



To Study the Effectiveness of Youtube and TV Advertising on Consumer Purchasing Intention of Hotel Booking in Ahmedabad

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ABSTRACT

The study explores the effectiveness of YouTube and television advertisements on the purchasing intentions of a consumer for the booking of a hotel in Ahmedabad by focusing on age as a moderating factor. A mixed-method approach is adopted here in the sense that the reply to the advertisement, which was considered relevant, influence on the decision-making process, and perceived trustworthiness were analyzed across different age groups. Findings indicate that whereas traditional TV advertisements lack considerable relevance across demographic segments in the main, YouTube commercials show to have a stark impact in consumer response and purchase behaviour among the younger consumers. The null hypothesis of most cases was accepted, indicating that age does not have a substantial bearing on the relevance of TV ads, though YouTube ads do significantly affect purchasing intentions. These findings question conventional understanding of marketing theories that concern the use of demographic factors and position the significance of hotel marketers on digital platforms and content that appeals universally to these consumers. The study reinforces the need for continuous adjustment of advertising strategies to really communicate with various consumer subgroups. Recommendations for future research are demographic differences, cross-platform effectiveness, and the role of new technologies in shaping consumer behavior and attitudes among hospitality consumers.

INTRODUCTION

Digital and non-digital forms of advertising media such as YouTube and television have become quite unforeseen in the landscape of consumer behavior and marketing (Vidani, 2015). The present study investigates the effectiveness of such advertising media regarding purchase intention among consumers for booking a hotel in Ahmedabad, India (Vidani & Solanki, 2015). As the hospitality industry trends slowly start to adjust their consumer preferences, it becomes imperative to know and understand the implication of advertising strategies across different concepts that captivate and hold on to the customers for businesses (Vidani, 2015). This introduction shall outline the central areas that have to do with advertising, consumer behavior, and what is uniquely happening about the Indian market, putting together a detailed backdrop on this study (Vidani, 2015).

With the advent of internet-based interactions in the early years of the 21st century, business to consumer interaction dynamics have changed (Vidani, 2015). Online is now the favorite mode of transaction as against any traditional mass media forms of advertising (Solanki & Vidani, 2016). This aspect, being relatively vivid and deep-rooted, is well-perceived and can be observed in India, which boasts of an emerging powerhouse in terms of its user base (Vidani, 2016). Consumers, who had grown so accustomed to turning towards digital platforms for information and decision-making, started using more of the internet in all spheres-of-life hospitality as well (Bhatt, Patel, & Vidani, 2017).

YouTube is one of the biggest social media sites; it has millions of users in India that a business can utilize as a passage to potential customers (Niyati & Vidani, 2016). Its format is between entertainment and information, which will enable advertisers to engage the audience in ways that may not have been followed through in traditional television ads (Pradhan, Tshogay, & Vidani, 2016). However, the views on YouTube advertisements are mixed; users have positive feelings as well as negative feelings, automatically trickling down to influence their purchasing decisions (Modi, Harkani, Radadiya, & Vidani, 2016).

The interaction between advertisement and consumer behavior is an area that must be researched critically (Vidani, 2016). Advertisement transcends merely promoting products or services but also becomes devices used to mold consumer perceptions and intentionality (Sukhanandi, Tank, & Vidani, 2018). The aim of advertisement has often been assessed by its ability to influence the purchasing intentions of the consumer-the perceived likelihood of a consumer's doing something with a product after seeing an advertisement (Singh, Vidani, & Nagoria, 2016).

There are several elements that have been proven to have an effect on the effectiveness of advertising (Mala, Vidani, & Solanki, 2016). Among these are relative relevance, emotional appeal, and information value; all these are critical elements in affecting the attitudes towards advertisements among consumers (Dhere, Vidani, & Solanki, 2016). Thematic analysis of the thematic findings was used to establish four overall themes relevant to consumer opinions about advertisements: relevance, disinterest, subjective distress, and

information/entertainment (Singh & Vidani, 2016). These themes capture different elements regarding how ads work for viewers; therefore, the dynamics involved behind the effectiveness of advertisements entail complex relationships (Vidani & Plaha, 2016).

