

# WHAT WORKS FOR A TOURISM TVC? AN EXPERIMENT DESIGN FOR BRICS TOURISM ADVERTISEMENTS

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## ABSTRACT

*BRICS (Brazil, Russia, India, China and South Africa) are all fastest growing economies. To promote tourism, one of the media vehicles being used by BRICS is TV (television) and through TV, the television commercials (TVCs). The study attempts to examine a model of an experiment designed to measure the relative importance of different features (colour, sound and visual noise) of tourism TVCs for each member of BRICS nations. The model gives the importance-order of the features, and clearly indicates the most important aspect of a Television Advertisement for Tourism, for BRICS nations.*

**Keywords:** Tourism, TV Commercials, Experiment Design, Brics, Advertisement Effectiveness.

## INTRODUCTION

BRICS is an acronym of five nations namely, Brazil, Russia, India, China and South Africa. This term was initially coined in 2001 by Jim O'Neill a renowned economist, at that time it was known as BRIC. Later South Africa joined the other four nations in 2011 and the term BRICS came into existence. BRICS nations currently represent 40% of the world's population and 25% of the world's land mass. The BRICS forum's objective is to increase and encourage cultural, commercial and political cooperation between the member nations (Laïdi, 2012). The BRICS nations follow a mechanism by providing encouragement and support for activities such as the annual meeting of presidents/prime ministers, meetings between ministers of health, national security, education, commerce, defence, agriculture, tourism and many others (Li & Carey, 2014).

As per the International Tourism, Number of Arrivals Data, 2017 data, tourist arrival and international tourism expenditure in all the BRICS nations registered a significant increase between the period of 1995 and 2017 as highlighted in Table 1 below.

Country	Tourist arrival in thousand		% Increase in tourist arrival	International Tourism Expenditure (in Billion USD)		% Increase in expenditure
	1995	2017		1995	2017	
Brazil	1991	6589	231%	3982	22991	477%
Russia	10290	24390	137%	11599	35585	207%
India	2124	15543	632%	996	21856	2094%
China	20034	60740	203%	3688	257733	6888%
South Africa	4488	10285	129%	2414	6064	151%

Source: The World Bank (2017).

The World Tourism Organization defined tourism as a phenomenon that encapsulates movement of people from one country to other countries and results in economic activities, social and cultural exchanges. (Qian et al., 2018) emphasized that the developing countries tend to boost their tourism sector to earn foreign exchange, the promotion of travel and tourism industry contribute by generating employment and providing a platform to interact for tourists of different ethnic background.

The growth of the tourism industry in the BRICS nations has been enabled by advertising promotional campaigns through various media vehicles (Felsenstein & Fleischer, 2003). Many other scholars have endorsed the role of advertising and promotional activities to promote different destinations in a country (Boyne & Hall, 2004; Seetanah et al., 2019; Shinohara, 2018).

TV advertisements for the promotion of the tourism sector have been widely used by tourism ministries of many countries (Jallat & Shultz, 2011). Especially, in the case of developing nations, ample TV advertisements appear on various TV programs to promote the tourism sector (Govers et al., 2007). In a situation where there are lots of advertisements aired on the TV, sometimes the effect of the advertisements diminish. (Decrop, 2007) noted that to break the clutter of the advertisements, especially during the prime time, the usage of picture, logo, text and headline should be given utmost importance. An effective TV advertisement will have a good balance of colour, visual and audio level (Moriarty et al., 2012). (Sullivan et al., 2019) carried out a study on the effect of consumer-centric direct TV advertisements for the prescription drugs and concluded that to disclose the major risks of the product visual and audio components of the presentation are very important. In similar lines, (Kress & Leeuwen, 2020) noted that good advertisements should have a combination of visual and verbal text to make it more appealing. (Andrews & Shimp, 2017) and emphasized the importance of visual media, text and audio for the better implementation of a TV advertisement.

The present research focuses on the BRICS nations' TV advertisements for the tourism sector. The study is based on the experimental model which takes into account variables such as colour quality, colour level, audio quality, audio level and visual level to comprehend the role played by each of the variables, which is further elaborated in the research methodology.

