Impact of Advertisements on Consumer Behaviour through Tourism Agencies in Hubli

Salesha B Belgaum

Assistant Prof. Commerce, Govt. First Grade College Kalghatgi

ABSTRACT

Introduction: This article introduce on impact of advertisements on consumer behaviour through tourism agencies in Hubli . Advertisement on every media platform has a different composition that engages the consumers in a distinct way. Digitalization has led to changes in consumers' media habits. Hence, a deeper understanding of advertisements on different media platforms and its implications on consumer behaviour need to be established.

Review of literature: Literature of review in this article is according to Nysveen and Breivik (2005) posited that advertisement content and quality of media have a significant impact on the effectiveness of the commercial.

Purpose of study: Purpose of this article is to investigate the impact of advertisements such as television, radio, newspapers, magazines and the Internet on different stages of consumer behaviour awareness, interest, conviction, purchase and post-purchase behaviour through tourism agencies in Hubli .

Methodology: In this article paper indicates on the online survey method was utilized for the study. Data were collected from 50 respondents in Hubli. Statistical tools such as descriptive, Z-test and C-square were used to analyse the collected data.

Hypothesis study: In this article paper hypothesis on *H1*: Advertisement do increase market share, *H2*: Advertisements attract new customer and *H3:* the effects of advertisement stay for 3 months in market on impact of advertisements on consumer behaviour through tourism agencies in Hubli .

Data analysis: In this article paper data analysis on the results indicate that newspapers advertisements affect all the five stages of consumer behaviour. The impact of TV and the Internet for creating awareness, interest, conviction, purchase and post-purchase behaviour among the consumers through tourism agencies is statistically evident.

Discussion: The result of this article paper shows that magazines and newspapers are effective media in influencing purchase and post-purchase behaviour of consumers through tourism agencies.

Conclusion: Conclude on this article paper is advertising managers can take a cue from this research and enhance the objectivity of advertisements by investing in appropriate media.

Keywords: Advertisements, Consumer Behaviour, Tourism Agencies, Hubli

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. In a competitive market, it is important for advertising managers to grab consumers' attention through advertisements and sales promotion. A sizable marketing budget is spent on advertising. The trend of using digital media platforms for advertisements is growing. This study intends to explore the importance of various media advertisements on consumer behaviour stages such as awareness, interest, conviction, purchase and post-purchase.

The consumer expectations of information from various media such as TV, radio, newspapers, magazines and the Internet are entirely different. The characteristics of different media and its immediate and long-term effects on consumers are also varied. For instance, TV allows high-quality audio–visual content that is more suitable for product categories, which require physical demonstration. Radio offers audio content and is most suitable for businesses catering to the local markets.

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.

This research is relevant because for a marketer, prioritizing the usage of different media platforms for advertising is proving to be a conundrum. Today, the advertising cost of each media is very high, and any inappropriate media strategies can be a costly decision. Thus, it is essential for advertising managers to understand various media advertisements and its impact on consumer behaviour . However, very limited research works were conducted considering all the five stages of CB. In the present study, the researcher has attempted to explore various advertising media affecting consumer behaviour at each stage. This study is of utmost relevance to the current situation of the advertisement market, as this will give crucial insights regarding balancing between traditional and digital media.

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.

REVIEW OF LITERATURE

In this article, paper reviews various theories and studies in the area of media vehicles, advertisement effectiveness and Consumer Behaviour stages.

Advertising:
According to Singh, (2012). Out of the total cost of a product, 34 per cent is attributed to advertising expenses. This is important because through advertisements, marketers aim to achieve high top of the mind recall .

According to Kotler, Keller, Koshy, and Jha (2009) stated that the consumer passes through different stages before making a final PUR. This was explained with the help of different models like attention, INT, desire & action (AIDA), attention, INT, desire, CON & action (AIDCA), hierarchy of effects model, innovation adoption model and information processing model.

According to Rai (2013) established the effects of advertisements on attitude formation and CB.

Various Media Advertisements:
According to Ayanwale, Alimi, and Ayanbimipe (2005) established that newspapers, magazines, radio, TV and outdoor are popular media among the marketers. However, Internet advertising is the current trend.

According to Sadhasivam & Nithya Priya, (2015); Sorce & Dewitz, (2007). the amount spent for advertising on broadcast, cable TV and radio was 44 per cent, which was marginally higher than newspapers and magazines. This is because of the positive effect of TV commercials and online advertisements on consumers.

