

IMPACT OF TOURISM ADVERTISEMENTS ON CONSUMER CHOICES FROM MANAGEMENT PERSPECTIVE

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Abstract

Each and every day lot of people makes travel plans for different reasons like leisure, business, etc. Once the plan is fixed the next stage is to make arrangements for travel and travel related processes. Thousands of people work round a clock to make the travel and travel related services available which include travel agents and travel operators. All these people are a part of one big industry umbrella called – tourism industry. For these key players in industry, it becomes necessary to inform the market about their products and services to sustain. Advertisements help them in spreading the word and promoting their products and services.

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor (Kotler, 2003). Advertisements include not only business firms but also museums, charitable organizations and government agencies or any other entity that directs messages to their target market.

There are various advertisement media which include –

- 1. Broadcast*
- 2. Print media*
- 3. Consumer publication (white papers)*
- 4. Electronic media*
- 5. Postal media.*

Different organizations in industry handle advertising in different ways. It is also handled by different ways like centralized marketing offices or decentralized marketing department or by contract. (Roday et. Al, 2009)

This paper tries to find out the impact of print media on consumer choices through management angles of customer attraction and the effect of an advertisement.

Keywords: *Print Media, Advertisement, Tourism Industry, Customer attraction, Advertisement impact.*

1. Introduction

Each and every day, lots of people make travel plans. It is for leisure and also works related travel. The travel could be of short period or long period. Lots of things take place here after, booking hotels, tickets for bus or train, airline ticket, looking for passport and visa and so on. Thousands of people work round-the-clock to make these services available which include travel agents and tour operators. All these people form a part of one of the largest industry in the world - the tourism industry. Today's world is very competitive life style is very fast and everyone is in rush. In this scenario, for any tourism company it becomes necessary and important to think very seriously on how they can spread information about their product and services. Earlier, it was very easy to get customer, but now due to competition and lots of newly establishing companies, it has become hard. Company or any firm needs to take efforts to reach end customers.

The main purpose of an organisation is to create and maintain profitable customers and tourism sector is of no exception. The main aim of marketing in tourism is customer satisfaction leading to profit. Marketing has been recognised as the most important management activity in the tourism industry today. Being the fastest growing industry in the world, the world tourism arrivals and receipts have shown a steady growth.

The tour agent and travel operators, various service providers such as airline, hotels are growing faster and there is a strong competition amongst them. Their survival and growth in the tourism is highly dependent on how they do marketing. Different countries are competing with each other to market their destinations, whereas travel and tour operators compete to market their offerings and tour packages, hotels compete for selling rooms and airlines for selling seats. Marketing is especially important because of perishable and intangible nature of the tourism product. Thus requires a professional approach. Marketing and selling concept are often misunderstood. Marketing is telling about the product and attracting public attention whereas selling is when people actually buy the product or avail the service.

Every supplier or intermediary is faces with challenging task of selling travel related services to the customer, if they have to remain in business and grow. The number of service providers and the competition is growing at a rapid pace, giving the customers a number of options to choose from. Selling the travel product is their basic goal. This makes it necessary to know their product; understand who their customers are, and what is it they want. Every customer who calls on a travel agent or tour operator has a different needs and requirements. Selling means understanding the customer's specific requirements, giving them all the information they need, suggesting travel plans, assisting them in taking a decision, and influencing them to purchase the travel product. (Roday et al., 2009)

Advertising

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor. Advertisers include not only business firms, but also museums, charitable organisations, and government agencies that direct messages to target publics. Ads are a cost-effective way to disseminate messages, whether to build brand preference for Coca-Cola or to educate people to avoid hard drugs. (Kotler, 2003)

Different organisations handle advertising in different ways. In small companies, advertising is handled by someone in the sales and marketing department, who works with agencies. Whereas a large company often sets own department, who's manger reports to the vice president of marketing.

Proposing a budget, development of advertising strategies, approving ads handling direct mail advertising, dealer displays and other forms of advertising, are major jobs of the advertising department. Most companies use an outside agency to help create advertising campaigns and to select and purchase media. Uncoordinated advertising and image diffusion is suffered by some global companies that use a large number of ad agencies located in different countries and serving different divisions. Large companies like, IBM and Hewlett-Packard, now use only a few agencies that can supply global advertising, public relations, sales promotion, and web consulting. The result is integrated and more effective marketing communications and a much lower total communications cost.

Kotler (2003) describes that advertising agencies need to redefine themselves as a communication companies and assist clients in improving their overall communication effectiveness. Yet many agencies have reduced the size of their research departments and therefore are less able to build a research-based brand strategy. Another criticism is that ad agencies are too oriented towards large-budget mass-advertising and less skilled in PR, and direct and database marketing. Procter and Gamble recently required that all its marketing programmes be jointly planned with the various communication groups sitting together, instead of letting its advertising agency dominate the decision making. It changes ad agency compensation from a standard media commission to a percentage of how well its global sells perform. In developing programme marketing managers must always start by identifying the target market and buyer motives. Then they can make the five major decisions in developing an advertising programme, known as “The 5 Ms”;

- Mission: This includes planning of goals or sales goal. Also what are the advertising objectives?
- Money: How much can be spent? Also factors like market share, competition, advertising frequency, product substitutability are considered.
- Message: Things here include, message generation, its evaluation and selection, message execution, social-responsibility review. In short, what message should be send?
- Media: This includes major media types and media timings i.e. what media should be used?
- Measurement: how should the result is evaluated? Includes communication impact and sales impact.

