

A Picture Paints A Thousand Words

Awareness Level of Tourism Advertising

Abstract

In today's era of competition good quality product is not enough condition to attain success in the market. Marketer needs to acquaint with their product and its benefits to potential customers. Advertisement is the key method to disseminate information about products. Marketers need an effective advertisement to get noticed by the target population. The purpose of this study is to assess that advertisement of Indian tourism wins the attention of customers or not. The study evaluates the advertisement and brand awareness of tourists. Tourists who visit India are respondents and data has been collected from various tourist destinations of India. Descriptive cum exploratory research design has been used. The sample of this study consist 793 tourists (500 foreigners and 293 Indian). The data has been analyzed through descriptive statistics, cronbach's alpha coefficient, cross tab, t-test and one way ANOVA. The findings indicate that advertisement of Indian tourism achieve advertisement and brand awareness but in case of foreign tourists lacking up to some extent. Ministry of tourism should put an attention to advertisement strategy and try to remove this constraint and improve the performance of advertisement.

Keywords : Advertisement awareness, Brand awareness, Indian tourism advertisement, Indian tourists, foreign tourist

Annu Dahiya

Research Scholar
Deptt. of Haryana School of
Business,
Guru Jambheshwar University of
Science & Technology, Hisar

Introduction

In last two decades, Advertising industry grows rapidly. Day to day increase in advertising budget leads top management to focus on the question of advertising effectiveness. Every advertiser wants to evaluate its advertisement, it grounds large effect, may be positive or negative. If advertising fails to create any positive change or stop any negative change then all resources used for it goes to vain. Second, a lot of money invested in advertising production and air time lead to measure the performance of advertisement. It has high production and air time expenditure and advertiser want to make changes that improve performance of the advertisement.

Advertising is a paid form of communication, even though some forms of advertising like public service announcements utilize donated space and time (Wells, Moriarty & Burnett, 2008). In describing advertising, there are four factors: strategy, creative idea, creative execution and creative media. In Essence, an effective advertising is a combination of these four factors (Percy, Rossiter & Richard, 2001). Advertising plays four roles in business and society. First is marketing; it is one of the most important marketing communication tools. It is also plays an important role in creating a distinctive identity of a particular product that distinguishes it from its competitors known as brand. Second, advertising is a form of mass communication. It conveys different sort of market information to connect buyers and sellers in the marketplace. Third, advertising tends to flourish in societies that enjoy some level of economic abundance in which supply excess demand. In these societies, advertising moves from being primarily informational to creating a demand for a particular brand. Fourth advertising also has a number of societal roles. It tells about new and improved products, helps in comparing products' features and keeps us updated about innovations and issues. It teaches about new products and how to use them. Advertising is seen as a vehicle for helping consumers to assess value, through price as well as other information-such as quality location and reputation. It is also so persuasive that it decreases the likelihood that a consumer will switch to an alternative product, regardless of the price changed (Wells, 2008).

Effective advertisements are advertisement that work- they deliver the message the advertiser intended and consumers respond as the advertiser hoped that would advertisement must first communicate a message that

Rajiv Kumar

Assistant Professor
Deptt.of Haryana School of
Business,
Guru Jambheshwar University of
Science & Technology, Hisar

motivates consumers to respond in some way. To move consumers to action, they must gain their attention then, must hold their interest long enough to convinced consumers to change their purchasing behavior and try the product, which sometimes means switching brands and then stick with the brand and buy again. In general, an advertisement or campaign works if it creates an impression for a product or brand, influences people to respond in some way and separates the product or brand from competition in the mind of the customer. Initially, consumers may be interested in watching an ad for its entertainment value. If the advertisement is sufficiently entertaining they may remember it. However, they may also learn that the advertisement relate to a personal need and provides them with relevant information about how to satisfy that need. Advertisements may reinforce product decisions and remind customers of how their need have been satisfied (Jones, 2007).

