CHAPTER 5

FINDINGS, CONCLUSION, IMPLICATIONS, LIMITATIONS, AND FUTURE SCOPE

5.1 INTRODUCTION

With over 3500 years old civilization, country India has been branded into ‘Incredible India’. Over this time period, uncountable people have travelled to India for different purposes. Tourism has been an important factor for economic development and eco-tourism is emerging to be new approach to tourism. Brand India started its ‘Incredible India’ journey in 2002 and still going on. Several communication campaigns have been launched over these 12 years to promote India as a tourists’ destination. It is vital for any communication exercise to get feedback so that communication problems could be identified between the stakeholders. This study is an attempt to understand the communication effectiveness of ‘Incredible India’. For this purpose, respondents were asked about their opinion on awareness, recognition, persuasiveness, and perception about the ‘Incredible India’ campaign. To solve research questions, a survey was conducted on 600 tourists. Out of these 600 respondents, 236 were foreign nationals and 364 were Indian respondents. Tourists were approached on three most visited World Heritage Sites (Red Fort, Humayun’s Tomb, and Qutub Minar) of India’s National Capital (New Delhi). Collected data was coded and analyzed using MS –Excel and PASW Statistics 18. Data is interpreted using statistical techniques like Cross –Tabulation, Mean, Standard Deviation, Chi –Square test, and Mann –Whitney U –test. Major findings, conclusion, implications, and limitations of this study are discussed in this chapter. We have discussed findings first and then conclusion according to objectives of the study. Next, we have put together implications for tourism and communication effectiveness studies in case of a brand. Further, we have mentioned limitations and strengths of the study and then future scope for research in this field.

5.2 Findings

The findings are further divided into five sections. First section consists of the results on awareness of ‘Incredible India’ campaign. In the next part, we have put together findings on
recognition of the campaign and then in the third segment, we have summarized the results on persuasiveness of the ‘Incredible India’ campaign. In the fourth segment, we have compiled the results of perception of tourists about the campaign and in the last segment we have briefly mentioned the findings of overall perception of tourists about India.

5.2.1 Awareness of 'Incredible India' Campaign

- 426 respondents were aware of ‘Incredible India’ campaign. Among Indian respondents, 85.4% were aware about this campaign while 48.7% of the foreigners were familiar with the campaign. 72.6% of males have seen the campaign advertisements whereas 69.7% of females have seen the advertisements of ‘Incredible India’ campaign.

- Majority of foreigners received campaign message in English language while most of the Indians saw it in Hindi and then in English. Some of them also mentioned that they have seen advertisements in other languages like Spanish, Italian, and German etc.

- Only 9.3% of total respondents were aware about the ‘India Tourism’ offices. Among both categories, Indians were slightly more aware about this information centre of Ministry of Tourism.

- Website address of ‘Incredible India’ has been intact part of the content of almost all advertisements of this campaign. Overall, 13.5% of total respondents were aware about campaign website out of which 13.2% were Indians and 14.2% were foreign nationals. It was observed that low awareness for website was probably due to more attention paid to visuals and message of the advertisements as maximum respondents said that they felt connected with ‘visuals’ and ‘content of the advertisements’.

- ‘Atithi Devo Bhavah’ campaign was launched to supplement ‘Incredible India’ campaign, exclusively for Indian masses to sensitize them and make them behave properly with foreign nationals. Advertisements of this campaign have got attention of 92.8% of Indian respondents. Out of surveyed respondents, male (91.3%) and female (94.1%) were aware about this campaign.

5.2.2 Recognition and Recall of the Campaign

- In advertisements of ‘Incredible India’ campaign, majority of Indian and foreign respondents saw portrayal of Indian Culture, Monuments, Landscapes, Diversity and
Palaces of India. On recognition part also, majority of both categories were able to recognize advertisements of monuments.

- Tourists were asked to recall the places they have seen in ‘Incredible India’ campaign advertisements. Both groups scored almost similar viewership for places given in the options. Most viewed places in advertisements were: Taj Mahal (Indian 82.7%, Foreigner 77.8%); Gateway of India (Indian 55.7%, Foreigner 28.2%); and Golden Temple (Indian 46.3%, Foreigner 26.5%).

- Large number of Indian and foreign respondents have seen campaign advertisements most frequently on Television (Indian 98%, Foreigner 55%). Newspaper (54%) and Magazine (35%) are other prominent choices among Indians whereas Airports (40%), Websites (31%), Magazine (29%) and Outdoor advertising (29%) are other preferred choices among foreign nationals. Routine media usage of both categories is also different. Indians are found to be using Television the most while foreign nationals use Internet maximum.

