



## A study on promotional effectiveness of Gujarat tourism campaign – Khushboo Gujarat Ki

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### ABSTRACT

Gujarat has grown as one of the preferred destination for tourist. Several initiatives have been undertaken by Gujarat Government to boost tourism. One of the several initiatives taken includes an Ad Campaign "Khusboo Gujarat ki with Amitabh Bachhan as brand Ambassador. The study intends to understand the effectiveness of the promotional campaign "Khushboo Gujarat Ki". The study aims to study various factors affecting tourism industry of Gujarat and also intends to study consumer behavior of Gujarat tourist. The survey includes collection of primary data from 200 respondents with the aid of a structured questionnaire using non probability convenient sampling. Statistical tools like chisquare, correlation ,regression and descriptive statistics were used to analyze the data. Findings show that Amitabh Bachhaan serves as an effective Brand Ambassador and even the statistical figures prove the indices of increased tourism after Mr. Amitabh Bachhan took over as brand ambassador.

**KEYWORDS :** tourism, promotional effectiveness, advertising

### PRELUDE

In today's times, Tourism is one of the prominent industries witnessing spectacular growth. Government spends huge amount of money for boosting tourism as it plays pivotal role in economic development. Gujarat government recently launched new promotional campaign "Khusboo Gujarat ki" and roped in Mr. Amitabh Bachhan as the brand ambassador of Gujarat tourism in order to give it a facelift. The paper intends to study the effectiveness of promotional campaign launched by Gujarat Government.

### LITERATURE REVIEW

Tourism has been a widely researched topic both at the national and international level. As per Pigliaru Francesco and Lanza Alessandro (1999) many tourism countries which were small in size have grown faster compared to the other countries.

As per Bigano Andrea, Gorla Alessandra, Hamilton Jacqueline M. and Tol Richard S. J.(2005), climate, weather conditions temperature in a country in various seasons and throughout the year significantly determines whether it will have international tourist or not..Chakladar Amit (2008) study in Sikkim emphasized that tourism is a product of tourism industry and just like any other product or thing even this has a birth, growth, maturity and decline stage. A research by Dr.Y.Lokeswara Choudary (2010), says that uniqueness of tourism industry is that it totally rests on a base of natural resources and attractions are arguably the most important component in tourism system.

Though various researches have been carried at international level very few studies have been carried to study the factors and promotional effectiveness at Gujarat level. The study was therefore carried on to study the promotional effectiveness of newly launched ad campaign "Khusboo Gujarat Ki"

### OBJECTIVES OF THE STUDY

- To study Promotional effectiveness of advertising campaign (Khushboo Gujarat ki) in Gujarat's tourism industry
- To understand the influence of Mr. Amitabh Bachchan as a Celebrity in creating awareness for Gujarat tourism
- To analyze the effect of factors like climate and domestic disturbance on tourism in Gujarat
- To study Consumer expectations from Gujarat tourism.

### HYPOTHESIS

- H1:** The advertisement campaign of Gujarat Tourism is Effective.  
**H2:** There is a significant difference in effectiveness of advertisement campaign of Gujarat tourism among male and female  
**H3:** There is a significant difference in effectiveness of advertisement campaign of Gujarat tourism among different age groups  
**H4:** There is a significant difference in consumer expectations among different age groups

**H5:** Mr. Amitabh Bachchan is a significant Celebrity Endorser.

**H6:** There is a significant association between Domestic Disturbance and Tourism in Gujarat.

**H7:** There is a significant association between Climate and Tourism in Gujarat.

### RESEARCH METHODOLOGY

Research Design	Combination of exploratory and descriptive research
Primary data sources	Questionnaires (both online & physical) consisting of open-ended as well as close-ended questions
Secondary data sources	Internet & past published research articles in newspapers, magazines and journals
Sample Size	200 respondents
Sampling method	Non-probability convenience sampling
Sampling unit	General consumers or tourists who have visited Gujarat or wish to visit Gujarat for tourism.

### DATA ANALYSIS AND INTERPRETATION

ANOVA as well as correlation tests have been used to test the various hypotheses formed.

### Hypothesis testing:

**H1:** The advertisement campaign of Gujarat tourism is effective.

**Table 1: Ad Effectiveness**

Variable	Min	Max	Means	Overall Mean
Advertisement is Informative	1	5	1.78	2.19
Showcase of New location	1	5	2.09	
Creativity	1	5	2.70	

### Interpretation:

As seen in table 1, the overall mean of all the 3 variables or factors is 2.19, and because  $2.19 < 3$  which is the central point in a 5 point Likert scale we will say that the left hand side of the scale is accepted which is agreement to the statement. So we accept H1 & we can say that the ad of Gujarat Tourism – "Khushboo Gujarat Ki" is an Effective Advertisement.

**H2:** There is significant difference in effectiveness of advertisement campaign of Gujarat Tourism among male and female.

**Table 2.1: Gender Details**

	Value Label	N
Gender	1 Male	158
	2 Female	42

**Table 2.2: Analysis of Variance – Ad Effectiveness among Gender**

Independent Variable	Dependent Variable	F	Sig.	Alpha
Gender	Ad is Informative	.390	.533	0.050
	Learned about a new Location	.008	.927	0.050
	Ad is not Creative	5.104	.025	0.050

**Interpretation:**

According to table the Advertisement of Gujarat Tourism – “Khushboo Gujarat Ki” is an effective ad & as out of 3 variables, 2 variables show that there is no difference among the effectiveness of ad among male and female, we can conclude that the ad is equally effective except for that fact that their view differs when we consider the creativity part but overall the ad is equally effective among the target group irrespective of the gender.

