

# ***THE ROLE OF PRINT MEDIA IN TRAVEL DECISION-MAKING***

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Statements and suggestions made in this dissertation are those of the author and should not be regarded as those of the North-West University

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## **SUMMARY**

**Descriptors:** Tourism/Tourism Industry; Travel and Decision-making, Image; Marketing; Publicity; Advertising; Media Strategy.

The primary goal of this study was to determine if print media (newspapers and magazines) play a role in tourist decision to visit a destination. Four objectives were derived from the primary research goal.

The first objective was to analyse newspapers and magazines by means of a literature study. This was achieved by looking at the strategic component of media planning in a media strategy in the delivering of the advertising message. The problems facing media strategies as well as the marketing mix for print media were briefly discussed. It was also found that there are certain advantages as well as disadvantages in using newspapers and magazines as advertising medium.

The second objective was to look at the process of travel decision-making. This was done by looking at two models of travel decision-making. The process was discussed and it is indicated where print media plays a role in each of the phases of the process. It was found that print media does play a role in each of the phases of the travel decision-making process. This information is of great value for marketers of travel destinations to be incorporated in their marketing plans.

The third objective was to reflect the result of the empirical research and to determine the key success factors in print media that influenced tourist decision to travel. It was achieved by collecting data in which structured questionnaires were completed by international tourists in order to determine the role print media played in their decision to visit South Africa. The questionnaires were distributed amongst 145 international tourists from all over the world at Sun City in the North-West Province of South Africa. Editorials in newspapers and magazines seem to be more popular with the respondents than advertising but that could be mainly because editorials are seen more credible than advertising.

The fourth objective was to make recommendations for effective use of print media to attract tourist to visit a destination. Newspapers and magazines should play an important

role in the motivation phase of the decision-making process because it has a direct bearing on the tourist decision to act. Newspapers and magazines are considered one of the principal means to influence tourist's decision-making. Because newspapers and magazines are usually not expensive, their high information content can motivate a tourist to visit a destination. Magazines and newspapers can play an important role when searched for additional information. The latter is high in information content and are mostly credible.

## **OPSOMMING**

**Sleutelwoorde:** Toerisme/Toerisme bedryf; Reis en besluitneming, Beeld; Bemaking; Publisiteit; Advertensies; Media Strategie.

Die hoofdoel van die studie was om vas te stel of gedrukte media (koerante en tydskrifte) 'n rol speel in mense se besluit om te reis of 'n spesifieke toeristebestemming te besoek. Vier doelwitte is bepaal vanuit die primêre navorsingsdoelwit.

Die eerste doelwit was om gedrukte media te ontleed deur middel van 'n literatuurstudie. Dit is bereik deur die strategiese komponent van 'n mediaplan in 'n mediastrategie te ontleed in die daarstel van 'n advertensie boodskap. Die probleme in 'n mediastrategie asook die bemakingsmengsel vir gedrukte media is ontleed en kortliks bespreek. Daar is gevind dat daar seker voordele en nadele is in die gebruik van koerante en tydskrifte as advertensie medium.

In die tweede doelwit is die proses van reisbesluitneming ontleed. Dit is gedoen aan die hand van twee modelle van reisbesluitneming. Die proses is bespreek en daar is in elke fase van die proses aangedui waar gedrukte media 'n rol 'n speel in die proses. Daar is bevind dat gedrukte media in elke fase van die besluit om te reis wel 'n rol speel. Die inligting is van groot waarde vir bemakers van toeristebestemmings en behoort in deel te vorm van hulle bemakingsplanne.

Die derde doelwit was om die uitkomst van die empiriese ondersoek te weerspieël en die sleutelfaktore in gedrukte media te identifiseer wat toeriste se besluit om te reis beïnvloed. Hierdie doelwit is bereik deur die insameling van data deur middel van 'n gestruktureerde vraelys wat deur internasionale toeriste voltooi is om vas te stel of gedrukte media wel 'n rol gespeel het in hulle besluit om Suid-Afrika te besoek. Die vraelys is onder 145 internasionale toeriste vanoor die hele wêreld by Sun City in die Noordwes-Provinsie in Suid-Afrika versprei. Redaksionele kopie in koerante en tydskrifte blyk meer gewild te wees by die respondente as advertensies. Dit kan toegeskryf word aan die feit dat redaksionele kopie meer geloofwaardig is as advertensies.

Die vierde doelwit was om aanbevelings te maak vir die doeltreffende gebruik van gedrukte media om toeriste na 'n spesifieke bestemming te lok. Koerante en tydskrifte behoort 'n belangrike rol te speel in die motiveringsfase in die besluitnemingsproses want dit het 'n direkte invloed op die toeriste se besluit om op te tree. Koerante en tydskrifte word beskou as van die belangrikste middele om toeriste te beïnvloed om te reis. Omdat koerante en tydskrifte oor die algemeen goedkoop is, kan hulle met die baie inligting wat hulle weergee toeriste oortuig om 'n bestemming te besoek. Tydskrifte en koerante speel 'n belangrike rol wanneer ons soek na inligting. Hulle het gewoonlik baie inligting en is geloofwaardig.

# INDEX

## **CHAPTER 1: INTRODUCTION AND PROBLEM STATEMENT**

<b>1.1</b>	<b>INTRODUCTION</b>	<b>1</b>
<b>1.2</b>	<b>PROBLEM STATEMENT</b>	<b>4</b>
<b>1.3</b>	<b>AIM OF THE STUDY</b>	<b>6</b>
1.3.1	Goal	6
1.3.2	Objectives	6
<b>1.4</b>	<b>RESEARCH METHOD</b>	<b>7</b>
1.4.1	Literature Study	7
1.4.2	Survey	7
<b>1.5</b>	<b>TERMINOLOGY</b>	<b>8</b>
1.5.1	Media strategy	8
1.5.2	Advertising	8
1.5.3	Publicity	9
1.5.4	Marketing	9
1.5.5	Travel decision-making	9
1.5.6	Tourism	9
1.5.7	Image	10
<b>1.6</b>	<b>CHAPTER CLASSIFICATION</b>	<b>10</b>

## **CHAPTER 2: ANALYSIS OF PRINT MEDIA: MAGAZINES AND NEWSPAPERS**

<b>2.1</b>	<b>INTRODUCTION</b>	<b>11</b>
<b>2.2</b>	<b>DEVELOPING A MEDIA STRATEGY</b>	<b>14</b>
2.2.1	Defining a media strategy	14
2.2.2	Outline of a media plan as part of the strategy	15
2.2.3	Problems facing media strategies	17
<b>2.3</b>	<b>MEDIA SELECTION CRITERIA</b>	<b>18</b>
2.3.1	The media mix	19
2.3.2	Target market coverage	20
2.3.3	Geographic coverage	21
2.3.4	Scheduling	22
2.3.5	Reach versus frequency	22
2.3.6	Creative aspects and mood	23
2.3.7.	Flexibility	24
2.3.8	Budget considerations	24
<b>2.4</b>	<b>MARKETING MIX: PRINT MEDIA</b>	<b>25</b>
2.4.1	Magazines as advertising medium	26
2.4.1.1	Advantages of magazines as advertising medium	28
2.4.1.2	Disadvantages of magazines as advertising medium	33
2.4.2	Newspapers as advertising medium	36
2.4.2.1	Types of newspaper advertising	37
2.4.2.2	Advantages of newspaper advertising	38
2.4.2.3	Disadvantages of newspaper advertising	42
<b>2.5</b>	<b>CONCLUSION</b>	<b>45</b>

## **CHAPTER 3: THE TRAVEL DECISION-MAKING PROCESS**

<b>3.1 INTRODUCTION</b>	<b>46</b>
<b>3.2 THE ROLE OF PRINT MEDIA IN THE DECISION-MAKING PROCESS</b>	<b>47</b>
3.2.1 Phase 1: Motivation and identification of problems	49
3.2.2 Phase 2: Acquisition of information	54
3.2.3 Phase 3: Evaluation of motives	60
3.2.4 Phase 4: Decision-making	63
3.2.5 Phase 5: Feedback	67
<b>3.3 SUMMARY OF FACTORS PLAYING A ROLE IN THE DECISION-MAKING PROCESS</b>	<b>68</b>
<b>3.4 CONCLUSION</b>	<b>69</b>

