

A STUDY ANALYSING THE INFLUENCE OF VARIOUS ADVERTISING MEDIA UPON THE TOURISTS VISITING J&K

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ABSTRACT

Tourism is a commercial activity where advertisements play an important role in promoting tourism for any destination. Advertisement helps the tourists to gain learning about the place. In present descriptive study various advertising media has been analysed with respect to their influence upon the tourist visiting J&K. For this primary data of 310 tourist has been collected and analysed through descriptive and ANOVA statistics with Post-hoc. Where selected advertising media has been analysed in contrast with tourist's native place, destination, age, occupation, income, education level.

INTRODUCTION

Tourism is a commercial activity that plays an important role in the economic growth of a region and country. It helps in the generation of job opportunities, revenues and creates a positive image or perception about a place or country (Kshitiz, 2019). Tourism plays an important role in the progress of Jammu and Kashmir State and has contributed towards its growth since 1989.

Advertisements play an important role in promoting tourism and generating more tourists' inflow from the domestic and global marketplace. The tourism advertisement helps the tourists to gain learning about the place in terms of culture, heritage, natural resources and other specific features that encourages the individuals to visit the place (Vitasta & Gurtoo, 2019). The advertisements and marketing campaigns provide information about the destination and enable the visitors to decide on the selection of a travelling destination. Broadcast media like television and radio provide exposure to the product and service offered in a place, which promotes the place exponentially.

Through literature it is observed that many other researchers have studied the demographic factors in the contrast with advertising media. Various demographic variables like age, income, education, occupation status etc. remained the choice in available literature. Fesenmaier and Vogt (1993) found that older and middle income individuals have higher perceived value of the information than other tourist groups. Smith and Phillips (2001) found no age-related differences in immediate or seven-day delayed recall of their content. Additionally, Smith and MacKay (2001) reported that younger and older adults recalled the same amount of information from pictures used in destination advertising. Jonsson and Devonish (2008) sought an integral approach towards understanding factors motivating tourists of different origin, age groups, and their perception about choosing a destination. Nicolau and Mas (2006) study examined whether there were any differences in the motivations between male and female tourists, and among tourists of different age groups.

Objectives

1. To study the demographic profile of the tourist visiting selected tourist destination in J&K

2. To analyse the influence of various media upon different type of tourists.

RESEARCH METHODOLOGY

To study the present objectives a total of 310 primary responses of the tourists visiting selected destinations is collected with the help of systematic random sampling. Tourists visiting Srinagar, Vashno Devi temple, Bhaderwah, and Patnitop are part of the primary data collection. Descriptive statistics, cross tabulations, and ANOVA statistics are used to analyse the data and to test the hypothesis.

Data Analysis and Interpretation

Demographics: From the descriptive analysis of the data collected it is observed that majority of the tourists visiting J&K are from North part of the India, count for around 52%. Tourists visiting Srinagar and Mata vashno devi temple account for around 40% and 38% respectively of the total tourists visiting J&K. Majority of the age of tourist is between 25-35 years. Employed and self-employed tourist has major stake in count i.e. 49% and 34% respectively. This is also found that tourists visiting J&K belongs to middle and upper-middle income group.

Advertising Media and Demographics

Hypothesis: There is no significant difference in the opinions about the influence of different media among the tourists.

Further hypothesis is studied as sub hypotheses for the influence of television, radio, film, magazine, newspaper, social media, internet, and mobile with respect to the demographic factors like native place, destination, age, occupation, income, education level etc.

Television: Null hypothesis Table 1 regarding the influence of television ads upon tourists vising J&K with regard to their place, age, employment status, and income level is rejected. For place this implied that tourists from North, West, East, South and J&K influenced differently with the television ads. Whereas tourists from J&K are less influenced from the television ads than the tourists from west and east part of the nation. For age this implied that the tourists of age group 18-35 influence less from the television ads in comparison with the tourists of the age group of 36-45, 56-65. For employment status this implied that the tourists from student and retired group influence more from the television ads than the tourists from employed and self-employed group. For income level this is implied that the tourists of income level less that 80k per month influence more from the television ads than the tourist of other higher income groups.