## REVIEW LITERATURE

Due to the factors such as rising purchasing power, rising income level and open market system, the trade between the BRICS nations increased significantly between 2001 and 2010. The leadership of the BRICS nations had a consensus amongst them on a point that their countries' contribution and voice were not heard amongst the world fraternity (Glosny, 2010). In the similar lines, endorsed that the BRICS nations, on the basis of sustainable growth and steady economy, started to have a firm belief that the developed nations had entered the phase of declining economies but yet had a significant influence on the global economy highlighted that after the recession in 2008 – 2009, the developed nations acted cautiously and reduced the financial aids provided to the developing and underdeveloped nations. This resulted in a gap being created, which provided an opportunity for the BRICS nations to become creditors and spend more money on development assistance to those who need it. For example, China has been using its large foreign reserves to lend money to the developing and underdeveloped countries. An (ABC Report, 2018) revealed the mammoth lending activities of China, the report mentioned that Chinese aids and loans had jumped from almost zero to \$1.8 billion in a span of a decade. On the other hand, observed that BRICS nations have their own specializations, for example, Brazil exports are dominated by

oil seeds, mineral fuels and ores; Russia's exports are dominated by crude oil, iron and steel; India's exports are dominated by gems and precious metals, computer hardware and mineral fuel; China's exports are dominated by electrical machinery and equipment, computer hardware, clothing and furniture; South Africa's exports are dominated by mineral products and precious metals (Source: worldstopexports.com).

BRICS nations have also emphasized on the development of their travel and tourism sector (Henama, 2013). Travel and tourism impact many other industries such as aviation industry, hotel industry, railways and other businesses such as travel agents, restaurants, handicraft makers and local shop owners (Boniface et al., 2020; Conrady & Buck, 2007). In the similar lines, tourism sector's contribution to a country's GDP has significantly increased from the last couple of decades (Dwyer et al., 2003; Ivanov & Webster, 2007). According to a BRICS tourism analysis report (*BRICS Tourism Analysis / Tourism Tattler*, 2014) 23.8 million Russians, 18.3 million Chinese, around 7 million Indians and 5.2 million Brazilian travelled abroad. (Buckley et al., 2015) in their research article titled 'Tourism Megatrends' explained that one of the reasons behind the growth of tourism is economic upliftment and remarkable change in the social structure of densely populated and newly wealthy BRICS countries, especially India and China. (Cassiolato, 2014) mentioned that sustainable tourism has become a new norm, as nations around the world including BRICS nations are looking for growth of their tourism sector as it provides revenue, employment and cultural exchanges.

The BRICS tourism analysis (*BRICS Tourism Analysis / Tourism Tattler*, 2014) provided an interesting picture of efforts incorporated by the governments of all the nations to promote the tourism sector. The report elaborated that Brazil changed its tourism promotion strategy to attract more tourists, the target was to double the tourists' arrival by 2020 and increase the foreign currency flow. Russian government pitched Russia as a destination for investment and explore the scenic beauty of Russia. The government of India roped in well-known advertising agencies, launched the 'Incredible India' advertising campaign and state-centric advertisements to attract tourists. The increase in disposable income propelled the tourism sector in China which led to more than 18 million Chinese opt for tourism-related activities. In the case of South Africa, there was a 5% increase in the number of tourist arrival in 2012 which was 2% higher than the previous year.

The need for sustainable tourism growth and benefits attached to it made nations to promote their tourism sector aggressively (Font & Buckley, 2001). The growing competition to gain more tourists and to avoid a slack period which can affect the employment and growth of a specific region, many nations including BRICS nations opted for innovative ways of promoting cities, provinces, monuments, nations and historical places (Beirman, 2019; Shinohara, 2018) mentioned that to differently promote tourism destinations media vehicles such as TV, radio, magazines, newspaper and the internet are widely being used. One of the most dominant media vehicle used by the countries to promote their tourism sector is TV (Fatemeh et al., 2014).