(Kotler, 2003)

There are various advertising Medias which includes;

1. Broadcast, that is televisions and radios.
2. Print media like newspapers, national daily, regional daily, national Sunday, regional Sunday, weekly regional and free distribution.
3. Consumer publications like guides, executive travel publications, journals and magazines.
4. Other Medias like commercial transport, posters, cinemas and also terminals and stations.
5. Postal advertising like direct mail or hand drops.
6. Last but not the least digital media that includes social Medias and websites. Also SMS and E-mailings.

As per Belch & Belch (2003) advertising objectives can be classified according to whether their aim is to inform, persuade, remind, or reinforce.

- Informative advertising aims to create awareness and knowledge of new products or new features of existing products.
- Persuasive advertising aims to create liking, preference, conviction, and purchase of a product or service.
- Reminder advertising aims to stimulate repeat purchase of products and services.
- Reinforcement advertising aims to convince current purchasers that they made the right choice.

As discussed above, today people need an agency for everything. They don't want to spend their time much, hence they approach agencies that can book tickets, hotels and may travel things for them. For this purpose it is very important to let Tourism Company's product reach till the end customer which happens through advertising. There are various kinds of impacts of advertisements on customers. Some of the impacts are, customers gets attracted to particular product or service and the company's name gets popular. Further impacts of tourism advertisement on customers from management perspective are studied ahead in this project.

2. Objectives

1. To study different types of print advertisements used by tourism agencies.
2. To study whether print advertisements attract new customers.
3. To find out how long the effect of a particular advertisement stays in market.

3. Hypothesis

1. Advertisement do increase market share.
2. Advertisement do attract new customer.
3. The effects of advertisement stay for 3 months in market.

4. Research Methodology

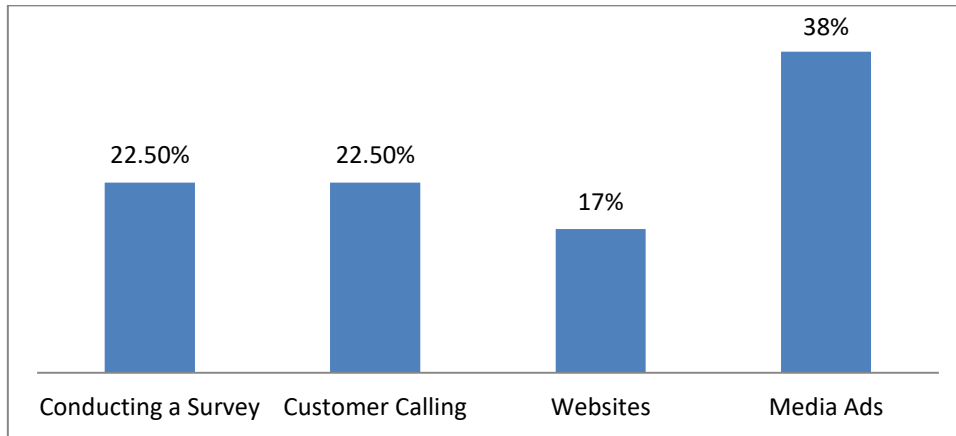
The primary data was collected through a survey and then by filling out questionnaires from the information gathered. The questionnaire was divided in 2 parts where each part focussed on finding out the responses by:

1. Likert scale question: Various options for each question were added to know each organisation's perspective and choice.
2. Ranking: Also few questions were prepared where more than 4 options were mentioned, from which companies were supposed to rank those choices according to their opinions and wish. It told about the company's priorities while preparing for the advertisement.

The secondary data was collected through various books, research papers, articles, etc.

5. Findings

Q1. Which advertising media is most successful in travel agency's opinion?



According to answers gathered, majority of tour agents and travel operators in Pune city, agree that media advertising is most successful, like TV, radios, newspapers and even magazines.

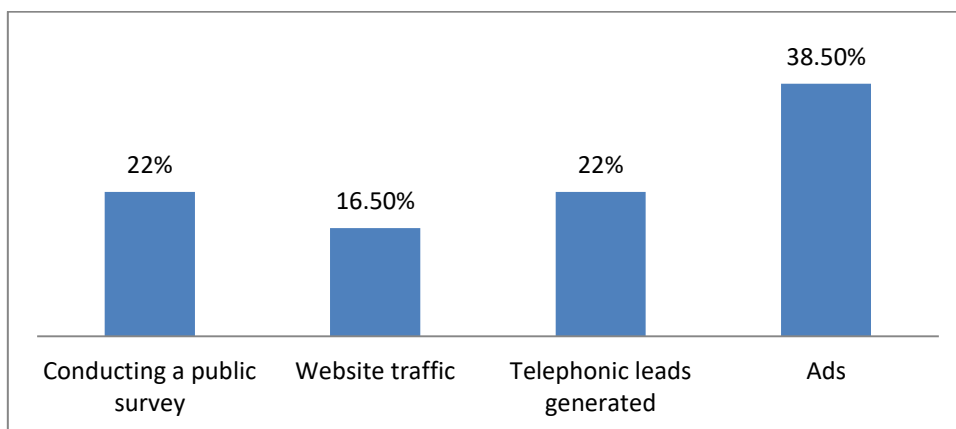
The reasons for the same are as follows:

- Media advertising is more demonstrative.
- Traditional advertising is linear and the consumer is passively exposed to product information.
- It also plays with psychology of people.
- Reading newspapers and watching TV are routine activities.
- Hence traditional i.e. media advertising is more effective. (Benzoin-Avery, et al, 1998)

Whereas 0% of tour agents and travel operators say that sponsorship or event marketing is not successful, because:

- People don't pay much attention to such activities.
- Cost is involved

Q2. Which of the following way tourism company think is most effective to know their advertisement's popularity?