Whereas Null hypothesis regarding influence of television ads upon tourists visiting J&K with regard to the destination and their education background is accepted.

1	Television	Sig.	Decision
1.1	There is no significant difference in the opinions about the influence of Television ads among the tourist from different parts of the nation.	0.000	Rejected
1.2	There is no significant difference in the opinions about the influence of Television ads among the tourist visiting different destinations.	0.229	Accepted
1.3	There is no significant difference in the opinions about the influence of Television ads among the tourist of different age groups.	0.000	Rejected
1.4	There is no significant difference in the opinions about the influence of Television ads among the tourist with different employment status	0.000	Rejected
1.5	There is no significant difference in the opinions about the influence of Television ads among the tourist with different income level	0.000	Rejected
1.6	There is no significant difference in the opinions about the influence of Television ads among the tourist with different education background	0.117	Accepted

Radio: Null hypothesis Table 2 regarding the influence of radio ads upon tourists visiting J&K with regard to their place and income level is rejected. For place this implied that tourists from North, West, East, South and J&K influenced differently with the radio ads. Tourists from east part of the nation are influenced little more than the tourists from other part of the nation. Tourists from J&K also influence from radio ads. For income level this implied that tourists of different income group influenced differently with the radio ads. Tourists of lower and middle income group influenced more with radio ads than the tourists from higher income group.

Whereas Null hypothesis regarding influence of radio ads upon tourists visiting J&K with regard to the destination, age, employment and their education background is accepted.

	Radio	Sig.	Decision
2.1	There is no significant difference in the opinions about the influence of Radio ads among the tourist from different parts of the nation.	0.020	Rejected
2.2	There is no significant difference in the opinions about the influence of Radio ads among the tourist visiting different destinations.	0.984	Accepted
2.3	There is no significant difference in the opinions about the influence of Radio ads among the tourist of different age groups.	0.207	Accepted
2.4	There is no significant difference in the opinions about the influence of Radio ads among the tourist with different employment status	0.788	Accepted
2.5	There is no significant difference in the opinions about the influence of Radio ads among the tourist with different income level	0.000	Rejected
2.6	There is no significant difference in the opinions about the influence of Radio ads among the tourist with different education background	0.666	Accepted

Film: Null hypothesis Table 3 regarding the influence of film endorsements upon tourists visiting J&K with regard to their place, age, employment status, income level, and education background is rejected. For place this implied that tourists from North, West, East, South and J&K influenced differently with the film endorsements. Whereas tourists from J&K and south are less influenced with film endorsements than the tourists from north, west and east part of the nation.

For age this implied that the tourists of age 36 years and above influenced more with the film endorsements in comparison with the tourists of the age group of below 35 years. For employment status this implied that the tourists from self-employed and retired group influence more with the film endorsements than the tourists from employed and students

group. For income level this is implied that the tourists from higher income influence more with the film endorsements than the tourist of other lower income groups. For education background this is implied that the tourists with bachelor's and master degree are more influenced with the film endorsements than the tourists of high school and professionally educated.

Whereas Null hypothesis regarding influence with the film endorsements upon tourists visiting J&K with regard to the destination is accepted.

3	Film	Sig.	Decision
3.1	There is no significant difference in the opinions about the influence of Films endorsement among the tourist from different parts of the nation.	0.000	Rejected
3.2	There is no significant difference in the opinions about the influence of Films endorsement among the tourist visiting different destinations.	0.236	Accepted
3.3	There is no significant difference in the opinions about the influence of Films endorsement among the tourist of different age groups.	0.000	Rejected
3.4	There is no significant difference in the opinions about the influence of Films endorsement among the tourist with different employment status	0.001	Rejected
3.5	There is no significant difference in the opinions about the influence of Films endorsement among the tourist with different income level	0.000	Rejected
3.6	There is no significant difference in the opinions about the influence of Films endorsement among the tourist with different education background	0.045	Rejected

Magazine: Null hypothesis Table 4 regarding the influence of magazine ads upon tourists vising J&K with regard to their place, age, employment status, income level, and education background is rejected. For place this implied that tourists from North, West, East, South and J&K influenced differently with magazine ads. Whereas tourists north, west and east are more influenced with magazine ads than the tourists from J&K and south part of the nation. For age this implied that the tourists of age 36 years and above influenced more with the magazine ads in comparison with the tourists of the age group of below 35 years. For employment status this implied that the tourists from employed, self-employed and retired group influence more with the magazine ads than the tourists from students group. For income level this is implied that the tourists from higher income influence more with the magazine ads than the tourist of other lower income groups. For education background this is implied that the tourists with bachelor's and master degree are more influenced with the magazine ads than the tourists of high school and professionally educated.