Determining effectiveness depends on setting a goal in terms of the impact. Effectiveness is the measurement of the gap between result and objectives. Effectiveness increases with diminishing gap. It is the evaluation of advertising process such as awareness, knowledge, recall, liking, attitude, preference and sales. The lowest level of communication effect of advertising is the awareness of either the brand being advertised or the advertising message itself and second objective is recalling (Jones, 2007). Advertisers hope to create a positive image in the minds of the people who read, view and listen the advertisements. Advertisements achieve its objectives, which are creating the communication effects in terms of the consumer responses that support the marketing objectives. Over the years, the campaign has been driven by three types of objectives: brand awareness, advertisement recall and consideration. Some study say it is common to measure advertisement effectiveness only by brand and advertisement recall, other say advertisement recall and brand recall are intermediate of advertising effectiveness (Bergkvist, 2000)

Brand Awareness

A consumer must be able to identify a brand in order to purchase it. There are two forms of brand awareness: recognition and recall. Recognition means at the point of purchase consumer recognize the brand on the shelf. While when we talk about recall, consumers think of brand prior to purchase.

Advertisement awareness

It comprise recognition and recall. Recognition is an aided detection of an advertisement or in other words people recognize advertisement when they exposed to it. While advertisement recall is unaided remembrance of an advertisement.

Awareness level measure, whether consumers know about and are familiar with company product or services. Unaided awareness is the extent to which consumer think of a company or product on a top-of-mind basis.

Literature Review

Advertising Effectiveness Measure

To measure the effectiveness of an advertisement, researcher should keep an eye on

psychological effects of the advertisements. Sales are always not a good measure of advertisement effectiveness. Sales are affected by many other factors such as income tax time, bad weather for shopping and natural disasters etc. the only real test of advertisement effectiveness is a knowledge of thoughts, associations and mental images of product in the mind of target audience (Dichter, 1949). Audience is the first dimension of advertising. But audience figure should be the starting point, not the stopping point, in advertising management. Second dimension is depth-of-impact factor. Both factors become a proper measure of effectiveness. Basics of advertising are reach and impact (Coffin, 1963). Advertisements are work in a series start with gaining attention (awareness) and reached to consumer action in form of purchase with two intermediate ladder named creating interest and desire. In other words this study supports the AIDA model presented by Elmo Lewis in 1906 (Gharibi, Danesh & Shahrodi, 2012). In AIDA model 'A' refer to the Attention (awareness) that means attract the attention of the customer. Marketers strive for getting their potential customer to stop and notice their offerings (Ranjbarian, Shaemi & Jolodar, 2011). There are many intermediate measures of advertisement effectiveness. Information and comprehension measures of advertisements have great impact on consumer brand preference. Information construct is measure through attractiveness, attention and awareness while comprehension include recall, link and brand attitude (Vivekanathan, 2010). To measure the efficiency of advertising, we set some criteria like spontaneous and prompted advertisement awareness, advertisement awareness recall or recognition, persuasion and intention to buy. Awareness has huge contribution in sales, but not only the sole reason for it (Green & Optimedia, 2006).

Awareness as Measure

Attention (awareness) has positive relationship with advertising effectiveness (Gharibi et al., 2012). Internet Advertising content contact and attention has a favorable impact on internet advertising effectiveness (Wu, Wei & Chen, 2008). Most of the advertisement effectiveness measurement models admit, recall as one of the way to assess effectiveness. Recall is an excellent and valid measure of effectiveness with cluster of persuasion, liking and purchase intention etc. It is a good measure for both emotional and rational advertisements (Mehta & Purvis, 2006). Advertising awareness is a very common and prime measure of effectiveness. It measure recognition and recall level. Brand used by the consumer has placed in top-of-mind as compare to other brands that are not used by the consumer (Romaniuk & Wight, 2009). High level of recall or association did not necessarily indicate favorable attitude towards the product or disposition to buy the product and high level of recall did not even necessarily means that the consumers understood the core idea of intensive and expensive advertising campaigns (Mindak, 1956). Advertising recall was unrelated to attitude towards the advertisement. Advertising recall is drive by the intensity of

advertisement evoked feeling (Pieters, 1996). There is no over-all superior measurement of advertisement effectiveness. A large number of advertising research services are use attitude towards advertising as measure of effectiveness (Mindak, 1956).

