

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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**ORGANIZATION DEVELOPMENT INTERVENTIONS AND BETTER QUALITY OF WORK LIFE****Dr. SHANKAR CHAUDHARY****ASSOCIATE PROFESSOR****PACIFIC ACADEMY OF HIGHER EDUCATION AND RESEARCH****UDAIPUR****Dr. ROSHITA JAIN****ASSOCIATE PROFESSOR****AISHWARYA COLLEGE****UDAIPUR****Dr. RAKSHA SHARMA****ASST. PROFESSOR****AISHWARYA COLLEGE****UDAIPUR****ABSTRACT**

*Quality of Working Life is an innovative theory which clearly states the overall quality of an Individual's working life. Quality of working life includes factors such as income, health, social relationships, job satisfaction, relationships with work colleague and other factors such as happiness, fulfillment and general feeling of well-being. It is a term that has been used to describe job related experience of an individual. QWL is growing rapidly in the Organizational Behavior as dynamic aspect of the overall of human experience in the work place. The Quality of Work Life considers to all the organizational inputs with the objective of employees' satisfaction and enhancing organizational effectiveness. It denotes to the quality of relationship between employees and the total working environment between the man and task at workplace. QWL indicated the organizational effort such as the level of satisfaction, motivation, involvement and commitment individuals experience with their work, quality about work and working conditions which contribute to the overall effectiveness and performance of human resource at the organizational level.*

**KEYWORDS**

quality of working life, organizational development interventions, quality of working life.

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**INTRODUCTION**

The phrase 'Quality of Work Life' (QWL) has been defined with different meanings by people. Some consider it an industrial equality with increased employee participation in the decision making process. For Management it is the human aspect of work to improve productivity and for workers it interprets job security, fair wage, job satisfaction and healthy working conditions. QWL is a thought process about people, work and organization and creates a sense of fulfillment in the minds of the employees and contributes toward greater job satisfaction, improving productivity and efficiency of an organization. It shows the fair conditions and climate of a workplace that support and promotes employee satisfaction by providing them with rewards, job security, and growth-development opportunities.

Organizational development (OD) is defined as a long-range effort to improve an organization's ability to cope with change and to improve its problem-solving and renewal processes through effective management of organization culture (Harvey & Brown, 1996). It is a systematic and effective planned change that is used organizations.

**OBJECTIVES OF THE RESEARCH PAPER**

1. To understand concept of Organizational Development.
2. To understand concept of Quality of Working Life.
3. To examine techniques of OD interventions.
4. To study impact of OD interventions on quality of working life.
5. To identify ways for establishing better quality of life in the organization.

**RESEARCH METHODOLOGY**

Research methodology is the process of systematically solving the research problem. It may be understood as a science of study how research is done scientifically. Data collection is done from secondary sources such as books, periodicals research review, and website. This is an exploratory research based solely on insights drawn from the analysis of the existing literature of different studies, reports, periodicals and books related to the topic of study in order to investigate the impact and importance of Online Training. This research work will serve as a means to help acquire useful information or Knowledge about the subject area.

**ORGANIZATION**

An organization is a system consisting of four subsystems: structure, technology, people and task.

- Structure refers to the formal interactions within the organization i.e. organization hierarchy or chart.
- Task refers to the set of activities to be performed.
- Technology relates to the level of the work-flow and performance of jobs, employee skills, knowledge and machinery in an organization.
- People variable refers to the human input in the organization, i.e. individuals (in terms of their physical and mental skills, personality etc.

**ORGANIZATION DEVELOPMENT INTERVENTIONS & ITS TECHNIQUES**

OD interventions are sets of structured activities in which selected organizational units (target groups or individuals) engage in a task or sequence of tasks with the goals of organizational improvement and individual development. It increases the level of inter-personal trust among employees, increase employees' level of satisfaction and commitment, effectively manage conflict and helps organization in problem solving.

**ORGANIZATION DEVELOPMENT TECHNIQUES**

**Human Processes:** Team building exercises, personal growth workshops, interpersonal skills and communications training, emotional intelligence training, coaching skills, conflict management.

**Techno-structural:** Total quality management, work process redesign, change management, changes in organizational structure and participative management and Quality circles, ISO.

**Human Resource Management:** Job design, hiring and selection, performance management, reward systems, multicultural training, coaching.

**Survey feedback-** The intervention provides data and information to the managers. Information on attitudes of employees about wage level, and structure, hours of work, working conditions and relations.

**Process Consultation-** The process consultant meets the members of the department and work teams observe the interaction, problem identification skills, solving procedures.

**Sensitivity Training-** It is called a laboratory as it is conducted by creating an experimental laboratory situation in which employees are brought together. The team building technique and training is designed to improve the ability of the employees to work together as teams.

**Goal setting and Planning-** Each division in an organization sets the goals or formulates the plans for profitability. These goals are sent to the top management which in turn sends them back to the divisions after modification.

**Job enrichment-** It is based on the assumption in order to motivate workers; job itself must provide opportunities for achievement, recognition, responsibility, advancement and growth.

**IMPACT OF OD INTERVENTIONS ON QUALITY OF WORKING LIFE**

1. Employees are able to balance Employee work life and personal life in a better manner which leads to reduction of stress.
2. Such programs help in improving physical and psychological health of the employees, thereby bringing down the absenteeism rate.
3. These programs develop the employee morale, increase the productivity, job satisfaction and commitment of the employees towards the organizational goals.
4. These programs also aim at the progress of the individuals in their personal and professional lives.
5. They improve the communication between all levels of management which helps in minimizing conflicts between different levels of employees.
6. Such types of programs lead to effective negotiation and enable the designing of the contracts which satisfy all sorts of employees.
7. These programs enhance efficiency of management and strengthen employee organization.

**WAYS FOR ESTABLISHING BETTER QUALITY OF LIFE IN THE ORGANIZATION**

- Spend some time with this employee.
- Take it one task at a time; Look at the employee's every concrete action in the process.
- Don't micromanage.
- Don't share unnecessary matters with your staff.
- Give them plenty of feedback and motivate them.
- Give them clear goals to pursue and match tasks to their skills and Communicate Effectively.
- Incentivize Employees.
- Train and Develop Employees.

**CONCLUSION**

The success of any organization depends on how it attracts recruits, motivates, and retains its workforce. Organizations need to be more flexible so that they develop their talented workforce and gain their commitment. The elements that are relevant to an individual's quality of work life include the task, the physical work environment, social environment within the organization, administrative system and relationship between life on and off the job. Providing quality at work not only reduces attrition but also helps in reduced absenteeism and improved job satisfaction.

The importance of human resources in advancing the goals of the organization, improving the quality of work life has become one of the main goals of the organizations. Main purpose of this study is to analyses the effect of quality of work life (adequate and fair compensation, safe and healthy environment, growth and security, development of human capabilities, the total life space, social integration, constitutionalism, social relevance) on organizational overall development.

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## AN ASSESSMENT FOR EFFICACY OF PRADHAN MANTRI JAN DHAN YOJANA FOR INCLUSIVE GROWTH IN JHARKHAND

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**JAMSHEDPUR**

### ABSTRACT

*The banking sector in India is making a concerted effort to increase the degree of financial inclusion in the system. Even the global trends have shown that in order to achieve inclusive development and growth, the expansion of financial services to all sections of society is of utmost importance. As a whole, financial inclusion in the rural as well as financially backward pockets of cities is a win-win opportunity for everybody involved – the banks/NBFC's intermediaries, and the left-out urban population. In India Pradhan Mantri Jan Dhan Yojana is one of the successful financial inclusion program by the Government of India which is providing social and financial security to the deprived section of the population. The paper attempts to study the financial inclusion program in Jharkhand with special reference to Pradhan Mantri Jan Dhan Yojana (PMJDY) highlighting its key areas and strategies beneficial for sustainable growth of financial position of people in Jharkhand. The study reveals that the success of PMJDY scheme depends on the effective regulatory system and regular monitoring of the successful implementation of the program. The study also highlights that it can do more for the poor than formal financial inclusion programs did in the past.*

### KEYWORDS

Pradhan Mantri Jan Dhan Yojana, financial inclusion, monetary benefit, sustainable growth.

### JEL CODES

G21, H81.

### INTRODUCTION



Strong financial institutions are the pillars of the economic growth and progress of a country. Lack of access and appropriate financial services is a global problem. The significance of an inclusive financial system has become a policy priority in many countries. Access to the financial services and products will boost the financial condition and improve the standard of living of the financially excluded citizens of the country.

The concept of financial inclusion was introduced by RBI in November 2005 to provide access to basic banking services to financially excluded people.

**Financial inclusion is the provision of affordable, accessible and relevant financial products to individuals and businesses that had previously been not able to access these products.**

Under this progress the government and the Reserve Bank of India have taken many initiatives for financial inclusion such as establishing Regional Rural banks, Cooperative banks, appointing Banking Correspondence Agents (BCA), launching of Swabhiman and Swavlambhan Schemes, introducing micro finance, opening up of no-frills account and provision of keeping 25 percent of bank branches in rural areas, initiating the model of Bharatiya Mahila Bank, simplifying the KYC norms and so on. But the objective of financial inclusion has never been achieved entirely.

In this move, Government of India launched Pradhan Mantri Jan Dhan Yojana (PMJDY) on 28th August 2014 with the intention to reach weaker section and lower income groups, who have no access to financial services like savings, credits and insurance as well as to increase financial inflow to the bank.

Pradhan Mantri Jan-Dhan Yojana (PMJDY) is India's National Mission for Financial Inclusion to ensure affordable access to financial services, namely, Savings and Deposit Accounts, Remittance, Credit, Insurance and Pension funds. This financial inclusion campaign was launched on 28 August 2014.

**The key takes of the PMJDY are:**

- It is steered by the Department of Financial Services, Ministry of Finance. On the inauguration day of the Yojana, 1.5 Crore bank accounts were opened.
- Guinness Book of World Records acknowledges the achievements made under PMJDY. It writes – "The most bank accounts opened in 1 week as a part of financial inclusion campaign is 18,096,130 and was achieved by Banks in India from 23 to 29 August 2014".
- As of 19<sup>th</sup> April 2017, over 28 crore bank accounts were opened and almost Rs. 63,960.17 crore were deposited under the scheme.