## **CHAPTER 4: EMPIRICAL RESEARCH**

<b>4.1 INTRODUCTION</b>	<b>70</b>
<b>4.2 INTERPRETATION OF THE RESPONSE</b>	<b>70</b>
<b>Section A: Frequency tables</b>	<b>71</b>
4.2.1 Gender	71
4.2.2 Home language	71
4.2.3 Age	72
4.2.4 Marital status	72
4.2.5 Country of residence	73
4.2.6 Level of education	73
4.2.7 Occupation	74
4.2.8 Previous visits to South Africa	75
4.2.9 Size of the travelling group	75
4.2.10 Average length of stay	76
4.2.11 Average spending	76

4.2.12	Awareness of South Africa	77
4.2.13	Influenced by newspapers and magazines	77
4.2.14	Newspapers and magazines	78
4.2.15	Part of the newspaper and magazine that influenced the tourist decision to travel to South Africa	79
4.2.16	Tourism information in a newspaper or magazine advertisement that attracts attention	80
4.2.17	Tourism information in a newspaper and magazine editorial that attracts attention	82
4.2.18	Visit South Africa again	83
4.2.19	Tourist preferred method of communication on tourist information	83
	<b>Section B: Relation analysis</b>	<b>84</b>
4.2.20	Correlation between home language and part of the newspaper and magazine that influenced the decision to travel	85
4.2.21	Correlation between age and the part of the newspaper and magazine that influenced the decision to travel	87
4.2.22	Correlation between country of residence and the part of the newspaper and magazine that influenced the decision to travel	90
4.2.23	Correlation between level of education and part of the newspaper and magazine that influenced the decision to travel	94
4.2.24	Correlation between occupation and the part of the newspaper and magazine that influenced the decision to travel	95
4.2.25	Correlation between times visited and the part of the newspaper and magazine that influenced the decision to travel	99
4.2.26	Correlation between the length of stay and the part of the newspaper and magazine that influenced the decision to travel	102
<b>4.3</b>	<b>MOST SIGNIFICANT FINDINGS</b>	<b>105</b>
<b>4.4</b>	<b>CONCLUSIONS</b>	<b>106</b>

## **CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS**

<b>5.1 INTRODUCTION</b>	<b>108</b>
<b>5.2 CONCLUSIONS</b>	<b>109</b>
5.2.1 Conclusions with regard to an analysis of newspapers and magazines from the literature study	110
5.2.2 Conclusions from the literature study with regard to the role print media play in the travel decision-making process	111
5.2.3 Conclusions from the survey with regard to the different factors that influence the decision to travel in newspapers and magazines	112
<b>5.3 RECOMMENDATIONS</b>	<b>114</b>
5.3.1 Recommendations for the utilisation of print media in an advertising campaign from the analysis of print media	114
5.3.2 Recommendations regarding the role of print media in the travel decision-making process	115
5.3.3 Recommendations regarding further research	116
<b>BIBLIOGRAPHY</b>	<b>117</b>
<b>ANNEXURE</b>	

## ***LIST OF FIGURES***

### **CHAPTER 3**

Figure 3.1: Sequence of decision making	48
Figure 3.2: Moutinho's travel decision model	56
Figure 3.3: Sets of choices in travel decision making	64

### **CHAPTER 4**

Figure 4.1: Gender	71
Figure 4.2: Home language	71
Figure 4.3: Age	72
Figure 4.4: Marital status	72
Figure 4.5: Country of residence	73
Figure 4.6: Level of education	73
Figure 4.7: Previous visits to South Africa	75
Figure 4.8: Size of the travelling group	75
Figure 4.9: Average length of stay in South Africa	76
Figure 4.10: Awareness of South Africa	77
Figure 4.11: Influenced by newspapers and magazines	77
Figure 4.12: Visitors that will visit South Africa again	83

## ***LIST OF TABLES***

### **CHAPTER 3**

Table 3.1: Summary of the factors that play a role in the decision-making process 68

### **CHAPTER 4**

Table 4.1: Occupation	74
Table 4.2: Average spending during the respondents stay	76
Table 4.3: Newspapers and magazines	78
Table 4.4: Part of the newspaper that influenced the decision	80
Table 4.5: Part of the magazine that influenced the decision	80
Table 4.6: Tourist information within a newspaper advertisement that attracts attention	81
Table 4.7: Tourist information within a magazine advertisement that attract attention	81
Table 4.8: Tourism information in a newspaper editorial that attracts attention	82
Table 4.9: Tourism information in a magazine editorial that attracts attention	82
Table 4.10: Preferred communication methods on tourism information	84
Table 4.11: Correlation between home language and part of the newspaper and magazine that influenced the decision to travel	86
Table 4.12: Correlation between age and the part of the newspaper and magazine that influenced the decision to travel	88
Table 4.13: Correlation between country of residence and the part of the newspaper and magazine that influenced the decision to travel	92
Table 4.14: Correlation between level of education and the part of the newspaper and magazine that influenced the decision to travel	94
Table 4.15: Correlation between occupation and the part of the newspaper and magazine that influenced the decision to travel	97
Table 4.16: Correlation between times visited and the part of the newspaper and magazine that influenced the decision to travel	101
Table 4.17: Correlation between the length of stay and the part of the newspaper and magazine that influenced the decision to travel	103

# ***INTRODUCTION AND PROBLEM STATEMENT***

# **1**

***"It's easier to be well travelled when you're well read"***

***Anon***

## **1.1 INTRODUCTION**

Tourism is the world's largest industry and is predicted to show tremendous growth into the 21<sup>st</sup> Century (World Travel and Tourism Council, 1993). According to the South Africa Yearbook (2003) tourism is South Africa's fastest growing industry and contributes about 7,1% of the Gross Domestic Product (GDP). South Africa is the fastest-growing tourism destination in the world with 6,4 million tourists having travelled to the country during 2002 (South Africa Yearbook, 2003). Overseas arrivals increased by 20,1% (just over 1,8 million) during 2002 (South African Tourism, 2003). One of the key strategic areas to ensure growth and development of the tourism sector in South Africa is international marketing. The role that the print media plays in international marketing should not be underestimated.

South Africa is becoming a favourable destination because the nation's tourism assets are of incomparable quality in certain segments. South Africa offers a diversity of tourism products (adventure, ecotourism and cultural attractions), value for money gives South Africa a competitive edge, with arrivals growing from 640 000 in 1994 to more than 6,5 million in 2003 (South Africa Yearbook, 2004/2005). South Africa is a tourist paradise – offering scenic beauty, diverse wildlife, a kaleidoscope of cultures and heritages, and endless opportunities to explore the outdoors through sport and adventure activities. Tourism employs an estimated 3% of South Africa's workforce, and is regarded as

potentially the largest provider of jobs and earner of foreign exchange. It is projected that in 2010, the South African tourism economy will employ more than 1,2 million people (South Africa Yearbook, 2004/2005).

Tourism in South Africa has to contribute to an increase in Gross National Product, create jobs and improve the redistribution and transformation of the economy and society. In order to do this South African Tourism (SAT) needs to increase foreign tourist arrivals, spending, length of stay and regional distribution through the country and the year (SAT, 2002).

According to Saayman (2000) tourism can be defined as the total experience that originates from the interaction between tourists, job providers, government systems and communities in the process of attracting, interacting with, transporting and accommodating tourists.

To market effectively it is very important to do extensive research on the tourist and the destination. The more an individual believes a tourism region will satisfy his or her needs, the more attractive that region will be and the more likely it will be selected as a potential travel destination (Hu & Ritchie, 1993). The marketing of South Africa as a tourist destination requires an understanding of what is important to guests and how the reality of their experience, or perception of that reality, measures up to expectations (Litvin & Ling, 2001).

According to Laws (2002) the organisation's task is to determine the needs, wants and interests of target markets, and to deliver the desired results more effectively and efficiently than competitors in a way that preserves or enhances the tourist's and the society's well-being.

Advertising emerges as a key marketing tool in the tourism and leisure industries where potential tourists must base buying decisions on mental images of product offerings, rather than being able to physically sample alternatives. As a result, advertising is a critical variable in the tourism and leisure marketing mix, and covers a wide range of activities and agencies (Morgan & Pritchard, 2001).

The good news for advertisers of tourism and leisure products is that for many people tourism- and leisure related purchases are items of expenditure that deserve significant tourist attention and effort – unlike other inexpensive consumer goods such as toiletries or convenience foods (Morgan & Pritchard, 2001).

Although increased exposure through advertising offers opportunities for more sharply defining or changing a destination's image, it is important to understand the role of the different media in this process. It is also important to take note of the role that the media plays through every step of the decision-making process. Promotional (adverts) and informational themes (editorials) that acknowledge these values are likely to enhance a tourist destination to a given segment (Muller, 1991).

