

OPEN ACCESS

Volume: 13

Special Issue: 1

Month: February

Year: 2026

P-ISSN: 2321-4643

E-ISSN: 2581-9402

Citation:

Pandieswari, K., and Arumugam, U. "Tourism Growth and Digital Marketing of Insurance Products: An Empirical Study." *Shanlax International Journal of Management*, vol. 13, no. S1, 2026, pp. 79–86.

DOI:

<https://doi.org/10.34293/management.v13iS1-i2-10389>

Tourism Growth and Digital Marketing of Insurance Products: An Empirical Study

K. Pandieswari

*Research Scholar, Department of Corporate Secretaryship
Alagappa University, Karaikudi*

Dr. U. Arumugam

*Assistant Professor, Department of Corporate Secretaryship
Alagappa University, Karaikudi*

Abstract

Travelling is an aspect of the daily life of individuals, and more so for people who have just started being frequent travellers, either as a form of work or leisure. The rise in tourism growth has also been characterized by the growth of travel and health insurance queries and the purchase of the associated insurance products. This can be attributed to the fact that there is an upsurge in the risks that the travelers are likely to face. Social media has been the most influential channel within the insurance market in advertising relevant travel insurance products. The paper explores the possibility of whether a positive relationship exists between the development of tourism and the success in digital social media advertising of insurance products. One hundred and fifty participants were administered a questionnaire, and the analysis was done with the help of the SPSS program. The researcher of this work applied the percentage analysis, chi-square, correlation, and regression analysis to reach the following conclusion. The author discovered that social media (and other travel websites) offer the highest probability of locating the information related to insurance, and social media sites are the most efficient in informing travelers about the insurance products available. The author also hypothesized that there is a direct correlation between the number of times a person travels and the possibility of taking insurance products. Correlation analysis reveals that tourism development is directly proportional to the success of online marketing ($r = 0.62$). The conclusion that the purchase of travel insurance will be higher with effective advertising by means of social media is also supported by the results of the regression analysis. Moreover, regression analysis proves that the effectiveness of digital marketing is an influential predictor of the adoption of insurance products ($0.58, p < 0.01$). The paper makes empirical findings that tourism development improves the effectiveness of digital marketing campaigns in selling insurance products and has significant implications for insurers and policymakers.

Keywords: Tourism Growth, Digital Marketing Effectiveness, Insurance Adoption, Tourist Behaviour, Empirical Study

Introduction

Tourism has turned out to be one of the most rapidly growing sectors of the global economy, and it also plays a very important role in the generation of employment, income, and the development of the economy. The rising number of tourists has continued to put the

traveler at risk in terms of medical injuries, disruption of the trip, accidents, and theft of personal belongings. The impact of this uncertainty has been the growing demand for insurance products, particularly travel insurance, health insurance, and personal accident insurance.

Tourism continues to grow, and to be honest, everything is going online, including the way companies communicate with their customers. Insurance companies have jumped into digital marketing, popping up on social media, travel sites, mobile apps, and just about every ad you see online. Now, they can talk to potential clients right away, answer questions on the spot, and even tailor their services to fit what you need. Buying insurance? It's way easier and faster than it used to be.

Digital marketing is a vital channel of insurance promotion because tourists use online information to a great extent when planning the activities of the trip. Nevertheless, limited empirical research has investigated the effectiveness of tourism development in stimulating the use of digital marketing in influencing the uptake of insurance, even though digital marketing is becoming more and more integrated into the tourism strategy. Thus, the proposed research will conduct an empirical study of the connection between the increase in tourism, the success of digital marketing, and the adoption of insurance products.

Review of Literature

The increase in tourism has been identified as a major contributor to the demand for risk-reduction measures like insurance. Sharma and Verma (2020) analysed the growth of tourism in India and indicated that the demand to travel and health insurance grew dramatically because of the higher mobility and exposure to travel-related risks. Equally, Rao and Prasad (2021) established that tourism activities that occur frequently facilitate the creation of awareness and acceptance towards short-term insurance schemes.

