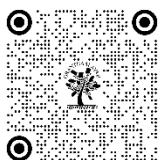# PERCEPTION ABOUT EFFECTIVENESS OF ADVERTISING TOOLS AMONG VISITORS: A STUDY BASED ON LEADING MUSEUMS OF INDIA

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ABSTRACT

The media, especially advertising, has become an inseparable part of our day-to-day lives. All the prominent media use this as a source of income, and all the advertisers use this to promote their products among users. Today, it is not possible for us to determine a product purchase if we don't see it on any media in advertising. Several government organizations use advertising tools to reach out to their target customers. Even museums nowadays harness the myriad benefits of advertising tools to promote themselves. In this study, the researcher selected four leading museums in India and studied the perception of the effectiveness of advertising tools among visitors. The museums noticed that advertising tools were very effective in promoting themselves. The perception of visitors was found to be at a 'very effective' level of effectiveness. The correlation between perception and effectiveness of advertising was found to be a positive relation. The researcher proved that attention, interest, desire, and action (AIDA) were the effects produced by the advertising used by the selected museums to promote themselves. The number of respondents who had stated a 'very effective' level of effectiveness was 273 out of a total of 423 respondents, meaning 64.39% of all. No significant difference was found in different independent variables such as age, educational qualification, and perception of the effectiveness of the advertising.

Keywords: Perception, Effectiveness, AIDA, Museums, Advertising

1. INTRODUCTION

The advertising performance and consumer influence are correlated to each other. In general, advertising influences consumer behaviour by significantly impacting consumers' attitudes Mehta (2000). The influence can be positive if the advertising leads to increased sales of a particular product. The primary purpose of advertising is to provide or communicate all the necessary and useful information related to the product to the targeted consumer. We can say that what advertising

does is communication and not sales. Sale is the after result of that communication done through advertising.

Execution, as well as media considerations, highly impact advertisement performance. Extensive research is carried out to determine the most efficient creative execution, media funding, and distribution. The reader controls the reading experience in print media by choosing how quickly and thoroughly to read each advertisement. In general, a consumer's predisposition toward advertising would affect how they would react to any commercial, whether favorable or unfavorable; this may be the case, according to an earlier exploratory study at Gallup & Robinson Mehta & Purvis (1995). Time spent looking at print advertisements measures advertising "involvement." The findings indicated that people who believed that advertisements were not manipulative and were a valuable method to learn about things were more engaged with the advertisements, which is to say that they spent more time seeing them. Mumtaz (2019)

The present research study focused on the effectiveness of advertising as a promotional tool among museum visitors. The researcher studied how advertising influences visitors to come to a museum. The AIDA model of advertising is related to the influence of advertising, and it stands for 'Attention, Interest, Desire, and Action.' The primary interest of this study was to find out the perception of visitors about the effectiveness of advertising tools to promote museums.

The objectives of the research study were:

1) To find out the perception about the effectiveness of advertising tools used by selected museums.
2) To find out the correlation between selected museums and the perception of respondents about effectiveness.
3) To explore the significant difference in the perception of visitors/respondents in the context of different museums.
4) To explore the significant difference in the perception of visitors/respondents in the context of demographic profile of respondents.

2. LITERATURE REVIEW

Bara et al. (2021): The study examines the effectiveness of advertising marketing in three print media in Mandailing Natal. It finds that Waspada Daily and Mohganews reported Covid 19's impact on their advertisements, while Madina Post found little impact. The study uses qualitative principles and the SOR theory, focusing on human attitudes, opinions, behaviour, cognition, and conation.

Maria et al. (2019): This research analyzes the impact of social media marketing, word of mouth, and advertising on brand awareness and intention to buy. Results show that direct and indirect effects are significant, with social media marketing and advertising directly boosting brand awareness, while indirect effects are also significant.

Zatwarnicka-Madura & Nowacki (2018): Consumers expect brands to have emotions, experiences, and values, leading to storytelling in commercials. This article analyzes the effectiveness of storytelling in advertising messages using a cognitive-critical method. It outlines basic conditions for storytelling, trends in story structure, and research results on its impact on message recipients.