Author generalizes the measure of awareness from brand awareness to advertisement awareness. The use of different awareness measures are related to each other whether these belongs to brand awareness or advertisement awareness (Romaniuk & Sharp, 2004). Most of the marketing managers concern with getting brand awareness, but not worried to maintain it. So they do not measure brand awareness on regular basis and one more reason, it is easy to measure size of brand awareness first time but difficult to measure its depth on continuous basis (Macdonald & Sharp, 1996)

To get consumer recall become difficult as many competitor presents in the market and potential consumer exposed with bombard of advertisements (Tripathi & Siddiqui, 2008). Electric conservation advertisement achieves its objective to attract attention of potential customers and result shows that it is effective advertisement (Ranjbarian, Shaemi & Jolodar, 2011). Consumers buying increase with the increase in advertising exposure and decrease in the percentage of people who stop buying. In other words number of advertising exposure is directly proportional with buying amount (frequency) and inversely proportional with amount of stop buying (Coffin, 1963). Expenditure on advertisements has positive effects on sales. Advertising affects current awareness of the product and choice set of consumer (Barroso & Llobet, 2011). Advertising has positive result in spreading awareness about destination (Woodside, 1990). Advertising boosts the brand awareness (Sedaghat, Sedaghat & Moakher, 2012). Advertising awareness is significantly going up with an increase in number of advertisement exposures (Anderson & Nilsson, 2000). Evidence shows that readymade garment's advertisements are good source to publicize product information. It stretches the brand awareness of the target market and popularizes the brand (Sawant, 2012). Expenditure on advertising proves as an investment that creates profit in terms of brand awareness and is the first step of advertising process (Clark, Daraszelski & Draganska, 2009). Advertisement directly or indirectly influences the different steps of hierarchy-of-effects. But there is direct and significantly large effect on brand awareness in comparison to other construct of hierarchy-of-effect such as brand association, brand favorability and purchase intention etc. (Franses & Vriens, 2004; Elmore, 2012).

Factors Affect Awareness

Attractive content design is more important than the degree of consumer involvement in an advertisement consumer perception of an advertisement directly affect the advertisements effect. If consumers are more concerned with advertisements content design, the consumers will have a high degree of product involvement (Wu et al, 2008). Consumers with high degree of product involvement have more positive attitude towards the

advertisement and also greater the effect of advertisement. According to author, effect of advertising means click through, recall effect, brand attitude and purchase intention (Wu et al, 2008). Leading brands achieve unaided awareness (recall) and other brands only achieve aided awareness or recognition (Romaniuk & Sharp, 2004).

Media Effect on Awareness

Media play an important role in advertising effectiveness. No one medium is best and always turn out advertisements effective. Different media channel make advertisements efficient for different sectors such as in automotive beverages, household product and restaurant sectors, web advertising is more effective than television advertising. In automotive and beverage industry, web advertising generate brand recall double than television advertising. The web advertising stimulate or positively influence the message recall especially video advertisements (PWC¹, 2011). Advertising recall and brand recall are influenced by advertising media. Print advertising gets higher short-term recall than internet (Numberger & Schwaiger, 2003). In case of print advertisement recall level is affected by the focus of reader in the articles. There is an inverse relationship between reader's interest in article and advertisement recall. More interested a reader in article, worst the level of recall and less involve a reader in reading article, level of advertisement recall is high (Norris & Colman, 1992). Press release, direct mail, display advertisements and flyers are prominent modes of print media which helps in generating message recall and brand recall. Type-ins is significantly better than traditional online advertisement formats in generating message recall and brand recall. The form of advertisements affect the message and brand recall (Pierson & Niedermeier, n.d). Television advertisement accomplished its objectives (AIDA model), it win the attention (awareness) of target audience followed by creating interest, desire and action (Sanayei, Shahin & Amirosadt, 2013). The television advertisements have major influence on children's recall level and have ability to catch their attention (Ussaima & Kalivanan, 2013). Today viewer get control on their television viewing, this ability of viewer has harmful effect on advertisement efficacy and television advertisements lost its effectiveness (Rubinson, 2009).

Research Methodology

Objectives of the study

The purpose of this paper is to test how successfully advertisements of Indian tourism do attract the attention of the tourists (Indian and foreign tourist who visited India) and to what extent they recall advertisements and India as a brand. On this basis following sub objectives are formed:

1. To evaluate the advertisement awareness of tourists regarding Indian tourism.
2. To evaluate the brand awareness of tourists regarding India as a tourism destination.
3. To analyze the impact of demographic dynamics (country, gender, age and education) on advertisements and brand awareness.