- Majority of respondents have seen ‘Atithi Devo Bhavah’ campaign advertisements on Television (97%) then on Internet (22%) and Magazines (19%). Many respondents have seen these advertisements on more than one media.

- Logo of ‘Incredible India’ got recognized by 87% of Indian respondents and 64% of foreign respondents. Some of the respondents who were not able to recall ‘Incredible India’ campaign verbally were also shown logo and advertisements to check the aided recall. These respondents were also asked to submit their opinion on given rating scale for all six advertisements. Out of 161 foreign nationals, 103 had seen and were able to recognize logo, and out of 343 Indians, 299 had seen the advertisements and were able to recognize the campaign logo.

- Different advertisements were shown to Indian and foreign nationals as different campaigns were focused on both target groups. Advertisement showcasing Taj Mahal shadow in water was seen by 26.4% of the foreign nationals. 6.9% of the foreign nationals consented that they have seen advertisement showing festival and fair scene having folks riding elephants. Advertisement showing a monk climbing stairs of a historical structure was recognized by 4.4% of the respondents out of which female respondents were more than male respondents. Advertisement portraying mountains of India got recognition from 13.2% of the foreign respondents. Advertisement having
‘Technicolor’ theme and showcasing spices of India was seen by 10.7% of the respondents. 9.4% of the foreign respondents recognized advertisement showing sand dunes and rural folk females.

- Among Indian respondents, advertisement showing celebrity actor Aamir Khan stopping a guy from stretching monument got recognized by 83.7% of the respondents. Here, female respondents recognized it significantly more than male respondents. Television advertisement narrating the experience of a Japanese tourist was seen by 56.7% of the respondents in which female tourists recognized it more than male tourists. Print advertisement showcasing sand dunes and a lady with pitcher was recognized by 54.7% of the respondents. Again recognized significantly more by female respondents. 43.9% of the Indian respondents had seen the advertisement showing Golden Temple of Amritsar. Advertisement showcasing Taj Mahal in background and folk females drying cloths in traditional way was recognized by 49.4% of the respondents. Here, female respondents were able to recall it more significantly than male respondents. 24.5% of total respondents had seen advertisement showcasing Onam festival of India. Here also female recognized it more than male respondents.

- Maximum number of Indian respondents opined that ‘Atithi Devo Bhavah’ had the message about ‘respect the tourists’ (91%). Respondents subsequently recalled that advertisements also conveyed ‘an appeal to maintain cleanliness’ (64.4%), ‘bad habits of few Indians’ (61.7%), and ‘about behavioral change’ (60.2%). This signifies that people were able to understand the main issues conveyed through the advertisements.

5.2.3 Persuasiveness of 'Incredible India' Campaign

- Majority of the respondents agree to the statement that there was positive attitudinal change for India after watching ‘Incredible India’ campaign. Mean score (2.53) for this statement also support that people were more about being ‘agree’ to ‘neutral’ about the statement.

- Both, Indian and foreign respondents had different answer about brand ambassador enhancing the message effectiveness of the campaign. Maximum Indian respondents had favorable opinion with mean score 1.89 while foreign nationals disagreed with the statement indicating mean score 3.62. This signifies that Indian respondents were able to connect with the brand ambassador endorsing the message of attitudinal
change towards the foreign tourists. On the other hand, international campaign of ‘Incredible India’ did not have any celebrity endorsement.

• Most of the Indians watch ‘Incredible India’ advertisements keeping in mind to explore more about India with mean score 1.90 whereas foreign nationals watch advertisements ‘rarely’ or ‘sometimes’ with such intention (mean score= 2.93).

• Large number of Indian nationals pay full attention to advertisements of ‘Incredible India’ with mean score 1.67 while mean score of foreign respondents (2.79) suggests that they were less interested in paying attention to the advertisements and majority of them opted out ‘sometimes’ for this statement.

• Most of the Indian respondents accepted that advertisements of ‘Incredible India’ raised their interest in tourist places of India (Mean score=1.94) and foreign nationals’ mean score is 2.52 which suggest that there was no specific increase in their interest level about Indian tourist places showcased through ‘Incredible India’ campaign.