Facts which comes under the scheme:

1. Interest on funds kept in the account.
2. No minimum balance required.
3. Rupay debit card is issued.
4. There is no limit on the number of deposits that can be made in a month.
5. A maximum of four withdrawals in a month, including ATM withdrawals are completely free.
6. Accidental insurance cover of Rs. one lakh, subject to fulfilment of the eligibility condition, i.e., the Rupay card holder has performed at least one successful financial or non-financial customer induced transaction within 90 days prior to date of accident including accident date (Rupay Insurance Program 2016-2017).
7. The scheme provides life cover of Rs. 30,000/- payable on death of the beneficiary, subject to fulfilment of the eligibility condition.
8. After satisfactory operation of the account for 6 months, an overdraft facility up to Rs. 5000/- is permitted per account per household.
9. Beneficiaries of Government Schemes will get Direct Benefit Transfer in these accounts.
10. Access to Pension, insurance products etc.

Research shows that Financial Inclusion plays a big role in eradicating the poverty in the country. The process for achieving sustainable development and inclusive growth is primarily known as financial inclusion. To provide financial literacy and financial inclusion, the financial stability and development council under the ministry of finance, Government of India is committed and all the financial institutes like RBI, scheduled commercial banks, financial sector regulators are directed to achieve this objective.

The countries where large portion of population is excluded from formal financial institutes have higher rate of poverty and income inequality. The banking sector plays a key role in achieving the inclusive growth and financial inclusion. Financial inclusion secures the family with insurance, providing credit and overdraft to the needed. These measures will provide a path where there is an eradication of poverty.

The objective of Financial Inclusion is to extend financial services to unlock growth potential of economy. In addition, it strives towards a more inclusive growth by making financial availability to the poor and weaker sections of society. Financial Inclusion and Financial Literacy both are twin pillars where Financial Inclusion acts on the supply side i.e. for creating access and financial literacy acts from the demand side i.e. creating a demand for the financial products and services. The following state and national level information emphasis the same.

In Jharkhand, details of total no of accounts as per financial inclusion program are as follows:

TABLE 1

Rural A/c	Urban A/c	Total A/c	Urban percent	Deposit in Cr rupees
73,02,091	25,40,320	98,42,411	25.8%	1721.49

TABLE 2

Aadhar seeded	Rupay card issued	Population (2017 estimated)	No of ATMs	% of PMJDY	% of Rupay
84,94,699	73,39,659	329,66,238	3754	29.9 %	74.6%

Source: www.pmjdy- 2017

TABLE 3: DETAILS OF SELECTED STUDY AREAS OF JHARKHAND

District	ATMs	Bank Correspondents	Branches
East Singhbhum	119	134	137
West Singhbhum	521	163	317

Source: www.Jharkhand stat

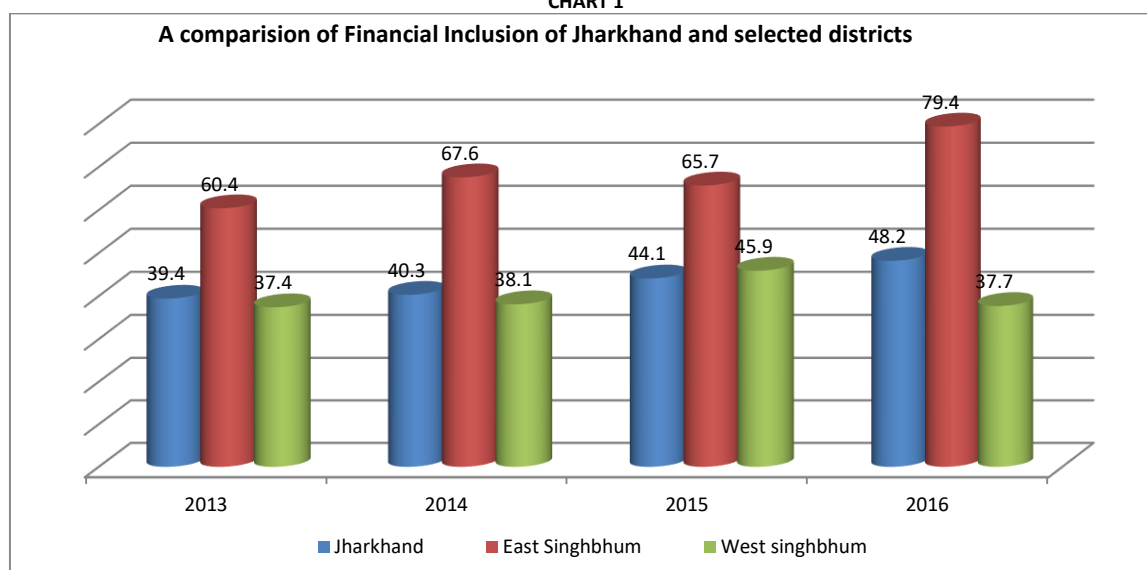
TABLE 4: CRISIL INCLUSIVE INDEX

Year	CRISIL Inclusive Score				CRISIL Inclusive Ranks			
	2016	2015	2014	2013	2016	2015	2014	2013
Jharkhand	48.2	44.1	40.3	39.4	26	28	30	28
East Singhbhum	79.4	65.7	67.6	37.4	82	191	143	155
West Singhbhum	37.7	45.9	38.1	37.4	503	431	434	434

Source: www.crisil

The above data provided by CRISIL regarding financial inclusion programme in India. The above information shows, there is gradual improvement in financial inclusion programme and obviously PMJDY plays an important role in this regard. While observing the ranks received by various districts in India and Jharkhand, I have motivated to select the East Singhbhum and West Singhbhum for the study area. A quick look of the situation is as below:

CHART 1



## LITERATURE REVIEW

According to Dasgupta & Anklesaria, (2015)<sup>1</sup>, the key challenges which could hinder the process of PMJDY which are infrastructural issues pertaining within India, ability to keep the accounts 'live', lack of financial and technological literacy amongst the masses, duplication of accounts, managing the ecosystem of business correspondents and the economic burden on stakeholders of keeping these accounts active. They have identified that with the development of PMJDY scheme stakeholders like RBI, central and state government, banks, local bodies, other government agencies like NABARD, NPCI etc. will have to build a sustainable ecosystem to keep these accounts active.

Bhatia & Singh (2015)<sup>2</sup>, have attempted to study the initiatives of central Government towards financial inclusion, steps taken by the bank with respect financial inclusion, strategies adopted by RBI and Government of India for strengthening financial inclusion and challenges faced to achieve financial inclusion as a part of sustainable growth. They concluded that India is at moderate level of financial inclusion and the need of efficient and effective implementation of policies to achieve the target of banking facilities being felt.

Patnaik, Satpathy, & Supkar, (2015)<sup>3</sup> analysed that only 13.8% of the responded in Bhubaneswar have access to bank accounts and out of the total responded who do not have bank account due to various reason are alarmingly are not aware of PMJDY scheme. Amongst males 78.9% and in 95.08% were not aware of the scheme. The study concluded that the banks should make more effort in creating awareness on zero balance account and should aggressively campaign for such scheme.

Bharati Pajari (2016)<sup>4</sup>, considered "Pradhan Mantri Jan Dhan Yojana (PMJDY) as a major step towards Financial Inclusion in India". The author suggested that life insurance cover, accidental cover and credit facilities should be given to all account holders without any exclusion and to conduct more number of financial literacy centre.

Paramasivan and Kamaraj (2015)<sup>5</sup>, in their article entitled "Commercial Bank's performance on Pradhan Mantri Jan Dhan Yojana" concluded that the PMJDY scheme has created an impressive results in the banking sector with regard to eradication of financial untouchability in the country.

## SPECIFIC OBJECTIVES OF THE STUDY

1. To study the awareness level of the people about the PMJDY scheme.
2. To examine the socio economic profile of PMJDY account holders.

3. To study the perceptions of the people about PMJDY scheme.
4. To study the impact of PMJDY on account holders.
5. To document the problems faced by beneficiaries of PMJDY and the banks.

### HYPOTHESIS OF THE STUDY

1. There is no significant impact on income and livelihood or economic status of beneficiaries of PMJDY.
2. There is association between demographic factor age and people awareness about PMJDY is dependent.

### RESEARCH METHODOLOGY

Research Methodology is the general research strategy that outlines the way in which research is to be undertaken. Following is the details of methodologies that have been adopted for this study:

#### RESEARCH PROBLEM

The research problem was to know the Awareness and Benefits of Pradhan Mantri Jan Dhan Yojana in the selected sample region.

#### SCOPE OF THE STUDY

The suburban and rural areas nearby to Jamshedpur within the periphery of East and West Singhbhum districts of Jharkhand is selected as study area to know the impact of PMJDY in the lives of people.

#### DATA COLLECTION METHOD

In this study, primary data was collected by a questionnaire distributed among randomly selected people to find out the awareness level about PMJDY.

The secondary information that already existed was collected in the study from the authorized website of PMJDY and other literatures available.

#### SAMPLE SIZE

A total of 100 questionnaires were distributed to different age groups in the selected area to know their opinion. 18 of them not responded at all and 11 people partly answered the questionnaire so not considered in the study. Only 71 responses were taken into consideration for the study.

#### STATISTICAL TOOLS

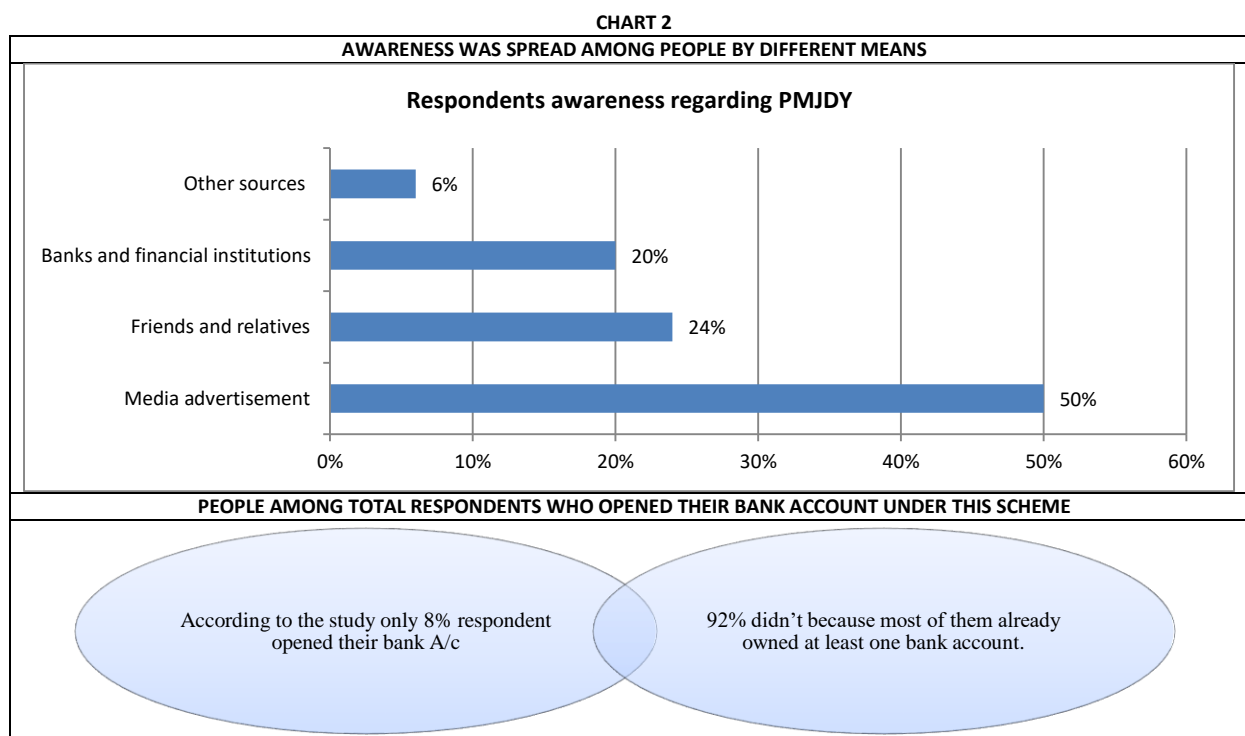
A well-known statistical tool Chi-Square technique was applied to analyse the responses based on Likert scale of the questionnaire and also Percentage method was used to analyse a few open-ended questions.