Survey Method and Measurement

The study is mainly based on the primary data. The population for study includes both Indian and foreign tourists who visited India. The data has been collected from NCR. In order to collect the required data for the study a questionnaire has been developed. This questionnaire has eleven items in which four are assigned to advertisement awareness, three items for measuring brand awareness and four items corresponds to demographic variables. To assess the advertisement awareness and recall, four statements have been listed in questionnaire. Except for the first statement, left three statements have been borrowed from study of internet advertising in the tourism industry by Shwu-Ing Wu et al. (2008). Three statements have used to measure the brand awareness culled out from a study of developing and assessing the reliability and validity of alternative scale by Arga Hananto (2006). All the items are measure using five-point Likert scale (items with anchor points 1 = strongly disagree and 5 = strongly agree). To measure the level of awareness, score of each respondent has been calculated.

The statistical software SPSS 18.0 has been used to analyze the data. To check sampling adequacy and sphericity KMO and Bartlett test has been used respectively. The value of KMO should lie between .500 to 1 and significance level for Bartlett test should be less than .003. Cronbach's alpha has been used to check the reliability of the sample. Value of Cronbach's alpha should lie between .50 and .70 because it means that reliability of sample is satisfactory (Malhotra, 2008). Finally cross tabulation has been applied to compare the awareness level among Indian and foreign tourists of different demographic profiles. ANOVA and t-test has been applied to analyze the impact of demographic dynamics on advertisement and brand awareness.

Results

The reliability of the questionnaire has been measure through the Cronbach's Alpha coefficient. Cronbach's Alpha applied to both factor separately, as Cronbach suggest that if your questionnaire has subscale then alpha should be applied separately (Field, 2009) and it is .892 for advertisement awareness and .658 for brand awareness which lie in acceptable range. The value of KMO and its significant level is .824 and .000 respectively. Which shows that sample is adequate.

Sample has been distributed according to age, gender, education and country (they belong to). Most

of the respondent belongs to age group below 25 years and 25 to 34 years 21.8 per cent and 38.6 per cent respectively; 12.6 per cent of the respondent belongs to age group 35 to 44 years; 14.5 per cent are 45 to 54 years; and 12.5 per cent are above 55 years; 63.1 per cent are foreigners and 36.9 per cent are Indians; 53.3 per cent are male while 46.7 per cent are female; maximum number of respondent are bachelor degree holder (36.8 per cent); respondent who just educate up to 10th standard and who have doctorate degree are same and very less in number about 4.8 per cent; respondent with master degree 30.1per cent; respondent who passed 12th standard were 23.5 per cent.

Maximum score for advertisement awareness and brand awareness are 20 and 15 respectively while minimum score for advertisement and brand awareness are 4 and 3 respectively. Respondent's awareness about Indian tourism advertisement and India as a tourism brand are categorized according to composite score of advertisement awareness statements (4 item) and brand awareness statements (3 item). Respondents who score 4 to 9 have low awareness; 10 to 14 moderate awareness and 15 to 20 high awareness about advertisements of Indian tourism. Respondents who score 3 to 7 have low awareness; 8 to 11 moderate awareness and 12 to 15 high awareness about Indian tourism as brand.

Table 1. KMO and Chronbach's Alpha Test

KMO Sampling Adequacy		.824
Cronbach Alpha	Advertisement Awareness	.892
	Brand Awareness	.658

Source: Primary data

It is evident from the table 2 that 59 per cent of the Indian tourists are highly aware about advertisements of Indian tourism, 37.2 per cent have moderate awareness and only 3.8 per cent Indian tourists are fall in to low awareness category. In case of foreign tourists only 20.4 per cent tourists are fall in to high awareness category while 47.4 per cent and 32.2 per cent tourists have moderate and low awareness respectively.

If we analyze on the basis of gender 35.5 per cent male are highly aware, 44.7 per cent have moderate awareness, while 19.8 per cent are in low awareness category. In case of female 33.8 per cent are in high awareness category, 42.4 per cent have moderate awareness and 23.8 per cent have low awareness.

