TO STUDY THE IMPACT OF ADVERTISEMENTS ON TOURISTS BEHAVIOR AND SATISFACTION TOWARDS PUDUCHERRY TOURISM

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Abstract

Service sector plays an especially vital position towards the overall growth of the nation. Tourism is an authoritative for the financial development of country.The growth of tourism in a place provides employment opportunities to various people. Tour operators, travel agencies, tourism department, tourist guides and the local community are important for the enhancement of tourism. Among the various service sectors, tourism and hospitality industry they plays vital part towards the growth of India and also as a vital cause of foreign exchange. In Indian tourism industry Pondicherry tourism is the best point of place. This study deals with the tourist's behavior and satisfaction in Puducherry tourism. Data was collected with the structured questionnaire. Statistical methods like percentage analysis, and T-Test were used for the study.

Keywords: Tourism,Tourist, Satisfaction, Behavior, Puducherry.

1. Introduction of Tourism

Tourism is the fastest growing industry, In many industrialized countries it has been generating large income and foreign exchange learner. In past two decades while comparing to other countries India has promoted the tourism industry very huge and earn more income. For financial growth and the occupation development in the country it acts as a significant part. For success of the nation there is several areas to achieve in the sector of travel and tourism industry with rapidly.These tactics has been established and talented without additional efforts. You ought to have your own movement site and attract regard for your movement office day by day and daily. You can't envision what number of individuals are surfing the Internet always and looking for all that they need on explicit sites! Mulling over that utilizing on the web assets is simple and modest or even for nothing out of pocket, the quantity of online customers is gigantic [1].

In India the travel industry is developing at alert rate with an ability to underwrite the administration division and give feasible development. The travel industry is a noteworthy social marvel inspired by the regular desire of each person for new experience, experience, training and amusement. The inspirations for the travel industry additionally incorporate social, religious and business interests. The spread of training wants to find out about various pieces of the globe. The essential human hunger for new involvement and information has turned out to be more grounded, as correspondence obstructions are overwhelmed by innovative advances. Progress in air transport and advancement of traveler offices has urged individuals to wander out to the outside terrains. The travel industry invigorates other financial parts through its retrogressive and forward linkages and cross sectoral collaborations with different divisions, for example, farming, agriculture, poultry, painstaking work, transport, development, and so forth. It prompts extra salary, business age and neediness mitigation.

It upgrades the national and state incomes, business receipts, work, wages and pay salary; lightness in Central, State and nearby assessment receipts can contribute towards generally financial improvement and quickened development in the economy It is multi-sectoral movement described by various administrations given by a scope of providers incorporate carriers, surface vehicle, inns, essential foundation and help frameworks, and so forth. In this manner, the development of the travel industry can't be accomplished except if the related segments are tended to all the while. Pondicherry (Puducheri) actually signifies 'the new settlement', was converged with the Indian Union on first November 1954 regarding the Defector understanding marked between Government of India and Government of France on 21st October 1954, in this way the Dejure Transfer of Puducherry occurred on sixteenth August 1962. The Union Territory of Puducherry is regulated under the arrangements of Government of Union Territories Act, 1963. Puducherry is alluded by names, for example, 'Pith of French Culture', 'India's Little France' and 'The French Riviera of the East'. It incorporates four enclaves situated in three conditions of South India. It incorporates the waterfront towns of Pondicherry and Karaikal in Tamil Nadu, Yanam in Andhra Pradesh and Mahe in Kerala. Pondicherry is the Capital of this Union Territory and one of the most well known vacationer goals in South India. Pondicherry has been portrayed by National Geographic as "a shining feature of sub mainland visit".

The town has been named "The Europe of India." Puducherry has a rich French Cultural legacy, having been the capital of the French Colonies in India since the seventeenth Century. Puducherry district, with a waterfront line of 32 Kms, all around arranged French Boulevard town, palm bordered shorelines, resorts, backwaters, water sports focus, angling towns, harbor, and the wharf, Aurobindo Ashram, Auroville and different attractions. Puducherry is a position of numerous beliefs and love Puducherry Temples and Mosques which overwhelm the scenes. In and around Puducherry there are 350 sanctuaries – of all shapes and sizes. Karaikal has another ninety-nine sanctuaries, of which some were worked by the Chola lords between the tenth and twelfth hundreds of years [2].

