

Evaluating the Impact of Promotional Tools on Consumer Behaviour: Insights from Haryana Tourism Corporation

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Received:
30/09/2025
Revised:
07/10/2025
Accepted:
22/10/2025
Published:
30/10/2025

ABSTRACT

Background: Promotional tools play a crucial role in shaping consumer behavior, particularly in the tourism sector, where competition is intense, and customer preferences evolve rapidly. This study investigates the impact of various promotional tools utilized by Haryana Tourism Corporation, focusing on identifying the most effective strategies for influencing customer decisions. By examining promotional tools such as advertisements, referral programs, discounts, and social media campaigns, this research provides actionable insights for enhancing customer engagement and satisfaction. **Methodology:** The study adopts a mixed-methods approach, employing SPSS for descriptive, correlation, and regression analysis, complemented by SmartPLS for structural modeling. A survey was conducted among 163 respondents, using a structured questionnaire to evaluate their perceptions of different promotional tools. Statistical techniques such as ANOVA and path analysis were used to determine the effectiveness and interrelationships of the promotional strategies. **Findings:** The results reveal that advertisements, referral programs, and discounts are the most impactful promotional tools, with referral programs having the highest influence on customer behavior. Social media campaigns, although less effective in SPSS analysis, gained prominence in SmartPLS due to their latent potential. Regression analysis indicated that promotional tools collectively explain 52.5% of the variance in customer behavior, with referral programs exhibiting the strongest correlation and influence. The findings underscore the importance of integrating referral strategies with personalized email campaigns for enhanced impact. **Implications:** The study highlights the need for a strategic, multi-channel approach to promotional activities in tourism. Haryana Tourism Corporation can leverage the insights to optimize its promotional strategies, aligning them with customer preferences and emerging trends. Enhancing social media campaigns and refining email marketing are critical to maximizing their latent potential and improving overall effectiveness.

Keywords: Promotional tools, customer behavior, tourism marketing, SPSS analysis, SmartPLS, Haryana Tourism Corporation.



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INTRODUCTION

Tourism “plays a pivotal role in the economic development of any region, and the promotion of tourism has become a key component of regional marketing strategies (Calero & Turner, 2020). In India, the tourism industry is growing rapidly, with states leveraging their unique cultural, historical, and natural assets to attract domestic and international visitors. Among the states with immense potential for tourism, Haryana stands out due to its rich cultural heritage, historical significance, and proximity to major metropolitan areas like Delhi (Sadana, 2021). The Haryana Tourism Corporation (HTC) plays a crucial role in promoting the state as a preferred tourist destination. However, in the face of evolving market

dynamics, it becomes essential for HTC to effectively utilize various promotional tools to capture the attention of potential tourists and maintain a competitive edge.

The promotion of tourism is a multifaceted endeavour that involves the application of a range of marketing strategies and tools designed to inform, attract, and engage customers. Promotional tools include advertising, sales promotions, public relations, personal selling, and direct marketing, each playing a significant role in influencing consumer behaviour (Czinkota et al., 2021). For Haryana Tourism Corporation, a comprehensive understanding of these promotional tools and their effectiveness in engaging consumers is

crucial to refine its marketing strategies and increase tourist inflow.

This research aims to explore and evaluate the various promotional tools employed by Haryana Tourism Corporation to market its offerings. By understanding the impact of these promotional tools, the research intends to provide valuable insights into which strategies resonate most with consumers and contribute to their decision-making process (Moinuddin et al., 2024). Furthermore, this study will explore the relationship between promotional tools and customer perceptions, behaviors, and satisfaction levels, offering practical recommendations for optimizing HTC's marketing approach.

The significance of this research lies in its ability to bridge the gap between tourism promotion strategies and consumer preferences in the context of Haryana. Given the increasing competition in the tourism sector, both at the national and international levels, it is imperative for state-run organizations like HTC to continuously assess and refine their promotional activities to enhance their market presence. The findings of this research are expected to contribute to a deeper understanding of the evolving landscape of tourism marketing and offer actionable insights for HTC in improving its outreach and engagement efforts.

LITERATURE REVIEW

Haryana, located in northern India, is known for its vibrant culture, historical monuments, and diverse landscapes that appeal to a wide range of tourists. The state's proximity to Delhi, a major tourist hub, further enhances its potential to attract visitors looking for a quick getaway or those exploring the cultural heritage of the region (Chauhan, 2023). Haryana Tourism Corporation, as the state-run agency responsible for promoting tourism, offers a variety of services including heritage sites, adventure tourism, pilgrimage circuits, and eco-tourism initiatives. These services are designed to cater to both domestic and international tourists seeking leisure, spiritual, and adventure-based experiences.

Despite the wealth of resources available to Haryana, the state faces significant challenges in terms of attracting a large number of tourists. These challenges are compounded by factors such as limited awareness about the state's tourism offerings, lack of promotional initiatives, and the increasing competition from other tourist destinations within India. To address these challenges, Haryana Tourism Corporation has implemented a variety of promotional tools to create awareness, attract tourists, and enhance customer satisfaction (Rathore & Sharma, 2021).

