

# Decision Making Process in Marketing

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**Abstract:** *In reality, it refers to a full online environment based on user contributions and interactions rather than just a new method of communication. The use of social media in the tourism industry has grown rapidly, and this topic is currently being explored. In particular, information search and decision-making behavior, as well as tourism advertising that emphasises on best practices for connecting with customers via social media channels, are all increasingly influenced by social media. Social media not only links people together today, but it also links the vendor and the customer. The numerous channels for informing consumers about products have mostly been constrained to the digital world, and social media plays a key role in this entire process. Here, numerous tourism sector components could be viewed as the product. Given that a huge portion of the population now directly uses smart phones, it is fair to argue that social media is the medium that can reach the most people with the least amount of effort.*

**Keywords:** Decision making process, Destinations, Experience

## I. INTRODUCTION

Social media marketing is the most convenient way to market because it not only saves time but has also been shown to be cost-effective. The intended information is delivered to users in the shortest possible time and at the lowest possible cost. It also ensures that it has reached the person and that the response is vigorous. Hence, marketing through social media not only saves time but also the capital budget for marketing.

## III. RESEARCH METHODOLOGY

### Challenges due to Social Media in Tourism

Good news doesn't spread as easily as bad news, which spreads fast and far like wildfire. This idiom fits in the context of media as well. The social media channels offer bubbles of the same content used or visited by users. In terms of social media, it has numerous impacts when something appalling happens at the destination, which disturbs the tourism infrastructure. Not only local but foreign social media links also show up such incidents, and they advise their citizens to refrain from visiting such destinations.

Also, social media news, whether it is fake or true, spreads vigorously and intensively. The effects of which are irresistible at times. As a result, distinguishing between fake and true news is critical, as it reduces tourism movement of a specific destination. Some notorious elements often temper the image using Photoshop and try to spread hatred. This causes clashes at the destination, and at times they use such tricks to outrage with hotels, airlines, etc.

To ensure control over such unpleasing things, the administration at local and higher levels has come up with and introduced effective guidelines.

#### **How to turn social media into a privilege for tourism marketing:**

- **Travel research on the basis of online reviews:** It is fine and informative to do research before planning to travel. Now days, so many websites and apps have related content, which proves to be absolutely helpful as the reviews are made after experiencing it.
- **Social sharing among millennial is increasing:** Millenials are the users who use social media extensively, and they are the ones to be targeted as profligate consumers too.
- **Enhanced customer service and experiences:** As the reviews and ratings are open to all visitors of the website or page, the service provider must consistently insist on enhanced customer service and experience.
- **Reshaping travel agencies:** The time has come when travel agencies have to upgrade themselves to keep up with a rapidly changing world. This is the need of the hour in order to ensure not only their survival but also their presence on the front lines.
- **Increased brand recognition:** When one is looking for recognition for a product, the content should be superior and spirited. There are many influencers available on social media; follow them and start interacting. Insist on targeting social advertising and respond quickly to the queries.

#### **IV. CONCLUSION**

Sharing is an important part of social media. A company's assertive image is formed when it has a large following and good content that receives positive feedback. No matter how small or big the company is or what kind of service provider it is, the needy customer finds it because of the intricate and well-connected structure of social media. The popularity increases as one suggests the webpage, social account, etc. to the others. This is how the following also grows, and people keep themselves updated about the events, offers, upgraded services, and so on. There were times when marketing was a door-to-door operation. Now, it does require a professional approach to existing customers, but with the help of social media channels, new customers are also introduced. The content type for social media is not only text-based, but visual images are the most effective method because this is how a customer makes a decision.

Customers also spread the word through word of mouth and regular social media posts.

Because of social media, small towns have also gained popularity for weekend getaways. This is a huge success for local business opportunities. The small towns have still retained their culture and architecture. Though the tourism ministries at the state level have always advertised, the images and experiences shared through social media channels have effectively changed the mindsets of tourists who seek prior information. This has definitely controlled the escape of young generations from such places in search of jobs, as the business opportunity is on the rise now.

Hence, social media is a boon for the travel and tourism industries. One needs to follow a certain code of conduct and plan accordingly to achieve the required results. The target customers do provide prolific results, which encourage business opportunities and revenue.

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