

# MARKETING MIX ELEMENTS AND SATISFACTION OF TOURISTS – A STUDY ON HAMPI, KARNATAKA

By: **B.S.Gunarekha<sup>1</sup>** and **Dr. Binoy T.A<sup>2</sup>**

<sup>1</sup>Research Scholar, Dept. of PG Studies & Research in Tourism Administration  
Kuvempu University, JnanaSahyadri, Shankaraghatta-51.

<sup>2</sup>Research Guide, Dept. of PG Studies & Research in Tourism Administration,  
Kuvempu University, JnanaSahyadri, Shankaraghatta-51.

**ABSTRACT:** *This study is an effort to analyze whether there is a relationship between marketing mix elements and satisfaction of tourist. The study area was Hampi. The sample data to investigate this study was collected from eighty one tourists using self structured questionnaire. The type of study was causal study. Marketing mix elements chosen for the study are product, price, promotion and place. The sample data were analyzed using correlation analysis to describe whether there is relationship between marketing mix elements and satisfaction of tourist. The statistical tool used to evaluate the study was SPSS 22. The study reveals that there exists positive correlation between marketing mix elements and satisfaction of tourist.*

**Index terms –** *Tourism, Marketing mix elements, Satisfaction of tourist*

## I INTRODUCTION

Tourism is a service industry where tourist experiences the service of the product delivered by the service providers in the target market. Tourist needs, wants and demands should be studied to supply the product. This is possible through analyses of the marketing phenomenon in tourism sector. Tourist satisfaction is the core objective of this sector. To achieve this, the marketing strategy should be developed to perceive the expectations of the tourists. The marketing mix is the combination of elements which is balanced by the service providers to enhance the quality of product and to increase the significant level of satisfaction of the tourists.

## II STATEMENT OF THE PROBLEM

In tourism sector satisfaction of the tourist is the prime objective of the organization. For the long term success of the organization it is necessary to focus on the concepts of marketing mix strategies. The satisfaction of the tourists can be increased with the influence of the marketing mix elements. Initially there is a need to study the four P's of the marketing mix elements namely product, price, promotion and price. This study is an attempt to explore the relationship between marketing mix elements and satisfaction of the tourists.

## III REVIEW OF LITERATURE

Reviews of studies related to the search topic are as follows,

Dr. Sima Ghaleb Magatef (2015), states the impact of the marketing mix elements and how it affects tourism in Jordan. The study includes product, price, promotion and place in the marketing mix elements. The foreign tourist who visits Jordan was included for the sample study. The study highlights that from all the marketing mix elements, product and promotion had the strongest effect on tourist's satisfaction.

Abdel Fattah Mahmoud Al-Azzam (2016) highlights that his study was to determine the marketing mix to attract medical tourism to Jordan. The study explores that the cost and the quality of the service are the two main criteria to attract more number of tourist to the city.

With the related study of research topic the research gap was identified as, to analyze relationship between the marketing mix elements and satisfaction of tourist who visit Hampi. Thus, the research question for this study will be: Is there any relationship between marketing mix elements and satisfaction of the tourist who visit Hampi?

### \* Variables recognized for this study

Variables which are considered to be important for this study based upon the review of literature are listed below.

- Marketing mix elements chosen for the study are product, price, promotion and place (independent variables).
- Satisfaction of tourist (dependent variable)

## IV OBJECTIVE

The objective of the study is as follows:

1. To find the relationship between marketing mix elements and satisfaction of tourist.

## V THEORETICAL FRAMEWORK

### \* Profile of the study area – “Hampi - City of victory”

Location: Hampi temple town is situated on the banks of the Tungabhadra River, Hospet town, Bellary district, Karnataka, India. Hampi was recognised as a UNESCO World Heritage Site (1986).

History: Hampi was the former capital of the Vijayanagara Empire founded by - Harihara and Bukkaraya (1336). Pampa-kshetra, Kishkindha-kshetra or Bhaskara-kshetra is derived from Pampa, the old name of the Tungabhadra river banks the city is built.

### \* Marketing mix elements

**Product:** The product mix includes the length, breadth, depth and consistency of the tourism products offered by the service providers. Here length refers to the number of products included in the product line. Breadth refers number of product lines provided by the organization. Depth refers to the various methods to purchase the product in the product line. Consistency means linking the products in the product line and how it is supplied to the tourist.

**Price:** The price mix includes the product development cost, pricing policies and strategies. The price mix element is more important since it influence the decision making of the consumer to buy the product.

**Promotion:** the promotional mix elements include advertising, sales promotion, publicity, personnel selling, and public relation. It is the major tool to create awareness about the product and to attract the consumers to buy. This promotion tactics will increase the sales which in turn maximizes the profit.