Eisend & Tarrahi (2016): The study analyzes 324 meta-analytic effect sizes from 44 meta-analyses, revealing advertising effectiveness. The findings show

different hierarchies of effects due to different processes, with sources influencing attitudes and behavior, messages influencing cognitions and emotions, strategies fostering processing and memory effects, and receiver characteristics influencing attitudes, cognitions, and emotions. These findings provide quantitative evidence for advertising effectiveness and suggest a new contingency for the hierarchy of effects models.

Manickam (2014): The paper tests advertising tools' impact on female consumers' awareness, information, and knowledge. Results show that outdoor advertisements have more impact, while store advertisements have more influence. Outdoor advertisements create more awareness, while store advertisements enhance knowledge.

Balebako et al. (2012): Online Behavioral Advertising (OBA) is a practice where ads are tailored based on users' online activities. Privacy concerns arise, and the advertising industry and third parties offer tools to control OBA. A systematic method is presented to evaluate the effectiveness of tools in limiting OBA. The study shows that opt-out webpages, browser Do Not Track headers, and tools blocking blacklisted domains were effective in limiting OBA. The methodology can be extended to measure OBA beyond the case study.

Maurer & Wiegmann (2011): Social network sites like Facebook, MySpace, and StudiVZ have gained popularity for marketing communications. Facebook's advertising system allows businesses to target users' information. However, advertisements do not influence users' purchase decisions, and users do not actively use Facebook as an information source. Marketing on social networks requires new rules and principles, and organizations must determine if it's appropriate for their needs.

3. RESEARCH METHODOLOGY

This research study was based on the perception and effectiveness of advertising tools used by leading museums in India. The perception of visitors about the effectiveness of advertising was the primary interest variable for this research study. The four leading museums were selected for this study to collect data on visitors' perceptions. The AIDA model was also discussed in this study with context to the effectiveness of the advertising tools used by the selected museums for this study. The researcher tried to answer several questions, like how visitors were interested in visiting the museum. What was the perception they had? How does advertising help to promote the museums among visitors? These research questions were discussed in this research study to find the relation between the perception of visitors and the effectiveness of advertising tools used by museums.

The AIDA model was chosen as a theoretical framework for this research study. The study was based on the advertising tools. Thus, as concluded in the Literature review above, AIDA is the oldest and most relevant online marketing and advertising model that builds the theoretical framework of the research study where AIDA extends to Attention, Interest, Desire, and Action.

The universe for this research study was the leading museums that were selected by the researcher for this research study. The population was the visitors of selected museums that were surveyed for study. The selected museums for this study were Chhatrapati Shivaji Maharaj Vastu Sangrahalaya, Mumbai; Government Museum, Chennai; Indian Museum, Kolkata; and National Museum, New Delhi.

The researcher adopted a survey method to collect the respondents' responses about the effectiveness of advertising to promote museums. A convenience

sampling method has been chosen to collect the sample from the population. A total of 424 respondents were selected to carry out this study through the survey method. The responses of visitors were collected through questionnaire tools during the survey. The independent variables were the age, gender, and educational qualification of the respondents, and the dependent variable was the effectiveness of advertising tools and the perception of visitors. The effectiveness has been measured on a Likert scale that was Very Effective, Effective, Neutral, Ineffective, and Very Ineffective.

