



A STUDY ON TOURIST PERCEPTION TOWARDS E-ADVERTISING IN SOUTH TAMILNADU TOURISM SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract

This study is to identify the tourist perception of the respondents while using e-advertising in tourism. The data has been collected from 200 tourists in Coimbatore by applying random sampling technique. Statistical tools such as percentage analysis, ANOVA have been used to analyze the data. Finding of the study reveals that there is no significant difference between age, occupation, family monthly income, residential area, access of internet, no of times to go on tour in a year and level of perception of e-advertising in tourism.

Keywords: E-advertising, Tourist, Perception.

Introduction

Tourism is the travel for recreational, leisure, family or business purpose, usually of the limited duration. Tourism is commonly associated with transnational travel, but may also refer to travel to another location within the country. Tourism as an industry, in today's modern languages is a means of global communication between nations and travelers of all countries, introducing them to the various cultures and societies abroad, as well there history, ancient, historical sites, and languages. Hence advertising overall has become a tool of necessity in this ever-growing global industry.

India is listed as one of the most preferred countries of the world for travel, and is one of the most interesting countries in the world and in terms of tourist attractions, society, history, historical site. Tourism is so important in countries where ancient civilization once existed, their remains of these ancient cities with their natural beauty and history that attract the potential tourists. Tourist perception is the tourists comprehensive perception on the attraction environment, products and services in the tourism designation. Tourist perception and behavior is the hotspot in tourism research, and the con-temporary literatures many focus on me the theory model of "quality-raise-satisfaction loyalty", which has been fully or partly tested through different cases, variables in many studies.

E-Advertising in Tourism

Tourism is a part of the infrastructure of any country's economy the growth and development of tourism is of great importance. Advertising plays a vital and is a crucial tool in developing the countries tourism by attractively presenting the nations points-of-interests, historical and cultural. Advertising has a central role in expanding this industry, generating economic growth in this area, as well as creating direct and indirect employment, but most importantly a creative innovating competition in the national and international travel industry. Importantly, to achieve a successful tourist industry, the travel agencies and governmental offices of the Ministry's of tourism and business must work hand-in-hand to attain these goals.

Advertising content is a key success factor in internet advertising. If the content is congruent with customers attitudes, beliefs, and values the effect of advertising is enhanced. Online advertisement content includes variables such as web interface, background colours, pictures, sound effects, textual content and dynamic techniques.

Statement of Problem

Increase of competitiveness on the global tourism market encourages travel agencies to invest more and more in promotion resources, information and quality in order to obtain a bigger satisfaction from tourists. It is important for any business in tourism to be in trend with the latest technology. Online advertising is far better than traditional advertising because as everything is available to us with the help of internet. The tourist needs not to go to travel agencies they get the informations through e-advertising websites. It is like a web-mart where all the informations are available in one place that is websites. They get detailed information about the tourist place together with the reviews and existing users. Hence the study focuses on tourist perception, awareness, satisfaction and problems of South Tamil Nadu tourism in Coimbatore City.

Objectives of the study

- To study the demographic profile of the respondents.
- To examine the tourist perception towards e-advertising

Research Methodology

The nature of research is exploratory as it identifies and evaluates the perception of tourist towards e-advertising in tourism portal. This study is designed to document explore and analyze the e-advertising as a product for tourism services. It involves the diagnosis of information needs and the selection of relevant variables about which valid and information is gathered, recorded and analyzed. Research comprise rectifying and defining problems formulating hypothesis or suggestion, solutions collecting, organizing and evaluating data, making decisions and research conclusion, and at last carefully testing the conclusion to determine whether they fit the formulating hypothesis.

Review of Literature

Ganesan G. and Chandrasekar Rao.K (2006)¹ conducted a study on “**Performance of Tamil Nadu Tourism Industry**” analyzed the performance of Tamil Nadu tourism and measured in order to know the present status of the tourism sector and to improve further the same in the State. They found out that the flow of domestic and foreign tourists have increased substantially, increase in foreign exchange earnings, tourists gave importance to heritage and medical tourism, Tamil Nadu tourism sector contributed to the development of allied industries like hotel and transport industries etc.

Ravichandran K (2008)² conducted study on “**Traveller’s Perception on travel service providers in an Electronic Environment**” studied the penetration of internet in travel and tourism industry and identified that the present outlook for travel industry is one of innovation, high occupancy rate and healthy competition at a higher rate. The study highlighted that a need for transformation into the techno-centric business arena was felt where the consumers have different choices for customization of their own product without any direct contact with an intermediary. It was further pointed out that the major aspect of concern for travellers is to search information faster, seek more options and choices that suits their budget and settling transaction online through the internet.