Promotional tools are critical to the success of tourism marketing as they help in communicating the unique offerings of a destination, influencing consumer perceptions, and ultimately motivating tourists to visit (Gato et al., 2022). These tools can be broadly categorized into traditional and digital marketing

strategies, each offering unique advantages and challenges. Traditional tools such as print advertisements, television commercials, and radio promotions have long been used to reach a wide audience, while digital tools such as social media campaigns, online travel portals, influencer collaborations, and email marketing have gained prominence in recent years due to the growing influence of the internet and mobile technologies (Bharti & Kumar, 2020).

The transition to digital marketing has brought new opportunities and challenges for tourism promotion, as it offers the ability to target specific segments of consumers based on their interests, behaviors, and online activity. Social media platforms, in particular, have become powerful tools for reaching a large and diverse audience, allowing tourism bodies like HTC to engage with potential customers in real-time and build brand awareness through content marketing, advertisements, and interactive campaigns (Rodríguez-Ibáñez et al., 2023). Influencer marketing has also emerged as a popular strategy, with influencers promoting tourism destinations to their followers, often through visually captivating content that highlights the beauty and uniqueness of a destination.

While digital marketing tools provide a higher level of customization and engagement, traditional tools continue to hold value in reaching certain demographic groups, especially in regions with limited internet penetration or among older generations who may be less active online. Therefore, the integration of both traditional and digital promotional tools is essential for any tourism corporation to maximize its reach and impact.

METHODOLOGY

This research adopts a quantitative approach to examine the effectiveness of various promotional tools used by Haryana Tourism Corporation (HTC) and their impact on customer behaviour. Data was collected through an electronic survey, which resulted in 473 complete and valid responses out of 550 received. The survey was designed to assess customer perceptions of six key promotional tools employed by HTC: advertisements (adapted from Decrop, 2007), discounts and offers (adapted from McCabe & Branco Illodo, 2019), social media campaigns (adapted from Halkiopoulou et al., 2022), email marketing (adapted from Labanauskaitė et al., 2020), referral programs (adapted from Hwang & Shin, 2024), and customer impact (adapted from Wu, 2007). These tools were evaluated based on a Likert scale to measure respondents' exposure, experiences, and perceptions.

The software used for the analysis are SPSS and SmartPLS. The analysis is conducted in two parts. First, ANOVA is used to identify significant differences in the effectiveness of promotional tools. Second, regression analysis is applied to assess how these promotional tools impact consumer behaviour, including their influence on decision-making, satisfaction, and engagement. The

How to cite: Kumari M. Evaluating the impact of promotional tools on consumer behaviour: insights from Haryana Tourism Corporation. *Advances in Consumer Research*. 2025;2(4):5444–5455.

findings aim to provide actionable insights for HTC to refine its promotional strategies and improve customer engagement, ultimately enhancing the effectiveness of its marketing efforts.

Analysis and Interpretation

Objective: To find out various promotional tools for Haryana Tourism Corporation market and its impact on customer.

Out of the 550 responses received electronically, 473 were complete and suitable for analysis. This objective focuses on identifying the various promotional tools used by Haryana Tourism Corporation (HTC) and their impact on customers. A scale was adapted from previous research on Advertisements (Decrop, 2007), Discounts and Offers (McCabe & Branco Illodo, 2019), Social Media Campaigns (Halkiopoulous et al., 2021), Email Marketing (Labanauskaitė et al., 2020), Referral Programs (Hwang & Shin, 2024), and Customer Impact (Wu, 2007). The analysis will be conducted in two parts: the first part will use ANOVA to identify the most effective promotional tools, while the second part will assess the impact of these tools on consumers using statistical method (regression analysis). This approach will provide insights into which strategies drive customer engagement and conversion for HTC.

Part 1: To Find Out Various Promotional Tools For Haryana Tourism Corporation Market

To achieve the objective of identifying the most preferred promotional tools for Haryana Tourism Corporation, a structured three-stage analysis was carried out. First, Friedman’s test was applied to determine whether there are significant differences in consumer perceptions of the various promotional tools employed by the Corporation. This non-parametric test helps to evaluate if certain tools, such as advertisements, social media campaigns, or referral programs, are perceived differently by the target audience. If the results from the Friedman test show significant differences, post hoc analysis, specifically the Wilcoxon signed-rank tests, will be used. This step is crucial for pinpointing exactly which pairs of promotional tools differ in terms of consumer preferences, highlighting which tools are more or less effective in capturing consumer attention.

Finally, for promotional tools that demonstrate significant differences, t-tests will be conducted to further investigate how consumer perceptions vary across different demographic groups, such as age, gender, or income level. This in-depth analysis will provide insights into how distinct groups within the target market respond to specific promotional efforts, enabling Haryana Tourism Corporation to tailor its marketing strategies more effectively.

Friedman’s Test results for ranked order data

The results of the Friedman’s Test provide valuable insights into the ranked preferences of various promotional tools employed by Haryana Tourism Corporation. The mean ranks indicate that Social Media Campaigns (PT3) emerged as the most preferred

promotional tool, with a mean rank of 4.47, suggesting that consumers find the Corporation’s social media content engaging, widely shared, and relevant to their interests. Discounts and Offers (PT2) followed closely with a mean rank of 3.62, indicating that promotional deals and loyalty programs are appealing and effective in encouraging usage of services.