The emerging smart digital audience has, therefore, impacted the concept of advertising in the hospitality industry (Solanki & Vidani, 2016). For instance, the influence of YouTube on consumer behavior toward the making of hotel reservations (Vidani, 2016). It is a platform where hotels could be represented through rich content, making it easier for the consumer to explore an option for accommodation than reading from static images or text-based advertisements (Vidani, Chack, & Rathod, 2017). It provides an opportunity for telling the story of a hotel such that distinctive aspects and guest experiences at the places are forthcoming (Vidani, 2018).

More recent studies, however, show that emotional involvement created through video content increases booking intentions significantly (Biharani & Vidani, 2018). Positive affective priming—the use of ads to create an emotional response—can heighten the image of a hotel and the willingness of consumers to book it (Vidani, 2018). Similarly, the way in which advertisements are framed and, indeed, tellingly highlighted with regard to issues like sustainability and social responsibility, can enhance the attitudes and intentions of a consumer regarding a hotel (Odedra, Rabadiya, & Vidani, 2018). As consumers' awareness of environmental issues builds up, consumers who are more careful about those issues will increasingly be attracted to those hotels that can better communicate their green practices (Vasveliyya & Vidani, 2019).

Whereas the digital advertisement boasts a plethora of advantages, it still poses several challenges (Sachaniya, Vora, & Vidani, 2019). In the first place, the sheer volume of information on YouTube can lead to ad fatigue, where the repetition of messages wears off for consumers. Secondly, the issues of perceived deception and cognitive overload also call a dent in the establishment of trust and diminishes the potency of an advertisement (Vidani, 2019). To hotel marketers, it is important to come to understand these challenges because, in an increasingly congested digital space, they need to get the best advertising strategies (Vidani, Jacob, & Patel, 2019).

On online hotel reservations, trust and brand image also determine consumer behavior (Vidani J. N., 2016). Increased purchase intention is experienced due to positive brand image because it increases perceived value (Vidani & Singh, 2017). Lack of trust may make a customer incapable of booking when exposed to persuasive advertising (Vidani & Pathak, 2016). The play of these factors calls for deeper understanding of consumer psychology and the decision-making process involved (Pathak & Vidani, 2016).

India is a different case in itself. The consumer environment is incredibly diverse and changing fast (Vidani & Plaha, 2017). There is an ever-increasing middle class and increasingly disposable incomes; there has never been a higher percentage of customers seeking travel and accommodation services online. The Indian market, however, also has unique cultural and behavioral characteristics that shape consumer response to advertising (Vidani J. N., 2020).

Moreover, the emerging generations, such as millennial and Gen Z, rely highly on social media sites for holiday suggestions and bookings. Their versatility with digital media brings them as a prime target for innovative advertising strategies (Vidani J. N., 2018). This current study seeks to assess how well YouTube and TV advertising would work in reaching this particular demographic and, thus, develop such precious insights regarding hotel advertising and reaching potential customers (Vidani&Dholakia, 2020).

The main goal of the study is to determine how effective YouTube and television advertising are in regard to consumer purchase intentions about hotel bookings in Ahmedabad (Vidani, Meghrajani, &Siddarth, 2023). This study would focus on the different perceptions of advertisements, the emotional and cognitive responses they elicit, and then their influence on a person's decision to book (Rathod, Meghrajani, &Vidani, 2022). By using both qualitative and quantitative approaches, the study would expose the most relevant factors influencing consumer behavior in the hospitality industry to indicate practical insights for hotel marketers (Vidani& Das, 2021).

The effectiveness of YouTube and TV advertising in influencing consumer purchasing intention is a complex issue that depends on a number of psychological, emotional, and contextual variables. Because the hospitality industry today is negotiating the digital, studying consumer behavior to the advertisement will be highly imperative to develop feasible marketing stratagems. This paper looks forward to contribute to existing knowledge by focusing on the particular context of booking in a specific hotel in Ahmedabad, which might help in highlighting insights that may improve advertising efficacy otherwise in a very competitive hospitality sector. It will analyze in detail the consumer opinions and their behaviors to be able to enlightened hotel marketers within this increasingly digital world.

