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An Integrated Model for Cues Motivating Online Tour Destination Purchase Decision

by

Sohail Nawab

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Dedicated to my beloved parents.

CERTIFICATE OF APPROVAL

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Abstract

This study explored the effect of cues (destination image, holiday package and online promotion) on online tour destination purchase decision. Moreover, mediating role of customer engagement and purchase intention on online tour destination purchase decision was also examined. Similarly, online cues (destination image, holiday package and online promotion) were studied with purchase decision through mediation of customer engagement and purchase intention. Additionally, the data was collected from Rawalpindi and Islamabad tourist companies. Data was examined by using the software Smart PLS3. Results show that holiday package and online promotion have positive impact on purchase decision with mediation role of customer engagement and purchase intention and destination image has little and weak impact on purchase decision. These results have implication for practitioners and examiners.

Keywords: Destination Image, Holiday Package, Online Package, Customer Engagement, Purchase Intention, Purchase Decision.

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Abbreviations

CE Customer Engagement

DI Destination Image

HP Holiday Package

OP Online Promotion

PI Purchase Intention

PD Purchase Decision

Chapter 1

Introduction

1.1 Introduction

Tourism sector vibrantly contributed to the global service industry (Ahn et al., 2002). Statistical evidence of 2018 confirmed a global contribution of US \$7 trillion (Travel, 2018). Also, tourism industry captured 9.5% of the worldwide industrial share (Tonghui et al., 2013). For example, in US and Switzerland the tourism industry raised US \$503.7 billion (Travel, 2018). On the other hand, in South East Asia, US \$135.8 billion annual contribution in GDP was recognized. Moreover, in South East Asia it generated 14,457,000 jobs in 2017, being 4.7% of total employment market (Travel, 2018). Specifically, in Pakistan, the tourism industry contributed PKR 930.9 billion. Additionally, in 2017 it created 1,439,000 jobs being 2.5% of total workforce (Travel, 2018). Undoubtedly, with the evolution of internet tourism became one of the fastest growing sectors in the world (Tity & S., 2016). Billions of customers viewed market space as a digital infrastructure for tourism industry (Fernandez-Cavia et al., 2017).

Equally important, the worldwide web becomes a vital global link for prospective customers to obtain data regarding tour destination (Wareham et al., 2005; Ramos et al., 2016). In a similar vein, prospective customers used the digital infrastructure for availing tourism related services (Buhalis, 1998). Moreover, it

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reshaped many facets of travel including information searches and planning while deciding to purchase online tour destination (Park et al., 2011). Furthermore, digital networks became one of the most significant platforms for travel-related information (Ho & Lee, 2007).

Several eminent scholars around the globe have acknowledged the impact of digital networks on tourism sector (Law et al., 2010). For example, in the case of Europe a study on Spanish and UK tourist attitude towards e-tourism found that online information had a significant impact on consumer culture (Alcántara-Pilar et al., 2017). Moreover, in UK consumer with familiar internet travel ads were motivated by advertising content and its effect led them towards a purchase decision (Rasty et al., 2013). In comparison to Spain and UK, for Norwegian consumers travel information was considered as an effective cue towards holiday planning. Also, this cue had a positive impact towards online tourism destination purchase decision (Munar & Jacobsen, 2013).

On the other hand, online attitude related studies were of prime focus in South America. For example, Brazilian consumer attitude towards online information in tourism purchase was positive. However, majority of the consumer's attitude was stimulated by the website information quality as a cue (Bebber et al., 2017). Additionally, in USA cue such as online community knowledge sharing influenced the tour destination decision (Lee & Hyun, 2015). In comparison, consumersin Ghana were motivated by cue such as online destination images (Kotoua & Ilkan, 2017).

Coming towards South East Asia, it was identified that the consumers in China made their travel decision keeping in view the online image of tourist destinations (Tonghui et al., 2013). However, in India selection of online tour destination relied on cues including perceived benefits, perceived risk, and online marketing (Pappas, 2017). While, Taiwanese travelers purchase decision depended upon e-satisfaction (Ting et al., 2013).

In comparison minimal studies have been conducted in Pakistani context. To start with, online destination image served as a cue for a few of the tourists. Also, role of online communication media has been discussed for shaping the destination

image of remote areas (Hays et al., 2013). Moreover, positive destination image is developed through positive communication of online media ultimately having a positive impact on tour purchase decision (Sayira & Andrews, 2016). Whereas, (Baber et al., 2016) found that online content served as cues has positive impact towards tour destination purchase decision. Keeping this discussion in view this thesis aimed to develop a conceptual framework based on the stimulus - organism - response (S-O-R) model. S-O-R helped in understanding the cues motivating the online tour destination purchase decision of tourists in Pakistan. Destination image, online promotion, and holiday package as pivotal cues were integrated in this thesis. Previous research in light of S-O-R theory lacked in explaining the influence of these cues through sequential mediation with customer engagement, purchase intention, and tour destination purchase decision as the outcome variable.

1.2 Study Background

The information communication technology development (ICT) had an immense impact on the tourism industry (Liu et al., 2008). Technological transformation has led the tourism companies to adopt the process of searching, assessing and handling information (Wang & Qualls, 2007). Moreover, decision making of customer towards tour has been affected by how travel is offered, conveyed, sold and used up (Liu et al., 2008). Additionally, the internet has demonstrated to be an endless medium of tourism destination search for potential global tourists (Baggio, 2003).

In accordance with the United Nations report, an estimated 1.2 billion global tourists searched holiday destinations (Ferguson, 2007). Specifically, in Pakistan internet reached the residents of 1,700 geographic locations including cities and towns (Bashir & Ramay, 2008). Perhaps increase in the significance of digital infrastructure has developed customer traffic at a high pace (Hughes & Beukes, 2012). On the other hand, the internet is giving extraordinary advantages to business correspondence. The business association is utilizing fast web to accelerate their communication with customers. Also, internet has been transforming

tourism globally. It has empowered consumers to identify, customize and purchase tourism services at any point in time (Buhalis & O'Connor, 2005). The tourists are now capable of directly accessing accurate information of communicating with tour companies and finally getting the best package (Pitoska, 2013). Additionally, in tourism industry technology significantly increased the competitive pressure hence increasing the competition in market (Wright et al., 2013). Companies are looking out ways to investment more in technology (Li & Ye, 1999). According to the (Assibey-Bonsu, 2019), many countries invested in their technology. For example, UK has invested $28,541.9 million in the year 2018 whereas Canada and USA invested $14,798.1 and $340,728.0 million. Similarly, in Southeast Asia, Indonesia and Malaysia invested $547,051k and $4,441.9 million in the year 2018. Specifically, in Pakistan, they spent $2,458.4 million for their research and development sector. As a matter of fact, tech-savvy consumers are highly involved and engaged in using digital mediums (Bilgihan et al., 2013). Additionally, tech-savvy consumers are an economical powerful partner with $200 billion in yearly consumption (Djamasbi et al., 2010). A study conducted on tech-savvy consumers by world youth student and educational travel confederation (WYSETC) revealed that, they are traveling more to explore new places and booking for tourism using digital mediums (Benckendorff et al., 2010).

In a similar vein, tech-savvy have found to be the most internet using generation and certainly highly attached with technology usage (Balakrishnan et al., 2014). Similarly, these people have grown up with a majority of the high-tech advances, for example, PCs and the internet (Cabral, 2011). They are more actively involved socially on internet (Kotoua & Ilkan, 2017). Being highly tech savvy, they use multiple characteristics in their cell phones with the use of internet. The tech-savvy consumers are adaptable in accepting to new innovation and broadly used technological gadgets (Jain & Pant, 2012). Likewise, they have mostly communication done on social sites as they mostly do buying online and shopping power of space agers are increasing (Bilgihan, 2016). As of 2011, Pakistan accounted for 20 million web clients and positioned itself as one of the top 10 countries as far as internet development is concerned (Munar & Jacobsen, 2013). Moreover,

Pakistan population comprised of 64% youth being below 30 years of age (Survey, 2013). The next section would help in explaining the problem in more detail.

1.3 Problem Statement

Growing use of digital mediums has transformed the business dynamics of the tourism industry (Huang et al., 2010b). Several past researchers have supported the significance of digital infrastructure on consumer buying decisions (Forman et al., 2008). Not surprisingly, these global technological advancements significantly increased the competitive pressures in the market place, thus leading to a competitive market (Wright et al., 2013). Billions of consumers were engaged on market space for the purchase of tour destination (Hoffman et al., 1999). Moreover, tech-savvy consumers as a generation were more involved through internet buying (Kotoua & Ilkan, 2017). Being 64% of the total Pakistani population and born in the internet age, they mostly shopped online (Bilgihan, 2016). In recent era, development of the internet has caused the development of intensity among the tourism businesses as it presented transparency, speed, adaptability and assortment of decisions (Pitoska, 2013). This phenomenon has put pressure on companies to find new ways of attracting customers while making decision about tourist destinations (Wang & Qualls, 2007). Academicians in the past have established a vast literature on the significance of online shopping. However, majority of the literature in light of S-O-R theory was directed towards online apparel shopping, online website designs, and online website atmosphere. Also, majority of these studies focused towards online information quality as a cue (Bebber et al., 2017). In Brazil consumers mostly focused on website information quality as a cue (Bebber et al., 2017). In China, consumer made their travel decision keeping in view the cue online image of tourist destinations (Tonghui et al., 2013) while Switzerland consumers tour destination relied on cues web contents (Cvijikj & Michahelles, 2011). In the case of Pakistan, several studies looked into online cues in light of S-O-R theory (Bebber et al., 2017). For example, it was found that, destination

image as a cue had a positive impact in buying tour decision process. The impact of privacy, trust and convenience as a cue on consumers' purchase decision has been examined and found that it has positive impact on purchase decision. Moreover, studied the online content served as cue and found that it has positive impact towards online tour destination purchase decision. Whereas, destination image as a cue has been studied and revealed that it has positive impact towards online buying tour decision process (Sayira & Andrews, 2016).

Therefore, there is a need to examine these online cues for motivation and engagement of the tech-savvy consumers towards an online tour destination purchase decision. Especially for Pakistani tech-savvy consumers, on which minimum comprehensive studies has been carried out. Also, company's studies have not looked into sequential mediation of customer engagement and purchase intention towards online tour destination purchase decision. Previous research lacked in explaining the influence of cues through sequential mediation of customer engagement and purchase intention with online tour destination purchase decision in light of S-O-R theory. The next section would discuss the research questions for this thesis.

1.4 Research Gap

The established literature by different researchers in different contexts, which found that different nation's consumer behavior, is different. The gaps are discussed below in paragraphs.

Stimulus-Organism-Response (S-O-R) as a contemporary consumer behavior theory has been discussed extensively by intellectuals for online travel and tourism industry. However, these intellectuals applied this theory to understand behavioral outcomes through different cues such as updated information (Alcántara-Pilar et al., 2017), Online images, color and contents , information quality on the website (Bebber et al., 2017), online destination image (Kotoua & Ilkan, 2017), package (Yamamoto, 2000), web contents (Cvijikj & Michahelles, 2011) and advertising contents (Rasty et al., 2013).

In this thesis, six variables will be studied in S-O-R theory in which three independent variables are cues (destination images, online promotion and holiday package), two variables are mediators (customer engagement and purchase intention) while dependent variable is tour destination purchase decision. These three cues effect will be checked with tour destination purchase decision and sequential mediation (Customer engagement and Purchase intention) is done in S-O-R theory.

However, given literature shows that, global studies for online cues in light of S-O-R theory were mostly documented in nations such as USA, UAE, Spain, UK, China, Turkey, Switzerland and Taiwan. This shows the minimum attention of findings towards Pakistan. Additional, few studies conducted in tourism under S-O-R theory. This study has checked the effect of cues on tour destination purchase decision of Pakistani consumer towards online tour destination purchase decision. This study has been done in Pakistani context.

In this technological era, everyone is attached with technology and mostly buying is done through online (Ninikrishna et al., 2017). To attract customer's marketers should know about the cues and motivate the customers online with these cues. Companies should adopt the new ways for attracting customers online because traditional marketing ways are gone in this technological era (Mainardes & Cardoso, 2019). There is 64% Generation Y exists in Pakistan Lab (2013). While, Generation Y are more attached with technological appliances and they mostly do buying online (Parment, 2013).