According to Vogt, Stewart and Fesenmaier (1998) attracting new visitors is a major concern for destinations that are trying to increase tourism revenues. A marketing communication plan addressing new visitors is a central element to any community's tourism development strategy.

Research on how potential visitors learn about destinations and collect travel information is essential to developing a marketing communication plan. However, few studies have investigated how individuals decide on a novel destination and plan their trip, or have considered which sources or places tourists would use to gather and reference travel information (Milman & Pizam, 1995; Um & Crompton, 1990).

According to sources mentioned by Vogt *et al.* (1998), advice from family and friends, also known as word-of-mouth communications, is the most prevalent information source in travel planning and decision-making. Other popular travel information sources are one's own past experiences, destination literature and travel agents. Travel agent users are more likely to use newspapers to gather information than those travellers who plan without the assistance of agents. The importance of experience, word-of-mouth, and media sources is positively related to recreational, educational, novelty and photographic motives.

Tourism in South Africa supports more than 6 500 accommodation establishments (South African Yearbook, 2003). To make sure all these establishments survive and to ensure that tourism stays the fastest growing industry in South Africa, it should be marketed properly. This study will attempt to identify the key role print media plays in the marketing process by indicating the role of print media in the travel decision making process.

## **1.2 PROBLEM STATEMENT**

The key to creating a successful image is convincing tourists to view a destination in the manner intended by the destination's marketers. Once a traveller has evaluated a destination relative to its competitors, marketers have an extremely difficult challenge in altering that evaluation. People of different backgrounds use different information to form their perceptions of a destination's image. In marketing, researchers attempt to identify the variations through segmentation of the population according to psychographic variables. (Slabbert, 2002).

The role marketing plays in creating a positive image of South Africa to prospective tourists must not be underestimated. Marketing and more specific media plays a crucial role in the promotion of tourism products. Tourists and tourism products are constantly changing and in order to address this constant state of flux and to create a proper marketing mix it is important that marketing strategists have a thorough knowledge of the tourist's behaviour (Lamb, Hair & McDaniel, 2002). It is important to determine the methods (promotion) that will communicate the message from the advertiser (destination) at the most efficient cost. Knowledge concerning the different media as promotion method is therefore necessary (Gratton & Henry, 2001).

According to Ahmed (1991) destination marketers go to great lengths to establish positive images for their location because of the intensity of competition among destinations. A destination's image is important because it influences a tourist's decision-making process. The decision-making process is usually influenced by needs and wants, previous holidays, recommendations by friends and family, funds available and so on (Lamb *et al.*, 2002). What a tourist thinks about a destination's image is strategically more important than what a marketer knows about the destination. The key to creating a successful image is

convincing tourists to view a destination in the manner intended by the destination's marketers (Ahmed, 1991).

According to Zafar (1991) tourists consider going to a destination when their positive perceptions outweigh the negative ones. After an initial screening, the travellers choose a destination based on a myriad of factors. The trick for marketers is to push the positive aspects and downplay the negative ones in all promotional information and advertising. The problem with advertising, however, is that people are sceptical of its message. Image advertising should therefore select the most favourable aspects of a destination and promote them. Write-ups should be supplemented by photographs of well-known professional photographers. Brochures developed in this manner can be inserted in publications that are widely read.

The purpose of much destination marketing is to alter the existing image held by the target market segment so that it fits more closely with the destination's desired position. Great effort and expense are often incurred to change a negative image into a more positive one. Extensive corrective marketing has been undertaken by some tourist destinations that have lost their lustre over the years. Effective corrective marketing is, however, much more difficult than it appears, because once a negative image is established in the minds of potential travellers, even a full range of marketing activities cannot entirely reverse it (Zafar, 1991).

In a study that was designed to understand how tourist's search for and use information about a chosen destination they have not previously visited, magazines and newspapers were sources or places individuals indicated as sources of travel information. Magazines and newspapers can convert information collectors into tourists. Information collectors need unique messages or "cues" that go beyond the standard information packet that destinations provide in order to plan that first visit to a vacation place (Vogt *et al.*, 1998).

Some advertising campaigns challenge tourists' buying decisions, leaving the audience thinking "I must try that". Established brands cannot, however, generate this kind of response, and instead they face the challenge of maintaining the tourist's interest. This is particularly important as tourists purchase within a limited range of acceptable brands,

choosing that which captures their interest and matches their own values a given moment in time (Morgan & Pritchard, 2001).

Media selection and placement is the full-time occupation of many people in large companies and advertising agencies. Choosing the best media for your advertising depends on four factors:

- **The objective** – What one wants the advertising to accomplish and by when?
- **The target audience** – Who and where must the message reach?
- **The message and frequency** – What must be said and how often must it be said?
- **The budget** – It almost goes without saying, but the budget is probably the single most influential factor in an advertising plan (Anon., 2000).

From the foregoing piece it is evident that print media does influence tourist behaviour and decision-making. However, it is still not known to what extent print media influence tourist behaviour and decision-making. The question can therefore be asked:

### **What is the impact of print media on travel decision-making?**

## **1.3 AIM OF THE STUDY**

### **1.3.1 Goal**

To determine the impact of print media on travel decision-making.

### **1.3.2 Objectives**

The following objectives were identified:

Objective 1:

- To analyse the advantages and disadvantages of print media (newspapers and magazines).

Objective 2:

- To analyse the travel decision-making model.

Objective 3:

- To evaluate the use of print media in the travel decision-making process by means of a questionnaire.

Objective 4:

- To make recommendations for the effective use of print media in travel decision.

## **1.4 RESEARCH METHOD**

A two-pronged approach was followed: a literature study and a survey.

### **1.4.1 Literature Study**

A quantitative study was done based on specific keywords. The internet played a vital role in searching for the most recent publications and information on Media; Travel, Tourism/Tourism Industry; Visitor/Events, Travel and Decision-making, Consumer Behaviour/Travel/Tourism. Books, journals, articles, and internet were also consulted during the literature study. The books used were from the most respected writers on this topic.

### **1.4.2 Survey**

A questionnaire was compiled in co-operation with Prof M Saayman and Dr E Slabbert, from the North-West University, who were the supervisors of this study. Aspects covered by the questionnaire included country of residence, level of education, size of travelling group, average length of stay in South Africa. The main aim of the research was to determine if print media (newspapers and magazines) played a role in their decision to travel. For this purpose the questionnaire included questions like how the tourist became aware of South Africa, the influence newspapers and magazines had, what part of the newspaper and magazine influenced the decision, what attracted the tourist's attention within the newspaper and magazine and the role editorials play in comparison with that of advertisements.

The survey was conducted in South Africa with international tourists visiting the country. International tourists were selected in order to determine the influence of print media on an international level. Sun City was selected due to the fact that a high percentage of visitors to this attraction are international tourists. 145 questionnaires were distributed for three

days in November 2004 among international tourists at Sun City by means of personal interviews. Four field workers were used and international tourists were randomly selected at various gathering points like the Valley of Waves, the bus terminals and swimming pools for the interviews. This method ensured quality input from the respondents. An availability sample was used for the research. A total of 220 000 international tourist's visit Sun City each year. The 145 respondents that were interviewed over three days represent 24% of the tourists that visited Sun City at that stage.

The information was processed by the Statistical Services at the Potchefstroom Campus of the North-West University. Frequency tables and means were used for descriptive purposes while contingency tables and effect sizes were used to determine relationships with demographic variables.

## **1.5 TERMINOLOGY**

The following concepts are used regularly throughout the dissertation:

### **1.5.1 Media strategy**

A media strategy is the process of analysing and choosing media for an advertising and promotions campaign. Once a media strategy is in place, other aspects of media selection can proceed (Clow & Baack, 2004).

### **1.5.2 Advertising**

Advertising is paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience. It is guaranteed delivery of an unmodified message in a recognisable advertisement for an agreed rate (Pickton & Broderick, 2001). According to Nylén (1993) advertising uses information to persuade consumers to take a desired action towards a particular product. It is a paid message that appears in the mass media and uses information to persuade consumers to understand, consider and utilise a product. Advertising need not be complex to be effective – it is simply about creating enough awareness and positive brand associations for it to register as a top-of-the-mind brand when the consumer is faced with a purchase choice (Morgan & Pritchard, 2001).

### **1.5.3 Publicity**

Publicity is not guaranteed to run in the media and may be subject to alteration of the original message by the media owners (Pickton & Broderick, 2001). According to Saayman (2001) publicity is non-personal communication, usually in the form of a news story that relates to the organisation and its products. This story is transmitted free of charge, giving it credibility in the eyes of the consumer as it is not paid for by the sponsor. It cannot be guaranteed that the result will be favourable.