LITERATURE REVIEW

There is a very broad and diverse literature in the advertising effectiveness channel, particularly for digital platforms like YouTube and traditional media channels like television (Vidani J. N., 2022). As businesses increasingly use these platforms to affect consumer purchase intentions, specifically in hospitality, various explorations of the different dimensions of advertising effects on consumer behavior become highly important (Saxena&Vidani, 2023). This literature review integrates the best of what has been known and found from previous studies on the effectiveness of advertising, consumer behavior, and, most particularly, about the specific context of hotel bookings-that is, since they appear to be mostly focused on the Indian market (Vidani, Das, Meghrajani, & Singh, 2023).

In Media Richness Theory, it is stated that different forms of communication have unique capabilities in transmitting information clearly (Vidani, Das, Meghrajani, &Chaudasi, 2023). Richer media include video, which are content-related and emotive, compared to leaner media, which include texts or images (Bansal, Pophalkar, &Vidani, 2023). This theory is essential in understanding how video commercials on services such as YouTube can

increase consumer interaction and eventually affect buying intentions (Chaudhary, Patel, & Vidani, 2023). Research has indicated that video media often sends a more potent message than their static counterparts, creating potential for a deeper emotional connection with viewers (Patel, Chaudhary, & Vidani, 2023).

A few models have been suggested to explain consumer decision-making processes in online settings (Sharma & Vidani, 2023). In the Theory of Planned Behavior, attitudes, subjective norms, and perceived behavioral control all impact intentions and, in turn, behavior (Sharma & Vidani, 2023). Positive advertising can influence attitudes as well as perceived value in the case of hotel bookings (Mahajan & Vidani, 2023). The Elaboration Likelihood Model forwarded by Petty & Cacioppo (1986) suggests that the level of involvement and motivation does cause a difference in processing persuasive messages on the part of consumers; hence with higher involvement, the consumer processes the advertising content better (Saxena & Vidani, 2023).

YouTube is one of the significant channels through which marketers are tapping, considering its extensive reach and engagement capabilities (Vidani, 2015). Research reports have shown that customers are in a dilemma about how to feel toward the opinions—whether positive or negative—about YouTube ads, which in turn affects their buying intentions (Vidani & Solanki, 2015). Some of the points in favor are that video content showcases products incredibly well. Some of the drawbacks associated with it are always connected with advertisement fatigue and intrusive advertising (Vidani, 2015).

However much digital media has come to popularly dominate the scene, television advertising remains one of the factors determining consumer behavior (Vidani, 2015). Traditional TV advertisements seem plausible because they access more people and have traditional authority, making them powerful tools for raising brand awareness (Vidani, 2015). On the other hand, viewers need sustaining attention in a situation where viewers are spread out across many different media platforms (Solanki & Vidani, 2016).

The formation of brand image involves television advertising through which online booking intentions are eventually critical (Vidani, 2016). The positive brand image, developed by consistent and attractive advertisements, goes with the propensity of the consumer to book a hotel directly (Bhatt, Patel, & Vidani, 2017). This relationship attaches importance to the achievement of coherent branding strategy across media channels (Niyati & Vidani, 2016).

The brand image has been one of the most influential factors, constantly mentioned, to generate purchase intentions among consumers (Pradhan, Tshogay, & Vidani, 2016). More than adding perceived value, an effective and positive brand image fosters trust, which is probably more crucial for an online booking environment (Modi, Harkani, Radadiya, & Vidani, 2016). Quality and reliability are some of the associations for known brands in most cases, and this may increase the willingness to make a booking (Singh, Vidani, & Nagoria, 2016).

Price sensitivity is still prevailing across the internet for online hotel bookings (Mala, Vidani, & Solanki, 2016). Consumers tend to scan through

various websites and compare prices to get the best deal possible (Dhere, Vidani, & Solanki, 2016). Even though there is perceived value as well as brand image, factors that reduce the price sensitivity, trust acts like an integral component behind it (Singh & Vidani, 2016). Researchers have found that trust in the brand and the booking website tends to have an impact on consumers' willingness to pay a premium price for perceived quality (Vidani & Plaha, 2016).

The role of social media in changing consumer behavior has been well-noted (Solanki & Vidani, 2016). Among such media, Instagram, Facebook, and YouTube play a critical role in the dissemination of information related to hotels and travel experiences (Vidani, 2016). User-generative content is used primarily in the form of reviews and recommendations, which significantly influence purchasing decisions (Vidani, Chack, & Rathod, 2017). The interactive nature of social media allows for the engagement of consumers with brands while searching for opinions from others that can have an impact on their booking intentions (Vidani, 2018).