2. REVIEW ON RELATED LITERATURE

Murphy and Smith (2000).The prime objective of Murphy's this study was recognized the division of end products and to analyze the importance of tourist's behavior and the fulfillment. By using secondary data the framework was examinedby Australia's Victoria State Tourism. Convenience sampling technique was adopted and the data was periodically collected across the seasons to measure Victoria State tourist experience from a total of 610 respondents. The informationremained analyzed using Partial Least Square (PLS) and LISREL methods. This study revealed that positive experiences end routes for terminus'souter surface and facility organization. It has significant influence on tourist behavior of tourist values and quality. It also identified that perceived trip quality and value has positive bearing on tourist intentions to revisit the Victoria State [3].

Javier and Bign (2001).This study focused on the association among the recommended tourist place depends upon the their satisfaction level and the interest of the tourist to revisit in the Pensacola and Torrevieja in Spain**.** Non-probability sampling method such as Convenience, Judgmental and Quota sampling techniques were used to determine sample 514 respondents. Overall destination image, perceived service quality, tourist fulfillment and their perception towards Pondicherry tourism was calculated by using 5 Likert scale .Statistical tools like Structural Equation Modelling (SEM), Chi-square, ANOVA and Spearman co-efficient were used to analyses primary data[4].

Babu and Bibin (2004).The research paper of these authors investigated the relationship between post purchase behavior and intentions to revisit Kerala and Goa. This is an empirical study. Convenience sampling method was adopted for data collection from 360 chosen sample tourists through a structured questionnaire consisting of four sections such as place attachment, novelty seeking, post visit and demographic information of the tourists. In order to calculate the 5 point Likert scale utilized to measure the place attachment, novelty seeking, and behavior of tourist and post visit perceptions. The primary data were analyzed by Expressivefigures, Regression. This study established that post purchase disposition of the tourist had significant relationship with place attachment and place attachment in turn had significant relationship with intention to revisit. The result reveals that novelty seeking behavior moderates the strong and significant association among the position and placement and prospects relationship among the attachment [5].

Alcaniz's study (2005) endeavored to fill the existing gap in the tourism works on the tourist'sbehavioral disposition by analyzing the effectdestination image on travel experience and future intentions to revisit Valencia in Spain. Data was collected by a designedsurvey. Five point Likert scale was adopted to measure the responses of 1255 respondents. The primary data were examined by utilization of data statistics and way examination. Thus the output has been examined from more supportable end point, thus the fastest impact on interest to revisit [6].

Yoon and Uysal (2005) It built the mutual method of thinking the inspiration of expanding the hypothetical and experimental suggestion between the association of push and pull factorstourist empowerment, fulfillment and tourist loyalty.This study was conducted in Northern Cyprus. Factor analysis and Structural Equation Modelling

(SEM) were used to analyses the primary data. It was established a positive relationship between tourist satisfaction and loyalty. Tourist loyalty is significantly influenced by tourist satisfaction and experience [7].

Ibrahim's study (2005) measured empirically tourist perceptions and satisfaction in Barbados. Stratified and Quasi random sampling techniques were used to select the 400 sample respondents from the tourist population. The primary data collected were examined by Descriptive statistics, ANOVA and Factor analysis[8].

Hwang et al., (2005) In this manner the assessed relationship between the vacationer enthusiasms examined the relationship among traveler contribution, place connection and visitor fulfillment. The examination was directed in Taiwan"s Indigenous Cultural Park. Stratified Probability examining strategy was received. A sum of 2547 respondents met with an organized survey. The study devices envelop of traveler fulfillment regarding administration quality, visitor association, place connection and statistic profile of the vacationers. Essential information was examined by Descriptive insights. Corroborative Factor Analysis (CFA) and Structural Equation Modeling (SEM). The investigation uncovered that spot connection was factually noteworthy and decidedly identified with vacationer inclusion, traveler association had a positive association with visitor fulfillment and visitor contribution moderate affected spot connection and traveler fulfillment. The outcomes further settled that traveler contribution positively affected apparent administration quality like spot connection [9].

