A Factor Analytic Investigation of Marketing Promotional Efforts with Special Reference to Trincomalee Destination

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INTRODUCTION

Tourism has spread its wings into all the corners of the world and has gracefully surfaced in Sri Lanka, formally known as the pearl of the Indian Ocean for its transpiring beauty and wonders hidden amidst its cascading waterfalls and blossoming mountains (Article, Sunday January 16 2019/ daily FT) access date 16 June 2019).

In todays' society, tourists are bombarded with promotional messages from Travel Agencies. Effective promotion relies on the message reaching the tourists in an accurate and timely way. Though, there are so many messages it can be difficult for a business to reach its target audience (Yasvari, Ghassemi and Rahrovy, 2012).

PROBLEM STATEMENT AND OBJECTIVE OF THE STUDY

There are various promotional exhibitions that have taken place in foreign capitals, but they are not based on a master plan to promote the market destination. The lack of attention can be seen to position the Sri Lanka Tourist Brand Equity and Target advertising are not done for create a brand for Sri Lankan Tourism. There is a lack of literature in Sri Lanka to examine the relationship between Marketing Promotional Efforts (MPE) and Tourist Destination. Thus, there exists a clear empirical gap with respect to the influences of various factors on MPE within the context of Tourism Industry.

"What are the factors that determining the MPE in Trincomalee Destination?"

OBJECTIVE

- To identify the factors which determine the MPE.

LITRATURE REVIEW

Tourist Destination:

Davidson and Mailtland (1997) outlined the characteristics of a tourist destination in the context of a single district, town, city or clearly defined and contained coastal, rural or mountain area as having a total tourist product based on a variety of resources, complementary to tourism.

Promotional Efforts:

According to Kelly (1972) and Devendra (2015), Promotion is the coordination of all seller-initiated efforts to set up channel of information and persuasion to facilitate the sale or a product and service or the acceptance of an idea.

METHODOLOGY

Research Design

Both exploratory and descriptive research design are formulated throughout the study. This information has helped to take conclusive decision by examining relationships among the variables.

Sampling Design

Table 01: Sample Framework

Study Setting	International Tourists who are visited in Trincomalee District
Time Horizon	Cross Sectional Research
Unit of Analysis	International Tourists who are visited in Trincomalee Divisional Secretariat Division
Sample Size	50 International Tourists
Sample Method	Convenient Sampling Technique

RESULTS ANALYSIS AND DISCUSSION

Reliability Analysis

Cronbachs' Alpha coefficient varies between 0 and 1 and the cutoff point is 0.6 (Anderson, 1998). The overall result of Cronbachs' alpha coefficients was 0.841 with respect to 15 statements, since it is greater than 0.6.

Table 02: Reliability Analysis

Cronbach's Alpha	No of Items
0.841	15

Table 03: Correlation Matrix

	V1	V2	V3	V4	V5	V6	V7	V8	V9	V10	V11	V12	V13	V14	V15
V1	1.000														
V2	.565	1.000													
V3	.388	.520	1.000												
V4	.214	.346	.572	1.000											
V5	.044	.123	.566	.321	1.000										
V6	.212	.205	.444	.504	.373	1.000									
V7	.012	.198	.458	.695	.383	.508	1.000								
V8	.212	.392	.456	.518	.415	.603	.490	1.000							
V9	-.044	-.032	.152	.166	.430	.248	.173	.244	1.000						
V10	.252	.400	.267	.156	.195	.075	.080	.225	.279	1.000					
V11	.125	.254	.283	.165	.380	.057	.226	.181	.078	.246	1.000				
V12	.244	.419	.398	.148	.402	.266	.165	.351	.191	.301	.422	1.000			
V13	.278	.436	.419	.149	.351	-.010	.167	.221	.157	.251	.227	.431	1.000		
V14	.407	.446	.466	.281	.519	.148	.248	.444	.139	.292	.264	.516	.615	1.000	
V15	-.027	.006	.143	.055	.065	.005	.124	.050	.034	-.082	-.072	.183	.246	.220	1.000

Correlation Matrix

After checking the reliability of scale, an examination of the correlation matrix reveals moderately correlations between variables. But no correlation comes out as damaging as to cause multicollinearity and so, the matrix is suitable for factoring (see Table 3).

