strategies or specific techniques designed to increase the number of visitors" (Antevenio, 2019). Given the previous definitions, online marketing is being widely used to promote products or services and to reach customers by using online or digital tools in addition offer many advantages for customers.

ADVANTAGES OF ONLINE MARKETING FOR TOURISTS:-

According to Yasmin, Tasneem and Fatema (2015) and Turban et al., (2015), the advantages of online marketing for tourists or customers can be summarized as follows;

- Staying updated with products or services information
- Easy finding of what you need, with details, demos, etc.
- Engaging with the travel agency's various activities; i.e. visiting website, reading information, making purchases online and providing feedback.
- Customizing many products and/or services.
- Comparing and shopping for lowest prices.
- 24/7 Shopping: is no time restriction for when tourist wants to buy a product or service online.
- Sharing content of the products or services with others in easy and fast way.
- Apparent Pricing in online tools, which makes prices very clear and transparent for the tourists
- Enabling instant purchase as tourists can purchase the products or services instantly

ONLINE MARKETING TOOLS OR TECHNIQUES:

The unprecedented development in ICTS allowed making variety of online marketing tools, channels, techniques or applications. The travel agency can use one or mix of these tools in their marketing campaign to reach the target tourists. The same for tourists, as they can use one or mix of these tools in searching for their tours (Nguyen & Wang, 2011).

These ICT's developments also provided the tourist destination information on many internet platforms, such as (Website, Email, Social Media networks, Mobile, search engines, blogs, video channels etc.) (Majeed, Zhou, Lu, & Ramkissoon, 2020). For the study aim, it focuses only on the following tools:

WEBSITE

It is one of the vital marketing tools of marketing in business enterprises. It is the platform where enterprises advertise and show their products or services. The website is actually the first "Point of contact" with customers especially in travel and hospitality industry (Guttormsdóttir, 2013). In the beginning, websites of travel agencies were simply using it as an 'online brochure', for just providing static information for the online customers to view, but recently, travel agencies websites are developing. Hence, they manage to add interactive functions and customizing their contents based on their target markets characteristics. Travel agencies have come to realize that their websites serve as a 24/7 extended office to their customers and represent the quality of their products and services as well as their reputation (Zhou, 2004).

There are two types of Travel Agency Websites; Corporate Website and Marketing Website. The Corporate Website is that interested in the promotional side of company and increasing its brand awareness online (Ahmed, 2011); whereas the marketing website is more related to the marketing process. The main objective of these websites is to attract customers interested in a company's products or services. In addition, most of website marketing strategies have been highly ranked in search engine results pages (SERPs) through (SEO) tactics, content marketing, social media engagement, and other digital and offline efforts. These websites may include some promotional tools such as coupons, puzzles, gift by sharing, etc. (Santo, 2020). Furthermore, there are some factors or dimensions that are important in creating website for travel agencies. These factors are used to analyze the quality of Website. Park, Gretzel, and Sirakaya-Turk (2007) summarized them as follows; ease of use,

information/content, fulfillment/reliability, responsiveness, security/privacy and visual appeal.

SOCIAL MEDIA

Bansal, Masood and Dadhich (2014, p. 2) defined the use of social media in marketing process as “a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.” Mukherjee and Nagabhushanam (2016) stated that in tourism sector Social Media is considered as an important information source for customers due to its interactive platform that allowed people to create, communicate, share and discuss opinions, ideas and experiences (Kim & Park, 2017; Shan, Ren, & Li, 2017). Moreover, the importance of social media stems from the number of its active users that is continuously increasing. According to statistics, using social media around the world reached 3.96 billion active users (Kepios Analysis, 2020) (Fig. 1). Therefore, it is considered an important tool for travel decisions and planning process before, during and after trip (Leung & Bai, 2013). It is also estimated that ca. 77% of tourists usually return to online reviews before choosing a destination. Hence, it is considered as a cornerstone for other potential tourists’ travel decision making because in this stage the tourists share their experiences to describe their level of satisfaction and to advise other people (Sotiriadis, 2017; Oviedo-García et al., 2014). However, there are viral amount of social media sites with different purposes. The most popular of these pioneer platforms in the travel industry include Facebook, Twitter, and Instagram. Despite the fact that these channels have their own crowd, travel is among the most shared subjects on each of them (Tas, 2020).

