Effectiveness of New Trend of Marketing Mix Elements in Successful Operation of Tourism

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Abstract

Companies in the tourism industry are under pressure to create new ways, approaches, and strategies to gain a lasting competitive edge. Tourism demand and tourism offers are the primary determinants of the tourism market. Tourism demand is determined by motives as the driving force behind any deliberated planned activity, the family as the basic cell of society in charge of tourism demand, the image if it represents potential destinations, and the lifestyle of tourism services potential consumers, all of which are linked to a person's or family's life cycle. This article analyzes the data collected through primary sources and assesses the influence of marketing mix elements on the development of tourism in Mysore Division. The study found a significant influence of marketing mix elements on the development of tourism in Mysore Division

Keywords: Marketing Mix, Pre-Empting, Postulating, Positioning, Effectiveness of Postulation, Permeate, Permanency, Proficiency, Preponderance, Pretentious and Tourism Industry

Introduction

The marketing mix's purpose in tourism is to attract clients or tourists to the destination, product, or service that the tourism company wants to sell. Competition is greater and more merciless in the globalised, chaotic, and highly complicated world. Companies in the tourism industry are under pressure to create new ways, approaches, and strategies to gain a lasting competitive edge (Middleton et. al., 2009). In tourism, the marketing mix's goal is to attract customers to the destination, product, or service that the tourism company wishes to sell. In today's globalised, chaotic, and highly convoluted environment, competition is fiercer and more ruthless. Tourism businesses are under pressure to come up with new ideas, tactics, and strategies in order to maintain a competitive advantage (Seaton and Bennett, 2004).

Marketing of services preludes viable strategies to be made by every marketer to ensure growth and sustainability Payne (2002). Strategizing the marketing mix elements in the present dynamic world assumes paramount importance Parry (2002). Besides concentrating on four basic elements of marketing mix: price, product, production & place, seven other elements need due consideration to attain the desired success. The seven elements are pre-empting, postulating, permeate, permanency, proficiency, preponderance, and pretentious. The tourism offer is a synchronisation of appealing, communicative, and receptive qualities in time and space. With the help of the marketing mix elements: pre-empting, postulating, positioning, effectiveness of postulation, permeate, permanency, proficiency, preponderance and pretentious, the tourism organization adapts to environmental conditions, thus realizing its mission.

Review of Literature

Revati Bangre et al. (2015) in their study "A Study of Service Marketing Mix Impact on increasing of it services customers concerning selected it firms operating in Pune City" explained the importance of all service Marketing Mix in the IT sector. For data collection, the researchers used the library and questionnaire method. The data were analyzed by using the Z-test (one-tailed) method. The researchers determined that the method of selling services to clients was very beneficial in expanding the number of customers of IT services since the study discovered a substantial association between the existing variables.

Muhammad Jufri Rasyidet al. (2017) in their study on "The Effect of Marketing Mix Image and Service Quality towards the Domestic Tourism Satisfaction Bone District" discussed the influence of Marketing Mix, image, and service quality towards the satisfaction of domestic tourists' in Bone District. A descriptive survey and Explanatory Survey were conducted to collect the data. The sample size was 200 domestic tourists and the data was analyzed using SEM (Structural Equation Modeling). The marketing mix had a beneficial impact on the satisfaction of the mediation of service quality, but not on the image, according to the study. Finally, it was determined that a positive image of IT would stimulate higher-quality service, which would improve tourist satisfaction.

Aparna J. Varma et al. (2016) in their study titled "Effectiveness of Service Marketing Mix Strategies of BSNL Mobile Telephone Services in Comparison to Airtel Mobile Service in

Mysuru" assessed the telecom sector in India. The goal of the research was to see how effective BSNL's and AIRTEL's service marketing mix initiatives were. Aside from price differences, the study discovered a variation in marketing methods between the two service providers. According to the findings, marketing methods are vital in helping BSNL and Airtel improve their services.

