

**Volume 6, Issue 1 (XXXVI)**

**January - March 2019**

**ISSN 2394 - 7780**



ज्ञान-विज्ञान विमुक्तये  
UGC  
University Grants Commission  
Journal No.: 63571

**International Journal of  
Advance and Innovative Research**  
(Special Issue)

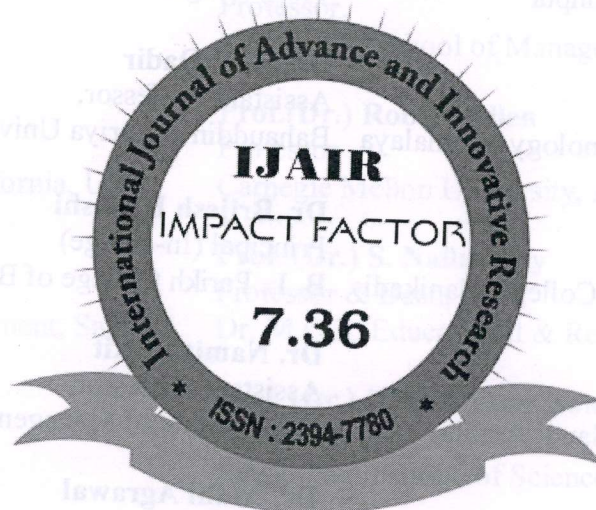


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**Journal - 63571**

### UGC Journal Details

**Name of the Journal :** International Journal of Advance & Innovative Research

**ISSN Number :**

**e-ISSN Number :** 23947780

**Source:** UNIV

**Subject:** Multidisciplinary

**Publisher:** Indian Academicians and Research Association

**Country of Publication:** India

**Broad Subject Category:** Multidisciplinary





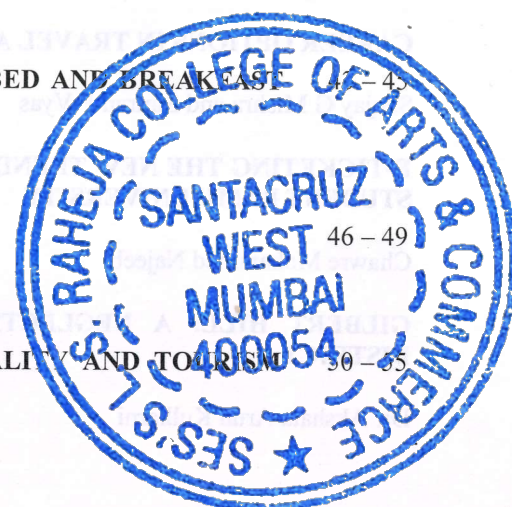
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POST TESTING OF TOURISM ADVERTISEMENT IN INDIA WITH SPECIAL REFERENCE TO  
MUMBAI CITY

Laila Ahmed Patel

L. S. Raheja College of Arts and Commerce

ABSTRACT

*Advertisements plays crucial role and it is integral part in promoting tourism industry. It is through effective advertisement demand for services can be increased to greater extent. Post tests are conducted after running the ad campaign. The evaluation process is a key part of marketing communications. The findings and results of the evaluative process feed back into the next campaign and provide indicators and benchmarks for further management decisions. This paper examines the effectiveness of post testing advertisement of tourism. (Attitude and opinion test) tourism advertisement. Print advertisement was used to understand attitude of students towards five tourism advertisement.*

*Keywords: Post testing advertising, tourism, Attitude test, undergraduate students, effective advertisements, and print media.*

INTRODUCTION

The basic purpose of post-testing is to provide an insight into the performance of ad campaigns & draw some conclusions from it about the future conducting of advertisements. The various post-testing methods are: Inquiry, Readership survey Test, Recall Tests, Attitude Test Method and Sales Test Method. Attitude Measurement Test Method finds out the effectiveness of an advertisement, in the light of consumers evaluation of the company & its brands of product. It is presumed that when attitudes are favourable, the demand for the product is generated & the consumers are likely to buy the product & vice versa.