1.5   Research Questions

This research will answer the following questions:

Research Question 1

What is the relationship between destination image and customer engagement?

Research Question 2

What is the relationship between holiday package and customer engagement?

Research Question 3

What is the relationship between online promotion and customer engagement?

Research Question 4

To what extent customer engagement influences the purchase intention?

Research Question 5

What is the relationship between purchase intention and purchase decision?

Research Question 6a

To what extent customer engagement and purchase intention mediates the relationship between destination image and purchase decision?

Research Question 6b

To what extent customer engagement and purchase intention mediates the relationship between holiday package and purchase decision?

Research Question 6c

To what extent customer engagement and purchase intention mediates the relationship between online promotion and purchase decision?

1.6   Research Objectives for This Study

This research will answer the following questions:

Research Objective 1

To examine the relationship between destination image and customer engagementin tourism sector of Pakistan.

Research Objective 2

To examine the relationship between holiday package and customer engagement intourism sector of Pakistan.

Research Objective 3

To examine the relationship between online promotion and customer engagement in tourism sector of Pakistan.

Research Objective 4

To examine the relationship between customer engagement and purchase intentions in tourism sector of Pakistan.

Research Objective 5

To examine the association between purchase intentions and purchase decisions in tourism sector of Pakistan.

Research Objective 6a

To examine the mediating role of customer engagement and purchase intention between destination image and purchase decision.

Research Objective 6b

To examine the mediating role of customer engagement and purchase intention between holiday package and purchase decision.

Research Objective 6c

To examine the mediating role of customer engagement and purchase intention between online promotion and purchase decision

1.7 Theoretical Underpinning

In view of this discussion, this study applied stimulus-organism-response (S-O-R) model as the underpinning theory. This theory helped in understanding, guring out, and explaining emotional reactions of consumer's towards online cues while availing tourism and travel facility services. Consumers exposed to online cues when engaged in surfing the tourism website. Online tourism companies presented different cues such as; online information, online image, information quality, color, advertising content and destination image to the customers which occupied customers browsing tourism company's websites. According to tourism companies

it's difficult to know about customer insight so they used different characteristics such as; destination images, online promotion and holiday package as cues to unleash their emotions stimulating an action towards their online tourist destination purchase decision.

1.8 Significance of this Thesis

The theoretical, managerial and contextual contributions for this thesis are established sequentially in the following sections.

To start with, stimulus-organism-response (S-O-R) as a contemporary consumer behavior theory has been discussed extensively by intellectuals for online travel and tourism industry. However, these intellectuals applied this theory to understand behavioral outcomes such as consumer culture (Pilar et al., 2017) attitude towards e-commerce (Bebber et al., 2017), motivating cues such as online destination image (Kotoua & Ilkan, 2017) information quality (Bebber et al., 2017) web content (Cvijikj & Michahelles, 2011) advertising contents (Rasty et al., 2013), package (Yamamoto, 2000) and online promotion (Hou et al., 2018). Previous research lacked in explaining the influence of cues through sequential mediation of customer engagement and purchase intention with tour destination purchase decision in light of S-O-R theory.

Secondly, coming towards managerial side, the marketers need to understand new ways of attracting online customers. In this technological era, everyone is attached with technology and mostly buying is done through online. While, space agers are more attached with technological appliances and they mostly do buying online (Bilgihan, 2016). Understanding the cues motivating customer online destination purchase decision is of extreme importance. Previous studies have looked in to cues such as destination images, online communication and role of media which explain only one dimension. This thesis unleashed a combination of three dimensions to better understand the online tourist purchase decision. Perhaps a better understanding would lead to an increase in the online tourist destination purchase traffic.

Thirdly, review of established literature indicated that, global studies for online cues in light of (S-O-R) theory were mostly documented in economies such as Brazil, China Spain, UAE, Taiwan and Switzerland. This constrained the generalizability of the findings towards Pakistan. Also, it was observed that marginal studies have been conducted in Pakistan keeping in view online travel and tourism. Hence, this study will be significant for introducing online cues which motivated online tour destination purchase decision. In Pakistani context there are only few studies keeping in view S-O-R theory. The next section would discuss the definitions of the variables.

1.9   Definitions of the Study Variables

1.9.1   Destination Image

Destination image is commonly defined as the addition of opinions, thoughts and impressions that person have about destination? Image is an abstract which includes two types of evaluations, first type is cognition i.e. related to opinions (Crompton, 1979) and second type is related to emotions which describe the way of actions (Baloglu & Brinberg, 1997; Palacio et al., 2002; Bigne et al., 2001; Moutinho, 1987). In cognitive view, it shows the opinions and beliefs of individual which holds different characteristics and qualities of the things (Baloglu & Brinberg, 1997; Pike & Ryan, 2004) while emotional assessments contain the affect and emotion concerning about particular object (Chen & Uysal, 2002; Kim & Richardson, 2003). Mental and emotion both combinations make it possible to mirrored image as positive or negative assessment by the consumer (Baloglu & McCleary, 1999; Beerli & Martin, 2004; Castro et al., 2007).

1.9.2   Online Promotion

Previous researcher explained, online promotion as the accuracy of information provided, time validity of package,details of the service, mentioning the cost of

every service and the updation of information if any needed (Alkharabsheh et al., 2011). As indicated by Rdainah Osman Yusuf, (2009) there is the effect and relationship of viral promotion on the customer choice to purchase, the data sent through the Websites related and trustworthy, so it has making a positive picture of the company sent (Lai & Vinh, 2012).

1.9.3   Customer Engagement

In few years, some researchers define the customer engagement in marketing context. Patterson et al. (2006) said that customer engagement is the cognition and emotional levels presented by customers while dealing with a specific company or brand. (Bowden, 2009) said that customer engagement is a psychological procedure in which fresh clients grow loyalty and old clients retain their loyalty to a certain brand. Some researchers define that engagement is an action of the consumer in the direction of an organization and it is called as customer engagement (Brodie et al., 2011; Kumar et al., 2010; Vivek et al., 2012).

1.9.4   Purchase Intention

According to the (Smith & Swinyard, 1982) it is the chance in which a personis engaged towards an item. Further, a customer adopted the particular actions towards the item (BLACKWELL et al., 2001). Moreover, (BLACKWELL et al., 2001) explained that buying intention is an action, that tells about the customers personal decision that what they will do in the future. For the intention is the straight antecedent of buying, which obtains effects from the atmosphere and the buyer. The surrounding causes contain the shortage of period the buyer has to buy and the financial boundaries, together of which may prevent a buying intention from leading to an actual buying. In short, the buying intention is defined as the disposition of the customer presents to acquire a service and the possibility of this to be efficiently purchased.

1.9.5 Purchase Decision

There are three steps in decision making process, before purchase of any service. Customer goes through three phases that are intelligence, design and choice phase. In first phase (intelligence), the decision-maker identifies the issue and collects the data. In second phase (design), the issue is mentioned, different standards are made, and many substitute solutions are recognized. In last phase (choice), the decision maker selects the greatest alternative that fulfills the standards and makes the absolute choice (Gao et al., 2012).

1.10 Structure of Thesis

This thesis is structured in five chapters.

Chapter 1

The background of this study comprises inspiration, difficulties and causes for choosing the area has been debated in this section. Moreover, it includes a small background of the part examined, a short literature review, methodology, study purpose, gaps in study and importance of this thesis.

Chapter 2

This chapter includes the importance of internet and literature related to globally cue has been discussed. Further, significance of internet in service sector, Tech-savvy consumer social usage, and hypothesis are discussed and research gap is written. Lastly, the whole chapter is summarized.

Chapter 3

In this chapter whole method has been discussed in which includes the research paradigm, population, sample size and technique, procedure of data collection method, scale development all variables and in the end PLS method has been discussed that is used for the data interpretation.

Chapter 4

This section includes the created outcomes, including reliability and validity of the data and values of pretests. Results related to direct effect of determined hypothesis have been discussed. Additionally, another model was created and exactly tried that yielded another measure that could be utilized to motivate purchaser towards online tour destination purchase decision.

Chapter 5

It tells about the outcomes identified with the outcomes. The outcomes are talked about by relating them to the outcomes of different analysts regarding the matter issues, with unique emphasis on the purposes behind the deviation in the outcomes of this study with the ones that have been completed previously. Moreover, managerial implications have additionally been talked about in this section. This part likewise contains limitations, conclusion and future research.

1.11 Summary

This chapter established debates on the effects of tour attraction for motivating customer online purchase decision in Pakistani context. Similarly, this chapter covers the introduction, background of the study, problem statement, research objectives, research questions, theoretical underpinning and the significance of study and inspiration for undertaking it. Additionally, this chapter debated a quick view that tells about the topic of study and how it will be beneficial for scholars and tour companies. In the later chapter, related ideas and past researches about cues have been debated.

Chapter 2

Literature Review

Chapter one provided the summary of several studies on the online tourism destination purchase decision making. It also included discussion on the significance of online purchase in Pakistan, and other neighboring countries. This chapter established the structure for looking into relevant literature. This discussion included significance of internet in tourism sector. Also, it established the main discussions on tech-savvy consumers, theoretical framework, globally studies on online cues, research gaps, conceptual framework, hypothesis, ending with chapter summary.

2.1 Destination Image and Customer Engagement

Destination image is commonly defined as the addition of opinions, thoughts and impressions that person have about destination (Kotler et al., 2017; Crompton, 1979). Image is an abstract which includes two types of evaluations, first type is cognition i.e. related to opinions (Crompton, 1979) and second type is related to emotions which describe the way of actions (Baloglu & McCleary, 1999; Palacioet al., 2002; Bigne et al., 2001; Moutinho, 1987). In cognitive view it shows the opinions and beliefs of individual which holds different characteristics and qualities of the things (Baloglu & Brinberg, 1997; Pike & Ryan, 2004) while emotional

assessments contain the affect and emotion concerning about particular object (Chen & Uysal, 2002; Kim & Richardson, 2003). Mental and emotion both combinations make it possible to mirrored image as positive or negative assessment by the consumer (Baloglu & McCleary, 1999; Beerli & Martin, 2004; Castroet al., 2007).

Furthermore, different researchers e.g. (Phelps, 1986) proposed there are only two types of destination image, primary and secondary. Secondary destination image shows the observed image of a destination that a person has not stayed before, or only it is the mixture of the organic image and the induced image which represent that a person stayed before at a particular place. The observed primary image of a destination structured when a traveler stays the destination.

According to (Chen et al., 2013) destination image is the secondary source of data which is the main source. Image creation process has three types which are commonly acceptable which are Organic image, complex image and induced image. The organic image could be shaped by every days experience to the mass media. Complex image has been created after the visit and during the visit of specific place. Induce image is created by online marketers through promotional ads and the use of visual forms (Crompton & Ankomah, 1993).

Destination image is becoming a theme of discussion in the travel industry. The travel industry specialists broadly concur that image has three particular segments that are psychological, emotional and cognitive (Pike & Ryan, 2004). The cognitive image factor raises individual information and assessment of the destination qualities (Baloglu & McCleary, 1999; Pike & Ryan, 2004). The emotional picture part represents people groups' sentiments framed toward a destination (Baloglu & McCleary, 1999; Beerli & Martin, 2004). Lastly, the conative reason shows different manners related to intentions of visit/revisit a destination (Chen & Tsai, 2007; Chi & Qu, 2008).

Mostly destination image explanations exist; many are relatively unclear (Gartner, 1993; Echtner & Ritchie, 1993). Moreover, (Sirgy & Su, 2000) proposed that the destination image works related to guests' self-congruity, which implies that, when the picture of a spot is predictable that guests see themselves, they

become personally involved to it. In spite of numerous unclear definitions, the significance of destination image to tourism destination choice procedure have been all around reported in the literature (Tasci & Gartner, 2007; Beerli & Mar-tin, 2004; Crompton, 1979; Echtner & Ritchie, 1993; Tapachai & Waryszak,2000). Destination images are shaped through the creation of ones psychologicalmodels based on single and personal experiences such as data received over timeand previous visitations (Gartner, 1993; Gunn et al., 1988).

The websites can give the data of the destination that allow travelers to imagine the destination and have an additional image before their trip of that place and it will lead them to the purchase of tour (de Moura et al., 2015). Positive destination image will create the positive perception of customer and it will play a very important role in making tourism purchase (Martínez & Alvarez, 2010; Martin& Eroglu, 1993).

