

Assessing the Processing Effect of Indian Tourism's Advertisements

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Abstract

Communication plays an important role in every field of life especially in marketing. There are various ways of marketing communication but advertising gain a very special place in marketing of everything whether these are goods or services. It attracts huge investment, with this, question of effectiveness arise. The outcomes of advertising justify its investment or not. To evaluate the effectiveness of advertising some criteria should be set that guide in measuring advertising effectiveness. There are different measures suggested by different authors. Effect of advertising is starts from its exposure. Second effect in hierarchy is processing effect that concerned with the processing of information that audience get from the exposure of advertisement. Processing effect contains advertisement related measures such as advertisement awareness, advertisement liking and advertising credibility etc. This paper focuses particularly on processing effect of Indian tourism's advertisements. Result shows a mix response on Indian tourism advertising, it is good on some dimensions while it fails on other dimensions. Advertisements of Indian tourism have positive processing effect up to some extent.

Keywords: Advertising, Processing effect, Tourism

Introduction

In today's competitive era a good product is not enough to survive in the market, marketer needs to communicate it to the potential customer. It is not possible for a company to achieve the position of market leader without promotional efforts and its needs a significant investment (Hussainy, Riaz, Kazi & Herani, 2008). Marketers have lot of marketing weapons but advertising has the most powerful and enduring long affect on audience's mind (Feiz *et al.*, 2013). It is an excellent communication tool and marketers use it as an important instrument for promoting their products and services (Hussainy, Riaz, Kazi & Herani, 2008). With the raise in the no. of exposures the impact of advertising also increased (Katke, 2007).

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In present time marketing of tourist destination is continuously gaining importance due to increase in competition among tourism destination at global level (UNWTO, 2011). Advertising triggers the arrival of tourists to a particular tourist destination (Divisekera& Kulendran, 2006) while an another study tells that the currency exchange rate influence the demand of tourist's destination to a large extent and advertising has little influence (Williams & Spencer, 2010).

Literature Review

As the literature suggests that the exposure to advertising give rise to various effects among consumers and these effects are grouped as either processes or as outcomes. Outcomes are more tangible and easy to observe and measure as compare to processes (Tellis, 1998). An advertising model based on hierarchy of effect contains six step namely exposure, processing, communication effect, target audience, sales or market share and profit. In this hierarchy exposure is the first step after that the next step is processing effect (Rossiter & Percy, 1998). Processes are the measures of mental activities that occur in between exposure and consumer behavior (Tellis, 1998, Rossiter & Percy,

1998) and it generally involves the attention, learning and memory of the individual (Rossiter & Percy, 1998).

Processing Effect: Processing effect contains cognitive, affective and conative measures to check the effectiveness of an ad. Key measures of cognitive are recall and recognition, while liking and attitude are the important measure of affective and persuasion is the measure of conative effect of advertising. In other words processing is the mental activity that works as mediator between advertising exposure and consumer behavior and it leads to communication effect. Processing effect is the better estimator of advertising in comparison to communication effect because communication effect is also affected by other factors like price and promotion of the product (Tellis, 1998). Communication effect has include different estimators such as brand awareness, brand attitude, purchase intentions etc. (Rossiter & Percy, 1998). Both process and outcome measures are important for the evaluation of advertising (Pavlou & Stewart, 2000). Processing of an advertisement is affected by the creativity used in its creation (Smith, Mackenzie, Yang, Buchholz & Darley, 2007).

Advertising Awareness: Awareness is the measure of level of familiarity about the concept here discussion is regarding to advertising awareness. Advertising awareness let to know how much familiar audience is with advertising. Advertising and brand awareness increased with increase in number of advertising exposures (Andersson & Nilsson, 2000). It is an intermediate measure of advertising effectiveness that inform about the place it gain in mind of customer and it reflect recall level as well as interest of consumer in particular product (Bergkvist, 2000). The ability of customers to recall the brand ad is a move towards effective advertising (Goldsmith & Lafferty, 2002) and it indicates the probability that product exist in the choice set of the customer (Mitra & Lynch, 1995). Attitude towards ad influence the recall level of advertisement. There is a positive relationship between recall level and attitude towards advertisement. The customers with positive attitude have higher recall level than the customers who possess negative attitude towards ad (Goldsmith & Lafferty, 2002). The potential customers who exposed to ad or have

awareness about tourism advertising are more likely to enquire about destinations and visit the destinations than who are unknown to tourism ads (Woodside, 1990).