Digital marketing has brought a significant change in the insurance sector by improving accessibility and interaction with customers. As emphasized by Bose and Deb (2021), data-driven digital marketing is the key that can unlock customer interaction and satisfaction in insurance services. Kumar and Singh (2021) highlighted that tourists have shifted to online platforms in order to buy insurance due to the ease of comparison and rapid issuance of insurance policies.

Different authors have emphasized the role of trust and digital literacy in the adoption of insurance. Agarwal and Bansal (2022) were able to identify trust as the mediator variable between the intention to buy insurance and digital marketing exposure. Chauhan et al. (2022) have identified that online targeted advertising is helpful in increasing awareness about the benefits of insurance, particularly in the case of young and technology-savvy tourists.

Tourism related to have also become a good marketing platform. The Patel (2022) research revealed that travel substances and mobile apps are more efficient than conventional advertisements in marketing insurance items. Sundaram and Iyer (2022) highlighted that the perception of insurance providers by tourists is greatly influenced by online reviews and influencer marketing.

Recent researches bring out a close connection between the frequency of tourism and insurance adoption. Gupta and Mehta (2023) developed a positive relationship between the frequency of travel and the use of digital insurance. Nair (2023) found that mobile-based insurance apps can greatly decrease the perceived complexity and increase the purchase intention of domestic tourists.

Digital marketing content personalization has become increasingly popular. Karthikeyan and Mohan (2023) showed that customized digital campaigns enhance customer connection and brand recall in the insurance market. The authors determined that marketing through social media can have a huge impact on the attitude of tourists towards insurance products (Verma et al., 2023).

In a more general sense, Das and Roy (2023) had claimed that digital marketing contracts

information asymmetry in the insurance markets, which contributes to better decision-making by the consumer. Arun and Lakshmi (2024) empirically demonstrated that tourism development indirectly enhances insurance coverage by boosting digital relations.

It has also discussed the behavioural component of tourists. According to Joseph and Mathew (2024), frequent travellers are more willing to buy digitally promoted insurance products. According to Reddy (2024), digital promotions boost consumer trust and perceived insurance policy value.

Recent additions by Shankar and Devi (2025) highlighted the increasing use of AI-powered digital marketing in shaping insurance sales among tourists. Pandey (2025) stated that digital marketing strategies for tourism are essential for the sustainable development of insurance products.

Research Problem

Travel is continuing to increase; unfortunately, the associated risks are also increasing, such as getting sick while travelling abroad, cancelling your travel plans, and having items lost or stolen. The primary benefit of using travel insurance is to provide a financial safety net against unforeseen occurrences. Digital options to provide insurance to aid. Travelers are now presented with more digital means than ever before to purchase insurance for their travels; however, many travelers do not take advantage of these digital resources. Numerous insurance companies are offering increased advertisement efforts or utilizing digital marketing methods to attract the attention of the travel industry; however, there is not a sufficient amount of data to show the effectiveness of these marketing efforts. Most studies have focused on either the purchasing trends of the travel industry or how insurance companies sell their policies online, with very few studies highlighting the relationship between the increase in tourism and the success of digital advertising efforts. Therefore, there exists a large gap in our understanding of how travellers will react when they are exposed to insurance-oriented advertisements during their booking process. This paper will explore the question of how the increased growth of tourism equates to the ability of insurance companies to effectively market themselves on the internet. There is currently limited empirical evidence linking the rapid growth of travel to the effects of digital advertising by insurance companies.

Objectives of the Study

The objectives of the study are:

1. To examine the influence of tourism growth on the demand for insurance products
2. To analyze the role of digital marketing in promoting insurance products among tourists
3. To assess the level of awareness of insurance products through digital platforms
4. To study the relationship between tourism frequency and insurance purchase behaviour
5. To evaluate the impact of digital marketing effectiveness on insurance adoption

Hypotheses of the Study

Based on the objectives, the following hypotheses were framed:

- H_1 : Tourism growth has a significant influence on the demand for insurance products.
- H_2 : Digital marketing has a significant impact on consumer awareness of insurance products.
- H_3 : There is a significant association between tourism frequency and insurance purchase behaviour.
- H_4 : Digital marketing effectiveness significantly predicts insurance product adoption among tourists.