In last two decades the picture has been demonstrated as an important idea for understanding tourist's technique of selecting a destination (Baloglu & Brinberg, 1997; Baloglu & McCleary, 1999; Echtner & Ritchie, 1993). In tourism indus-try, by using websites companies can share the data of the destination which helpsthe travelers to imagine the destination and have an additional image before theirtrip of that place (de Moura et al., 2015). Due to the possibility of repeat visit the positive image created. While doing tour purchase, the positive destination image played an important role in purchase of tour destination (de Moura et al., 2015). Mostly researchers for example (Chen et al., 2013; Chen & Tsai, 2007) are agree and they said that destination image plays a vital role in tour decision making process, including intention visit and revisit the place. For example, in Taiwan the (Chen & Tsai, 2007) established a positive relationship between intention to travel and destination image. Studies also established that if the greater satis-factory destination image is, the more positive the behavioral intention will lead the possible tourist will have (Chen et al., 2013). On the other hand, in tourism industry the consumers in Ghana were motivated by cue such as online destination image. This study was done on above 17 years age international tourists (Kotoua & Ilkan, 2017).

The horizon of online cues and tourism related studies are not restricted to one country. Several multicultural comparative studies in different contexts have also been carried out. For example, in a cross-cultural comparative study on the tourism of the United Kingdom and Taiwanese consumers, it was found that consumers of both cultures have different behavior in online tourism. Destination image is studied with purchase decision in UK (Chen et al., 2013). In Pakistani context, the role of destination image cue impact on tour destination purchase decision has been analyzed, which shows a positive impact on tour purchase decision (Sayira & Andrews, 2016).

Customer engagement has gained important attention from marketing view and in tourism research the engagement of customer has got the drive. Customer engagement is defined as a mental perspective that drives guarantee to services, offering or a destination (Alrawadieh et al., 2019). Moreover, it is the degree of a clients cognitive, emotional and physical intellectual and enthusiastic nearness in their association with a service organization (Patterson et al., 2006). On the other side, (Vivek et al., 2012) define that the commitments of customer with the offerings of companies is known as customer engagement.

Customer engagement is studied with brand engagement through brand loyalty (Hollebeek, 2011). Engagement is also studied with social media (YouTube, Facebook, twitter and Instagram). Mostly people are engaged on social media and they are significantly increasing. Companies are using social media and sites which motivates the customers and get engaged through it and they found that social media has positive impact on customer engagement (Guesalaga, 2016). Customer may engage on brand discussion forum to get more information regarding brand to minimize the risk. There is psychological connection of customer with brand who is already engaged and it has a positive impact on customer engagement (Brodie et al., 2013). Therefore, we conclude that destination image has positive relationship with customer engagement, so we hypothesized that.

H1: There is a positive relationship between destination image and customer engagement

2.2 Holiday Package and Customer Engagement

Marketing researchers and experts characterize 'bundling' or 'packaging' as the act of promoting at least two items and /or services more than two items in a particular set for a special amount (Stremersch & Tellis, 2002). Tour package provides the proper pre-arranged facilities of vehicles, professional tour guide, lodging and food facilities are the main parts of the holiday package (Huang et al., 2010b,a).

However, study conducted by (Anker et al., 2015) in Russia, the effect of different package dimensions has been checked with purchase decision. Different dimensions of tour package which are airline service, transfer of tourist from airport to hotel, vehicles used for tour, tour guides, information regarding tour and hotel services has been analyzed. Hence, this study revealed that tour dimensions in package have positive impact on purchase decision.

In the context of consumers engagement, the holiday package has been examined with price and quantity and studied with two phenomenas which are individual visits and tour operators. Travel supply chain of Hong Kong and travelers of China has been studied in that research. Result shows that new tour operators entrance in the market increase the engagement competition between tour operators on the basis of price. In the results customer prefer the price while tour operators prefer the quantity. According to (Huang et al., 2010b), when price war increases then it will give chance to many other tour operators to enter into the market. Holiday package has positive impact on customer engagement.

H2: There is a positive association between holiday package and customer engagement.

2.3 Online Promotion and Customer Engagement

Previous researcher explained, online promotion as the accuarcy of information provided, time validity of package,details of the service, mentioning the cost of every service and the updation of information if any needed (Alkharabsheh et al., 2011). As indicated by Radinah Osman Yusuf, (2009) there is the effect and relationship of promotion on the customer choice to purchase, related and trustworthy data sent through the Websites, so it has making a positive picture of the company sent .Due to the attractiveness of internet and many online advancement channels, the marketing administrators attention has twisted in this way. Additionally, the publics mode of reservation has transformed because of the internet (Lai & Vinh, 2013).

Moreover, online promotion is also examined with the problematic integration theory (Han & Mills, 2007) which shows the online promotion effect on customer travel purchase action. Online activities are evaluated by companies on different aspects. The model is tested using the case of Australia in which they tried to attract the USA customers. Travel guide websites using online promotion for customers to buy online destination (Han & Mills, 2007). Similarly, in USA, the online promotion impact has been studied with customer engagement which shows that online promotion has positive impact on customer engagement. It gives information regarding tourism that will lead the customers towards the engagement (Han & Mills, 2007). At the end, we hypothsized.

H3: There is a positive relationship between online promotion and customer engagement.

2.4 Customer Engagement and Purchase Intention

The idea of "engagement" has been generally investigated by group of researchers from various disciplines, including administration, social thinking research and advertising (Bowden, 2009; Hollebeek, 2011; Mollen & Wilson, 2010; Vivek et al., 2012). Customer engagement is necessary to the achievement of marketing and trades events (Calder et al., 2009; Brodie et al., 2013) . In marketing, the customer engagement has been studied in different contexts.

In the same way, study established in China, which shows the engagement of Chinese players in online games. Effects of online engagement has been studied with online games which shows that Chinese players engaged behavioral and mentally while playing games. In specific, both cognition and action engagement applied a positive impact on online sales, and the scopes and backgorunds of psychological commitment were also recognized (Cheung et al., 2015).

Conversley, customer engagement is also studied with brand community and brand loyalty. This study examines the role of community features in understanding customer engagement in web brand societies on community networking sites. (Laroche et al., 2012) shown that brand societies on social media support common awareness, responsibility to culture, common customs and societies, belief, and customer loyalty. Community characteristics are taken, which are system support, community value, freedom of expression and rewards and recognition. Brand loyalty is measured with word of mouth and repurchases intentions. Data collected from coke community through Facebook and results shows that creation of customer commitment has effect on customer loyalty towards the brand (Laroche et al., 2012).

However, customer engagement is studied in the context of hospitality and tourism organization to build the customer loyalty and retain long term relationship. Customers from USA, Asia and Europe not only experience the services but it will also engaged them towards that services. They become cutomer loyal and remain

egaged with it. Customer engagement aslo enhances the trust of customer and loyalty. This study also reveals the positive relationship between the connections of consumer engagement with old characteristics of brand loyalty (So et al., 2016).

Purchase intention shows the customers in wide relations mentions to consumers chance of buying a product or service in future. This consumers intention process is dependent on reasons containing desires, attitude and the opinion. Moreover, (Keller, 2001) also recognizes that this action procedure shows a significant part. In marketing, theory of planned behavior framework tells about the consumers purchase intention before any purchase (Azjen, 1991).

Past researches conducted on counterfeit among Thai and Singapore customers. Money ethics and business ethics issues have been examined through the model, theory of planned behavior. Result shows the Thai consumers are positive towards attitude and subjective norm while Singaporean consumers are also found positive and significant. Results show that attitude is vital construct in the explanation of customer intentions to buy counterfeits (Jirotmontree, 2013).

On the other side, Brazilian consumers and impact of the use of social media have been studied with loyalty, trust and purchase inetntion. Social media has impact on trust and it positively impact the physical store. Trust impact has been found positive on customer loyalty. Trust and loyalty have also postive impact on customer purchase intention (Mainardes & Cardoso, 2019). However, in Malaysia the consumers decision making approaches have been studied with satisfaction and purchase intention. While, hedonic shopping approaches and Utilitarian spending approaches has been analyzed. Hedonic shopping approaches consumers that show greater level of brand consciousness and style consciousness have lesser happiness and buying intention during shopping in mall whereas utilitarian buying approaches consumer shows greater level of amount conscious (Alavi et al., 2016).

H4: There is positive relationship between customer engagement and purchase intention.

2.5 Purchase Intention and Purchase Decision

According to the (Smith & Swinyard, 1982) it is the chance in which a personis engaged towards an item. Further, a customer adopted the particular actions towards the item (BLACKWELL et al., 2001). Moreover, (BLACKWELL et al., 2001) explained that buying intention is an action, that tells about the customers personal decision that what they will do in the future. For (BLACKWELL et al., 2001) the intention is the straight antecedent of buying, which obtains effects from the atmosphere and the buyer. The surrounding causes contain the shortage of period the buyer has to buy and the financial boundaries, together of which may prevent a buying intention from leading to an actual buying. In short, the buying intention is defined as the disposition of the customer presents to acquire a service and the possibility of this to be efficiently purchased.

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Moreover, buying decision has a proper sequence of choices that is developed by a buyer before making a purchase. These choices can be affected by advertisers by giving data about their services that may tell purchaser's assessment procedure (Hanaysha, 2018). Similarly, (BLACKWELL et al., 2001) revealed that to know buyers' buying choices, companies should know customer utilization procedure and the advantages of company services in their observations. The creators additionally added that when buyers expect to avail certain services, they go through various stages which would impact their buy choice procedure and before buy behavior.

Moreover, the primary stage speaks to the issue acknowledgment wherein customers mean to fulfill their wants and needs. In next stage, buyers start to get knowledge about services from other sources example social media and companys website which create their intentions and at the end they assess the substitute and choose the best for their needs (BLACKWELL et al., 2001). On the other side, purchase decision has been studied and it is a vast topic in marketing for the purchase of different given choices. There are three steps in decision making process, before purchase of any service. Customer goes through three phases that are intelligence, design and choice phase. In first phase (intelligence), the decision-maker identifies the issue and collects the data. In second phase (design), the issue is mentioned, different standards are made, and many substitute solutions are recognized. In last phase (choice), the decision maker selects the greatest alternative that fulfills the standards and makes the absolute choice (Gao et al., 2012).

In China, the online decision making process has been studied, in which, two attributes (information quality and information quantity) studied. Role of these attributes have been examined and customer judgement satisfaction. Chinese

buyer is mostly influenced by information quality and the mode of information. Study shows that information quality has positive impact on purchase decision (Gao et al., 2012).

Moreover, (Chen & Paliwoda, 2006) examined the purchase decision making and the new brand purchase with consumer established information regarding familiar brand, and the impact of existing knowledge about new brand in purchase decision. Chinese consumers do quickly decision in purchase for those brands which are familiar because they are familiar with their attributes. On the other side, consumers use their own existing knowledge for those brands which are new in markets. Results show that brand has positive affect on purchase decision making

Purchase decision related studies have been established in the context of restaurant food towards the use of coupons. Coupons are used to accelerate the sales or to retain the existing customers (Kotler et al., 2017). Coupons distribution is done through the use of digital formats and the consumers behavior towards the purchase decision have been examined. The most efficient mode for the purchase of coupon is examined which will create the intentions for customers towards the purchase decision (Kotler et al., 2017). While, US consumers do purchased decision through digital coupons but mostly consumers still do print coupons use (Poisson, 2018).

H5: There is a positive relationship between purchase intention and purchase decision.

2.6   Mediation Analysis

Destination image is commonly defined as the addition of opinions, thoughts and impressions that person have about destination (Crompton, 1979; Kotler et al., 1993). Similarly, destination image is becoming a theme of discussion in the travel industry. The travel industry specialists broadly concur that image has three particular segments that are psychological, emotional and cognitive (Pike and Ryan, 2004). Destination images are shaped through the creation of ones psychological

models based on single and personal experiences such as data received over time and previous visitations (Gartner, 1993; Gunn et al., 1988) .

On the other hand, the websites can give the data of the destination that allow travelers to imagine the destination and have an additional image before their trip of that place and it will lead them to the purchase of tour (de Moura et al., 2015). In tourism industry, by using websites companies can share the images of the destination which helps the travelers to imagine the destination and have an additional image before their trip of that place which work as a stimuli (de Moura et al., 2015). While doing tour purchase, the destination image played an important role in purchase of tour destination which engaged the customer towards that destination (de Moura et al., 2015).