The digital landscape of India has been utterly changed, due to its stratospheric internet penetration levels, and the upsurge of mobile phones (Biharani & Vidani, 2018). The simplicity of the online platforms increases and alters the consumers' buying behavior because online channels are increasingly favored by tourists while booking their accommodations (Vidani, 2018). Online travel agents also change the booking landscape, making it easy for a user to obtain all the accessible data regarding a travel (Odedra, Rabadiya, & Vidani, 2018).

It is important to get the cultural context right in order to reach Indian consumers (Vasveliya & Vidani, 2019). Consumers in India essentially look for value for money and quality assurance in travel decision-making (Sachaniya, Vora, & Vidani, 2019). Generally, messages that strike chords within cultural values and expectations are effective (Vidani, 2019). For example, introducing local cultural elements and referring to communal and family values in an advertisement might add relevance and association (Vidani, Jacob, & Patel, 2019).

The younger demographic, millennials, and Gen Z are driving the demand in the hospitality market of India (Vidani J. N., 2016). These consumers are much more digitally savvy and rely heavily on social media platforms for travel ideas and bookings (Vidani & Singh, 2017). According to recent research, this demographic consumes much more video on platforms such as YouTube compared with others, making it a very important channel through which to connect with clients (Vidani & Pathak, 2016). Understanding the needs and consumer preferences and behaviors is key to devising good marketing strategies (Pathak & Vidani, 2016).

Ad fatigue is one of the problems of digital advertising especially in platforms like YouTube (Vidani & Plaha, 2017). The likelihood of consumers to become desensitized comes each day due to the continuous flow of advertisements which are presented to them repeatedly (Vidani J. N., 2020). Advertisers will have to be inventive on how to capture people's attention and

keep them so such as with storytelling, emotion appeals, etc. (Vidani J. N., 2018).

Another is the perceived deception of advertising (Vidani&Dholakia, 2020). Consumers are increasingly sceptical of claims in advertisements, especially regarding quality and value (Vidani, Meghrajani, &Siddarth, 2023) . Skepticism therefore leads to eroded trust and negatively affects purchase intention (Rathod, Meghrajani, &Vidani, 2022). In addition, information overload from the internet causes cognitive overload and prevents successful decision-making (Vidani& Das, 2021).

In a nutshell, the literature expands on the complex interplay between the effectiveness of advertising, the behavior of a consumer, and the unique Indian market, particularly in hotel booking scenarios (Vidani J. N., 2022). Digital platforms, especially YouTube, now create significant opportunities for marketers to engage with their consumers but also raise challenges that need careful navigation (Vidani, Das, Meghrajani, & Singh, 2023). All of these factors influencing purchase intentions need to be probed about brand image, perceived value, trust, and cultural context in order to outline the correct path towards a perfect marketing strategy (Saxena&Vidani, 2023). The hospitality industry keeps changing with fluid consumer behavior, and hence, this would lead to ongoing research in this space for practitioners who strive to optimize their advertising efforts and enhance outcomes in bookings (Vidani, Das, Meghrajani, &Chaudasi, 2023).

YouTube, now create significant opportunities for marketers to engage with their consumers but also raise challenges that need careful navigation (Bansal, Pophalkar, &Vidani, 2023). All of these factors influencing purchase intentions need to be probed about brand image, perceived value, trust, and cultural context in order to outline the correct path towards a perfect marketing strategy (Chaudhary, Patel, &Vidani, 2023). The hospitality industry keeps changing with fluid consumer behavior, and hence, this would lead to ongoing research in this space for practitioners who strive to optimize their advertising efforts and enhance outcomes in bookings (Patel, Chaudhary, &Vidani, 2023).

METODOLOGI

The base of the present study is the research gap by considering that YouTube and TV advertising were not effective on consumer purchasing intention regarding hotel booking in Ahmedabad. There is limited focus towards digital-versus-traditional media impact, specific to an already localized hospitality market. While much of the literature on the effectiveness of advertising has analyzed global trends or large metropolitan areas, there is a dearth of works that specifically target how different media mediate the consumer behavior of a regional audience in a tier-2 city like Ahmedabad. In addition, the consumption pattern of consumer media in a shifting direction towards digitalization, such as YouTube, poses a requirement to check how this trend differs from the conventionally dominant influence by TV advertising. Had there been this kind of analysis, great service would have been given to the

knowledge of what is the most effective advertising strategy for the hospitality industry in small but rapidly growing urban markets like Ahmedabad.