• Both Indian and foreign nationals opined that there was no specific change in their perception about India after watching ‘Incredible India’ campaign and they opted out to be neutral about it as mean score is 2.15 and 2.90 for Indians and foreigners respectively.

• Majority of respondents of both categories expressed that they find India as alluring as seen in the advertisements of ‘Incredible India’ campaign.

• Both Indian and foreign respondents were able to understand the content of the advertisements (mean score=1.48).

• Indian respondents agreed that they received sufficient information through the campaign advertisements (mean score=2.13) while large number of foreign nationals found it not so sufficient with mean score 2.83.

### 5.2.4 Perception of Tourists about 'Incredible India' Campaign

• Overall tourists’ opinion suggests that they were able to connect more with visuals, theme of the campaign, and content of advertisements. Indians felt connected with brand ambassador of the campaign also. Foreign respondents were ignorant about the specific message of the campaign which suggests that they had more attention towards visuals. However Indian respondents were aware about the message conveyed through the advertisements of ‘Atihti Devo Bhavah’ campaign.
• ‘Incredible India’ campaign is found to be more informative, entertaining, lively and unique subsequently by respondents of both categories. Indian tourists find it largely informative while foreigners find it lively and entertaining mostly.

• Tourists’ perception about ‘Incredible India’ campaign was asked on a construct of three variables having five point rating scale. They were asked to record their answers on a scale ranging between interesting to boring, meaningful to meaningless, and vibrant to dull. For campaign logo, maximum Indians opined it to be interesting (mean score=1.96), meaningful (mean score=1.67) and ‘neutral’ on vibrant (mean score=2.07). Large number of foreign nationals were ‘neutral’ on interesting (mean score=2.43), meaningful (mean score=2.38) and vibrant (mean score=2.69) for ‘Incredible India’ campaign logo.

• Total six advertisements from different campaigns of ‘Incredible India’ were chosen to know the perception of tourists about the advertised message. These six advertisements were different for both categories of respondents according to the campaign released for that particular target group. From foreign nationals, advertisement of *Taj Mahal* got mean score of 1.64 for being interesting which signifies that the advertisement is found to be interesting by most of the respondents. Almost same is the response for being meaningful (mean score=1.84) and vibrant (mean score=1.82). This advertisement is most liked in comparison with other five advertisements. Advertisement showing fair scene with folks riding elephants got total mean score of 1.58 for interesting, 1.88 for meaningful, and 1.59 for vibrant. This signifies that it is found to be moderately interesting, meaningful and vibrant to the target group. Mean score of Interesting (1.55), Meaningful (1.73), and Vibrant (1.87) is found for advertisement showcasing a monk climbing stairs of a historical structure which signifies that advertisement has been perceived moderately interesting, meaningful and vibrant by the respondents. Advertisement portraying mountains of India has not been found to be meaningful (mean score=2.09) among foreign respondents as their response are more near to ‘neutral’. Mean score for interesting (1.83), and vibrant (1.97) suggest that foreign nationals found advertisement to be moderately interesting and vibrant. Advertisement showcasing spices of India has been found to be moderately interesting, meaningful, and vibrant to the respondents as it has mean score of 1.81, 1.95 and 1.77 respectively. Advertisement of sand dunes and rural folk females was not found to be meaningful.
as its mean score is 2.08 which signifies that responses were more on being ‘neutral’ while tourists find it moderately interesting (mean score=1.79) and meaningful (mean score=1.74).

- Six different advertisements were shown to Indian respondents to know their perception about ‘Incredible India’ campaign and ‘Atithi Devo Bhavah’ campaign. First advertisement of ‘Atithi Devo Bhavah’ campaign for Indian nationals found to be very interesting (mean score=1.28), very meaningful (mean score=1.22), and very vibrant (mean score=1.48). Second advertisement shown to tourists was also part of ‘Atithi Devo Bhavah’ advertisements. It is found to be very interesting (mean score=1.21), very meaningful (mean score=1.22), very vibrant (mean score=1.38) among respondents. Both advertisements of ‘Atithi Devo Bhavah’ campaign scored maximum viewership among Indian tourists. In comparison with other five advertisement, advertisement of sand dunes and a lady with pitcher is found to be little less on all three criteria but still it is moderately interesting (mean score=1.64), meaningful (mean score=1.97) and vibrant (mean score=1.73) among respondents of Indian nationality. Mean scores of advertisement showing Golden Temple of Amritsar are 1.34, 1.39, and 1.35 respectively which suggest that it is found to be interesting, meaningful and vibrant. Mean score for advertisement showing Taj Mahal in background and folk Females drying cloths is found to be interesting (mean score=1.50), meaningful (mean score=1.65), and vibrant (mean score=1.51) among the respondents. Advertisement showcasing Onam festival of India is found to be comparatively less on all three criteria in comparison with other advertisement. However the mean score shows it to be interesting (1.72), meaningful (1.79) and vibrant (1.81).

