

PERCEPTION OF TOURISTS ABOUT INCREDIBLE INDIA CAMPAIGN: AN EMPIRICAL STUDY

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Abstract

Foreign Tourist Arrivals (FTAs) during 2012-13 in India increased to 6.58million as compared to 6.31 million in 2011-12. The growth rate of 4.3 percent in 2012 for India was better than the growth rate of 4 percent for the international tourist arrivals in 2012. India has a share of 1.65 percent in the world tourism receipts and occupies the 16th rank and within Asia and the Pacific region, India's rank stands at 7th position. Indian government is putting a lot of efforts to revamp the Indian tourism industry. Incredible India campaign was a landmark in Indian Tourism history. In this study, an attempt is made to understand perception of tourists (both domestic and foreign) about Incredible India Campaign. Chi-square test has been used to check the relationship between tourists' perceptions and their demographic variables.

Introduction

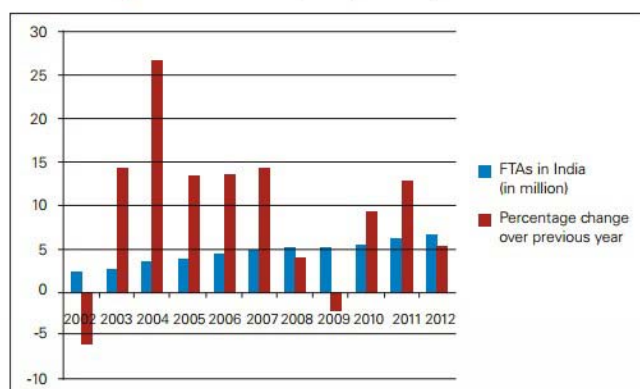
Tourism has gained universal acceptance as a key driver for inclusive socio-economic development. Tourism industry has an association with other economic factors such as infrastructure, hospitality, aviation, transport, health and banking. Tourism in India has gained momentum since the launch of campaigns like "Incredible India Campaign" which was launched in year 2002-03 worldwide (Figure 1). "Atithi Devo Bhava Campaign" was another campaign launched domestically in year 2005 and later on re-launched in 2009 with the motive of sensitizing Indian domestic masses.

Incredible India campaign sought to produce a unique and unified brand that would effectively, "pervade all forms of communication and stimulate the travel consumer's behavior and decision making process to competitively position India in the global market place". Incredible India

campaign started with a meager outlay of Rs 15.71 crores in 2002-03. Its impact and delivery led to increased outlays for tourism ministry and by the year 2008-09, the total outlay for overseas marketing had increased to 220crore with 110crore being spent on Incredible India campaign. The campaign included print, electronic communication and the internet, public relations, outdoor hoardings, in-flight television advertising and some special Buddhist campaign in short-haul markets of South-east Asia. (K. Amitabh, 2009).

The campaign resulted in increased in tourists arrivals in India, a figure that rose from 2.6 million in 2000 to 12 million in 2012 (Figure 1).

Chart: Foreign Tourist Arrivals (FTAs) in India, 2002-2012



Source: Bureau of Immigration and Ministry of Tourism, GOI

Figure1. (Source: India Tourism Statistics 2012-13)

The present study focuses on the perception of tourists about Incredible India campaign advertisements among domestic as well as foreign tourists.

Formulation of Hypothesis

Perception is a complex processes by which people select, organize, and interpret sensory stimulation into a meaningful and coherent picture of the world (Berelson & Steiner, 1964). According to Lahlry it is the process by which we interpret sensory data (Lahlry, 1991). Mass communicators want audiences to pay attention to their messages, learn the contents of the messages, and make appropriate changes in attitudes or beliefs or make desired behavioral responses. Perceptual theory tells us that the process of interpreting messages is complex and that these communicator goals may be difficult to achieve.