**H3:** There is significant difference in effectiveness of advertisement campaign of Gujarat Tourism among Different Age Groups.

**Table 3.1: Age Classification Details**

	Value Label	N
Age	1 Less than 20 Years	5
	2 20 - 25 Years	175
	3 26 - 30 Years	12
	4 Above 30 Years	8

**Table 3.2: Analysis of Variance – Ad Effectiveness among Different age Groups**

Independent Variable	Dependent Variable	F	Sig.	Alpha
Age	Ad is Informative	.339	.797	0.050
	Learned about a new Location	1.932	.126	0.050
	Ad is not Creative	.326	.806	0.050

**Interpretation:**

According to table 3.2, the Advertisement of Gujarat Tourism – “Khushboo Gujarat Ki” is an effective ad & as all the 3 variables have a greater significance value we can say that no significant difference in effectiveness of advertisement campaign of Gujarat Tourism among Different Age Groups. It can be concluded that the ad is equally effective among the target group irrespective of their age group.

**H4:** There is significant difference in consumer expectations among different age group people.

**Table 4: Analysis of Variance – Expectations of Consumers**

Independent Variable	Dependent Variable	F	Sig.	Alpha
Age	Availability of Native Food	.622	.601	0.050
	Hospitality & Special Facilities	.884	.451	0.050
	Culture & Co-operations of Locals	.670	.572	0.050
	Economic Tourist Packages	1.150	.330	0.050
	Personal Guide	1.716	.165	0.050
	Liquor	.971	.408	0.050
	Extra Service to Foreigners & not to Local Tourists	1.042	.375	0.050

**Interpretation:**

According to table 4, consumer expectations among different age group people is same & as all the 7 variable have a greater significance value we can say that there is no significant difference in consumer expectations among different age group people.

**H5:** Mr. Amitabh Bachchan is a significant Celebrity Endorser.

**Table 5: Comparison of means – Parameters of Celebrity Endorser**

Parameters	Mean	Overall	Overall Mean
Attractiveness: Attractive Classy Beautiful Elegant Sexy	5.36 5.28 5.05 5.03 3.73	4.91	5.21
Trustworthiness: Dependable Honest Reliable Sincere Trustworthy	4.50 5.35 5.35 5.63 5.35	5.24	
Expertise: Expert Experienced Knowledgeable Qualified Skilled	5.30 5.59 5.46 5.53 5.57	5.49	

It can be identified that Mr. Amitabh Bachchan scores 4.91 on Attractiveness, 5.24 on Trustworthiness, & 5.49 on Expertise. And if we calculate the overall mean of these three we get the score of 5.21 which means that he ranks on the factors that were on the right side of the scale (i.e. positive). This proves that he is a perfect celebrity endorser, a credible one, trustworthy, powerful and an attractive one. Thus he is a perfect choice for an advertisement.

**H6:** There is a significant association between Domestic Disturbance and Tourism in Gujarat.

**Table 6.1: Correlation between Communalism & Riots and Terrorist Attacks**

Variables	Terrorist Attacks
Communalism & Riots	0.415
Correlation Significance	0.000

**Table 6.2: Correlation between Domestic Disturbance & Tourism**

Variables	Tourism
Domestic Disturbance Correlation Significance	- 0.152 0.000

**Interpretation:**

It can be observed from table 6.1 that the correlation between Communalism & Riots and Terrorist attacks is positive, which means both the variables are related to each other. The value of this correlation is 0.415 which means there is moderate correlation between both the variables.

From table 6.2 we can clearly see that correlation between domestic disturbance & tourism is negative, which means that there is an inverse relationship between these two variables, if domestic disturbance increases then tourism would decrease. But as there is very low negative correlation between the two i.e. - 0.152 we can say that there is very less impact of domestic disturbance on tourism which is also evident from the views of the respondents.

Thus we can say that in Gujarat tourism both these two things of domestic disturbance – Terrorist attacks & Communalism and Riots have an impact on its functioning but does not affect much.

**H7:** There is a significant association between Climate and Tourism in Gujarat.

**Table 7: Correlation between Climate & Tourism**

Variables	Tourism
Climate Correlation Significance	- 0.219 0.000

**Interpretation:**

Here it can be clearly seen from the table that the correlation between Gujarat having hot climate and Gujarat Tourism is Negative, which means both the variables are negatively correlated and share an inverse relationship with each other. The value of this correlation is -0.219. This means that the warmer or hotter the climate the less would be tourism. But as this Correlation is near to zero we can say that its impact on tourism is less.

**FINDINGS**

90% of the respondents have seen the ad – “Khushboo Gujarat Ki”. The ad is equally effective among male & female of different age groups. Mr. Amitabh Bachchan is a credible, powerful and attractive celebrity endorser. Domestic disturbance like communalism & riots and Terrorist attacks have no significant impact on Gujarat tourism. Climate also does not have a major impact on Gujarat tourism. Scenic beauty plays an important role in choosing destination.

**RECOMMENDATIONS**

It is evident from the findings that the tourists have a preference for their native food. Thus hospitality service-providers should put their ef-

forts in providing wide assortments of foods and beverages, as per the data of tourists' country or place of origin.

**LIMITATIONS AND FUTURE SCOPE**

The sample size taken is 200 which may be too small to generalize the data. Moreover respondents may be biased in response which may affect the findings. Only three factors location, visibility and creativity are taken into consideration for effectiveness of promotional campaign. Therefore future research should take into consideration wider aspect like recall; comparative advantage etc. Future research highlighting the ad effectiveness among the different media may also be undertaken.

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