### **1.5.4 Marketing**

Marketing is widely regarded as the core business function concerned with matching the organisation's skills with market demand. The organisation's task is to determine the needs, wants and interests of target markets and to deliver the desired results more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being (Kotler, Haider & Rein, 1993). Marketing includes business activities or functions that make the transfer of goods and services from the producer to the end consumer possible (Saayman, 2001).

### **1.5.5 Travel-decision-making**

According to Laws (2002) the travel decision-making process have been the subject of considerable research, but there is little consensus beyond the broad elements which influence most holiday-makers. There is still debate about the ordering of the choice of elements in a holiday (where to go, where to stay and how to travel); the relative influence of decision-makers in a family or a group of friends; and the trade-off between the effort invested in searching for information, compared to the relief that a decision has been made, often followed by searches for more specific information regarding what to do during the destination stay.

### **1.5.6 Tourism**

Tourism can be described as the sum of experiences and relationships that originate from the interaction between tourist, job providers, governments and host communities in the process of attracting, accommodating, entertaining and transporting tourists (Saayman, 2000).

### **1.5.7 Image**

Kotler (1982) says an image is the sum of beliefs, ideas and impressions that a person has of an object. Image projection forms an integral part of good management and marketing, and organisations should be clear about their mission, functions and goals. Crompton and Lamb (1986) describe image creation as the sum of beliefs, ideas and impressions that a person has of an agency, of its programmes, facilities and personnel.

## **1.6 CHAPTER CLASSIFICATION**

Chapter one gave an overview of the problem statement, purpose of the study, objectives and method of study, as well as description of terms used in the dissertation. Chapter two will investigate print media with the focus on newspapers and magazines. Chapter three will analyse the travel decision-making process. Chapter four will document the results of the survey and chapter five will consist of conclusions and final recommendations.

# ***ANALYSIS OF PRINT MEDIA: MAGAZINES AND NEWSPAPERS***

# **2**

***“Good advertising does not just circulate information. It penetrates the public mind with desires and belief”***

***Leo Burnett***

## **2.1 INTRODUCTION**

One of the most important ingredients in matching an advertising campaign with the overall integrated communications program is the preparation of an effective media strategy. A media strategy is the process of analysing and choosing media for an advertising and promotions campaign (Clow & Baack, 2004). This study focuses on the advantages and disadvantages of newspapers and magazines in the development of a media strategy for print media, and the important role they play in the advertising of travel destinations.

Most print advertisements for travel products appear in newspapers and magazines. Typically, they account for about half of all travel and tourism advertising expenditures. About 75 percent of the people in the United States read a newspaper each day. Based on the fact that newspapers appeal to such a wide audience, they are a potentially important avenue for any travel supplier or intermediary. Major national and international travel suppliers, such as airlines and car rental companies, regularly advertise in major daily papers with circulations in excess of one million (Burke & Resnick, 2000).

Although the glamour of television has outshone magazines for a long time, many advertisers see magazines as a second choice to television. Recent research, however,

indicates that in some cases magazines are actually a better option. A study by Millward Brown examining the cost effectiveness of magazine advertising, revealed promising information for magazines. The study suggested that magazine advertising is three times more cost effective than television (Clow & Baack, 2004).

However, according to Eckman and Lindlof (2003) one needs to have a proper media strategy in place in order to create awareness of a product or service. Media strategy involves the planning, scheduling and buying of media in a manner that fulfils both the advertising and the marketing goals. Some authors refer to a media strategy, others to a media plan and some even refer to a media program. However, their components are very similar. Once the media strategy is in place, other aspects of media selection can proceed (Clow & Baack, 2004). For the purpose of this study, media selection focuses on newspapers and magazines.

The selection of the proper media is only the first step. Awareness can be created through the paid method (advertising), or the non-paid method (editorial). According to Eckman and Lindlof (2003) the most popular route to follow in order to create awareness for a tourism product or service in the media is to buy advertising space (marketing). In this way one can dictate the message and the content of the advertisement. Added editorial (news with a strong marketing undertone) can be send with an advert. One must pay for added editorial, but it gives the client the chance to explain his tourism product in detail. One has how ever had to rely on the goodwill of the publication the advert was booked with to give editorial space for free without editing the content. This could be a bit of a risk for the wrong message could be send out when editorial is edited without the organisations input who places the advertisement.

How and when a message will be seen is another consideration when evaluating media choices and is crucial to creative development. Media consumption patterns vary widely between magazines and newspapers, for example, even though both are print media. Magazine readers are typically in a less hurried state, and can “study” adverts, often viewing the adverts several times when looking at a magazine over the course of a month.

According to Scheler (2004) magazines offer better photo reproduction quality than newspapers, making them perfect for visually oriented, image-building advertisements that can elicit an emotional response, while newspapers on the other hand, are read much more quickly, and often with a “shopping” mindset. The creativity of newspaper adverts is also influenced by the medium’s photo reproduction capabilities, which are generally below that of magazines, and page layout, since the larger pages of papers are more content-filled. Newspaper adverts must stand out in a severe cluttered environment, as mentioned by Rick Lagan, co-creative director at the Department of Tourism’s advertising agency called Boelter and Lincoln. It was also indicated to concentrate on simple powerful visuals and a headline that gets right to the point. Newspapers are a great medium of motivating your audience with an offer, according to the agency.

Apart from paid advertising, the cheapest way of creating awareness is by sending only editorial to a publication. There is actually no guarantee that the information sent through to the publication will be used. If the information is used it is pure luck, but still there is the risk of a wrong message going out if editorial is edited. A combination of an advert with editorial seems to have the best effect for creating awareness (Eckman & Lindlof, 2003).

Traditionally, the functions of news and advertising were expected to disassociate because of the perceived threat to journalistic ability to remain objective. Newspapers now try to cope with declining circulation rates and shrinking profit margins by developing content and promotional strategies in the grey area between news and marketing. A greater emphasis on the advertorial content is one of the many strategies that have emerged in the past two decades. Advertorials – sometimes called special advertising sections, advertising supplements, and niche publications – are products that look and read like news, but are bought and controlled by advertisers (Eckman & Lindlof, 2003).

The purpose of this chapter is to discuss the advantages and disadvantages of print media in a media strategy for creating awareness of a product. It is important to create the most cost-effective plan possible to reach the largest number of potential tourists at the lowest cost in an editorial environment suitable for the product. For the purpose of this study only

newspapers and magazines were researched since these two mediums play an important role in tourism marketing. The important elements in developing a media strategy are discussed. The marketing mix of print media and its advantages and disadvantages comes under the spotlight in this chapter.

## **2.2 DEVELOPING A MEDIA STRATEGY**

To develop a media strategy it is important to understand what is meant by the concept and how such a strategy is developed. All media strategies begin with a media plan for cost effectiveness, and to determine how to reach the largest possible target audience.

### **2.2.1 Defining a media strategy**

According to Russell, Verrill and Lane (1988) the media strategy begins with a media plan to translate objectives into advertising tactics. As a result of the cost of advertising media, it is imperative that the media planner develops the most cost-effective plan possible. Cost efficiency means reaching the largest number of potential tourists at the lowest cost in an editorial environment suitable for the product.

Belch and Belch (2004) refers to the media plan as the best way to get the advertiser's message to the market. In a basic sense, the goal of the media plan is to find that combination of media that enables the tourism marketer to communicate the message in the most effective manner to the largest number of potential tourists at the lowest cost.

One method of addressing media planning is to approach it from the tourists' viewpoint. The idea is to plot the choices in media that a specific, defined target market might experience through the course of a typical day. For example, favourite travel magazines read during the evening hours. Demographics such as age, gender, income and education are not enough to determine the media habits of a person in a target market (Clow & Baack, 2004). That is why the research in Chapter 4 focuses on the correlation between the above-mentioned demographics and the different factors in newspapers and magazines.

The strategic component of media planning in a media strategy essentially refers to the general plan involving the delivery of the advertising message. The aim of a strategic media plan is to give the tourism product a competitive edge. Even small companies, like guesthouses, can often find creative ways to get their message across that give them an edge in a specific part of the market (Parente, 2000).