Whereas Null hypothesis regarding influence with the film endorsements upon tourists visiting J&K with regard to the destination is accepted.

4	Magazine	Sig.	Decision
4.1	There is no significant difference in the opinions about the influence of Magazine ads among the tourist from different parts of the nation.	0.005	Rejected
4.2	There is no significant difference in the opinions about the influence of Magazine ads among the tourist visiting different destinations.	0.836	Accepted
4.3	There is no significant difference in the opinions about the influence of Magazine ads among the tourist of different age groups.	0.000	Rejected
4.4	There is no significant difference in the opinions about the influence of Magazine ads among the tourist with different employment status	0.000	Rejected
4.5	There is no significant difference in the opinions about the influence of Magazine ads among the tourist with different income level	0.000	Rejected
4.6	There is no significant difference in the opinions about the influence of Magazine ads among the tourist with different education background	0.000	Rejected

Newspaper: Null hypothesis Table 5 regarding the influence of newspaper ads upon tourists visting J&K with regard to their place, age, employment status, and income level is rejected. For place this implied that tourists from North, West, East, South and J&K influenced differently with newspaper ads. Whereas tourists north and west are more influenced with newspaper ads than the tourists from J&K, east and south part of the nation. For age this implied that the tourists of age 26 years and above influenced more with the newspaper ads in comparison with the tourists of the age group of below 25 years. For employment status this implied that the tourists from employed and retired group influence more with the newspaper ads than the tourists from self-employment and students group. For income level this is implied that the tourists from higher income influence more with the newspaper ads than the tourist of other lower income groups.

Whereas Null hypothesis regarding influence with the film endorsements upon tourists visiting J&K with regard to the destination and education background is accepted.

5	Newspaper	Sig.	Decision
5.1	There is no significant difference in the opinions about the influence of Newspaper ads among the tourist from different parts of the nation.	0.043	Rejected
5.2	There is no significant difference in the opinions about the influence of Newspaper ads among the tourist visiting different destinations.	0.129	Accepted
5.3	There is no significant difference in the opinions about the influence of Newspaper ads among the tourist of different age groups.	0.000	Rejected
5.4	There is no significant difference in the opinions about the influence of Newspaper ads among the tourist with different employment status	0.005	Rejected
5.5	There is no significant difference in the opinions about the influence of Newspaper ads among the tourist with different income level	0.000	Rejected
5.6	There is no significant difference in the opinions about the influence of Newspaper ads among the tourist with different education background	0.118	Accepted

Social Media: Table 6 Null hypothesis regarding the influence of social media upon tourists visting J&K with regard to their age and income level is rejected. For age this implied that the tourists of age 26 years and above influenced more with the social media in comparison with the tourists of the age group of below 25 years. For income level this is implied that the tourists from higher income influence more with the social media than the tourist of other lower income groups.

Whereas Null hypothesis regarding influence with the film endorsements upon tourists visiting J&K with regard to their place, destination, employment, and education background is accepted.

6	Social Media	Sig.	Decision
6.1	There is no significant difference in the opinions about the influence of Social Media among the tourist from different parts of the nation.	0.325	Accepted
6.2	There is no significant difference in the opinions about the influence of Social Media among the tourist visiting different destinations.	0.476	Accepted
6.3	There is no significant difference in the opinions about the influence of Social Media among the tourist of different age groups.	.0001	Rejected
6.4	There is no significant difference in the opinions about the influence of Social Media among the tourist with different employment status	0.145	Accepted
6.5	There is no significant difference in the opinions about the influence of Social Media among the tourist with different income level	0.000	Rejected

6.6	There is no significant difference in the opinions about the influence of Social Media among the tourist with different education background	0.078	Accepted
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Internet: Null hypothesis Table 7 regarding the influence of social media upon tourists visiting J&K with regard to their age and income level is rejected. For age this implied that the tourists of age 56 years and above influenced less with the internet searches in comparison with the tourists of the age group of below 55 years. For income level this is implied that the tourists from middle and higher income influence more with the internet searches than the tourist of other lower income groups.