Lucio et al., (2006) contemplated the causal relationship among the three key factors of the travel industry showcasing, viz., goal picture, vacationer fulfillment and devotion. Both subjective and enthusiastic impression of the visitors were learned at Ixtapa-Zihuatanejo in Mexico. Essential information were gathered from 140 sightseers chose haphazardly during their arrival trip. The general unwavering quality of goal was Cronbach's alpha worth 0.95 for goal picture scale and 0.93 for fulfillment and steadfastness scale. Way investigation and Factor examination were utilized to examinations the essential information. The creators presumed that goal picture was an element of both intellectual and balanced parts of traveler encounters, sentiments and feelings produced during their stay at the goal. The full of feeling picture remains for a more drawn out time in the visitor memory than intellectual picture. The examination likewise found a solid connection between traveler learning and the fulfillment level at the goal. It affirmed the positive relationship among the apparent quality, psychological picture administration quality, visitor fulfillment and the vacationer reliability of a goal. In basic, so as to make a reliable visitor base, a goal must guarantee charming, agreeable and a happy remain [10].

Gallarza and Gil's (2006) research paper investigated student travel behaviour and explored the relationship between tourist perceived value, satisfaction and loyalty. This study was conducted in Valencia and Madrid Private University, Spain on a 274 student travellers. Convenience sampling technique was adopted to select the sample from target population. The results revealed efficiency factors were not positively significant to perceived value, service quality, play, aesthetics but social value factors were positively significant. Similarly, perceived monetary price and risk were not statistically and positively significant to perceived value but at the same time perceived value is statistically significant to tourist satisfaction and tourist satisfaction is also statistically significant to tourist loyalty[11].

Oom et al., (2006) investigated the connection between traveler fulfillment and goal steadfastness in their examination led at Arade in Portugal on an example of 486 respondents. Portion examining strategy was received. The information was examined by utilizing Descriptive insights, Structural Equation Modeling (SEM), Cluster examination and Categorical Principal Components Analysis (CPMA). The investigation inferred that visitor fulfillment affected traveler dependability, vacationer fulfillment as far as goal credits and the degree to which visitor desires were met. Be that as it may, socio-statistic attributes had halfway effect on goal unwaveringness while travel had a bigger impact. Besides, the investigation additionally underlined a positive connection between vacationer fulfillment and dedication aims [12].

Castro et al., (2007) pondered the association between objective picture, organization quality, guest satisfaction and future direct desires and impact of market heterogeneity.The creators built up a model for estimating goal picture on the dependability aims of voyagers in Spain. The examination was led on an example of 1526 respondents, of whom 783 were outside sightseers and 743 were residential travelers. Information was broke down by utilizing Factor investigation and Path examination. Kaiser Meyer Olkin (KMO) score was 0.88. Five measurements were stacked viz., advancement of goal, fame of goal, fun of the goal, engaging quality of goal and scope of the travel industry items. The examination discovered positive relationship among goal picture, administration quality, traveler fulfillment and future expectations, however adapted by market heterogeneity [13].

Chi et al., (2008) attempted to develop an integrated approach to understand destination loyalty through empirical evidence in the Northern Cyprus. Causal research design was adopted for this study by using cross sample survey. Data were collected through a structured questionnaire and focus group interviews from 385 tourists. Primary data was collected at Eureka Spring''s hotel and motel. An unwavering quality examination Cronbach''s alpha was done for goal picture and property fulfillment, bringing about 0.96 and 0.93 qualities individually. The examination uncovered that goal picture was straightforwardly affected by visitor fulfillment properties and vacationer fulfillment traits thusly positively affected goal dependability [14].

Prayag's (2008) study investigated the connection between goal picture, visitor fulfillment and faithfulness in the Cape Town setting. Top to bottom meeting procedure was utilized to gather information from different partners of the goal and organized survey was utilized to gather information from 819 vacationers. The information was examined by utilizing Confirmatory and Explorative Factor investigation techniques and relapse. The outcomes uncovered that goal picture and visitor fulfillment had noteworthy impact on vacationer steadfastness [15].

Lee and Babin (2008) researched the connection between festivals capes, supporter feelings, traveler fulfillment and dependability at the International Andon Mask Dance Festival in South Korea on an example of 472 vacationers drawn indiscriminately. The data were analyzed by Descriptive statistics and Factor analysis. The study found that food quality and planned program content factors significantly influenced tourist satisfaction but at the same time festival environment caused positive impact on the tourist loyalty[16].

Quintal and Phau (2008) studied four key antecedents of tourist revisit intentions to Western Australia, viz., apparentpull, quality, value and risk. The result of the study is compulsory important association among interest of tourist and the attractiveness and fulfillment. Finally it indicated there consist of no personal linkage among the perceived risk and the fulfillment [17].