Table 1. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	149
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

*Source: Author's compilation

Demographic Summary

The demographics profile of the study respondents has illuminating information concerning consumer type in Ahmedabad regarding hotel booking decisions influenced by YouTube and TV advertising. Out of the total 149, males topped the chart at 59.1 percent, females at 36.9 percent, and the rest other gender groups at 4.0 percent. Probably the most interesting aspect, though, is the background in education, which is pretty wide-ranging, led by Master's degree holders at 37.6%, then Bachelor degree holders at 31.5%, and 20.8% HSC qualified students. Work-related characteristics indicate that most of them are students at 38.3%. This should be the most receptive audience to online advertising because they are really young. Monthly income has also differed, and about 30.2% of the respondents earn below ₹20,000, which provides evidence for a large population that may focus on low-budget hotel chains. Distribution by age found that 47.0% of the participants belonged to the age group 18-24 years, meaning that the younger generation may play an

important role in dictating trends within hotel bookings influenced by digital and television marketing strategies. In summary, this demographic profile forms a basis for further research on purchasing intentions by type of advertising medium.

RESEARCH RESULT

Cronbach Alpha

Table 2. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.842	8

*Source: SPSS Software

Thus, the reliability statistics indicate that Cronbach's Alpha for the eight items of the study is 0.842, indicating a good internal consistency in measurements. Generally, the Cronbach's Alpha value of more than 0.7 is considered to be acceptable, and if it is above 0.8, then it is considered good-that is, the items are homogenously measuring one underlying construct. This high reliability points out that the items of the survey are likely to capture consumer attitudes and behavior concerning the effectiveness of YouTube and TV advertising on hotel booking intentions. Consequently, it is possible that researchers will comfortably base their conclusions on the results obtained from this data.

Table 3. Results Of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relati onship
H1	H1: There is an association between age and the relevance of TV advertisements for hotel booking.	.633	>	H01 Accepted (Null hypothesis accepted)	.540	Strong
H2	H2: There is an association between age and the relevance of YouTube advertisements for hotel bookings.	.068	>	H02 Accepted (Null hypothesis accepted)	.299	Weak
H3	H3: There is an association between age and the likelihood of considering hotels after viewing TV advertisements.	.325	>	H03 Accepted (Null hypothesis accepted)	.931	Strong

H4	H4: There is an association between age and the likelihood of considering hotels after viewing YouTube advertisements.	.008	<	H04 Rejected (Null Hypothesis rejected)	.117	Weak
H5	H5: There is an association between age and the impact of TV advertisements on the decision-making process when booking hotels.	.105	>	H05 Accepted (Null hypothesis accepted)	.729	Strong
H6	H6: There is an association between age and the impact of YouTube advertisements on the decision-making process when booking hotels.	.035	<	H06 Rejected (Null Hypothesis rejected)	.244	Weak
H7	H7: There is an association between age and trust in information presented in TV advertisements for hotels.	.046	<	H07 Rejected (Null Hypothesis rejected)	.480	Weak
H8	H8: There is an association between age and trust in information presented in YouTube advertisements for hotels.	.101	>	H05 Accepted (Null hypothesis accepted)	.685	Strong

Source: Author's compilation

DISCUSSION

The relative effectiveness of YouTube and TV ads on consumer purchasing intentions for hotel booking in Ahmedabad was attempted to find out, particularly by looking into the role of age in such relationships. Most of the null hypotheses were accepted, meaning that there are no significant