Referral Programs (PT5), with a mean rank of 3.05, ranked third, showing moderate appeal, especially through incentives and the awareness of the program among potential consumers. Advertisements (PT1), though effective in reaching consumers, had a lower mean rank of 2.33, suggesting that while they maintain brand awareness, other tools are perceived as more impactful. Email Marketing (PT4) ranked the lowest with a mean rank of 1.53, indicating it is the least preferred, perhaps due to less personalization or less effectiveness in motivating action.

Overall, the results suggest that digital tools like social media and targeted discounts hold more influence over consumer engagement with Haryana Tourism Corporation.”

Table 1. Ranks

	Mean Rank
PT1	2.33
PT2	3.62
PT3	4.47
PT4	1.53
PT5	3.05

“The Friedman Test results indicate a significant difference in the preferences for various promotional tools utilized by Haryana Tourism Corporation among respondents. With a sample size of 473, the calculated Chi-Square statistic is 1140.873, which is highly significant with a p-value (Asymp. Sig.) of 0.000. This result confirms that there are statistically significant differences in how the promotional tools are perceived by consumers. Given the degrees of freedom (df) of 4, we can conclude that at least one promotional tool differs significantly from the others in terms of consumer preference. This analysis suggests the need for Haryana Tourism Corporation to focus on the more favored promotional strategies, such as social media campaigns and discounts, to enhance their marketing effectiveness. The substantial Chi-Square value reinforces the importance of these findings, indicating that consumer engagement and satisfaction can be optimized by prioritizing the promotional tools that resonate most with the audience.

Table 2. Test Statistics

N	473
Chi-Square	1140.873
df	4
Asymp. Sig.	.000

Post-Hoc Analysis (Wilcoxon Signed Ranks Test)

After identifying significant differences using the Friedman Test, a post hoc analysis was conducted using the Wilcoxon Signed Ranks Test (Table 3) to pinpoint where these differences lie. This test compares each pair of promotional tools to determine which are more preferred. The analysis helped uncover specific preferences, such as consumers favoring social media campaigns and discounts and offers over email marketing and referral programs. By identifying the most effective promotional tools, Haryana Tourism Corporation can better align its marketing strategies with consumer preferences, thereby enhancing engagement and effectiveness.

The Wilcoxon Signed Ranks Test results offer a clear insight into consumer preferences for promotional tools used by Haryana Tourism Corporation. Among the compared pairs, social media campaigns (PT3) are the most preferred, as evidenced by the overwhelming number of positive ranks when compared to other tools. For instance, when compared to advertisements (PT1), social media campaigns have 392 positive ranks, indicating that consumers overwhelmingly prefer social media over traditional advertisements. This preference is further affirmed in comparisons between social media campaigns and discounts and offers (PT2), where social

media has 254 positive ranks and only 78 negative ranks.

Discounts and offers (PT2) rank second, with a notable number of positive ranks when compared to advertisements (PT1) (305 positive ranks vs. 62 negative ranks) (Molitor et al., 2020). This suggests that discounts and offers are a more compelling promotional tool than advertisements for most consumers.

Referral programs (PT5) hold a middle position. While referral programs rank higher than advertisements and email marketing, they are less preferred compared to social media campaigns and discounts/offers. Referral programs have 238 positive ranks compared to advertisements, indicating a moderate preference.

Email marketing (PT4) appears to be the least preferred promotional tool, with negative ranks exceeding positive ranks in most comparisons, especially when contrasted with social media campaigns and referral programs.

In conclusion, social media campaigns are the most effective promotional tool, followed by discounts and offers, while email marketing and advertisements are less favoured.

Table 3. Ranks Table

Item Pairs for Comparison	N	Mean Rank	Sum of Ranks
PT2 - PT1	Negative Ranks	62 ^a	114.00
	Positive Ranks	305 ^b	198.23
	Ties	106 ^c	
	Total	473	
PT3 - PT1	Negative Ranks	0 ^d	.00
	Positive Ranks	392 ^e	196.50
	Ties	81 ^f	
	Total	473	
PT4 - PT1	Negative Ranks	247 ^g	176.26
	Positive Ranks	78 ^h	121.00
	Ties	148 ⁱ	
	Total	473	
PT5 - PT1	Negative Ranks	74 ^j	119.50
	Positive Ranks	238 ^k	168.00
	Ties	161 ^l	
	Total	473	
PT3 - PT2	Negative Ranks	78 ^m	123.00
	Positive Ranks	254 ⁿ	179.86
	Ties	141 ^o	
	Total	473	
PT4 - PT2	Negative Ranks	391 ^p	196.00
	Positive Ranks	0 ^q	.00
	Ties	82 ^r	
	Total	473	
PT5 - PT2	Negative Ranks	219 ^s	172.00
	Positive Ranks	93 ^t	120.00
	Ties	161 ^u	
	Total	473	
PT4 - PT3	Negative Ranks	473 ^v	237.00
	Positive Ranks	0 ^w	.00
	Ties	0 ^x	

	Total	473		
PT5 - PT3	Negative Ranks	351 ^y	176.00	61776.00
	Positive Ranks	0 ^z	.00	.00
	Ties	122 ^{aa}		
	Total	473		
PT5 - PT4	Negative Ranks	0 ^{ab}	.00	.00
	Positive Ranks	359 ^{ac}	180.00	64620.00
	Ties	114 ^{ad}		
	Total	473		

Test Statistics

The final statistics table 4 presented depicts whether these comparisons are statistically significant or not.