Highlighted that TV serves a good platform to deliver emotional messages and cognitive recalls, which could be tactfully used to promote tourism, especially destinations. In similar lines, (Heath, 2009) emphasized that the content of TV advertisements can create a sense of engagement and stimulate emotional response through the combination of visual, sound and colour. (Jamhuri & Winiarz, 2009) opined that such is the importance of TV advertisements, that even after the onslaught of the digital advertisements, TV advertisements have been given first priority by the marketers did extensive research and analysed 388 historic cases from 7 different advertising agencies, the research concluded that TV emerged as an effective media vehicle and was instrumental in raising awareness. TV advertisements not only send across a message but they do cater to multiple segments of the product or

service being promoted (Bishnoi & Sharma, 2009) and influence the purchase behaviour of the viewer (Kotwal et al., 2008).

The usage of vivid colours, sound and visuals have been the unique characteristics of the TV advertisements (Block, 2008). (Mulvin & Sterne, 2016) emphasized that a TV advertisement should have a good blend of colours, sound and visual to make it look more appealing and memorable. (Hagtvedt & Brasel, 2016) carried out an eye-tracking study and emphasized that the sound frequencies can influence consumer responses to colour lightness. Several other scholars have also endorsed the importance of colour levels, sound levels and visuals in their research works (Block, 2020; Detenber et al., 2000; Elson & Hitchon, 1999). There have been many instances where the research work has been carried out through experimental design to understand how consumers react to TV advertisements (Brown et al., 2016; Goggin, 2019; Kahn & Geer, 1994). According to experimental design, one or more variable is changed in order to measure or observe the effect of changes it has on the response variables. In the similar lines, (Almquist & Wyner, 2001) mentioned that experimental design lets researcher project the impact of stimuli such as TV advertisements by testing its components, at the same time, it uses mathematical formulas which further enables the development of models to describe the analysis in brief. (Hinkelmann & Kempthorne, 2012) highlighted that in today's world any scientific and empirical research could be carried out by using the principles of experimental design and statistical analysis. Further, it should also be noted that experimental designs are preferred for conjoint analysis as well as for the discrete choice studies (Elrod et al., 1992; Lazari & Anderson, 1994).

## Research Objective

The objective is to assess the relative importance of colour (colour quality and colour level), sound (sound clarity and sound level) and visual clarity for BRICS tourism TV commercials.

## Research Methodology

Three tourism commercials were collected for each of the five BRICS nations. The advertisement profile is presented in Table 2.

Country	Time Duration		
	TVC 1	TVC 2	TVC 3
Brazil	30 Sec	30 Sec	2 Min 23 Sec
Russia	41 Sec	1 Min 25 Sec	1 Min 26 Sec
India	2 Min 30 Sec	3 Min 04 Sec	2 Min 51 Sec
China	30 Sec	1 Min 04 Sec	32 Sec
South Africa	1 Min 02 Sec	1 Min	1 Min 02 Sec

## Sample Size

The research aimed at collecting data in three independent samples of size 35. Due to dropouts and computer related issues, data could be collected from 27 and 29 participants in the first and third sample. Fortunately, two extra participants joined in the second round of data collection, so the sample size for the second sample is 37. All three samples were conveniently selected and they were a mix of students, teachers, staff members and campus visitors of various institutes of Ahmedabad, Gujarat, India. In three samples 13, 28, and 19

participants have travelled to different countries. During the interaction, for selection of participants, their keen interest in tourism commercials was informally checked.

### Design of the Experiment

The research tried to investigate the relative importance of colour, visual clarity, and audio clarity for tourism advertisements for five BRICS nations. Six features, shown in Table 3, were investigated in the following design.