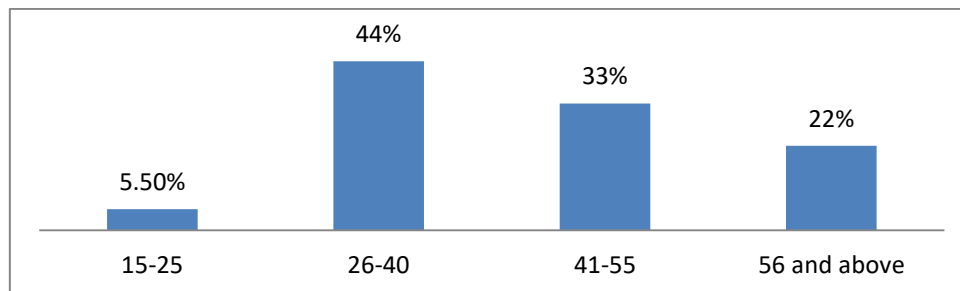
According to survey 38.5% of tour agents and travel operators in Pune city, agrees that proportionate increase in the sales of particular product or service is most effective to know ad's popularity. This is because,

- People watch ad and tends to get attracted and purchase your service.
- This ultimately boost sales.
- Hence increase in sale is due to ad's popularity.

Whereas only 16.5% of tour agents and travel operators in Pune city, agrees on 'increased clicks on company's website' is effective to know ad's popularity. This is because:

- People prefer to visit tourism company personally.
- People also prefer enquiry on calls.
- Company do not provide detailed information on websites.

Q3. Which age group helps tourism company the most to increase their monetary results?



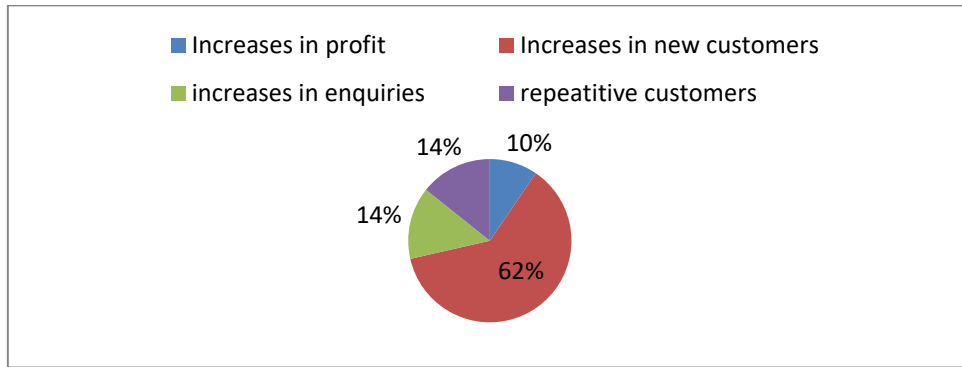
According to survey 44% of tour agents and travel operators in Pune city, agrees that age group between 26-40 years old, mostly helps in increase of monetary results. This is because of the following reasons:

- There are mostly new weds who comes under this category
- Families fall under this category.
- Everyone is settled and earns here.

Whereas only 5.5% of tour agents and travel operators in Pune city, agrees that people between 15-25 age group may not be helpful in increase of monetary results as:

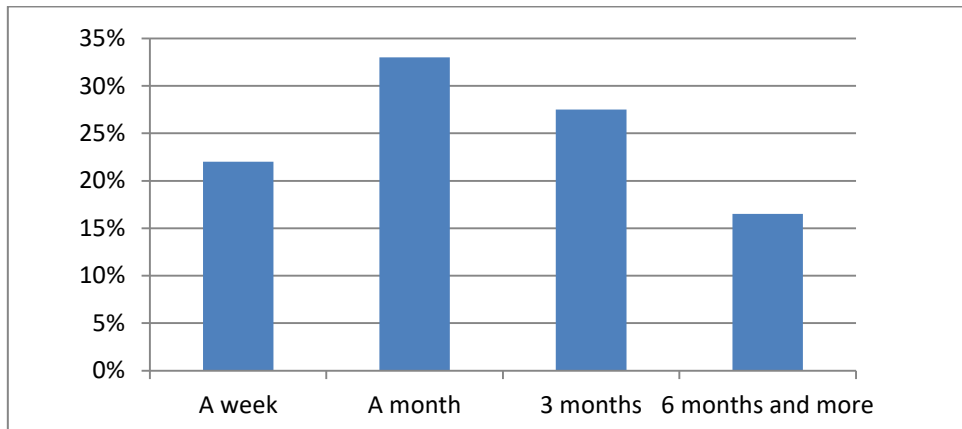
- All are students from schools and colleges.
- They do not earn.
- Students are mostly busy throughout the year due to study and projects

Q4. In what terms does Tourism Company measure advertisement success?



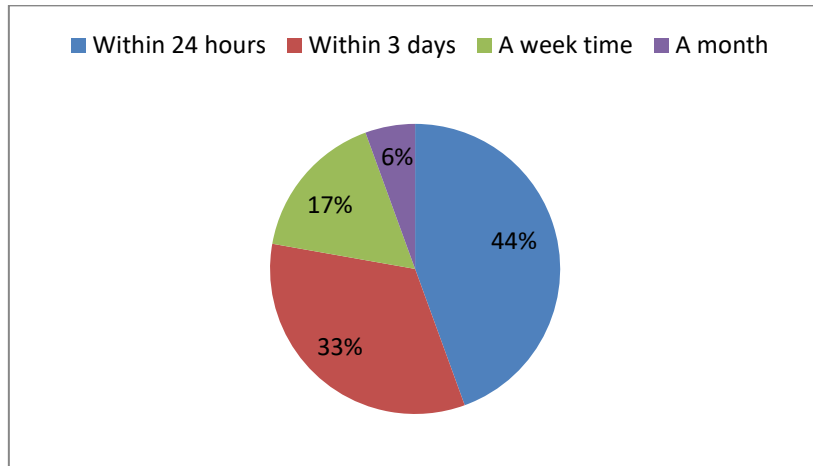
According to survey 71.5% of tour agents and travel operators in Pune city, believes that increase in new customers is a real advertisement success as it is bringing new customers which means ad is getting popular in market and is reaching to maximum number of people. Whereas only 16.5 % of tour agents and travel operators in Pune city, believes that increase in enquiries and if repetitive customers, is advertisement success.