Looking at the results from the Wilcoxon Signed-Rank Test, only statistically significant results will be discussed. Out of the comparisons made between the promotional tools, all pairwise comparisons yielded significant results at a p-value of 0.000, suggesting strong differences in consumer perceptions regarding the effectiveness of these promotional tools.

- The Wilcoxon signed-rank test showed that the preference ranking of Discounts and Offers (PT2) is significantly higher than Advertisements (PT1) ($Z = -13.560$, $p = 0.000$). Consumers ranked discounts and offers as more appealing than traditional advertisements.

- Social Media Campaigns (PT3) were significantly preferred over Advertisements (PT1) ($Z = -17.456$, $p = 0.000$). This indicates that consumers view social media campaigns as a much more effective tool compared to advertisements. Similarly, social media campaigns ranked significantly higher than Discounts and Offers (PT2) ($Z = -10.895$, $p = 0.000$), highlighting its dominant position.

- Email Marketing (PT4) ranked lower than both Social Media Campaigns (PT3) and Discounts and Offers

(PT2) but was still preferred over Advertisements (PT1) ($Z = -10.635$, $p = 0.000$). However, it was ranked significantly lower than social media campaigns ($Z = -19.246$, $p = 0.000$).

- Referral Programs (PT5) were preferred over Advertisements (PT1) ($Z = -10.372$, $p = 0.000$) and also outperformed Discounts and Offers (PT2) ($Z = -8.835$, $p = 0.000$), but were ranked significantly lower than Social Media Campaigns (PT3) ($Z = -16.997$, $p = 0.000$) and Email Marketing (PT4) ($Z = -17.076$, $p = 0.000$).

Summarizing these results, Social Media Campaigns emerged as the most preferred promotional tool, significantly outperforming all others. This aligns with the growing trend of digital engagement where consumers interact with brands more through social media than through traditional forms of advertising or direct marketing. Discounts and Offers rank second, showing that while consumers appreciate discounts, social media remains more influential. Referral Programs and Email Marketing followed, with Advertisements being the least preferred. The results suggest that Haryana Tourism Corporation should focus more on leveraging social media and creating engaging campaigns to maximize consumer interest.

Table 4. Test Statistics

Item Pairs	Z	Asymp. Sig. (2-tailed)
PT2 - PT1	-13.560 ^b	0
PT3 - PT1	-17.456 ^b	0
PT4 - PT1	-10.635 ^c	0
PT5 - PT1	-10.372 ^b	0
PT3 - PT2	-10.895 ^b	0
PT4 - PT2	-17.439 ^c	0
PT5 - PT2	-8.835 ^c	0
PT4 - PT3	-19.246 ^c	0
PT5 - PT3	-16.997 ^c	0
PT5 - PT4	-17.076 ^b	0
a. Wilcoxon Signed Ranks Test		
b. Based on negative ranks.		
c. Based on positive ranks.		

Part 2: To Find out Impact of Various Promotional Tools for Haryana Tourism Corporation Market on Customer.

RESULTS FROM SPSS

The objective of this analysis was to find the impact of various promotional tools used by Haryana Tourism Corporation on customer behaviour. The descriptive statistics (Table 5) provide insight into the effectiveness

of these tools in shaping customer perceptions and driving customer impact.

The mean score (Table 5) for Customer Impact (3.2596) indicates that overall, customers have a moderately

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positive perception of Haryana Tourism Corporation's services and brand recognition. This suggests that the promotional efforts are somewhat effective in fostering customer satisfaction and brand loyalty.

Among the promotional tools, Advertisements (mean = 3.2447) had the highest impact. This indicates that Haryana Tourism Corporation's advertisements are reaching the audience effectively, maintaining top-of-mind awareness, and being perceived as attractive across different platforms. The relatively higher score for advertisements reflects their role in creating brand visibility and engagement.

Referral Programs (mean = 3.2389) followed closely, implying that customers find the incentives and structure of the referral programs beneficial. The program effectively encourages word-of-mouth promotion, which can be a powerful tool in a tourism

context, where personal recommendations are often trusted.

Discounts and Offers (mean = 3.2156) also played a significant role in influencing customer behaviour. Special deals, discounts, and loyalty programs are seen as appealing, helping to drive usage of Haryana Tourism Corporation's services.

However, Social Media Campaigns (mean = 2.5805) had the lowest impact, suggesting that while social media is increasingly important, Haryana Tourism Corporation may need to improve the relevance, targeting, and engagement of its social media efforts to better align with customer interests. In conclusion, advertisements are the most impactful promotional tool, while social media campaigns need more focus to boost their effectiveness.

Table 5. Descriptive Statistics

	Mean	Std. Deviation	N
CustomerImpact	3.2596	1.05425	473
Advertisements	3.2447	1.00197	473
DiscountsandOffers	3.2156	.98815	473
SocialMediaCampaigns	2.5805	.86031	473
EmailMarketing	3.2119	.99236	473
ReferralProgram	3.2389	.97850	473

The correlation table (table 6) examines the relationships between various promotional tools (Advertisements, Discounts and Offers, Social Media Campaigns, Email Marketing, Referral Programs) and their impact on customer behaviour for Haryana Tourism Corporation.