### DATA ANALYSIS AND INTERPRETATION

#### DEMOGRAPHIC PROFILE OF THE STUDY AREA

To undertake the unbiased study, opinion was taken from both genders and various professionals. Though 71 respondents were taken into consideration out of which 57% were males while 43% females. 69% were students, 6% belonged to the self-employed group, 14% to the service group, 4% were housewives, 4% were business person and 3% were others.

#### ANALYSIS OF AWARENESS AND CUSTOMER'S PERSPECTIVE ABOUT PMJDY



**TABLE 5: VIEWS OF RESPONDENTS REGARDING IMPACT OF PMJDY**

Particulars	Strongly agreed %	Neither agree nor disagree %	Strongly disagreed %
PMJDY has helped to reduce dependency on informal sources (e.g; money lenders etc.)	60	26	14
PMJDY is effectively advertised / publicized	48	33	19
PMJDY is helpful in improving the country's economic growth	80	13	07
Awareness about accidental insurance worth Rs.1,00,000 under this scheme	55	21	24
People are aware of life insurance worth Rs.30,000 under this scheme	47	23	30
PMJDY is helpful in improving the quality of life of people.	62	12	26

When a special question asked about people's perceptions around best utility of PMJDY- a multiple selection option was provided in this regard by respondents such as 7.5% said credit facility, 25.40% said subsidy facility, 29.90% said accidental insurance, 26.90% said life insurance, 10.40% said overdraft facility and majority of 64.20% people said saving facility is the best utility of the scheme.

**Testing of hypothesis (1)**

$H_0$  - There is no significant impact on income and livelihood or economic status of beneficiaries of PMJDY.

$H_1$  - There is significant impact on income and livelihood or economic status of beneficiaries of PMJDY.

For the testing of above hypothesis a statistical tool  $\chi^2$  was selected and respective calculation are as below:

TABLE 6

Observed frequency	60	48	80	55	47	62
Expected frequency	59	59	59	59	59	59
$(O_{ij}-E_{ij})^2/E_{ij}$	0.0169	2.0508	7.4746	0.2712	2.4407	0.1525
Observed frequency	26	33	13	21	23	12
Expected frequency	21	21	21	21	21	21
$(O_{ij}-E_{ij})^2/E_{ij}$	1.1904	6.8571	3.0476	0.0000	0.1905	3.8571
Observed frequency	14	19	07	24	30	26
Expected frequency	20	20	20	20	20	20
$(O_{ij}-E_{ij})^2/E_{ij}$	1.8000	0.0500	8.4500	0.8000	5.0000	1.8000

Since  $\chi^2 = \sum (O_{ij}-E_{ij})^2/E_{ij} = 45.45$ .

Degrees of freedom in this case =  $(r-1)(c-1) = (6-1)(3-1) = 10$ .

The table value of  $\chi^2$  for 10 degrees of freedom at 5 % level of significance is 18.307. the calculated value of  $\chi^2$  is much higher than the table value so, the hypothesis is rejected. We can thus conclude that **there is significant impact on income and livelihood or economic status of beneficiaries of Pradhan Mantri Jan Dhan Yojana.**

**Testing of hypothesis (2)**

$H_0$  - There is association between demographic factor age and people awareness about PMJDY is dependent.

$H_1$  - There is association between demographic factor age and people awareness about PMJDY is independent.

The information related to age and awareness regarding PMJDY is tabulate below for testing of hypothesis:

TABLE 7

Age	20-25	25-30	30-35	35-40	40 and above	Total
Yes	21	06	22	02	02	53
No	03	04	11	00	00	18
Total	24	10	33	02	02	71

Calculations for  $\chi^2$  testing:

TABLE 8

$O_{ij}$	21	06	22	02	02	03	04	11	00	00
$E_{ij}$	18	07	25	01	01	06	03	08	01	01
$(O_{ij}-E_{ij})^2/E_{ij}$	0.5	0.14	0.36	1.0	1.0	1.5	0.33	1.13	1.0	1.0

Since  $\chi^2 = \sum (O_{ij}-E_{ij})^2/E_{ij} = 7.96$ .

Degrees of freedom in this case =  $(r-1)(c-1) = (2-1)(5-1) = 4$ .

The table value of  $\chi^2$  for 4 degrees of freedom at 5 % level of significance is 9.488. The calculated value of  $\chi^2$  is lower than the table value so, the hypothesis is accepted. We can thus conclude that **there is association between demographic factor age and people awareness about PMJDY is dependent.**

**FINDINGS AND SUGGESTIONS**

1. PMJDY scheme is known to most of the people and is significantly associated with the age and qualification of the people in study area.
2. The study advocates there is significant impact on income and livelihood or economic status of beneficiaries of Pradhan Mantri Jan Dhan Yojana.
3. It was experienced that opinion regarding utility of the scheme was different for different people.
4. Based on the study the majority of the PMJDY accounts holders are in rural areas. So, the banks should attract more customers from sub-urban and urban areas also.
5. The private sector banks need to more actively participate in financial inclusion programme of the government.
6. People in the rural areas stated that they know about the PMJDY scheme but noticeably not aware of benefits available for PMJDY account. So the government of India and concerned authority need to properly advertise and explain the various benefits of having PMJDY scheme account.
7. The Government of India and RBI required to open more number of financial literacy centre and conduct more number of financial literacy camps for the purpose of achieving 100% financial inclusion.
8. The procedure to open accounts, operating the accounts, disbursement of loans needs to be simplified. This simplification will help to remove the fear of the people with the complex documents of the banking procedures.

**END POINTS**

Inclusive growth attainment depends a great deal on equitable distribution of growth opportunities and benefits. And financial inclusion is one of the most crucial opportunity which need to be equitably distributed in the country in order to attain comprehensive growth. It needs to be understood by the state that in order to bring orderly growth, order need to be developed with regard to inclusive finance. PMJDY scheme has been started with an objective to provide access to banking facilities for all household through a bank branch. Mere opening of bank accounts not fulfil the aim of the scheme, but there should be a continuous operation of bank accounts to give the real success of the scheme. In this way defiantly PMJDY scheme may become a corner stone of our economic growth, development and progress of our economy.

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**ASSESSMENT OF IMPACTS AND PATRONAGE OF ESIE MUSEUM ON TOURISM DEVELOPMENT****Dr. TITILAYO O. OLUKOLE****Sr. LECTURER****DEPARTMENT OF INFORMATION MANAGEMENT****FACULTY OF ENVIRONMENT, MANAGEMENT & SOCIAL SCIENCES****LEAD CITY UNIVERSITY****IBADAN, NIGERIA****IKPUGBU CYPRIAN****ALUMNUS****DEPARTMENT OF TRANSPORT AND TOURISM STUDIES****REDEEMER'S UNIVERSITY****EDE, NIGERIA****ABSTRACT**

*This study examines the impacts and patronage of Esie Museum with the aim of determining tourists' flow pattern and the role of the museum tourism in development. A retrospective study of tourist record was carried out for a four-year period (2008 – 2011), and information on tourist's perception on impact, conservation, growth and development of the museums were obtained with the aid of questionnaires. The study revealed that most of the tourists to the museum were domestic tourists while the museum had benefited the host community in terms of infrastructural development and job creation. This work, therefore, provides a platform for planning and a tool for assessing the tourist flow to the museum. There is therefore the need to improve conservation practice and upgrade the museum to meet international standards if its tourism potentials are to be well harnessed.*

**KEYWORDS**

Esie, museum, tourism, tourist flow, stone sculptures.

**JEL CODES**

Z32, Z33.

**1. INTRODUCTION**

A number of definitions have been put forward by different scholars in attempts to describe a museum. It has been described as an institution that houses and cares for a collection of artifacts and other objects of scientific, artistic, or historical importance and makes them available for public viewing through exhibits that may be permanent or temporary (Alexander, 1992). A major function of museum is that it conserves and displays for purposes of study, education, and enjoyment collection of objects of cultural or scientific significance (Burcaw, 1975, Moore, 1997). Founded in 1970, Esie Museum houses over 800 pieces of stone sculptures representing human figures and it is located in the North Central part of Yorubaland known as Igbomina land (Aremu, 2008). Museums are expected to be non-profit, permanent institution in the service of society and its development, open to public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment (ICOM, 2007). Museum sector is acknowledged to contribute significantly towards the tourism industry worldwide and is categorized under cultural tourism. According to World Tourism Organisation (UNWTO, 2004) cultural tourism has been a major contributor to the tourism industry for more than twenty years, and plays an important role to many developing nations' economies. Cultural Tourism comprises of visits to places of arts and crafts (tangible and intangible), festivals, rock paintings, monuments and museums among others. Museums are of varying types based on their size, location and materials. They include Zoological Museums, Archaeology Museum, Geology Museum, War Museum, History Museum, among others. Whatever is the category of objects it houses, Museums world over have four main cardinal objectives which are for collection, education, preservation and exhibition (Okpoko, 2006). Recently the objective of the Museum has moved from conservation to sustainable development (Gustafsson and Ijla, 2017). Museums are a central part of the tourism industry, encouraging cultural tourists spending (Myerscough, 1988). Economic benefits relate directly to the profile of cultural tourists as they are more educated and have higher incomes than other tourists, which results in more money spent per visit and longer stays on the average. The Policy Studies Institute (PSI) argues that museums can attract tourists and day-trippers to a locality to spend money on admissions, hotels, shopping and restaurants, thereby improving the economic growth of the region as a result (PSI, 1992). Despite the importance of museums to tourism development and nation building, most of the museums in developing countries have suffered looting, poor conservation practices and neglect. In the developed countries, the museum serves more than just preserving, storing and displaying artefacts and displaying cultural collections. In countries such as Australia, Canada, Japan, the United Kingdom, and United States, museums have transformed significantly by adding creativity elements and ideas such as information, communication and technology and new products to sustain their existence in the market since 1980s (Isa and Isa, 2012). Some museums in developing countries however, are still operating using the traditional method, and some have difficulties to change due to financial constraints, political problems and lack of access to the network of resources and expertise (UNESCO, 2011).

