

**A Study of Gender Based Perception of Indian Viewers about Advertising Campaign
'Incredible India'**

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Abstract:

Advertising plays a very important role in promoting a product or service in the business world. It is a very important communication tool, highly visible and more effective. It helps to create awareness, remind, persuade to buy and retain the existing customers of both men and women. Advertising therefore initiates inquisitiveness, cognition and behavioural aspect of a tourist / prospect traveller. So that they can decide on which destination they want to visit. On the same lines, this research study aims at finding the role of advertising in development of tourism of developing countries focusing India. This study is about advertising campaign of India and its tourism development strategies and to study affectivity on the both gender tourists, willing to travel desired destinations. This research paper emphasizes on how advertising effects on gender based cognitive, affective and behavioural pattern of decision making of a tourist/prospective traveller.

Key Words: *Advertising, Tourism, Incredible India, Gender preference, Perception, Cognitive, Affective Behaviour, Viewers.*

The word 'advertising' is derived from the latin word 'adverter', which means to turn (The Mind). In today's world, almost everywhere one can see how advertising has captured the attention of public towards a product, a service or an idea. Advertising plays a very important role in promoting a product or service in the business world. It is a very important communication tool, highly visible and more effective. It helps to create awareness, remind, persuade to buy and retain the existing customers. People in markets feel that is the need of the hour for business. Advertising also plays a very important role in the development of tourism as an industry. Since time immemorial nomads were known to be the ones who started moving from one place to another. Gradually people started moving from their homes to various destinations for leisure, recreation, adventure, entertainment, fun etc. Hence, tourism was developed as a product. It is important to reiterate here that advertising brought these destinations as a product in front of the people willing to travel to different locations. Otherwise how would people get to know about destination in and around them? Advertising therefore initiates inquisitiveness, cognition and behavioural aspect of a tourist / prospect traveller. So that they can decide on which destination they want to visit. On the same lines, this research paper aims at finding the role of advertising in development of tourism of developing countries. This study is about advertising campaign of India and Its tourism development and to study affectivity on the tourists, willing to travel desired destinations. This study also emphasizes on how advertising effects on gender based cognitive and behavioural pattern of decision making of a tourist/prospective traveller.

Advertising is a significant industry in the world. Globally amongst the big industries, advertising industry stands fifth (Forbes, 2015). In India, in the year 2016 advertising has grown to around Rs. 363 billion which was billing almost Rs. 100 billion in 2005. Therefore advertising industry has seen a phenomenal growth and it is estimated to be an industry worth over Rs 800 billion in the year 2020

Advertising Campaign

Advertising campaign means a coordinated series of linked advertisements with a single idea or theme. An advertising campaign is a series of advertisement messages that share a single idea and theme which make up an Integrated Marketing Communication (IMC). The critical part of making an advertising campaign is determining a campaign theme, as it sets the tone for individual advertisements and other forms of marketing communication that will be used. The campaign theme is the central message that will communicate in the promotional activities. The campaign themes are usually developed with the intention of being used for a substantial period but many of them are short lived due to factors such as being ineffective or market condition and/or competition in the market place and market mix.

Tourism as a product:

Tourism in the present day is considered to be one of the fastest emergent industry and medium for development globally. It plays a vital role in the economic development of a country. This industry is a significant contributor to the GDP of a country. “The opportunities in the tourism industry are increasing with time and it is considered that at the end of 21st century, the tourism industry will generate more than 500 million employments whole over the world which will results in the increase of GDP by the tourism industry up to 15%” (LCS Parking, 2012).

In India, tourism is growing at a very rapid speed and is emerging into a major tourist destination in the world. This industry is flourishing with the growth of urban professionals from middle class in the country. Each and every state of India is contributing in its own way towards the development of Indian tourism showcasing their culture, heritage, ethnicity etc. India’s tourism industry is one of the most profitable industries as it has generated from foreign visitors 7493 million US\$ in 2005, 14193 million US\$ in 2010 and expected to be around 22000 million US\$ by 2015-16 (Ministry of Tourism, Govt. of India).

‘Incredible India’-The Incredible India Campaign was a government led, multi-million dollar global endeavour (Ministry of Tourism, 2002).The literature about this reveals that the ‘Incredible India’ campaign which was launched in 2002 by Ministry of Tourism, Government of India to promote tourism on a national as well as international level. The campaign was launched to encourage the tourists from within and around the world to experience India as a tourist destination. Government realized the importance of this worldwide industry, then ‘Incredible India’ campaign was launched as integrated marketing communication effort to promote India as a tourist destination to attract the foreign tourists by showing different aspects of Indian art, culture, history, yoga, spirituality etc.