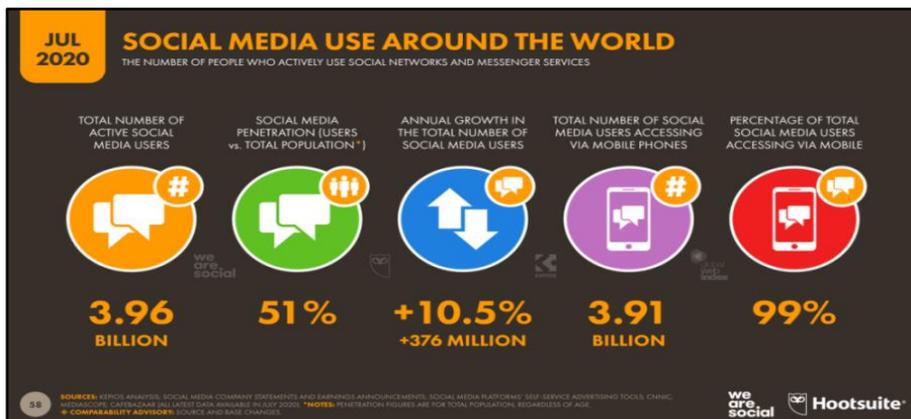


Fig (1): Social media Use around the World
Source: Kepios Analysis (2020)

MOBILE APPLICATION

Mobile Marketing Association (MMA) (2008, p.1) defined Mobile apps as "consisting of software that runs on a Mobile device and perform certain tasks for the user of Mobile phone. They also include basic telephony user interface, messaging service, games, video, audio and others include tools for downloading and reading blogs such as ContentNext's app for MocoNews." In Tourism industry, Kennedy and Gretzel (2012) suggested that there are 7 categories for travel Mobile Apps from value chain. These categories are: Navigation, Social, Mobile Marketing, Security/Emergency, Transactions, Entertainment, and Information. It is worthy to mention that Mobile apps have changed the whole travel process. They keep travelers in touch and in comfort. They affected the travel- planning and decision-making process (Wang & Fesenmaier, 2013). Moreover, Mobile apps allow tourists to do reservation and get information without actually visiting or phoning the travel agent. The Mobile apps also are available 24hours per 7days per week.

CONTENT MARKETING AND ELECTRONIC WORD OF MOUTH (E_WoM)

Online content marketing plays a vital role in the tourism industry. It is created or developed from two sources Figure (2); by users (user-generated contents (UGC) and by travel agencies (organization-generated contents) (Gillin, 2007). This E-WOM allows tourists to share their travel experiences through different media such as; social media posts, blogs, forums, YouTube-videos, reviews, comments in travel agency pages etc. (Waldhör, 2007). Through these media, tourists have become co-creators of content which organizations used. Moreover, they have become co-marketers as they can promote a particular brand by posting or reviewing it on online channels (Gurjar et al., 2019). Bambauer-Sachse & Mangold (2011) asserted that it cannot ignore the role of online reviews as E-WOM in buying online products or services. In addition, online recommendations and online reviews are considered a part of Word Of Mouth (WOM), i.e., it is considered a consumer-dominated marketing communication channel through conversation between consumers about a product. Meanwhile, review sites provide customers with all information about price, quality, atmosphere and experience (Rabobank, 2016). In tourism and hospitality sector, it is very important to understand the ins and outs of E-WOM where tourists obtain information, book or buy online (Sparks & Browning, 2011).

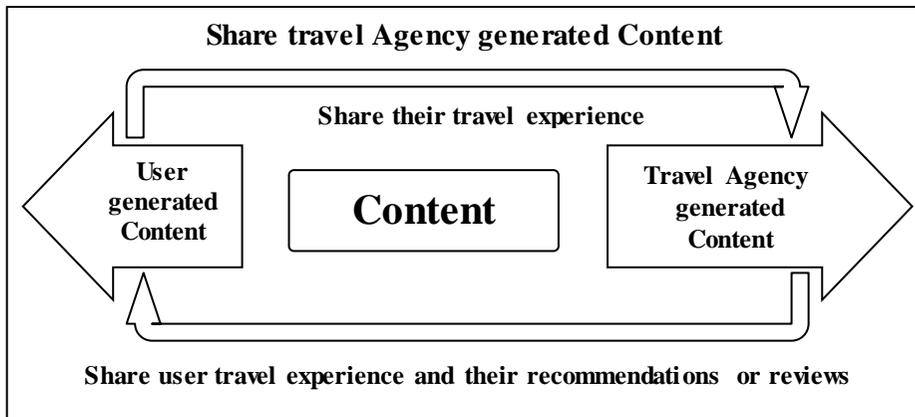


Figure (2): Classification of content as the origin
Source: modified from Gurjar, Kaurav, and Thakur (2019, p. 294)

THE INFLUENCE OF ONLINE MARKETING TOOLS ON TOURIST BEHAVIOR

Regarding this point the study focus in only three points as follows;

ONLINE PURCHASE INTENTION

In this concern it worthy to define the following terms:-

- Purchase intention: refers to the possibility of a consumer being willing to purchase certain products. (Lee & Olafsson, 2009)
- Internet purchasing behavior: indicates to the process of purchasing products, services and information via the Internet. (George, 2004)
- Online purchase intention: describes the situation where customer is willing and intending to make online transactions. (Pavlou, 2003)
- Repurchase intention: refers to the individual's judgment about buying again a designated service from the same company, taking into account his or her current situation and likely Circumstances. (Razak et al., 2014)

Regarding to the online purchase intention, Corbitt et al. (2003) stated that the trust in online marketing applications increase the customers' intention to purchase online products or services. Furthermore, Razak et al., (2014) distinguished that customer repurchase is important to the success and profitability of online shopping.

