

## AWARENESS OF 'INCREDIBLE INDIA' CAMPAIGN AMONG INDIAN AND FOREIGN TOURISTS

**Dr. Manoj Dayal**, Professor, Deptt. Of CM&T, GJUS&T,

Hisar, Haryana, India. E-mail: manojdayal5@gmail.com

**Kavita, Research Scholar**, Deptt. of CM&T, GJUS&T, Hisar, Haryana, India.

E-mail:kavita\_dahiya@ymail.com

### Abstract

'Incredible India' campaign is an integrated marketing communication effort to support the Indian tourism industry's efforts to attract tourists to the country. The present study was conducted to assess the reach and the awareness level of 'Incredible India' campaign among Indian and Foreign nationals. The study findings pointed out that campaign advertisement have better reach and viewership among Indian tourists in comparison to surveyed foreign tourists. Maximum tourists both Indian as well as foreign, who viewed the advertisements, felt that the advertisements showcased landscapes of India, monuments of India, Indian Culture and Palaces in India. Also study findings reports that although English is the most common language in which advertisements were viewed but significant number of tourists have seen advertisements in other languages also, both local and foreign languages.

### Introduction

In 2002 for the first time country India was branded and a communication campaign named as 'Incredible India' was launched. Since then, every year a new communication campaign showcasing different aspects of Indian culture is launched internationally and nationally to target both foreign and Indian nationals. Use of website ([www.incredibleindia.org](http://www.incredibleindia.org)) is being heavily done to provide information regarding Indian tourism and for interactivity with stakeholders. Maximum information about India is being provided through website which is equally being promoted throughout 'Incredible India' advertising campaign. Amitabh kant (2009), joint secretary, ministry of tourism, govt. of India provides an insider approach about the branding process of this campaign. He opines that in the global tourism industry, India had often been referred to as a 'sleeping giant' or a sleeping elephant. He states that there are two major factors that had an impact on the growth and expansion of Indian tourism. First, the radical opening of the Indian skies (Indian aviation sector) and second, the sustained growth of India as an economic power. On the communication strategy part, he emphasizes that the 'Incredible India' campaign was more than just advertising, which in fact, played only a marginal role. The brand –building process comprised personal relationships with international tour operators and journalists, partnerships, promotions, contests, use of interactive media and an aggressive communication strategy. All these have helped build the 'Incredible India' experience.

The communication through this campaign promises its target group for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation. It showcases good things of India –colors, festivals, wildlife, technology, vastness, diversity and depth. Campaign focused on creating an image of unapologetic, confident and growing India (Hudson and Ritchie 2009)

### Brand Communication and Awareness

Communication plays an important role in marketing strategy of a brand. Communication in the broad sense includes all the procedures by which one mind may affect another. All communication is viewed as persuasive. For a message to be persuasive or effective it is required to be in the consciousness of the target group. In this process, awareness or initial attention of the target group is essential. The best criterion to measure advertising responses is based on three stages: cognitive, affective and conative techniques. Out of these, Cognitive techniques attempt to measure an advertisement's ability to attract the attention, be remembered and communicate the desired message, and also to analyze the levels of knowledge and understanding which an individual possesses about the advertisements, and are

thus useful when the aim is to make the individual aware of the existence of a product or brand and of the benefits which it provides. Of the many cognitive techniques which exist, awareness measurement and memory tests are most widely used. Awareness measurements assess the simplest level of cognitive response –an individual's awareness of the existence of a product, brand or company. This constitutes the first link in the process and is fundamental for the advertising response process to be initiated. These are also related to three components of attitude: learning, feeling and doing –which a customer must experience when making a purchase decision. According to Burnett (1984) these stages are related to the three principal functions of advertising: to inform, to create attitudes towards object which is being advertised, and to induce action on the part of the individual (Beerli and Santana 1999).

Thus, in case of 'Incredible India' campaign, key measurements for awareness are unaided awareness of the brand as a travel destination, unaided awareness of travel advertising of the brand, and also unaided travel destination consideration awareness of the advertised brand.

There are models which proved that awareness is the first step required for any advertisement to be persuasive. AIDA (Attention, awareness –interest –desire –action) model of advertising describes events which may occur when a consumer engages with an advertisement.

The mission of an advertisement is to attract a reader, so that he will look at the advertisement and start to read it; then to interest him, so that he will continue to read it; then to convince him, so that when he has read it he will believe it. If an advertisement contains these three qualities of success, it is a successful advertisement (E. St. Elmo Lewis).