Various studies have been carried out to determine the perception of target groups with respect to various print and electronic media campaigns (e.g. Beerlie and Sanatan, 1999). In our study, different hypothesis have been formulated with respect to campaign characteristics and demographic variables. Hypotheses for the study are:

H₁: Nationality of the tourists is significantly related to their perception about different characteristics of the campaign.

H₂: Gender of the tourists is significantly related to their perception about different characteristics of the campaign.

Objective of the Study

- To know about perception of Indian and foreign tourist about incredible India campaign advertisements.

Research Methodology

- Data collection: Survey was conducted over 100 respondents. A self-administered questionnaire was used for the study. The population considered for the study was tourists (foreign/Indian) at world heritage sites (Red Fort, Qutub Minar, Humanyun's Tomb) in National Capital region.
- Sampling Technique: Purposive/Judgmental sampling technique was used.

- Statistical tools: The key statistical tools used for the study are Cross tabulation and chi square tests.

Empirical Analysis

Data: Questionnaire for survey consisted of five campaign characteristics: entertaining, unique, lively, informative and relevant. These questions were asked on dichotomous scale (Yes/No).

Respondents were first categorized on the basis of whether they have seen Incredible India campaign advertisements. Table 1 reports the frequencies of those who have Incredible India campaign advertisements on the basis of nationality of the respondents.

Table 1: Frequency table for Nationality and Incredible India Campaign Advertisements Viewership

		Have seen ads of Incredible India		Total
		Yes	No	
Nationality	Indian	29	1	30
	Foreigner	33	37	70
Total		62	38	100

As evident from the Table1, 62 out of 100 respondents were aware about the campaign advertisements. Except one respondent, all other Indian tourists were aware about the campaign.

Further analysis of the data is based on the respondents who have seen the incredible India campaign advertisements. Different hypotheses framed for the study and their results are reported below along with their frequency tables.

Hypothesis H₁₁: There is no significant association between nationality of respondents and their perception about campaign to be entertaining.

Table 2: Frequency table for Nationality vs. Perception about campaign characteristic (Entertaining)

		Nationals		Total
		Indians	Foreigners	
Campaign advertisements are Entertaining	Yes	7	11	18
	No	22	22	44
Total		29	33	100

Out of 29 Indians, 7 Indian tourists (24.1 percent) found the campaign to be entertaining, while 33.3 percent of foreign tourists found the campaign to be entertaining. To check whether there is any significant difference in tourists' (Indian/Foreign) opinion about campaign characteristics; chi square test is used.

Table 3: Chi square test results for Hypothesis H₁₁

	Value	df	Asymp. Sig. (2-sided)	phi value
Pearson Chi-Square	.633*	1	.426	-.101*

*not significant as $p > 0.05$

As significance value for chi square test is greater than .05, so null hypothesis is accepted. Hence, there is no significant association between nationality of respondents and their perception about campaign to be entertaining. Phi value, which tells about strength of association among variables under study, is also insignificant.

Hypothesis H₁₂: There is no significant association between nationality of respondents and their perception about campaign to be Unique.

Table 4: Frequency table of Nationality vs. Perception about campaign characteristic (Unique)

		Nationals		Total
		Indians	Foreigners	
Campaign advertisements	Yes	14	3	17
are Unique	No	15	30	45
Total		29	33	62

Table 4 reports that only 3 foreign tourists found the campaign to be unique. Since the cell value in one cell is < 5 , so we will use p value associated with Fisher's Exact test instead of Pearson chi square value.

Table 5: Chi square test results for Hypothesis H₁₂

	Value	df	Asymp. Sig. (2-sided)	phi value
Pearson Chi-Square	11.909*	1	.001	0.438*
Fisher's Exact Test			.001	

*significant as $p < 0.05$

From table 5, the null hypothesis is rejected ($p < 0.05$). So, there is significant association between nationality of respondents and their perception about campaign to be Unique. Also there is significant moderate relationship (phi value- 0.438) between Nationality of the respondents and their perception about the campaign as unique.