Therefore, the assessing of the purchase intention of customers is a complex process (Cheung and Thadani, 2012). It is related to different dimensions such as; the perceptions, behaviors and attitudes of the Customer toward the product or service or even the brand (Huete-Alcoer, 2017). Moreover; the opinions of others about specific product or service or the brand strongly influence a customer's purchase intention (Daugherty

and Hoffman, 2014). Wherefore, the transmission of opinions is considered an extremely powerful in marketing (Almana and Mirza, 2013). Especially, in this time the E-WOM have massive use in the Internet and the various social media platforms (Cheung and Thadani, 2012). Where there are many online Information about price, perceived quality and consumer value have been found to influence the purchase decisions of customers (Kudeshia and Kumar, 2017)

Finally; Yim (2012), suggested the perceived value of measuring the Purchase Intention of customers include three dimension; Possible to Purchase, Intending to Purchase, and Considering to Purchase.

ONLINE TOURIST BEHAVIOR

Batra and Kazmi (2009, p.5) defined Consumer behavior as "it is the mental and emotional processes and the observable behavior of consumers during searching purchasing and post consumption of a product and service."

The communication, technology, information and marketing developments in last years have created new shifts in the way which the consumers search and buy products and services. Close (2012) stated that the consumer behavior concept has not changed greatly, but only it has been improved with add online environment. Therefore, the consumer buying behavior is related to products or services stores that are both online and offline. Moreover, the components of consumer behavior process are the same in offline and online environment which include the following; (a) Recognizing the need; (b) Information search; (c) Evaluating the options; (d) Decision making; (e) Post purchase behavior (Kotler & Armstrong, 2008). In addition, Brassington and Pettitt (2000) indicated that the CB and OCB are influenced by certain factors such as price, trust and convenience. In tourism sector; there is a widespread use of technology for many consumption-related tasks as searching for information, buying, sharing reviews or opinions and for entertainment purposes in tourism sector. (Buhalis & Law, 2008). Therefore, it is important to understand how developing technology is shaping tourism CB in effective tourism marketing. At this time or age, smart marketing applications allowed tourists to access travel information or share travel experiences via a variety of smart technology tools or applications such as: travel agency or destinations website, travel websites, social networking sites, blogging and video sharing websites. Furthermore, the display of information with smart marketing applications is more creative and user-friendly. Therefore, the tourists' reliance on online sources is likely to grow (Cohen, Prayag, & Moital, 2014).

Social media is one of the most important smart marketing applications which influence tourism CB. Whereas it is considered a platform for both sharing information and tourist experiences between tourists (Xiang & Gretzel, 2010), it is already used at all holiday cycle' stages: before, during and after the trip (Fotis, Buhalis, & Rossides, 2011). Therefore, it is important to travel agencies to understand how social media affects the opinions of tourists in their products or services and how these perceptions impact tourists' choices and behaviors. In this regard, Yacouel and Fleischer (2012) stated that the reputation arising from eWOM behavior impacts organizational performance variables such as price. Moreover, the growing tourists' usage of (mobile) technologies can facilitate collecting different types of more accurate CB data (Chang & Canaday, 2011).

ONLINE SATISFACTION (E-SATISFACTION)

Satisfaction of Customers has been studied widely in the marketing for both traditional and online (Ganguli & Roy, 2011). Moreover, there are several authors have defined satisfaction in several ways. Where, it is considered one of the important factors that impact in the behavior of customers in the future (Murray & Howat, 2002). From theses definitions can select the following;

- Iliachenko (2006,p.12) defined Satisfaction of customers in the online market (E-satisfaction) as "a long-term, developing construct influenced by customers' e-service expectations and quality perceptions changing over time, based on new consumer experience and knowledge".
- Flavian, Guinalio, and Gurrea (2006, p.4), defined satisfaction in general as "an affective consumer condition that results from a global evaluation of all the aspects that make up the consumer relationship".
- DeLone & McLean (2003, p. 25), identified "User Satisfaction" as an important means of measuring customers' opinions of an e-commerce system".