### **2.2.2 Outline of a media plan as part of the strategy**

Nylen (1993) refers to five steps in the media plan. The media plan suggests similar requirements as most of the other authors, like target audience, selection of the primary medium, selection of specialised supplementary media, selection of the vehicle and determining size/timing. Nylen's outline of the media plan (1993) looks as follows:

#### ***a. Media requirements***

- Target audience (demographic description);
- Audience distribution (reach and frequency goals);
- Creative requirements;
- Budget constraints;
- Other requirements.

#### ***b. Selection of primary media***

- Definition of media alternatives;
- Matching of media alternatives with media requirements;
- Selection of primary medium;
- Selection of secondary media.

#### ***c. Selection of specialised supplementary media***

- Define supplementary media alternatives;
- Match alternatives to media requirements;
- Selection of supplementary media.

**d. Selection of media vehicles**

- Definition of media vehicle alternatives;
- Matching of media vehicles to media requirements;
- Selection of media vehicles.

**e. Definition of media schedules**

- Specification of time and size/length schedule;
- Definition of media targets: rating/audience levels; reach and frequency;
- Budget summary.

According to Russell and Lane (1996) the media plan is the total analysis and execution of the media component of a campaign. While there is no standard format, the following elements are found in most national media plans:

- The target audience ;
- Communication requirements and creative elements ;
- The efficiency balance– reach, frequency or continuity?;
- Geography – where is the product distributed?;
- The pressure of competition;
- The budget.

According to Clow and Baack (2004) no two media plans are alike, but each plan should however, integrate the overall media strategy with specific marketing tactics.

- The **marketing analysis** is a comprehensive review of the fundamental marketing program. This includes a statement of current sales, current market share, and prime prospects to be solicited. These elements should reflect a compatible pricing strategy based on the product, its benefits and distinguishing characteristics, and the competitive environment involved.
- The **advertising analysis** states the fundamental advertising strategy and the budget that should be used in meeting advertising objectives.

- The **media strategy** reflects which media will be used and the creative considerations.
- The **media schedule** states when ads will appear in individual vehicles.
- The **justification and summary** states the measures of goal achievements.

### 2.2.3 Problems facing media strategies

According to Belch and Belch (2004) a number of problems contribute to the difficulty of establishing the media plan and reduce its effectiveness. These problems include insufficient information, inconsistent terminologies, time pressures and difficulty measuring effectiveness. This is a major problem in the tourism industry.

- **Insufficient Information** – While a great deal of information concerning markets and the media exists, media planners often require more than is available. Some data are just not measured, either because they cannot be or because measuring them would be too expensive (Belch & Belch, 2004). Information with regard to potential and current markets can be obtained from organisations like South African Tourism and Statistics South Africa.
- **Inconsistent Terminologies** – Problems arise because the cost bases used by different media often vary and the standards of measurement used to establish these cost are not always consistent. For example, print media may present cost data in terms of the cost to reach a thousand people, broadcast media use the cost per ratings point and outdoor media use the number of showings (Belch & Belch, 2004; Clow & Baack, 2004).
- **Time pressure** – It seems that advertisers are always in a hurry – sometimes because they need to be; other times because they think they need to be. Sometimes a false sense of urgency dictates time pressures. In either situation, media selection decisions may be made without proper planning and analysis of the market and/or media (Belch & Belch, 2004).

- **Difficulty Measuring Effectiveness** – Because it is so hard to measure the effectiveness of advertising and promotions in general, it is also difficult to determine the relative effectiveness of various media or media vehicles. While progress is being made in this regard, the media planner may have little more than an estimate of, or a good guess at, the impact of these alternatives (Belch & Belch, 2004).

According to Belch and Belch (2004) the media plan is the guide for media selection. It requires development of specific media objectives and specific media strategies (plans of action) designed to attain these objectives. Once the decision has been made and the objectives and strategies formulated, this information is organised into the media plan.

### **2.3 MEDIA SELECTION CRITERIA**

Having determined what should be accomplished; tourism media planners consider how to achieve these objectives. Media planners develop and implement media strategies, which evolve directly from the actions required to meet objectives, and according to Belch and Belch (2004) involve the following criteria:

- The media mix;
- Target market coverage;
- Geographic coverage;
- Scheduling;
- Reach versus frequency;
- Creative aspects and mood;
- Flexibility;
- Budget considerations.

Media decisions require much more than a calculator or a good computer software program. These decisions require judgement. According to Parente (2000) the basic purpose of media is to deliver messages efficiently and effectively. To deliver messages effectively, planners must select media that can both influence and enhance messages. Media can influence the impact of a message depending on the context in which the audience receives it. The context can vary from a medium's suitability to a creative

approach, to the timing of ads, or to reaching targets in situations in which these targets normally do not expect to receive promotional messages (Parente, 2000).

According to Parente (2000) smart planners sometimes ignore cost efficiency and select media on the basis of its ability to deliver messages effectively. Viewed this way, media are more than neutral or passive carriers of a message. Media help the message achieve its communication objective. Media strategy decisions usually focus on the following four elements:

- Target audience (or market);
- Media classes;
- Media mix;
- Media timing.

Some of the above elements are echoed by Russell and Lane (1996), and some of the elements they mention differ. The latter stated that the following elements are found in most media plans:

- Target audience;
- Communication requirements and creative elements;
- Geography – where is the product distributed;
- The efficiency/effective balance– shall we stress reach, frequency, or continuity?
- The pressure of competition;
- The budget.

### **2.3.1 The media mix**

A wide variety of media and media vehicles are available to tourism advertisers. Apart from newspapers and magazines, there are also television, radio, internet, and billboards. By employing a media mix, tourism advertisers can add more versatility to their media strategies, since each medium contributes its own distinct advantages. By combining media, tourism marketers can increase coverage, reach, and frequency levels while improving the likelihood of achieving overall communications and marketing goals (Belch & Belch, 2004).

According to Parente (2000) in the media mix decisions refer to how much emphasis, sometimes called advertising pressure, to allocate to various categories, such as target audiences, geographical areas, time periods, brands, and most important, media types. In the campaign process, some of these decisions are often made before a media planner is involved. When this happens, these decisions are usually reflected in the media objectives.

The tourism media planner must constantly be aware of the communication component of the media schedule. Sometimes he/she gets so caught up in media-audience analysis that he/she forgets advertising must communicate to these listeners and readers. A major criticism of the advertising process is that media and creative functions are not coordinated closely enough (Russell & Lane, 1996).

Clow and Baack (2004) also agree that the proper blend of media outlets for advertisements is a crucial activity. As campaigns are prepared, decisions must be made concerning the appropriate mix of media. The most effective mix for a particular advertising campaign is essential.

### **2.3.2 Target market coverage**

The media planner determines which target markets should receive the most media emphasis. Developing media strategies involve matching the most appropriate media to this market by asking, "Through which media and media vehicles can one best get the message to prospective buyers?" The goal of the media planner is to extend media coverage to as many of the members of the target audience as possible, while minimising the amount of waste coverage (Belch & Belch, 2004).

Perhaps the most important job the media planner has is to decide which media vehicles will best reach the potential tourists for a product. The entire media-planning function must focus on a clear market profile, and remember that it is prospects, not readers or listeners, who are of primary importance to the tourism advertiser. The job of the media planner is

more difficult today because of the proliferation of media vehicles that can be selected (Russell & Lane, 1996).

Although the target audience is an important decision, frequently the media target is exactly the same as the campaign target. If this is so, then the targeting decision is already predetermined for the media planner. However, in a marketing communication campaign, media are merely one way to get the message out (Parente, 2000).

It is however, one of the primary tasks of the media planner to conduct research to match the product with the market and media. If a product's target market is 10 to 25 year old males with university degrees who love the outdoors, then the media must have a high percentage of its audience in the 10 to 25 year old, male university degree, outdoor category (Clow & Baack, 2004).

### **2.3.3 Geographic coverage**

According to Russell and Lane (1996) the media planner must now begin the process of putting together the media schedule. Will it concentrate on national, regional, or local media? Various tourism products have to conduct marketing international and therefore it is important for tourism media planners to be well informed with regard to the target market and media available. The media planner must examine the geographic area in which the product is sold and the concentration of prospects in those areas.

For example, snow skiing is much more popular in some areas of a country than in others. Belch and Belch (2004) felt that in this instance it would not be the wisest of strategies to promote skis in those areas where popularity is not high, unless you could generate an increase in interest.

The media planner must look at the size and potential product or brand use of differing geographic areas. Some media types deliver audiences directly on a national scale, for example, network broadcast media and many magazines. However, other media types can be bought in a variety of geographical ways (Parente, 2000).