Faullantet.al., (2008) Data was collected online through a organizedform. The result of this study established that overall satisfaction exerts strong impact on travelerfaithfulness intentions. Terminuscopy has positive influence on travelerfaithfulness intentions [18].

Lee's (2009) In Taiwan the inspected model of the section of things has been justifiable at the Tamil eco – village . The study included variables such as destination image, interpretation services, tourist satisfaction and the future visiting behavior. The investigation was led on an example of 397 respondents and information were broke down by Descriptive measurements, Factor Analysis and Structural Equation Modeling. The outcomes recognized that goal picture, elucidation of administrations and visitor fulfillment had altogether impact on future visiting conduct of network based voyagers [19].

3. OBJECTIVES

The chiefdispassionate is to explore studies on the impact of advertisements on tourist's behavior and satisfaction towards puducherry tourism.

1. To examine the impact of advertisements on tourists behavior in Puducherry tourism.
2. To analyze the impact of advertisements on tourists satisfaction towards Puducherry tourism.

4. SCOPE OF THE STUDY

     This study measures the behavior and satisfaction of tourists visiting in Puducherry. A survey with the structured questionnaire was conducted in Pondicherry for a period of one month. This study will be useful to the concerned authority of Pondicherry tourism to understand the tastes, preferences, expectation about the various aspects of Pondicherry tourism.
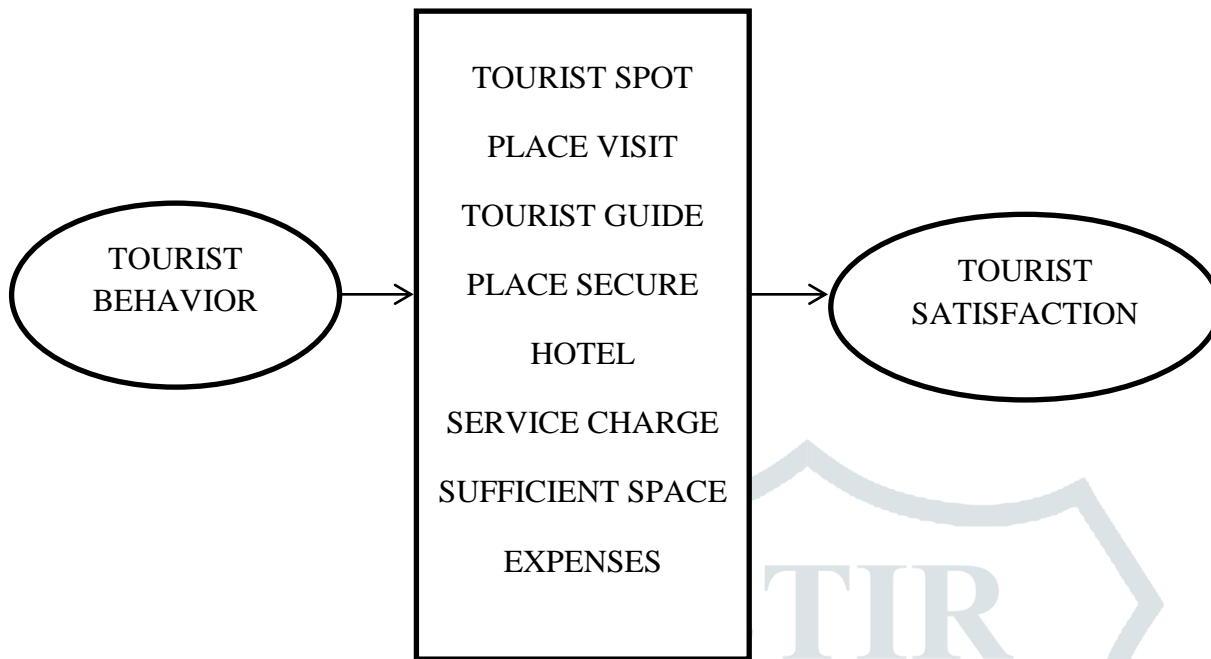
FRAMEWORK OF THE STUDY

Fig 1: Impact of tourist behavior and satisfaction on Pondicherry tourism.

5. RESEARCH METHODOLOGY

In this study 400 tourists visited in Pondicherry were included in the survey. This study included both Primary and secondary data. A structured questionnaire was used to collect primary data and questionnaire comprises of both close-ended and open-ended questions. With the help of SPSS software, collected data was analyzed. A statistical technique used in the study was Percentage analysis and T-Testwas applied for analysis of data.