The researcher used statistical tools and techniques to measure the significant difference between independent and dependent variables. The Chi-Square and Bivariate Correlation were used as inferential statistical tools to measure the difference between visitors' perceptions in the context of different independent variables like age, gender, occupation, etc. IBM SPSS has been used to apply the statistical test on the data.
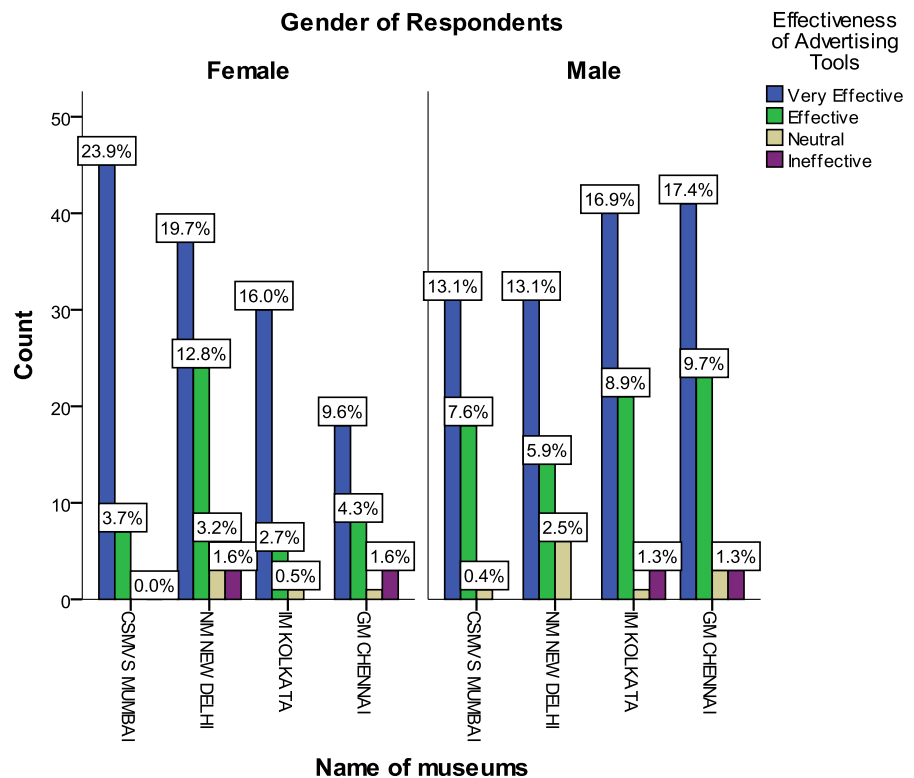
4. DATA ANALYSIS AND RESULTS

The analysis of the data had been done in two phases that were:

1) *The analysis at demographic Characteristics of the respondents.*
2) *The analysis of perception about effectiveness of advertising.*

The analysis of demographic characteristics of respondents:

Figure 1

Figure 1 Perception of Male and Female Respondents About Effectiveness of Advertising

Figure 1 shows the percentage of male and female respondents regarding the perception of the effectiveness of advertising. In both categories, the maximum number of respondents in all the museums were found at a 'very effective' level. In