- ‘India Tourism’ information centers are situated in various countries to provide services about Indian tourism. These centers are perceived as good source of information by majority of the aware respondents. 41.2% of respondents ‘agree’ along with 35.3% being ‘strongly agree’ with the statement. However, very few respondents were aware about these information centers.

5.2.5 Tourists' Perception about India as a Tourist Destination

- Majority of Indian respondents find India as a perfect vacation destination for them whereas foreign nationals had slightly different opinion and find it lesser than Indians.
• Identity of India among majority of foreign and Indians respondents is of having ‘rich cultural heritage’, ‘religious and spiritual interest’, ‘variety of food’, and ‘full of diversity’.

• Tourists’ perception about being a tourist in India among both categories had some similarities. Indian respondents find India to be ‘affordable’, ‘something for every age’, and ‘unique’ whereas foreign nationals find it ‘affordable’ and ‘unique’ largely.

• Overall experience of a tourist visiting any tourists’ place decides the future travel pattern of a country and its potential among the target groups. Experience of Indians and foreign tourists was found to be good among both categories.

5.3 Conclusion

This research attempted to examine the communication effectiveness of an advertising campaign in case of nation branding. Study looked into the theoretical foundations and further development in measuring communication effectiveness. The established theoretical approaches made it clear to work on variables contributing to communication effectiveness of a brand. A mix of qualitative and quantitative design was employed to answer the research questions. Some assumptions were met as the results demonstrate that awareness of the message released through campaign adds to initial effectiveness of the campaign. Then recognition and recall level signifies that advertised message has remained with fewer number of the target group. It is found to be poor among foreign nationals and average among Indian nationals. Perception towards advertisements has been investigated which determines the purchase intention of the consumer. Persuasiveness of the campaign message determines the level of interest shown by the target group towards ‘Incredible India’ campaign.

5.3.1 Awareness of 'Incredible India' Campaign

On the awareness part, results demonstrate that 71% of the surveyed respondents were aware about the ‘Incredible India’ campaign which is quite significant for a brand around twelve years of its inception. Although it is much lesser among foreign nationals. Overall English has been the major language of message reception but among Indian respondents Hindi has been the language of priority for advertised message. Very few respondents have been to ‘India Tourism’ information center for any kind of help and out of these almost half of visitors find it good source of information. ‘Incredible India’ website has been part of
promotional campaigns and a major information platform managed by destination marketing organization (ministry of tourism). Only 13.5% of the respondents were aware about website of ‘Incredible India’ which has been put together with brand name in maximum advertisements of this campaign. Indian respondents were targeted more specifically through the advertisements of ‘Atithi Devo Bhavah’ campaign. Most of the Indian respondents had seen ‘Atithi Devo Bhavah’ campaign advertisements and maximum of them viewed these on Television.

5.3.2 Recognition and Recall of the Campaign

Recognition data indicates how many saw the advertisement and tells us a lot about at least having been seen. Recall figures tell us how many of them did become sufficiently interested to actually look and often read what the advertisers tries to tell them. The better the ad is liked, the more interesting it is found; the higher the level of being seen, the larger proportions of seers who took a good look (Stapel, 1998). In this research, data collected from a large sample of tourists provide important insights into the recall and recognition of ‘Incredible India’ campaign.

Respondents find representation of Indian Culture, Monuments, Landscapes, Diversity and Palaces of India through campaign advertisements. Communication touch-points to the target group are essential to know for further media planning for the campaign. Television, Airports, Websites, Magazines, and Outdoor advertisements reached more frequently to tourists of all categories. Awareness about the advertised places shows the comprehension of the message in target group’s mind. ‘Taj Mahal’, ‘Gateway of India’ and ‘Golden Temple’ were the places seen by the respondents in the advertisements.