Feature	Level 1	Level 2	Level 3	Ranks or Direction
Advertisement Number	First	Second	Third	Discrete (no rank)
Colour Quality	Warm	Cool	Normal	Discrete (no rank)
Colour Level	Black & White	Partial BW	Full Color	Linear (More)
Clarity	High Visual Noise	Low Visual Noise	Clear	Linear (More)
Audio Quality	High Noise	Low Noise	Clear Audio	Linear (More)
Audio Level	Mute	Low Volume	Normal Volume	Linear (More)

While discussing the idea of the previous experiment, researchers understood that colour and audio should be treated for quality and level. Colour temperature matters when bright landscapes and festivals are covered in an advertisement. While partial or complete lack of colours should be independently checked from the colour warmth. The study addresses colour temperature as a colour quality feature. Same way, Audio clarity is termed as audio quality and audio volume as audio level. Here colour quality cannot be ranked for warm, cool, and normal. Using SPSS, orthogonal designs of 23 cards (versions), including 5 Holdout cards, were derived and prepared for each country (Appendix 2). After preparing 23 versions for all five countries, they were presented to participants in three rounds.

### Tool for Experiment (Appendix 1)

A Java HTML-based tool was developed as per the need of the study. With the help of the tool, participants were shown all the commercials, and then they were advised to give points to each commercial on the scale of 1 to 100, 1 being the lowest. Considering these points, commercials were ranked from 1 to 23.

### Analysis Technique

Conjoint analysis was used to process the data collected of the ranks given to 115 advertisements (23 advertisements, 5 countries). Interestingly, the orthogonal designs obtained using SPSS were quite a combination for participants to have an undue bias against or in favour of any feature. Participants were observed to have assigned points to the commercials, in the majority, on the basis of their preference for any particular combination of advertisement number, colour, audio, and visual clarity. This reflects in the difference among  $\beta$  Coefficients in all samples and countries.

### Part worth Utilities and Value of a Combination (Profile)

Equation 1: Combination Profile

$S =$

$$\beta_0 + \beta_{11}(\text{First Commercial}) + \beta_{12}(\text{Second Commercial}) + \beta_{13}(\text{Third Commercial}) + \beta_{21}(\text{Warm Color}) + \beta_{22}(\text{Cool Color}) + \beta_{23}(\text{Normal Color}) + \beta_{31}(\text{Black and White}) + \beta_{32}(\text{Partial BW}) +$$

$$\beta_{33}(\text{Full Color}) + \beta_{41}(\text{High Visual Noise}) + \beta_{42}(\text{Low Visual Noise}) + \beta_{43}(\text{Clear Visuals}) + \beta_{51}(\text{Mute}) + \beta_{52}(\text{Low Volume}) + \beta_{53}(\text{Normal Volume}) + \beta_{61}(\text{High Noise}) + \beta_{62}(\text{Low Noise}) + \beta_{63}(\text{Clear Audio})$$

Where ‘S’ is the importance of the profile.

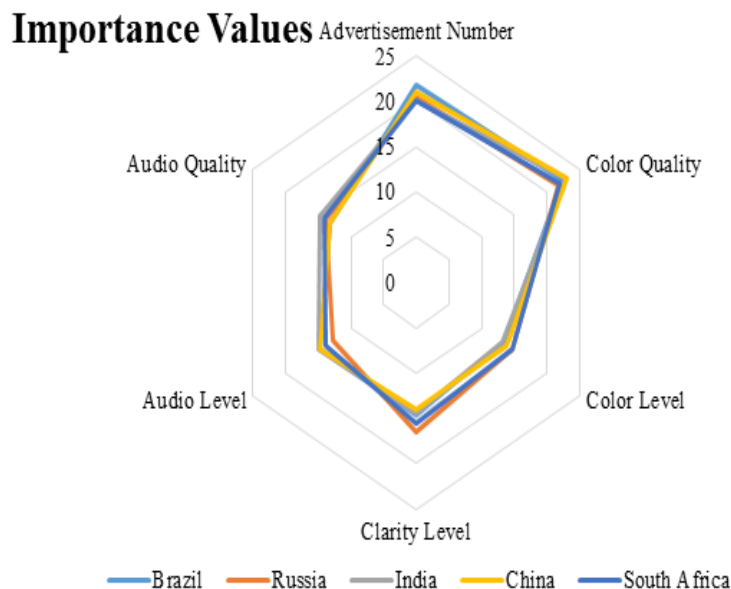
**Correlations**

For all three samples, Pearson Correlation coefficients and Kendall's Tau Correlation coefficients were found to be significant at 1% level of significance. Pearson Correlation coefficients varied between .539 (second sample for Russia) and .822 (first sample for South Africa).