Objectives of the Study

1. To design, develop and standardize a measure for evaluating gender based Cognition level, Affecting level and Behavior level of advertising campaigns ‘Incredible India’.
2. To evaluate the significant difference among genders of viewers on the basis of **cognition level** of advertising campaign - ‘Incredible India
3. To evaluate the significant difference among genders of viewers on the basis of **affective level** of advertising campaign - ‘Incredible India’
4. To evaluate the significant difference among genders of viewers on the basis of **behaviour level** of advertising campaign ‘Incredible India’.

Hypothesis

H1. There is no significant difference of viewers based on gender about their liking on cognitive level of 'Incredible India' advertising campaign.

H2 There is no significant difference of viewers based on gender about their liking on affective level of 'Incredible India' advertising campaign.

H3 There is no significant difference of viewers based on gender about their liking on behavioural level of 'Incredible India' advertising campaign.

Research Methodology: The study was descriptive in nature with survey being used as data collection method to complete the study. The population for the study was the viewers of two cosmopolitan cities, Bangalore and Indore. The overall sample size for the study was 500 viewers. The sample was divided into demographic groups. Individual viewers were used as the sampling elements of the study and non-probability, purposive convenient sampling technique was used. Also self designed questionnaires on all the three variables of the study were used to collect responses of the viewers. The data were collected on a scale of 1 to 5. Cronbach Alpha Reliability of all the three measures was computed using SPSS software. For data analysis we have used Levene's test and T test for statistical analysis.

Cognition level valuation by both genders – 'Incredible India' campaign

T-test was applied to evaluate difference between cognition level evaluation of male and female viewers of advertising campaign. The result obtained by applying t-test between different combinations was compared with table value of T-test at 5% level of significance. The Levene's test value of F is .383 at 0.537% level which is insignificant shows that the two samples are having equal variance and the T value is 1.040 at significant level of .299 which meant there is no difference between perceptions of both genders regarding cognition level of advertising campaign. As the test results shows there is no significant differences between different genders in cognition level of advertising campaign. But estimated marginal means shows still there is slight difference in male (62.7654) and female (63.4000) viewers. Female viewers are more influenced to see advertisements.

Affective level evaluation by both genders for 'Incredible India' campaign

T-test was applied to evaluate difference between affective level evaluation of male and female viewers of advertising campaign. The result obtained by applying t-test between different combinations was compared with table value of T-test at 5% level of significance. The Levene's test value of F is .168 at 0.682 % level which is insignificant shows that the two samples are having equal variance and the T value is .205 at significant level of .838 which meant there is no difference between perceptions of both genders regarding affective level of advertising campaign. As the test results shows there is no significant differences between different genders in affective level of advertising campaign. But estimated marginal means shows still there is slight difference in male (41.9692) and female (42.0792) viewers. Female viewers are more influenced to see advertisements.

Behavioural level evaluation by both genders – 'Incredible India'

Campaign:

T-test was applied to evaluate difference between Behavioural level evaluation of male and female viewers of advertising campaign. The result obtained by applying t-test between different combinations was compared with table value of T-test at 5% level of significance. The Levene's test value of F is 3.095 at 0.079 % level which is significant shows that the two samples are having unequal variance and the T value is 1.061 at significant level of .289 which meant there is no difference between perceptions of both genders regarding behavioural level of advertising campaign. As the test results shows there is no Significant Differences between different genders in affective level of advertising campaign. But estimated marginal

means shows still there is slight difference in male (23.5885) and female (24.1208) viewers. Female viewers are more influenced to see advertisements.

T- Test of Cognition level Evaluation by both Genders

T-test was applied to evaluate difference between cognition level evaluation of male and female viewers of advertising campaign. The result obtained by applying t-test between different combinations was compared with table value of T-test at 5% level of significance.