Customer Impact shows a strong positive correlation with all promotional tools. The highest correlation is with Referral Programs ($r = .626$), followed closely by Discounts and Offers ($r = .605$) and Advertisements ($r = .598$). This indicates that referral programs, where customers receive incentives for referring others, have the most significant impact on customers' overall perception and future intentions to use Haryana Tourism Corporation's services. Email Marketing ($r = .572$) and Social Media Campaigns ($r = .552$) also show strong positive correlations with customer impact, though slightly less than the other tools.

The relationship between Advertisements and other promotional tools is also noteworthy. The correlation between Advertisements and Discounts and Offers is

quite high ($r = .721$), suggesting that these two tools work in tandem to reinforce customer perceptions. Advertisements also strongly correlate with Social Media Campaigns ($r = .618$) and Email Marketing ($r = .585$), indicating that a multi-channel approach is beneficial in maintaining brand visibility and encouraging customer engagement.

Discounts and Offers are highly correlated with Social Media Campaigns ($r = .662$) and Email Marketing ($r = .605$), showing that these promotional tools together can further incentivize customers to engage with Haryana Tourism Corporation's offerings (Thomas et al., 2022). Referral Programs show a very strong correlation with Email Marketing ($r = .827$), emphasizing that personalized emails and referral incentives effectively drive customer behaviour.

Overall, the results suggest that an integrated promotional strategy—especially combining referral programs, email marketing, advertisements, and discounts—can maximize customer impact for Haryana Tourism Corporation.

Table 6. Correlations

		CustomerI mpact	Advertisem ents	Discountsa ndOffers	SocialMedi aCampaign s	EmailMark eting	ReferralPro gram
Pearson Correlation	CustomerImpact	1.000	.598	.605	.552	.572	.626
	Advertisements	.598	1.000	.721	.618	.585	.562
	DiscountsandOffers	.605	.721	1.000	.662	.605	.545
	SocialMediaCampaigns	.552	.618	.662	1.000	.592	.472
	EmailMarketing	.572	.585	.605	.592	1.000	.827

	ReferralProgram	.626	.562	.545	.472	.827	1.000
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The model summary table (table 7) indicates that the multiple regression analysis has produced a R value of .725, which suggests a strong positive relationship between the promotional tools and customer impact for Haryana Tourism Corporation. The R Square value of .525 indicates that approximately 52.5% of the variance in customer impact can be explained by the combination of promotional tools (Advertisements, Discounts and Offers, Social Media Campaigns, Email Marketing, and Referral Programs).

The Adjusted R Square value of .520 corrects for the potential overestimation caused by additional predictors, showing that the model remains reliable with 52% of the variation explained. The Standard Error of the Estimate of .73055 reflects the average distance that the observed values fall from the regression line, suggesting a reasonable level of prediction accuracy. Overall, the model explains a significant portion of customer impact, indicating that promotional tools play a substantial role in influencing customer perceptions and behaviour.

Table 7. Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.725 ^a	.525	.520	.73055

The ANOVA table (table 8) presents key details of the regression analysis. The F-value of 103.190 with a significance level (p-value) of .000 indicates that the overall regression model is statistically significant, meaning that the combination of the promotional tools (Advertisements, Discounts and Offers, Social Media Campaigns, Email Marketing, and Referral Programs) has a significant impact on customer behaviour in Haryana Tourism Corporation.

Sum of Squares (249.236) reflects the variance that remains unexplained. The relatively large sum for the regression suggests that the model accounts for a significant portion of the variance in customer impact. The Mean Square value for the regression is 55.072, while for the residuals, it's .534, further supporting the model's ability to predict customer impact effectively. Overall, these results confirm that the model is robust and meaningful in explaining how various promotional tools influence customer perceptions.

The Sum of Squares for Regression (275.362) shows the variance explained by the model, while the Residual

Table 8. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	275.362	5	55.072	103.190	.000 ^b
	Residual	249.236	467	.534		
	Total	524.599	472			

The coefficients table (table 9) provides insights into the impact of various promotional tools on customer behaviour for Haryana Tourism Corporation. Starting with the constant (B = 0.316, p = 0.019), this represents the base level of customer impact when all promotional tools are held constant at zero. It suggests a moderate level of customer impact even without considering the influence of promotional activities. Advertisements have a positive and significant impact on customer behaviour (B = 0.176, p = 0.001). This means that for every unit increase in the effectiveness of advertisements, customer impact increases by 0.176 units, highlighting the importance of consistent and compelling advertising for engaging customers.

indicating that targeted social media outreach can increase customer engagement by 0.220 units per unit increase in campaign effectiveness. The significance of this result confirms the vital role of social media in promoting Haryana Tourism Corporation's services.

Similarly, discounts and offers significantly influence customer behaviour, as reflected by the positive coefficient (B = 0.209, p = 0.000). This shows that promotional discounts are powerful in attracting and retaining customers, with a 0.209-unit increase in customer impact for each unit increase in discounts offered. Social media campaigns also have a notable effect on customer impact (B = 0.220, p = 0.000),

Interestingly, email marketing shows a negative coefficient (B = -0.108), though it is not statistically significant (p = 0.104). This suggests that email marketing may not be as effective or influential in this context, and it might require re-evaluation or adjustment to better align with customer preferences. Lastly, referral programs show the strongest positive impact on customer behaviour (B = 0.457, p = 0.000). For every unit increase in referral incentives, customer impact increases by 0.457 units, making it the most impactful promotional tool. This emphasizes the power of word-of-mouth marketing and referral incentives in driving customer decisions and fostering loyalty.