Mojtaba Alipour et al. (2018) in their study "The Effect of the 7P's Marketing Mix Components on Sporting Goods Customer Satisfaction" focused on the evaluation of the effects of 7P's Marketing Mix Elements on Sporting Goods Customer's Satisfaction in Tehran City. The sample size of the study was 380. The data was obtained using a structured questionnaire, and the results were analyzed using Smart PLS software and structural equation modelling. The study's findings revealed that the Marketing Mix Elements had a substantial impact on Customer Satisfaction in Sporting Goods. It was determined that the technologies employed in the customer service job had a beneficial impact on their satisfaction.

Objectives of the Study

To assess the effectiveness of new trend of Marketing Mix Elements in successful operation of Tourism

Hypothesis of the Study

H_{01}: The Marketing Mix Strategies do not have a significant influence on the development of tourism industry in Mysore Division

H_1: The Marketing Mix Strategies have a significant influence on the development of tourism industry in Mysore Division

Research Design

The current research is based on empirical evidence. Primary sources were used to get the information needed for the investigation. A systematic questionnaire was used to obtain primary data about the impact of marketing mix techniques on tourist satisfaction. The geographical area chosen for the study is the Mysore division which covers the districts of Mysore, Mandya, Coorg, Hassan, Chamarajanagara, Dakshina Kannada, Udupi, and Chikkamagalur. The questionnaire was administered in person and through mail also. A sample of 150 respondents from tourism companies were selected under the cluster sampling method for the purposes of the

study. The data collected from primary sources were analyzed using the SPSS package for drawing meaningful conclusions.

Analysis of Marketing Mix Strategies

Pre-empting

Table 1: Descriptive Statistics of Pre-empting Mix

	N	Mean		Std. Deviation	Variance
	Statistic	Statistic	Std. Error	Statistic	Statistic
The corporate social responsibility strategy of your company should correspond to the present resources available to you	150	3.93	.084	1.028	1.056
In order to comprehend the present business climate, organizations frequently examine their strengths	150	3.93	.077	.942	.887
In order to comprehend the present business climate, organizations frequently examine their shortcomings	150	3.79	.071	.864	.746
In order to comprehend the present economic climate, organizations frequently examine their opportunities	150	3.89	.060	.734	.539
In order to comprehend the present business climate, organizations frequently assess their threats.	150	3.90	.071	.873	.762
Organization effectively forms and make profitable use of partnerships	150	3.82	.076	.935	.873
Organization has included analytical and actionable plans for strategic planning	150	3.83	.062	.757	.574
Organization is efficient from an operational standpoint	150	3.78	.053	.654	.428
Organizations use their people as a resource to help them improve, stay competitive, and strategically achieve their objectives	150	3.69	.063	.777	.603
Because of a lack of strategic strategy, people in organizations are used efficiently or talent is wasted	150	3.85	.060	.730	.533

Is the talent of people in organizations being wasted due to lack of effective strategy	150	3.89	.075	.913	.834
The organization gains the edge over competitors by exhibiting professionalism	150	3.82	.061	.751	.565
The organizations build a trust relationship by providing quality services to tourists before they need the services	150	3.79	.065	.791	.625
Pre-emptive strategies presents persuasive evidence that the company is superior and builds the consumer's confidence	150	3.61	.062	.758	.574
Tourists provided with reasonable prices and quality services will be willing to pay extra just for the services provided	150	3.68	.090	1.101	1.212
The tourism company maintains multiple communication channels to communicate or market their services with its customers	150	3.78	.069	.842	.710
The marketing strategy is developed by the organization in a pre-emptive way by identifying their products, supply chains, pricing and marketing tactics.	150	3.79	.070	.854	.729
The tourism company works on the maxim "Satisfaction first, Profit next"	150	3.65	.057	.695	.483
The organization maintains a relationship rather than focusing on the transaction	150	3.69	.079	.969	.939
The organization places greater emphasis on retention of customers	150	3.77	.069	.847	.717
The organization assures to address the complaints lodged by dissatisfied customers	150	3.69	.074	.904	.818
The organization takes special care and provides benefits to its satisfied customers	150	3.92	.056	.681	.463