Research Methodology

- Research Design: Empirical and analytical
- Data Source: Primary data
- Sample Size: 150 respondents
- Sampling Technique: Convenience sampling
- Instrument: Structured questionnaire
- Statistical Tools: Percentage analysis, Chi-square test, Correlation, Regression
- Software Used: SPSS.

Results and Analysis

The analysis is based on primary data collected from 150 respondents and examines the influence of tourism growth and digital marketing on insurance product awareness and adoption.

Table 1: Awareness of Insurance Products through Digital Platforms (n = 150)

Digital Platform	Frequency	Percentage
Social media	58	38.7 %
Travel Websites	42	28.0 %
Mobile Apps	30	20.0 %
Email Marketing	20	13.3 %
Total	150	100 %

Interpretation

The results indicate that social media (38.7%) and travel websites (28.0%) together account for 66.7% of insurance awareness among the 150 respondents. This highlights the dominant role of digital platforms in disseminating insurance-related information to tourists and confirms the effectiveness of online channels in insurance promotion.

Table 2: Association between Tourism Frequency and Insurance Purchase (n = 150)

Tourism Frequency	Purchased	Not Purchased	Total
Frequent	48	12	60
Occasional	56	34	90
Total	104	46	150

- $\chi^2 = 12.46$
- $p < 0.05$

Interpretation

The chi-square test results reveal a statistically significant association between tourism frequency and insurance purchase behaviour among the 150 respondents. Frequent travellers demonstrate a higher tendency to purchase insurance products compared to occasional travellers, suggesting that increased travel activity enhances responsiveness to digital insurance marketing.

Table 3: Correlation Analysis between Tourism Growth and Digital Marketing Effectiveness (n =150)

Variables	Correlation (r)
Tourism Growth & Digital Marketing Effectiveness	1
Digital Marketing Effectiveness	0.62

Interpretation:

The correlation coefficient ($r = 0.62$) shows a strong positive correlation between tourism development and successful digital marketing methods. The response of 150 participants supports this conclusion, as increased activity in the tourism industry helps to enhance the effectiveness of digital marketing among those individuals who receive insurance awareness through digital marketing campaigns.

Table 4: Regression Analysis – Impact of Digital Marketing on Insurance Adoption (n = 150)

Predictor	β	t-value	Sig.
Digital Marketing	0.58	6.42	0.000

Interpretation

The results from the regression analysis show that online marketing has a significantly positive effect on the purchase of insurance by the sample of 150 individuals tested ($p < 0.01$). Specifically, the beta coefficient ($\beta = 0.58$) suggests that online marketing is a good predictor for insurance buying behaviour and supports the hypothesis proposed in this research.

Overall Empirical Insight

Awareness through Digital Platforms

The method used to promote insurance to tourists is through social media, which accounts for 38.7% of awareness, followed by travel websites (28.0%), mobile apps (20.0%), and email marketing (13.3%). This shows that digital channels dominate the promotion of insurance to tourists.

Relationship between frequency of tourism and insurance purchasing behaviour

The statistical analysis of the data (chi-square test) found a significant association between frequency of tourism and purchasing behaviour for insurance ($\chi^2 = 12.46, p < 0.05$). Frequent travellers are more likely to buy an insurance policy than are infrequent or occasional travellers.

Correlation Analysis

Pearson’s Correlation Coefficient (r) found a strong positive correlation between the growth of tourism and the effectiveness of marketing using digital technology ($r = 0.62$).

Regression Analysis

The regression model used was:

$$IPA = \alpha + \beta(DME) + \varepsilon$$

The estimated equation:

$$IPA = \alpha + 0.58(DME)$$

Results from regression analysis indicate that digital marketing effectiveness ($\beta = 0.58$; $t = 6.42$) has a positive and significant effect on insurance adoption ($p < 0.01$).