Q5. How long the does the effect of ad stays in the market?



According to survey 33% of tour agents and travel operators in Pune city, agrees that the effect of an ad stays for 1 month in a market, as lots of new advertisements are published each and every day so there are no chances of particular ad to stay in market for longer. Whereas only 16.5% of tour agents and travel operators in Pune city, agrees that effect of an ad stays for a longer period i.e 6 months or even more.

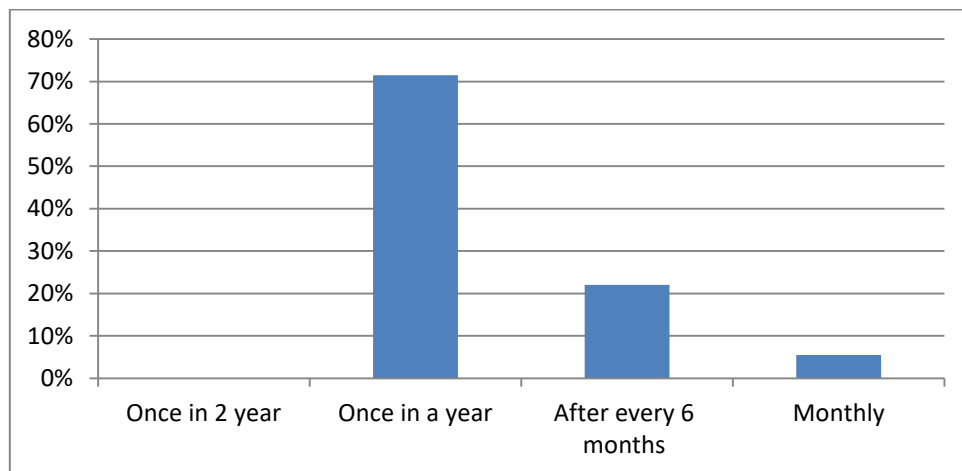
Q6. How fast does Tourism Company get response after launching a new ad in market?



According to survey 44% of tour agents and travel operators in Pune city, agrees that when ad is launched, majorly within 24 hours they get responses. This is because anyone watching or reading new advertisement tends to get attracted and approaches the tourism agent immediately i.e. within a day.

Whereas only 5.5% of tour agents and travel operators in Pune city, says that response can come within a day or might take a month time.

Q7. How frequently is tourism brochure changed?

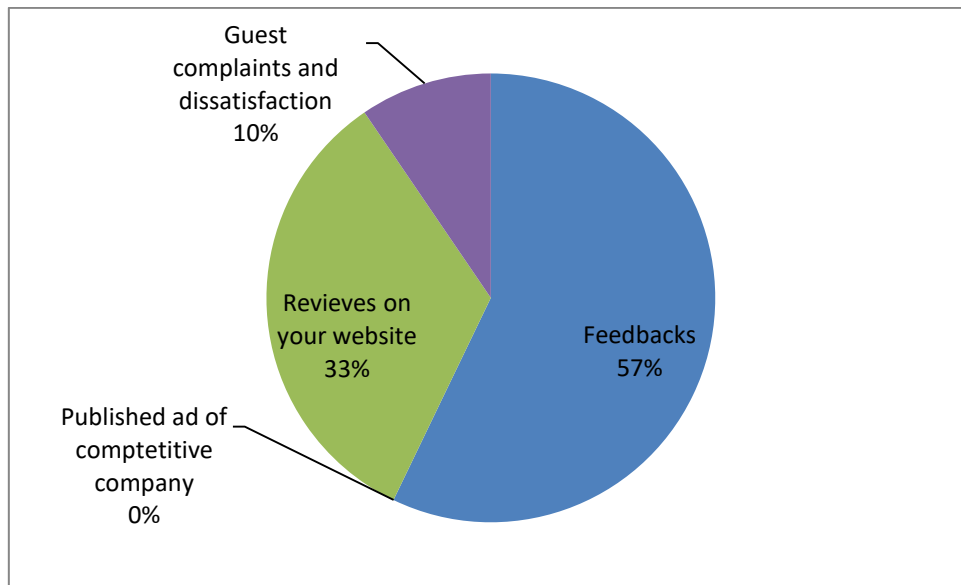


According to survey 71.5 % of tour agents and travel operators in Pune city, believes in changing brochure every year as:

- Need to change itinerary
- To change the look of brochure
- To add any other plans or information
- To remove any itinerary
- To update as per the customer’s feedbacks

Whereas 0% of tour agents believes in changing prospectus once in 2 years as changing itinerary and other things according to feedbacks is crucial to sustain in market.

Q8. What helps tourism organisation the most in improving their ad?