In summary, referral programs, social media campaigns, discounts, and advertisements are all effective tools for enhancing customer engagement with Haryana Tourism

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Corporation. However, email marketing appears less impactful, suggesting that adjustments or alternative strategies may be needed in this area.

Mathematical Equation:

Equation Error! No text of specified style in document.1. Customer Impact Equation

$Customer\ Impact\ (Y) = 0.316 + 0.176\ (Advertisements) + 0.209\ (Discounts\ and\ Offers) + 0.220\ (Social\ Media\ Campaigns) - 0.108\ (Email\ Marketing) + 0.457\ (Referral\ Program)$

Table 9. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.316	.134		2.351	.019
	Advertisements	.176	.052	.167	3.382	.001
	DiscountsandOffers	.209	.055	.196	3.811	.000
	SocialMediaCampaigns	.220	.057	.180	3.881	.000
	EmailMarketing	-.108	.067	-.102	-1.627	.104
	ReferralProgram	.457	.063	.424	7.300	.000

Results from SmartPLS

Running the analysis in SmartPLS after conducting the initial regression in SPSS is significant for several reasons. First, while SPSS provides valuable insights through traditional regression techniques, SmartPLS specializes in Partial Least Squares Structural Equation Modeling (PLS-SEM), which is particularly effective for complex models involving multiple variables and relationships. This method allows researchers to assess both the measurement and structural models simultaneously, enabling a deeper understanding of how promotional tools impact customer behaviour.

Regression analysis serves as a robust statistical technique to explore the relationships between promotional tools and customer impact. It quantifies how each promotional strategy influences customer perceptions, providing clear coefficients that indicate the direction and strength of these effects. In this case, significant positive coefficients for Social Media Campaigns ($B = 0.220$), Discounts and Offers ($B = 0.209$), and Referral Programs ($B = 0.457$) suggest that these tools enhance customer engagement and perceptions effectively. Conversely, the negative coefficient for Email Marketing ($B = -0.108$), though not statistically significant, indicates a need for further evaluation of this strategy's effectiveness.

In SmartPLS, the analysis involves several steps. First, the model is constructed by defining latent variables representing different promotional tools and customer impact. The relationships are then estimated using the PLS algorithm, which maximizes variance explained in the dependent variable.

The Summary Coefficients table (table 10) reveals that Referral Programs have the strongest positive impact on customer behaviour, with a standardized coefficient of 0.424 ($p = 0.000$), emphasizing the power of word-of-mouth marketing. Social Media Campaigns also show significant positive effects ($B = 0.220$), indicating their relevance in modern marketing strategies (Refae & Nuseir, 2022). However, the Email Marketing coefficient suggests potential adjustments are needed to better align this tool with customer preferences.

Overall, the transition from SPSS to SmartPLS enhances the robustness of the analysis, enabling a more nuanced understanding of customer behaviour influenced by promotional tools. The integration of both tools enriches the research findings, providing valuable insights for strategic decision-making within Haryana Tourism Corporation.

Table 10. Summary Coefficients

	Unstandardized coefficients	Standardized coefficients	SE	T value	P value	2.5 %	97.5 %
Social Media Campaigns	0.220	0.180	0.050	4.377	0.000	0.121	0.319
Email Marketing	-0.108	-0.102	0.059	1.835	0.067	-0.224	0.008
Referral Programs	0.457	0.424	0.056	8.233	0.000	0.348	0.566
Discounts and Offers	0.209	0.196	0.049	4.298	0.000	0.113	0.304
Advertisements	0.176	0.167	0.046	3.814	0.000	0.085	0.267
Intercept	0.316	0.000	0.118	2.670	0.008	0.084	0.549

The Summary ANOVA table (table 11) provides critical insights into the overall significance of the regression model used to analyze the impact of various promotional tools on customer behaviour. The Total Sum of Squares (524.599) indicates the total variation

in the dependent variable, while the Regression Sum of Squares (275.362) represents the variation explained by the model. The Error Sum of Squares (249.236) reflects the unexplained variation.

How to cite: Kumari M. Evaluating the impact of promotional tools on consumer behaviour: insights from Haryana Tourism Corporation. *Advances in Consumer Research*. 2025;2(4):5444–5455.

