

The Effect Of Dharwad Tourism Agency Advertisements On Consumer Behavior

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Abstract:

Introduction: In this article paper is considered important because using different media for advertising has proven to be a difficult problem for marketers. Advertising costs are very high in all media today and inappropriate advertising can be a costly decision.

Research Method: In this article the report states that this study uses an online research method. Data was collected from 50 respondents in Dharwad. Use statistical tools such as descriptive statistics, Ztest, and C-squared to analyze the collected data.

Data analysis: The data analysis results of this article show that newspaper advertising affects all five levels of consumer behavior. The impact of television and the internet on consumers' awareness, interest, beliefs, purchasing behavior and post-purchase behavior from travel agencies is obvious.

Discussion: The results of this article show that newspapers and magazines are effective media in influencing the post-purchase behavior of consumers and travel agents.

Conclusion: The conclusion of this article is that advertising managers can take inspiration from this study and improve the advertising brand by investing in the necessary media in Dharwad.

Keyword: Tourism Agency, Advertisements, Consumer Behavior, Media

INTRODUCTION:

Many people plan to travel every day. It is suitable for both holidays and business trips. Travel can be short or long term. There's a lot going on here; hotel reservations, bus or train tickets, flight tickets, finding passports and visas, etc. Thousands of people, including tour operators and tour operators, work to provide these services. These people are all part of tourism, one of the largest industries in the world.

In a competitive market, attracting customers' attention through advertising and promotion is very important for advertising managers. Large businesses are used to advertising. The trend of using digital media platforms for advertising is increasing. This study aims to investigate the importance of various media factors such as knowledge, interest, belief, purchase and post-purchase on consumer behavior. The internet is completely different. Different media also have different characteristics and their immediate and long-term effects on consumers. For example, TV can provide beautiful visual content better suited to advertising that requires short physical messages. Advertising provides audio content and is ideal for businesses that serve local businesses.

Their survival and growth in the tourism industry largely depends on the work they do. Countries compete to market their destinations, business owners compete to market their products and tour packages, hotels compete to sell rooms, and airlines compete to sell seats. The economy is especially important due to the destruction of tourism products and lack of capacity. So there must be professionalism. Marketing and sales are often misunderstood. Marketing is promoting products and attracting public attention; Selling is when people buy goods or use services. Come and grow in your business. The number of service providers and competition are increasing rapidly, offering customers many options. Selling travel products is their main goal. This makes it necessary to understand their products; Understand who your customers are and what they want. Every customer who contacts a travel agency or tour operator has different needs. Selling means understanding customers' specific needs, providing them with all the information they need, suggesting travel plans, helping them make decisions, and getting them shopping on the go.

This study is considered important because it has proven to be a difficult problem for marketers to prioritize the use of different media for advertising. Advertising costs are very high in all media today and unnecessary advertising can be an expensive decision. Therefore, advertising managers need to understand various media and their impact on consumer behavior. However, little research has been done to identify all five levels of CB. In this study, the researcher tried to uncover various media that influence consumers at different levels. This research is relevant to the current state of the media industry because it will provide important information on the balance between traditional and digital media. They don't want to spend a lot of time, so they contact agencies that can book flights, hotels and tours for them. Therefore, it is very important for travel companies to reach the end customer through advertising. Advertising affects consumers in many ways. Some of these effects are customers being interested in a product or service and the company's name becoming popular. This project also examines the impact of tourism advertising on consumers from a management perspective.

Review literature:

This article examines various theories and studies regarding media, media effectiveness and customer satisfaction habit level. 34% of the total cost is advertising. This is important because marketers want to generate high returns from advertising.

According to Kotler, Keller, Koshy and Jha (2009), consumers go through various stages before making the final PUR. This situation can be explained with the help of different models such as Attention, Intelligence, Desire and Action (AIDA), Attention, Intelligence, Desire, CON and Action (AIDCA), Hierarchy of Effects Model, Innovation Adoption Model and Information Processing.

According to Sadhasivam and Nithya Priya (2015); Broadcast media, cable TV and radio used 44% of the advertisements, which was slightly more than newspapers and magazines. This is because TV advertisements and online advertisements have a positive impact on consumers. Raju and Devi (2012) conducted a similar research and concluded that media news is perceived as more reliable.

According to Trivedi (2017a), viral ads do not have a direct impact on consumer PI. Involvement of information systems and goal-directed behavior moderate the relationship between disease disclosure and PI. Ad effectiveness refers to how much the customer likes the ad, which leads to PUR behavior.

Consumer behavior levels:

Baca, Holguin Jr and Stratemeyer (2005) believe that at this stage advertisers should focus on conveying the features and benefits of the product.

According to Meyrick (2006), to stay informed about the market, advertisers need to constantly update consumers with information about existing and new products.

According to Ugonna et al. (2017) tested the AIDCA model from the perspective of modern advertising and found that the AIDCA model helps show the impact of advertising on consumers.

RESEARCH OBJECTIVES:

The objectives of this paper are as follows:

1. The main objective of this paper is to investigate the impact of advertisements of Dharwad tourism agency on consumer behavior at various levels.
2. Learn about the different types of advertisements used by tourism organizations.