Source: Primary Source, Compiled by the Researcher

Table 1 shows the mean and standard deviation of pre-empting mix in tourism companies. The mean and standard deviation of an organization's corporate responsibility strategy matched the availability of current resources by 3.93 and 1.028, respectively, and the mean and standard deviation of an organization's strengths in order to understand the current business climate by 3.93 and 0.942, respectively. The mean and standard deviation of an organization's dangers were 3.90 and 0.873, respectively, in order to comprehend the current business climate. The mean and standard deviation of how well an organisation establishes and uses partnerships were 3.82 and 0.935, respectively. The mean and standard deviation of the marketing strategy prepared by the firm in advance by defining their products, supply chains, pricing, and marketing methods were respectively 3.79 and 0.854. The mean and standard deviation of a tourism firm that follows the credo "Satisfaction first, Profit second" were 3.65 and 0.695, respectively.

Postulating - Competition and future growth

Table 2: Descriptive Statistics of Competition and future growth

	N	Mean		Std. Deviation	Variance
	Statistic	Statistic	Std. Error	Statistic	Statistic
The organization examines the competition to determine competitive advantages and weaknesses, as well as areas for investment and improvement	150	3.83	.066	.806	.650
In terms of the capabilities of its tourism services, the organization strategically differentiates itself from the competitors	150	3.88	.067	.819	.670
A clear vision prevails with respect to corporate responsibility in the organization	150	3.74	.075	.923	.851
Organization is pursuing growth and new business/market development for improving tourism in Mysore Division	150	3.75	.066	.813	.660
Organization effectively balances short and long-term priorities while developing and implementing strategy	150	3.83	.073	.893	.798
The plan of the organization is efficient and well-organized in order to improve and evolve the strategic goals over	150	3.93	.075	.920	.847

time.					

Source: Primary Source, Compiled by the Researcher

Table 2 shows the mean and standard deviation of competition and future growth under the postulating mix in tourism companies. The mean and standard deviation of the organization's competitive analysis in order to understand competitive advantages and disadvantages, as well as identify areas for investment or improvement, were 3.83 and 0.806, respectively, and the mean and standard deviation of the organization's strategic differentiation from the competition in terms of the capabilities of its tourism services were 3.88 and 0.819, respectively. The organization's mean and standard deviation for effectively balancing immediate and long-term priorities while establishing and implementing strategy were 3.83 and 0.893, respectively. The mean and standard deviation of plan of the organization is efficient and well-organized in order to improve and evolve the strategic goals over time was 3.93 and 0.920 respectively.

Segmentation

Table 3: Descriptive Statistics of Segmentation

	N	Mean		Std. Deviation	Variance
	Statistic	Statistic	Std. Error	Statistic	Statistic
Benefit sought	150	4.01	.067	.819	.671
Loyalty	150	3.95	.067	.822	.676
Paying capacity	150	3.79	.059	.726	.527
According to psychographic variables	150	3.87	.065	.797	.635
According to demographic variables	150	3.92	.070	.855	.732
According to geographic variables	150	3.92	.065	.799	.638
According to behavioral variables	150	3.93	.069	.841	.707

Source: Primary Source, Compiled by the Researcher

Table 3 shows the mean and standard deviation of segmentation under the postulating mix in tourism companies. The mean and standard deviation of benefit sought was 4.01 and 0.819 respectively and the mean and standard deviation of the loyalty was 3.95 and 0.822 respectively. The mean and standard deviation of paying capacity was 3.79 and 0.726 respectively. The mean and standard deviation of the segmentation according to psychographic variables was 3.87 and 0.797 respectively. The mean and standard deviation of the segmentation according to demographic variables was 3.92 and 0.855 respectively. The mean and standard deviation of the segmentation according to geographic variables was 3.92 and 0.799 respectively. The mean and standard deviation of the segmentation according to behavioral variables was 3.93 and 0.841 respectively.