Table 2. Showing Percentage of Tourists Falling Under Different Levels of Advertisement Awareness

Country	Indian	293	11(3.8%)	109(37.2%)	173(59.0%)
	Foreigner	500	161(32.2%)	237(47.4%)	102(20.4%)
Gender	Male	423	84(19.8%)	189(44.7%)	150(35.5%)
	Female	370	88(23.8%)	157(42.4%)	125(33.8%)
Age	Below 25	173	25(14.5%)	66(38.2%)	82(47.4%)
	25 to 34	306	76(24.8%)	138(45.1%)	92(30.1%)
	35 to 44	100	24(24.0%)	44(44.0%)	32(32.0%)
	45 to 54	115	23(20.0%)	51(44.3%)	41(35.7%)
	55 & Above	99	24(24.2%)	47(47.5%)	28(28.3%)
Education	10 th	38	4(10.5%)	14(36.8%)	20(52.6%)
	12 th	186	38(20.4%)	80(43.0%)	68(36.6%)
	Bachelor Degree	292	73(25.0%)	116(39.7%)	103(35.3%)

	Master Degree	239	49(20.5%)	118(49.4%)	72(30.1%)
	Ph.D	38	8(21.0%)	18(47.4%)	12(31.6%)
	Total	793	172(21.1%)	346(43.6%)	275(34.7%)

Source: Primary data

By studying different age group we found that tourists with age of below 25yrs have more awareness in compare to other groups 47.4 per cent are highly aware, 38.2 per cent have moderate awareness and only 14.5 per cent fall in low awareness category. Age group 55 and above have moderate awareness about advertisements of Indian tourism. Only 28.3 per cent are fall in the category of high awareness, 47.5 per cent have moderate awareness and 24.2 per cent have low awareness. Moreover, left three age groups have less variation in awareness like 25 to 34 yrs (30.1%), 35 to 44yrs (32%) and 45 to 54 yrs (35.7%) are highly aware while 25 to 34 yrs (45.1), 35 to 44yrs (44%) and 45 to 54 yrs (44.3%) have moderate awareness and 25 to 34 yrs (35.7%), 35 to 44yrs (44.3%) and 45 to 54 yrs (20%) comes under low awareness category.

After examining respondents of different education groups it has been come across that people who are educated up to 10th standard have more

awareness i.e. 52.6 per cent, 36.8 per cent have moderate awareness and only 10.5 per cent have low awareness. However, other groups revealed negligible variations in case of high awareness category such as 12th (36.6%), bachelor degree holder (35.3%), master degree holder (30.1%) and doctorate degree holder (31.6%). While as clear from table 2, 12th (43%), bachelor degree holder (39.7%), master degree holder (49.4%) and doctorate degree holder (47.4%) have moderate awareness and in each category approx 20 percent respondents are comes under low awareness category viz. 12th (20.4%), bachelor degree holder (25%), master degree holder (20.5%) and doctorate degree holder (21%). This table demonstrates that advertisements of Indian tourism gain attention of tourists and achieve its goal of spreading awareness. Henceforth, table 2 represents the picture that 43.6 per cent of the total tourists have moderate awareness, 34.7 percent have high awareness and only 21.1 per cent have low awareness,taken as a whole.

Table 3. Showing Percentage of Tourists Falling Under Different Levels of Brand Awareness

		Number	Brand Awareness		
			Low Awareness	Medium Awareness	High Awareness
Country	Indian	293	29(9.9%)	94(32.1%)	170(58.0%)
	Foreigner	500	37(7.4%)	249(49.8%)	214(42.8%)
Gender	Male	423	32(7.6%)	193(45.6%)	198(46.8%)
	Female	370	34(9.2%)	150(40.5%)	186(50.3%)
Age	Below 25	173	14(8.1%)	71(41.0%)	88(50.9%)
	25 to 34	306	26(8.5%)	138(45.1%)	142(46.4%)
	35 to 44	100	5(5.0%)	40(40.0%)	55(55.0%)
	45 to 54	115	12(10.4%)	54(47.0%)	49(42.6%)
	55 & Above	99	9(9.1%)	40(40.4%)	50(50.5%)
Education	10 th	38	2(5.3%)	20(52.6%)	16(42.1%)
	12 th	186	18(9.7%)	87(46.8%)	81(43.5%)
	Bachelor Degree	292	22(7.5%)	112(38.4%)	158(54.1%)
	Master Degree	239	21(8.8%)	109(45.6%)	109(45.6%)
	Ph.D	38	3(7.9%)	15(39.5%)	20(52.6%)
Total		793	66(8.3%)	343(43.3%)	384(48.4%)