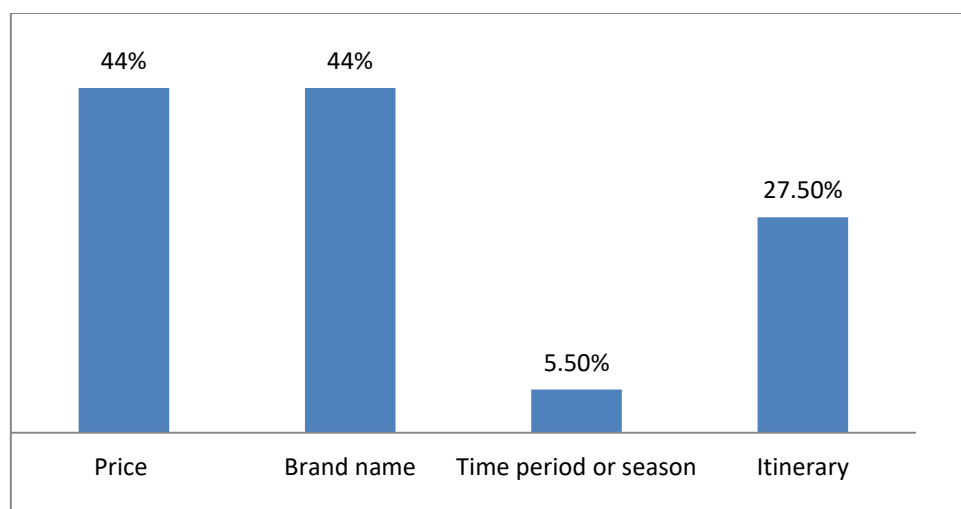


As per the survey 66% of tour agents and travel operators in Pune city, agrees that customer feedbacks helps the most in improving advertisement as:

- One comes to know are the customers happy with your company
- What all improvements you need to be done.
- What all suggestions you are getting
- Helps to get new customers

On the other side no tour agent and travel operator in Pune city, agree that other travel company’s ad helps to improve. This is simply because you’re their offerings and services differ from other’s services

Q9. What in Tourism Company’s ad attracts customer the most?



According to survey tour agents and travel operators in Pune city, 44% customers get attracted due to price and also 44% of customers get attracted due to brand name. This is because anyone would think about price before travelling according to their budget and expenditure power. Also brand name

matters as even one tourism company is offering package in very affordable rate, people might not approach him as that company is not having specific brand in market. So mentioning brand name followed by price is important.

Whereas only 5.5% of tour agents and travel operators in Pune city, agrees that mentioned season in ad attracts customer the most.

Q10. What does Tourism Company include in their advertisement?

- a. Price
- b. Families and destination photos.
- c. Age group.
- d. Services

According to survey, tour agents and travel operators in Pune city, have prioritize choices in following sequence:

1. Services.
2. Families and destination photos.
3. Price.
4. Age group.

Services are given priority as:

- One knows the itinerary.
- One knows what amenities will be provided.
- One knows about accommodation arrangement.
- One knows about food whether inclusive or exclusive.
- One knows about transportation mode.
- Families consider services before traveling through specific company.
- Services attract customers quickly.

Whereas age factor is considered least as:

- Some tours are for specific age group only, and they do not require mentioning age group.
Ex. Trekking tour ads do not mention age.
- It is not as important as other factors are.

Q11. Why Tourism Company does feel the necessity to attract new customers?

- a. To increase profit.
- b. To get popularity.
- c. Lack of repeat customers.
- d. To increase market share.

According to survey, tour agents and travel operators in Pune city, have prioritize choices in following sequence:

1. To increase market share.

2. To increase profit.
3. To get popularity.
4. Lack of repeat customers.

Tourism Company feels the necessity to attract new customer as to increase market share primarily.

Dailey says that, market share is important to any business as the market is a pie and the bigger the slice of the pie the more profit potential. When a business grows efficiently and continues to increase its market share they are keeping their competitors from taking business from them. They are leading instead of following or chasing their competition. As a business increases their market share their reputation should grow attracting new business, their sales should increase, their customer's base should increase and depending upon how they manage their cash flow their bottom line profitability should ideally increase over time (2016).

Whereas amongst other choices, 'lack of repeat customers' is given last priority as although it is important, but more important is to increase market share, followed by increasing profit and also to get popularity. These all factors are interlinked.

Q12. While planning advertisement for families what preferences does tourism company give?

- a. Accommodations.
- b. Transportation.
- c. Attraction.
- d. Price.
- e. Duration/Time of tour.

According to survey, tour agents and travel operators in Pune city have prioritize choices in following sequences:

1. Attractions.
2. Accommodations.
3. Duration/time of tour.
4. Price.
5. Transportation.

Tourism companies give first preference to attractions while planning a tour for family as :-

- For family going on vacation is a huge deal.
- Everyone takes out time from their busy schedule for family trip, hence it is very important to plan an itinerary which includes beautiful attractions.
- Majorly depending on attractions, family decides their tour.
- Some families are interested in historical places, for those including good historical destinations in itinerary are important.
- Ex. In Rajasthan tour, putting city places is very important, instead of only putting gardens and temples.
- Destinations attract people from even another state and overseas.

Whereas transportations is given last preference amongst the choices as, whenever tourism company plans a tour for family although transportation is important, but more important is attraction, followed by accommodation, duration /time of tour and price good accommodation facility is necessary which

will be clean and neat and in good surrounding. People are very much clear about transportation mode such as cabs, trains, air mode etc.

Q13. While planning advertisement for students what preference will tourism company give?

- a. Accommodations.
- b. Transportation.
- c. Attractions.
- d. Price.
- e. Duration/time of tour.

According to survey, tour agents and travel operators in Pune city, have prioritize choices in following sequence:

1. Attractions.
2. Price.
3. Accommodation.
4. Transportation.
5. Duration/ time of tour.

As mentioned in previous question, attractions are very much important.

- Students / youngsters plan a tour depending on any good destination.
- The young generation likes to explore new destinations.
- Tourism Company can bring people from long distance to visit destination by an effective advertisement which mention attractive destination.
- Destinations are prioritized, as lots of students travel for photo shoots and documentary making.