Abdul Azeem and Zia ul Haq (2012)³ conducted a study on “**Perception towards Internet Advertising: A study with Reference to Three Different Demographic Groups**”, in this study discusses internet marketing relevance and investigates antecedents of consumer attitudes towards Internet Advertising. The analysis is based on a consumer survey conducted in India. The main of this study investigate beliefs and attitudes towards online advertising among Employees Consumers and Entrepreneurs and the relationship between belief factors, attitude towards online advertising, and consumers’ behavioral responses to online advertising. The founded out provides marketers with an understanding of consumers, their attitude towards advertising, so as designers and marketers can better strategize their advertising design.

R.Rajesh (2013)⁴ have conducted a study on “**Impact of Tourist Perceptions, Destination Image and Tourist Satisfaction on Destination Loyalty: A Conceptual Model**” The impact of tourist perception, destination image and satisfaction on loyalty has been trendy research topic in tourism research. It is very important to determine the destination image while taking decisions for strategic marketing of tourism destinations. The aim of the study is the impact of tourist perceptions, destination image and satisfaction on tourist loyalty, to analysis the components, attributes and factors influence of the tourist perception, and destination image; to examine the attributes of tourist satisfaction and to expose the determinants of destination loyalty. Conclude that study the antecedents of tourist perception, destination image, tourist satisfaction and destination loyalty may provide insight in the process of creating destination loyalty at both construct and indicator level. This study developed a holistic model for destination loyalty. The model is built with help of five constructs. The construct are pre trip image, post trip image, destination image, tourist satisfaction and destination loyalty. This study is analysis the components, attributes, factor influence tourist perception, destination image, tourist satisfaction and destination loyalty.

Nitin Srivastava, Sanatan Srivastava, Dr. Ajeet Kumar Rai (2014)⁵ have conducted a study on “**Attitude and Perception towards online Advertising among students and young professionals**”, online advertising is similar to other forms of communication except for one critical difference that is internet. Consumer behavior follows a model radically different from traditional advertising media. The aim of the study is to identify consumer attitude and perception towards online advertising among students and young professionals, and to identify the factor that constitutes online purchasing behavior. The questionnaire was made available to respondents through Google forms. Collected data was analyzed and tabulated with the help of MS Excel and SPSS, further they have been presented in form of tables and graphs in this report. Finally the study concludes that the online ads are effective as awareness or branding tool and also play a part in reinforcing web users purchase decision. This study identified four factors which are significant predictors of customer attitude and perception towards online advertising: positive purchase behavior enhances updating about product, engaging & time saving, and annoying. Among the four factors positive purchase behavior plays the most important role.

Analysis and Interpretation Simple Percentage Analysis

Table 1 shows the classification of the respondents based on their Age, Occupation, Family Monthly Income, Residential Area, Access of Internet and No of times to go on tour.

Table 1: Demographic factors of Tourist

Personal Factors		No. of respondents	Per cent
Age	Up to 25 Years	64	32.0
	26-30 Years	51	25.5
	31-35 Years	31	15.5
	36-40 Years	19	9.5
	Above 40 Years	35	17.5
Occupation	Student	47	23.5
	Professional	43	21.5
	Business	21	10.5
	House Wife	16	8.0
	Employee	73	36.5
Family Monthly Income	Less than Rs.10,000	19	9.5
	Rs.10,001 to Rs.20,000	57	28.5
	Rs.20,001 to Rs.30,000	44	22.0
	Rs.30,001 to Rs.40,000	37	18.5
	Above Rs.40,001	43	21.5
Residential Area	Urban	75	37.5
	Semi-Urban	63	31.5
	Rural	62	31.0
Access of Internet	Home	80	40.0
	Working place/ Office	34	17.0
	At time any where	86	43.0
No of times go on tour	Once	66	33.0
	Twice	58	29.0
	Thrice	41	20.5
	More than 4 times	35	17.5

Source: Computed

It is inferred from above table that 32.0 percent of the respondent are in the age group of up to 25 years, 36.5 percent of the respondents are employee, 28.5 percent of the respondents are belong to the income group of Rs, 10,001 to Rs. 20,000, 37.5 percent of the respondents are from urban area, 43.0 per cent of the respondents have access the internet at time anywhere and 33.0 per cent of the respondents are going tour once in a year.