Logo of ‘Incredible India’ was recognized by large number of Indians much more in comparison with foreign nationals. For recall and recognition of campaign advertisements, we showed them print advertisements and snapshots of television advertisements of ‘Incredible India’ campaign. Highest number of foreign respondents recognized advertisement of ‘Taj Mahal’ (26.4%) then 13.2% of them recognized the ad of Himalayas, 10.7% of them had seen advertisement having ‘Technicolor’ headline, 9.7 per cent seen advertisement showing sand dunes, 6.9% were able to identify advertisement showcasing folk fair, and 4.4% recognized advertisement representing historical structure of Bodh gaya.

Among Indian respondents, advertisement showing celebrity actor Aamir Khan appealing not to scratch on a monument got highest recognition (83.7%), 56.7% of them recognized TV
advertisement of Japanese citizen’s experience, 54.7% saw the advertisement of ‘sand dunes’, 49.4% of ‘Taj Mahal’, 43.9% of respondents recognized advertisement of ‘Golden Temple’, and 24.5% of them saw the advertisement showcasing ‘Onam Festival’.

Large number of Indian respondents recalled that ‘Atithi Devo Bhavah’ advertisements were conveying the message to ‘Respect the tourist’. They also opined that advertisements were also endorsing the message to ‘maintain cleanliness over a monument’, ‘bad habit of some Indians’, and ‘about behavioral change’. This signifies that most of them were able to understand the issue highlighted through the advertisements of ‘Atihti Devo Bhavah’ campaign.

5.3.3 Persuasiveness of 'Incredible India' Campaign

Consumers’ involvement with the brand decides about their being favorably disposed towards it rather than other competitive brands (Hudson and Ritchie, 2009). Persuasiveness of the communication plays significant role in preference for the brand which in turn may lead to call to action or the purchase of the advertised product. In this study, statement about positive attitudinal change for India after watching ‘Incredible India’ campaign got mixed response as mean score is 2.53. Around 30% were neutral about the statement while significant number of people agreed with the statement. Indians were more positively disposed for the statement. Indians opined that brand ambassador enhance the message effectiveness of the campaign while foreign expressed that it does not make any difference to them. Majority of Indian watch ‘Incredible India’ campaign advertisements keeping in mind to explore more about India whereas foreigners watch advertisements sometimes with this intention. Most of the Indians pay full attention to advertisements of ‘Incredible India’ campaign and on the other hand, foreign nationals pay moderately less attention to advertisements of this campaign. Indians got more interested in tourists places of India after watching the campaign advertisement while foreign nationals got comparatively less interested. Both Indian and foreign nationals opined that there was no significant change in their perception about India after watching ‘Incredible India’ advertisements. Clear majority of Indian and foreign nationals find India as alluring as seen in the advertisements of ‘Incredible India’. Both category of respondents opined that they were easily able to understand the content of advertisements. Indian respondents received sufficient information through the campaign whereas foreign nationals did not receive sufficient information through campaign advertisements.
5.3.4 Perception of Tourists about 'Incredible India' Campaign

Feeling connected with the communication activities of a brand signifies about retention of the information which further helps in making perception about brand. Maximum respondents felt connected with ‘theme of the campaign’, ‘visuals’ and ‘content of the advertisements’. Especially Indians felt connected with ‘brand ambassador’ as well. Celebrity model was endorsed for domestic campaign ‘Atithi Devo Bhavah’ only. Advertisements of ‘Incredible India’ campaign were found to be ‘entertaining’, ‘informative’, ‘unique’, and ‘lively’ among both categories of respondents. Logo of the ‘Incredible India’ campaign is found to be more interesting, meaningful, and vibrant among Indian respondents in comparison with foreign nationals. Advertisements for foreign nationals showing Taj Mahal, folks riding elephant, and Bodh Gaya structure with a monk climbing the stairs are found to be more interesting, meaningful and vibrant in comparison with other three advertisements. Among Indian respondents, both advertisements of ‘Atithi Devo Bhavah’ campaign are most liked followed by the advertisement of ‘Taj Mahal’.

5.3.5 Tourists' Perception about India as a Tourist Destination

Most effective way of measuring a destination brand’s performance is to track the performance of the brand rather than individual campaigns (Well et al., 2006). In long term, destination branding survival is ensured by good tourism experience. In this study, majority of foreign and Indian nationals found India a perfect holiday vacation for them. For both the categories of respondents, India is known for its ‘rich cultural heritage’, ‘diversity’, ‘variety of food’, and ‘religious and spiritual interest’. Majority of respondents of both the categories found India ‘Unique’, and ‘affordable’. Overall experience of visiting India for both categories of tourists has been good.