Source: Primary data

Table 3 explains the awareness level of tourists about India as a tourism brand, 48.4 percent of total tourists have high brand awareness, 43.3 per cent tourists have moderate brand awareness while only 8.3 per cent comes in the low brand awareness category. This table also portrays the sketch of variations in brand awareness level in different demographic groups such as in case of domestic or Indian tourists; 58 per cent are highly aware about India as tourism brand, 32.1 per cent have moderate awareness and merely 9.9 per cent have low brand awareness. On the other hand, 42.8 per cent of the foreign tourists have high brand awareness, 49.8 per cent have moderate awareness and just 7.4 per cent have low awareness. This variation also studied on the basis of gender, 46.8 per cent of the male are highly aware about Indian tourism as brand, 45.6 and

7.6 per cent have moderate and low awareness respectively while 50.3 per cent of female have high brand awareness, 40.5 per cent and 9.2 per cent are fall in the category of moderate and low brand awareness respectively.

The paper has enumerate brand awareness level in different age groups and found that tourists belongs to age group of 35 to 44yrss have more brand awareness as compared to other groups, 55 per cent are highly aware, 40 per cent have moderate awareness and just 5 per cent fall in low awareness category, showing a noteworthy difference. Whereas, tourists belong to age group 45 to 54yrs have low awareness about India as a tourism brand, 42.6 per cent are fall in the category of high awareness, 47 per cent have moderate awareness and 10.4 per cent have low awareness in comparison of other groups.

Age group below 25 yrs and 55yrs and above have more or less same brand awareness level and awareness level of age group 25 to 44yrs not much vary from these groups like below 25yrs (50.9%), 55yrs and above (50.5%) and 25 to 34 yrs (46.4%) are highly aware while below 25yrs (41%), 55yrs and above (40.4%) and 25 to 34 yrs (45.1%) have moderate awareness and below 25yrs (8.1%), 55yrs and above (9.1%) and 25 to 34 yrs (8.5%) comes under low awareness category. share

Examination of brand awareness level on the basis of tourists' education level extract little variations, a good number of tourists fall in high awareness category of all education groups formed

hereby, who are educated up to 10th standard (42.1%), 12th standard (43.5%), bachelor degree holder (54.1%), master degree holder (45.6%) and doctorate degree holder (52.6%) have high awareness. Despite the fact it is observed that tourists with moderate awareness level also has a significant split in the present study, as depicted in table 3 majority of the tourists appear in the high awareness and moderate awareness category. Even as, study illustrated that merely a very few tourists, 10th (5.3%), 12th (9.7%), bachelor degree holder (7.5%), master degree holder (8.8%) and doctorate degree holder (7.9%), comes under low awareness category

Table 4

T-Test For Comparing Advertisement and Brand Awareness Between Country Groups

Country		N	Mean	Std. Deviation	t	df	Sig.
Ad awareness	Indian	293	14.614	2.553	13.972	791	.000
	Foreigner	500	11.104	3.830			
Brand awareness	Indian	293	11.382	2.534	2.285	791	.023
	Foreigner	500	10.982	2.286			

Source: Primary data

In table 4 an independent sample t-test was conducted to evaluate whether there are any difference between domestic and foreign tourists' awareness level regarding advertisements and brand of Indian tourism. The calculated 't' -value [$t_{(791, 793)}$, 13.972 $p=0.000$] indicates the effect of nationality on awareness level of Indian tourism advertisements. This study reveals that Indian or domestic tourists are more aware about advertisement of Indian tourism than foreign tourists, the mean for domestic or Indian tourists is significantly more than foreign tourists,

14.614 (n=293), 11.104 (n=500) and with \pm SD 2.553 and \pm SD 3.830 respectively. The 't' value [$t_{(791, 793)}$, 2.258 $p=0.023$] point toward that there is a significant difference between brand awareness of Indian and foreign tourists about India as tourism destination. The mean of domestic tourists are more than foreign tourists, 11.382 (n=293), 10.982 (n=500) with \pm SD 2.534 & \pm SD 2.286 respectively. It means brand awareness of domestic tourists is higher than foreign tourists and nationality of tourists affects the level of brand awareness.