According to Nayak and Shah (2015) opined that newspaper advertisements play a crucial role in creating a brand and it affects purchase decision (PURDEC). Raju and Devi (2012) conducted similar research and established that press advertisements are considered more trustworthy.

According to Pongiannan and Chinnasamy (2014) established empirical evidence for print media being the favourite medium among the advertisers.

According to Trivedi (2017a) posited that viral advertisements do not have a direct impact on consumers' PI. Message process involvement and attitude towards the brand mediate the relationship between viral advertisements and PI.

Advertising Effectiveness:
According to Rimoldi, (2008). Advertising effectiveness is referred to as the consumers' liking of commercials resulting in PUR behaviour

According to Calder Malthouse and Schaedel (2009) established that consumers' engagement with media positively affects advertising effectiveness.

According to Mehta (2000) indicated that advertising effectiveness depends on many factors like choice of media and consumers' involvement with the media.

According to Nysveen and Breivik (2005) posited that advertisement content and quality of media have a significant impact on the effectiveness of the commercial.

According to Bishnoi and Sharma (2009) found that TV advertisements affect more to rural teenagers as compared to urban teenagers.

According to Madhavi and Rajakumar (2004) indicated that Internet advertisement effectiveness could be easily analysed.

According to Numberger and Schwaiger (2003) suggested that advertising effectiveness is optimum when the Internet and print media are used together.

Consumer Behaviour Stages:
According to Ugonna et al. (2017) tested the AIDCA model from the modern-day advertising perspective and indicated that the AIDCA model is useful to map the effectiveness of media advertisements on consumer behaviour.

According to Lavidge and Steiner (1961) model was used to measure the effects of media advertisements on various stages of consumer behaviour such as aware, interest, convention, purchase and post- purchase.

Awareness:
According to Rowley (1998) indicated that customers should be made familiar with the product during this stage.

According to Baca, Holguin Jr, and Stratemeyer (2005) posited that at this stage, the goal of advertisers should be to communicate about the product's characteristics and advantages.

According to Meyrick, (2006).to create more aware in the market, advertisers should give a constant update of existing products and information about new products to consumers.

Purpose Of Study
Purpose of this article is:
1. Main purpose of this article is to investigate the impact of advertisements on different stages of consumer behaviour through tourism agencies in Hubli.
2. To know the different types of advertisements used by tourism agencies.
3. To find out how long the effect of a particular advertisement stays in market.
.

Hypothesis Of Study
Hypothesis of this article is:

Hypothesis 1:
H0 Advertisement does not help in increasing the market share.
H1 Advertisement do increase market share.

Hypothesis 2:
H0 Advertisements do not attract new customer.
H2 Advertisements attract new customer.

Hypothesis 3
H0 the effect of advertisement does not stay for 3 months in market.
H3 the effects of advertisement stay for 3 months in market.

RESEARCH METHODOLOGY

In this article, paper indicates how the current research is carried out by justifying the chosen methodology, collected data, research designs and data analysis.

Collected Data:
1. The primary data was collected through a survey and then by filling out questionnaires from the information gathered.
2. The secondary data was collected through various books, research papers, articles, etc.

Research Designs:
A pre-tested questionnaire was distributed and fifty respondents provided useable information. The questionnaire was divided in 2 parts where each part focused on finding out the responses by:

1. **Likert scale question**: Various options for each question were added to know each organization'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.

Data Analysis:
The research study used SPSS to perform the test, if the computed p-value is less than 5 percent then we reject the null hypothesis and deduce the data collected on variables has no unit root.

DATA ANALYSIS

Due to its numerical nature, quantitative data needs to be processed and analysed in order to produce useful information and deliver meaningful results. Thus, in this article, after collecting results from the online survey used SPSS software to turn given data into comprehensible information and further analyse to generate answers for the research questions. The first step of the analysing process is to input collected data from the survey to SPSS spreadsheets and start coding. In this article paper data analysis are on the descriptive, statistical analysis such as Z- test and Chi square is impact of advertisements on different stages of consumer behaviour through tourism agencies in Hubli.

Descriptive Analysis:
1. Advertising media is most successful in travel agencies:

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

2. Tourism company think is most effective to know their advertisement's popularity:
According to table, No. 2 shows that 38.5% of tour agents and travel operators in Hubli, agrees that proportionate increase in the sales of particular product or service is most effective to know ad's popularity. . Whereas only 16.5% of

tour agents and travel operators in Hubli, agrees on 'increased clicks on company's website' is effective to know ad's popularity.