CSMVS Mumbai, females had the maximum percentage at the 'very effective' level, which was 23.9%, while in GM Chennai, males had the maximum percentage at the 'very effective' level, which was 17.4%. The neutral level of effectiveness was found at the minimum level in both categories. The difference between the perception of the effectiveness of advertising among males and females was found significant by chi-square testing. The value of Pearson Chi–Square was found to be 0.236, which is greater than 0.05, which means there is a significant difference between the variables.
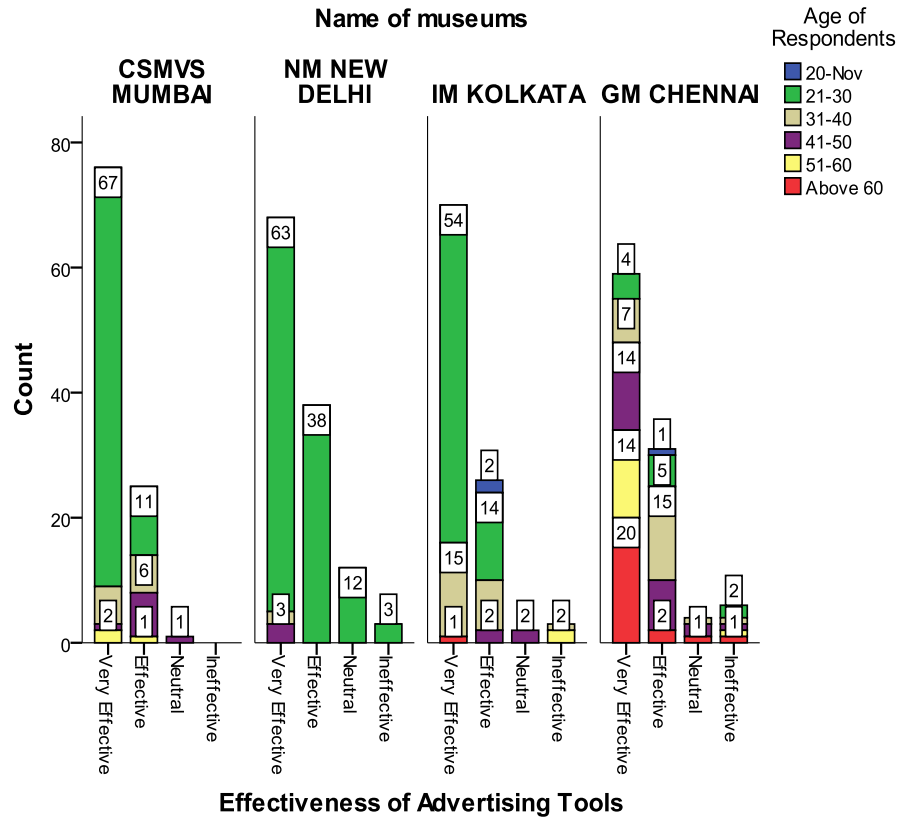
Figure 2

Figure 2 Age of Respondents and Effectiveness of Advertising

Figure 2 shows the relation between age and perception of the effectiveness of advertising among visitors. Maximum visitors at the 'very effective' level were 20 – 30 years old in all the museums except GM Chennai. The 'effective' level also has the maximum number of respondents in the age group 20 – 30 years, except GM Chennai, which has maximum responses at this level in the age group of 31 – 40 years. CSMVS Mumbai has no response at an 'ineffective level'.

There was no significant difference found between the age group and perception of the effectiveness of advertising. The significant value of Pearson Chi-Square was found to be less than 0.05 (p = 0.000003<0.05). So, the age group does not affect the perception of the effectiveness of advertising used by different selected museums to promote themselves.
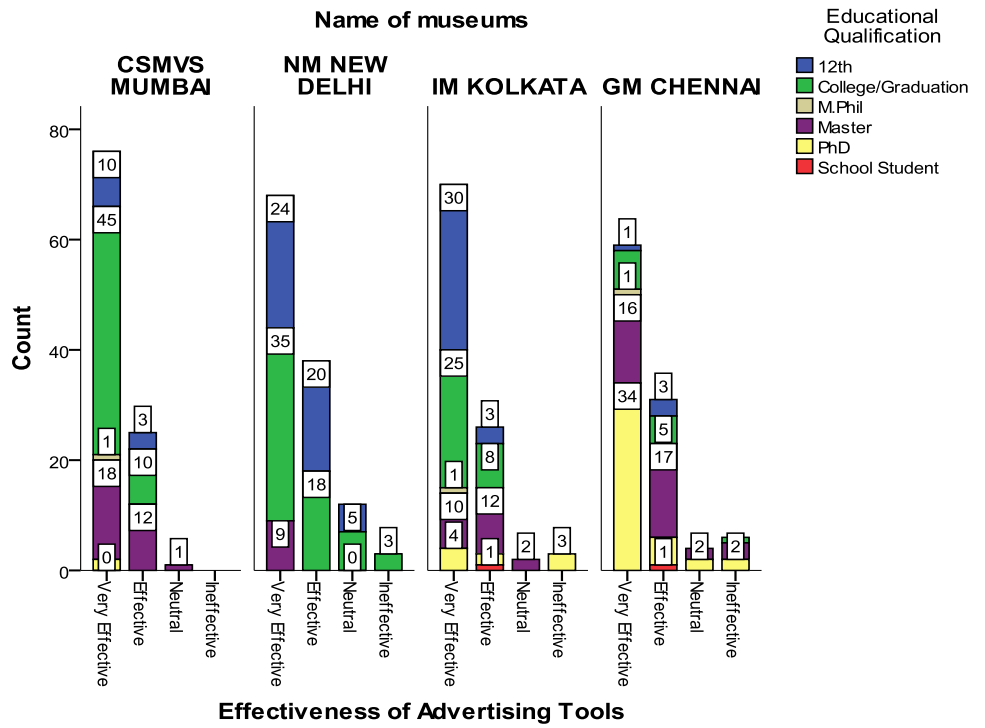
Figure 3