Table - 1 Showing Group Statistics of Cognition level

T-Test Group Statistics

Gender	N	Mean	Std. Deviation	Std. Error Mean
Cognition 1	240	63.4000	7.06207	.45585
2	260	62.7654	6.58672	.40849

Table - 2 Showing Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Cognition	Equal variances assumed	.383	.537	1.040	498	.299	.63462	.61040	-.56466	1.83389
	Equal variances not assumed			1.037	487.106	.300	.63462	.61210	-.56807	1.83730

The Levene’s test value of F is .383 at 0.537% level which is insignificant shows that the two samples are having equal variance and the T value is 1.040 at significant level of .299 which meant there is no difference between perceptions of both genders regarding Cognition level of advertising campaign. Hence **null hypothesis is rejected** as test results shows there is no significant differences between different genders in Cognition level of advertising campaign. But estimated marginal means shows still there is slight difference in male (62.7654) and female (63.4000) viewers. Female viewers are more influenced to see advertisement.

T- Test of Affective level Evaluation by both Genders

T-test was applied to evaluate difference between affective level evaluation of male and female viewers of advertising campaign. The result obtained by applying t-test between different combinations was compared with table value of T-test at 5% level of significance.

Table - 3 Showing Group Statistics of Affective level

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Affective	1	240	42.0792	6.09530	.39345
	2	260	41.9692	5.89410	.36554

Table - 4 Showing Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Affective	Equal variances assumed	.168	.682	.205	498	.838	.10994	.53633	-.94380	1.16368
	Equal variances not assumed			.205	491.643	.838	.10994	.53705	-.94525	1.16513

The Levene’s test value of F is .168at 0.682% level which is insignificant shows that the two samples are having equal variance and the T value is .205 at significant level of .838 which meant there is no difference between perceptions of both genders regarding Affective level of advertising campaign.

Hence **null hypothesis is rejected** as test results shows there is no Significant Differences between different genders in Affective level of advertising campaign. But estimated marginal means shows still there is slight difference in male (41.9692) and female (42.0792) viewers. Female viewers are more influenced to see advertisements.

T- Test of Behavioral level Evaluation by both Genders

T-test was applied to evaluate difference between Behavioral level evaluation of male and female viewers of advertising campaign. The result obtained by applying t-test between different combinations was compared with table value of T-test at 5% level of significance.

Table - 5 Showing Group Statistics of Behavioral level (Incredible India)

Group Statistics

Gender	N	Mean	Std. Deviation	Std. Error Mean
Behavioral 1	240	24.1208	5.34167	.34480
2	260	23.5885	5.87349	.36426

Table - 6 Independent Samples Test (Incredible India)

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Behavioral	3.095	.079	1.057	498	.291	.53237	.50348	-.45683	1.52157
			1.061	497.893	.289	.53237	.50157	-.45309	1.51783

The Levene’s test value of F is 3.095 at 0.079% level which is significant shows that the two samples are having unequal variance and the T value is 1.061 at significant level of .289 which meant there is no difference between perceptions of both genders regarding Behavioral level of advertising campaign.

Hence **null hypothesis is rejected** as test results shows there is no significant differences between different genders in Affective level of advertising campaign. But estimated marginal means shows still there is slight difference in male (23.5885) and female (24.1208) viewers. Female viewers are more influenced to see advertisements.

Findings:

There is no significant differences between different genders in **Cognition level** of advertising campaign. But estimated marginal means shows still there is slight difference in male (62.7654) and female (63.4000) viewers. Female viewers are more influenced to see advertisement.

Research results shows there is no significant differences between different genders in **Affective level** of advertising campaign. But estimated marginal means shows still there is slight difference in male (23.5885) and female (24.1208) viewers. Female viewers are more influenced to see advertisements.

The Levene's test value of F is 3.095 at 0.079% level which is significant shows that the two samples are having unequal variance and the T value is 1.061 at significant level of .289 which meant there is no difference between perceptions of both genders regarding **Behavioural level** of advertising campaign.

Conclusion: In the study of gender based perception of Indian viewers about advertising campaign 'Incredible India'. In the sample study we found there is a slight difference in the behavioural level part of females as compare to male viewers. Whereas other two factors cognitive and affective levels the perception of both the genders remains the same.

Suggestion

- (1) 'Incredible India' campaign should target more females and increase advertising frequency to create awareness towards female viewers.
- (2) More persuasive advertisement should be created of 'Incredible India' campaign targeting female viewers as their decision making about travel based on behavioral level is more important.
- (3) More variables can be taken for investigation in this future research which can provide insight of in depth analysis. Also delimitation of target group can provide more specific results. Further investigation should attempt to measure integrated effect of the 'Incredible India' as a brand.
- (4) Marketing strategies including IMC strategy should be designed based on findings related to cognitive, affecting and behavioural level of their urban viewers.

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