Regarding the relationship between satisfactions or e- satisfaction and purchase intention, there are many previous studies that stated that the customer satisfaction is playing a vital role in predicting purchase intention and repurchase intentions for customers (Chang, 2011). Therefore, in online marketing, creating e-satisfaction is based on customers' feeling of comfortable shopping on websites with maintains positive attitude and response throughout experience (Muyllé et al., 2004; Szymanski & Hise, 2000).

DOMESTIC TOURISM

The tourism marketers and tourism academic researchers usually focus on international in- and outbound tourism figures and expenditures. Maybe, it is because the data on world-wide domestic tourism are not easy available. Although, the number of domestic tourism arrivals is larger than international several times. (Eijgelaar, Peeters, & Piket, 2008) According to report of UNWTO (2008, pp. 29-30) which stated many terms that is related with term of domestic tourism as follows;

- The term of “domestic” has different meanings in the context of tourism and the national accounts. In tourism, “domestic” it refers to the activities of resident visitors within the country of reference. In the national accounts, “domestic” refers to the activities of resident consumers whatever the location of that activity. In tourism statistics “domestic tourism” is a synonym of “national tourism”
- Internal tourism refers to “domestic and inbound tourism, that is, the activities of resident and non-resident visitors within the country of reference as part of domestic or international trips.”
- Nevertheless, the Domestic Tourism refers to “the activities of a resident visitor within the country of reference either as part of a domestic tourism trip or part of an outbound tourism trip”
- Domestic visitor/ Tourist: is “a visitor travels within his/her country of residence, he/she is a domestic visitor and his/her activities are part of domestic tourism”
- Domestic tourism expenditure: is “the tourism expenditure of a resident visitor within the economy of reference”
- Domestic tourism trip: “is one with a main destination within the country of residence of the visitor”
- Domestic tourism consumption: is “the tourism consumption of a resident visitor within the economy of reference

CHARACTERISTICS OF DOMESTIC TOURISTS IN EGYPT

According to study which conducted by Hefny (2014) which suggested research framework based on three dimensions (Tourist profile, tourist behavior and holiday's characteristics) affect in taking decision of Domestic Tours. Hence, the characteristics of domestic tourists in Egypt can be summarized as follows;

- Domestic tourists had seen tourism is a seasonal activity, occurring mainly during holiday periods as well as weekends.
- Hotels were the most preferred accommodation type of domestic tourists.
- Majority of domestic tourists use car or bus on holiday as transport means to destination.

- The most activities affecting visitors to take domestic tours are; visiting heritage/ historical sites, Aqua Park, dining at cafes or restaurants, shopping, swimming/ sunbathing, eating seafood, sightseeing in cities, snorkeling & scuba diving, amusement/ theme parks, meeting people, environmental/ ecological excursions, fishing, disco/ night clubs, and enjoying warm, sunny climate.
- They preferred to travel with friends or with relatives.
- They usually prefer booking direct with holiday providers more than booking via travel agents.
- The budget they could reduce when planning their holidays is for cultural visits or transportation.
- The most important items in their travel budget that could not reduce are food, accommodation and leisure activities.
- The special packages offers such as relatively cheap hotel accommodation which are encouraged during low seasons when hotel occupancies are low is considered as motivation of some domestic people to travel. However, this doesn't apply for all because the majority of Egyptians are still unable to pay for leisure visits to tourist destinations since nearly 40 % of Egypt population below the poverty line. On the other hand, even those in position to afford the packages still perceive the rates high for domestic tours.
- The word of mouth (WOM) is the most popular source of information when they start their travel planning process and the Internet comes next.
- There are some obstacles affecting domestic tourists' decisions of taking domestic tours significantly. These include: safety, health concerns, political stability, shortage of money, lack of time, destination, value for money, weather, loss of property, and accommodation.
- Age and gender are the most attributes affecting domestic tour decision taking.

RESEARCH METHODOLOGY

The main aim of this study is to assess the influence of using online Marketing tools in the Egyptian Domestic Tourist behavior. This influence includes the following dimensions; online behavior, purchase intention and e-satisfaction. Moreover, it identifies the relationship between online content, E-WOM and purchase intention of domestic tourist. To achieve the objectives of the study, the study utilized the quantitative approach methodology which involves the collection of data that can be quantified and subjected to statistical treatment (Creswell, 2014; Veal, 2006; Creswell, 2003). Moreover, the quantitative research is an approach for testing objective theories by examining the relationship among variables. These variables, in turn, can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures (Creswell, 2014). Therefore, this study uses the questionnaires (Google Forms) as

quantitative approach. Moreover, this study uses a ‘descriptive’ and a ‘correlational’ research design. Whereas the descriptive design is used in the form of a questionnaire survey, it consists of multiple items to collect data and measure the variables. In addition, the correlational design is applied to examine the influence of using online marketing tools in other dimensions of the study.