Table 5

T-Test for Comparing Advertisement and Brand Awareness Between Gender Groups

Gender		N	Mean	Std. Deviation	t	df	Sig.
Ad awareness	Male	423	12.461	3.864	.475	791	.635
	Female	370	12.332	3.752			
Brand awareness	Male	423	11.130	2.326	.002	791	.999
	Female	370	11.129	2.458			

Source: Primary data

In table 5, an independent sample t-test was conducted to analyze the effect of gender on advertising and brand awareness level about Indian tourism. The value of 't' [$t_{(791, 793)}$, .475 $p=0.635$] show that there is no meaningful difference between advertising awareness level about Indian tourism between male and female group. The mean for male is slightly more than female i.e. 12.461 (n=423), 12.332 (n=370) and with \pm SD 3.864 and \pm SD 3.752 respectively. The statistical value of 't' is [$t_{(791, 793)}$, .002 $p=0.999$] and there is negligible difference between mean (brand awareness) of male and female i.e. 11.130 (n=423), 11.129 (n=370) with \pm SD 2.326 and \pm SD 2.458 respectively. This signifies that male and female have same brand awareness about India as tourism destination.

different age groups. Table 6 shows the mean of advertising awareness for below 25 yrs is 13.439 (n=173); 25-34yrs 12.140 (n=306); 35-44yrs 12.180 (n=100); 45-54yrs 12.417 (n=115) and for 55yrs and above is 11.596(n=99). The table shows that there is significant differences in advertising awareness of Indian tourism among the five levels of age groups [$F_{(4, 793)}$, 4.80 $p=0.001$], this indicates that below 25yrs respondents have more awareness about advertising of Indian tourism than the four other groups. On the other hand, results shows that there is no significant difference at the $p<0.05$ level in brand awareness for the five age level [$F_{(4, 793)}$, .516, $p =0.724$]. Before reaching on statistically significance, the actual difference in mean score is negligible except for fourth group mentioned hereby as (M=10.878, \pm SD 2.328); below 25yrs (M= 11.150, \pm SD 2.565); 25-34yrs (M= 11.117 \pm SD 2.349); 35-44yrs (M= 11.300, \pm SD 2.134) and 55 and above (M= 11.252, \pm SD 2.50).

A One Way ANOVA has been conducted to investigate whether there are any differences in advertising and brand awareness scores between

Table 6.
One Way ANOVA For Comparing Advertisement and Brand Awareness Between Age Groups

Age		N	Mean	Std. Deviation	F	df	Sig.
Ad Awareness	Below 25	173	13.439	3.499	4.80	4	.001
	25-34	306	12.140	3.865			
	35-44	100	12.180	3.798			
	45-54	115	12.417	3.757			
	55 and above	99	11.596	3.940			
Brand Awareness	Below 25	173	11.150	2.565	.516	4	.724
	25-34	306	11.117	2.349			
	35-44	100	11.300	2.134			
	45-54	115	10.878	2.328			
	55 and above	99	11.252	2.508			

Source: Primary data

Table 7 presents the ANOVA result that compares variations in advertising and brand awareness of different education groups. Respondents were divided into five groups according to their level of education (10th, 12th, Bachelor, Master and PhD). There is no statistically significant difference in advertising awareness for the five educational groups [$F_{(4, 793)}=2.064, p=0.084$]. This indicates that the five educational group's respondents have same advertising awareness level. The mean score of advertising awareness for different age groups is mentioned as 10th (14.026, \pm SD 3.514);

12th (12.478, \pm SD 3.777); Bachelor (12.164, \pm SD 3.899); Master (12.401, \pm SD 3.739) and PhD (12.210, \pm SD 3.739). This table also reveals that there is no significant difference [$F_{(4, 793)}=1.518, p=0.195$] among different educational groups regarding brand awareness. The mean score of brand awareness for different education groups is elucidate as 10th (10.973, \pm SD 2.111); 12th (10.774, \pm SD 2.506); Bachelor (11.294, \pm SD 2.332); Master (11.221, \pm SD 2.388) and PhD (11.184, \pm SD 2.392). In general it has been extracted that the level of education has no effect on advertising and brand awareness of tourists.