Positioning

Table 4: Descriptive Statistics of Positioning Mix

	N	Mean		Std. Deviation	Variance
	Statistic	Statistic	Std. Error	Statistic	Statistic
Symbols and branding	150	3.89	.056	.691	.477
Price positioning	150	3.85	.069	.849	.721
Service attributes and benefits	150	3.87	.074	.902	.814
Service user positioning	150	4.13	.056	.692	.479
Competitive positioning	150	3.84	.065	.795	.632
Quality positioning	150	3.71	.053	.651	.423
Leadership positioning	150	3.75	.066	.810	.657
Excellence positioning	150	3.96	.066	.810	.656

Source: Primary Source, Compiled by the Researcher

Table 4 shows the mean and standard deviation of positioning mix in tourism companies. The mean and standard deviation of symbols and branding was 3.89 and 0.691 respectively and the mean and standard deviation of the price positioning was 3.85 and 0.849 respectively. The mean and standard deviation of service attributes and benefits was 3.87 and 0.902 respectively. The mean and standard deviation of the service user positioning was 4.13 and 0.692 respectively. The mean and standard deviation of the competitive positioning was 3.84 and 0.795 respectively. The

mean and standard deviation of the quality positioning was 3.71 and 0.651 respectively. The mean and standard deviation of the leadership positioning was 3.75 and 0.810 respectively. The mean and standard deviation of the excellence positioning was 3.96 and 0.810 respectively.

Effectiveness of Postulation

Table 5: Descriptive Statistics of Effectiveness of Postulation Mix

	N	Mean		Std. Deviation	Variance
	Statistic	Statistic	Std. Error	Statistic	Statistic
The choice of segments in Mysore Division is judicious and issues are addressed well	150	3.89	.069	.848	.719
The segments are easily accessible	150	3.78	.060	.732	.535
The segments based on psychographic variables are actionable and profitable	150	3.76	.067	.825	.680
The segments based on demographic variables are actionable and profitable	150	3.81	.063	.766	.587
The segments based on geographic variables are actionable and profitable	150	3.76	.067	.825	.680
The segments based on behavioral variables are actionable and profitable	150	3.91	.057	.695	.482
The organization provides packages to large groups of tourists which are all-inclusive and conservative	150	3.71	.079	.973	.947
The organization provides packages to small groups of tourists which are semi-inclusive or all-inclusive	150	3.64	.075	.914	.836
The organization segments the packages or tours based on lifestyle of the tourists	150	3.67	.062	.757	.573
The organization tries to establish a distinct image in the minds of customers	150	3.77	.062	.761	.579
The positioning of services to tourists sets the tourism organization apart from its competitors	150	3.73	.080	.974	.949
Effective positioning of service attributes results in greater profits	150	3.74	.067	.815	.663

Source: Primary Source, Compiled by the Researcher

Table 5 shows the mean and standard deviation of effectiveness of postulation in tourism companies. The mean and standard deviation of choice of segments in Mysore Division is judicious and issues are addressed well was 3.89 and 0.848 respectively and the mean and standard deviation of the segments are easily accessible was 3.78 and 0.732 respectively. The mean and standard deviation of segments based on psychographic variables are actionable and profitable was 3.76 and 0.825 respectively. The mean and standard deviation of the segments based on demographic variables are actionable and profitable was 3.81 and 0.766 respectively. The mean and standard deviation of the segments based on geographic variables are actionable and profitable was 3.76 and 0.825 respectively. The mean and standard deviation of the positioning of services to tourists sets the tourism organization apart from its competitors was 3.73 and 0.974 respectively. The mean and standard deviation of the effective positioning of service attributes results in greater profits was 3.74 and 0.815 respectively.