Another model, DAGMAR (Defining Advertising Goals for Measured Advertising Results) proposed by Russel H. Colley in 1961 states that each purchase go through four steps: Awareness, Comprehension, Conviction and Action.

Brand awareness is the consumers' ability to recognize or recall (identify) the brand. This also means that consumer can propose, recommend, choose, or use the brand. In general, brand awareness is equated with 'brand name recall'; however, brand name awareness may also be created by brand 'recognition' only. In some instances, awareness of the brand name may not be necessary, it may consist of simply identifying features such as package or the logo, and such an awareness of identifying features may enable brand choice even though no brand name is in the awareness response (Kazmi and Batra 2007).

In this paper, an attempt has been made to find out the awareness of 'Incredible India' campaign among the tourists. Question posed to respondents were about the awareness of brand name, language in which brand message has been communicated, image of India showcased through advertisements, places of India shown through advertisements, and awareness about 'Incredible India' website.

#### **Formulation of Hypothesis**

There is no significant association between Viewership of 'Incredible India' campaign advertisements and Gender of the respondents

There is no significant association between Viewership of 'Incredible India' campaign advertisements and Nationality of the respondents

There is no significant association between Viewership of 'Incredible India' campaign advertisements and Age of the respondents

#### **Objective of the Study**

To know about the awareness of 'Incredible India' campaign among Indian and foreign nationals.

### Research Methodology

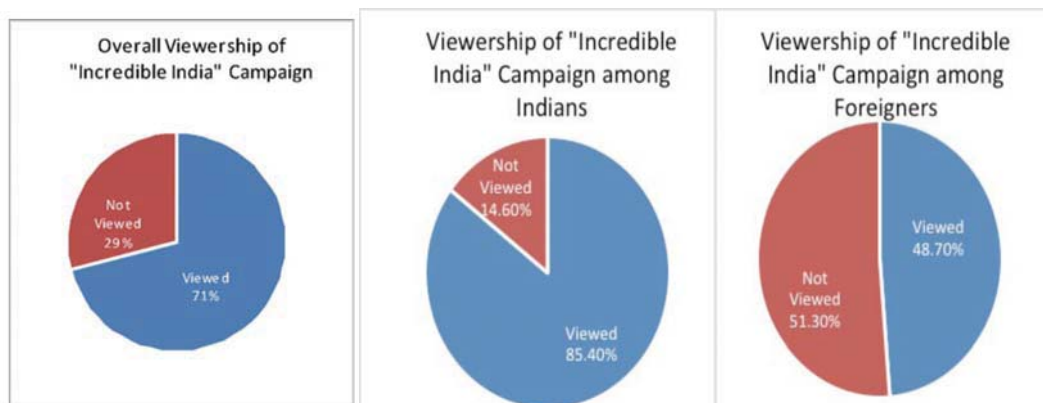
- Survey was conducted to collect data from 600 respondents. A self-administered questionnaire was used for the study. Tourists (foreign/Indian) visiting national capital of India (New Delhi) were the population of the survey.
- Purposive/Judgmental sampling technique was used for this purpose.
- Statistical tools: The key statistical tools used for the study are Cross tabulation and chi square tests.

### Analysis of Results

Table 1: Viewership of Incredible India Campaign Advertisements- by gender, nationality and age of the respondents

		Viewed Incredible India Advt.				Row Total Count
		Yes		No		
		Count	Row N %	Count	Row N %	
Gender	Male	196	72.6%	74	27.4%	270
	Female	230	69.7%	100	30.3%	330
	Column Total	426	71.0%	174	29.0%	600
Nationality	Indian	311	85.4%	53	14.6%	364
	Foreigner	115	48.7%	121	51.3%	236
	Column Total	426	71.0%	174	29.0%	600
Age of respondents	20 years and below	109	90.1%	12	9.9%	121
	21-30	180	73.8%	64	26.2%	244
	31-40	65	64.4%	36	35.6%	101
	41-50	45	65.2%	24	34.8%	69
	51-60	19	40.4%	28	59.6%	47
	60 years and above	8	44.4%	10	55.6%	18
	Column Total	426	71.0%	174	29.0%	600

(Note: Primary data source)



It is evident from the survey conducted on 600 respondents that 426 respondents have seen advertisements of 'Incredible India' campaign. Out of 270 male respondents, 196 (72.6 per cent) have seen the campaign advertisements. Out of 330 female respondents, 230 (69.7 per cent) have seen the advertisements of 'Incredible India' campaign. In comparison among male and female respondents, male are familiar slightly more with 'Incredible India' campaign.