Whereas students / young generation people may not think about the time or duration as:-

- Attraction matters the most for them.
- Students are willing to travel at any period in a year.
- Students get lots of holiday throughout the year, so duration is no problem for them.

Q14. Based on what does customer makes decision about particular tour?

- a. Price.
- b. Special offers.
- c. Destination.
- d. Marketing efforts.
- e. Seasonality.
- f. Convenience.
- g. Fellow tourist.

According to survey, tour agents and travel operators in Pune city, have prioritize choices in following sequence:

1. Special offers.
2. Price.

3. Destination.
4. Convenience.
5. Seasonality.
6. Marketing efforts.
7. Fellow tourist.

Primarily, special offers are seen by travellers. People always look for discounts and offers while purchasing or availing any service and tour is of no exception. Tourism company which provides better offer, most of the public tends to avail their services, therefore while choosing a tour although factors like price, destinations, etc. are impotent people look for special offer and discounts first.

Whereas, fellow tourist i.e. the customers that already had availed the services of tour company, there suggestions and opinions are least bothered. People do listen to experiences of who already travelled but that is the last thing they look for amongst the choices.

Q15. What makes tourism company change their itineraries or prospectus?

- a. Feedbacks.
- b. Decreases in sales.
- c. Decreases in demands.
- d. Non-popularity.

According to survey, tour agents and travel operators in Pune city, have prioritize choices in following sequence:

1. Feedbacks.
2. Decrease in demand.
3. Decrease in sales.
4. Non-popularity.

Tourism companies change their prospectus once in a year majorly because of feedbacks.

- Feedbacks make a tourism company know their good and bad services.
- It helps to improve in further itineraries.
- It increases customer loyalty.
- It helps to make good changes and update literary.
- Overall helps to increase sales.

Whereas ‘non-popularity’ has given last priority. This is because other factor such as ‘decrease in demand’ due to inappropriate brochure leads to ‘decrease in sales’ is more important. ‘Non-popularity’ factor affects the tourism company but is least bothered while changing brochure.

Q16. What is Tourism Company’s perception about the impact of advertisement on business?

According to survey in Pune city following are the findings about perceptions of tourism company:

- Increases mouth publicity
- Increase in repeat customer
- High responses
- Boost sales
- Increases popularity
- Gets more business
- Brand name and plans reaches maximum no. of people in market
- Keeps brand name alive in the market.
- Attracts new customers
- Gets more popularity through social media ads.

Amongst these the major points agreed by travel agents are:

1. Tourism advertisement increases popularity.

Tourism advertisement is done in various ways, such as traditional including television advertisement and radio, social media advertisement, also other ways like billboards, calling customers or messaging about new offers. Because of these, tourism advertisement reaches quickly to every person, when one ad is published, lots of discussions take place. Even people not knowing about the certain advertisement, gets to know it. This fast spread of advertisement ultimately makes Tourism Company popular in a short period of time.

Also companies which do not advertise much, somewhere gets popularity as, once an advertisement is out, through social media sharing, it gets popular. when an advertisement is launched, for example on television, it is played so frequently that one cannot ignore it. Its impact stays on person's mind for a long, and he might talk about it to his friends and family. Hence through advertisement, tourism companies reach directly to the customer, which helps company to increase their image and brand name in market, which leads to popularity.

2. Tourism advertisement increases mouth publicity.

As and when an advertisement is launched, it gets popular quickly. But an advertisement gets even more popularity through mouth publicity. Whenever human watches something, about any advertisement or deals or offers, he tends to talk about it to his friends and family and wants to discuss about it. Due to this discussion and sharing, others also gets to know about advertisement, about destination, price, offers and mainly which company have published the advertisement. And they might tell this to other people and this sharing has no end.

One watching a particular advertisement may remind him his previous experience with that particular company and immediately will recommend to others who are planning for a trip. People tend to plan holiday at particular destination based on someone's suggestion. They want to know how the experience was and which travel company is best. Due to this tendency of human, increase in mouth publicity is important from tourism organisation's point of view.

Tourism advertisement makes people talk about it in so many ways. Advertisement can be in newspaper, on shopping carry bags, behind public transports, and so on. This obviously brings an tourism advertisement in target market and people discuss and share it.

Hence it is observed that tourism company, when publishes or launches an advertisement it automatically increases mouth publicity.

3. Tourism advertisement increases business

Advertising helps any company to grow faster, small companies and newly established companies as well.

Hessinger (2018) says that, benefits of advertising include attracting new customers and helping in selling more products and services to existing customers. It increases profitability by helping increase demand size. Advertising helps change out-dated or negative perceptions of particular company. Indirectly, advertising helps company grow word of mouth referrals. The more new customer's one gain through advertising, the more word of mouth those customers in turn will share with others. This automatically will increase profit. If your business has an existing product or service, advertising can make the public aware of improvement. Letting the public know about company's innovation, can boost sales. Advertising keeps company top of mind so customers think of it when they require a service. This is good for tourism industry. Advertising can make the public aware of a sale or promotion bringing in more customers in the process. For tourism companies suffering from an out dated or poor perception, advertising can transform public opinion creating a more favourable impression. For example, advertising can make people aware of expanded capabilities or offerings. An unique advertisement make your company stand out from competition (for business in crowded markets advertising can set company's brand apart).

Converting online "window shopper" into buyer can be done. Retargeting or remarketing advertisement can remind visitors of company's product after they leave site. This technique is proven to convert more shoppers into buyers. Content marketing is a powerful marketing technique. But advertising can give it even more impact. Sharing content on social media, and then by boosting the social media update, will get content seen more widely and company gets more click through an engagement. This in turn improves search engine position.

Hence, it is observed that an effective advertisement gets more profit and business.