Permeate

Table 6: Descriptive Statistics of Permeate Mix

	N	Mean		Std. Deviation	Variance
	Statistic	Statistic	Std. Error	Statistic	Statistic
The organization has a formal marketing planning	150	3.73	.065	.793	.629
Current marketing strategies are impressive and has attracted the customers	150	3.69	.067	.819	.670
Contingencies are planned well in the organization	150	3.83	.073	.888	.789
The organization is involved in continuous marketing research in order to provide best services to customers	150	3.73	.065	.800	.640
The organization reviews its profitability regularly	150	3.59	.058	.706	.498
The organization reviews its value in the market regularly	150	3.70	.057	.702	.493
The organization measures and improves the cost of direct marketing	150	3.75	.047	.570	.325

The organization has highly integrated marketing plan	150	3.69	.070	.859	.738
The organization has provided good quality of services to existing customers	150	3.73	.065	.793	.629
The organization has provided existing quality services to new target markets in an effective manner	150	3.71	.063	.771	.595
The organization through its effective market research and quality of service is well known to identify and satisfy the needs of the customers	150	3.75	.069	.845	.714
The organization uses a right marketing mix of product, price, promotion, place, people, process and physical evidence	150	3.73	.060	.732	.536
The organization uses appropriate marketing tactics in order to meet the customers' needs, reach the customers within the target market and improve sales results	150	3.71	.073	.892	.796

Source: Primary Source, Compiled by the Researcher

Table 6 shows the mean and standard deviation of permeate mix in tourism companies. The mean and standard deviation of organization has a formal marketing planning was 3.73 and 0.793 respectively and the mean and standard deviation of the current marketing strategies are impressive and has attracted the customers was 3.69 and 0.819 respectively. The mean and standard deviation of contingencies are planned well in the organization was 3.83 and 0.888 respectively. The mean and standard deviation of the organization through its effective market research and quality of service is well known to identify and satisfy the needs of the customers were 3.75 and 0.845 respectively. The mean and standard deviation of the organization uses appropriate marketing tactics in order to meet the customers' needs, reach the customers within the target market and improve sales results was 3.71 and 0.892 respectively.

Permanency

Table 7: Descriptive Statistics of Permanency Mix

	N	Mean		Std. Deviation	Variance
	Statistic	Statistic	Std. Error	Statistic	Statistic
The organization advertises about the services provided on online platforms	150	3.75	.065	.802	.643
The earlier published organization's advertisements are available till date	150	3.71	.067	.822	.676
The organization has received more customers based on marketing/online ads posted in the past	150	3.76	.065	.792	.627
The organization is receiving more customers based on marketing/online ads posted presently on online platforms	150	3.69	.068	.828	.686
The organization has received more customers based on offline marketing done earlier	150	3.79	.058	.708	.501
Customers can take informed decisions because of availability of information over digital channels as compared to traditional media.	150	3.69	.075	.913	.834
Customers feel positive and attracted towards the tourism company's offers and services that has maximum positive reviews	150	3.91	.060	.732	.536
The permanency in marketing strategies has affected the business of the organization	150	3.71	.077	.944	.890
The permanency in marketing strategies has improved the business of the organization	150	3.89	.061	.747	.558

Source: Primary Source, Compiled by the Researcher

Table 7 shows the mean and standard deviation of permanency mix in tourism companies. The mean and standard deviation of organization advertises about the services provided on online platforms was 3.75 and 0.802 respectively and the mean and standard deviation of earlier published organization's advertisements are available till date was 3.71 and 0.822 respectively.

The mean and standard deviation of organization has received more customers based on marketing/online ads posted in the past was 3.76 and 0.792 respectively. The mean and standard deviation of the organization is involved in continuous marketing research in order to provide best services to customers were 3.69 and 0.828 respectively. The mean and standard deviation of the organization has received more customers based on offline marketing done earlier was 3.79 and 0.708 respectively. The mean and standard deviation of permanency in marketing strategies has affected the business of the organization was 3.71 and 0.944 respectively. The mean and standard deviation of permanency in marketing strategies has improved the business of the organization was 3.89 and 0.747 respectively.