3. Age group helps tourism company the most to increase their monetary results:
According to survey 44% of tour agents and travel operators in Hubli, , agrees that age group between 26-40 years old, mostly helps in increase of monetary results. Whereas only 5.5% of tour agents and travel operators in Hubli, agrees that people between 15-25 age group may not be helpful in increase of monetary.

4. Tourism Company measure advertisement success:
According to survey 71.5% of tour agents and travel operators in Hubli, 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 Hubli, believes that increase in enquiries and if repetitive customers, is advertisement success.

5. Effect of ad stays in the market:
According to survey 33% of tour agents and travel operators in Hubli, 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 Hubli, agrees that effect of an ad stays for a longer period i.e 6 months or even more.

6. Tourism Company gets response after launching a new ad in market:
According to survey 44% of tour agents and travel operators in Hubli, 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 Hubli, says that response can come within a day or might take a month time.

7. Tourism brochure changed:
According to survey 71.5 % of tour agents and travel operators in Hubli, believes in changing brochure every year.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.

8. Tourism organisation is most improving their advertisement:
As per the survey 66% of tour agents and travel operators in Hubli, agrees that customer feedbacks helps the most in improving advertisement. On the other side no tour agent and travel operator in Hubli, agree that other travel company's ad helps to improve. This is simply because you are their offerings and services differ from other's services

9. Tourism Company's ad attracts most customers:
According to survey tour agents and travel operators in Hubli, 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 Hubli, agrees that mentioned season in ad attracts customer the most.

Statistical Analysis:
1. Z-Test:
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.

Statistical Analysis of Z-Test

Data Distribution	Result
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

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.

The Z-test was performed on following data:
Raw score(x)=18 Population mean 2.611 Standard deviation - 1.33, Z =(raw score-population mean)/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 $p<0.05$ so, the null hypothesis for hypothesis 1 both is rejected and alternate hypothesis H1 is accepted.

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

	Observed	Expected	Difference	Difference Sq	Diff. Sq /Expected
Week	4	1	3	9	9
Month	6	4	2	4	1
3 month	5	12	-7	49	4.8
6 month	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 p0.05), therefore it can be seen by the result is found significant. So alternative hypothesis is accepted and null hypothesis is rejected.

HYPOTHESIS TESTING

Hypothesis 1:
H0 Advertisement does not help in increasing the market share.
H1 Advertisement do increase market share.
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.

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.

Hypothesis 2:
H0: Advertisements do not attract new customer.
H2: Advertisements attract new customer.

Advertisement 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.

Hypothesis 3:
H0: The effects of advertisement do not stay for 3 months in market.
H3: The effects of advertisement stay for 3 months in market.

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. It's 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.

CONCLUSION

Tourism companies are not an exception to attracting customers and retaining them which in turn gives the company the business it needs to sustain. 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 creates the brand image for the company but also help the company to sustain in the current scenario of fierce competition.

REFERENCES

[1]. Belch G. E., Belch M., A., 2003, Advertising and Promotion: An Integrated Marketing Communications Perspective, 6th Ed., The McGraw-Hill Companies, New York, pp. 14-30.

[2]. Benzjian-Avery A., Calder B., Lacobucci D., 1998, "New media interactive advertising vs. traditional advertising", Journal of advertising research, issue-38, p.p-23-32, google scholar, viewed on 10th August 2019,

[3]. Daily D., 2016, "why is market share important to a business?", quora.com, viewed on 19th August 2019,

[4]. Hessinger S., 2018, "how advertising help your business?", smallbiztrends.com, viewed on 28th August 2019,

[5]. Kotler P., 2003, "Defining marketing for the twenty-first century", Marketing management, Pearson education, Singapore.

[6]. Krejcie, Robert V., Morgan, Daryle W., "Determining Sample Size for Research Activities", Educational and Psychological Measurement, 1970

[7]. Kramer L., 2019, "What strategies do companies employ to increase market share?", investopedia.com, viewed on 26th September 2019,

[8]. Roday S., Biwal A., Joshi V., 2009, "Customer service skills", Tourism operations and management, oxford university press, New Delhi, India.

[9]. Roday S., Biwal A., Joshi V., 2009, "Introduction to travel and tourism", Tourism operations and management, oxford university press, New Delhi, India.