### **2.3.4 Scheduling**

The primary objective of scheduling is to time promotional efforts so that they will coincide with the highest of potential buying times. For some products these times are not easy to identify: for others they are very obvious (Belch & Belch, 2004). International tourists make travel-decisions well in advance and therefore information with regard to the tourism products need to be available at the right time.

Once the desired balance between reach and frequency has been determined, it is time to begin work on the question of when to schedule the advertising (Russell & Lane, 1996). The timing of the media should always reflect advertising goals. However, it is also worth mentioning that sometimes an unstated or implied objective of the campaign could also have an effect on scheduling. For example, if the tourism products' marketing strategy suggests reacting aggressively to competitive initiatives, then this would suggest adding extra emphasis to counter some new activity, such as a new product introduction (Parente, 2000).

According to Clow and Baack (2004), one also gets a discontinuous campaign schedule where advertisements are placed at special intervals with no advertising in between. For example, a ski resort can use discontinuous advertising by running advertisements during the fall and winter seasons with none during the spring and summer.

### **2.3.5 Reach versus frequency**

Clow and Baack (2004) refer to effective frequency as the number of times a target audience must be exposed to a message to achieve a particular objective. Effective reach is the percentage of an audience that must be exposed to a particular message to achieve a specific objective.

Since advertisers have a variety of objectives and face budget constraints, they must usually make a trade-off between reach and frequency. Achieving awareness requires reach – that is, exposing potential buyers to the message. New brands or products need a

very high level of reach, since the objective is to make all potential buyers aware of the new product (Belch & Belch, 2004).

With respect to media planning, frequency carries a slightly different meaning. Here frequency is the number of times one is exposed to the media vehicle, not necessarily to the advert itself. It is possible to be exposed to more than one media vehicle with an advert, resulting in repetition. Since marketers have budget constraints, they must decide whether to increase reach at the expense of frequency, or increase the frequency of exposure, but to a smaller audience (Belch & Belch, 2004).

Reach, frequency and continuity must be balanced against the demands of a fixed budget. However, the media planner must consider the balance between the least expensive media (efficiency) and those most able to communicate the message and reach the best prospects (effectiveness). Normally the budget is predetermined and the planner functions within fairly strict guidelines as to the target market of the campaign (Russell & Lane, 1996).

According to Parente (2000) the more frequency in a schedule, the fewer people it reaches. Planners have to balance the importance of reaching a lot of people a few times to a few people a lot of times. Maximizing both reach and frequency would require a budget of unlimited size. These decisions are important for tourism product marketers conducting marketing internationally since it is expensive to market the product overseas.

### **2.3.6 Creative aspects and mood**

The context of the medium in which the advert is placed may also affect viewers' perceptions. A specific creative strategy may require certain media. It is possible to increase the success of a product significantly through a strong creative campaign. To implement this creativity, one must employ a medium that will support such a strategy. In some situations, the media strategy to be pursued may be the driving force behind the creative strategy, as the media and the creative departments work closely together to achieve the greatest impact with the audience of the specific media. Certain media

enhance the creativity of a message because it creates a mood that carries over to the communication (Belch & Belch, 2004). Lately tourism marketers have introduced compact discs as part of the marketing campaign which brought forward vary creative messages.

Sometimes one can get so caught up in media-audience analysis that one forgets that advertising must communicate to these readers. In the past, a major criticism of the advertising process was that media and creative functions were not coordinated closely enough (Russell & Lane, 1996).

Many people in business view marketing as a constant battle for the heart and mind of the consumer. Part of the battle involves maintaining a media presence when the competition advertises. Brand leaders often try to match up with the competition. The idea is not to give a rival a potential edge, especially if the leader has superior financial resources. To counter this strategy, a non-leader may advertise in different time periods to gain in advantage, even though the time period may be less favourable (Parente, 2000).

### **2.3.7 Flexibility**

An effective media strategy requires a degree of flexibility. Due to the rapidly changing marketing environment, strategies may need to be modified. If the plan does not have some flexibility, opportunities may be lost and/or the tourism product may not be able to address new threats (Belch & Belch, 2004). Since the competition is so high in the tourism industry it is important to make sure that the marketing plan makes provision for different media options if needed.

### **2.3.8 Budget considerations**

One of the more important decisions in the development of media strategy is cost estimation. The value of any strategy can be determined by how well it delivers the message to the audience with the lowest cost and the least waste. To evaluate alternatives, tourism advertisers must compare the relative costs of media as well as vehicles within these media (Belch & Belch, 2004).

Generally, the cost of all media advertising has grown faster than tourists. In response, tourism advertisers are defining their potential tourists more specifically to cut down on waste circulation and are negotiating more aggressively with media salespeople (Russell & Lane, 1996).

Tourism media planners often have tough decisions to make because of budget limitations. On one hand, it is important to effectively reach the targets, but due to a limited budget may not be able to build sufficient frequency into the plan. To avoid spreading the message too thin, often scheduled periods of advertising are followed by periods of no advertising - called *flighting* (Parente, 2000). This can be especially applicable to smaller tourism products.

The medium is the general category of available delivery systems, which includes broadcast media (like TV and radio), print media (like newspapers and magazines), direct mail, outdoor advertising, and other support media. The media vehicle is the specific carrier within a medium category, which includes for example Radio Highveld, Radio Jacaranda en Radio Lotus for the Radio as broadcast medium.

The rest of this chapter will look at the advantages and disadvantages of magazines and newspapers.

## **2.4 MARKETING MIX: PRINT MEDIA**

According to Wilcox, Ault and Agee (1995), print media is the most effective for delivering a message that requires absorption of details and contemplation by the receiver. Printed matter can be read repeatedly and kept for reference. Various potential tourists keep special editions of tourism products for later reference. Newspapers are the fastest, with the most widespread impact. Magazines, while slower, are better directed to special-interest audiences, such as trade and professional groups. Various people keep magazines such as *Getaway*, *Weg*, *Outdoor life* and so on.

### **2.4.1 Magazines as advertising medium**

Magazines differ markedly from newspapers in content, time frame, and method of operation. In contrast to the daily newspaper with its hurry-up deadlines, magazines are published weekly, monthly, or sometimes quarterly. Because these publications usually deal with subjects in greater depth than newspapers do, magazine editors may allow months for the development of an article (Wilcox *et al.*, 1995).

Despite the long history of magazines, the medium went through a serious crisis for nearly a quarter of a century before a general change in the policy direction of magazine publishers and editors regained the favour of consumers and the reading public. The origins of the word “magazine” can be traced back to colonial times when the military governors of overseas colonies such as the Cape and the colonies in the New World had to plan and erect buildings or forts for the safe storage of ammunition and explosives in bulk and under one roof. When the first magazine was printed in the eighteenth century, it was organised on the military model of various literary materials gathered from books, pamphlets and newspapers and bound together in one cover. Categorisation of magazines differs from country to country, and because the late twentieth century magazine market has become so diverse and specialised, it is very difficult to categorise it (De Beer, 1993).

When considering magazines as advertising medium, one has to look at the circulation and readership of the specific magazine, which include the following:

#### **a. Magazine circulation and readership**

Two of the most important considerations in deciding whether to use a magazine in the advertising media plan are the size and characteristics of the audience it reaches. Tourism media buyers evaluate magazines on the basis of their ability to deliver the advertiser’s message to as many people as possible in the target audience. To do this, tourism media planners must consider the circulation of the publication as well as its total readership, and match these figures against the audience they are attempting to reach (Belch & Belch, 2004).

## **b. Circulation**

Circulation figures represent the number of individuals who receive a publication through either subscription or store purchase. The number of copies distributed to these original subscribers or purchasers is known as primary circulation and is the basis for the magazine's rate structure. Circulation fluctuates from issue to issue, particularly for magazines that rely heavily on retail or newsstand sales. Given that circulation figures are the basis for a magazine's advertising rates and one of the primary considerations in selecting a publication, the credibility of circulation figures is important (Belch & Belch, 2004).

The failure of a magazine to meet its guaranteed circulation will result in a rebate to the advertiser. However, the damage to a magazine that fails to meet its rate base can be significant far beyond the loss of money. Since there are so many competing magazines, advertisers may well choose other titles if they perceive that a magazine's circulation is falling (Russell & Lane, 1996).

Magazine circulation figures can be obtained directly from publisher's statements. In addition, many magazines provide extensive audience data based on research that they have sponsored themselves. Most of these studies concentrate on describing the characteristics of their readers (Nylen, 1993).