Proficiency

Table 8: Descriptive Statistics of Proficiency Mix

	N	Mean		Std. Deviation	Variance
	Statistic	Statistic	Std. Error	Statistic	Statistic
The organization professionally communicates with the customers	150	3.73	.077	.940	.885
The organization timely and professionally communicates marketing emails	150	3.71	.073	.894	.799
The organization constructs consumer surveys in order to receive feedback	150	3.75	.065	.794	.630
The organization pays attention to needs and wants of the customer	150	3.80	.061	.742	.550
The organization analyzes consumer demographics and preference	150	3.80	.068	.835	.698
The organization applies principle of segmentation to marketing cases	150	3.85	.078	.961	.923
The organization applies strategies for targeting to marketing projects	150	3.76	.075	.925	.855
The organization conducts SWOT analysis	150	3.80	.065	.794	.631
The organization conforms to deadlines and avoids procrastination	150	3.86	.066	.803	.645

The organization engages in effective problem solving of customers	150	3.87	.072	.880	.774
The organization develops effective social media strategies	150	3.95	.061	.745	.555
The organization determines keywords for search engine optimization strategies	150	3.87	.066	.813	.662
The organization conducts market research	150	3.84	.066	.812	.659
The organization identifies and markets compelling product features effectively	150	3.81	.077	.939	.882
The organization defines target audiences and devises marketing plans	150	3.78	.069	.850	.723
The organization plans promotional events and distribution of services	150	3.91	.066	.810	.657
The organization researches and selects media outlets for advertising / promotion	150	3.93	.063	.774	.600
The organization solves marketing problems using qualitative analysis	150	3.85	.066	.809	.654
The organization takes timely feedbacks and reviews them	150	3.80	.073	.897	.805

Source: Primary Source, Compiled by the Researcher

Table 8 shows the mean and standard deviation of proficiency mix in tourism companies. The mean and standard deviation of organization professionally communicates with the customers was 3.73 and 0.940 respectively and the mean and standard deviation of organization timely and professionally communicates marketing emails was 3.71 and 0.894 respectively. The mean and standard deviation of organization conducts SWOT analysis was 3.80 and 0.794 respectively. The mean and standard deviation of organization engages in effective problem solving of customers was 3.87 and 0.880 respectively. The mean and standard deviation of organization develops effective social media strategies were 3.95 and 0.745 respectively. The mean and standard deviation of organization determines keywords for search engine optimization strategies were 3.87 and 0.813 respectively. The mean and standard deviation of organization takes timely feedbacks and reviews them was 3.80 and 0.897 respectively.

Preponderance

Table 9: Descriptive Statistics of Preponderance Mix

	N	Mean		Std. Deviation	Variance
	Statistic	Statistic	Std. Error	Statistic	Statistic
The marketing strategies adopted by the organization are key in gaining customers	150	3.96	.069	.842	.710
The online marketing strategies used by the organization attracts the customers more rather than offline marketing strategies	150	3.75	.068	.829	.687
The organization uses Search Engine Optimization to create a presence in the market and attract customers	150	3.77	.064	.778	.606
Greater level of Search Engine Optimization facilitates better consumer insights to the marketer	150	3.88	.067	.819	.670
Greater level of Search Engine Optimization facilitates better brand equity to the marketer	150	3.85	.069	.847	.717
Greater level of Search Engine Optimization facilitates better product awareness to the consumer	150	3.75	.067	.819	.670
Greater level of Search Engine Optimization facilitates better purchase persuasion created by the marketer for the consumer	150	3.85	.058	.712	.507
Greater level of Search Engine Optimization facilitates better market share to the marketer	150	3.98	.056	.690	.476
Greater level of Search Engine Optimization facilitates better brand recognition to the marketer	150	3.78	.065	.793	.629
Greater level of Search Engine Optimization facilitates better brand commitment for the services provided	150	3.80	.061	.742	.550
Customers have started using digital channels more than the traditional channels for getting information about tourism	150	3.89	.070	.863	.745
People are very much familiar with	150	3.98	.064	.781	.610

search engines and its impact, comments, keywords, feedback, reviews and much more.					
Feedback collected from customers and redressing them creates manifold chances of retaining the customer	150	3.71	.074	.902	.813