**Relative Importance**

Table 4 presents the relative importance of features for all five countries. The values are weighted arithmetic means of importance values obtained in all three samples for five countries. Despite obvious deviation of preferences for all 115 advertisements and six features, all six features show, almost, the same trend for five countries, with respect to Importance Values Figure 1.

<b>Factor</b>	<b>Brazil</b>	<b>Russia</b>	<b>India</b>	<b>China</b>	<b>South Africa</b>
Advertisement Number	21.69	20.375	20.052	21.028	19.999
Color Quality	22.43	21.635	22.847	23.055	21.874
Color Level	13.35	14.737	13.120	13.888	14.637
Clarity Level	14.65	16.577	14.392	14.099	15.533
Audio Level	14.65	12.793	14.863	14.720	13.928
Audio Quality	13.23	13.884	14.726	13.211	14.029



**FIGURE 1**  
**IMPORTANCE VALUES FOR BRICS NATIONS**  
**CONCLUSION**

Conjoint Analysis is used to understand the preferences of customers for features of a product so that a more profitable composition of features for a product can be offered. There is a clear, common attribute, which surfaces here, is that *Colour Quality* is the most important aspect for a tourism television commercial. For five nations the following points can be concluded. For Brazil - clarity level and audio level are important factors following colour quality. Audio quality is found to be the least important factor for Brazil. For Russia also - clarity level stays at the second importance level. And for Russia, Audio level is the least important feature. For India - clarity level, audio level, and audio quality have a very thin margin, with the audio level being at the top, following colour quality. For India, the colour level is found to be least important a feature. For China – audio level is the second important feature, and surprisingly audio quality is the least important feature. For South Africa – clarity level is marginally above other features, after colour quality, and audio quality is the least important feature. Means, except for China, colour quality is the most important feature, followed by visual clarity of the commercial.

Appendix 2 Tables 5-9.

<b>Appendix Table 5 ORTHOGONAL DESIGNS</b>							
	Card ID	Advertisement Number	Clarity Level	Audio Level	Color Quality	Color Level	Audio Quality
1 <sup>a</sup>	1	Second	Partially Blurred	Low Volume	Cool	Full Color	Clear Audio
2	2	Second	Partially Blurred	Full Volume	Normal	Black & White	Clear Audio
3	3	First	Full Clarity	Full Volume	Cool	Black & White	Partial Noise
4	4	First	Partially Blurred	Mute	Normal	Partially BW	Partial Noise
5	5	First	Partially Blurred	Full Volume	Warm	Full Color	Noise
6	6	Third	Full Clarity	Mute	Warm	Full Color	Clear Audio
7	7	Third	Partially Blurred	Mute	Cool	Black & White	Clear Audio
8	8	Second	Full Blurred	Full Volume	Warm	Partially BW	Clear Audio
9	9	Third	Full Blurred	Low Volume	Normal	Black & White	Noise
10	10	Second	Partially Blurred	Low Volume	Cool	Full Color	Noise
11 <sup>a</sup>	11	Second	Full Blurred	Low Volume	Normal	Partially BW	Partial Noise
12 <sup>a</sup>	12	Third	Full Clarity	Mute	Cool	Black & White	Noise
13	13	Second	Full Clarity	Mute	Cool	Partially BW	Noise
14	14	First	Full Blurred	Low Volume	Cool	Partially BW	Clear Audio
15	15	First	Full	Mute	Warm	Black &	Noise