6. HYPOTHESIS OF THE STUDY

1. There is no significance difference between the impact of advertisements and tourist behavior in Puducherry tourism.

2. There is no significance difference between the impact of advertisements and tourist satisfaction towards Puducherry tourism.

7. DATA ANALYSIS & INTERPRETATION

It is inferred that 67.75% are in the Nationality group Indian, 49.25% are in the Gender group male, 50.75% of respondents belong to the Gender group of female, 11.50% are in the Age group Below 20, 49.00% of respondents belong to the Age group of 21-40, 28.75% of respondent belong to the Age group41-60, 10.75% of respondent belong to the Age group above 60, 6.00% are in the Education qualification group Non Formal education, 21.50% of respondents belong to the Education qualification group of school/Diploma, 42.50% of respondent belong to the Education qualification group Degree level, 30.00% of respondent belong to the Education qualification group PG/Professional, 18.25% of respondents belong to the Occupation group of government employee, 20.00% of respondents belong to the Occupation group of Private Sector Employee,

33.75% of respondent belong to the Occupation group Businessman, 17.75% of respondent belong to the Occupation group Professional, 6.1% of respondent belong to the Occupation group Others, 44.50% are in the Monthly earning group Below 100000, 30.75% of respondents belong to the Monthly earning group of 1laks to 150000, 15.75% of respondent belong to the Monthly earning group 150000 to 2laks, 9.00% of respondent belong to the Monthly earning group Above 2 lakes,56.00% are in the marital status group single, 44.00% of respondents belong to the marital status group of Married,59.50% are in the visit of frequency group (1),26.00% are in the visit of frequency group(2),11.25%are in the visit of frequency group(3), 3.25% are in the visit of frequency group more than 3.

Hypothesis for T-Test

Table 6.1 Puducherry tourist respondents' responses towards impact of advertisements and tourist behavior towards puducherry tourism.

S.No	Impact Attributes	Advertisement Impact Level					Total	Total Score
		Most Positive Impact	More Positive Impact	Moderate Positive Impact	Less Positive Impact	No Impact		
1	Travelling details to reach the tourist spot.	31	326	27	10	6	400	3.92
2	Places to visit were already known and clear.	35	315	29	13	8	400	3.89
3	Availability of Tourist guides.	384	7	4	3	2	400	4.92
4	Place feels highly secure for family / friends.	8	59	63	79	191	400	2.04
5	Availability of ample hotel facilities.	33	46	293	17	11	400	3.18
6	Services charges are normal.	35	49	273	24	19	400	3.14
7	Availability of sufficient space in room and lounge.	41	305	30	14	10	400	3.88
8	Expenses are affordable.	46	62	65	79	148	400	2.45

From this analysis the most positive impact on the impact attributes are availability of tourist guides(Total score-4.92),travelling facilities are available at any time to the tourist places is (Total score-4.90)and the more influencing impact attribute is travelling details to reach the tourist spot(3.92)and the availability of sufficient space in room and lounge is(3.88). Yet, the tourists were not able to get hotels as per their schedule/needs. Adding to this, the traffic conditions are unfavorable, as tourists are flooding towards this relatively small city.

H₀: There is no significance difference between impact of advertisements and nationality wise tourist behaviour towards Puducherry Tourism

TABLE 6.2 : T-TEST SHOWING IMPACT OF ADVERTISEMENTS AND NATIONALITY WISE TOURIST BEHAVIOUR TOWARDS PUDUCHERRY TOURISM.

T-Test		IMPACT OF ADVERTISEMENTS ON TOURIST BEHAVIOUR					
		N	Mean	Std. Deviation	t-test for Equality of Means		
					t	df	Sig. (2-tailed)
Nationality	Indian	271	63.1	4.408	-0.122	398	0.903
	Non-Indian	129	63.16	4.846			

An independent T-test was conducted to control if there is a changeamid impact of advertisement and nationality wise tourist behavior towards Puducherry tourism. There was no statistically significant difference between the mean of tourist behavior test scores of Indians (n=271, M=63.1, SD=4.408) and Non-Indians (n=129, M=63.16, SD=4.846), It is inferred that calculated value of T-test $t_{(398)}$=0.122, p=.903, where p>0.05. Hence the null hypothesis **H₀ is accepted** proving that there is no significance difference between impact of advertisement and nationality wise tourist behavior towards Puducherry tourism.