## **c. Readership and total audience**

Advertisers are often interested in the number of people a publication reaches as a result of secondary, or pass-along, readership. Pass-along readership can occur when the primary subscriber or purchaser gives a magazine to another person or when the publication is read in doctors' waiting rooms or beauty salons, on airplanes, and so forth. Advertisers generally attach greater value to the primary in-home reader than the pass-along reader or out-of-home reader, as the former generally spends more time with the publication, picks it up more often, and receives greater satisfaction from it. Thus the

reader is more likely to be attentive and responsive to ads. However, the value of pass-along readers should not be discounted (Belch & Belch, 2004).

According to Russell and Lane (1996) advertisers are interested in the primary readers of magazines. They also interested in who these readers are and what they buy, as well as in the pass-along readers who are given the publications.

The majority of magazines lie well to the right on the scale with highly specialized audiences. *Business Week*, for example, claims to deliver 88 percent of its circulation to people in management. Like some other special purpose magazines, *Business Week* maintains its highly specialised audience by refusing to sell the magazine to people who do not hold a position related to the magazine's special field (Nylen, 1993).

Magazines have a number of characteristics that make them attractive as an advertising medium.

#### **2.4.1.1 Advantages of magazines as advertising medium**

Research mentioned by Clow and Baack (2004) indicates that in many cases magazines are actually a better option than the glamour of television as far as advertising is concern. This can be contributed to the many advantages of magazines as discussed below.

##### **a. Selectivity**

One of the main advantages of using magazines as an advertising medium is their selectivity, or ability to reach a specific target audience. Magazines are the most selective of all media, except direct mail. Most magazines are published for special-interest groups. The thousands of magazines published reach all types of consumers and businesses and allow advertisers to target advertising to segments of the population who buy the products. For example, *Modern Photography* targets specialist photographers; *Stereo Review* reaches those with an avid interest in music (Belch & Belch, 2004).

Specialist fields that grew rapidly in South Africa include for instance magazines that targeted sportsmen and travellers, like *Caravan & Outdoor Life*, *Getaway*, *Hengel/Angling*, *SA Garden & Home*, *SA Sports Illustrated*, *SA Yachting*, *SA Athlete*, *SA Rugby* and numerous similar magazines (De Beer, 1993; Burke & Resnick 2000).

According to Nylen (1993) and Burke and Resnick (2000), magazines vary greatly in their ability to select certain socio-economic groups. Some large-circulation magazines offer special demographic editions that permit advertisers to place ads in only those copies of the magazine that go to a pre-specified group. *Time*, for example, has demographic editions for urban subscribers, business executives, top management, high income people, and college students.

In addition to providing selectivity based on interest, magazines can provide advertisers with high demographic and geographic selectivity. Demographic selectivity, or the ability to reach specific demographic groups, is available in two ways. First, most magazines are, as a result of editorial content, aimed at fairly well-defined demographic segments. For example, *Cosmopolitan* and *Shape* are read predominantly by women while *Sports Illustrated* is mostly read by men. A second way magazines offer demographic selectivity is through special editions. Most of the top magazines publish different editions targeted at different demographic markets (Belch & Belch, 2004).

According to Russell and Lane (1996) the successful magazines are those that identify and reach an audience segment of interest to advertisers. Selective magazines can be an excellent means of increasing reach among certain groups, for instance, light users of television. Most major magazines allow advertisers to buy partial circulation. The advertiser thereby gains the prestige of appearing in a national publication and the selective audience of a smaller magazine.

Geographic selectivity implies an advertiser focuses advertisements in certain cities or regions. One way to achieve geographic selectivity is by using magazines that target a particular area. Another way to achieve geographic selectivity in magazines is through

purchasing advertising space in specific geographic editions of national or regional magazines. The availability of regional and demographic editions can also reduce the cost per thousand for reaching desired audiences (Belch & Belch, 2004).

While some magazines make it possible to select certain geographic areas for advertising coverage, these magazines do not have the city-by-city flexibility offered by newspapers. A growing number of magazines divide circulation into geographic groupings and permit the advertiser to limit an advertisement to specified geographic areas (Nylen, 1993).

**b.     Reproduction quality**

One of the most valued attributes of magazine advertising is the reproduction quality of advertisements. Magazines are generally printed on high-quality paper and use printing processes that provide excellent reproduction in black and white or colour. The use of colour has become a virtual necessity in most product categories, and more than two-thirds of all magazine ads now use colour (Belch & Belch, 2004; Burke & Resnick, 2000; Clow & Baack, 2004).

According to Nylen (1993) most magazines offer reproduction quality that far surpasses that available from newspapers. Magazines are generally printed on higher quality paper and use printing processes that result in excellent reproduction.

For more than 60 years, magazines have had the advantage of being able to show products in realistic colour. While this advantage is no longer unique to magazines, it is still a major element in magazine advertising (Russell & Lane, 1996).

**c.     Creative flexibility**

In addition to its excellent reproduction capabilities, magazines also offer advertisers a great deal of flexibility in terms of the type, size, and placement of the advertising material. Some magazines offer a variety of special options that can enhance the creative appeal of the advert and increase attention and readership. Examples include gatefolds, bleed pages, inserts and creative space buys (Belch & Belch, 2004).

Some magazines, particularly the larger ones, offer a variety of special advertising units that can enhance the creative value of the medium at extra charge. An advertiser can have coupons, reply cards, recipe booklets, scented pages, and many other items separately inserted into the magazine together with the advertisement. Some marketers have had product samples attached to the advertisement (Nylen, 1993).

Businesses can target their advertisements. The copy provides a greater level of detail about products. Readers, if interested, take time to read the information in the advertisement. Advertisements can provide toll-free telephone numbers and Web addresses so interested parties can obtain further information (Clow & Baack 2004).

**d. Permanence**

Another advantage offered by magazines included a long life span. Television and radio are characterised by fleeting messages that have a very short life span; newspapers are generally discarded soon after being read. Magazines, however, are generally read over several days and are often kept for reference. Magazines are retained in the home longer than any other medium and are generally referred to on several occasions. According to Russell and Lane (1996) magazines are the most permanent of all the mass media. Some magazines are kept for months, so advertising messages are seen a number of times. A study of magazine audiences found that readers devote nearly an hour over a period of two or three days to reading an average magazine. The permanence of magazines also means readers can be exposed to ads on multiple occasions and can pass magazines along to other readers (Belch & Belch, 2004).

While newspapers are usually read on receipt and then discarded, magazines are usually retained in the home for several days and read intermittently over this period. A magazine audience study suggests that magazine readers typically spend about an hour or more over a period of two to three days reading an average magazine issue. The life of particular magazines varies considerably from the average. In general, the longer the time

between issues, the longer the life. There are some magazines that are permanently retained by readers for continuing reference (Nylen, 1993).

**e. Prestige**

Another positive feature of magazine advertising is the prestige the product or service may gain for advertising in publications with a favourable image. Companies whose products rely heavily on perceived quality, reputation, and/or image, often buy space in prestigious publications with high-quality editorial content whose consumers have a high level of interest in the advertising pages (Belch & Belch, 2004; Burke & Resnick 2000).

One of the most highly valued attributes of magazine advertising is the availability of high-quality reproduction in full colour. Of course, not all magazines offer full colour, but most of the larger ones do, and usually the colour quality is better than that available in any other mass medium (Nylen, 1993).

According to Russell and Lane (1996) there is a magazine for virtually every market segment, but the heaviest magazine usage is concentrated in the most upscale segments. Magazines are especially well situated for reaching prime prospects in higher education, income and occupational categories.

**f. Consumer receptivity and involvement**

With the exception of newspapers, consumers are more receptive to advertising in magazines than in any other medium. Magazines are generally purchased because the information interests the reader, and advertisements provide additional information that may be of value in making a purchase decision. A magazine is a self-interest medium. People purchase and read particular magazines because the content is relevant to them. Particularly in the more specialised magazines, the advertiser can expect that the reader is a voluntary one and is involved in the topic treated by the medium (Belch & Belch, 2004; Nylen, 1993).

While other media can make a case for delivering audience segments similar to those magazines deliver, these mediums have a hard time showing media involvement close to that achieved by magazines (Russell & Lane, 1996).

**g. Services**

A final advantage of magazines is the special services some publications offer advertisers. Some magazines have merchandising staff that call on trade intermediaries like retailers to let them know that a product is being advertised in their publication and to encourage them to display or promote the item. An important service offered by some magazines is split runs, where two or more versions of an advert are printed in alternate copies of a particular issue of a magazine (Belch & Belch, 2004).