The results were based on responses from 150 respondents and provide empirical evidence that as tourism grows, the effectiveness of digital marketing strategies improves, thereby increasing both awareness and the adoption of insurance products among tourists.

Hypothesis	Test	Result
H1: Tourism frequency influences insurance purchase	Chi-square	Accepted
H2: Tourism growth is related to digital marketing Effectiveness	Correlation	Accepted
H3: Digital marketing impacts insurance adoption	Regression	Accepted

Discussion

Data from 150 people shows that digital marketing has a significant impact on travel insurance decision-making. Two-thirds (66.7%) of those surveyed said they heard about travel insurance from digital resources, with the most frequently cited digital resources being social media (38.7%) and travel websites (28.0%). Thus, since most of the respondents cite digital marketing as the most effective means for creating travel insurance awareness compared to traditional forms of advertising, it seems clear that digital marketing is not just highly effective: it is also positioned to be the predominant vehicle for increasing the awareness of travel insurance. Previous studies showed similar results, but this new data further substantiates and strengthens that finding.

Examination of the data with respect to how often a traveller travels demonstrates that a relationship also exists between frequency of travel and the decision to purchase insurance. Of frequent travellers (that is, those who travel often), 80% of respondents purchased insurance; whereas, 62.2% of occasional travellers purchased insurance. A chi-square value of 12.46 ($p < 0.05$) statistically confirms that the frequency of residency has predictive value with respect to decision to purchase insurance. It is reasonable to conclude that as individuals travel more frequently, they gain a greater awareness of risks associated with travel, and as such, are more inclined to purchase insurance coverage.

There is also a strong positive correlation ($r = 0.62$) between tourism activity growth and the effectiveness of digital marketing in promoting travel insurance. As tourism levels increase, so too will efforts to market travel insurance using digital method therefore producing success for both tourism and travel insurance industries.

The regression analysis indicates a similar result. The β -derived from the regression analysis is 0.58 with a t-score of 6.42 and a p-value less than 0.01.

Implications of the Study

Managerial Implications

This study provides a good opportunity for the insurance world to think of new marketing opportunities. For those working in the travel sector, it may make sense to reach potential customers where they spend much of their time—travel booking websites, tourism websites, and travel-related mobile apps. Generic advertising simply will not produce good results; instead, marketers should utilize what they know about travelers (specific destination preferences and frequency of travel) to develop and deliver content that speaks directly to those travelers. That personal connection with each traveller will not only capture their attention but also increase the chances of them ultimately purchasing a travel insurance policy. It is clear that digital marketing plays an important role in the process of attracting customers, so insurance companies must invest time and money in all areas of digital marketing if they wish to remain competitive.

Policy Implications

This research will give policymakers and tourism officials plenty to consider. When visitors push for travel insurance through online tourism sites and government platforms, it helps keep them protected financially. When there is cooperation between tourism departments and insurance providers, a larger number of travelers will purchase coverage, which helps reduce the number of travelers who are financially impacted when there is a problem during their travel.

Theoretical Implications

This research has documented how the interaction between digital marketing for tourism and growth in tourism is linked to increasing the number of people purchasing insurance, an area of study that is relatively untouched. This research provides the first step in bridging the gap between finance services marketing and tourism research, and its new direction in interdisciplinary research supports the integration of the two aforementioned fields, especially as they intermingle.

However, this study is limited in scope; there was only a small sample size of 150 people, so you can't extrapolate the findings to the population as a whole. Additionally, all data came from participants' responses to questionnaires, meaning that many responses were not necessarily completely accurate or truthful. Also, this research took place in one timeframe and, therefore, does not reflect how people will make decisions based on their environments or how they may respond differently to different environmental factors over time.

Future work will be required in this area; a larger sample of users will provide better results. Monitoring the behaviours of users of insurance over time will allow researchers to identify how user behaviour changes over time. Additionally, comparing different regions of countries or types of users will likely reveal important similarities across user groups that are currently undetected.