4. Tourism advertisement keeps brand name alive in the market

For any organisation it is important to keep its brand name alive in the market. For this it is very essential to let target market know about the company's offerings and deals. How can a company reach target market, its through advertisement. Advertisement helps keep company's brand name alive in the market.

Now-a-days, the competitions have increased so much. Almost every new launches take place. Everyone wants to sustain in this competitive world. For this coming up with new ideas every day is important and necessary as well. Marketing people aware of organisation and its launches, advertisements play a very crucial role, as it helps in spreading company's brand and goodwill till the end customer.

The most essential qualities of good branding is to be visible far and wide. This means, need to make sure, company is doing everything they can do to keep it going in as many different places as possible. Ultimately, branding means making sure that company's name is on everything.

Hence, it is observed that, tourism advertisements also help to keep brand name alive in the market.

5. Tourism advertisement attracts new customers.

Getting new customers is important as:

- Current customers will move to other company.
- Perhaps, new customer helps company grow business, expand, and make more money.

Advertisement helps to increase new customers quickly. There is a need to bring customers attention to the organisation, for that various things are done like, social media approach, pop-ups, pamphlets in newspapers, company logo on public transportations. This will spread major awareness about particular or company and people will get attracted. In today's world, customers always look for new products and new services every time. They want to try and explore their experiences through various companies, to know the best. For such, advertisement brings lot of new customers to particular tourism company.

6. Hypothesis Testing

Hypothesis 1

H₀ Advertisement does not help in increasing the market share.

H₁ Advertisement do increase market share.

Companies raise market share by innovation, making strong customer relationships, smart hiring practices. Market share can be defined as the percentage any company controls of the total market for its products and services. By measuring the percentage of sales a company has in the overall market, market share can be calculated. It is considered that market share puts a company at a competitive advantage. The companies whose market share is high usually gets best prices from their suppliers as their order is huge which ultimately increases their buying power. (Kramer, 2019)

As said above; innovation is one way through which a company may increase its market share. Whenever anything new is brought to the market the customer will buy it or at least think on it. The new and innovative ideas or products are unique when initially company launches, no other company have it. This ultimately puts a great attention of customers to company helping increase the market share. This usually result into getting loyal customers, and those customer no longer purchase product from other company.

Also by making and maintaining good relations with customers is important to survive in market. Companies always try hard to keep their customers and not let them switch the brand. Maintaining a good relation makes customer happy and satisfied, a satisfied customer will always talk about his experience to others including friends and family. Mouth publicity gets increased.

It is obvious that the companies having huge market share will be having skilled and dedicated employees. To have the best employees reduces the turn over and training cost and company can focus more on their main target. Offering various competitive salaries and motivating employees is much important for good efficient work and sustainability.

Also one more tactic to increase market share is acquiring competitor. It helps in reducing companies which means lesser competition and secondly gets new customers along with old. Perhaps advertising helps a lot to make any company get higher market share.

Advertising basically aims at convincing and bringing maximum people to buy product or at least to make them feel to search about the item and get to know about brand. Also the aim of advertising is to influence minds and to reach till potential customers, to make maximum people aware about the

product, to influence their buying behaviour and so on. There is no way to be popular in market or to grow up without any marketing or advertising efforts. And there has to be an investment for this purpose. Companies do spend a lot to get famous and reach to potential market. The consumers buying behaviour can be categorised as economic, social, and psychological. Use of emotion as a tool in an advertisement is a huge bonus, as these advertisements are related to more customers. Advertisement is said to be the bridge between the company and customers. It affects majorly on customer decision making.

- Cultural factors: companies do take care of cultural factors. This includes the perception, the habits, the behaviour and expectations of customers.
- Social factors: advertisement targets customers from different social backgrounds. The person from a middle class background will always think about the price before buying it. Whereas the higher class society might just focus on quality and uniqueness, also about brand. Also social factors like families, societies are considered.
- Trends: people always look up to the products which are trendy. It's the new way of buying these days. So it's important to constantly bring new products to market and keep it undated. Innovations are very necessary.
- Family: yet another major factor affecting decision making. There are lots of different opinions and suggestions. Your ad should fulfil the most.
- Status: this plays a crucial part. People tend to purchase some products just to be at high status.

Further psychological factors can be divided into two:

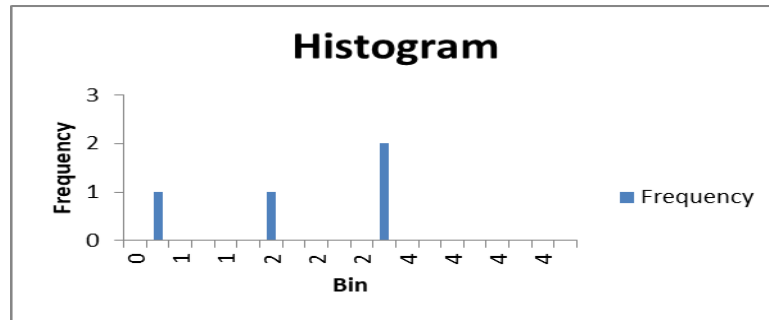
1. Motivation: The constant playing of ad while a web search or on TV, makes a strong impact. People think about it a lot. Somewhere the urge of buying product develops into the mind as constantly one is seeing that ad only.
2. Perception: Advertisements builds some kind of belief into people mind. It can be positive and negative as well. If positive perception, customer may purchase the product.