A number of research findings on museums in relation to tourism have been reported. These include Museums – a catalysts for sustainable development in Sweden (Gustafsson and Ijla, 2017); management of tourists flow and optimization of economic returns for sustainable tourism development in Gulmarg region of India (Kuchay and Bhat (2013); national museums role in local economic development (Chang, 2010); assessment of websites challenges in museums (Sabin, 2013); Museums and Tourists: marketing tools for museum operation as a means of attraction, and revenue generation (Liu, 2012); Museum perception filters for cultural tourists (Stylianou-Lambert, 2011); a quantitative look at curator perceptions of tourism (Culley, 2010); Tobacco Museum of Kavala and its contribution to the image and development of the city (Deffner et al, 2009); growth of Taiwan museum from public to private museum (Liu 2005); role of information technology in improving accessibility and relevance in museums (Mirara, 2006); economic recession and decrease in government support as major challenge in museums (McLean, 1997 and Ambrose, 1990). However, there is scarcity of research reports on museums in relation to tourism in Nigeria as most studies on museums in the country mainly focus historical and archaeological perspectives. This study was therefore designed to determine tourists flow pattern and impact of Esie museum on tourism development.

**2. MATERIALS AND METHODS**

The study comprised retrospective analysis of tourist's flow to Esie Museum and questionnaire surveys. Records of monthly tourist's flow for four years (2008-2011) were obtained from the management of the Museum. The surveys were carried out using the non-systematic method of ethnographic studies involving the interviewer completed questionnaire method (Veal, 2006; Olukole and Olukole, 2008).

The questionnaire survey was carried out using the captive group method comprising 4 age groups: 5-12, 13-19, 20-35, 36 and above representing children, teenagers, young adults and adults respectively.

Using the random sampling technique described by Bryman and Cramer (2005); a total of 150 respondents (61 females and 89 males) were interviewed, 15 respondents daily for a period of 10 days 10.7% of these were children, 51.3% teenagers while 35.3% and 2.7% were young adults and adults respectively.

The educational status of the 150 respondents showed that 38.7% were primary & secondary school pupils or school certificate holders. 13.3% had college education, 39.3% had University education while 8.7% were illiterate.

Of all these, 150 respondents, 93.3% were Nigerians while foreign nationalities made up the remaining 6.7% of the Nigerian tourists, 87% were indigenes of the host state while 13% from other states of Nigeria. The investigations on the impact of the Museum on tourists were focused on questions such as:

- How would you rate the growth of this museum?
- How would you rate the impact of this museum on the host community?
- What are the motivating features in Esie Museum?
- How would you rate the level of conservation of resources in the museum?
- Do you agree that this museum has the required tourism attractions for the development of tourism?
- Do you agree that this museum is well publicized?

For each of the questions, the respondents were asked to state, reasons for their answers. These responses were collected and used to assess the overall impact of the museum on tourism development. The 4-year record of tourists flow to the museum was analyzed, used to explain the patterns of flow and was correlated with the level of awareness and impact of the museum on tourism development.

### 3. RESULTS

Tourists' arrival record (Table 1) of Esie Museum for four years (2008 – 2011) revealed a steady increase with 2010 recording the highest tourists flow to the Museum while there was a slight decrease in tourists flow in 2011. During the four year period, domestic tourists accounted for about 94% of tourists at the museum with 2008 having 99.8% as domestic tourists. The number of international tourists at the museum increased by 0.20%, 0.14%, and 0.27% in years 2009, 2010 and 2011, respectively. In 2008, the visitor's record revealed that all the international tourists received at the museum was in September alone while a spread of the international tourists flow was experienced in subsequent years in the months of February, March, April, September, October, November and December. Out of these months of each year understudied, September, March and October recorded the highest international tourists' visits.

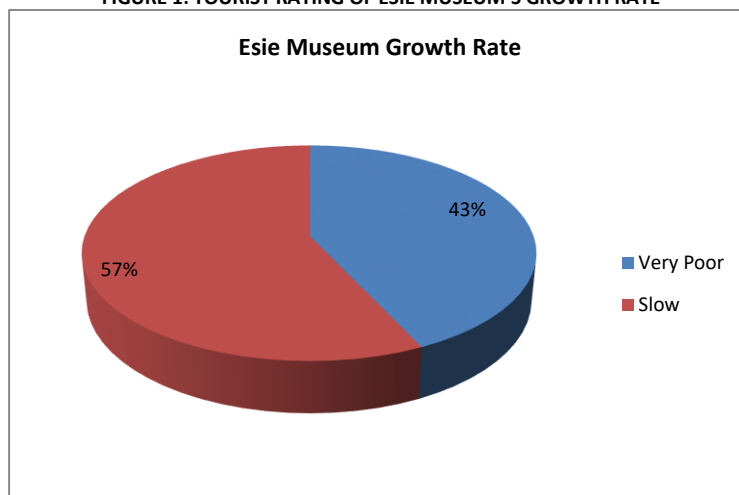
On the rating of the museum by tourists based on its pace of growth and development, more than half of the respondents (57%) rated it as slow, while 43% rated it as very poor (Fig. 1). 56% of the respondents rated the impact of the museum on its host community as excellent, 30% as fair and 7% as being poor (Fig. 2). Motivating factors to the museum that served as attraction were mainly the excavated stone sculptures. The result shows that 23% of the respondents were attracted by the indigenous cultural attractions, while 77% of the respondents were motivated by the excavated stone at the museum (Table 2). The survey also revealed that 22% of the respondents claimed the relics/sculptures were well conserved, while 18% responded that there was poor conservation practice at the museum and 60% responded that the conservation practice at the museum was fair (Fig. 3). On attractiveness of the museum in terms of both facilities, 32% of the respondents agreed that the museum was properly developed and attractive (Table 3). 52% of the respondents strongly disagreed that the museum was well publicized.

**TABLE 1: TOURIST ARRIVAL RECORD AT ESIE MUSEUM (2008 – 2011)**

	2008		2009		2010		2011	
	Nig	Foreigners	Nig	Foreigners	Nig	Foreigners	Nig	Foreigners
Jan	202	0	356	0	405	0	432	1
Feb	289	0	583	4	862	2	400	0
Mar	538	0	583	0	845	2	1300	11
Apr	315	0	679	1	410	1	524	2
May	368	0	523	0	916	1	580	0
Jun	840	0	848	0	874	2	1110	0
Jul	224	0	612	0	650	1	520	0
Aug	220	0	405	0	973	1	576	0
Sept	474	6	277	1	500	0	551	4
Oct	387	0	429	8	437	0	279	2
Nov	189	0	957	0	560	1	862	0
Dec	956	0	578	0	763	0	687	1
Total	5082	6	6810	14	8225	11	7722	21

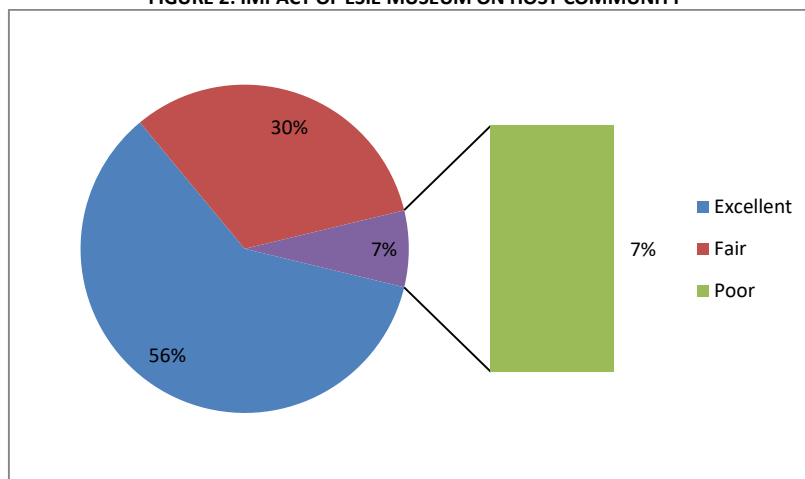
Source: Olukole and Ikpugbu, 2014

**FIGURE 1: TOURIST RATING OF ESIE MUSEUM'S GROWTH RATE**



Source: Olukole and Ikpugbu, 2014

FIGURE 2: IMPACT OF ESIE MUSEUM ON HOST COMMUNITY



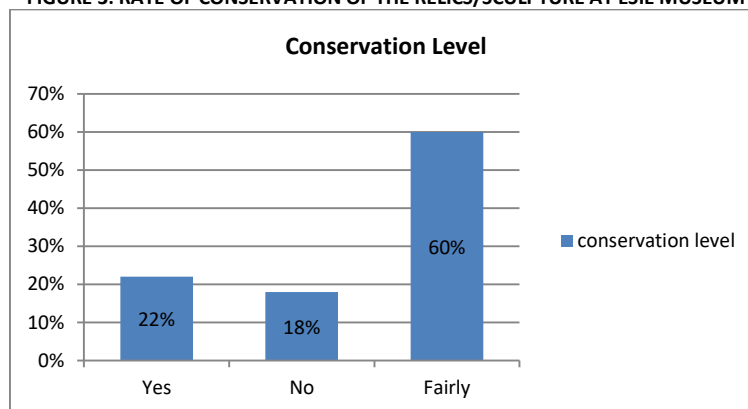
Source: Olukole and Ikpugbu, 2014

TABLE 2: MOTIVATIONAL FACTORS IN ESIE MUSEUM

Option	Frequency	Percentage
Indigenous Cultural Attraction	23	23%
Stone Sculptures	77	77%
Beautiful Scenery	-	-
Total	100	100%

Source: Olukole and Ikpugbu, 2014

FIGURE 3: RATE OF CONSERVATION OF THE RELICS/SCULPTURE AT ESIE MUSEUM



Source: Olukole and Ikpugbu, 2014

TABLE 3: DEVELOPMENT AND ATTRACTIVENESS OF THE MUSEUM TO TOURISTS

Options	Frequency	Percentage (%)
Agree	32	32%
Strongly Agree	12	12%
Disagree	21	21%
Strongly Disagree	35	35%
Total	100	100%