However, Pearson Chi square statistics ( $\chi^2 = 0.605$ ,  $p = 0.437 > 0.05$ ) indicates that there is no significant relation between Advertisements seen and Gender of the respondents.

According to nationality variable, 85.4% of Indian respondents have seen advertisements whereas only 48.7% of foreign tourists have seen campaign advertisements. It seems that campaign advertisements have better reach and viewership to Indian tourists in comparison with surveyed foreign tourists.

As shown in this table, we can observe that below 20 years age group are more aware (90.1%) of campaign while 73.8% of respondents in 21-30 years age group have seen Incredible India campaign advertisements. Respondents in higher age group (above 50 years) are less aware (42% approx.). It represents that Indians and people in lower age group are more exposed to the Incredible India campaign advertisements.

Also, there is a significant association between Advertisements seen and Age of the respondents ( $\chi^2 = 53.098$ ,  $p = 0.000 < 0.05$ ) and Advertisements seen and Nationality of the respondents ( $\chi^2 = 93.711$ ,  $p = 0.000 < 0.05$ ).

To identify whether there is a relationship between advertisement seen and gender, nationality and age of respondents, Chi-Square test is used. The Pearson Chi-Square value was highly significant ( $p < 0.01$ ), indicating that there was a relationship between the Advertisements seen and age, nationality.

Table 2: Campaign message language by Nationality of respondents

			Nationality		Total
			Indian	Foreigners	
Message language of campaign advertisements	English	Count	168	105	273
		Column N%	54.0%	91.3%	64.1%
	Hindi	Count	265	3	268
		Column N%	85.2%	2.6%	62.9%
	Other than English and Hindi	Count	12	17	29
		Column N%	3.9%	14.8%	6.8%
	Total	Count	311	115	426
		% of Total	73.0%	27.0%	100%

(Source: Primary data)

Table 2 shows that most of the foreigners (91.3 per cent) received campaign advertisements in English language while most of the Indians (85.2 per cent) received in Hindi Language. Although, in Indian subcontinent advertisement were aired in both languages i.e. English and Hindi, and in foreign countries also advertised message was in accordance with national language of the country. However data also shows that among Indians also few (3.9%) received advertised message in other recognized languages also. Data represents that a significant percentage of foreigners (14.8%) also saw the campaign advertisements in other languages which are Spanish, Korean, Japanese, Italian, German and Dutch. Among other languages in which Indians saw campaign advertisements are Tamil, Punjabi, Oriya, Malayalam and Assamese.

Table 3: Attractions of India showcased through 'Incredible India' campaign advertisements by Nationality of respondents

			Nationality		Total
			Indian	Foreigner	
<b>Things about India shown through advertisements</b>	Landscapes	Count	163	79	242
		% within Nationality	52.4%	69.3%	56.9%
	Monuments	Count	224	79	303
		% within Nationality	72.0%	69.3%	71.3%
	Palaces	Count	175	51	226
		% within Nationality	56.3%	44.7%	53.2%
	Lakes and Ponds	Count	54	15	69
		% within Nationality	17.4%	13.2%	16.2%
	Festivals and Fairs	Count	121	34	155
		% within Nationality	38.9%	29.8%	36.5%
	Spirituality & Yoga	Count	63	26	89
		% within Nationality	20.3%	22.8%	20.9%
	Experiences in India	Count	102	27	129
		% within Nationality	32.8%	23.7%	30.4%
	Indian Culture	Count	229	47	276
		% within Nationality	73.6%	41.2%	64.9%
	Diversity of India	Count	140	33	173
		% within Nationality	45.0%	28.9%	40.7%
Total	Count		311	114	425
	% of Total		73.2%	26.8%	100%

(Note: Percentages and totals are based on respondents)

Overall 71.3 per cent of the respondents, who viewed the advertisements, felt that the advertisements showcased monuments of India followed by 64.9 per cent who felt that the advertisements showcased Indian culture. Lesser number of respondents (16.2 percent & 20.9 per cent) believes that lakes & ponds and spirituality & Yoga respectively are shown through the advertisements.

Maximum foreign tourists, who viewed the advertisements, felt that the advertisements showcased landscapes of India, monuments of India, Indian Culture and Palaces in India while higher number of Indians felt that Indian culture, Monuments and Palaces of India were shown through the advertisements of 'Incredible India' campaign.