Statistical Analysis

Z-test was used to analyse the hypothesis. Are two population means different then the variance are known and the sample is large, to know this Z-test is used. The test statistic is assumed to have a normal distribution. Also some nuisance parameters like standard deviation must be known in order for an accurate Z-test to be performed. (Chen, 2019)

Data Distribution	
Mean	2.61111
Median	2
Standard deviation	1.33456
Skewness	-0.01719
kurtosis	-1.91723
Lowest score	1
Highest score	4
Distribution range	3

Total no. of scores	18
no. of district scores	3
Lowest class value	1
Highest class value	4
No. of classes	2
Class range	2



Histogram

- Skewness: Skewness means lack of symmetry. Through this we get an idea how distribution of data should be. This can be observed by plotting a line chart or histogram.
- Kurtosis: this is the another method of measuring data called as kurtosis. Through this we get to know about the flatness or the peakedness of the distribution curve. (Kothari and Garg, 2019)

The Z-test was performed on following data:

Raw score(x)=18

Population mean 2.611

Standard deviation - 1.33,

$Z = (\text{raw score} - \text{population mean}) / \text{standard deviation}$

$Z = (18 - 2.611) / 1.33$

$Z = 11.57$

Z score at the significance level 0.05 for One-tailed test is 11.57 of which the p value is 0.00001. The result is significant at $p < 0.05$ so, the null hypothesis for hypothesis 1 both is rejected and alternate hypothesis H_1 is accepted.

Hypothesis 2

H_0 Advertisements do not attract new customer.

H_2 Advertisements attract new customer.

When running any business, probably company uses marketing and advertising techniques to spread information about their product, to attract target market and make new customers. When we talk about the advertisements, the first things comes to mind is traditional advertising. One of the oldest paid method where ad is published in newspapers, broadcasted on televisions and also billboards, hand-outs, and so on. It was very major running advertising media. But now, people are becoming more internet savvy and thus this traditional advertising doesn't work much. People get to know about the new launces and innovations anytime and anywhere through internet and social media. For instance, a person seeing soap ad might immediately go on internet and search for it and read about it, its reviews and immediately judges. Decision of buying is made in just a second after knowing it online.

People always confuses between marketing and advertising. Although both process are for the same goal of spreading the brand name in market, but there is a small difference. Advertising can be said as a small part of marketing process. Marketing activities include a wide range; email, content marketing like blogging and e-books, and so on.

Whichever marketing tact used by company should be so much in quantity and it should reach to large no. of people, there should be large spread of your brand in market. This is going to make you get lots of people. The way you advertise is also important and not just the advertising quantity. The way of presenting the product will immediately put first impression of your company in public. A lot of search and analysis with a lot of thinking about execution should take place before making of any advertisement. Your ad should be so unique that people will switch their brand.

Statistical Analysis

Chi square was used to test this hypothesis. Chi-square distribution is encountered when we deal with collections of values that involve adding up squares. Variences of samples require to add a collection of squared quantities and thus have distributions that are related to chi-square distribution.(Kothari and Garg, 2019)

The following result was generated through it.

	Observed	Expected	Difference	Difference Sq.	Diff. Sq. / Exp Fr.
Profit	2	1	1	1	1
New customers	13	15	-2	4	0.27
Leads	3	2	1	1	0.5
Repeat customers	3	3	0	0	0
					1.767

The chi square value is 1.767. The p-value is 0.62222. The result is not significant at $p < 0.05$.

Chi square value calculated was 1.767. The p-value is 0.62222. The result shows that the p-value is higher than 0.05 ($p > 0.05$), therefore it can be seen that the result is not significant. So, null hypothesis is accepted and alternative hypothesis is rejected.

Hypothesis 3

H₀ The effects of advertisement does not stay for 3 months in market.

H₄ The effects of advertisement stay for 3 months in market.

When an advertisement is published, it might take some time to spread across the market. Once an advertisement gets popularity, being something new people tends to buy it. People always look for new things, as that time is no more when people use to stick to one brand for a long. Now people wants to explore more to find a right product for them. Also their needs, wants, taste and preferences keeps on changing.

The advertisement's effect should remain for a longer period from the perspective of company. Company always wish that their advertisement should be much popular and always active in market. But again it depends on how well it gets accepted by public. Lots of thinking process is involved behind creating and planning an advertisement.

Advertisement mostly tend to survive for a lesser period due to lots of competition and new things coming up. Its very rare that an ad survived for years. It's simply when an ad truly satisfies customers demand and product really is good as promised in advertisement. The advertisement should be extremely impressive, so that it can stay into minds for a long.

Statistical Analysis

Chi square was used to testi this hypothesis. The following result was generated through it.

	Observed	Expected	Difference	Difference Sq.	Diff. Sq. / Exp Fr.
week	4	1	3	9	9
month	6	4	2	4	1
3 months	5	12	-7	49	4.8
6 months	3	1	2	4	4
					18.083

The Chi square value is 18.083. The p-value is 0.00042. The result is significant at $p < 0.05$.

Chi square value calculated was 18.083. The p-value is 0.00042. The result shows that the p-value is lesser than 0.05 ($p > 0.05$), therefore it can be seen by the result is found significant. So alternative hypothesis is accepted and null hypothesis is rejected.

7. Limitations

Following are the limitations of this research:

1. The researchers in this research include only travel agents.
2. The study only focuses on the effect of advertisement from management angle and no consumer angle was studied.
3. The researchers have carried out this research in the geographical boundaries of Pune city.

8. Conclusion

Any company thrives on attracting customers and retaining them which in turn gives the company the business it needs to sustain. Tourism companies are not an exception to this. In doing this the tourism companies rely largely on advertisement campaigns through various channels available. The choice of

the channel chosen depends on the advertisement budget each company has set for the period. But it is seen that printing brochures is the most common advertisement effort taken by each and every company irrespective of size and budget for advertisement. It was also seen that the company do consider the time the advertisement is remembered by their customers and make necessary changes according to the results. The advertisement not only create the brand image for the company but also help the company to sustain in the current scenario of fierce competition.

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