Table 7.
One Way ANOVA for Comparing Advertisement and Brand Awareness Between Educational Groups

Education		N	Mean	Std. Deviation	F	Df	Sig.
Ad awareness	10 th	38	14.026	3.514	2.064	4	.084
	12 th	186	12.478	3.777			
	Bachelor degree	292	12.164	3.899			
	Master degree	239	12.401	3.739			
	PhD	38	12.210	3.793			
Brand awareness	10 th	38	10.973	2.111	1.518	4	.195
	12 th	186	10.774	2.506			
	Bachelor degree	292	11.294	2.332			
	Master degree	239	11.221	2.388			
	PhD	38	11.184	2.392			

Source: Primary data

Discussion and Conclusion

The present study has been conducted to evaluate the first step of advertising effectiveness and understand the impact of different demographics on awareness. It is the first footstep of advertising effectiveness ladder (Gharibi et al., 2012; Ranjbarian, Shaemi & Jolodar, 2011) and key gauge of effectiveness (Green & Optimedia, 2006). It adds to sale (Green & Optimedia, 2006; Gharibi et al., 2012; Barroso & Llobet, 2011) as well. These studies support to measure awareness (advertisement and brand) for evaluation of the advertising effectiveness. The overall mean scores for advertising awareness and brand awareness are 12.41 & 11.13 out of 20 & 15 respectively. The result provides valuable insights to understand the level of awareness (advertisement and brand). Maximum number of tourists has moderate awareness about advertisements of the Indian tourism and followed by number of tourists with high awareness. Approximately, fifty per cent of the tourists have high brand awareness and very few tourists have low brand awareness. Results reveal that although advertising is not the sole source of brand awareness but an important catalyst to

stimulate the same and some other source also exist that disseminate information about brand. Tourists with low and moderate advertising awareness have high brand awareness. Nationality of tourists has an effect on their level of advertisement and brand awareness. Domestic tourists are highly aware about advertisements of Indian tourism while foreign tourists have moderate awareness. This means advertisement of Indian tourism got success in pulling attention of domestic tourists but its success is partial in getting attention of foreign tourists. Limited reach and less advertisements' frequency in the foreign countries may be one of the causes for this variation. Discrepancy in media habits and use of media channels for advertisement can be another reason for difference in awareness level. Brand awareness of domestic tourists is also higher than foreign tourists but magnitude of difference is less in comparison to advertisement awareness. Furthermore, to analyze the effect of demographic factors (gender, age and education) 't' test and ANOVA has been conducted. The outcome of 't' test demonstrates that male and female have not considerable diverse level of advertisement awareness (table 4) and brand

awareness (table 5). It means that male and female have equal opportunity to come across towards advertisements and other sources that stretch brand awareness. Tourism products are equally important for both male and female depending upon nature of demand. A noteworthy difference in advertising awareness has been found in below 25 yrs age group than other age groups. It may be due to more time spent by this age group with media channels such as TV, internet, magazines etc. but on the other hand, no noticeable difference has been come across in various age groups. Education level of tourists has no effect on awareness level (advertisement and brand). Hence, it put in the picture that information about tourism is not provided in educational institutes and this comes in category need of every education group. Tourism industry has precious contribution in GDP and improving foreign exchange reserve of a country. In order to utilize this industry to fullest extent advertisement plays an important role. Just advertisement is not enough, an effective advertisement is required and first sign of an effective advertisement is whether it wins the attention of target market or not. In this study, awareness of Indian tourism advertisement and India as tourism brand has been assessed quite prominently. The outcome of the study signifies that foreign tourists have moderate advertisement awareness. There is no doubt that foreign tourists generate lot of income and employment, and it is very crucial part of Indian economy. Thus, it is necessary to do work on advertising strategy especially on reach and frequency of advertisement in foreign countries. A special attention on media strategy also required because media habits are changed with demographic factors.

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