Persuasion: Persuasion is the outcome of communication that alters beliefs of someone there is direct linkage between belief and persuasion (Mick, 1992; Smith & Swinyard, 1982; Deighton, 1984). In literature of advertising various advertising model given by different authors most of these model contains cognitive, affective and conative measure to investigate consumer response and under these measure they include variables like ability of ad to catch attention, acceptance gain by the ad message, liking the brand and purchase intention (Lavidge & Steiner 1961, Smith & Swinyard 1983, Smith, Chen & Yang, 2008, Wright 1973) Whereas to persuade customers for buying the advertised brand is essence of the advertising effectiveness. A creative advertisement persuades the target market and pushes them towards a favorable purchase intention (Yang & Smith, 2009).

Experiential ads get more success in persuading developed markets while functional ads prove more pursuing in emerging markets (Zarantonello, Jedidi, Schmitt, 2013). Convincing the potential customers for visiting tourism destinations is an important objective of tourism advertising and picture of tourism destinations motivate to visit tourism destinations (Szumiak, & Singh, 2010).

Informative and Entertaining: Advertising is a good source of information it makes notify about the various options available in the market (Nelson, 1974, Mitra & Lynch, 1995). Communicating tourism destinations' information is a good way of promoting tourism industry and it helps in crafting a good brand image of destinations (Molina, Gomez & Consuegra, 2010). Brand image of tourism destinations are significantly influenced by different sources of information like advertising, tourism brochure and reviews of friends and relatives (Beerli & Martin, 2004). Advertisements endowed with informative and entertaining value are liked by target audience (Unal, Ercis & Keser, 2011) and entertainment is a very crucial antecedent for an ad being liked

(Fam, K.S. & Waller, D.S., 2006). Infomercials prove to be effective if executed well (Martin, Bhimy & Agee, 2002).

Liking: Only few people like advertising while a large number of people remain neutral to the advertising. Advertising is an effective guide for decision-making of consumers and it doesn't force them to purchase unwanted products (Liu, 2002). The study investigates the constituent of effective service advertisement and emphasis on rational and emotional appeal of advertising. Which appeal is used in effective service advertisements? The majority of advertisements are full of emotional appeal irrespective to the nature of the service advertised whether it is experiential or utilitarian (Mortimer, 2008). Advertising likability mostly depend on entertainment and informative value as well as meaningfulness of that information to the audience. It is a good measure of advertising effectiveness but not the sole measure. Researcher should also keep in mind the other measures of advertising effectiveness (Rimoldi & Clarke, 2008). A good advertising proves helpful in engender understanding, liking and selection of the products. However a relationship exists between attitude towards an ad and brand attitude. The consumers' attitude towards an ad have great influence on their brand attitude (Goldsmith & Lafferty, 2002) and have positive relationship with purchase decision or consumer purchase intention (Niazi, Siddiqui, Shah & Hunjra, 2012) with mediated factor such as attitude towards brand and brand cognition etc.(Rimoldi & Clarke, 2008). The advertising with functional benefit of a product achieve positive attitude towards an ad while advertising consisting emotional appeal fails to turn customer's attitude in positive way (Sadeghi, Fakharyan, Dadkhah, Khodadadian, Vosta & Jafari, 2015). Liking an ad triggers the purchase intention's of potential consumers (Gazley, Krisjanous, Fam, Ghros, 2012).

Credibility: Ad credibility is the perception of consumer towards the truthfulness of advertising message. It is the trust on advertising saying regarding the product or brand (Lutz, 1985). It acts as an antecedent in formation of positive attitude towards ad (Unal & Ercis & Keser, 2011) and brand attitude that impinge on purchase intention of the brand

(Mackenzie, Lutz & Belch 1986). Sales of a brand increased as much as advertising of a brand is perceived credible or get success in achieving target customers' belief (MacInnis, Rao & Weiss, 2002) and credibility of ad also seen as measure of advertising effectiveness or success of an ad (Changjo Yoo & Deborah MacInnis, 2005). The claim of an advertisement seems unbelievable then it proves to be intrusive (Obermiller, Spangenberg & MacLachlan 2005). Types of product and media channels have a significant influence on the advertisement credibility (Prendergast, Liu & Poon, 2009).

Research Objectives

The main objective of this study is to examine the processing effect of advertisements of Indian tourism. To achieve this objective some sub-objectives were framed like

- To assess the awareness among respondents towards advertisements of Indian tourism.
- To examine whether Indian tourism's advertisement get success in persuading respondents or not.
- To assess the entertainment and informative value of Indian tourism's advertisements.
- To appraise the advertisements of Indian tourism are liked by respondents or not.
- To evaluate respondents' credibility gain by Indian tourism's advertisements.