The questionnaire which has been developed depended on the variables that were identified in the frame of reference, and also the previous studies which were mentioned in literature review((Cooke & Sheeran, 2004; Shehawy, 2010; Venkatesh & Zhang, 2010; Liswani & Njung'e, 2013; Pradhan, 2013; Alansari Mansour, Velikova, & Jai, 2018; Pektas & Hassan, 2020). This questionnaire is applied and distributed for domestic tourists or domestic people who have previous tourism experiences. Therefore, the questionnaire was typed in Arabic form only (the Egypt native language). According to the COVID 19 pandemic in time of collecting data (it is distributed in April until June 2021), therefore the study conducted questionnaire online forms only (Google forms). The researcher used different tools to send and collect questionnaire data such as; Whats-App messenger, emails, Facebook messenger, posts in travel associations, Facebook pages, posts in travel agencies Facebook pages, posts in popular Facebook communities, post in twitter pages and LinkedIn etc. It is designed as follows:

- The First section: includes demographic data of tourists includes (Age, gender, job, education level and marital status). In addition, determining the source of travel information that domestic tourists are using often for their domestic tours)
- The second section: explains the using of online marketing tools by domestic tourists (it designed in (5) liekrt scale (1= never use, 5= always use).
- The third section: designed in (5) liekrt scale (1= strongly disagree, 5= strongly agree). This section consists of 12 statement that measure research variables.

It is difficult to reach and distribute questionnaire for all of domestic tourists, therefore, to withdraw a sample, the researcher determined the size of sample according the random simple sample method according to the next formula that is used to determine sample size for unknown population (Krejcie & Morgan, 1970, p. 607).

$$n_0 = \frac{Z^2 p(1-p)}{e^2} = \frac{1.96^2 \times 0.5 \times 0.5}{0.05^2} = 385$$

Where (n) refers to the size of sample, Z= standard normal deviation set at 95% confidence level (i.e. 1.96), P= percentage picking a choice or response (i.e. 0.05), e = confidence interval (i.e. 0.5)) It is clarified that the size of random sample size is 385 respondents. Given previous formula the total respondents of questionnaire are 606 respondents. The questionnaires forms were coded and analyzed by Statistical Package for Social Science (SPSS V.24). The data has been analyzed using statistical methods such as;

1. Frequencies, Percentages, Means, and Standard Deviation (SD): To describe the characteristics of the study population of the functional variables, and to determine the responses of its members towards the study axes.
2. Cronbach's Alpha Test: To calculate the stability coefficients of the questionnaire, and the coefficient of stability of each axis of the study axes.
3. Pearson Correlations Relationship and Regression analysis: to determine the relationships between research variables.

Whereas, the tests showed that the Reliability Coefficients for all the In addition, the tests showed that the Reliability Coefficients for all the sections were equal (0.874) and Validity Coefficient for all the sections were equal (0.935) which indicates that the instrument is reliable for being used, i.e., where, the value of Cronbach is generally required to be over 0.7 (Bozorgy, 2007)

THE STUDY FINDINGS

DESCRIPTIVE ANALYSIS

The profile of 606 respondents on the basis of five variables (gender, age group, education, occupation and marital status). It can be summarized as follows; the majority of the respondents were male (51.5 %), rather than female respondents (48.5 %). Most of the respondents 42.2 % were aged between 20 and 30 years, whereas 34.8 % of them were aged between 31 and 40 years. Regarding the education level, 63.9 % of the respondents had Bachelor degrees, whereas 14.7 % had PhD degree. The majority (44.9 %) of the sample work in Private/ business sector, whilst (36%)

work in Government sector. The majority (56.1%) of the sample were married.

THE INFORMATION SOURCES FOR PLANNING DOMESTIC TOURS

Table (2): The most information sources in planning for domestic tours*

information source	Frequency	(%)	Rank
Friends and Family	371	61.2	1
Social Media pages	370	61.1	2
TV/Radio	140	23.1	3
Magazines	140	23.1	3
Travel websites	124	20.5	4
Hotel booking Mobile Apps	103	17	5
Travel Agencies	80	13.2	6
Others	2	0.33	7

*More than one answer is possible

Table (2) shows the results of using information sources when planning domestic tours, where 61.2 % of domestic tourists use information sources when planning domestic tours by Friends and Family. Hence, it can be said that it is the main information source in planning for domestic tours. The second source for travel information is social media pages, since it has a large number of information in all sectors of life. Furthermore, these results confirm that the Social media sites in this age are playing an increasingly vital role as information sources for travelers according to (Liu, Mehraliyev, Liu, & Schuckert, 2020; Cahyanto, Pennington-Gray, Mandala, & Schroeder, 2016; Xiang & Gretzel, 2010)

