PERCEPTION OF CONSUMER & TOURISM PRODUCT'S PROMOTION FOR ECONOMIC DEVELOPMENT: AN ANALYTICAL CASE APPROACH OF TEMPLE CITY BHUBANESWAR

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ABSTRACT
Perception of an individual is a pivotal key to the decision with its various actions both in positive and negative ways, whereas consumer perception not only affects behaviour but also promotes the action to do it repeatedly and their mouth of words influence other people/ background to do the action again and again . Here is a research work, done by taking 100 participants of both male and female tourists to find out the perception of their tours with the analysis of collected data through the help of statistical tools and techniques.

KEYWORDS: *Perception, Promotion, tourism products, Economic Development*

INTRODUCTION

Sustainable development, international convention with legislation makes the tourism industry a good source with its various scope for Economic development leads to the declaration as an industry and ranks 4 in the top of the most traded goods services in the world(after fuel , chemical & auto products) with the representation of 30 % of world exports of commercial services (UNWTO,2014).[1] This tourism as a heterogeneous service sector has its wide variety of travel products (Matias et al.,2011) with its foundation of consumer behaviour with its marketing and promotion related with consumer satisfaction and profitability which is directly involved with their perception whereas , it is a process with the sensation and reaction .[2] Sensation is influenced by the physical activity like importance of place, availability of communication, climate, hospitality and psychological factors like religious importance of the place , promotional policy like advertisement & mouth of words. Bhubaneswar , the capital of Odisha has its both Physical and psychological influence for the tourist by its international airport , connectivity through rail to various capital city of all the states of India, near to sea , sea vally , zoo, sanctuary , forest and its religious importance with the presence of temples , caves , stupa, attracts a huge number of tourists like the researcher , entertainer , holiday maker etc. each day but this state is with poor economy with less revenue generation from this service sector than the developed country those are enriched with this financial status due to the repeated selling of tourism products through its promotion leads the authors to do the research in this field and to find out how the important factor, perception of the tourists influences and promotes the selling of tourist product to achieve the future economic endeavour of Odisha because learning involves changes in individual behaviour

that arise from experience framework which influences their future decision for product consumption & good experience meets the customer demand with their satisfaction. Here, 100 random samples from the available population are taken and their interview is held, report is made and analysed with the help of statistical tools like as like mean, median, t-test & correlation.

LITERATURE REVIEW

Baker & Crompton (2002), Tourism satisfaction refers to the emotional state of tourists after exposure to the opportunity / experience.[3]

Jayewardene (2002) points out that the future of the tourism market is dependent on the ability of tourism countries to deliver a high quality product that corresponds to the changing tastes, needs, wants and demands of the international travellers. [4]

Crosby et al. (2003) found that perception of quality are created & maintained in the minds of the consumers.[5]

O' Nill (2003) Customer perceptions of the quality of the service are traditionally measured immediately after the person has consumed the service.[6]

Balkrishnan (2009) Travel and Tourism is the second largest global industry with daily international revenues of approximately US $ 2 billion and investments of 2 per cent of world GDP. [7]

According to Tabibi &Rohini (2011), In recent times tourism industry development is a high priority agenda for most of the nations and communities everywhere in globe.[8]

Chang (2011) examines tourist perceptions and experiences are beyond expectations is based on cultural enrichment and local people friendliness plus local hospitality facilities.[9]

OBJECTIVE OF THE STUDY

- To identify the positive and negative perception of the tourists
- To study the impact of consumer perception upon the repetition of the tours / availing a particular product repeatedly.

SCOPE OF THE STUDY

Bhubaneswar, the capital of Odisha and temple city of India is taken as the platform for this study because due to

- more tourist availability
- Declaration of smart city
- Economic growth & generation of more revenue possibility.

METHODOLOGY OF THE STUDY

Here both Primary and secondary data are collected interpreted and evaluated & conclusion is derived. This research paper collects its Secondary data from various literatures with its various interpretations by the scholars, available in this field with the lime light that tourism is important sector of revenue generation depends of consumer behaviour needs its marketing and promotion. But here the author has taken certain factors; those influences human behaviour promotes generally the people and tourist particularly to repeat the action again and again by which the revenue generation can be more, is tested through the primary data collection and interpretation. primary data are gathered from the tourist's interview and their responses at Bhubaneswar area.

DATA ANALYSIS & INTERPRETATION

Secondary data analysis helps to find out that consumer perception is itself a process, is influenced with learning / past experience & motivates an individual to repeat the same action .Tourist as a consumer has its positive perception towards its product depend upon the various factors like Importance of the place , website& EICT , Previous expectation & satisfaction. To test the validity of these factors, here are the collected interviews with its interpretation, is as follows –

Table -1 (Statistics for the visit to Bhubaneswar)

Particulars	Gender	Age	No. of Journey to BBSR	Importance of the place	Website & EICT	Previous expectation & satisfaction
Median	1.00	3.00	2.00	3.00	2.00	1.00
N	100	100	100	100	100	100
Frequency	73	71	39	72	60	20

(Source: Own compilation)