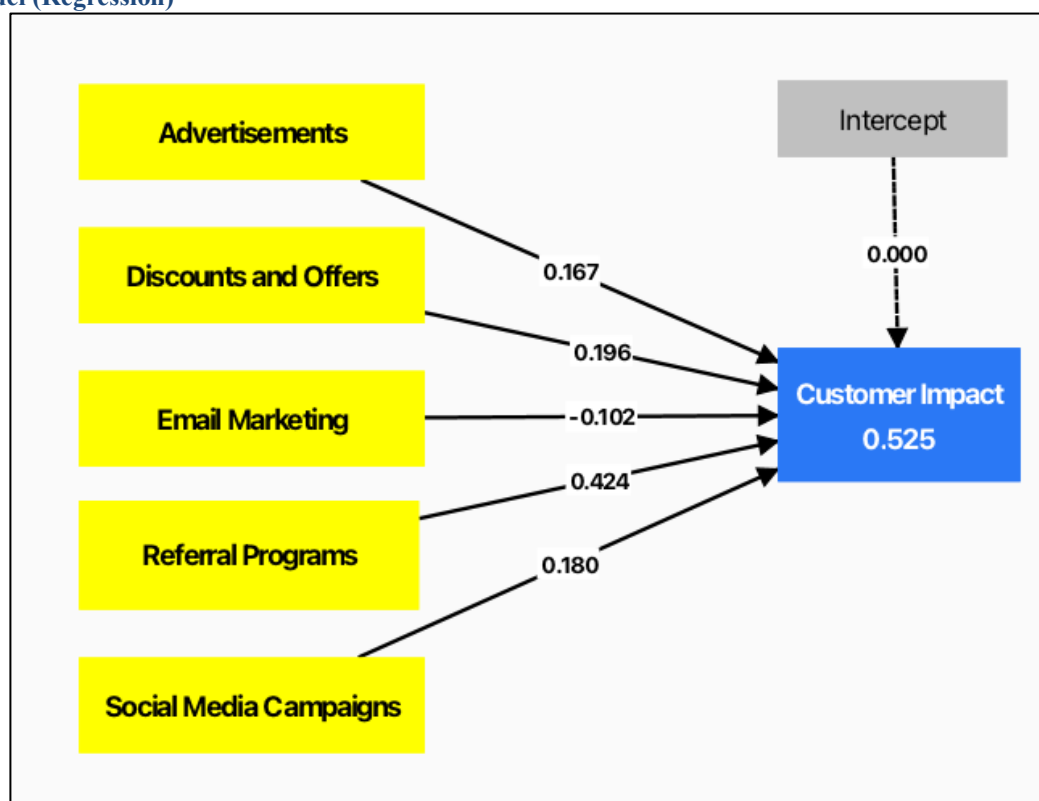
The Mean Square for Regression (55.072) is calculated by dividing the Regression Sum of Squares by its degrees of freedom ($df = 5$), which is associated with the number of predictors in the model. The F-value (131.253) is a ratio of the explained variance to the unexplained variance, indicating that the regression model significantly explains the variance in customer behaviour. With a p-value of 0.000, which is less than

the standard alpha level of 0.05, we can confidently conclude that the overall model is statistically significant (Gebremedhin et al., 2022). In summary, the ANOVA results suggest that the promotional tools collectively have a substantial impact on customer behaviour, validating the effectiveness of the strategies analyzed.

Table 11. Summary ANOVA

	Sum square	df	Mean square	F	P value
Total	524.599	599	0.000	0.000	0.000
Error	249.236	594	0.420	0.000	0.000
Regression	275.362	5	55.072	131.253	0.000

SEM Model (Regression)



The unstandardized coefficients (table 12) reveal the direct impact of each promotional tool on customer behaviour, quantified in the unit of the dependent variable. The Referral Programs coefficient (0.457) indicates the strongest positive influence, suggesting that these programs significantly enhance customer engagement and conversion. In contrast, Email Marketing shows a negative coefficient (-0.108), implying that this method may not effectively resonate with the target audience, potentially detracting from customer engagement.

Social Media Campaigns (0.220), Discounts and Offers (0.209), and Advertisements (0.176) all display positive impacts, indicating their effectiveness in driving customer behaviour. The Intercept (0.316) represents the baseline customer impact when all promotional tools are absent. Overall, these results underscore the importance of strategically leveraging referral programs

and other effective marketing methods to optimize customer engagement and improve outcomes.

Table 12. Unstandardized Coefficients

	Customer Impact
Social Media Campaigns	0.220
Email Marketing	-0.108
Referral Programs	0.457
Discounts and Offers	0.209
Advertisements	0.176
Intercept	0.316

The R-square (table 13) value of 0.525 indicates that approximately 52.5% of the variance in customer impact can be explained by the promotional tools included in the model. This suggests a moderate level of explanatory power, highlighting that while these tools significantly contribute to understanding customer behaviour, other factors may also play a role.

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The adjusted R-square of 0.521 further refines this estimate, accounting for the number of predictors in the model, and confirms that the model remains robust even with the inclusion of multiple variables.

Additionally, the Durbin-Watson statistic of 1.887 suggests that there is no significant autocorrelation in the residuals, indicating that the assumption of independence among observations is met. Overall, these metrics provide a solid foundation for validating the effectiveness of the promotional strategies analyzed while indicating the potential influence of additional variables on customer impact (Saura, 2021).

Table 13. R Square

	Customer Impact
R-square	0.525
R-square adjusted	0.521
Durbin-Watson test	1.887

Based on the results and interpretations provided, the study reveals that certain promotional tools have a significant positive impact on customer engagement with Haryana Tourism Corporation. Notably, Referral Programs and Social Media Campaigns emerge as the most impactful strategies (Adeola et al., 2020). Referral programs, with a high unstandardized coefficient of 0.457, demonstrate a strong influence on customer engagement, suggesting that recommendations from trusted sources considerably increase customer interest and loyalty. Social Media Campaigns, with a coefficient of 0.220, also play a vital role, reflecting the growing relevance of digital platforms in shaping consumer decisions in the tourism sector.

On the other hand, Email Marketing shows a minor negative impact (Deligiannis et al., 2020), as indicated by its negative coefficient (-0.108). This might suggest that email marketing alone is less effective or even slightly off-putting to customers in this context, potentially due to issues like email saturation or lack of personalized content.