Mostly researchers in different countries found that destination image has positive impact on purchase intention. For example, in Taiwan the Chen and Tsai, (2007) established a positive relationship between intention to travel and destination image. Studies also established that if the positive destination image is, the more positive the purchase intention will lead the possible tourist will have (Chen & Uysal, 2002). According to (Sayira & Andrews, 2016) the role of destination image impact on tour destination purchase decision has been analyzed, which shows a positive impact on tour purchase decision.

On the other hand, tour package provides the proper prearranged facilities of vehicles, professional tour guide, lodging and food facilities are the main parts of the holiday package (Huang et al., 2010b,c). In Russia, holiday package shows that it creates intentions of customers towards the tour and before that engage the customers that will worked as a stimulus (Anker et al., 2015). Similarly customers get engaged and go for the purchase of tour. Moreover, according to (Huang et al., 2010a), holiday package dimensions engaged the customers and it has positive impact towards the purchase of tour.

However, other researcher explained, online promotion as the accuarcy of information provided, time validity of package,details of the service, mentioning the cost of every service and the updation of information if any needed (Alkharabsheh et al., 2011). As indicated by (**?**) there is the effect and relationship of promotion with

the customer engagement to purchase a tour. Customer get enegaged through online promotions and they do the reservation online. Due to the attractiveness of internet and many online advancement channels, the marketing administrators attention has twisted in this way (Lai & Vinh, 2013). Moreover, another study shows in USA, that customer gets engaged through online promotion and it creates the intentions of customers towards the purchase of tour (Han & Mills, 2007). So we hypothesized that.

H6a: Customer engagement and purchase intention mediates the relationship between destination image and purchase decision.

H6b: Customer engagement and purchase intention mediates the relationship between holiday package and purchase decision.

H6c: Customer engagement and purchase intention mediated the relationship between online promotion and purchase decision.

2.7   Significance of Internet

The establishments of the Computer Reservation Systems (CRSs) during the 1970s, Global Distribution Systems (GDSs) in the late 1980s and the digital infrastructure in the late 1990s have changed operational and strategic rehearses drastically in the tourism industry (Chen et al., 2013). With the rise of internet and social media, global users can easily share and access information (Chen et al., 2011). Social media and websites are the real and an active internet technology for social communications and sharing data (Lu & Hsiao, 2010). According to calculated that the quantity of clients of the online users worldwide will increase to 550m or around 10 percent of the total populace in the year 2000](Angelides, 1997). Different online industries shares are rapidly increasing in which travel industry is also one of them (Survey, 2013).

The profound use of digital mediums has transformed business across the globe (Ţîţu et al., 2016). In this modern era the world is getting more and more modernized due to the advancement of internet. Likely, the business is also getting

more modernized due to these advancements and it brings many changes in the business especially in tourism sector (Ninikrishna et al., 2017). Competition is also increased in market place due to this advancement in tourism sector (Wang & Qualls, 2007). Moreover, every year companies are investing in research and development of services to know and meet the customers needs which generate the revenue for services industries (Doh & Prince, 2015).

Companies used internet for online website advertisements. Also, through images and contents on tourism websites they attract the customers (Iyer et al., 2005). Due to the use of advertisements on internet, compaines increase their advertising significance, usefulness and their income (Iyer et al., 2005). Similarly, the tourism industry is also using online websites to promote their services as it shows an important role in their approach towards customers (Cano & Prentice, 1998). However, blogging has combined the social media and mostly people are using social media through which they give feedbacks regarding companys services and they get new ideas from these customers opinions (Rayman-Bacchus & Molina, 2001).

On the other hand, internet is used as a web-based shopping tool. It enabled the purchasers to avail online tourism services straightforwardly from companies. Also, it gave customers fast access to services, being 24 hours-a-day (Muda et al., 2016). Customers can avail tourism services by online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones (Angelides, 1997). Similarly, internet is playing an important role in customers transactions and many different transactions. Customer can easily purchase their required tourism services through online payment because internet also gives an opportunity for customers to buy tourism services through online transactions (Ninikrishna et al., 2017).

Similarly, in tourism online website has become a convenient method to convey their communications and remain in touch with customers and endorse their services. Pakistan has the youngest population in which 64% of its population is below 30 years age. Mostly tech-savvy consumers were involved in tourism. Also, are more attached with technology usage (Martin & Eroglu, 1993). Moreover,

purchase decision behavior of majorly of the tech-savvy consumers depended on technology (Parment, 2013) as they mostly do purchases online (Aksoy et al., 2013). The next section would discuss the characteristics of tech-savvy consumers.

2.8 Tech-Savvy Consumers

Tech-savvy consumers fall in age bracket of eighteen to thirty-two (Survey, 2013). They comprised of eighty-two million individuals with $200 billion in yearly spending (Djamasbi et al., 2008). Also, they are a generations that are attached with technology and internet from a very quick age and they are essentially more possible than more mature web clients to make websites and also make travel reservations (Djamasbi et al., 2008). Extensive usage of web that joint with their different point of rising visible to progressive technology that makes space agers an exclusive target for organizations as well as a sole demographic to study (Djamasbi et al., 2008). The penetration of web and the innovation of the new technologies have great impact on tech-savvy consumers (Parment, 2013). Also, they grew up in technological age so they are more technological savvy and use the media on daily basis (Kim & Ammeter, 2008). On the other hand, their behavior is changed due to the emergence of new technology and their life style has also affected because of online buying (Parment, 2013). Moreover, most of their time is spent surfing the social media sites (TEIXEIRA & Bento, 2018). However, they mostly search online for tourism information with the use of digital means and avail online tourism services and communicate with tourism companies online through social media and these online purchases save their time (Aksoy et al., 2013). In a similar vein, they are free, independent, and have a significant level of spending power (Parment, 2013; Pitta et al., 2012). They tend to be innovators (quick adopters) and are not scared to try new services in tourism, and are greatly showing to social impact (Parment, 2013). Tech-savvy consumers are relaxed with new technology in tourism industry (Aksoy et al., 2013). They are regularly depicted as advanced customers who are greatly utilization oriented (Jackson et al., 2011; Pitta et al., 2012).

Additionally, this generation is mostly connected with internet and predisposed to building online buying for tourism services given their ready access to the web anywhere at any time (Ladhari et al., 2019). Similarly, they are mostly seen as self-confident and show great intensities of status consumption (Butcher et al., 2017). They are more possessive towards better tourism services and complain more if they are not satisfied (Pitta et al., 2012). Marketers need to know the characteristics of tech-savvy consumers, significance of this generation on society and on our economy in this advanced era. This generation is the future growing market (Patterson et al., 2006). They will legitimately affect economy and the society by their buy choice and general lifestyles and it is a market fragment that is too huge to ever be unnoticed (Aksoy et al., 2013). The next section would explain tech-savvy consumers in light of S-O-R theory.

2.9 Use of Theory

One of the purposes of this thesis is to make a model and theoretical framework depends on stimulus organism response (S-O-R) theory for getting the cues that motivates customer for online tour destination purchase decision. Similarly, there is short debate on how this theory relate to theoretical structure. Lastly, all the concepts used in the thesis will be argued, which lay the base for making the conceptual outline in the afterward chapter.

2.9.1 Theory Stimulus-Organism-Response (S-O-R)

S-O-R stated that incitement and human conduct (response, activity) are connected by organismic segments that are cues (online images, holiday package and online promotion) in this study. In the old-style S-O-R model, improvement is characterized as those elements that influence inward conditions of the individual and can be conceptualized as an impact that stimulates the individual (Eroglu et al., 2001).

At the point when customer action is depicted as S-O-R framework, stimuli are outside to the individual and incorporate marketing mix and different sources of info (Bagozzi, 1986). In this study stimuli are the three cues which are destination images, holiday package and online promotion. Organism refers to the engagement and purchase intentions of customer thinking and making of perception. Lastly, the response is the final step of all procedure that is tour destination purchase decision in this thesis. The next section would discuss the global studies on online cues.

2.10 Global Studies on Online Cues

A wealth of studies was conducted on the online travel and tourism industry in different countries involving different segments of population. For example, a study on Spanish consumer attitude towards e-tourism found that updated information cue had a significant impact on consumer culture. Also, the unit of analysis was Spanish internet users (Alcántara-Pilar et al., 2017). Similarly, in another country and different context, it was found that the consumers in China made their travel decision keeping in view the online image as a cue while deciding tourist destinations. Having limited knowledge, these Chinese consumers based their decision on the color; content documented with the tourist destination images. They established their study on specific ages groups between 18-39 (Ling et al., 2011). Attitude towards online cues related studies have also been carried out in the context of e-commerce. For example, Brazilian consumer attitude towards e-commerce was positive. Also, majority of the consumers attitude was stimulated by the information quality given on the website. Moreover, their selected audiences were undergraduates students (Bebber et al., 2017). On the other hand, in tourism industry the consumers in Ghana were motivated by cue such as online destination image. This study was done on above 17 years age international tourists (Kotoua & Ilkan, 2017).

Online cues related studies have also been explored in the domain of tourism. Study in Switzerland established that consumer engagement with websites relied

on cue of web contents. Also, the chosen target audience for this study was Facebook users and social apps industry studied (Cvijikj & Michahelles, 2011). Where as In UK, online tourism industry was studied and unit of analysis were those people who are highly aware of internet-based ads. Consumers with familiar ads were motivated by advertising content and its effect which will lead consumer towards the purchase intention (Rasty et al., 2013).

The horizon of online cues and tourism related studies are not restricted to one country. Several multicultural comparative studies in different contexts have also been carried out. For example, in a cross-cultural comparative study on the tourism of the United Kingdom and Taiwanese consumers, it was found that consumers of both cultures have different behavior in online tourism. Destination image is studied with purchase decision in UK (Chen et al., 2013). While Taiwanese travelers purchase behavior relied on price of services shown on websites. Moreover, the selected population was tourist age between 20-40 years (Ting et al., 2013).

In a similar vein, consumers in Turkey were studied and their actual purchasing behavior is studied with trust and perceived risk through website. They found that trust in the firm negatively affects the perceived risk that is related with purchasing rather through the website (Akar & Dalgic, 2018). Moreover, in other cross-cultural studies have been done on online purchase decision. In social media industry, the Norwegian holiday makers were studied which found that Norwegian people who plan their holidays with the use of social media, they were influenced by cue travel information and it will lead them positively towards tour purchase decision (Munar & Jacobsen, 2013).

On the other hand, research conducted in China, that the image has been demonstrated as an important idea for understanding Chinese tourist's technique of selecting a destination (Baloglu & Brinberg, 1997; Baloglu & McCleary, 1999; Echtner & Ritchie, 1993). In tourism industry, by using websites companies can share the data of the destination which helps the travelers to imagine the destination and have an additional image before their trip of that place (de Moura

et al., 2015). While doing tour purchase, the positive destination image played an important role in purchase of tour destination (Kong et al., 2015).

Moreover, in Japan, the package cue has been analyzed by (Yamamoto, 2000). Those Japanese people were studied, and who goes for tour. Mostly packages compete on price and images which are shown on website. The research found that mostly Japanese people purchase tour on the basis of price and images shown on websites. Moreover, online promotion cue has been studied with purchase decision. It gives support to customers in making purchase decision and Chinese customers do online purchase through the use of online promotion. It has found that online promotion has positive influence on consumer purchase decision (Huo et al., 2018). Study of holiday package with destination choice has been established in UK. Different respondents from UK university students have been studied. The study shows the impact of cue online bundle appearance design with online purchase decision. The student sample displays a greater intention towards tour purchase if online bundle appearance design is attractive (Rewtrakunphaiboon & Oppewal, 2008).

In Pakistani context, the role of destination image cue impact on tour destination purchase decision has been analyzed, which shows a positive impact on tour purchase decision (Sayira & Andrews, 2016). Moreover, (Baber et al., 2016) studied the online content served as cue has been studied and found that it has positive impact towards online tour destination purchase decision. The impact of privacy, trust and convenience as a cue on consumers purchase decision has been examined and customers do online tour purchase decision on the basis of these cues (Bashir et al., 2015).

