



### Short Communication

## Study the Impact of Demographic variables on the Advertising Effectiveness of Incredible India AD-2015

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### Abstract

Countries around the world promote tourism as a revenue generating arm of the economy. Marketing is an important aspect for success of a destination. The Government of India under the Ministry of Tourism has endeavoured to promote sites and destinations in the international market through global advertising campaigns in the Print, Television and Online mediums. The present study was done to understand the impact of demographic variables namely age and gender on the advertising effectiveness with special reference to Incredible India Ad Campaign- 2015. T- test and ANOVA were applied and the results revealed no significant impact with reference to different age and gender groups towards the video ad commercial administered on them.

**Keywords:** Advertising Effectiveness, Incredible India Ad-2015, Age, Gender, Impact, Tourism.

### Introduction

Tourism industry is attractive sector not only for the player but the economies as well as it grab huge foreign exchange for a country. India is ranked as the twelfth country in Asia Pacific Countries attracting visitors. Showing good signs of improvement in 2014, India was ranked 41st country that attracted around 7.68 million tourists.

There is dearth need of promotion and advertising in the sector to boost in the sector as one the profitable ventures in India. Thus the Indian government has been taking numerous efforts for developing tourism holistically that will not only focus on tourist flows but also on the developing infrastructure for tourism, overseas promotion and publicity along with aided research and also on capacity development of stakeholders. Incredible India Campaign is one the most ambitious international marketing campaign (2002) of Indian government that aims to generate positive interest and motivate tourist to visit and experience the flora, fauna and culture of the India. The Incredible India Campaigns have generated positive interest, with desire to visit and experience the culture of India surging on the higher side. The campaigns have been launched in three different formats of television, print and online media's, with a series of commercials and advertisements.

**Review of Literature:** India is emerging as one of the most promising tourist destinations in Asia; mainly it can be due to the recent initiatives and focus on the marketing and advertising campaigns. In a study done by Sarin<sup>1</sup> highlighted in his article upon the various Challenges faced in advertising of services and they argued that "services" are emerging as one the major factors contributing to the tourist inflows.

While Nair<sup>2,3</sup> in his article on emotional intelligence and consumer reactions to emotional advertisements: a conceptual framework" have discussed that the role of advertising in tourism sector and the author argues that the role of advertising is contributing to more realistic and credible attainment of the industry goals. However, the author further argues that it is important for the players to conduct research on the perception, preferences and beliefs along with attitudes and intention of consumers.

Also, Selvi<sup>4</sup> in her article on advertising: the wings of tourism industry conducted that the realities have been changing. The business networks are ever widening, incomes increasing and educational services are sought beyond borders and there has been considerable care for health and adoration for the tradition and culture, as never before.

**Rationale of the Study:** The present study will help in understanding the advertising effectiveness as perceived by the respondents towards the current utilised advertisement under the title "Incredible India". This will help the marketers in understanding the acceptability and impact of advertisement of the target group.

**Objective:** i. To study the impact of demographic variable namely, gender and age on the advertising effectiveness of Incredible India Ad-2015.

### Methodology

**The Study:** The present research is descriptive in nature and attempts to measure the impact of demographic variable namely, gender and age on the advertising effectiveness of Incredible India Ad- 2015.

**The Sample:** Non- Probability Convenience sampling and snowball sampling was used in the study. Data were collected from 120 viewers (60 Males and 60 Females) of the incredible India Advertisement.

**Tools for Data Collection:** The primary data from respondents was collected with the help of self-designed questionnaire. Respondents degree of satisfaction was collected on a five point likert scale that represented a score 5 for “strongly agree” and 1 as “strongly disagree”.

**Tools for Data Analysis:** The collected data was coded, tabulated and analysed with the help of descriptive and inferential statistical tools. T-test and ANOVA was used for gender and age parameters respectively, to measure the impact of gender and gender on advertising effectiveness.

**Results and Discussion**

Data analysis was done using factor analysis, T-test and ANOVA. To study the impact of demographic variable namely, gender and age on the advertising effectiveness of Incredible India Ad-2015, T-test is performed on the Gender variable and the null hypothesis has been stated as: i.  $H_0$ : There is no significant difference among male and female respondents towards Incredible India ads 2015, ii.  $H_1$ : There is significant difference among male and female respondents towards Incredible India ads 2015.

After the T-test is been applied the results which were observed are as below: T-Test: Two-Sample Assuming Unequal Variances was used for the research testing purpose. The level of significance was found to be 0.05 alpha at 95 percent confidence level. If the calculated p value is greater than 0.05, then null hypothesis cannot be rejected that means are the same for the series. According to the Table-1 the value of P(T<t) two tail result is 0.10906 which is greater than 0.05 level of significance. The mean value and variance for the variable one was found to be 3.76 and 0.640068 respectively. For variable

two the mean value and variance was found to be 3.985 and 0.478439 respectively. Through this study it was found that there is no significant difference among male and female respondents towards Incredible India Ads 2015.

**ANOVA** was applied on the age variable for which the null hypothesis stated was: In the current study the age groups were classified as group 1 that had respondents between 16-30 years Here, option 1 denotes the age group between 16-30 years, option 2 denotes the age group between 31-45 years and option 3 denotes the age group between 46 and above years.

$H_0$ : The mean of age of option 1, option 2 and option 3 are same.

After the ANOVA was been applied the results which were observed are as below:

If  $F > F_{critical}$ , we reject the null hypothesis. In this case, according to Table-2 the value of F is 0.178712 and the value of F critical is 3.074447. Hence as  $0.178712 < 3.074447$  in that case we cannot reject the null hypothesis.

Thus, there is no difference between the means of age between option 1, option 2 and option 3.

**Table-1  
T-test**

	Variable 1	Variable 2
Mean	3.76	3.985
Variance	0.64006	0.47843
Observations	60	60
P (T=t) two tail	0.10906	-

**Table-2  
ANOVA Table**

Groups	Count	Sum	Average	Variance	-	-
option 1	104	400.55	3.851442	0.559003	-	-
option 2	13	49.75	3.826923	0.925256	-	-
option 3	2	7.05	3.525	0.45125	-	-
Source of Variation	SS	-	MS	F	P-value	F crit
Between Groups	0.213011	-	0.106506	0.178712	0.836576	3.074447
Within Groups	69.13161	-	0.595962	-	-	-
Total	69.34462					

## Conclusion

From the study it can be clearly stated while testing the gender influencing the advertisement effectiveness it was found that there is no significant difference between male and female on the effectiveness of the Incredible India ad 2015. And while testing age as an influential variable, it was found that there is no difference between the different age groups on the effectiveness of the Incredible India ad 2015. Hence the advertisement is likeable to all age groups without gender biasness, as it shows the feeling of patriotism and oneness which is admired by the majority of the respondents.

**Future Scope:** The research can be done using other demographics variables like income, marital status, occupation etc. The research can be performed in other geographical locations in India. In future to measure the advertising effectiveness the research can be used as secondary data.

## References

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