REVIEW OF LITERATURE

**Malhotra, R. K. (1998)** discusses the marketing management of tourism cannot ignore the primary characteristics which set tourism apart from other products. Tourism as specialized service product creates a number of important consideration which need to be fully understood if a tourism enterprise or organization is to be successful. In additions, the need to undertake the tasks of research, analysis, product formulation, recommending price policies, promotion and distribution are of paramount significance for those involved in tourism marketing management. The Tourism Product – With tourism hospitality and leisure products we are dealing with a service product which has specific characteristics. These characteristics set the product apart from the more general goods sold in the market place.

**Kapoor, Bimal Kumar (2007)** regarding promotional techniques state that in order to market a product, it is necessary that information about the product reaches a prospective consumer. As applied to tourism industry, the most important function of marketing is to bring about an awareness of the product in the minds of existing as well as prospective consumer in the overall market area. All this forms a part of overall tourism promotion.

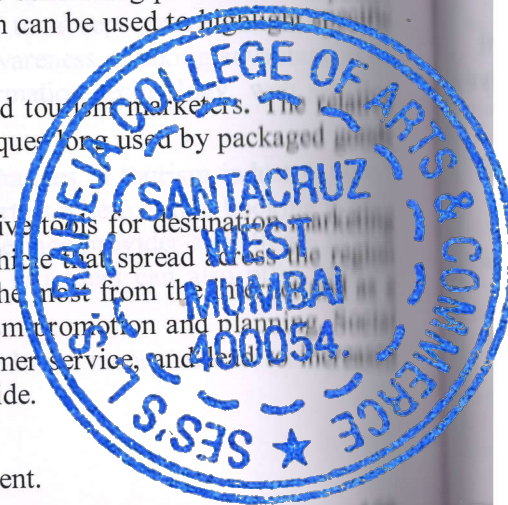
**Cooper, Chris et al. (1994)**iv state that researching tourism markets is of utmost importance. Many managers and organization in the tourism industry attach value to research, using it to place them in a strong position. Sound market intelligence is gained from a variety of formal and informal methods, and bridges the gap between the provider of the product or service and the consumer. Decisions such as those concerning product development and marketing activity can be based on research findings. Moreover, research can be used to highlight quality problems, and even to demonstrate a caring attitude to customers.

**Chawla, Romila (2003)**v discusses segmentation applications for travel and tourism marketers. The slowness of many travel marketers to adopt some of the segmentation techniques long used by packaged marketers is not difficult to understand.

According to **Goil, Niraj (2015)** social media can be one of the most effective tools for destination marketing and advertising. The social media proved to be a major Communication vehicle that spread across the globe like wildfire. Tourism industry is one of the sectors that have beneficated the most from the rise of social media. result social media has become an integral part of any central or state tourism promotion and planning. Media is an extremely effective for brand awareness, brand loyalty, customer service, and direct sales. It can be used to present a business brand to millions of people worldwide.

OBJECTIVES OF THE STUDY

1. To understand the opinion of students towards various tourism advertisement.





To evaluate the effectiveness of post testing advertisement of tourism of print media.

To compare various tourism advertisement on attributes such as awareness, interest, attitude change, usefulness and entertainment.

To provide valuable suggestion for making post testing tourism advertisement more effective.

## RESEARCH METHODOLOGY

Data is collected from Primary Source.

Sample Size - 100 undergraduate commerce students of Mumbai Suburbs

Print media of tourism advertisement was displayed to the students

## FINDINGS

Students were shown 5 print advertisements of:

1. Goibibo

2. Cox & Kings

3. SOTC





#### 4. Thomas Cook

**THOMAS COOK PRESENTS**  
**THE GRAND INDIAN HOLIDAY SALE!**  
11TH - 20TH SEPTEMBER

**BEST PRICE CHALLENGE**  
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INDIA & AROUND	GROUP HOLIDAYS	INDIA & AROUND	QUICK GETAWAYS
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South Coast 10 Days Visit: Coimbatore, Mysore BEST PRICE ₹23,999*	Grand Durban 10 Days Visit: Durban, Johannesburg, Cape Town, Victoria Falls & London BEST PRICE ₹2,08,400*	Go Lanka 10 Days Visit: Colombo, Kandy & Galle BEST PRICE ₹38,899*	Simply Sri Lanka 10 Days Visit: Sri Lanka BEST PRICE ₹41,199*
North East 10 Days Visit: Darjeeling, Kolkata & London BEST PRICE ₹27,999*	Australian Extravaganza with 80% City Breaks 10 Days Visit: Perth, Sydney, Melbourne & Brisbane BEST PRICE ₹2,64,500*	Bhutan 10 Days Visit: Thimphu, Paro & Gangtok BEST PRICE ₹39,499*	Simply Hong Kong 10 Days Visit: Hong Kong & Macau BEST PRICE ₹63,299*