			Blurred			White	
16	16	Third	Full Blurred	Full Volume	Cool	Full Color	Partial Noise
17 <sup>a</sup>	17	Second	Full Blurred	Full Volume	Cool	Full Color	Partial Noise
18	18	Third	Partially Blurred	Low Volume	Warm	Partially BW	Partial Noise
19	19	Third	Full Clarity	Full Volume	Normal	Partially BW	Noise
20	20	Second	Full Clarity	Low Volume	Warm	Black & White	Partial Noise
21 <sup>a</sup>	21	Third	Full Clarity	Mute	Normal	Partially BW	Clear Audio
22	22	First	Full Clarity	Low Volume	Normal	Full Color	Clear Audio
23	23	Second	Full Blurred	Mute	Normal	Full Color	Partial Noise
a. Holdout							
Russia							
	Card ID	Advertisement Number	Color Quality	Color Level	Clarity Level	Audio Level	Audio Quality
1 <sup>a</sup>	1	First	Normal	Black & White	Blurred	Low Volume	Clear Audio
2	2	Third	Warm	Partially BW	Full Clear	Mute	Partial Noise
3	3	First	Normal	Black & White	Full Clear	Full Volume	Partial Noise
4 <sup>a</sup>	4	First	Warm	Partially BW	Blurred	Low Volume	Clear Audio
5 <sup>a</sup>	5	Third	Cool	Full Color	Blurred	Low Volume	Noise
6	6	First	Normal	Full Color	Blurred	Mute	Clear Audio
7	7	First	Cool	Full Color	Partially Blurred	Full Volume	Partial Noise
8	8	Second	Warm	Black & White	Full Clear	Full Volume	Clear Audio
9	9	Second	Warm	Full Color	Blurred	Low Volume	Partial Noise
10	10	First	Warm	Partially BW	Partially Blurred	Low Volume	Clear Audio
11 <sup>a</sup>	11	Second	Cool	Full Color	Partially Blurred	Mute	Clear Audio
12	12	First	Warm	Black & White	Blurred	Mute	Noise
13	13	Second	Normal	Full Color	Full Clear	Low Volume	Noise
14 <sup>a</sup>	14	Third	Cool	Black & White	Partially Blurred	Mute	Noise
15	15	Third	Normal	Partially BW	Blurred	Full Volume	Noise
16	16	Third	Cool	Full Color	Full Clear	Mute	Clear Audio
17	17	Second	Cool	Black & White	Partially Blurred	Mute	Noise
18	18	Third	Cool	Black & White	Blurred	Low Volume	Partial Noise
19	19	Third	Normal	Black & White	Partially Blurred	Low Volume	Clear Audio
20	20	Third	Warm	Full Color	Partially Blurred	Full Volume	Noise
21	21	Second	Normal	Partially BW	Partially Blurred	Mute	Partial Noise
22	22	First	Cool	Partially BW	Full Clear	Low Volume	Noise
23	23	Second	Cool	Partially BW	Blurred	Full Volume	Clear Audio
a. Holdout							



Appendix Table 6 RUSSIA							
	Card ID	Advertisement Number	Color Quality	Color Level	Clarity Level	Audio Level	Audio Quality
1 <sup>a</sup>	1	First	Normal	Black & White	Blurred	Low Volume	Clear Audio
2	2	Third	Warm	Partially BW	Full Clear	Mute	Partial Noise
3	3	First	Normal	Black & White	Full Clear	Full Volume	Partial Noise
4 <sup>a</sup>	4	First	Warm	Partially BW	Blurred	Low Volume	Clear Audio
5 <sup>a</sup>	5	Third	Cool	Full Color	Blurred	Low Volume	Noise
6	6	First	Normal	Full Color	Blurred	Mute	Clear Audio
7	7	First	Cool	Full Color	Partially Blurred	Full Volume	Partial Noise
8	8	Second	Warm	Black & White	Full Clear	Full Volume	Clear Audio
9	9	Second	Warm	Full Color	Blurred	Low Volume	Partial Noise
10	10	First	Warm	Partially BW	Partially Blurred	Low Volume	Clear Audio
11 <sup>a</sup>	11	Second	Cool	Full Color	Partially Blurred	Mute	Clear Audio
12	12	First	Warm	Black & White	Blurred	Mute	Noise
13	13	Second	Normal	Full Color	Full Clear	Low Volume	Noise
14 <sup>a</sup>	14	Third	Cool	Black & White	Partially Blurred	Mute	Noise
15	15	Third	Normal	Partially BW	Blurred	Full Volume	Noise
16	16	Third	Cool	Full Color	Full Clear	Mute	Clear Audio
17	17	Second	Cool	Black & White	Partially Blurred	Mute	Noise
18	18	Third	Cool	Black & White	Blurred	Low Volume	Partial Noise
19	19	Third	Normal	Black & White	Partially Blurred	Low Volume	Clear Audio