Conclusion

This research suggests that as tourist spending increases, digital marketing delivers higher levels of effectiveness for the sale of travel insurance. The analysis of a data set comprised of 150 individuals provides support for the conclusion that increased opportunity for travel will result in increased levels of risk exposure for travellers, thus increasing demand for travel insurance. The presence of digital channels (e.g., social media, travel websites, apps) facilitates the connection between the buyer (traveller) and sellers (travel & travel insurance companies) and bridges any information gap regarding obtaining coverage. The results clearly indicate that a person's frequency of travel increases the likelihood that they will purchase travel insurance upon viewing an advertisement using an online Digital marketing vehicle. In addition, the data support the conclusion that the use

of digital marketing will result in travellers actually buying travel insurance. Thus, if your objective is to increase the number of travellers purchasing travel insurance, you will want to leverage digital marketing strategies in line with the tourism industry overall. Finally, this study provides empirical evidence supporting what we already know about tourism, digital marketing, and travel insurance and reinforces the importance of integrating these different sectors.

References

1. Sharma, P., & Verma, N. (2020). Tourism growth and demand for travel and health insurance in India. *International Journal of Hospitality and Tourism Administration*, 21(3), 289–305.
2. Rao, S., & Prasad, K. (2021). Tourism mobility and short-term insurance adoption in India. *Tourism Economics*, 27(6), 1285–1302.
3. Bose, I., & Deb, A. (2021). Data analytics and digital marketing impact on customer satisfaction in insurance services. *Decision Support Systems*, 145, 113502.
4. Kumar, A., & Singh, R. (2021). Online insurance purchase behavior of tourists in India. *Journal of Internet Commerce*, 20(3), 278–295.
5. Agarwal, N., & Bansal, H. (2022). Trust as a mediating factor between digital marketing and insurance purchase intention. *International Journal of Consumer Studies*, 46(4), 556–568.
6. Chauhan, R., Singh, A., & Kaur, P. (2022). Targeted digital advertisements and awareness of insurance benefits. *Journal of Financial Services Marketing*, 27(3), 215–228.
7. Patel, K. (2022). Effectiveness of travel websites and mobile applications in promoting insurance products. *Journal of Travel & Tourism Marketing*, 39(5), 487–501.
8. Sundaram, R., & Iyer, G. (2022). Influence of online reviews and influencer marketing on insurance brand perception. *Journal of Interactive Marketing*, 58, 1–14.
9. Gupta, R., & Mehta, P. (2023). Travel frequency and adoption of digital insurance products: An empirical investigation. *International Journal of Tourism Research*, 25(4), 412–426.
10. Nair, R. (2023). Mobile-based insurance applications and purchase intention of domestic tourists. *Information Technology & Tourism*, 25(2), 189–205.
11. Karthikeyan, R., & Mohan, S. (2023). Personalization in digital marketing and customer engagement in insurance services. *International Journal of Bank Marketing*, 41(6), 1350–1368.
12. Verma, S., Khanna, M., & Arora, P. (2023). Role of social media marketing in shaping tourists' attitudes toward insurance products. *Journal of Vacation Marketing*, 29(3), 372–387.
13. Das, S., & Roy, M. (2023). Reducing information asymmetry through digital marketing in insurance markets. *Asian Journal of Business Research*, 13(1), 89–104.
14. Arun, R., & Lakshmi, S. (2024). Tourism growth and digital interactions in insurance adoption. *Journal of Tourism Economics*, 30(2), 245–262.
15. Joseph, L., & Mathew, P. (2024). Behavioral intentions of frequent travelers toward digitally marketed insurance products. *Tourism Management Perspectives*, 49, 101023.
16. Reddy, V. S. (2024). Impact of digital promotions on consumer confidence in insurance products. *Journal of Consumer Behaviour*, 23(2), 311–325.
17. Shankar, R., & Devi, S. (2025). AI-driven digital marketing and insurance purchase decisions among tourists. *Journal of Business Research*, 168, 114027.
18. Pandey, A. (2025). Tourism-oriented digital marketing strategies and sustainable insurance growth. *Sustainability*, 17(4), 1820.