Source: Olukole and Ikpugbu, 2014

#### 4. DISCUSSION

Findings from the work have shown that tourists' flow at the Esie Museum increased from 2008 to 2011. This is probably due to the increased awareness of the destination and its impacts on visitors to the museum. The steady increase observed in the study is in agreement with the prediction of United Nations World Tourism Organization (UNWTO) that tourists arrivals in Africa will increase steadily between 2008 to 2015 (UNWTO, 2012). This is also in consonant with the reports of Kuchay and Bhat (2013) that there has been an up-ward trend in tourism over the last few decades. In most tourism destinations throughout the world, the capacity of tourism expenditure to generate all-year steady income and employment in tourism related business is limited by strong seasonal patterns in demand (Kuchay and Bhat, 2013). The outcome of this work has also shown that Esie Museum serve more of domestic tourism and less of international. This could be due to its remote location. Remote location has been incriminated in low tourists flow at museums (Chang, 2010). This singular factor does not seem to support tourism growth. Globally, international tourism is not only one of the fastest growing industries, but now also the third biggest industry behind petroleum and the automobile (Collier, 1999). Esie Museum therefore plays very little role in terms of tourism and economic development. However, tourism should not only be seen as being socially and economically beneficial for both travelers and hosts, but it also constitutes a form of land use that has the potential to safeguard and conserve the very resource on which tourism builds (Becken, 2002). The percentage of international tourists' arrival to that of domestic tourists is quite low. Lack of adequate facility that could attract and motivate international tourists to the museum could be responsible for the low turnout of international tourists. This is in concord with the findings of Kaisman (2010), that most developing countries only have the museums as store houses. Facilities and conservation practices needed to make the museum more relevant to the society both local and national are often not available in developing countries. Some museums in developing countries are still operating using the traditional method and some have difficulties to change (Kaisman, 2010). The pattern of international tourists to the Esie Museum shows that the museum receives international tourists mainly in the months of September and October. This could be attributed to culture of winter vacation of the temperate regions of the world. Drier seasons of the year have been associated with increase in international tourists arrival to certain destinations (Schatan et al., 2010). Findings from this study had shown that besides destination choice, climate is also an important factor for the timing of travel. This is in agreement with the reports

of Lohmann and Kaim (1999); Hamilton and Lau (2005); Agnew and Palutokof (2006); Lise and Tol (2002); that poor weather conditions, either in the year of travel or the previous year act as a push factor for tourists to travel to warmer and drier locations. Climate and weather are important factors in tourists' decision making and also influence the successful operation of tourism businesses (Becken, 2010). Climate has been identified as a key driver for tourism and an important destination attribute (Hu and Ritchie, 1992). A recent study of European households found that a better climate in the region of residence is related to a higher probability of travelling domestically, whereas poor conditions increase the chance of international travel (Becken, 2010). However, tourism's seasonality is not only driven by climatic conditions at the destination and tourists home countries, but also by institutional factors such as school holidays (Butler, 2001).

The highest domestic tourists record falls between the months of June and December which could be linked to more leisure time created by long vacation for students and long Christmas breaks for workers in the country. This corroborates the findings of Becken (2002) that leisure time as well as increase in disposable income boost tourism. The low turnout of domestic tourists in November and January could be as a result of busy workload on the part of visitors during the period.

The average rating of the Esie Museum by respondents in the survey shows the level of impact of the museum on visitors. This is unlike the findings of Olukole and Olukole (2008) on the impact of the University of Ibadan zoo on visitors. Zoos serve as a form of museum (Hudson, 1990). The major difference between zoos and other forms of museum lies in the fact that zoos exhibits are living (Davis, 1996). The similarities of zoos and other forms of museums are essentially educational in purpose, presence of professional staff, frequently non-profit making, and conservation of tangible objects that are exhibited to the public (Mason, 2000). Museum sector is acknowledged to contribute significantly towards the tourism industry worldwide and is categorized under cultural tourism. Cultural tourism has been a major contributor to the tourism industry for more than twenty years, and plays an important role to many developing nations' economies (WTO, 2004).

Findings from the work have also shown that the impact of Esie Museum on the host community is high. This could be traced to the fact that the museum provided a platform for development of the host community in terms of increased employment of the citizens and infrastructural development. Museums enjoy a close relationship with their local community, no matter which type of museum they are (Chang, 2010). Museums, as cultural institutions, have become the catalysts of city development and boosted the power of local economies (Bianchini and Parkinson, 1993). Bradford (1991) suggested that museums should make themselves accessible and visible to their local community. Museums need to encourage the local community to engage in its activities and to make themselves part of the community (Chang, 2010).

This work further revealed that a high percentage of the respondents are motivated by the excavated stone sculptures and attracted to the museum. This is as a result of increase appreciation for cultural objects and cultural tourism being an extension of everyday life. This supports the spillover hypothesis of Kim et al. (2007) that participants who usually visit museums in their home will most possibly do so when on vacation or at a destination whereas, those who do not ordinarily visit museums in their home country, will not do so outside their residence. Museums are part of the most popular attractions globally (Stylianou-Lambert, 2011). This is because museums help define the overall tourism product of a destination by providing a sense of a particular time and place that is often unavailable elsewhere (Graburn, 1983). Archaeological artefacts like the stone sculptures of Esie, provide a means for understanding the cultural behaviour of past and present populations within their environment. This is in agreement with the findings of Folorunso (2006). The location, conservation and preservation of cultural and natural resources of archaeological sites are of paramount importance to the level of success for a given area in attracting cultural heritage tourism (Olukole, 2007). The cultural materials of Esie museum as revealed by the study, are main form of motivation and attraction to the museum. These have been identified by Niemela (2010) as pull factors in tourism motivation. Pull factors are destination-generated forces, such as cultural attractions, recreation facilities, beaches which attract tourists to choose a particular destination. Tourists' knowledge about the destination is also a type of pull factor which explains domestic tourist's number's high record.

## 5. CONCLUSION AND RECOMMENDATION

Having studied tourists flow to the Esie Museum for a four-year period (2008-2011), this work has shown that visitors to the museum are mainly domestic tourists and that visits are usually at peak in the months of June, March and December. It has also revealed that the international tourists flow to the museum is quite low compared to other cultural tourism sites in the urban centres and developed nations. The stone sculptures at the museum have formed the main attraction for visiting the museum hence emphasizing the role of cultural artefacts as important tourist's attraction and motivation. The Esie Community has benefitted from the museum since its establishment as it aided the development of infrastructures and social amenities to the town. This work, therefore, provides a platform for planning and a tool for assessing the tourist flow to the museum. There is however the need for scientific preservation of the valuable resources the Esie museum houses while the introduction of information communication technology facilities would enhance its operations.

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# A STUDY ON THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR TOWARDS APPAREL

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## ABSTRACT

*Celebrity endorsement can be seen as a powerful and effective advertisement tool to cut thoroughly today media clutter and grab the attention of consumers by underpinning a brand image. The use of celebrities as a spokesperson for product and brand has been steadily increasing over the past few decades. Celebrity endorsement is perceived as present and future of modern marketing. Especially college students who are considered to, brand conscious are a prime target of celebrity endorsement. owing to the steady growth of celebrity endorsement as an effective advertisement tool to boost a brand image and to the fact that they will remain the prime target of celebrity endorsement, this study aims at investigating the impact of celebrity endorsement on the brand perception and attitude of consumer buying behaviour towards apparel.*

## KEYWORDS

buying behaviour, celebrity, endorsement, impact.

## JEL CODES

M31, M37.

## INTRODUCTION

It is a known fact that the best endorsement achieves an eclectic balance between the product and the celebrity. Giving a brand a face is more than just a marketing strategy to increase sales or gain market share, it is a decision that can change the future of the brand forever. Choice of the celebrity, hence is of utmost importance and is usually done based on many different apparels –appeal, looks, popularity or even just a fantasy figure to endorse a brand. In today highly competitive markets, big brand is at logger-heads when it comes to the product, each having a similar product to that of a rival. Where does one brand gain that quintessential advantage –advertising, service, promise of trust, or even the all-important price factor? Advertising seems to be the best platform where brands prefer to compete on right from hiring the best advertising agencies to getting the biggest celebrities. The general belief among the advertiser is that brand communication messages delivered by celebrity and famous personalities generate a higher appeal, attention and recall than those executed by non-celebrity. The quick message reach and impact are all too essential in today highly competitive environment. The different models applied by brands to achieve the full potential of such endorsements, highlight the need for a convergence between the theoretical and pragmatic approaches of brand building and effective advertising.

A brand should be caution when employing celebrities to ensure promise believability and delivery of the intended effect. The growing importance of mythical character as celebrities and their sway over the target segments are ample proof of public demand for icon to look up to. As the celebrities traverse from a mere commercial presence to public welfare message endorsement, a whole new dimension is added to this process and help us in achieving a holistic view of the impact which celebrities generate in every sphere and segment through their well-versed endorsement. The most important thing to remember is that putting a celebrity in an ad is not an idea in itself. Consumers with strong self enhancement goals tend to form self-brand connections to brands used by aspiration groups, that is group, for and self-enhancer will be more likely to reject brand association created by a celebrity compared to consumers who do not have active self enhancement goals. Companies invest large sum of money to align their brands and themselves with endorsees.

## CELEBRITY BRANDING AND ITS EFFECT ON CUSTOMERS

The word “celebrity” comes from Latin word Celebritatum, means famous, and is related to the verb celebrate which means to honour something with the proper ritual. We usually use celebrity now when we talk about entertainment stars, but someone doesn't have to be on the supermarket tabloids to be a celebrity. Celebrity can also be used to mean the state of fame. Celebrity refers to the fame and public attention accorded by the mass media to individuals or groups. Celebrity endorsement is a form of advertising campaign or marketing strategy used by brands, companies, or a non-profit organization which involves celebrities or a well-known person using their social status or their fame to help promote a product, service, or even raise awareness on environmental or social matters. Celebrity endorsement is usually commonly used by fashion or beauty brands but a non-profit organization relies on celebrities as well, as celebrities have mass communication skills which can attract people's attention and is helpful in reaching a wider audience to raise their awareness towards a certain organization or an issue. Thus, it makes celebrities effective fund raisers.