RESEARCH METHOD:

1. Primary data was collected from the survey and later questionnaires were written based on the collected data.
2. Secondary data comes from various books, research papers, articles, etc. is collected. The survey is divided into 2 parts and each part focuses on finding the following answers:

In addition, there are very few questions that specify more than 4 options, and the company must give these options according to its own thoughts and needs. It tells the story of the company's values as it prepares for the launch.

DATA ANALYSIS:

Due to its numerical nature, large amounts of data need to be processed and analyzed to generate meaningful data and provide useful results. Therefore, in this paper, after collecting the results online, SPSS software was used to convert the data into understandable data and further analyze it to generate answers to the research questions. The first step in the analysis process is to enter the data collected from the survey into the SPSS spreadsheet and start coding.

The data analysis of this paper describes the analysis of the impact of Dharwad tourism agency advertisements on customer behavior at various levels such as Z-test and chi-square.

DESCRIPTION:

1. Social media is the most effective tool of travel agencies:

According to studies, most of the travel agencies and tour operators in Dharwad believe that social media such as television, radio, newspapers and even magazines are the most effective tool.

2. Travel companies believe that the best way to understand the popularity of their advertising is:

Product 2 from the table shows that 37.6% of travel and tourism employees in Dharwad agree that sales of a particular product or service have increased. Knows the popularity of the ad proportionally. The most popular is the best. . However, only 16.2% of travel agencies and tour operators in Dharwad agree that "increasing the number of clicks on the company's website" can be a good understanding of advertising.

3. Age groups are most beneficial for travel companies to increase revenue:

According to the survey, 46% of travel agencies and tour operators in Dharwad believe that the best age groups to increase revenue are 26-40 years. However, only 5.4% of travel and tourism workers in Dharwad believe that people in the 15-25 age groups will not contribute more. Tourism companies measure advertising success:

4. Impact of advertising in the market:

According to the survey, 38% of travel agencies and tour operators in Dharwad agree on the impact of advertising in the market for 1 month as a large number of new versions are released each. Time is so special advertising that it is impossible to stay in the market for a long time. However, only 16.7% of travel agencies and tourism workers in Dharwad agreed that the effects of advertisements may last longer, i.e. 6 months or more. Tourism Countries Received After New Advertisement in the Market:

5. Advertisements of travel companies attract customers the most:

According to the research conducted by Dharwad Travel Agency and Tourism Industry Operators, 47% of customers prefer it because of the price and 47% because of the brand. Because everyone will consider the price according to their budget and effort before traveling. In addition, the brand name is also very important because even if the travel company offers the package at a very cheap price, people will not be able to do this because the company does not have a unique name in the market. Therefore, it is important to state the product name first and then the price. Only 5.3% of travel agencies and tour operators in Dhawad believe that the season mentioned in the advertisement is the most attractive season for customers.

Statistics study:

1. Z test:

Z test is used to evaluate hypotheses. If two population means are different, the variance is known and the sample size is known using the Z test. It is assumed that the measured values comply with normal distribution. Additionally, in order to perform an accurate Z test, some negative effects (such as standard deviation) need to be known.

Statistical Analysis of Z-Test

Data Distribution	Result
Mean	2.73
Median	2
Standard deviation	1.48
Skewness	-0.026
kurtosis	-1.873
Lowest score	1
Highest score	5
Distribution range	4
Total no. of scores	17
No. of district scores	6
Lowest class value	1
Highest class value	5
No. of classes	2
Class range	2

Perform a Z test on the following data:

Original score (x) = 17 Population mean 2.73 Standard deviation - 1.48, $Z = (\text{Original score} - \text{Population mean}) / \text{Standard deviation}$ $Z = (17 - 2.73) / 1.48$ $Z = 9.641$ The Z score at the 0.05 significance level is 9.641 and the p value is 0.00001. The result is significant $p < 0.05$ Therefore, both negative hypotheses of Hypothesis 1 are rejected and the alternative hypothesis H1 is accepted.

2. Chi-square:

Chi-square is used to test this hypothesis. From this the following results are obtained. Square meters/Estimated

	Observed	Expected	Difference	Difference Sq	Diff. Sq /Expected
Week	5	2	3	9	9
Month	6	4	2	4	1
3 month	4	11	-7	49	4.8
6 month	3	1	2	4	4
					18.083

Chi-square value is 18.083. The P value is 0.00042. It can be seen that the result is significant as the result is significant at $p < 0.05$. Therefore, the alternative hypothesis is accepted and the null hypothesis is rejected.

CONCLUSION:

Tourism companies are not unique in attracting and retaining customers, which provides the company with the business it needs to support. For this purpose, travel companies rely solely on advertising from various sources. Channel selection depends on each company's advertising budget for that period. However, regardless of the advertising size and budget, it seems that printing is the most important advertising job for all companies. It also showed that the company took into account how long ads were remembered by customers and made appropriate changes based on the results. This advertising not only builds the image of the company but also helps the company to survive in the current intense competitive environment.

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