Hypotheses

H1: Indian tourism's advertisements have been effective in getting awareness among tourists.

H2: Indian tourism's advertisements have been effective in persuading tourists to visit India

H3: Indian tourism's advertisements have been effective in entertaining tourists and informing them about Indian tourism products.

H4: Indian tourism's advertisements have been effective in getting liked by tourists.

H5: Indian tourism's advertisements have been effective in gaining credibility by tourists.

Methodology

Sample: The population for this study involves all tourists Indian as well as foreigner who visited India. Non probability sampling has been used in this study. Convenient sampling has been used to select the respondent on various tourist destinations, restaurants, hotels and markets. Tourists were also approached through various social sites for tourists like trip advisor, tourist link and wayn. Tourists were divided into two categories domestic/Indian and foreigner. Total 1123 filled questionnaires were received but only 926 questionnaires were completed. Out of these 926 complete questionnaires, 27 respondents were found to be unengaged and 193 respondents were not exposed to any advertisement of Indian tourism. So for the final analysis 706 respondents were included.

Measurement scale: Processing has estimated through various dimensions such as awareness, persuasion, (Tellis, 1998) ad liking, (Tellis, 1998; Lavidge & Steiner, 1961; Smith & Swinyard, 1983; Smith, Chen & Yang, 2008; Wright, 1973) attention, (Lavidge & Steiner, 1961; Smith & Swinyard, 1983; Smith, Chen

& Yang, 2008; Wright, 1973; Rossiter & Percy, 1998) ad message acceptance and purchase intention, (Lavidge & Steiner, 1961; Smith & Swinyard, 1983; Smith, Chen & Yang, 2008; Wright, 1973) learning and memory of the individual (Rossiter & Percy, 1998). The dimensions named ad awareness, persuasion, entertainment & informative, ad liking and ad credibility have been taken to develop the processing effect measure of advertising in tourism industry. These dimensions were represented by 20 items, four for ad awareness, six for persuasion, four for entertainment & information, three for ad liking and three for ad credibility. These items were evaluated on five-point likert scale ranging from strongly disagree=1 to strongly agree=5. The items of ad awareness captured from a study of internet banner advertising in tourism industry (Wu, Wei & Chen, 2008) except item 1st. Items that evaluate persuasion were adapted from advertising effectiveness report of Indiana (Strategic marketing inc., 2006) and other items related to entertainment & informative, ad liking and ad credibility dimensions adapted from Schlinger profile (Schlinger, 1979).

Table 1: Advertising Effectiveness

One-Sample Statistics (Test value = 3)								
Dimensions	N	Mean	Std. Deviation	Std. Error Mean	T	df	Sig.	Remarks
Ad awareness	706	3.548	.613	.0231	23.747	705	.000	H1 supported
Persuasion	706	3.356	.481	.0181	19.669	705	.000	H2 supported
Entertainment & Informative	706	3.216	.531	.0199	10.806	705	.000	H3 supported
Ad liking	706	2.701	.543	.0205	-14.615	705	.000	H4 Not supported
Ad credibility	706	2.988	.529	.0199	-.590	705	.555	H5 Not supported

Source: Primary Data

Result and Discussion

Demographic profile of the respondents: The demographic profile informed 25.1 % of respondents' age was below 25 year, 39.1% respondents belong to age group 25-34 year. Minimum number of respondents came under category of 55 year and above (8.9%) while 14.2% and 12.7% of respondent belong to the category 35-44 year and 45-54 year correspondingly. The sample hold 383 male (54.2%) and 323 female (45.8%). In total sample 57.5% (406) respondents were Indian and 42.5% (300) were foreign tourists. Maximum numbers of respondents were belonged to category of Master degree & above 274, 244 to bachelor degree and 188 had formal education up to higher secondary.