TABLE 6.3 : PUDUCHERRY TOURIST RESPONDENTS RESPONSES ON IMPACT OF ADVERTISEMENTS AND TOURIST SATISFACTION TOWARDS PUDUCHERRY TOURISM.

S.No	Satisfactory Attributes	Satisfaction as per Advertisement					Total	Total Score
		Most Satisfied	More Satisfied	Moderate Satisfied	Less Satisfied	Not Satisfied		
1	Travelling details to reach the tourist spot.	20	345	14	13	8	400	3.89
2	Places to visit were already known and clear.	52	35	153	121	39	400	2.85
3	Availability of Tourist guides.	388	3	2	5	2	400	4.93
4	Place feels highly secure for family / friends.	16	51	176	123	34	400	2.73
5	Availability of ample hotel facilities.	6	9	142	126	117	400	2.15
6	Services charges are normal.	45	293	34	7	21	400	3.84
7	Availability of sufficient space in room and lounge.	31	315	26	12	16	400	3.83
8	Expenses are affordable.	62	64	201	48	25	400	3.23

To analyses the impact of advertisements on tourists' satisfaction towards Puducherry Tourism, various factors were considered. Out of all the factors considered, tourist guidance (WSV 4.85) seems to be the most satisfying factor and the next being the travel time to the tourist spots (WSV 4.48). On the other hand, being availability of hotels (WSV 2.15) and place being secure (WSV 2.73) were the least satisfying factors.

From the overall results, we can infer that most impacting factor about Puducherry tourism advertisements on tourist satisfaction is the availability of travel guidance and the travel time to the tourist spots. This is because of the size of the city and the well-connected roads to different sightseeing's.

H$_0$: There is no significance difference between impact of advertisements and nationality wise tourist satisfaction towards Puducherry tourism.

TABLE 6.3 T-TEST SHOWING IMPACT OF ADVERTISEMENTS AND NATIONALITY WISE TOURIST SATISFACTION TOWARDS PUDUCHERRY TOURISM.

T-Test		IMPACT OF ADVERTISEMENTS AND TOURIST SATISFACTION					
		N	Mean	Std. Deviation	t-test for Equality of Means		
					t	df	Sig. (2-tailed)
Nationality	Indian	271	66.06	4.237	-2.508	398	0.013
	Non-Indian	129	67.21	4.348			

An independent T-test was conducted to determine if there is a difference between impact of advertisement and nationality wise tourist satisfaction towards Puducherry tourism. From the mean of tourist satisfaction test scores of Indians (n=271, M=66.06, SD=4.237) and Non-Indians (n=129, M=67.21, SD=4.348), It is inferred that calculated value of T-test t$_{(398)}$= -2.508, p=0.013, where p<0.05. Hence the null hypothesis **H$_0$ is rejected** proving that there is significance difference between impact of advertisement and nationality wise tourist satisfaction near Puducherry tourism.

8. CONCLUSION

The travel industry is a critical piece of the economy and contributes out and out in the country's GDP similarly as Foreign Exchange Earnings (FEE). With its backward and forward linkages with various pieces of the economy, like ship, improvement, careful work, manufacturing, development, agribusiness, etc., the travel industry can not solely be the economy driver, yet furthermore become an effective instrument for destitution facilitating and ensuring advancement with worth.

Puducherry is entrenched on the tourist circuit with the accompanying parts: Eco-accommodating and contamination free, Proactive organization, Attractive Government motivators, Reliable availability – cutting edge interchanges systems, French past and legacy – an awesome showcasing stage. The whole talk in this work has been made to comprehend the financial and social effect of Responsible Tourism activity in Puducherry. So as to comprehend these ideas, the specialist gave more accentuation on the perspectives on nearby individuals, visitors and resort administrators. This examination uncovered that the improvement of foundation, greater work openings, incitement of business movement, worry for culture and history, preservation of chronicled landmarks and nature, ladies strengthening and so forth are the advantages gotten from the new and inventive tourism practice.   Puducherry has various tourism attractions as of now set up, drawing an impressive visitor populace throughout the years. Maybe what benefits more noteworthy consideration is enlargement of the current traveler offices and affecting improvement beautification of these advantages. In this manner a move could be

from insignificant amount to improved nature of vacation destinations. The proposed ventures are not liable to make any unfriendly impact on the environment.

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