5.3 Implications of the Study

Ministry of tourism with the help of its marketing division and other international & national agencies has conducted such studies from time –to –time to know about the potential of their efforts. There are generalized studies which are conducted from marketing perspective and there are specific studies for specific markets. This study is undertaken to analyze ‘Incredible India’ campaign from communication perspective. This may help in discovering more facets to communication problems between tourism service providers/destination marketing organizations (DMOs) and tourists.
This study come up with an important implication that tourists may be aware about the product and they may appreciate the promotional activities of the brand but that is not sufficient for a brand to sustain its credibility. In destination branding, experience marketing is getting popular with the authenticity of the experience is a larger contributor in long term. Image –shift for India is still required among international travelers to make this country a destination of priority.

Qualitative inputs given by respondents and researcher provide insights into the apprehensions of tourists about traveling in India. Certainly, brand India need to put more efforts in identifying problems among travelers and then provide solutions to these problems through communication campaigns as–well–as by improving services quality provided to tourists which is a prime concern among most of the tourists.

Communication through advertisements of ‘Incredible India’ is not found realistic among foreign nationals. Majority of the international tourists have paid attention to the visuals of the advertisements but not to the content of advertisements. Many tourists expressed that they have seen popular destinations of India through the campaign but for them a less popular and realistic representation of India would be more connecting. Their information level about Indian tourists’ places has not improved due to the campaign activities. Many of the foreign nationals find lack of information about destinations, transportation, hotels, and food points. Some of the female tourists pointed at the lack of security, and eve-teasing they faced during their travel to India. Foreign respondents also expressed that they have seen less amount of advertisements on media of their choice especially on social media. Tourists both Indian and foreigner found lack of information on railway stations, airports, bus stands, and at the points of their landing during visit to a particular city or place. Masses over the tourists’ place were seen baiting foreign nationals and many of the international tourists were exasperated by the act such as hounding by vendors, auto rickshaw drivers who keep on pestering them to buy their service. Overall, requirement of good connectivity, hospitality, safety, information and improvement in basic infrastructure for tourism was observed.

5.4 Strengths and Limitations

This study has a number of vital potency. First, it examines the fundamental of awareness of an advertising campaign which is now essential for every brand to start with. Further, it explores recognition and recall factor, persuasiveness, perception of tourists and their
involvement with the content of advertisements. These five elements provide an insight about the reach and potential of brand among target groups.

Surveying tourists while on travel is slightly difficult for a researcher and respondent as well. Limited accessibility to resources is another challenge faced by researcher. Some advanced tools and models could be inculcated to know the issue in depth but it remained restrained during this study. Furthermore, integrated marketing communication strategies are found to be better in practice in case of brand communication and measures for the same may be more helpful in identifying problems. This type of study requires several resources and easy accessibility to information which was lacking during this research. Also funding is essential for such work.

5.5 Future Scope

The present study is based on limited numbers of respondents (tourists) whom we approached during their visit to National Capital (New Delhi) World Heritage Sites. Further research can be done on a much larger sample size which is possible with the collaboration of some research funding agency. If the data regarding number of visitors from each country is accessible then the respondents could be targeted more strategically. Also, study can be extended to state brands (Indian state tourism efforts) which are now supplementing mother brand ‘Incredible India’. Variable taken for investigation in this research can provide insight into major communication issues of a destination brand. For in depth analysis further more variables of communication can be explored.

Delimitation of target group can provide more specific results. For example, surveying the specific area travelers to see the acceptability level of the campaign and also about how each age group of tourists feel themselves connected to the brand message. Categories of tourists according to their travel pattern like backpackers, group travelers, family trips, and organizational trips may provide more specific insight into the issues concerning each group. Type of communication problems faced by most of the respondents could be another thing to investigate. Likability factor for the advertisement can add one more perspective to it. Further, some questions would add some more clarity to it. Like: What they were already aware and what they came to know through advertisements of ‘Incredible India’ campaign. What are the things tourists do not like in the advertisement and what else they seek through them. There can be a cross-check of information by asking things showcased through campaign advertisements and how much they remember it? How much they are genuinely
informed about India through campaign advertisements and also Communications touch – points of tourists according to their demographical and geographical location.

Further investigation should attempt to measure integrated marketing communication of the brand. Already tested any of the models of IMC can be useful in analyzing brand communication. Actual image portrayal and perceived image of destination brand analysis could be interesting to know.