Hypothesis H₁₃: There is no significant association between nationality of respondents and their perception about campaign to be Lively.

Table 6: Frequency table of Nationality vs. Perception about campaign characteristic (Lively)

		Nationals		Total
		Indians	Foreigners	
Campaign advertisements are Lively	Yes	4	11	15
	No	25	22	47
Total		29	33	62

As seen from table 5, only 16 percent of Indian tourists find the campaign to be lively as compared to 33 percent of foreign tourists.

Table 7: Chi square test results for Hypothesis H₁₃

	Value	df	Asymp. Sig. (2-sided)	phi value
Pearson Chi-Square	3.213 ^a	1	.073	-0.228*

*not significant as $p > 0.05$

a. 0 cells (.0%) have expected count less than 5.

The minimum expected count is 7.02

As significance value, $p > 0.05$ for chi square test, the null hypothesis is accepted. So, there is no significant association between nationality of respondents and their perception about campaign to be Lively.

Hypothesis H₁₄: There is no significant association between nationality of respondents and their perception about campaign to be Informative.

Table 8: Frequency table of Nationality vs. Perception about campaign characteristic (Informative)

		Nationals		Total
		Indians	Foreigners	
Campaign advertisements are Informative	Yes	23	8	31
	No	6	25	31
Total		29	33	62

From table 8, 80 percent of Indian tourists found that the campaign advertisements are Informative while 75 percent of foreign tourists found that campaign advertisements are not Informative.

Table 9: Chi square test results for Hypothesis H₁₄

	Value	df	Asymp. Sig. (2-sided)	Phi value
Pearson Chi-Square	18.723*	1	.000	0.550*

*significant as $p < 0.05$

As significance value for Chi-Square test is less than .05, so the null hypothesis is rejected. So, there is significant association between nationality of respondents and their perception about campaign to be Informative. A significant value of phi (phi value-0.550) indicates there is moderate to strong relationship between nationality and perception of tourists about the campaign to be informative.

Hypothesis H₁₅: There is no significant association between nationality of respondents and their perception about campaign to be Relevant.

Table 10: Frequency table of Nationality vs. Perception about campaign characteristic (Relevant)

		Nationals		Total
		Indians	Foreigners	
Campaign advertisements are Relevant	Yes	9	5	14
	No	20	28	48
Total		29	33	62

From table 10, we can see that 45 percent of Indian tourists found the campaign advertisements to be relevant as against 17 percent of foreign tourists.

Table 11: Chi square test results for Hypothesis H₁₅

	Value	df	Asymp. Sig. (2-sided)	Phi value
Pearson Chi-Square	2.227*	1	.136	0.190*

*not significant as $p > 0.05$

As significance value is greater than .05, so null hypothesis is accepted. Hence, there is no significant association between nationality of respondents and their perception about campaign to be entertaining. So, there is no significant association between nationality of respondents and their perception about campaign to be Relevant.

Hypothesis H₂₁: There is no significant association between gender of respondents and their perception about campaign to be Entertaining.

Table 12: Frequency table of Gender Vs. Perception about campaign characteristic (Entertaining)

		Gender		Total
		Male	Female	
Campaign advertisements	Yes	8	10	18
are Entertaining	No	24	20	44
Total		32	30	62

Table 13: Chi square test results for Hypothesis H₂₁

	Value	df	Asymp. Sig. (2-sided)	Phi value
Pearson Chi-Square	.522*	1	.470	-0.92*

*not significant as $p > 0.05$

As significance value for Chi-Square test is greater than .05, so the null hypothesis is accepted. So, there is no significant association between gender of respondents and their perception about campaign to be Entertaining.

Hypothesis H₂₂: There is no significant association between gender of respondents and their perception about campaign to be Unique.