**Place:** The place mix clearly states, how and where the product will be reaching the consumer. The price mix tools include intermediaries such as distributors, wholesalers and retailers to reach the consumer in right time.

### \* Satisfaction of tourists

In marketing tourism products and services measuring satisfaction of tourists plays an important role. The success o the tourism destination is depending on the tourist satisfaction. The controlling factors for the study are based on the demographic profile, culture, sources of information and travel behaviours of the tourist.

## VI RESEARCH METHODOLOGY

The research is executed with the research design. The type of research of this study is causal study. The area chosen by the researcher for this study is Hampi. The population of this study is hundred, self structured questionnaires distributed to tourists coming to different tourist sites in Hampi. The sample size to investigate this study was collected from eighty one tourists. The secondary form of data collection is from articles, reports, publications both in printed and electronic form, newspapers and writings in books. The primary data collection was self structured questionnaire, which was divided into three parts, first part - demographic information, second part – general information and third part – specific information (Adopted five point Likert Scale).

### \* Hypothesis:

The hypotheses for this study is as follows

$H_A$ : There is relationship between marketing mix strategy and tourist satisfaction

### \* Sub Hypothesis

$H_0$ : There was no correlation between marketing mix strategy and tourist satisfaction

$H_1$ : There exists correlation between marketing mix strategy and tourist satisfaction

### \* Statistical Tool

Data were analyzed using descriptive statistics to describe the profile of the sample group. For examining the hypothesis, pearson correlation analysis has been used. The tested results are denoted in the table no: 3 using SPSS 22.

## VII FINDINGS AND DISCUSSIONS

### \* Demographics of sample study

The demographics of the sample study include information related to the gender, age, occupation, education status, nationality, marital status and income level of the tourist. The demographic profile of the tourist who visits Hampi is stated in the table 1.

Table No: 1  
Demographic Profile

		Frequency	Percent
Gender	Male	52	64.2
	Female	29	35.8
	Total	81	100.0
Age	15-25	42	51.9
	26-35	18	22.2
	36-45	6	7.4
	46-55	5	6.2
	56-65	7	8.6
	66 and above	3	3.7
	Total	81	100.0
Occupation	Student	36	44.4

	Government Employee	11	13.6
	Employee in private sector	17	21.0
	Self-employment	17	21.0
	Total	81	100.0
Nationality	Indian	46	56.8
	Foreign	35	43.2
	Total	81	100.0
Education (completed)	High school & above	41	50.6
	Diploma	4	4.9
	Under Graduate	9	11.1
	Post Graduate	27	33.3
	Total	81	100.0
Marital	Single	62	76.5
	Married	18	22.2
	Widowed	1	1.2
	Total	81	100.0
Income	14,999 or less	6	7.4
	15,000-34,999	7	8.6
	35,000-54,999	6	7.4
	55,000-74,999	6	7.4
	75,000 or above	20	24.7
	Total	45	55.6
	Missing System	36	44.4
	Total	81	100.0

(Source: Primary data)

The profile of the tourist sample states that there are 64.2% male and 35.8% female, majority were aged between 15 and 25 (51.9%), who are students (44.4%), with nationality Indian (56.8%) with high school and above education level (50.6%) and whose marital status is single (76.5%).

#### \* General information of the sample study

The general information of the sample study include the information related to number of visit of the tourist to Hampi, duration of the stay during their visit to Hampi, reason to visit the place and the information regarding Hampi was accessed. The table no: 2 narrate the general information of the tourists who visited Hampi.

Table No: 2  
General Information

		Frequency	Percent
No. of Visit	First visit	71	87.7
	Less than 3 visits	2	2.5
	3-5visits	4	4.9
	more than 5 visits	4	4.9
	Total	81	100.0
Duration of stay	Less than 3 days	45	55.6
	3-6 days	30	37

	7 days or more	6	7.4
	Total	81	100.0
Reason to visit	Visit friends or relatives	4	4.9
	Business	1	1.2
	Tourism	76	93.9
	Total	81	100.0
Information accessed	Newspaper	6	7.4
	Magazines	2	2.5
	Word-of mouth	46	56.8
	Books	18	22.2
	Internet	9	11.1
	Total	81	100.0

**(Source: Primary data)**

As per table no: 2, the general information collected from tourists who visited Hampi indicates that, the number of visits to Hampi based on first time visit is high with 87.7%, the duration of the stay is less than three days with 55.6%. The main reason to visit Hampi is related to tourism with 93.9%. The mode of information access about the Hampi as tourism destination was through word of mouth with 56.8%.