Appendix Table 7 INDIA							
	Card ID	Advertisement Number	Clarity Level	Audio Level	Color Quality	Color Level	Audio Quality
1	1	Third	Full Blurred	Full Volume	Normal	Partially BW	Clear Audio
2	2	First	Partially Blurred	Low Volume	Warm	Partially BW	Clear Audio
3	3	Second	Partially Blurred	Mute	Cool	Black & White	Clear Audio

4 <sup>a</sup>	4	Second	Full Clarity	Low Volume	Warm	Full Color	Noise
5	5	Third	Partially Blurred	Low Volume	Normal	Black & White	Noise
6	6	Third	Full Clarity	Full Volume	Warm	Black & White	Clear Audio
7	7	First	Full Blurred	Mute	Warm	Black & White	Noise
8	8	Third	Full Blurred	Mute	Warm	Full Color	Partial Noise
9 <sup>a</sup>	9	Second	Full Blurred	Full Volume	Normal	Black & White	Noise
10	10	Second	Full Clarity	Low Volume	Warm	Partially BW	Partial Noise
11	11	Second	Full Clarity	Mute	Normal	Full Color	Clear Audio
12	12	Third	Full Clarity	Low Volume	Cool	Full Color	Noise
13 <sup>a</sup>	13	Second	Full Blurred	Low Volume	Cool	Black & White	Partial Noise
14	14	First	Full Clarity	Full Volume	Cool	Black & White	Partial Noise
15	15	Second	Full Blurred	Full Volume	Cool	Partially BW	Noise
16 <sup>a</sup>	16	Second	Full Clarity	Low Volume	Cool	Partially BW	Clear Audio
17	17	Second	Full Blurred	Low Volume	Normal	Black & White	Partial Noise
18	18	Second	Partially Blurred	Full Volume	Warm	Full Color	Noise
19 <sup>a</sup>	19	Third	Full Clarity	Full Volume	Cool	Partially BW	Noise
20	20	First	Full Clarity	Mute	Normal	Partially BW	Noise
21	21	First	Full Blurred	Low Volume	Cool	Full Color	Clear Audio
22	22	First	Partially Blurred	Full Volume	Normal	Full Color	Partial Noise
23	23	Third	Partially Blurred	Mute	Cool	Partially BW	Partial Noise

a. Holdout

Appendix Table 8 CHINA							
	Card ID	Advertisement Number	Clarity Level	Audio Level	Color Quality	Color Level	Audio Quality
1	1	Third	Partially Blurred	Mute	Cool	Partially BW	Partial Noise
2 <sup>a</sup>	2	Second	Partially Blurred	Mute	Warm	Black & White	Partial Noise
3	3	Second	Partially Blurred	Mute	Normal	Black & White	Clear Audio
4	4	Second	Full Blurred	Full Volume	Normal	Partially BW	Clear Audio

5	5	First	Full Blurred	Low Volume	Normal	Full Color	Partial Noise
6	6	Second	Partially Blurred	Low Volume	Warm	Full Color	Noise
7	7	Third	Full Clarity	Mute	Warm	Full Color	Clear Audio
8	8	First	Partially Blurred	Full Volume	Warm	Partially BW	Partial Noise
9 <sup>a</sup>	9	First	Full Blurred	Mute	Cool	Partially BW	Noise
10	10	Third	Full Clarity	Low Volume	Normal	Black & White	Partial Noise
11	11	Third	Full Blurred	Full Volume	Cool	Black & White	Noise
12 <sup>a</sup>	12	Third	Partially Blurred	Mute	Warm	Full Color	Noise
13	13	First	Full Clarity	Full Volume	Cool	Full Color	Clear Audio
14	14	First	Full Blurred	Mute	Warm	Black & White	Noise
15	15	First	Partially Blurred	Low Volume	Cool	Black & White	Clear Audio
16	16	Third	Full Blurred	Low Volume	Warm	Partially BW	Clear Audio
17	17	Third	Partially Blurred	Full Volume	Normal	Full Color	Noise
18	18	Second	Full Blurred	Mute	Cool	Full Color	Partial Noise
19	19	Second	Full Clarity	Full Volume	Warm	Black & White	Partial Noise
20 <sup>a</sup>	20	Third	Partially Blurred	Low Volume	Normal	Full Color	Clear Audio
21	21	Second	Full Clarity	Low Volume	Cool	Partially BW	Noise
22 <sup>a</sup>	22	First	Full Blurred	Low Volume	Cool	Partially BW	Noise
23	23	First	Full Clarity	Mute	Normal	Partially BW	Noise
a. Holdout							