Celebrity endorsements pull in hundreds of crore every year, and are widely preferred by marketers to promote their products. Using their celebrities for endorsing brands has become a trend for building the brands as well as the company's image. The company makes use of the celebrity's characteristics and qualities to establish an analogy with the products specialities with an aim to position them in the minds of the target customers. Celebrity endorsement, thus, is one of the powerful tools adopted by companies / marketers to consolidate their brand in the crowded market place. Consumers prefer to own a brand that has a good reputation, and when someone like a famous film star or a sport star is associated with that particular brand, it is obvious that the consumers will get attracted to it, because the consumer wants to maintain some status and feels that using a brand promoted by a star can satisfy that longing.

## STATEMENT OF THE PROBLEM

Number of textiles is growing day by day in Kerala state. When compared to other states in India, it has more number of NRIs and they are willing to purchase branded items. Scholars argue that celebrity endorsement could damage the brand image if the celebrity endorser has a negative reputation. The celebrity personality must align with the product image to attract the most attention to the advertisement. Through this study, the researcher has to find out whether the consumers buying behaviour is in connection with influence of celebrity or quality of the product.

## SIGNIFICANCE OF THE STUDY

Today celebrity endorsement becomes the multimillion industries in the world. Marketers endorsed celebrities with their products and brands in the advertisement to increase their sales and change the perception of the viewer's regarding their brand, which positively impacts on their buying behaviour. This study focuses on the celebrity endorsement and its impact on the consumers buying behaviour and their perception regarding the product or brand of the company.

**RESEARCH METHODOLOGY**

The study is empirical in nature and employs primary data collected by communicating with respondents. A quantitative method is used in this study in regard to investigate the impact of celebrity endorsement on buying behaviour. The data of 100 respondents is collected through questionnaire and results were analysed through SPSS.

**OBJECTIVES OF THE STUDY**

1. To know whether the celebrities are actually influencing the buying behaviour of consumers.
2. To know whether the consumers are buying clothes according to their preference or its quality.
3. To know whether the celebrities actually create a positive or negative image in the minds of consumers.
4. To find out whether celebrity endorsement increase customer loyalty.

**REVIEW OF LITERATURE**

Robert Swerdlow (1984) in his study entitled "The Effectiveness of Celebrity Advertisement" revealed that the effectiveness of celebrity advertisement by celebrity and category of products with two components i.e. Cognitive recall and consumer purchasing behaviour. Celebrities' credibility expressed in terms of trustworthiness and expertness appeared to have little importance in the evaluation of a product.

A study on "The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisement and Brands" conducted by Goldsmith, Lafferty and Newall (2000) revealed that the impact of endorser and corporate credibility on attitude-towards the advertisement, attitude-towards the brand and purchases intention.

Mishra Prashant, Dhar Upinder and Saifuddin (2001) conducted a study on "Celebrity Endorser and Adolescent: A study on Gender Influences". The study was focused at differences among the adolescents' perceptions and about the effectiveness of male and female celebrities. The findings of the study revealed that male adolescents perception of female celebrities attractiveness, trustworthiness, and expertise is significantly higher in comparison to their perception of male celebrity.

R. Mohanambal (2003) in her study on the "Impact of Celebrity Advertisement on Consumer Purchase Decisions" examined the objectives of the study, was the influence of the advertisement on consumer purchase decisions and also to identify the product purchased under the influence of celebrity endorsements. Celebrity advertising has become significant in creating awareness of product; important point of the celebrity advertising is the connection between the endorser and the product they endorse. By the mere presence of celebrity the product would not end up with sales, celebrities have to influence to some extent and their endorsement was required only for certain products and also they must influence.

Varsha Jain and Subhadip Roy (2010) Study points out the fact that national Celebrities are better than regional celebrities in creating positive consumer attitude. Consumers are open to new product in high and low involvement products categories with the presence of national and regional celebrity.

Wen-Shin Huang, Tsuifang Hsieh and Han -Shen Chen (2011) this study suggests that consumers are affected by animated spoke-characters, which increasing the advertisement communication effect. However, product and brand values are essential reasons for making purchase decisions.

**DATA ANALYSIS AND INTERPRETATION**

The information includes the analysis of data collected from the customers and its interpretation in the form of tables and graphs. Percentages are mainly used for the analysis purpose.

On the Basis of the Age of the respondents

**TABLE 1: AGE CATEGORY**

AGE	Number of Respondents	Percentage
Below 20	6	6%
20-30	50	50%
30-40	19	19%
40-50	8	8%
Above 50	17	17%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

As per the above table most of the above respondents falls under the youngster category. This shows that the people came under the age category of 30 -40 are receptive to celebrity endorsement advertisements.

**TABLE 2: GENDER CATEGORY**

Gender	Number of Respondents	Percentage
Female	53	53%
Male	47	47%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

This table shows that celebrity endorsement is not only for men, but it is equally applicable for women who are exposed to TV and other media and are well aware of celebrities.

**TABLE 3: OCCUPATIONAL CATEGORY**

Occupation	Number of Respondents	Percentage
Business	6	6%
Profession	23	23%
Self Employed	21	21%
Student	20	20%
Others	30	30%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

As per the above table, out of 100 respondents 27 % of them were students, 25 % were self-employed, and 12 % were professional field.

**TABLE 4: MONTHLY INCOME OF THE RESPONDENTS**

Monthly Income	Number of respondents	Percentage
Below 20000	45	45%
20000-40000	25	25%
40000-60000	21	21%
Above 60000	9	9%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data



As per the above table, out of 100 respondents, 45% had an income below 20000. 25% had a monthly income of in between 20000 and 40000. 21% had a monthly income of 40000-60000.

**TABLE 5: CUSTOMERS NOTICE A PARTICULAR BRAND**

Customers notice a particular Brand	Number of Respondents	Percentage
Quality	60	60%
Advertisement	15	15%
Endorsing Celebrity	4	4%
Price	17	17%
Others	4	4%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

As per the above table most of the respondents prefer a particular brand on the basis of its quality. So the customers give preference to quality rather than celebrity endorsement. Even though celebrity endorsement as a marketing communication activity is viewed in a positive light, it's influence over the purchase intention of the consumers are not so effective.

**TABLE 6: ARE CELEBRITIES ACTING FOR QUALITY PRODUCT**

Are celebrities acting for quality product	Number of respondents	Percentage
Yes	27	27%
No	73	73%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

Most of the respondents are of the opinion that the celebrities are not acting for quality products.

**TABLE 7: CELEBRITIES INFLUENCING IN REMEMBERING A PARTICULAR BRAND**

Celebrities influencing in remembering a particular brand	Number of Respondents	Percentage
Yes	60	60%
No	40	40%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

Many respondents opined that presence of celebrities in the advertisement makes them to recognize and recall the brands. Celebrity endorsement has an impact on the consumers recall evaluations and attention

**TABLE 8: NEGATIVE PUBLICITY ABOUT A CELEBRITY ENDORSER INFLUENCE CUSTOMERS' PURCHASING DECISION**

Whether the negative image of celebrity affect brand image	Number of respondents	Percentage
Yes	63	63%
No	37	37%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

As per the opinion of respondents negative publicity about a celebrity endorser can influence their purchase decision.

**TABLE 9: TABLE REPRESENTING THE TYPE OF ENDORSEMENT PERSUADING THE RESPONDENTS THE MOST TO PURCHASE A PRODUCT**

Persons	Frequency	Percentage
Film stars	35	35%
Famous personalities	30	30%
Sportsmen	20	20%
Common man as a Brand Ambassador	15	15%
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

From the above table, it can be interpreted that 35% of the respondents are persuaded to buy a product when endorsed by film stars while 15% by the common man and 30% by famous celebrities whereas 20% of the respondents are persuaded to buy a product when endorsed by cricketers.

**TABLE 10: TABLE REPRESENTING THE MEANS OF ADVERTISEMENT PERSUADING THE RESPONDENTS**

Means of advertisement	Frequency	Percentage
Tele Vision	52	52
Newspaper	24	24
Magazine	16	16
Internet	8	8
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

From the above table, it can be interpreted that 52% of the respondents are persuaded to buy a product by means of television while only 8% by the internet and 24% by newspaper whereas only 16% of the respondents are persuaded to buy a product by means of magazines.

## FINDINGS OF THE STUDY

1. Most of the respondents consider quality of the product as an important factor while purchasing a product
2. Most of the respondents are able to recollect the brand that is endorsed by the celebrity.
3. Most of the respondents agree that celebrity endorsement helps them to recognize a product.
4. Most of the respondents strongly agree that they will get a positive image if their favourite celebrity endorses a product.
5. Most of the respondent's state that film stars' endorsements persuade them personally to purchase products.
6. Majority of the respondent's state that television is means of advertisement persuades them most to purchase a product.
7. Most of the respondents strongly agrees that they buy a product based on the attractiveness of the celebrity.
8. Most of the respondents agree that the negative image of celebrities affect the choosing attitude of the consumers.

**SUGGESTIONS**

- Celebrities should not mislead consumers. The manufacturers should, therefore, take care to give all the information which would facilitate the college consumers in decision making process.
- Government should make strict rules and regulations in order to monitor celebrity endorsement
- Celebrities should be fully accountable for the products they endorse.
- Organization should see that celebrity endorsement is giving benefit to consumers and they should make sure that it is not causing any harm to consumers. Companies need to make good judgments on consumers' needs and interests for a specific product. The practical functions and benefits of a product should be presented in related advertisements.
- Celebrities chosen by the firms should suit the brand image. Companies should carefully choose and evaluate a popular celebrity to promote their product.

**CONCLUSION**

The study on celebrity endorsement is done to find out the impact of celebrity endorsement on consumer purchasing behaviour towards apparels. It also deals with consumers' opinion about the use of celebrity in promoting a product. Celebrity endorsements pull in hundreds of crores of money every year and are widely preferred by marketers to promote their product. Using celebrities for endorsing brands has become a trend for building the brands as well as the company's image. Promotion of a company's products through these celebrities is termed as celebrity endorsement. The company make use of the celebrities' characteristics and qualities to establish an analogy with the products specialities with an aim to position them in the minds of the target customers.

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## APPLICATION OF SELF-CONGRUITY THEORY TO DESTINATIONS

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**ABSTRACT**

*The purpose of this study was to explore the perceived destination personality of Jaipur and the relationship among destination personality, self-congruity and behavioural intentions. 341 respondents who were tourists that visited Jaipur destination and stayed at the hotels in the destination were surveyed with the questionnaire. 26 personality traits were tested and destination personality of Jaipur was measured with the EFA. The findings of the study indicate that tourists ascribe personality characteristics to destinations and the perceived destination personality dimensions of Jaipur are sincerity, excitement and conviviality. The results also show that the most distinct dimension which has a positive impact on self-congruity and behavioural intentions to destination is sincerity.*

**KEYWORDS**

Jaipur, destination personality, self-congruity, behavioural intentions.