USING OF ONLINE MARKETING TOOLS

Table (3): Extent of using online Marketing Tools

Variables	Mean	SD	Rank
I am commonly using internet through Mobile	4.76	0.616	1
I have active account on WhatsApp	4.72	0.733	2
I have active account on Facebook	4.62	0.873	3
I am using Google search engine to look for products and services	4.21	1.054	4
I am watching online Video (such YouTube)	3.77	1.165	5
I am browsing News websites	3.63	1.070	6

Variables	Mean	SD	Rank
I am browsing websites related to my work	3.60	1.340	7
I am using Google search engine to look for domestic tours	3.42	1.301	8
I am using Facebook or social media sites to look for domestic tours	3.42	1.241	9
I am commonly using internet through desktop PC	2.97	1.321	10
I am using Facebook or social media sites to book domestic tours	2.86	1.365	11
I am purchasing online products or services	2.81	1.188	12
I have active account on Instagram	2.81	1.524	13
I am using Travel agency Website to book domestic tours	2.46	1.286	14
I am using hotel booking mobile apps to look for domestic tours	2.44	1.366	15
I am using hotel booking mobile apps to book domestic tours	2.42	1.306	16
I am using Travel agency Website to look for domestic tours	2.79	1.275	17
I have active account on Twitter	2.10	1.378	18
Total Mean	3.32		
*SD = Standard Deviation			

The detailed examination of the results presented in Table (3) reveals that:

- The average score resulted with a mean of 3.32. This indicates that majority of the cases tend to mark on the middle of the scale on a 1 to 5 range. However, most of the items resulted with a slightly higher mean than 3 indicating the agreeableness of the respondents on those items, as imperative for Extent of using online Marketing Tools.
- The highest mean values for Extent of Using online Marketing Tools emerged for the item “I am commonly using internet through Mobile” (mean = 4.76, standard deviation =0.616)
- followed by “I have active account on WhatsApp” (mean = 4.72, standard deviation =0.733)
- whereas, the lowest mean value for this construct is for “I have active account on Twitter” (mean = 2.10, standard deviation =1.378)
- The Facebook is the popular social media site for domestic tourists in Egypt. Moreover, it is declared the importance of social media as source of information according to the previous section.

- In general, the domestic tourist is considered an active user for different online marketing tools.
- Majority of domestic tourists in Egypt haven't used both travel agency website and hotel mobile booking apps in their domestic tours.

THE INFLUENCE OF ONLINE MARKETING TOOLS ON DOMESTIC TOURIST BEHAVIOR

Table (4): the influence of online marketing tools on domestic tourist behavior

Online Marketing Content and Electronic Word of Mouth			
Variables	M	SD	Rank
Online Domestic tours ads which include pictures , videos , comments or reviews make me interested in travelling and choose suitable offer	4	0.789	1
The discounts offers through internet applications let me to book the domestic tours	3.99	0.781	2
The price comparison feature on the hotel booking mobile apps helps me to choose the suitable hotel for me	3.95	0.805	3
Online information and others' comments or reviews on social media sites help me to plan for the next domestic tour	3.70	0.843	4
Total Mean	3.91		
Online purchase intention of domestic Tourists			
Variables	Mean	SD	Rank
I am intending to use online marketing tools in booking my next domestic tour	3.77	0.804	2
The advantages of using online applications make me use them again and may consider it the preferred tool to purchase my next domestic tours	3.78	0.818	1
Total Mean	3.77		
Online Behavior of Domestic Tourists			
Variables	Mean	SD	Rank
I am attracted by ads with pictures or videos on Facebook about tourist areas in Egypt, which makes me want to visit them	4	0.818	1
I prefer sharing my opinion about the domestic tour on Facebook with my friends	3.79	0.867	2

online Marketing Applications help me to know a lot of information about Egyptian tourism destination	3.71	0.858	3
Total Mean	3.83		
E-Satisfaction of Domestic Tourists			
Variables	Mean	SD	Rank
I am satisfying with the domestic tours searching results through online marketing applications	3.64	0.777	1
I am satisfying with using online marketing applications as booking tools for domestic tours	3.58	0.818	2
I am satisfying with using online marketing applications as communication tool with Travel Agency	3.57	0.826	3
Total Mean	3.60		

ONLINE MARKETING CONTENT AND ELECTRONIC WORD OF MOUTH

According to Table (4) the results can be summarized into the following:

- “Online Domestic tours ads which include pictures, videos, comments or reviews make me interested to travel and choose suitable offers” ranked first item with a mean and standard deviation (mean=4.00, standard deviation = 0.789) compared with the total instrument mean and the standard deviation.
- Whereas “Online information and others' comments or reviews on social media sites help me to plan for next domestic tour” ranked last item with a mean (3.70) and standard deviation (0.843).
- Furthermore, it becomes clear that the content is the most prominent factor that has an impact on domestic tourists in Egypt as it is related to the price and discount offers. Hence the travel agencies in Egypt should declare the price of domestic tours and offer discounts to attract domestic tourists.