Table-1 exhibits the statistics for the tourist's visit to the Bhubaneswar. Here the sample taken form he population is 100 in number. Gender is coded as 0 for female & 1for male. Code -1's frequency is maximum, that is 73. Age is categorized into 3 segments like as 25 to 40, 40-55 & 55- 70 years of age. 25 to 40 is coded as 1, 40- 55 is coded as 2 and 55- 70 is coded as 3 Whereas the median value shows that Maximum 55-70 age group are tourist to Bhubaneswar . To find out the repetition of the journey, it is found out that maximum people of the

sample came to this place for the 2nd time. To find out the factors responsible for the journey, three factors have taken, like as Importance of the place, Website & EICT and previous expectation & satisfaction. they are valued through 3 point likert scale, that is 3 means more satisfactory, 2 means satisfactory and 1 means less satisfactory .Frequency statistics is showing the result that the importance of the place has its more frequency in more satisfactory scale and, website & EICT has its more score in satisfactory and Previous expectation & satisfaction

has its more frequency score in less satisfactory scale. From the above table, it is clear that old age male people are interested to this place because due
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to its historical importance rather than the other two factors

Table-2 (Factors for the positive consumer perception)

Factor for consumer perception	Mean	Std. Deviation	N	T- test	d.f	Significance
Importance of the place	2.56	.756	100	33.845	99	.000
Website & EICT	1.60	.492	100	32.496	99	.000
Previous expectation & satisfaction	1.40	.492	100	28.434	99	.000

(Source: Own Compilation)

Three factors like importance of the place, website &EICT, previous expectation & satisfaction and their importance are taken to measure the positive perception of the consumer which is measured through the 3 likert scales. 1 is given for less satisfaction, 2 is satisfaction and 3 is given for more satisfaction .Mean of this score shows that

importance of the place has its priority for creation of good perception or coming to the place and its repeat to visit the place again whereas website &EICT is in the second position and previous expectation is the third stage. It shows that people are coming and re-coming to this place due to its importance rather than Technological development and previous satisfaction.

Table-3 (Correlation between factors for importance of the place)

Correlation	Importance of the place	Website & EICT	Feeling ambience & experience
Importance of the place	1		
Website & EICT	.174	1	
Previous expectation & satisfaction	-.201	174	1

Table -3 reveals the statistics of the correlation between the variables responsible for the repetition of the journey to this place. Importance of the place is the major factor for the journey whereas website and EICT and Feeling ambience & experience is 2nd the 3rd stage but it has their correlation 1,.174 and -.204 means Importance of the place is grown or

some positive influence from the website and EICT usage by the authority whereas the third factor is negatively correlated with importance of the place means that Previous expectation & satisfaction is neither influenced or influencing the repetition of the visit of the tourists.

Table -4(Variables for the Importance of the Place with its statistics)

Variables	Unstandardized coefficients		Standardized coefficients	T- test	Significance
	B	Std. error	β		
History &Heritage	.762	.077	.811	9.838	.000
Feeing ambience & experience	.006	.103	.005	.056	.955
International importance	.051	,079	.039	.052	.570

(Source: Own Compilation)

To find out the reason behind the importance of the place, the various factors like History & Heritage, felling ambience &experience & international importance are taken with their statistics. By taking the standardized coefficients .811, it is clear that the importance of this place, Bhubaneswar due its History and heritage, which is attracting more than

81% of the total population of the coming tourists to come to the place and this score shows its t value 9.838, which is significant in .000 levels. Whereas other two factors felling ambience and experience is giving satisfaction to only 5% and 3% people of the total population with T – value .05 & .052, which has the significance level about to 10%and 5% means

these value are significant also. Certain unstandardized coefficients are found here which has very less standard error like 7%, 10%& 7% .From this statics it is clear that this place is lacking in the field of ambience and international importance is a cause to demotivate the tourist not to come to this place repeatedly.

Table -5 (Variables for the importance of Website & EICT)

Variables	Service through EICT	Standardized travel	Multiple choices in travel services	Products / service
Service through EICT	1			
Standardized travel	-.099	1		
Multiple choices in travel services	.025	-.099	1	
Products / service	-.123	-.099	.025	1

(Source: Own Compilation)

Table -5 describes the correlation between the various factors responsible for the importance of website and EICT. BY going through statistics, it is known that some people are satisfied with tourism website and EICT availability in this place but due to the products and services availability in the website and creation of aware ness where as other important factors are negatively correlated means that there are absent or present with certain problems, is creating the dissatisfaction among the tourist and developing negative perception and demotivation for the tour to this place.

Table -6 (correlation between variable for fulfilment of expectation)

Particulars	Fulfilment of Expectation	Vacation met all expectation	Quality hotels& restaurants	Superior value for money	Good local transportation system
Fulfilment of Expectation	1				
Vacation met all expectation	.010	1			
Quality hotels& restaurants	.25	.010	1		
Superior value for money	-.35	.010	.25	1	
Good local transportation system	.023	.010	.010	.25	1

(Source: Own Compilation)

Table – 6 explains the various factors responsible to meet the tourist's previous expectations like vacation met its expectation, quality hotels and restaurants, superior value for money and good local transportation system where as superior value for money spent is with negative correlation leads to the creation of negative perception of the tourist to come to this place will also hampers the potential tourists not come and again cannot attract the young generation to come to this place for their leisure and vacation etc. .

CONCLUSION

Research shows that tourists make plan for vacation which is influenced by their perception, is guided by learning and experience. Good experience or satisfaction at one place moves the tourists to visit that palace repeatedly for leisure and entertainment. Perception which plays a vital role is influenced by various factors and differs from person to person due to their age, education, gender, & learning / experience. According to the need of the various segment of the tourist, if proper development will be held and lacuna in the existing system can be eradicated then more tourists will be interested to visit the places repeatedly with their value addition to their money leads to the growth of tourism industry with more revenue generation and economic development for the society with effective sustainable development.

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