**JEL CODES**

Z31, Z32, Z33, M31.

**1. INTRODUCTION**

In today's world which is full of competition, understanding the factors that affect the destination choice is essential for both academicians and marketers alike, who have a role to play in tourism sector (Beerli et al., 2007). An effort on branding destinations is an effective tool (Uşaklı and Baloglu, 2011); only beautiful beaches, seas, hospitable people etc. are not sufficient for survival in today's environment (Hosany et al., 2007; Murphy et al., 2007a). Tourism marketers have adapted Aaker's (1997) brand personality scale to apply it to tourism destinations. It is essential that a destination has its own characteristics and creates a different image on tourist's perceptions. A destination which replicates the tourist's own idea, characteristic and/or feeling, the tourist compares the characteristics of the destination with his own personality and this defines self-congruity (Opoku, 2009).

Jaipur is one of the famous destinations in India. The destination is famous for historical monuments and rich cultural diversity. Due to variety of architectural marvels, lakes, forts, etc., seen in the destination, tourists from different countries who have different personality characteristics from each other would like to visit the destination. So a survey was done to ascertain the perceived brand personality characteristics of this destination, the congruence between destination personality characteristics and visitor's self-concept and intention to revisit or intention to recommend the destination to others, this study was carried out in Jaipur.

The literature review indicates that directly no researches have been implemented in this specific destination related to the subject. The following were the objectives of the study to ascertain (1) the brand personality dimensions associated with Jaipur (2) the relationship between destination personality perceptions and self-congruity (3) the relationship between destination personality perceptions and behavioural intentions on the destination (4) the relationship between self-congruity and tourist's behavioural intentions on the destination.

**2. LITERATURE REVIEW****2.1 DESTINATION PERSONALITY**

Destination personality is a concept approached within the brand personality concept. Brand personality is elaborated as the "set of human characteristics associated with a brand" (Aaker, 1997) which means any human values that are associated and seen in brands (Vaidya et al., 2009). Brand is an inanimate term, consumers assign human characteristics like youthful, energetic, rugged etc. to a brand. For instance, consumers use the words cool, hip and contemporary when the talk about Absolute vodka; feminine to Chanel perfumes and intelligent to IBM computers (Ekinci and Hosany, 2006).

Destination personality is defined as "the set of human characteristics associated with a destination". Concept of destination personality is developed from Aaker's (1997) brand personality scale (BPS) which consists of five dimensions: excitement, sincerity, competence, sophistication and ruggedness and 42 descriptive traits. The applicability of Aaker's (1997) brand personality scale in context of tourism was first tested by Ekinci and Hosany (2006). The consequences of the study showed that tourists do ascribed personality characteristics to destinations, which suggests that the concept of brand personality can be used in tourism context as well.

Uşaklı and Baloglu (2011) studied Las Vegas and results of their study showed that the perceived destination personality dimensions: vibrancy, sophistication, competence, contemporary, and sincerity were related to the destination. Santos (2004) recognised Portugal's personality traits as modern and sophisticated, however Wales was characterised as honest, romantic and down to earth; Spain as friendly and family oriented; Paris as romantic; and London destinations. However, the authors established that destination personality comprises of three dimensions rather than the original five. Two were sincerity and excitement, same as in Aaker's (1997) brand personality dimensions, but conviviality was new and more specific to tourism destinations (Ekinci and Hosany, 2006).

Revealing a destination's personality is an extremely difficult process which requires a lot of effort and time. However, lack of researches in the context of destination leads the researchers to be more inclined in the topic. The review of literature shows that the researchers studying destination personality develop their own scales or use Aaker's (1997) scale to examine a destination (Azoulay and Kapferer, 2003; Ekinci and Hosany, 2006; Hosany et al., 2007; Uşaklı and Baloglu, 2011).

**2.2 SELF-CONGRUITY**

When consumer literature is reviewed, it is highlighted that the brand personality helps the consumers to express themselves. Consumers opt for products or brands whose characteristics and features are congruent with their own characteristics (Opoku, 2009; Beerli et al., 2007). This brings us to the concept of congruity or self-concept or self-image which is defined as "the totality of individual's thoughts and feelings having reference to himself as an object" (Sirgy, 1985; Uşaklı and Baloglu, 2011).

Self-congruity comprises of four dimensions. These are actual self-congruity, ideal self-congruity, social self-congruity and ideal social self-congruity. Actual self-congruity is the fit between how people actually see themselves in relation to the image of that the kind of people who purchase the product or brand. Ideal self-congruity refers to how people like to see themselves. Social self-congruity is the fit between how people believe they are seen by others in relation to the product or brand user image. Ideal social self-congruity is the fit between how people would like to be seen by others in relation to the product or brand user image (Sirgy and Su, 2000).

When self-congruity is studied in the context of tourism, it is portrayed as the fit between destination image and tourist's self-image (Murphy et al., 2007b). Tourism literature displays that actual self-congruity has been emphasized more than the other three dimensions in destination studies (Sirgy and Su, 2000). Uşaklı and Baloglu in their study (2011) have studied actual self-congruity and ideal self-congruity. They studied the congruence between destination personality and the

two dimensions of self-congruity (how tourists see themselves and how tourists like to see themselves). In spite of the ongoing studies in tourism literature, self-congruity researches are still not commonly performed in tourism studies (Uşaklı and Baloglu, 2011).

### 2.3 BEHAVIORAL INTENTIONS

Behavioural intentions has been recognized as one of the more important determinant of success (Valle et al., 2006). The term loyalty is defined as “a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour” (Oliver, 1999).

Behavioural Intention can be elaborated as “the degree to which a person has formulated conscious plans to perform or not perform some specified future behavior” (Liu & Jang, 2009). Thus, behavioral intention is the most robust dimension to predict the behavior. Thus, understanding of the concept of behavioral intention will provide an insight information to the service providers on tourist intentions to say positive things and recommend.

### 3. HYPOTHESES CONSTRUCTION

This section consists of hypothesis construction with the help of rigorous literature review. Research model subsequently formulated is depicted in figure 1.

Recent researches suggest that the personification can be applied to destinations as people bestow destinations with human characteristics (Hosany et al., 2006). Positive trait given to the destination are result in favorable tourist outlook toward the destination (Aaker, 1997).

Applying the brand personality concept to destinations, past studies have studied the impact of destination personality on behavioral intentions of tourists. Ekinci and Hosany (2006) have recognized that the destination personality dimensions have a significant positive impact on intentions to recommend. Ekinci et al. (2007) have established that destination personality has an affirmative effect on both intentions to return and word of mouth. The present study proposes that destination personality will have a direct positive influence on tourist's behavioral intentions.

Congruence plays a remarkable role in influencing tourists' behavioural intentions (Ahn et al., 2013). Researchers have identified that congruence influences behaviour of tourists and also (Zhang et al., 2014), facilitates positive attitudes regarding a destinations (Hosany and Martin, 2012) which in turn affects the consumer decision making (Aguirre- Rodriguez et al., 2012).

Aaker (1999) suggested consumers choose brands which has personality characteristics which are similar and congruent to their own personality traits. Thus, the hypothesized model postulates that self-congruity will have an affirmative significant impact on tourist's behavioral intentions (Kressmann et al., 2006). Thereby stating that greater the congruence between the destination personality and the self-concept of the tourist, more is the probability that the tourist will have a favourable attitude toward that specific destination, thus, resulting in an intention to return and recommend (Aaker, 1999).

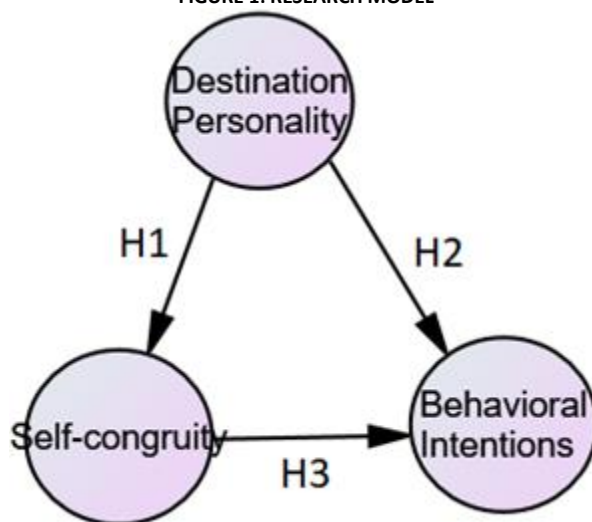
Past researches have displayed and emphasized that the destination personality has a direct significant impact self-congruity and behavioral intentions (Usakali and Baloglu, 2011). It is essential to note that there are majorly four types of self-congruity namely, actual, ideal, social, and ideal social (Sirgy et al., 1997). This study only concentrates on actual, because it has received the strongest empirical support and is the most commonly used (Sirgy, 1982; Sirgy et al., 1997; Sirgy and Su, 2000). On the basis of above discussion, we have derived the below given hypotheses:

H<sub>1</sub>. Destination personality will have a direct impact on actual self-congruity

H<sub>2</sub>. Destination personality will have a positive impact on behavioural intentions

H<sub>3</sub>. Self-congruity will have a positive impact on behavioral intentions

FIGURE 1: RESEARCH MODEL



### 4. METHODOLOGY

The relationship among destination personality, self-congruity and loyalty was investigated in Jaipur destination, India. Jaipur has always been visited by foreign and domestic tourists. People living in different regions of India would like to visit this destination. Objectives of the study include: understanding tourist's perceptions of destination personality characteristics were measured; secondly, the congruity between tourist and destination were measured. Lastly, behavioural intentions were examined.

The necessary data for the study came from a survey of tourists carried out by the author in the tourism context in India. The instrument a structured questionnaire and was prepared for obtaining the required information from the respondents. Multi-item scales were used for measuring destination personality, self-congruity and behavioural intentions.

Destination personality items that we used in the study were based on the Aaker's (1997) brand personality scale. 42 item scale was further modified by various researchers to match characteristics of a destination. These studies are Hosany (2006), Murphy et al. (2007), Ecinci et al. (2008), Papadimitriou et al., (2013), Bilim and Bilim (2014), Gürbüz (2016). In our study we will be using a 26 items, which are: Honest, reliable, intelligent, successful, wholesome, down to earth, exciting, daring, original, friendly, family oriented, charming, upper class, glamorous, spirited, appealing, sophisticated, outdoorsy, up-to-date, competent, imaginative, rugged, cheerful, tough, western and sincere. The items were measured using a 7-point Likert type scale, with anchors (1) not at all descriptive and (7) extremely descriptive.