ONLINE PURCHASE INTENTION OF DOMESTIC TOURISTS

From Table (4), the following results can be declared:

- the item of “The advantages of using online applications make me use them again and may consider it the preferred tool to purchase my next domestic tours” is the first item with a mean and standard deviation (mean=3.78, standard deviation = 0.818), which confirm the advantages of online marketing tools impact in purchase intention of domestic tourists.
- However, “I am intending to use smart marketing applications in booking my next domestic tour” ranked last reached a mean (3.77) and the standard deviation was (0.804), but it declared the domestic

tourists have intended to use online marketing tools in their domestic tours.

ONLINE BEHAVIOR OF DOMESTIC TOURISTS

The detailed examination of the results presented in Table (4) reveals the following;

- The average score resulted with a mean of 3.83. This indicates that the majority of cases tend to mark on the middle of the scale on a 1 to 5 range. Moreover, it showed that the domestic tourists are interested in online marketing activities in their domestic tours; i.e. sharing experience, searching for more information etc.
- The highest mean values for online behavior of domestic tourist emerged for the item “I am attracted by ads with pictures or videos on Facebook about tourist areas in Egypt, which makes me want to visit them”, with a (mean = 4.00, standard deviation = 0.818). It stems from the fact that the majority of domestic people have active user account on Facebook as shown in using online marketing tools section.
- This is followed by “I prefer sharing my opinion about the domestic tour on Facebook with my friends”, with a (mean = 3.79 and standard deviation = 0.867), whereas, the lowest mean value for this construct is for “Smart Marketing Applications help me to know a lot of information about Egyptian tourism destination” with a (mean = 3.17 and standard deviation = 0.858).

E-SATISFACTION OF DOMESTIC TOURISTS

Table (4) presents the means and standard deviations of domestic tourist E-Satisfaction, where the means ranged between (3.64 – 3.57), compared to the total instrument mean for the domain (3.60). The item “I am satisfying with the domestic tours searching results through online marketing applications” ranked first with a (mean=3.64, standard deviation = 0.777) compared to the total instrument mean and standard deviation. The item “I am satisfying with using online marketing applications as communication tool with Travel Agency” ranked last with a mean (3.57) and standard deviation (0.826). Given the previous results, this revealed that domestic tourists are satisfied with using online marketing tools.

CORRELATIONAL ANALYSIS

- **Pearson Correlations for relationship between of using online marketing tools and online purchase intention of domestic tourists in Egypt.**

The correlation analysis declared that there is a positive and significant

relationship between using online marketing tools and online purchase intention of domestic tourists in Egypt. The value of Pearson correlation coefficient was (.781** - sig = 0.000). These results showed that there is a strong positive relation between using online marketing tools and online purchase intention of domestic tourists in Egypt. This positive correlation indicates that when using online marketing tools increases, online purchase intention of domestic tourist increases as well. **Hence, the first objective was achieved** "Exploring the relationship between using online marketing tools and online purchase intention of domestic tourists in Egypt"

➤ **Correlations between using Online marketing tools and online behavior of domestic tourist**

The results of correlation analysis revealed that there is a positive and significant relationship between using online marketing tools and online behavior of domestic tourist of the sample. The value of Pearson correlation coefficient was (.799** - sig = 0.000). These results showed that there is a strong positive relation between using Online marketing tools and online behavior of domestic tourist of the sample. **Therefore, the second objective was achieved** "Measuring the relationship between using online marketing tools and online behavior of domestic tourists in Egypt."

➤ **Relationship between using online marketing tools or applications and E-Satisfaction of domestic tourist**

The value of Pearson correlation coefficient was (.767** - sig = 0.000). These results reveal that there is a strong positive relation between using online marketing tools and E-satisfaction of domestic tourist. This indicates to every increasing in using online marketing tools in domestic tourism leads to increasing in E-satisfaction of domestic tourists. **These results achieved the third objective of study** "Measuring the relationship between using online marketing tools and E-Satisfaction of domestic tourists in Egypt"

➤ **Pearson Correlations Relationship between Online Marketing Content / E-WOM and online purchase intention of domestic tourist**

The results showed that there is a strong positive relation between online Marketing Content and (E-WOM) and online purchase intention of domestic tourist. **This positive correlation achieved the fourth objective of study** "Determining the impacts of content marketing and electronic word of mouth (E-WOM) in purchase intention of domestic tourists in Egypt."