KMO and Bartlett's Test

(KMO) measure of sampling adequacy is still another useful method to show the appropriateness of data for factor analysis. The KMO statistics varies between. 0.7 and 0.8 are good, (Field, 2000). In this study, the value of KMO for overall matrix is 0.765, thereby indicating that the sample taken to process the factor analysis is in moderate level.

Table 4: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.765
Bartlett's Test of Sphericity	Approx. Chi-Square	284.921
	Df	105
	Sig.	.000

Total Variance Explained

Table 5: Total Variance Explained

Component	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.079	33.861	33.861	3.185	21.231	21.231
2	1.911	12.738	46.600	2.388	15.920	37.151
3	1.430	9.533	56.133	2.354	15.696	52.847
4	1.242	8.283	64.416	1.735	11.569	64.416

Four variables extracted from the analysis with an Eigen value of greater than 1 (i.e., 'rule of thumb'), which explained 64.443 percent of the total variance. The remaining variance, as we know, is explained by other components (see Table 5). There are total four factors that the researcher has identified from 15 observed variables.

Rotated Component Matrix

The Principal Component Analysis is further Orthogonally Rotated using Varimax with Kaiser Normalization algorithm. It is worth mentioning out here that factors, only those factors with loadings above 0.50 were considered as significant (Anderson 2003).

Table 06: Rotated Component Matrix

	Component			
	1	**2**	**3**	**4**
V4	.827			
V7	.812			
V6	.806			
V8	.701			
V3	.584			
V2		.827		
V1		.807		
V5			.672	
V9			.648	
V11			.592	
V10			.574	
V12			.546	
V15				.818
V13				.624
V14				.552

Table 7: Ranking of Characteristics According to Their Importance

Dimensions of Promotional Efforts	No. of. Variables	Factor Score[1]	Rank
MPE – I (Advertisement)	02	0.328	1
MPE – II (Social Media Marketing)	03	0.286	2
MPE – III (Publicity and Social Evaluation)	05	0.199	3
MPE – IV (Word of Mouth)	05	0.188	4

MPE – I: (Advertisement) – Two Variables ranging from 0.827 to 0.807. V2 and V1.

MPE – II: (Social Media Marketing) - Two Variables ranging from 0.818 to 0.552 belongs to V1 AND V2

MPE – III: (Publicity and Social Evaluation) - These are represented by Five Variables with factor loadings ranging from 0.827 to 0.584. They are V5, V9. V10, V11 and V12.

MPE – IV: (Word of Mouth) - These are represented by Five Variables with factor loadings ranging from 0.672 to 0.546 belongs to V3, V4, V6, V7, and V8

CONCLUSION AND IMPLICATIONS

The results show that MPE from the Exploratory Factor Analysis that together accounted 64.443 percent of the total variance. The results of factor scores are, Advertisement, Social Media Marketing, Publicity and Social Evaluation, Word of Mouth became the ranks of first, second,

third and fourth respectively and constitute the determine factors of MPE in Trincomalee Destination of tourist perspective.

However, it is explicit that there may be other factor(s) to be considered to explain the variation of MPE. Further, suggest that future research should include some other factors such as behavioral beliefs, normative beliefs and controllable beliefs. In addition, it is also advisable to extend this study by considering other destinations in Sri Lanka and other nations too for further understanding of tourist's decision-making behavior.

After the Easter attack in Sri Lanka Tourism Industry was immediately collapsed. Consequently, this research paper will be much more beneficial for the future researchers related to MPE in Tourism Industry.

KEYWORDS

Tourist Destination, Marketing Promotional Efforts, Exploratory Factor Analysis

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