Whereas Null hypothesis regarding influence with the film endorsements upon tourists visiting J&K with regard to their place, destination, employment, and education background is accepted.

7	Internet	Sig.	Decision
7.1	There is no significant difference in the opinions about the influence of Internet search among the tourist from different parts of the nation.	0.954	Accepted
7.2	There is no significant difference in the opinions about the influence of Internet search among the tourist visiting different destinations.	0.900	Accepted
7.3	There is no significant difference in the opinions about the influence of Internet search among the tourist of different age groups.	0.049	Rejected
7.4	There is no significant difference in the opinions about the influence of Internet search among the tourist with different employment status	0.861	Accepted
7.5	There is no significant difference in the opinions about the influence of Internet search among the tourist with different income level	0.000	Rejected
7.6	There is no significant difference in the opinions about the influence of Internet search among the tourist with different education background	0.186	Accepted

Mobile: Null hypothesis Table 8 regarding the influence of mobile ads upon tourists visiting J&K with regard to their place, age, employment status, and income level is rejected. For place this implied that tourists from North, West, East, South and J&K influenced differently with mobile ads. Whereas tourists east and west are more influenced with mobile ads than the tourists from J&K, north and south part of the nation. For age this implied that the tourists of age 26 years and above influenced more with the mobile ads in comparison with the tourists of the age group of below 25 years. For employment status this implied that the tourists from self-employed and retired group influence more with the newspaper ads than the tourists from employed and students group. For income level this is implied that the tourists from higher and middle income group influence more with the newspaper ads than the tourist of other lower income groups.

Whereas Null hypothesis regarding influence with the film endorsements upon tourists visiting J&K with regard to the destination and education background is accepted.

8	Mobile	Sig.	Decision
8.1	There is no significant difference in the opinions about the influence of Mobile ads among the tourist from different parts of the nation.	0.017	Rejected

8.2	There is no significant difference in the opinions about the influence of Mobile ads among the tourist visiting different destinations.	0.533	Accepted
8.3	There is no significant difference in the opinions about the influence of Mobile ads among the tourist of different age groups.	0.000	Rejected
8.4	There is no significant difference in the opinions about the influence of Mobile ads among the tourist with different employment status	0.000	Rejected
8.5	There is no significant difference in the opinions about the influence of Mobile ads among the tourist with different income level	0.000	Rejected
8.6	There is no significant difference in the opinions about the influence of Mobile ads among the tourist with different education background	0.152	Accepted

CONCLUSION

Present study is undertake with the objectives to study the demographic profile of the tourists visiting J&K and analyzing advertising media's influence upon different tourists. Hence after analyzing the data it is found that majority of the tourist are from north part of the nation, vising Srinagar and Mata vashno devi temple, are between 25-35 age group, and belongs to the employed and self-employed occupation group.

Further with the ANOVA and Post-hoc test it is found that tourists from J&K are less influence by the television and radio ads in comparison with other tourists from other part of the nation. Radio ads influence the tourists with lower income group. Film endorsement influence the tourists from J&K and south part of the nation, and also influence tourists of age 36 years and above, and tourists with middle and upper middle income group. Magazine ads has influence upon the tourist from north, west and east part of the nation, and also to the tourist with middle income group and at least with bachelor's degree. Newspaper ads majorly influence the tourist of north and west part of the nation, and also influence tourists from employed and retired group.

Social media and internet searches influence the tourists of the age group between 26-35 years and tourists with middle income group. Mobile ads influence the tourist from east and west part of the nation more in comparison to other, and also influence tourists between 26-35 years, self-employed and retired group, and to the tourists from middle and upper middle income group.

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