REGRESSION ANALYSIS

Table (5) Simple Linear Regression analysis

Model	Adjusted R Square	F	Sig.	Results
Influences of using online marketing tools and online purchase intention of domestic tourists	.144	102.79	0.000	Accepted
Influences of using Online marketing tools and online behavior of domestic tourist	0.088	59.134	0.000	Accepted
Influences of using online marketing tools or applications and E-Satisfaction of domestic tourist	.134	94.243	0.000	Accepted
Influences of Online Marketing Content / E-WOM and online purchase intention of domestic tourist	.325	94.243	0.000	Accepted

Given previous regression analysis results in Table (4), it is revealed the all relationships have been accepted with a significant level less than 5%, in addition to finding that the probability value is equal to 0.000, i.e., less than the level of significance 0, 05. Hence, the regression is significant, and thus there is a relationship between the independent variable and the dependent variable.

CONCLUSION

ICT’s developments enable using a variety of online marketing tools in tourism industry in general such as (Website, Email, Social Media networks, Mobile, search engines, blogs, video channels etc.). These tools provide tourists with many advantages and benefits which changed their behavior. Moreover, using online marketing tools allowed tourists to access travel information or share travel experiences via a variety of smart technology tools. Therefore, it is important to understand how technology development is shaping tourism CB in effective tourism marketing.

The main objective of research is assessing the influence of using online marketing tools in domestic tourist behavior. This influence includes online behavior, online purchase intention and e-satisfaction of domestic tourists in Egypt. To achieve such objectives, the study employs a

questionnaire (of 606 domestic tourists in Egypt) as quantitative approach and as an instrument or method to gather data from the study sample. After collecting, coding and analyzing data, the results of study supported the following relations according to Pearson correlation and regression analysis result as follows;

- There is a significant relationship between using online marketing tools and online purchase intention of domestic tourists in Egypt
- There is a significant relationship between using online marketing tools and online behavior of domestic tourists in Egypt
- There is a relationship between using online marketing tools and E-satisfaction of domestic tourist
- There is a strong positive relation between online Marketing Content and (E-WOM) and online purchase intention of domestic tourist in Egypt.

Given the previous results, it can be conducted them in the next proposed framework (Fig.3). Where, it shows the relationships between dimensions of study.

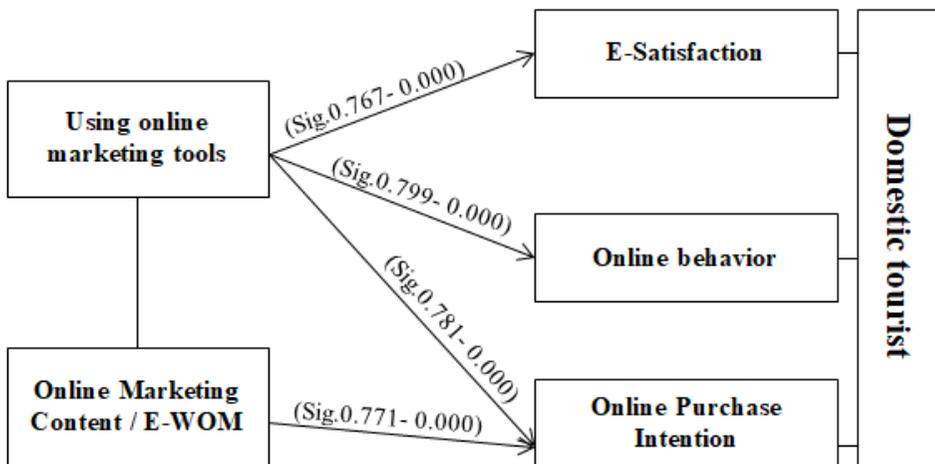


Figure (3): proposed model of the study

According to the results of the study, the following can be recommended:

- Travel agencies in Egypt should use a variety of online marketing tools in domestic tourist market to reach all kind of domestic tourists in Egypt; offering multiple online payment methods such as paying directly via website with visa, Fawry services, and online wallets; declaring the total price in domestic tours programs; interesting in the domestic tourists' comments on social media sites and their marketing strategies in domestic tourism in Egypt; and encouraging

- domestic tourists to share their experiences with social media audiences as well as offering discounts in their next domestic tours
- The Ministry of Tourism and Antiquities should assist tourism businesses and suppliers in implementing e-tourism and overcoming the challenges they confront; it must co-operate with Ministry of Information Communication Technology to help Egyptian Travel Agents to achieve their activities and aims; taking the initiative to promote domestic tourism in Egypt by offering discount when using online tools in tour booking.

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