Table 14: Frequency table of Gender Vs. Perception about campaign characteristic (Unique)

		Gender		Total
		Male	Female	
Campaign advertisements	Yes	9	8	17
are Unique	No	23	22	45
Total		32	30	62

Table 15: Chi square test results for Hypothesis H₂₂

	Value	df	Asymp. Sig. (2-sided)	Phi value
Pearson Chi-Square	.017*	1	.898	0.016*

*not significant as $p > 0.05$

As significance value for Chi-Square test is greater than .05, the null hypothesis is accepted. So, there is no significant association between gender of respondents and their perception about campaign to be Unique.

Hypothesis H₂₃: There is no significant association between gender of respondents and their perception about campaign to be Lively.

Table 16: Frequency table of Gender Vs. Perception about campaign characteristic (Lively)

		Gender		Total
		Male	Female	
Campaign advertisements are Lively	Yes	11	4	15
	No	21	26	47
Total		32	30	62

Table 17: Chi square test results for Hypothesis H₂₃

	Value	df	Asymp. Sig. (2-sided)	Phi value
Pearson Chi-Square	3.378 *	1	.898	0.246*

*not significant as $p > 0.05$

As significance value for Chi-square test is greater than .05, the null hypothesis is accepted. So, there is no significant association between gender of respondents and their perception about campaign to be Lively.

Hypothesis H₂₄: There is no significant association between gender of respondents and their perception about campaign to be Informative.

Table 18: Frequency table of Gender Vs. Perception about campaign characteristic (Informative)

		Gender		Total
		Male	Female	
Campaign advertisements are Informative	Yes	17	14	31
	No	15	16	31
Total		32	30	62

Table 19: Chi square test results for Hypothesis H₂₄

	Value	df	Asymp. Sig. (2-sided)	Phi value
Pearson Chi-Square	.258 *	1	.611	0.065*

*not significant as $p > 0.05$

As significance value for Chi-Square test is greater than .05, the null hypothesis is accepted. So, there is no significant association between gender of respondents and their perception about campaign to be Informative.

Hypothesis H₂₅: There is no significant association between gender of respondents and their perception about campaign to be Relevant.

Table 20: Frequency table of Gender Vs. Perception about campaign characteristic (Relevant)

		Gender		Total
		Male	Female	
Campaign advertisements are Relevant	Yes	6	8	14
	No	26	22	48
Total		32	30	62

Table 21: Chi square test results for Hypothesis H₂₅

	Value	df	Asymp. Sig. (2-sided)	Phi value
Pearson Chi-Square	.555*	1	.456	-.095*

*not significant as $p > 0.05$

As significance value for Chi-Square test is greater than .05, the null hypothesis is accepted. So, there is no significant association between gender of respondents and their perception about campaign to be Relevant.

Results and Discussion

The survey showed that most of Indian tourists have seen Incredible India campaign advertisements as compared to 47 percent foreign tourists who have seen the campaign advertisements. Higher number of Indian tourists believes that campaign was informative (79 percent) and unique (48 percent). Only 9.1 percent of foreign tourists believe that the campaign was unique. Higher number of foreign tourists reports that campaign was lively (33.3 percent), entertaining (33.3 percent) and informative (24.2 percent). The above hypotheses have been tested for perception about Incredible India Campaign advertisements to be Entertaining, Unique, Lively, Informative and relevant with reference to Nationality of the tourists and Gender of the tourists. Results suggests that there is no significant difference in the perception of Indian and Foreign tourists for the campaign to be entertaining, lively and relevant, while there is significant difference in the perception of Indian and Foreign tourists for the campaign to be unique and informative.

Most Indian tourists have reported that campaign is informative as well as unique while foreign tourists do not find the campaign very informative and unique. Also, no significant difference has been reported in the perception of Male and Female tourists relating to all the campaign characteristics. Highest number of respondents has found that campaign is informative followed by campaign is entertaining. The study results have important implications for designing the campaign advertisements to attract all kinds of tourists.

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