In mentioned literature, different studies took place in different countries. The selected three cues for this thesis (destination images, online promotion and holiday package) are not studied collectively in tourism industry with Pakistani contexts. Sequential mediation effect will be studied with online tour destination purchase decision that are customer engagement and purchase intention under SOR theory. Moreover, these cues will be studied regarding our proposed framework which represents S-O-R theory.

TABLE 2.1: List of Cues Studied

Country	Year	Cues	Industry	Author
Spain	2017	Updated information	E-Tourism	Alcantara et al.
China	2017	Online image, color, content	E-Tourism	Lian et al.
Brazil	2017	Online Information	E-commerce	Bebber et al.
Ghana	2017	Destination image	Tourism	Kotoua et al.
Japan	2008	Package	Tourism	Yamamoto
China	2018	Promotion	E-Commerce	Huo et al.
Switzerland	2018	Web Contents	Tourism	Cvijikj et al.
UK	2013	Advertising contents	E-Tourism	Rasty et al.
Taiwan	2013	Price	E-Tourism	Ting et al.
UK	2015	Destination Image	E-Tourism	Chen et al.
Turkey	2018	Trust and Perceived Risk	E-Commerce	Akar et al.
UK	2008	Online Bundle Appearance Design	E-Tourism	Rewtrakunphaiboon & Oppewal
Pakistan	2016	Destination Image	Tourism	Sayira & Andrews
Norway	2013	Travel Information	Tourism	Munar et al.
China	2015	Destination information	E-Tourism	Moura et al.
Pakistan	2016	Online content	E-Tourism	Babar et al.
Pakistan	2015	Privacy, trust and convenience	Tourism	Bashir et al.

2.11 Conceptual Framework

The proposed reasonable structure depends on the Stimulus Organism Response (S-O-R) theory. This theory has been used for the explanation of cues which are

used for the motivation of consumer towards the online tour purchase decision.

Three cues including online destination images, online promotion and holiday package have been integrated in the hypothetical structure of the Stimulus Organism Response (S-O-R) theory for explaining customer engagement and purchase intention towards online tour purchase decision. The figure shows the conceptual framework.
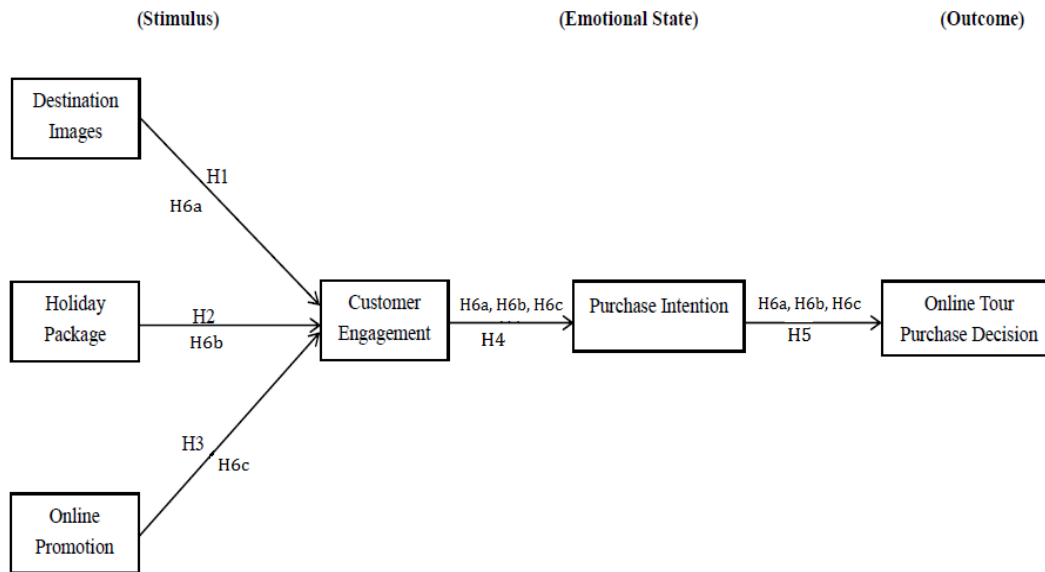
FIGURE 2.1: Conceptual framework.

2.12 Summary

This chapter established the literature of cues (destination images, online promotion and holiday package) with online tour destination purchase decision. Analysis of previous work indicates that tourism has playing a vital role in the development of economy and it has major contribution in service industry all over the world. After studying the literature on cues, the Stimulus Organism Response (S-O-R) theory was discussed and used to grow the theoretical background of the study. Nevertheless, the Stimulus Organism Response theory deficient in the explanation of cues as a whole with online tour purchase decision, hence, three cues containing

destination images, online promotion and holiday package were added in the theory to determine how it integrate with the theory and increase the understanding on buyer behavior towards online tour destination purchase decision.

Chapter 3

Methodology

Earlier sections studied debates on the important concepts and variables used by additional scholars on customer engagement and purchase intention towards online purchase decision. Afterward, Stimulus Organism Response theory was used for the expansion of a hypothetical structure that will be used in this thesis. In light of the talks in Chapter two, a theoretical structure for this proposal was at that point created and communicated about in this section, tracked by debates on the connections between the ideas used in the theoretical structure. Moreover, methodology chapter contains the research design, population, sampling technique and size, data collection procedure, variables measurement, scale development, data collection method, Pilot study and PLS method that shows the fine analysis of the role of cues motivating online tour destination purchase decision.

3.1   Research Design

This thesis conceptual framework is based on the stimulus organism response theory. The three components of the theory are stimulus, organism and response. These types of constructs are considered as internal state constructs which are measured through verbal expressions (Zikmund et al., 2003) (Zikmund et al., 2003). Thus, it is more convenient and common practice in social sciences to

collect respondent's views on attitudes and emotions through self-administered questionnaire (Kline et al., 2000; Spector, 2006).

Thus a self-administered questionnaire was figured out how to gauge every one of the factors of the thesis. A survey gives a "speedy, reasonable, effective, and exact methods for surveying data about the population (Zikmund et al., 2003). In particular, factors, for example, not giving adequate time to fill survey, inappropriate questionnaire design, insufficient testing systems and insufficient announcing of information/results contributes in changing questionnaire results (Aleassa, 2009).

Along these lines the accompanying measures were taken to elude the above argued about issues identified with study investigate. A broad literature review was completed on attitudinal performance of buyers towards online tour destination purchase decision. The recognized constructs were set in the conceptual framework in accordance to the interest of the theory utilized. Only those constructs were used, which had been before confirmed by others in the same context. Reliability and validity of these constructs were statistically established in the Pakistani culture, followed by confirmatory factor analysis. Research perspectives can change on the purposes of research and on the best way that might be used to achieve these purposes (Goddard & Melville, 2004). Research philosophy deals with the source, nature and expansion of information. It is acceptance about the habits in which information ought to be gathered, studied and utilized (Saunders et al., 1997).

In this thesis, positivism has been used in the studies which start from the theories and then collection of data. This study is based on scientific research which is dependent on positivism. Positivism accepts that reality exists freely of the things being considered. S-O-R theory has been tested with different hypothesis and research questions that are generated. Data has been properly analyzed after collection of data.

3.2   Population

One time data is collected from tourists before their tour because of limited time cross sectional analysis has been used. This calls for drawing a sample from the population whose findings are to be generalized (Zikmund et al., 2003). In this study the population was the consumers of tourism industry in Islamabad/Rawalpindi. Unit of analysis for this research are those people who are availing online tourism services. In this way it is self-evident that the respondents must be drawn from the characterized populace. Data collection has been done from the customers of tour companies in Islamabad/Rawalpindi. It is so because Islamabad is the capital and thus represents the whole diversified population of Pakistan. In Rawalpindi data is collected from Sky travels and tourism while in Islamabad data is collected from Sanguine G/11 markaz and Pakistan tourism Blue area. Data has been personally collected from every respondent so it can get the better results. Questionnaire is distributed to customers before leaving for tour.

TABLE 3.1: Questionnaire Format.

Parameters	Description
Introduction	Brief description on objectives and purpose of the study
Section 1	Questions related to main study
Section 2	Questions related to personal data
	Statement of thanks

3.3   Measurement of Variables

The develops utilized in the calculated structure of the proposition are those which have as of now been utilized by others with known reliabilities. Diverse rating scales had been utilized by creators. In this study, those scales have been changed over to the seven-point Likert scale. The seven-point Likert scale has been utilized since the examinations have illustrated that respondents feel progressively great to put their perspective on the scale up to seven points. Respondent's lack or

unbiased view could be combined in odd scales. Also, if there should be an occurrence of even scales respondents regardless of having no or unbiased sentiment would need to give positive or negative suppositions (Measurement, 2007). Table 3.2 shows the (Measurement, 2007) different variables source, items, scale, type and reliability.

TABLE 3.2: Constructs Adaptability and Reliability .

Constructs	No of Items	Source
Destination Image	5	(Echtner et al., 1991).
Holiday Package	5	(Moutinho et al., 2015).
Online Promotion	5	(Alkharabsheh et al., 2011).
Customer Engagement	7	(Webster and Ho, 1997).
Purchase Intention	3	(Jalees, 2013).
Purchase Decision	3	(Yoon, 2012).

3.4 Scale Development

In this research, an introductory list of dimension items has been adapted from a review of the online and tourism literature. All items of different variables are first adopted, and then some modification is done. For example, three independent variables were resulting from earlier literature relating to destination image (Echtner et al., 1991) , online promotion (Alkharabsheh et al., 2011) and holiday package (Moutinho et al., 2015) . The mediator of customer engagement was derived from (Webster & Ahuja, 2006) and purchase intention was (Jain & Pant, 2012). The dependent variable tour destination purchase decision was resulting from (Yoon, 2012). This procedure contains 28 items and then questionnaire developed.

3.5 Data Collection Method

Data collection is reliant on the methodological method used (Bell et al., 2018). The purposive testing procedure additionally called judgment examining. It is the intentional decision of a member because of the characteristics of the member (Etikan et al., 2016). This includes identi

cation and choice of people or gatherings of people that are capable and well-educated with a phenomenon of interest (Etikan et al., 2016). The same purposive sampling technique is used in this thesis. Primary data has been collected through questionnaire based survey method. The purpose of using primary data is that new variables are used and their scales are adapted from different researchers. The advantage of using this technique is that respondents were in the waiting room of company and they were waiting for vehicles. Therefore, they were not in a rush and they filled that questionnaire in a patience way. After collection of data it has been analyzed in smart PLS 3.0 to check the data reliability and get the cause and affect relationship between each variables and support the theory of given hypothesis and research questions.

3.6 Pilot Study

In research, a pilot study is done on a little gathering of respondents for recognizable proof and correction of potential issues with the exploration instruments, scale, or a survey (Zikmund et al., 2003). The contributors for the pilot test were tourists who are availing tourism facilities. Initially, a full version of questionnaire was shown to the 15 tourists and the purpose of showing that questionnaire to them was to know about the clarity in sentences and words used in that scale. Another purpose was to know about the time required for the completion of questionnaire. Respondents didn't face any issue while filling out the questionnaires. On the other hand, the respondents were of the assessment that the personal questions ought to be in the last of the survey. On an average, respondents took 25 minutes to complete the questionnaire.

3.7 PLS Method

In this thesis, smart PLS 2.0 was used for the analysis of data. The use of this software is because of limited participants and data distribution is skewed (Balakrishnan et al., 2014). Moreover, limited data was collected from tourists. Direct and indirect relationship was checked. This study has six variables and their relationships were checked directly and indirectly with each other at same time. Different tests were applied that are effect size, reliabilities, Cronbach alpha, composite reliability, and AVE. Moreover, discriminant validity matrix, determining predictive relevance of the model and mediating effect tests were checked.

3.8 Summary

This chapter discussed the framework that was further established and followed by interactions of the variables and resulting hypothesis. This section also covers the debate on how this thesis was started in order to fulfill the mandatory objectives. Moreover, this is the overall discussion on research design, population, sampling technique and size, data collection procedure, variables measurement, scale development, data collection method, Pilot study and PLS method.

Chapter 4

Results

This chapter includes the analysis of data. The data is analyzed on smart PLS 3 and different tests were applied on data. Tests include the measurement model results, structural model results, assessment of effect size (f square) test, reliabilities, alpha, composite reliability and AVE, discriminant validity matrix, results of hypothesis testing (direct effect), effect size of latent variables, determining the predictive relevance of the model, the mediating effect tests, bootstrapping and summary of the findings table hypothesis shows the valid and invalid support of hypothesis.