Figure 3 Educational Qualification of Respondents and Effectiveness of Advertising

The educational qualification and effectiveness of advertising are illustrated in Figure 3. The maximum number of respondents found at the 'very effective' level were college graduate students in all the museums except IM Kolkata and GM Chennai, which have 12th students and Ph.D. scholars, respectively, at the maximum level. The 'effective level' has master's degree students at the maximum level in all the museums.

The value of Person Chi-Square was found to be less than 0.05 (p = 0.007<0.05), which means there was no significant difference among visitors of different educational qualifications about the effectiveness of advertising used by different selected museums.

The analysis and findings of perception about effectiveness:

Table 1

Table 1 Showed the Responses of Visitors About the Effectiveness of Advertising

Effectiveness of Advertising Tools * Name of museums Cross tabulation						
		Name of museums				**Total**
		CSMVS MUMBAI	*NM NEW DELHI*	*IM KOLKATA*	*GM CHENNAI*	
Effectiveness of Advertising Tools	Very Effective	76	68	70	59	273
	Effective	25	38	26	31	120
	Neutral	1	12	2	4	19
	Ineffective	0	3	3	6	12
Total		102	121	101	100	424

Source SPSS IBM 20

Table 1 describes the effectiveness of advertising tools used by leading Indian museums. Seventy-six (17.92%) visitor respondents of Chhatrapati Shivaji Maharaj Vastu Sanghralaya, Mumbai, said that the advertising tools motivated them to visit the Museum, and 25 (5.90%) visitors said that yes, we get to know what is known at Museum. Fifty-nine (13.92%) visitor respondents of the Government Museum, Chennai, said that the advertising tools motivated them to visit the Museum, and 31 (7.31%) said that yes, we get to know what is known at the Museum. Seventy (16.51%) visitor respondents of the Indian Museum, Kolkata, said that the advertising tools motivated them to visit the Museum, and 26 (6.13%) said that yes, we get to know what is known at the Museum. Sixty-eight (16.04%) visitor respondents of the National Museum, New Delhi, said that the advertising tools motivated them to visit the Museum, and 38 (8.96%) said that yes, we get to know what is known at the Museum. It was clear that a maximum percentage of respondents were found at a 'very effective' level of effectiveness in all the museums. So, the advertising tools used by museums were found to be 'very effective' in the maximum perception of visitors.

Effectiveness of Advertising and AIDA model

Figure 4
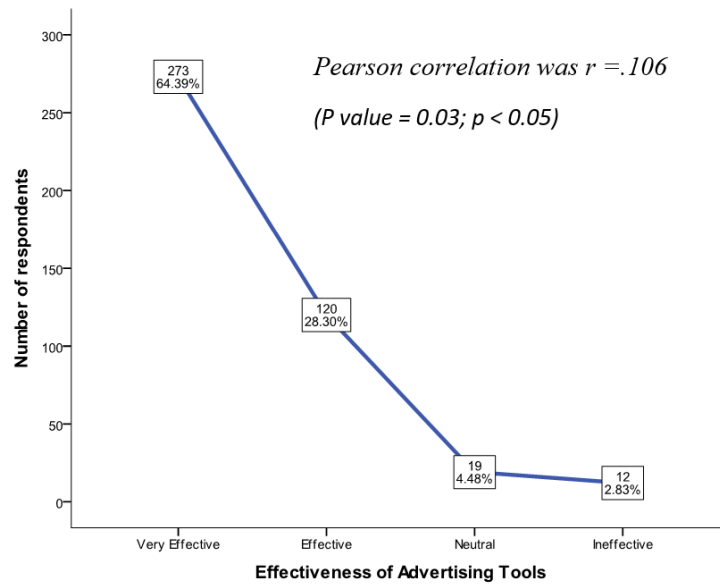
Figure 4 Line Graph of Effectiveness of Advertising at Different Level
Source IBM SPSS 20