Actual self-congruity statements for our study are taken from the research conducted by Usaklı and Baloglu (2011) which was originally formulated by Sirgy et al. (1997), Sirgy and Su (2000), and Helgeson and Suphellen (2004). Five point likert scale was used for measurement (1 = not at all likely and 7 = extremely likely). It consists of 3 items that can be elaborated as: (1) "X is consistent with how I see myself"; (2) "I am quite similar to the personality of X"; (3) "The personality of X is congruent with how I see myself" (X indicating the respective tourist destination).

Behavioral intentions, specifically includes intention to re-visit and intention to recommend the destination to others. Behavioral intention was operationalized using a two-item scale adapted from Chen and Tsai (2007). Seven point likert scale was used for measurement (1 = strongly disagree and 7 = strongly agree).

## 5. SAMPLE

The target population of this study comprised of domestic and foreign visitors to Jaipur. A convenience sampling method was used in the research process. The self-administered questionnaires were distributed to the tourists staying at the hotels and at famous tourist attraction. A total of 500 questionnaires were distributed, out of which 365 were received. 54 questionnaires were excluded from the analysis due to missing values and a total of 341 questionnaires were further used for the analysis. Demographic profile of respondents is displayed in Table 1.

**TABLE 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS (IN %)**

	Jaipur (N=341)
<b>Gender</b>	
Male	55.9
Female	44.1
<b>Age</b>	
18-25	29.7
26-35	31.6
36-45	17.8
46 and above	20.9
<b>Qualification</b>	
Graduate	25.6
Post Graduate	22.8
Professional Degree	34.7
Ph.D	6.0
Others	10.9
<b>Occupation</b>	
Service	47.4
Business	11.2
Retired	6.5
Student	23.7
Homemaker	9.2
Unemployed	2.0
<b>Home Country</b>	
India	72.6
Others (Denamark, Holand, Scotland, Pakistan, China, Brazil, Dubai, England, Japan, etc.)	27.4
<b>Visit to Jaipur before</b>	
Repeat visitor	34.4
First time visitor	65.6
<b>Purpose of visit</b>	
Visiting friends	6.6
Visiting family	9.6
Travel and tourism	69.3
Business	8.8
Others	5.7

The collected data were first edited and coded and then analyzed with the help of various statistical tools analysis of mean, exploratory factor analysis (EFA) and multiple regression were employed SPSS 21 software.

## 6. RESULTS AND INTERPRETATION

In order to understand the personality traits associated with Jaipur, 26-item five dimensional destination brand personality scale proposed by Aaker (1998) was assessed using EFA.

EFA was performed using the principal component method based on varimax rotation. Kaiser-Meyer Olkin measure of sampling adequacy was 0.905 (cut-off: KMO >.6) and Bartlett's Test of Sphericity ( $p < .001$ ) (Hair et al. 1998), confirmed the appropriateness of using exploratory factor analysis.

For Jaipur, the factor solution was adequate, as all eigenvalues were greater than 1 and accounted for 64.6% of the total variance in the data. The first factor was labelled sincerity, given that five of the scale items were the same as in Aaker's (1997) study and explained most of the variance (46.81%). The second factor was labelled as excitement given that three of the scale items were the same as in Aaker's (1997) study. This dimension explains 10.9% of the total variance. The last factor was labelled conviviality given that the scale items were combination of sophistication, competence and ruggedness dimension in Aaker's (1997) study and accounted for 6.8% of the total variance.

Many researchers have confirmed that destination personality includes three distinct dimensions rather than five. These are excitement, sincerity and conviviality (Ecinci and Hosany, 2006, Ecinci et al. 2007, Papadimitriou et al 2015, Gürbüz et al. 2016. In our study also these three factors emerged. Table 2 gives the details of the analysis.

TABLE 2: EXPLORATORY FACTOR ANALYSIS: DESTINATION PERSONALITY (JAIPUR)

Rotated Component Matrix <sup>a</sup>					
	Component			Mean	Std dev
	1	2	3		
<b>Sincerity</b>				<b>5.37</b>	<b>1.02</b>
Family oriented	.800			5.504	1.41
Charming	.741			5.317	1.1
Spirited	.735			5.166	1.37
Imaginative	.675			5.234	1.41
Reliable	.668			5.142	1.36
Original/ authentic	.663			5.509	1.22
Friendly	.652			5.778	1.25
Down-to-earth	.645			5.373	1.33
<b>Excitement</b>				<b>5.16</b>	<b>1.15</b>
Daring		.824		4.908	1.39
Western/ modern		.822		5.178	1.55
Up-to-date		.816		5.184	1.41
Exciting		.575		5.409	1.41
<b>Conviviality</b>				<b>4.91</b>	<b>1.122</b>
Tough			.868	5.217	1.32
Rugged			.815	4.777	1.44
Competent			.568	4.736	1.46
Eigenvalues	7.021	1.643	1.021		
Cumulative % of variance	46.805	57.758	64.562		

## 6.1 REGRESSION RESULTS

### 6.1.1 Regression results between Destination personality and Self congruity

Test was conducted to find out the combined impact of destination personality on self-image congruence. Results indicated that 30% ( $R^2$ ) of the variance in congruence is explained by the destination personality dimensions which can be seen in the table 3 given below.

TABLE 3: DESTINATION PERSONALITY DIMENSIONS AND SELF-IMAGE CONGRUENCE: REGRESSION RESULTS

	B	t-statistics	P-value
Dependent variable: Self-image congruence			
Independent variables: Destination Personality Dimensions			
Constant	1.494	4.120	.000
Sincerity ( $\beta_1$ )	.351*	5.548	.000
Excitement ( $\beta_2$ )	.149***	1.888	.060
Conviviality ( $\beta_3$ )	.122***	1.866	.063

Note: Significance level: \*  $p < 0.01$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.10$

Model Summary

$R^2$	30%
F- statistics	47.776
Significance	.000
Number of observations	341

According to the t-test and beta values destination personality dimension sincerity is the most important predictor of self-image congruence followed by excitement and conviviality.

### 6.1.2 Regression results between Destination Personality and Behavioural Intentions

Then the test was conducted to find out the combined impact of destination personality on behavioural intentions. Results indicated that 33.6% ( $R^2$ ) of the variance in behavioural intentions is explained by the destination personality dimensions which can be seen in the table 4 given below.

TABLE 4: DESTINATION PERSONALITY DIMENSIONS AND BEHAVIOURAL INTENTIONS: REGRESSION RESULTS

	B	t-statistics	P-value
Dependent variable: Behavioural intentions			
Independent variables: Destination Personality Dimensions			
Constant	2.184	6.920	.000
Sincerity ( $\beta_1$ )	.435*	7.057	.000
Excitement ( $\beta_2$ )	.218*	2.830	.005
Conviviality ( $\beta_3$ )	-.045	-.705	.481

Note: Significance level: \*  $p < 0.01$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.10$

Model Summary

$R^2$	33.6%
F- statistics	56.362
Significance	.000
Number of observations	341

According to the t-test and beta values destination personality dimension sincerity is the most important predictor of behavioural intentions, followed by excitement.

### 6.1.3 Regression results between Self-Congruity and Behavioural Intentions

Test was then conducted to find out the impact of self-image congruence on behavioural intentions. Results indicated that 23.6% ( $R^2$ ) of the variance in behavioural intentions is explained by the self-image congruence which can be seen in the table 5 given below. Results indicate that congruence positively and significantly influences behavioural intentions.



TABLE 5: SELF-IMAGE CONGRUENCE AND BEHAVIOURAL INTENTIONS: REGRESSION RESULTS

	B	t-statistics	P-value
Dependent variable: Behavioural intentions			
Independent variables			
Constant	2.339	8.227	.000
Self-image congruence ( $\beta_1$ )	.486*	10.242	.000

Note: Significance level: \*  $p < 0.01$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.10$

Model Summary

R <sup>2</sup>	23.6%
F- statistics	104.901
Significance	.000
Number of observations	341

For all the above regression results it may be stated here that the multicollinearity among the independent variables was assessed through computations of tolerance and VIF statistics. Both these statistics indicated absence of multicollinearity among the independent variables. The VIF and Tolerance scores are  $<10$  and  $>0.1$  respectively, thus, the regression outcomes are not affected by the multicollinearity problems. Also the bird nest view in the scatter plot shows that the regression is free from heteroscedasticity.

## 7. RESULTS, INTERPRETATION AND LIMITATIONS

In changing environment which is characterized by numerous corporations, infinite services and declining market shares, service brands should concentrate on improving customer loyalty and word of mouth in order to grow and survive. The main point here is how to make consumers believe and trust in something intangible. Formulating a strong destination personality can do the trick, as it will influence the self-congruity of the tourists, and will thus, lead to behavioral intentions.

On the basis of the mean values of the destination personality dimension, sincerity emerged as the most construct for destination Jaipur. Personality traits that tourist associate with Jaipur are friendly, family oriented, down-to-earth and charming. Destination marketing organisations can make use of these results to build a stronger and unique personality for the city.

Hypothesis one focuses on the relationship between destination personality and self-image congruence. It was highlighted that destination personality influences congruence significantly. Sincerity emerged as the most important predictor. Hypotheses two illustrate the relationship of destination personality with behavioural intentions. Results indicate that sincerity dimension again emerged as the most significant predictor and conviviality has a negative insignificant relationship. This affirms that the destination marketers while portraying the destination personality of Jaipur they should focus on attributes like family oriented, charming, friendly rather than displaying it as tough and a rugged destination. Also, third hypotheses suggest that in order to behavioural intentions the marketers should focus on self-image congruence. The tourist should be able to relate to the destination, this will in turn lead to intention to revisit and recommend.

Overview of the results, suggest that destination personality dimensions of sincerity and excitement positively and significantly influences congruence and behavioural intentions whereas highlighting a negative relationship with conviviality dimension of personality. It can be deduced that when the perception about the destination Jaipur will improve, if it portrayed correctly by the destination marketing organisations.

The current research shows empirical proofs, which present destination personality as a vital component in competitive market. Keeping this in mind, the managers should be motivated in marketing field to bring their own brand an effective destination brand personality. It is proved that personality impacts congruity and behavioural intentions. It would be beneficial for managers to use these results which will empower them in deciding on the objectives and realizing their goals. It is essential to acknowledge some limitation of the study. This study is based on the investigation of a single destination, Jaipur. So the results obtained cannot be generalized for the entire tourism industry. Secondly, difference in perception of the destination personality is different among the demographic which is not dealt with in this study. Lastly, pure random sampling is almost impossible in the tourism industry. Thus, future research should develop a design that better represents the population.

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In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

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