Table 4: Places seen in 'Incredible India' advertisements by Nationality of the respondents

			Nationality		Total
			Indian	Foreigner	
Places seen in IIC campaign advertisements	Taj Mahal, Agra	Count	254	91	345
		% within	82.7%	77.8%	
		Nationality			
	Humayun Tomb, Delhi	Count	111	20	131
		% within	36.2%	17.1%	
		Nationality			
	Sun Temple, Konark	Count	75	7	82
		% within	24.4%	6.0%	
		Nationality			
	Golden Temple, Amritsar	Count	142	31	173
		% within	46.3%	26.5%	
		Nationality			
	Ruins of Hampi	Count	24	6	30
		% within	7.8%	5.1%	
		Nationality			
	Gateway of India, Bombay	Count	171	33	204
		% within	55.7%	28.2%	
		Nationality			
	Have not seen any of the above in IIC advts	Count	20	12	32
		% within	6.5%	10.3%	
		Nationality			
	Have seen some other places in IIC advts	Count	18	5	23
		% within	5.9%	4.3%	
		Nationality			
	Cannot remember the places seen in IIC advts	Count	5	10	15
		% within	1.6%	8.5%	
		Nationality			
Total		Count	307	117	424

(Note: Percentages and totals are based on respondents)

In this study, tourists are asked to recall the place that they have seen in the advertisement or any other promotional material of the 'Incredible India' campaign. 345 out of 424 respondents (81.3%) recalled 'Taj Mahal' among all other places. 'Gateway of India' is recalled by 204 (48.1%) tourists.

Foreign respondents have recalled destinations like 'Taj Mahal' (77.8%), 'Gateway of India' (28.2%) and 'Golden Temple' (26.5%) significantly more than other destinations. Similarly, according to Indian respondents, 'Taj Mahal' (82.7%), 'Gateway of India' (55.7%), and 'Golden Temple' (46.3%) are on top of the mind recall. 'Ruins of Hampi' have scored lowest among all respondents (Indians: 7.8%, Foreigners: 5.1%). 7.4% of total respondents agree that they don't remember any of places shown through the advertisements.

However, Kant (2009) put forward that domestic travel patterns in India are characterized in following: travel to pilgrimage sites for religious reasons and worship; travel to cultural sites and monuments; travel to hill stations for winter leisure and beaches for summer vacations; travel to friends and relatives to participate in wedding, social functions and festivals. According to NCAER survey conducted in 2003, purpose of the maximum Indians to visit any place was social reasons such as visiting friends and relatives, attending weddings, and other functions.

Table 5: Viewership of 'Incredible India' website on the basis of Nationality of the respondents

			Nationality		Total
			Indian	Foreigner	
Have you seen "Incredible India" Campaign website	Yes	Count	40	16	56
		% within Nationality	13.2%	14.2%	13.5%
	No	Count	263	97	360
		% within Nationality	86.8%	85.8%	86.5%
Total		Count	303	113	416
		% within Nationality	100.0	100.0%	100.0%
			%		

(Source: Primary data source)

Website address ([www.incredibleindia.org](http://www.incredibleindia.org)) is mentioned in almost all the advertisements of 'Incredible India' campaign. It is the 'call to action' part of the advertisements. Also, website contains all the necessary information regarding Indian tourist destinations and has an objective to provide all kind of information according to the requirement and ease of the tourists. Website is maintained in foreign language also and has interactive features. In our survey, 416 respondents reported their answer for this question. 86.5% respondents expressed that they have never visited website of the campaign which includes 86.8% Indians and 85.8% foreigners. Only 13.5% of tourists had visited website of the campaign for some kind of information or tour packages.

#### Results and Discussion

The survey results indicated that a significant number of Indians (85.4 per cent) have seen the 'Incredible India' Campaign advertisements while campaign advertisements have lesser reach (48.7 per cent) among foreign nationals. Also, people of lower age groups are more aware of the campaign advertisements. Regarding message of campaign advertisements, most of the foreigners (91.3 per cent) received campaign advertisements in English language while most of the Indians (85.2 per cent) received in Hindi Language. But many of the respondents (6.8 per cent) also received campaign advertisements in other languages like Tamil, Punjabi, Oriya, Malayalam and Assamese among Indian languages and Spanish, Korean, Japanese, Italian, German and Dutch among foreign languages. Survey findings reported that very less number of respondents (overall 13.5 per cent) have seen Incredible India Campaign website. Among the Indian tourists' places shown through advertisements, tourists (both India and Foreign) were more aware about Taj Mahal, Golden temple and Gateway of India and were less aware about places like Ruins of Hampi, Sun Temple Konark.

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