4.1   Data Presentation and Investigation

In this study, primary data is collected through survey method based on questionnaire. After collection of data, it is merged on smart PLS3 software and then converted into statistical and table forms which can easily tell about the data. These statistical values give information about the given data. In this chapter, all data is passed through PLS software which gives the relationship between all variables and level of dependency on each other. It also gives information about variables strength and their dependency on eachother. Variables direct and indirect effect will be also checked.

4.1.1 Sample Characteristics

The Table 4.1 shows the demographic characteristics towards the survey. The total frequency shows the respondents number and percent shows the percentage division. In 280 respondents, male were 142 and female were 138. In percentage, male were 50.7% and female were 49.3%. Moreover, respondents age in which higher respondents age were 15-25 that is 147 respondents while age 25-35 were 124 respondents and lastly age 35-45 were only 9 respondents. Similarly, 57.9% respondents income level exists between 5k-30k and 31.1% respondents income were 30k-55k and 6.1% respondents income were 55k-80k and lastly only 5% respondents income were above 80k. Coming towards education, in which 2.5% respondents were high school qualification, bachelors and masters education were 52.9% and 37.5% and at the end above masters were only 7.1%. Last demographic characteristic shows the frequency of yearly trips that are 60.4% respondents having 1-5 times yearly trips, 27.5% respondents having 5-10 times yearly trips while 7.9% and 4.3% respondents having their yearly trips are 10-15 times and above 15 times.

4.2 Results

4.2.1 Measurement Model

The measurement model was accepted to confirm the model reliability and validity in the model evaluation. Rule of thumb is presented by (Vinzi et al., 2010). According to their rule, the outer loading should be more than 0.5 and average variance extracted should be more than 0.5. Composite reliability is calculated to check the data reliability. Established on the following rule the items are deleted with lowest values so that it can improve the worth of data. Items whose outer loadings are below than 0.5 are removed. After removing items, following items left that are destination image (DI1, DI2, DI3) 3 items, holiday package (HP1, HP3, HP4) 3 items, online promotion (OP1,OP3,OP4) 3 items, customer engagement

(CE2, CE3, CE4, CE5, CE6) 5, purchase intention (PI1, PI2, PI3) 3 items and tour purchase decision has (PD1, PD2,PD3) 3 items left. Items removed because they overlapped and their loadings were below than 0.5.

TABLE 4.1: Demographic Characteristics

Demographic Characteristics	Frequency	%age	Cumulative %age
Gender			
Male	142	50.7	50.7
Female	138	49.3	100
Age			
15-25	147	52.5	52.6
25-35	124	44.3	96
35-45	9	3.2	100
Income			
5k-30k	162	57.9	57.9
30k-55k	87	31.1	88.9
55k-80k	17	6.1	95
80k Above	14	5	100
Education			
High School	7	2.5	2.5
Bachelors	148	52.9	55.4
Masters	105	37.5	92.9
Above Masters	20	7.1	100
Yearly Frequency Trips			
1-5 times	169	60.4	60.4
5-10 times	77	27.5	87.9
10-15 times	22	7.9	95.7
More than 15 times	12	4.3	100

4.2.1.1 Reliability

In reliability, the values of composite reliability should be checked and their values should be more than 0.70. Moreover, different variables loadings are shown

in Table 4.2 Destination image (DI1=0.537, DI2=0.776, DI3=0.866), Holiday package (HP1=0.760, HP3=0.799, HP4=0.782), Online promotion (OP1=0.684, OP3=0.835, OP4=0.674), Customer engagement (CE2 = 0.494, CE3 = 0.787, CE4=0.775, CE5=0.801, CE6=0.676), Purchase intention (PI1=0.762 , PI2=0.823 ,PI3=0.791) and Tour purchase decision has (PD1=0.826, PD2=0.875, PD3=866). On the other hand, the composite reliabilities of different variables are: Destination image= 0.777, Holiday package=0.824, Online promotion=0.777, Customer engagement= 0.837, Purchase intention= 0.835, Tour purchase decision= 0.891. The lowest composite reliability values are destination image and online promotion that is 0.777 but still their values are more than 0.70 so it is acceptable. In the end, average variance extracted (AVE) is measured and it should be more than 0.5. If outer loadings are below than 0.7 and AVE is more than 0.5 so there is no need to remove that item (Latan, 2018). AVE of different variables is: Destination image= 0.547, Holiday package=0.610, Online promotion=0.540, Customer engagement= 0.513, Purchase intention= 0.628, Tour purchase decision= 0.732.

TABLE 4.2: Reliability and Validity

Constructs	Items	Loadings	Composite Reliability	AVE
Destination image	Attractive scenery catches my attention.	0.537	0.777	0.547
	A suitable price motivates my destination selection.	0.776		
	Appropriate dining and lodging matters a lot to me.	0.866		
Holiday Package	Accommodation as a part of the package appeals me	0.760	0.824	0.610
	Availability of tour guide would inspire me.	0.799		

	Suitable tourism information influences my mind.	0.782		
Online Promotion	Accuracy of destination information matters a lot to me.	0.684	0.777	0.540
	Updated tour program details attract me.	0.835		
	Prominent features of services influence me.	0.674		
Customer engagement	Adequate attention towards tour website is important for me.	0.494	0.837	0.513
	Feeling excited while browsing the website would inspire me.	0.787		
	Website layout would help in attracting my imagination.	0.775		
	Interactive tour website is fun filled activity.	0.801		
	Tour website inherent properties kept me interested in browsing.	0.676		
Purchase Intention	I would think about this online tourism website as a choice when willing to purchase tourism package.	0.762	0.835	0.628

	I will recommend my friends and relative to purchase a tourism package from this website.	0.823		
	I intend to say positive things about this online tourism website.	0.791		
Tourism Purchase Decision	When I want to make a purchase, this would be my first choice.	0.826	0.891	0.732
	I have said positive things about this website to others.	0.875		
	I consider this website to be important for me.	0.866		
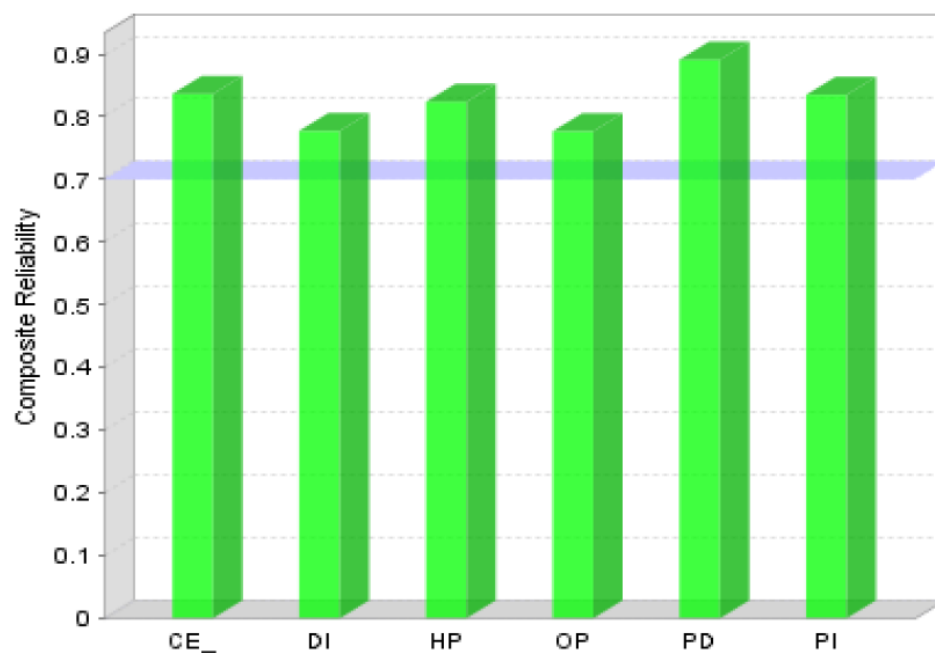
FIGURE 4.1: Composite reliability

FIGURE 4.2: Average variance extracted

4.2.1.2 Validity

Validity is significant on the grounds that it figures out what study inquiries to utilize, and guarantees that researchers are utilizing questions that genuinely measure the issues of significance. The validity of a review is viewed as how much it estimates what it admits to gauge.

(a) Convergent Validity

The average variance extracted should be 0.5 and above than 0.5. The analysis shows that the average variance extracted (AVE) of variables are: Destination image= 0.513, Holiday package=0.610, Online promotion=0.540, Customer engagement= 0.513, Purchase intention= 0.628, Tour purchase decision= 0.732. All values of different variables AVE are above 0.50. The highest AVE value of purchase decision is 0.732 and lowest value is 0.513 of destination image and customer engagement.

(b) Discriminant Validity

In this study discriminant validity is evaluated utilizing factor examination. All items loaded on Smart PLS are stronger on their associated factors than on other

factors which show a positive validity. Thus, discriminant validity is demonstrated through two criteria namely Fornell & Larker and second is Hetrotrait-Monotrait Ratio Criterion and values are given in Table 4.4. For the establishment of discriminant validity the HTMT is used and if value of HTMT is below than 0.90 so it can be satisfactory (Henseler et al., 2015). Similarly, Table 4.3 shows the Hetrotrait-Monotrait Ratio (HTMT) discriminant validity. Structural model was assessed after the acceptable of measurement model.

TABLE 4.3: Discriminant Validity Matrix

	CE	DI	HP	OP	PI	PD
CE	0.716					
DI	0.282	0.739				
HP	0.368	0.402	0.781			
OP	0.397	0.314	0.271	0.735		
PD	0.268	0.093	0.473	0.234	0.856	
PI	0.434	0.122	0.427	0.341	0.615	0.793
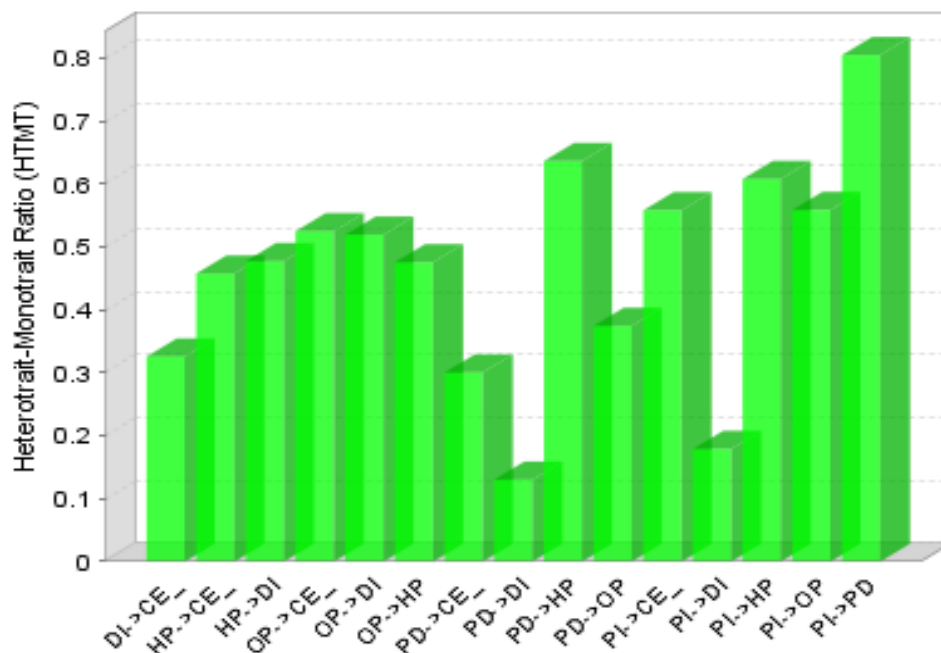
FIGURE 4.3: Heterotrait-monotrait ratio

