

Use of Social Media and the Choice of Tourism Destination: A Study of Buddhist Tourism Destination in Sikkim

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Abstract

This study aims to identify the factors influencing Buddhist tourism destination choices and examine their impact. A conceptual model was developed, and 366 questionnaires were distributed, utilizing a mixed-method approach. Convenience sampling was employed to gather data on social media usage for choosing Buddhist tourism destinations in the Sikkim region. The factors considered were Social Media Tools, E-word of mouth, E-Marketing, and Mobile Marketing, assessed using a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). For analyzing the data, this study has employed Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). The study found a significant relationship between the use of social media and the choice of Buddhist tourism destination. Implications of the findings, especially for social media marketing, are discussed.

Key Words

Buddhist tourism, Sikkim, Social Media Tools, E-word of mouth, E-Marketing, Mobile marketing, Structural Equation Modelling (SEM)

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