Figure 4 shows the relation between the level of effectiveness and number of respondents. The effectiveness was measured at five levels of the Likert scale: Very Effective, Effective, Neutral, Ineffective, and Very Ineffective. The line graph showed a positive relation between the variables; the maximum number of respondents was found at a 'very effective' level, which was 64.39%, and the minimum was found at an ineffective level, which was only 2.83%. The maximum number of respondents said that they were motivated by the advertising to visit the museum. The visitors said that they visited the museum using the advertising published, broadcasted, and telecasted by different museums.

The correlation between the museums and the responses of the visitors about the perception of the effectiveness of advertising was found to be positive. The

correlation of significance was studied at the 0.05 level (2-tailed). The coefficient of Pearson correlation was r =0.106 in value. The correlation variables were 'different museums' and 'effectiveness of Advertising' and were found to have a positive correlation between them. The p-value was less than 0.05, meaning there is no significant difference in the perception of visitors of different selected museums.

Table 2

Table 2 Data of Chi Square			
Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.862[a]	9	0.005
Likelihood Ratio	25.491	9	0.002
Linear-by-Linear Association	4.71	1	0.03
N of Valid Cases	424		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is 2.83.

Source IBM SPSS 20

Table 2 shows the chi-square between the perception of visitors about the effectiveness of advertising of different museums. The p-value of Pearson Chi-Square was found to be 0.005, which means p < 0.05, which indicated no significant difference between the perception of the respondents about the effectiveness of advertising for different museums. All the museums have the maximum percentage at the 'very effective' level of respondents about the effectiveness of advertising used by other museums.

5. CONCLUSION

The study entitled 'Perception about the effectiveness of advertising tools among museum visitors: A study based on leading museums of India' was based on the perception of the respondents about the effectiveness of advertising tools used by them. This study found that advertising affected the perception of visitors at different levels. The maximum level of effectiveness in different museums was found at the 'very effective' level in all the selected museums. An ineffective level of effectiveness was found at the minimum level in all the museums. So, it was clear that advertising tools used by different selected museums were effective tools to promote the museums among visitors.

The correlation between different museums and respondents' perception of advertising effectiveness was found to be positive. So, it was shown that there is no significant difference in the perception of the effectiveness of advertising among visitors of all the selected museums. In other words, it could be said that all the museums have a positive correlation with the perception of visitors about the effectiveness of advertising.

The Pearson Chi-Square showed that there was no significant difference between the museums about the perception of the effectiveness of advertising. The p-value of Pearson Chi-Square was found to be less than 0.05 (p = 0.005; p<0.05), which means that all the museums have the same perception of respondents about the effectiveness of advertising used by different museums to promote themselves.

The male and female visitors have found a significant difference in the perception of the effectiveness of advertising used by different selected museums. The statistical test chi-square showed that they think differently about the

effectiveness of advertising. So, different gender has a different perception of the advertising effectiveness.

The different age groups have found no significant difference in the perception of the effectiveness of advertising. The statistical test chi-square showed that the different age groups have no significant difference in perception of the effectiveness of advertising. So, different age groups of visitors have the same perception of advertising effectiveness.

The educational qualification also has no significant difference in the perception of the effectiveness of advertising. The statistical test chi-square was also applied to educational qualification and perception of the effectiveness of advertising, which showed that no significant difference is present between different educational qualifications about advertising effectiveness.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

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