Table 2, Regularly using websites for e- advertising in tourism(Multiple Responses)

Regularly using websites	No. of Respondents	Percentage (%)
a) www.thepapyrus.in	22	11.0
b) www.lonelyplanet.com	17	8.5
c)www.tamilnadutourism.org	56	28.0
d) www.ttdconline.com	9	4.5
e) www.indianholiday.com	39	19.5
f) www.bunkmag.com	12	6.0
g) www.travelguru.com	35	17.5
h)www.flexitours.net	13	6.5

i) www.yatra.com	66	33.0
j) www.thomascook.in	14	7.0
k)www.makemytrip.com	73	36.5
l) www.justdial.com	38	19.0
m) www.happyjourney.com	46	23.0
n) www.southerntravelsindia.com	25	12.5
o) www.countryclubcoimbatore.com	32	16.0

Source: Computed

The above table (4.15) reveals that, 36.5 per cent of the respondents have using the makemytrip.com is the best e-advertising website for tourism because they provide attractive offers and tour packages, 33.0 per cent of the respondents have using yatra.com is the best website for their tourism, 28.0 per cent of the respondents have identified that tamilnadu.org , 23.0 per cent of the respondents have stated that happyjourney.com is the best e-advertising website for their tour, 19.5 percent of the respondents have using Indianholiday.com is the best e-advertising website for their tour, 19.0 per cent of the respondents have using justdial.com is the best website for their tourism, 17.5 per cent of the respondents have identified that travelguru.com is the best e-advertising website for their tour, 16.0 per cent of the respondents have stated that countryclubcoimbatore.com is the best e-advertising website for their tour, 12.5 percent of the respondents have using southerntravelsindia.com is the best e-advertising website for their tour, 11.0 per cent of the respondents have using thepapyrus.in is the best website for their tourism, 8.5 per cent of the respondents have identified that lonelyplanet.com is the best e-advertising website for their tour, 7.0 per cent of the respondents have stated that thomascook.in is the best e-advertising website for their tour, 6.5 percent of the respondents have using flexitours.net is the best e-advertising website for their tour, 6.0 per cent of the respondents have stated that bunkmag.com is the best e-advertising website for their tour, 4.5 percent of the respondents have using tdconline.com is the best e-advertising website for their tour.

Hence, it is concluded that the most (36.5 per cent) of the respondents have stated that the makemytrip.com is the best e-advertising website for their tour.

Anova For Perception Score on E-Advertising Websites

Perception score on e-advertising websites was calculated for each respondent by adding the ratings given by the respondents in the perception scale. Higher the perception score more positive on e-advertising websites. Perception score were analyzed based on selected personal variables.

The following tables give the mean and standard deviation

H_0 : “The perception scores on e-advertising tourism sites do not differ significantly among age group, Occupation, Family Monthly Income, Residential Area, Access of Internet, No of times to go on tour in a year of the respondents”.

Table 3: Showing Relationship between Personal Factors and Tourist Perception of E-Advertising Websites

Personal Factor		Sum of Squares	Df	Mean Square	F	Table	Sig.
Age	Between Groups	195.286	4	48.821	.919	2.418	Ns
	Within Groups	10363.589	195	53.147			
	Total	10558.875	199				
Occupation	Between Groups	956.303	4	239.076	4.855	3.417	**
	Within Groups	9602.572	195	49.244			
	Total	10558.875	199				
Family Monthly Income	Between Groups	479.253	4	119.813	2.318	2.418	Ns
	Within Groups	10079.622	195	51.690			
	Total	10558.875	199				
Residential area	Between Groups	332.312	2	166.156	3.201	3.042	*
	Within Groups	10226.563	197	51.911			
	Total	10558.875	199				
Access of Internet	Between Groups	102.062	3	34.021	.638	2.651	Ns
	Within Groups	10456.813	196	53.351			
	Total	10558.875	199				
No of times in a year to go on tour	Between Groups	567.101	3	189.034	3.708	2.651	*
	Within Groups	9991.774	196	50.978			
	Total	10558.875	199				

Source: Computed



Since the ANOVA result shows that the calculated F – ratio value is less than table value. So the hypothesis is accepted. There is no significant relationship between age, Family Monthly Income, access of internet and level of perception score of e- advertising websites.

Suggestion

- Tourism portal should concentrate in designing their webpages with more attractive and reliable information.
- More high tech facilities like internet café, chatting centre, etc at the retiring rooms and at the railway stations should be provided to the tourists to spent the waiting time at the station.
- The security people working in the tourism industry should be give training in spoken English, customer relations, inter personal relationship, etc.

Conclusion

Travel and tourism is the largest service industry in India. It provides heritage, cultural, medical, business and sports tourism. Internet serves as a major marketing and communication tool in the Tourism Industry. E-advertising as a primary tool to bring a closer and clear understanding of the Tamil Nadu cultural and gives the necessary knowledge about tourism places to tourists and convinces them to travel. The main objective of this sector is to develop and promote tourism maintain competitiveness of India as tourist designation and improve and expand tourism products to ensure employment generation and economic growth. To promote the tourism industry, they have to concentrate such as providing excellent service for domestic and international travelers and having proper and cheap residence, introducing the attractiveness and abilities of a nation and a country, and how to behave with tourists and giving correct information to them needs special education, are some of the cores of city or a country's readiness for the reception of the tourists.

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