<b>Appendix Table 9 SOUTH AFRICA</b>							
	Card ID	Advertisement Number	Clarity Level	Audio Level	Color Quality	Color Level	Audio Quality
1	1	First	Partially Blurred	Full Volume	Warm	Full Color	Partial Noise
2	2	Second	Full Blurred	Full Volume	Cool	Partially BW	Partial Noise
3	3	Second	Partially Blurred	Mute	Cool	Full Color	Noise
4	4	Third	Partially Blurred	Low Volume	Cool	Black & White	Partial Noise
5 <sup>a</sup>	5	Second	Full Clarity	Mute	Warm	Partially BW	Clear Audio
6	6	First	Full Clarity	Full	Cool	Black &	Noise

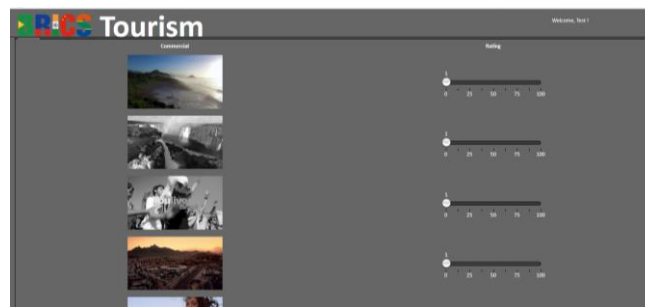
				Volume		White	
7 <sup>a</sup>	7	Third	Partially Blurred	Low Volume	Cool	Black & White	Noise
8 <sup>a</sup>	8	Third	Full Clarity	Full Volume	Normal	Full Color	Noise
9	9	Third	Full Blurred	Mute	Normal	Black & White	Partial Noise
10	10	Third	Full Blurred	Full Volume	Warm	Full Color	Clear Audio
11	11	First	Full Clarity	Low Volume	Normal	Full Color	Partial Noise
12	12	Second	Full Clarity	Full Volume	Normal	Black & White	Clear Audio
13	13	Third	Full Clarity	Low Volume	Warm	Partially BW	Noise
14	14	Third	Full Clarity	Mute	Cool	Full Color	Clear Audio
15 <sup>a</sup>	15	Second	Full Clarity	Full Volume	Warm	Partially BW	Clear Audio
16 <sup>a</sup>	16	First	Full Blurred	Full Volume	Cool	Partially BW	Noise
17	17	First	Partially Blurred	Mute	Normal	Partially BW	Clear Audio
18	18	Third	Partially Blurred	Full Volume	Normal	Partially BW	Noise
19	19	First	Full Blurred	Low Volume	Cool	Partially BW	Clear Audio
20	20	Second	Full Clarity	Mute	Warm	Partially BW	Partial Noise
21	21	Second	Partially Blurred	Low Volume	Warm	Black & White	Clear Audio
22	22	Second	Full Blurred	Low Volume	Normal	Full Color	Noise
23	23	First	Full Blurred	Mute	Warm	Black & White	Noise
a. Holdout							

**APPENDICES**

Appendix – 1 – Java Tool Screenshots Appendix Figures 2 and 3.



**FIGURE 2  
INTRODUCTION SCREEN**



**FIGURE 3**  
**MAIN SCREEN**

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