Result of one-sample t-test

One sample t test was conducted at 95% confidence level to determine the effectiveness of advertisements of Indian tourism (with test value '3' assigned to the response neutral and the mean value right to the test value or more than 3 was positive while less than 3 was negative). As the table 1 depicts mean score for Ad awareness is 3.55 with standard deviation 0.023, which is more than 3. The value of t is 23.747 with significance level 0.000. This signifies it is significantly differ from test value. Hence, hypothesis **H1** is supported. Advertisements of Indian tourism have been effective in getting awareness among tourists. Furthermore for persuasion value of $t = 19.669$ with significance level 0.000 that is less than 0.05. It concluded that observed mean score is significantly differ from test value. The mean strength for persuasion ($M = 3.356$, $SD = 0.481$) is more than 3. Therefore, hypothesis **H2** is supported. It revealed advertisements of Indian tourism have been effective in persuading tourists to visit India. Likewise, the mean strength for entertainment & informative is 3.216 (more than 3) with S.D 0.530. The value of t is 10.806 with significance level 0.000. Thus, hypothesis **H3** is also supported. It signifies that the advertisements of Indian tourism have been effective in entertaining tourists and informing them about Indian tourism products. The value of mean for Ad liking ($M=2.701$, $S.D=0.543$) is less than 3 and value of t is -14.615 with significance level 0.000. It is

significantly different from test value but value of mean is less than 3 that means advertisement is not liked by respondents. So hypothesis **H4** is not supported. It concludes that the advertisements of Indian tourism have not been effective in getting liked by tourists. Results had indicated that **H5** is not supported and advertisements of Indian tourism have not been effective in gaining credibility by tourists. The mean value for Ad credibility is 2.9882 with standard deviation 0.529 and t value is -0.590 with significance level 0.555 that is not significant at $p < 0.05$.

Findings revealed that advertisements of Indian tourism have been effective in getting awareness among tourists. Awareness is positively related with advertising effectiveness (Gharibi, Danesh & Shahrodi, 2012). Most of the advertising model admits awareness is the first stair in hierarchy and most commonly used measure of advertising effectiveness (Mehta & Purvis, 2006). Advertisements that get success in attracting audience's attention are believed to be effective (Ranjbarian, Shaemi & Jolodar, 2011) while Mindak (1956) extract that high level of awareness does not give guarantee of positive attitude towards product. It is found that advertisements of Indian tourism get success in persuading tourists to visit India. Persuasion is the prime objective of any advertisement (Adetunji, Nordin & Noor, 2014) persuading consumers for buying the advertised brand is essence of the advertising effectiveness and it push prospective consumers towards favorable purchase intention (Yang & Smith, 2009). Persuasion has positive relationship with brand awareness, brand image and purchase intention (Adetunji, Nordin & Noor, 2014) and an advertisement with persuasive content also has significant affects on sales (Wright, 2016). The present study extracted that Indian tourism advertisements are entertaining and informative. Entertainment is an essential element for success of an advertisement (Xu, 2006) and prime attribute for any advertisement to be liked (Fam & Waller, 2006). Informative advertisements increase the probability of acceptance gain by audience, consumers' purchase intention (Ducoffe, 1996) and prove to be effective if well executed (Martin, Bhimy & Agee, 2002). The advertisements endorsed with reliability, information

and entertaining traits generate a positive effect on attitude towards advertising or liked by target audience (Unal, Ercis & Keser, 2011).

Results showed that Indian tourism advertising fails to be liked by target market even these are perceived as entertaining and informative. Attitude towards advertising/Advertising liking create a positive feeling for advertised brand (Biel & Bridgwater, 1990) and has a positive impact on purchase intention (Wiley, Krisjanous & Cavana, 2007). Purchase quantity is directly proportion to advertising liking, greater the advertising liking more will be the purchasing of advertised brand (Gazley et al., 2012). Advertisement liking raise the brand awareness and highly related to perceived quality (Buil, Chernatony & Martínez, 2013). In order to get the desired results from a campaign, it should be liked by the receiver. It is a good measure of advertising effectiveness but not the sole measure (Rimoldi, 2008). Results indicate that Indian tourism advertising fails to win credibility by tourists. It is very difficult for advertisement to win

audience's trust and a big challenge before marketers to make an advertisement that is perceived as credible (MacKenzie & Lutz, 1989).

Conclusion

The advertisements of Indian tourism sector are effective in gaining awareness, persuading audience to visit the tourism destinations. These advertisements got success in entertaining audience as well as providing information regarding tourism destinations, while it fails in gaining the faith of respondents and get liked by them. So these advertisements are not very effective but had achieved few of its objectives. Ad liking and Ad credibility are crucial factor of advertising effectiveness and had great influence on customers' loyalty and purchase intention. A further research is required to find out the reason why these advertisements are lacking in gaining credibility and liking of the tourists. Scope of this study is limited up to the tourists and further studies should include general public and tour operators.

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