Source: Primary Source, Compiled by the Researcher

Table 9 shows the mean and standard deviation of preponderance mix in tourism companies. The mean and standard deviation of marketing strategies adopted by the organization are key in gaining customers was 3.96 and 0.842 respectively and the mean and standard deviation of online marketing strategies used by the organization attracts the customers more rather than offline marketing strategies was 3.75 and 0.829 respectively. The mean and standard deviation of people are very much familiar with search engines and its impact, comments, keywords, feedback, reviews and much more was 3.98 and 0.781 respectively. The mean and standard deviation of feedback collected from customers and redressing them creates manifold chances of retaining the customer were 3.71 and 0.902 respectively.

Pretentious

Table 10: Descriptive Statistics of Pretentious Mix

	N	Mean		Std. Deviation	Variance
	Statistic	Statistic	Std. Error	Statistic	Statistic
The organization has been accused of engaging in pretentious marketing	150	3.70	.069	.849	.721
The organization after promising to deliver a particular service has not lived up to expectations	150	3.74	.062	.764	.583
The marketing strategies of companies prompts marketers to engage in pretentious marketing in order to attract customers	150	3.72	.068	.836	.700

Source: Primary Source, Compiled by the Researcher

Table 10 shows the mean and standard deviation of pretentious mix in tourism companies. The mean and standard deviation of organization has been accused of engaging in pretentious marketing was 3.70 and 0.849 respectively and the mean and standard deviation of organization after promising to deliver a particular service has not lived up to expectations was 3.74 and 0.764 respectively. The mean and standard deviation of marketing strategies of companies' prompts marketers to engage in pretentious marketing in order to attract customers was 3.72 and 0.836 respectively.

Testing of Hypotheses:

Hypothesis 1:

H_{01}: The Marketing Mix Strategies do not have a significant influence on the development of tourism industry in Mysore Division

H_1: The Marketing Mix Strategies have a significant influence on the development of tourism industry in Mysore Division

Table: Results of One Sample Test

N = 150; df = 149; Test Value = 3.4					
Marketing Mix	Mean	Std. Deviation	t-value	Sig. (2-tailed)	Mean Difference
Pre-empting	3.7955	.38983	12.424	.000	.39545
Postulating	3.8744	.48293	12.030	.000	.47436
Positioning	3.8742	.40225	14.437	.000	.47417
Effectiveness of Postulation	3.7639	.50134	8.890	.000	.36389
Permeate	3.7185	.37034	10.532	.000	.31846
Permanency	3.7674	.48344	9.308	.000	.36741
Proficiency	3.8246	.32545	15.977	.000	.42456
Preponderance	3.8421	.39854	13.585	.000	.44205
Pretentious	3.7200	.63818	6.141	.000	.32000

Source: Primary Source, Output from SPSS

When one sample t test was performed to verify the influence of marketing mix strategies on the development of tourism industry in Mysore division, taking 3.4 as standard, 't' value of marketing mix strategies was found to be significant with p value less than 0.05. In other words, **the Marketing Mix Strategies have a significant influence on the development of tourism industry in Mysore Division. Hence, the null hypothesis is rejected and alternative hypothesis is accepted.**

Conclusion

The study attempted to analyze the effectiveness of new trend of Marketing Mix Elements in successful operation of Tourism. The marketing mix elements considered for the study were: pre-empting, postulating, positioning, effectiveness of postulation, permeate, permanency, proficiency, preponderance and pretentious. The study found that there was a significant influence of marketing mix elements on the development of tourism in Mysore Division. Tourism Marketing in Mysore Division includes a set of actions. Tourism companies may first select their goal, and once the target has been established, the product must be launched into the market by offering the appropriate product, price, distribution, and promotional measures. Companies can implement efficient marketing tactics to achieve their marketing objectives. As a result, the mix is put together with the demands of target customers in mind, and it varies from one firm to the next based on resources and marketing goals.

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