**\* Hypothesis Testing**

To test the  $H_A$  hypothesis, the researcher has used the Pearson correlation analysis has been used at the 0.01 percent level (2-tailed) of significance and the resultant value are displayed in table no:3

Table No: 3  
Correlation analysis

		Product	Price	Place	Promotion	Satisfaction
Product	Pearson Correlation	1	.422**	.428**	.540**	.495**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	81	81	81	81	81
Price	Pearson Correlation	.422**	1	.521**	.459**	.425**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	81	81	81	81	81
Place	Pearson Correlation	.428**	.521**	1	.524**	.673**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	81	81	81	81	81
Promotion	Pearson Correlation	.540**	.459**	.524**	1	.561**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	81	81	81	81	81
Satisfaction	Pearson Correlation	.495**	.425**	.673**	.561**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	81	81	81	81	81

\*\* . Correlation is significant at the 0.01 level (2-tailed)

Source: Computed Data

**Interpretation**

From the above table no: 3 following inferences were drawn.

\* The correlation between product and tourist satisfaction was positive,  $r = 0.495$  with  $p = 0.00$  and hence the test was significant at 5% levels. There exists significant positive correlation between product and tourist satisfaction.

\* The correlation between price and tourist satisfaction was positive,  $r = 0.425$  with  $p = 0.00$  and hence the test was significant at 5% levels. There exists significant positive correlation between price and tourist satisfaction.

\* The correlation between place and tourist satisfaction was positive,  $r = 0.673$  with  $p = 0.00$  and hence the test was significant at 5% levels. There exists significant positive correlation between place and tourist satisfaction.

\* The correlation between promotion and tourist satisfaction was positive,  $r = 0.561$  with  $p = 0.00$  and hence the test was significant at 5% levels. There exists significant positive correlation between promotion and tourist satisfaction.

Thus, there exists positive correlation between marketing mix elements and tourist satisfaction.

### VIII SUGGESTIONS

- \* Tourist duration of the stay needs to be extended for minimum three days.
- \* Tourist circuit for Hampi should be designed exclusively for domestic and international tourists.
- \* Home stay concepts to be developed in the region.
- \* Hampi utsav should be marketed globally.
- \* Local community should create awareness about the cleanliness of the destination.
- \* Study tour towards heritage sites should be made mandatory in the schools and colleges.
- \* Free access to information through apps, kiosk should be designed.
- \* Language translator apps to be developed so that the international tourist can read the information about the destination in their own language and experience the tourism product.
- \* Encroachment in the heritage buildings and nearby places should be controlled.
- \* Visitors management module to be developed to preserve and to conserve the heritage sites.
- \* Corporate social responsible activities to be organized to brand the destination.

### IX CONCLUSION

The study reveals that male tourist, that too youngsters' with Indian nationality are more interested to visit the destination. The destination managers should focus on international tourists, family members and female domestic tourists. Tourist staying time and the number of visit to the destination is less. Thus the study explores that there is a need for the service providers to strive more on extending the tourist stay duration. The number of visit to the destination should be increased for that it is necessary to achieve and retain the satisfaction of the tourists. Further the study highlights that the information about the destination was promoted through word of mouth. In this digitalized world e-word of mouth concepts should be promoted to brand the tourism product to the international standards. The present study shows that the satisfaction of tourist and marketing mix elements are having positive relationship. Place (0.673), promotion (0.561), product (0.495) and price (0.425) are the order in which the satisfaction of the tourist is studied. Thus the marketing mix element - place (distribution channel) plays a major role in the satisfaction level of the tourist. Hence to enrich otherwise to retain the satisfaction of the tourist it is really a big challenge for the service providers to keep pace with the current marketing trends and tourist behavior.

### BIBLIOGRAPHY

1. Abdel Fattah Mahmoud Al-Azzam (2016). A Study of the Impact of Marketing Mix for Attracting Medical Tourism in Jordan, *International Journal of Marketing Studies*. Vol 8, No1.
2. Dr. Sima Ghaleb Magatef (2015). The Impact of Tourism Marketing Mix Elements on the Satisfaction of Inbound Tourists to Jordan. *International Journal of Business and Social Science*. Vol. 6, No. 7; July 2015.
3. Kotler, Bowen and Makens (2013), *Marketing for Hospitality and Tourism*, Published by Pearson.
4. Yemane Gidey, Kapil Sharma (2017), Tourists Satisfaction in Tourist Destination (A Study of Tigray-Ethiopia). *International Journal of Research in Finance and Marketing*. Vol. 7 Issue 4, April - 2017, pp. 138~151
5. <https://bizfluent.com/info-8597804-elements-product-mix.html>

\*\*\*\*\*