<center>TABLE 4.4: Heterotrait-Monotrait Tatio (HTMT)</center>

	CE	DI	HP	OP	PD	PI
CE						
DI	0.326					
HP	0.458	0.478				
OP	0.525	0.520	0.476			
PD	0.558	0.130	0.636	0.375		
PI	0.301	0.179	0.608	0.559	0.805	
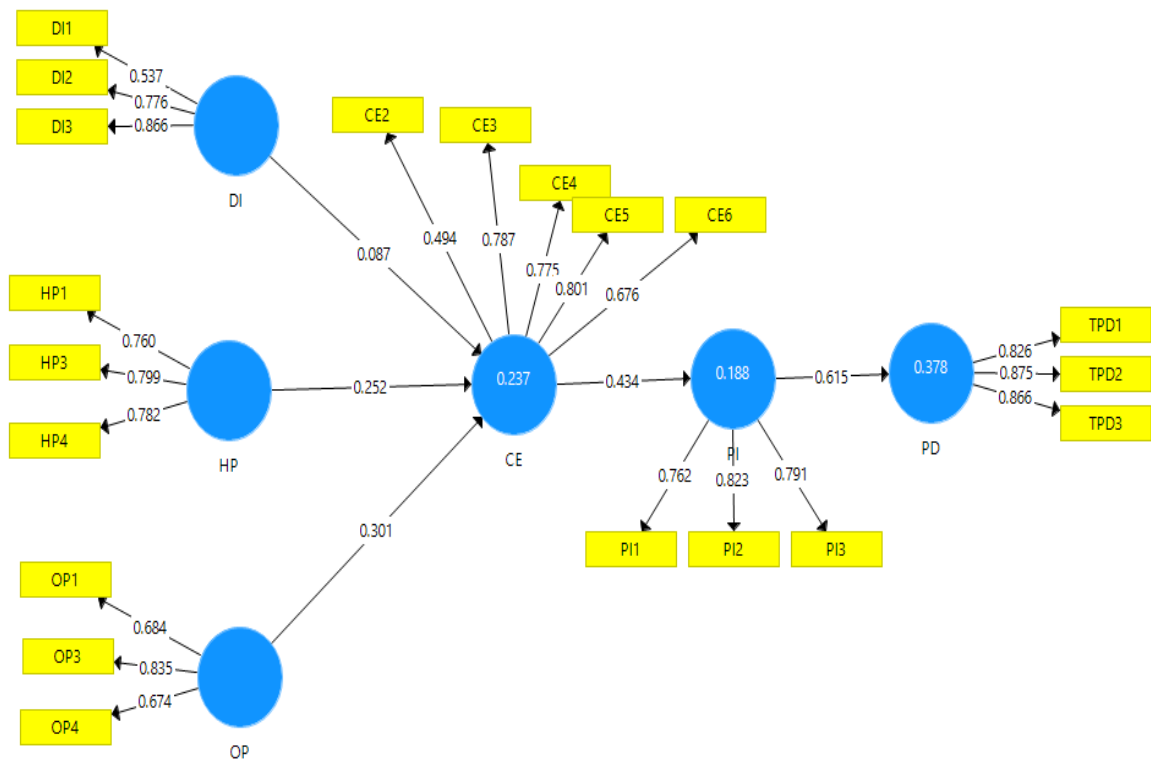
<center>FIGURE 4.4: Algorithm</center>

4.3 Structural Model

The structural model is analyzed after the estimation of measurement model as suggested by (Hair et al., 2006). Structure model analyses the dependence of the relationship in the hypothesized model of the study. In PLS, structure model gives inner modeling analysis of the direct relationship among the constructs of the study. Showing constructs relationships as t-values and the path coefficients.

TABLE 4.5: Hypothesis Testing Results

H	Relationship	Original Sample	Std Dev	t-values	Decision	R^2	Q^2	f^2
H_1	DI -> CE	0.087	0.062	1.387	Not Supported	0.23	0.10	0.08
H_2	HP -> CE	0.252	0.072	3.519	Supported			0.06
H_3	OP -> CE	0.301	0.084	3.582	Supported			0.10
H_4	CE -> PI	0.434	0.062	6.978	Supported	0.37	0.10	0.23
H_5	PI -> PD	0.615	0.065	9.428	Supported	0.18	0.25	0.60
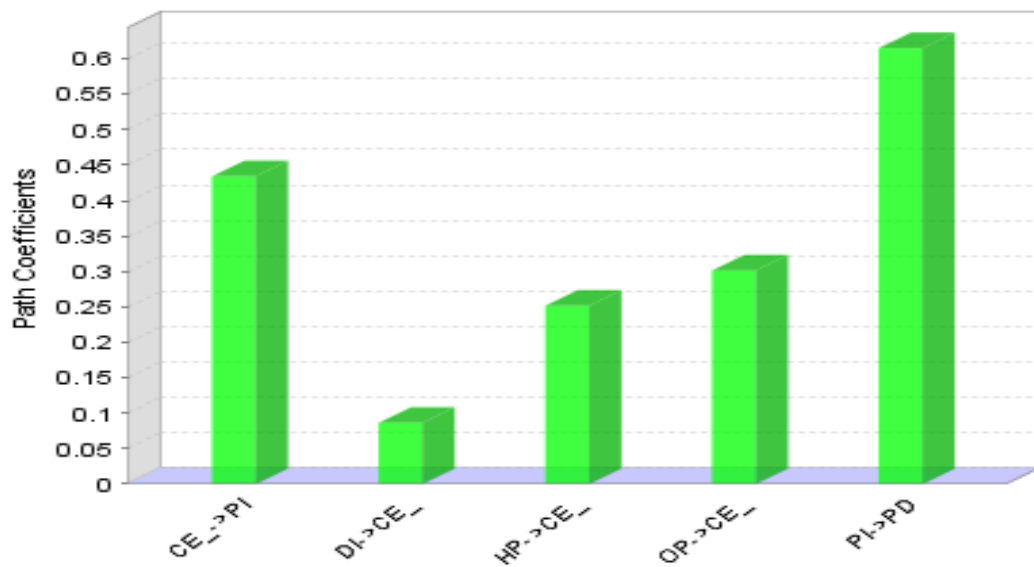
FIGURE 4.5: Path coefficients

TABLE 4.6: Mediation Analysis

Relationships	Beta	Std Dev	t-values	Confidence Interval 2.5%	Confidence Interval 97.5%	Decision
DI → CE → PI → PD	0.023	0.016	1.419	-0.013	0.53	Not Supported
HP → CE → PI → PD	0.067	0.026	2.58	0.028	0.122	Supported
OP → CE → PI → PD	0.08	0.026	3.062	0.031	0.136	Supported

(Agarwal & Karahanna, 2000) showed that the path coefficients are the same as the standardized beta coefficient and regression analysis. Significance of the constructs is studied through the t-values and beta values. The rule of thumb by (Henseler et al., 2015), the research shows that the t-value greater than 1.60 and is

FIGURE 4.6: Bootstrapping

considered to be as significant. This is further used for taking major decisions on the hypothesis. In path coefficient the relationship between Destination image and customer engagement has been checked. The results show the value of T-statics is less than 1.60 which is 1.387 and p value is 0.166 and original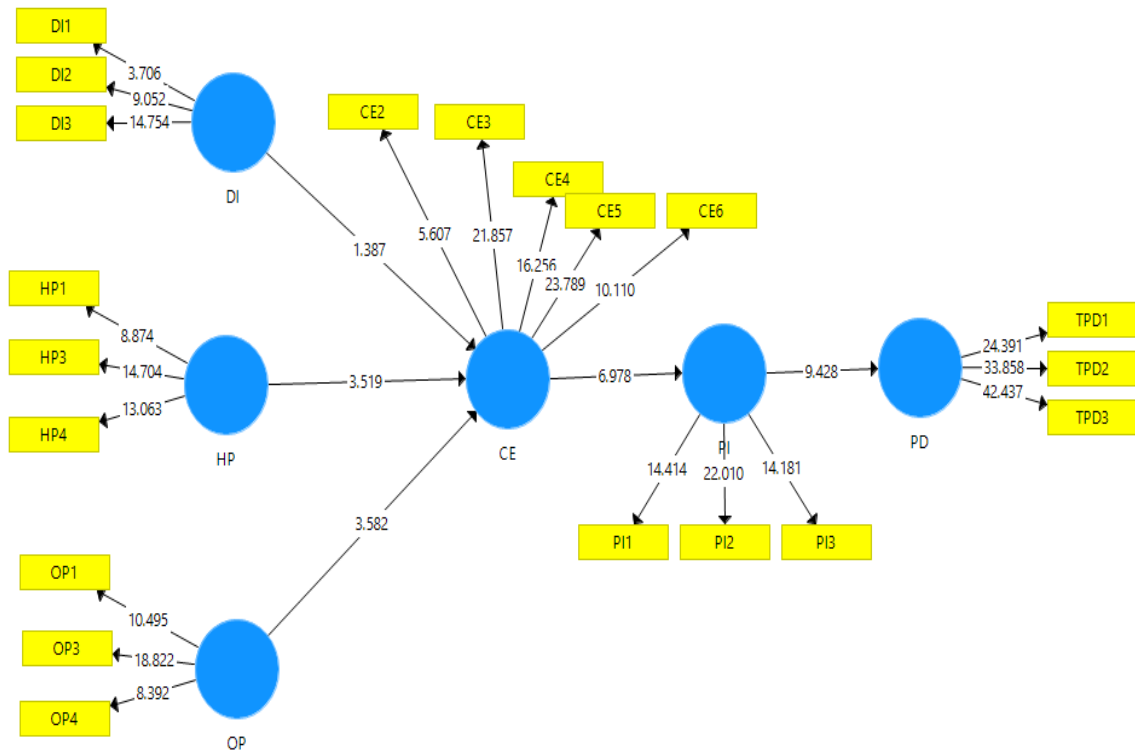 sample is 0.087 so it has found that destination image has insignificant relationship with customer engagement. The Holiday package effect on customer engagement relationship was accepted and the results show that T statistics is 3.519, p value is 0.00 and original sample 0.252. The online promotion impact on customer engagement was supported. The value shows that T-statistics is 3.582, p-value is 0.00 and original sample is 0.301.The impact of Customer engagement on purchase intention was supported. Their values show that T-statistics is 6.978, p- value is 0.00 and original sample is 0.434. The impact of purchase intention on tour purchase decision was supported. The findings show that T-statistics 12.564, p-value 0.00 and original sample is 0.615.

In mediation Table 4.6, the cues (Destination image, Holiday package and online promotion) relationship was tested with tour purchase decision with mediation of

customer engagement and purchase intention. The specific indirect effect was analyzed. In mediation analysis bootstrapping procedure has been taken out with 5000 subsamples for the evaluation of confidence interval and t-values. In mediation the results shows that H6a is rejected because their t-value is less than 1.60 which is 1.41 while H6b and H6c is accepted because their values are greater than 1.60 which are 2.58 and 3.06. The confidence interval of H6a at 2.5% is -0.01 and 97.5% is 0.53. At the same time, the confidence interval of H6b at 2.5% is 0.02 and 97.5% is 0.12. Lastly, the H6c value at confidence interval 2.5% is 0.03 and 97.5% is 0.13.

A regression analysis is the key output which comes through coefficient of assurance. It is translated as the extent of the difference in the dependent variable that is expectable from the independent variable. The range of R square from 0 to 1 show the change expected in dependent variable from independent variable. The values of R square were ranging from 0.18 to 0.37. In Table 4.5 the R square values are given.

On the other side, Effect size measures the relationship and strength of the two variables with each other in numerical way. The relationships between different variables are given in Table 4.5. Customer engagement and Purchase intention = 0.232, Destination image and Customer engagement=0.008, Holiday package and Customer engagement=0.068, Online promotion and Customer engagement=0.104, Purchase intention and Tour purchase decision=0.608. Values were ranging from 0.08 to 0.60.

However, in predictive relevance, construct can have a predictive relevance if it is more than 0 because it shows how well the observed values are reported by the model. It also explains the accuracy of the adjusted model (Sarstedt et al., 2014).As the values indicate that they are greater than 0 in which CE value is 0.10, PI value is 0.10 and PD value is 0.25. Predictive relevance values are ranging from 0.10 to 0.25. The model has a strong predictive relevance. Predictive relevance values are given in Table 4.5.