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<b>BHUTAN, 6N/7D</b> ₹51,999 Multilingual Tour Guide	<b>LADAKH, 5N/6D</b> ₹42,999 Complimentary Border at Nubra Valley	<b>NORTH EAST, 6N/7D</b> ₹41,499 Deluxe SUV for all transfers

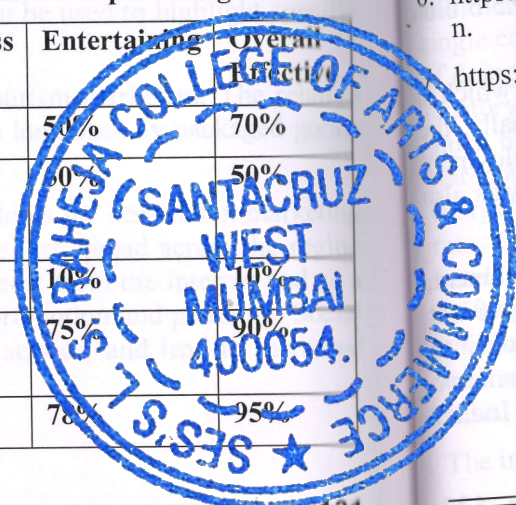
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The students were asked to give their feedback on the various parameters in terms of percentages.

	Awareness	Interest	Attitude	Attractiveness	Usefulness	Entertaining	Overall Effectiveness
Goibibo	61%	30%	50%	72%	30%	50%	70%
Cox & Kings	12%	20%	50%	52%	50%	50%	50%
SOTC	22%	10%	30%	37%	10%	10%	10%
Thomas Cook	73%	55%	65%	82%	75%	75%	90%
MakeMyTrip	84%	77%	78%	89%	75%	78%	95%





The above table indicates the following results

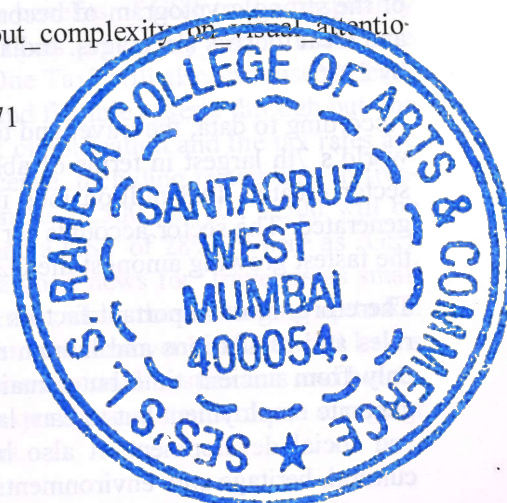
- In terms of awareness, students are more aware of Makemytrip ad and least aware of Cox&Kings.
- In terms of interest, again Makemytrip ad garnered maximum interest amongst the students and SOTC ad was the least interesting.
- Students found a positive attitude towards Makemytrip ad and unfavourable attitude for SOTC ad.
- Makemytrip ad was most attractive and SOTC ad was least attractive
- Students found ad of Thomas Cook & MakemyTrip most useful and whereas SOTC ad was least useful
- Makemytrip ad was most entertaining while SOTC as was the least
- In terms of overall effectiveness, Makemytrip ad was most effective at 95% and Thomas Cook ad came second at 90%. Overall effectiveness of SOTC ad was very less at 10%

### SUGGESTIONS

- In order to make travel and tourism advertisement more impactful the following suggestions were given
- Students preferred television and social media advertisement more effective as compared to other medium of advertisement.
- Use of well known sports and film personalities creates a positive impact and image and students are attracted towards the ad.
- In case of print media, the ad should use colourful illustration and images to attract the attention of students.
- Use of effective sales promotion tool creates more interest and inclination to buy the product.
- An attractive slogan helps them to recall the advertisement.
- Multiple advertisement of the same product should be done as the likes and preferences of students are not same.
- Size of print media should be big and more of images.

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