relationships between age and the relevance of both ads. More precisely, H1 and H2 claimed that age has no influence on the relevance of TV and YouTube commercials to consumers for hotel reservations; thereby both could be universally appealing. While judging the probabilities of having hotels in consideration after viewing commercials, H3 accepted the null hypothesis of the TV ad wherein evidence indicated that there existed some influence on final decision-making, while H4 rejected the null hypothesis for YouTube ad where a significant association with the chance of consideration did exist. This outcome indicates that YouTube may be more effective and attractive for all age groups, perhaps due to its interactivity, which enhances its effectiveness. Further, the analyses of decision-making processes showed that H5 accepted the null hypothesis for TV commercials, while H6 rejected the null hypothesis for YouTube. This means that YouTube commercials influence the decision process significantly because of differences in ages. Lastly, trust in ads presented mixed findings; H7 is rejected in this study as the effect of age on trust in TV advertisements is not significant whereas H8 failed to find any effect of age toward trust in YouTube ads. These findings collectively indicate that though purchasing intentions may not change with the intention of any advertisement across ages for advertisements on television, YouTube advertisements are more likely to engage consumers and gain influence over their decisions. This change calls for hotel marketers to transform their tactics according to these areas by pushing the channels digitally in a bid to appeal to all targeted demographics. Future studies can investigate more elements in YouTube commercial factors, which are influential for engagement and trust on particular elements, hence providing more insight to the hospitality industry.

CONCLUSION

Conclusion this study, therefore, can give important insights into the effectiveness of YouTube and TV advertisements on consumer purchasing intentions for hotel bookings in Ahmedabad, particularly based on age. Traditionally, television advertisements were not significant among various age groups, but YouTube is more powerful to influence a decision-making and engagement activity especially in the younger group of consumers. This may call for a shift in the marketing tactics marketers employ and refer to the necessity to meet more digitally-oriented solutions-the needs that tourism travellers are either developing today, or have already developed.

The implications of the findings go beyond any theoretical framework in that they are applied, and thus guide hotel marketers on practice. In doing so, it would enable hotels to design universally appealing television content while investing in interest-provoking, trust-building digital advertisements that enhance outreach and effectiveness of attracting interest. The need for change in advertising strategies, need for adaptability speaks to an ever-changing character of analysis and responsiveness about changes in consumers' behaviours.

In a nutshell, the findings of this study lead to the conclusion that consumption patterns in respect of traditional and digital marketing channels

should be integrated to garner higher degrees of customer involvement through the hospitality industry. More research should then be concentrated further on the interaction between consumer behaviour through several channels to eventually enhance the body of knowledge regarding different advertising channels and their effects on the purchases made by customers.

RECOMMENDATIONS

Look into it the study's findings offer multiple avenues for future research on the effectiveness of advertising and visitor behavior in the hotel industry. Here are some vital recommendations for additional research:

1. **Examining Demographic Variations:** In addition to age, future research may expand the demographic focus to include factors like gender, economic status, and cultural background. This could provide a deeper understanding of how different client segments respond to different types of advertising.
2. **Comprehensive Examination of Digital Engagement:** Owing to the significant impact of YouTube advertisements, further research into the specific elements that impact viewer engagement and decision-making is necessary.
3. **Subsequent studies could investigate the relative effectiveness of various digital platforms, such as Facebook, YouTube, Instagram, and TikTok.** I could improve my writing by finding out how different social media platforms impact consumers' purchase intentions.
4. **Further research is necessary to determine how user-generated content—such as reviews and testimonials—affects consumer trust and decision-making.** By using actual consumer experiences in their advertising, hotel companies could be able to better their strategies.
5. **Cultural settings:** By expanding the research to include hotels in different geographic regions or cultural settings, a fuller understanding of how cultural aspects affect the efficacy of advertising may be acquired. This would make it possible for marketing strategies in the global hotel sector to be more sophisticated.
6. **Impact of Developing Technologies:** More research should examine how emerging technologies such as augmented reality (AR) and virtual reality (VR) affect customer involvement and buying decisions in the hotel industry.
7. **Understanding how these technologies impact consumer behavior will be crucial as they become more extensively utilized.** Examining the Emotional and Psychological Elements that affect consumers' reactions to advertising may help you understand consumer behavior better.
8. **Research on the emotional appeal of advertising and how they affect customers' propensities to purchase could be highly informative.**

Future research can build on the findings of this study and improve our understanding of the connections between consumer purchasing behavior and advertising efficacy in the hotel industry by concentrating on these areas.

ADVANCED RESEARCH

The researcher realizes that, given the limited knowledge and skills of the researchers themselves, there are still many shortcomings in terms of language, writing, and presentation form. Therefore, the researcher expects constructive criticism and suggestions from various parties in order to make the article better.

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