Findings

To achieve the objective of identifying the most effective promotional tools used by Haryana Tourism Corporation (HTC), a structured analysis using Friedman's Test revealed significant differences in consumer perceptions of these tools. The ranking showed that Social Media Campaigns (PT3) emerged as the most preferred tool, with a mean rank of 4.47, indicating strong consumer engagement with HTC's digital presence. Discounts and Offers (PT2) ranked second with a mean rank of 3.62, highlighting their appeal in driving usage and loyalty. Referral Programs (PT5) occupied a moderate position (mean rank: 3.05), showing potential for growth through increased awareness and incentives.

Post hoc analysis using Wilcoxon Signed Ranks Test confirmed these differences, with Social Media Campaigns and Discounts consistently outperforming

traditional advertisements (PT1, mean rank: 2.33) and Email Marketing (PT4, mean rank: 1.53). Statistically significant results at $p < 0.001$ reinforced the effectiveness of digital strategies like social media and discount offers. The findings reveal that various promotional tools employed by Haryana Tourism Corporation significantly impact customer behavior, with a moderately positive overall perception (mean = 3.2596). Among these tools, referral programs emerge as the most impactful ($B = 0.457$, $r = .626$), demonstrating the power of word-of-mouth marketing and incentives in fostering customer loyalty and engagement. Advertisements ($B = 0.176$, $r = .598$) also play a critical role in enhancing brand visibility and maintaining customer awareness. Discounts and offers ($B = 0.209$, $r = .605$) effectively attract and retain customers by providing tangible value. Social media campaigns ($B = 0.220$, mean = 2.5805), while showing positive impacts, require improved targeting and engagement strategies. Conversely, email marketing exhibits a weaker, non-significant effect ($B = -0.108$, $r = .572$), highlighting the need for strategic re-evaluation. The regression analysis ($R^2 = .525$) confirms that promotional tools collectively explain 52.5% of customer impact variance, with referral programs and advertisements identified as pivotal components for maximizing customer engagement.

An integrated multi-channel strategy is recommended to amplify the effectiveness of Haryana Tourism Corporation's promotional efforts (Mishra et al., 2024). The findings suggest that HTC should prioritize social media campaigns and discount-driven promotions to enhance customer engagement and satisfaction (Gogen et al., 2024), while traditional methods like advertisements and email marketing should be reevaluated for effectiveness (Hoffman et al., 2016).

DISCUSSION

The findings from SPSS provide significant insights into the effectiveness of Haryana Tourism Corporation's promotional tools in influencing customer behaviour. Among the tools analyzed, advertisements emerged as a leading factor with a mean score of 3.2447, highlighting their importance in building brand awareness and engaging audiences. The high impact of advertisements suggests that creative and targeted campaigns effectively resonate with customers. Referral programs (mean = 3.2389) closely followed, underscoring the trust customers place in word-of-mouth recommendations and the incentives provided to encourage such behavior. Discounts and offers (mean = 3.2156) also significantly influenced customer decisions, reflecting their appeal in providing value and motivating service usage.

Interestingly, social media campaigns demonstrated the least impact (mean = 2.5805). Despite the growing prominence of social media, the results suggest Haryana Tourism Corporation needs to enhance its content quality, targeting strategies, and engagement levels to align better with customer expectations. Correlation analysis further revealed strong positive relationships

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among promotional tools, with referral programs showing the strongest correlation with customer impact ($r = 0.626$). This indicates that integrating personalized referral strategies with other tools can maximize effectiveness.

Regression analysis revealed that the promotional tools collectively explain 52.5% of the variance in customer impact, with referral programs ($B = 0.457$) having the most substantial influence. The significant F-value (103.190, $p < 0.001$) validates the model's robustness, indicating that promotional strategies significantly shape customer perceptions and behavior.

The SmartPLS analysis complements the SPSS findings, offering a nuanced understanding of how promotional tools impact customer behavior. The structural model confirmed the critical role of referral programs, which had the highest standardized coefficient (0.424, $p < 0.001$), emphasizing their unmatched ability to drive engagement and loyalty. Social media campaigns, though less impactful in the SPSS analysis, gained prominence in SmartPLS due to their potential to create targeted and interactive customer touchpoints, indicating their latent value when optimized effectively.

The regression and ANOVA outputs from SmartPLS highlighted the collective effectiveness of promotional strategies, with an R^2 value of 0.525, affirming that more than half of the customer behavior variance is explained by these tools. Additionally, the strong correlation between referral programs and email marketing ($r = 0.827$) suggests an opportunity to create a synergistic effect by aligning personalized email campaigns with referral incentives.

While email marketing demonstrated a negative coefficient in the SPSS model, SmartPLS emphasized the importance of refining this tool (Khasawneh & Shuhaiber, 2018). Personalized and engaging email content tailored to customer preferences could transform email marketing into a more impactful strategy (Sahni et al., 2018). The integration of both SPSS and SmartPLS results reinforces the value of a multi-channel promotional approach. By strategically combining referral programs, advertisements, social media, and discounts, Haryana Tourism Corporation can enhance customer engagement, satisfaction, and brand loyalty (Sharma & Mishra, 2018). These findings provide actionable insights for optimizing promotional strategies to meet evolving customer needs.”

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