Table 4.7: Hypothesis Results

Hypothesis	Statements	Results
H_1	There is a positive relationship between destination image and customer engagement	Not Supported
H_2	There is a positive relationship between holiday package and customer engagement	Supported
H_3	There is a positive relationship between online promotion and customer engagement	Supported
H_4	There is a positive relationship between customer engagement and purchase intention.	Supported
H_5	There is a positive relationship between purchase intention and purchase decision.	Supported
H_{6a}	Customer engagement and purchase intention mediates the relationship between destination image and purchase decision.	Not Supported
H_{6b}	Customer engagement and purchase intention mediates the relationship between holiday package and purchase decision.	Supported
H_{6c}	Customer engagement and purchase intention mediates the relationship between online promotion and purchase decision.	Supported

4.4 Summary of Hypothesis Supported and Not Supported

In Table 4.7 presents the algorithm of hypothesis/results. After analysis of data, the result shows the proper image of proof hypothesis. The result shows that destination image in direct effect and in indirect effect is not supported but somehow it is little supported. On the other side, other cues (holiday package and online promotion) in direct and in indirect effect are supported and it has positive effect.

In previous studies, destination image as a cue is studied as a single so it gives the positive effect on purchase decision but in this study it is studied with other variables.

4.5 Summary

In this section the planned conceptual framework was tested over structural equation modeling and derived hypothesis were tested through bootstrapping. Reliability and validity of variables and items were first carried out than hypothesis test were checked. In next, fifth and final chapter the conclusion, objectives and implications were discussed.

Chapter 5

Discussion and Conclusion

This chapter includes the detail debate on results of findings, limitation of study, and implication of this study and the end future recommendation is given. This chapter also tells about the not supported hypothesis and reason behind which is discussed. Moreover, the limitations will be given which is another opportunity for other researchers to do research in future. Similarly, managerial implications discussed which is very important for companies to attract the customers.

5.1   Discussion

The objective of this thesis is to conduct an experimental study on online tourism purchase decision through the use of online cues (destination image, holiday package and online promotion). In that study, online cues (destination image, holiday package and online promotion) impact has been checked with online tour purchase decision with mediation role of customer engagement and purchase intention. Moreover, the study shows that online cues (destination image, holiday package and online promotion) attract the customer through online website which is used as a stimulus and they get engaged and leads to the creation of purchase intentions which are organism and at the end customer responds in the shape of tour purchase decision.

Moreover, determination of this study is to examine the positive impact of online cues with online tour purchase decision by checking some cues that are destination image, holiday package and online promotion that stimulate the organism and in result the positive response will be generated. This study will provide the new ways for business managers to attract customers by using these cues through online websites. As in this study, the role of cues (destination image, holiday package and online promotion) with online tour purchase decision is also checked with mediation role of customer engagement and purchase intention. The result shows that cues (destination image, holiday package and online promotion) have positive relationship with purchase decision with mediating role of customer engagement and purchase intention.

However, in direct tests, impact of destination image on customer engagement was not supported. While, holiday package and online promotion impact on customer engagement is supported and it has strong relationship with each other. Study conducted by (Huang et al., 2010b) , also shows that holiday package and customer engagement has positive relationship with each other. Customer engagement impact on purchase intention is also supported in this study and it was also argued by (Cheung et al., 2015) that customer engagement has positive impact on purchase intention. At the end the impact of purchase intention on purchase decision is also supported and they have significant and strong relationship with each other and it is also studied by (Kotler et al., 2017) and their study shows the positive impact of purchase intention on purchase decision. Moreover, in direct effect only one hypothesis H1 is not supported. In previous studies, destination image result was positive with other variables but in this study result shows that destination image has insignificant effect with customer engagement whose t-value is 1.31 which is little less than 1.60. By giving online these three cues, customer more emphasis is on holiday package and online promotion as related to destination image.

Coming towards the indirect effect, the results shows that hypothesis H6a destination image impact on tour purchase decision with mediating role of customer engagement and purchase intention is insignificant and not supported. The hypothesis H6b impact of holiday package on tour purchase decision with mediating

role of customer engagement and purchase intention is significant and supported. The hypothesis H6c impact of online promotion on tour purchase decision with mediating role of customer engagement and purchase intention is significant and supported. In indirect effect only one hypothesis H6a is not supported. In previous studies the destination image is taken as single cue and their result was positive but in this study the destination image is taken as a whole with other cues and customer focus was more on other cues (holiday package and online promotion) as compared to destination image. Similarly, destination image t-value comes 1.41 that is little bit less than 1.60 so it means that destination image played important role but customer focus more on other cues as compared to destination image.

5.2 Study Implication

This study is very vital for both perspectives theoretical and managerial.

5.2.1 Theoretical Implications

To start with, stimulus-organism-response (S-O-R) as a contemporary consumer behavior theory has been discussed extensively by intellectuals for online travel and tourism industry. However, these intellectuals applied this theory to understand behavioral outcomes such as motivating cues such as online destination image (Kotoua & Ilkan, 2017) information quality (Bebber et al., 2017) web content (Cvijikj & Michahelles, 2011) advertising contents (Rasty et al., 2013) package (Yamamoto, 2000) and online promotion (Huo et al., 2018). Previous research lacked in explaining the influence of cues through sequential mediation of customer engagement and purchase intention with tour destination purchase decision in light of S-O-R theory.

5.2.2 Theoretical Implications

Perception of politics in a teaching context can generate both positive and negative outcomes for academics. Specifically, in the Pakistani context, how effectively they

manage to survive and contribute through their knowledge sharing and research work is important. Their quality work not only ensures their success in scholarly community but also contributes to the prestige of their respective universities as well.

The purpose of this study was to check the impact of online cues on online tour purchase decision. Cues (destination image, holiday package, online promotion) were proposed and tested in framework. Moreover, mediating role of customer engagement and purchase intention was also studied in S-O-R theory with these cues (destination image, holiday package, online promotion) which is new contribution in this theory. In theoretical perspective, the previous literature lacked these three cues (destination image, holiday package and online promotion) as a whole with mediation of customer engagement and purchase intention in S-O-R theory. In tourism industry, these cues (destination image, holiday package and online promotion) will help customers to buy online tour purchase decision.

5.2.3 Managerial Implication

In practical way, this study provides new ways to organizations for the attraction of customers through online sur

ng websites. These cues (destination image, holiday package and online promotion) attract customers and it will engaged the customer and it leads to the intentions of the customer and at the end the customer go for online tour purchase decision. Companies should need to focus more online because more companies and businesses are diverting towards online and Pakistan has 64% young population which is attached with technology and they do buying online. This generation is mostly connected with internet and predisposed to building online buying for tourism services given their ready access to the web anywhere at any time (Ladhari et al., 2019).

The profound use of digital mediums has transformed business across the globe (Titu et al., 2016). With the rise of internet and social media, global users can easily share and access information (Chen et al., 2013). Moreover, social media and

websites are the real and an active internet technology for social communications and sharing data (Lu & Hsiao, 2010). Different online industries shares are rapidly increasing in which travel industry is also one of them Research. (2019). Competition is also increased in market place due to this advancement in tourism sector (Chen & Tsai, 2007). Companies need to provide these cues online and customer will get attract through these cues (destination image, holiday package and online promotion) which will engaged the customer and create the intentions of customer and lead towards the purchase of tour. Similarly, in tourism online website has become a convenient method to convey their communications and remain in touch with customers and endorse their services (Anderson, 1997). Mostly tech-savvy consumers were involved in tourism. Also, are more attached with technology usage .

Companies need to focus more on online tour websites and their improvement because Pakistan has the youngest population in which 64% of its population is below 30 years age Lab (2013). Moreover, purchase decision behavior of majority of the tech-savvy consumers depended on technology (Parment, 2013) as they mostly do purchases online (Aksoy et al., 2013) . Tourism industry in Pakistan is now new emerging industry so companies need to focus more on online websites as compared to traditional ways.

5.3 Limitation

In research, the limitation exists in every study which is covered by the other researchers in future. In the same way this study has also many limitations. The data was collected from Rawalpindi and Islamabad based tourism companies. The customers who are availing tourism services from these two cities, we collected the data only from them. Limited sample size, so it restricts the idea of generalizability. Study remains restricted only in these two cities.

Data collection form is cross sectional in this study which means that data is collected from one particular place and time and other methods are also needed to use for the collection of data. Some customers were not serious and they didn't

respond properly. So their irresponsible behavior is the barrier. These limitations need to be overcome in future by using other procedures.

5.4 Future Direction

Limitations are the future direction for other researchers. If other researchers overcome these limitations so it will provide another opportunity for them. In this study only three cues (destination image, holiday package and online promotion) studied with online tour purchase decision. Researchers in future also need to increase the cues and check the customer view regarding online tour purchase decision. This research is done in Pakistani context and it can be done in other culture and country as well. This study is also contributed their research in tourism contexts. Future researchers should also need to study those variables in other industry. Moreover, this study is only done with sequential mediation but in future researchers should also need to study these variables with double mediation.

5.5 Conclusion

This study shows that these three cues (destination image, holiday package and online promotion) have significant impact on tour purchase decision. Result shows that by giving these three cues (destination image, holiday package and online promotion) at same time on website, the destination image has weak relationship with online purchase decision. Customer gets engaged through these cues buttheir more focus is on holiday package and online promotion. Moreover, these cues (destination image, holiday package and online promotion) have been examined through mediation of customer engagement and purchase intention with purchase decision.

Similarly, the main objective of this study was to check the impact of these three cues (destination image, holiday package and online promotion) on purchase decision with mediation role of customer engagement and purchase intention. However, holiday package and online promotion with mediation role of customer engagement

and purchase intention have strong impact on tour purchase decision. While, destination image impact on purchase decision with mediation role of customer engagement and purchase intention have weak relationship. This study provides the benefits for tourism companies in Pakistan that how customer can be attracted and motivated for online tour purchase decision by giving these cues on website.

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Appendix A

1.   Research Questionnaire

Section 1: PREAMBLE

Dear Participant,

We are carrying out a survey on looking into the reasons customers keep in view for choosing an online tourism destination. We would appreciate your participation by answering all questions related to this research. This question and answer section shall not take more than 10 minutes of your time. Your participation in this survey is completely voluntary, and you may discontinue the survey at any time. All the information provided by you shall be kept con

dential, and will be used for academic purposes only.

Regards,

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Section 2: STUDY QUESTIONS

Please tick one column per statement, to indicate your response towards the statements below. The response scale is based on seven options including; strongly agree, agree, mildly agree, neutral, mildly disagree and strongly disagree.

S. No	Statements	Strongly Agree	Agree	Mildly Agree	Neutral	Mildly Disagree	Disagree	Strongly Disagree
Destination Image								
1	Attractive scenery catches my attention.							
2	A suitable price motivates my destination selection.							
3	Appropriate dining and lodging matters a lot to me.							
4	Pleasant environment inspires me.							
5	Adequate entertainment grabs my attention.							
Holiday Package								
6	Accommodation as a part of the package appeals me.							
7	Transport facility makes me feel comfortable.							
8	Availability of tour guide would inspire me.							
9	Suitable tourism information influences my mind.							
10	Food and beverages as a part of the package created a positive feeling in me.							
Online Promotion								

11	Accuracy of destination information matters a lot to me.							
12	Validity of tour packages are attractive for me.							
13	Updated tour program details attract me.							
14	Prominent features of services influence me.							
15	Cost of every service is important for me.							
Customer Engagement								
16	Fascinating design of tour website absorbed me in browsing.							
17	Adequate attention towards tour website is important for me.							
18	Feeling excited while browsing the website would inspire me.							
19	Website layout would help in attracting my imagination.							
20	Interactive tour website is fun filled activity.							
21	Tour website inherent properties kept me interested in browsing.							
22	Being engaged with the tour website influenced me.							
Customer Engagement								
23	I would think about this online tourism website as a choice when willing to purchase tourism package.							

24	I will recommend my friends and relative to purchase a tourism package from this website.							
25	I intend to say positive things about this online tourism website.							
Tourism Purchase Decision								
26	When I want to make a purchase, this would be my first choice.							
27	When I want to make a purchase, this would be my first choice.							
28	I consider this website to be important for me.							

Gender Male ☐ Female ☐

Age 15-25 ☐ 25-35 ☐ 35-45 ☐ 45+ ☐

Monthly Income 5k-30k ☐ 30k-55k ☐ 55k-80k ☐ Above 80k ☐

Education High School ☐ Bachelors ☐ Masters ☐ Above Masters ☐

Yearly Trips 1-5 times ☐ 5-10 times ☐ 10-15 times ☐ More than 15 times ☐

THANKYOU VERY MUCH FOR GIVING YOUR PRECIOUS TIME
MUCH APPRECIATED!!