Surveys of magazine readers consistently show that readers welcome the advertising. By contrast, television viewers do not welcome commercials, but view them as an interruption of programs (Nylen, 1993). According to Russell and Lane (1996), most magazines offer advertisers an extremely credible environment for their advertising.

A further advantage, according to Burke and Resnick (2000), is the extra reach owing to many secondary readers of magazines.

**2.4.1.2 Disadvantages of magazines as advertising medium**

Although the advantages offered by magazines are considerable, it has certain drawbacks too.

**a. Cost**

The cost of advertising in magazines varies according to the size of the audience reached and the selectivity. Advertising in large mass-circulation magazines like a TV guide, *Time* or *Reader's Digest* can be very expensive. Like any medium, magazines must be considered not only from an absolute cost perspective, but also in terms of relative costs. Most magazines emphasize effectiveness in reaching specific target audiences at a low cost per thousand (Belch & Belch, 2004; Burke & Resnick, 2000; Clow & Baack, 2004).

The advertising cost for magazines is very high, often running ten times higher than other media in the case of very selective magazines. This high cost is tempered somewhat by their ability to keep waste circulation to a minimum (Russell & Lane, 1996).

The minimum cost of entering the magazine medium varies substantially with the selectivity of the vehicle. The large mass-circulation magazines require a considerable investment. The space cost itself is very high in these magazines (Nylen, 1993).

**b. Limited reach and frequency**

Magazines are generally not as effective as other media in offering reach and frequency. Since most magazines are monthly or at best weekly publications, the opportunity for building frequency through the use of the same publication is limited. Using multiple advertisements in the same issue of a publication is an inefficient way to build frequency. Most advertisers try to achieve frequency by adding other magazines with similar audiences to the media schedule (Belch & Belch, 2004).

One of the most difficult tasks a publisher has is differentiating the publication – but not in a way that drives away potential readers of advertisers. Tourism media planners must find a way that is narrow, but not too narrow (Russell & Lane, 1996).

**c. Long lead time**

Another drawback of magazines is the long lead time needed to place an advert. Most major publications have a 30 to 90-day lead time, which means space must be purchased and the advertisements must be prepared well in advance of the actual publication date (Belch & Belch, 2004; Burke & Resnick, 2000).

The total production process for a magazine advertisement tends to be lengthy. For a four-colour advert the total time for the initiation of production to final appearance in a magazine is often six months or more, not including the time spent in initially designing the advert

(Nylen, 1993). According to Russell and Lane (1996), most magazines require that advertising copy be handed in six to eight weeks prior to publication.

**d. Clutter and competition**

The clutter problem for magazines is something of a paradox: The more successful a magazine becomes, the more advertising pages it attracts, and this leads to greater clutter. In fact, magazines generally gauge its success in terms of the number of advertising pages they sell. Clutter is not as serious an issue for the print media as for radio or television, since tourists tend to be more receptive and tolerant of print advertising. Tourists can also control their exposure to a magazine advert simply by turning the page. Magazine publishers do attempt to control the clutter problem by maintaining a reasonable balance of editorial pages to advertising. The clutter makes it difficult for an advertiser to gain readers' attention and draw them into the advert. Many print media use strong visual images, catchy headlines, or some creative techniques to grab the interest of magazine readers (Belch & Belch, 2004; Clow & Baack, 2004).

According to Nylen (1993) the problem of media clutter is so widespread that it is difficult to point to any medium that has escaped the problem. Magazines today are on average more than half advertisements. Frequently there will be several consecutive pages of advertising unseparated by editorial material. To stop, hold, and inform a reader under such circumstances, is a formidable task.

Some publications, such as *National Geographic*, place all adverts in clusters at the front and back of the publication. This practise creates advertising clutter and greater competition for the individual advertisement (Russell & Lane, 1996). According to Burke and Resnick (2000) magazines are also more difficult to revise or update. To print a revise edition of a magazine is too costly.

### **2.4.2 Newspapers as advertising medium**

For advertisers it is important to look at newspapers as an advertising medium and the types of newspaper advertising. Advertisers should consider the advantages and disadvantages of newspapers as an advertising medium.

Making newspapers “easy to read” is the “single highest potential area for growing readership”, an institute study asserts. Surprisingly, the research says, ease does not center around design or placement of articles (Clow & Baack, 2004). Nor do factors such as colour, graphics or jumps relate statistically to ease of reading. Instead, readers want such things as more go and do information in stories, including phone numbers, times, dates, addresses and Web sites. This should be good news for the tourism industry.

Retailers still rely heavily on newspaper advertisements because these adverts offer geographic selectivity. Promoting sales or a service is easy to accomplish in a newspaper. Short lead time allows retailers to change ads and promotions quickly. The flexibility is a strong advantage. It allows advertisers the ability to keep their ads current. Tourism media planners can modify adverts to meet competitive offers or to focus on recent events (Clow & Baack, 2004).

The traditional role of newspapers has been to provide prompt, detailed coverage of news as well as to supply other information and features that appeal to readers. The vast majority of newspapers are daily publications serving a local community. However, weekly, national, and special-audience newspapers have special characteristics that can be valued to advertisers (Belch & Belch, 2004).

Although daily newspapers are by far the dominant type in number and in advertising volume, the advertiser should be aware of the other types of newspapers available and their characteristics like national newspapers, daily newspapers, weekly newspapers and special-audience newspapers (Nylen, 1993).

According to Russell and Lane (1996), the daily newspaper remains the undisputed leader in attracting money. For most of the past century, newspapers' leadership in advertising volume was based on their virtual monopoly among local advertisers. A local newspaper had a practically clear field because there were no competing newspapers in most markets.

Retailers, according to Clow and Baack (2004), still rely heavily on newspaper advertisements because they offer geographic selectivity. Short lead time allows retailers to change adverts and promotions quickly. Newspapers have a high level of credibility. Readers rely on newspapers for facts and the latest information in stories, giving newspapers greater credibility with regard to their different types of advertising.

#### **2.4.2.1 Types of newspaper advertising**

The following section indicates the different types of advertisements one can find in newspapers:

- **Display advertising**

Display advertising is found throughout the newspaper and generally uses illustrations, headlines, white space, and other visual devices in addition to the copy text. Display adverts account for approximately 70 percent (70%) of the advertising revenue of the average newspaper (Belch & Belch, 2004).

According to Russell and Lane (1996), display advertising has two classes: local and national. Local advertising refers to all the advertising placed by local businesses, organisations, and individuals. National advertising refers to general advertising and is placed by any marketer who seeks to get readers to ask for a branded product of identified service.

Newspaper as a static medium can depict motion or sequence only crudely. Thus it is not a good medium, creatively speaking, for the advertiser who wishes to demonstrate how a product works (Nylen, 1993).

- **Classified advertising**

Classified advertising also provides newspapers with a substantial amount of revenue. These adverts are arranged under subheads according to the product, service, or offering being advertised. Employment, real estate, and automotive are the three major categories of classified advertising (Belch & Belch, 2004).

Newspapers, unlike many other media, are purchased in part because of the advertising, not in spite of it (Nylen, 1993). Those little adverts, often overlooked unless one is in the market for a car, a house, or a used guitar, are major profit centres for the typical newspaper. Russell and Lane (1996) also echoed the three categories of classified adverts namely employment, real estate and automotive.

- **Special ads and inserts**

Special advertisements in newspapers include a variety of government and financial reports and notices, and public notices of changes in business and personal relationships. Pre-printed inserts is another type of advertising distributed through newspapers. These ads do not appear in the paper itself; it is printed by the advertiser and then taken to the newspaper to be inserted before delivery (Belch & Belch, 2004).

High-quality Sunday supplements can compete with both general-circulation magazines and city and regional magazines for national advertising. National advertisers see the Sunday supplement as a media vehicle that delivers both broad coverage and a prestige audience (Russell & Lane, 1996).

#### **2.4.2.2 Advantages of newspaper advertising**

Newspaper readers hold a high interest level in the articles they read. These readers tend to pay more attention to advertisements, as well as new stories. The increased audience interest allows advertisers to provide more copy detail in their adverts (Clow & Baack, 2004). The advantages of newspaper advertising are discussed in detail below.

**a. Extensive penetration**

One of the primary advantages of newspapers is the high degree of market coverage or penetration it offers an advertiser. In most areas, 50 percent (50%) or more of households read a daily newspaper, and the reach figure may exceed 70 percent (70%) among households with higher incomes and education levels. The extensive penetration of newspapers makes them a truly mass medium and provides advertisers with an excellent opportunity for reaching all segments of the population with their message. Since newspapers are published and read daily, the advertiser can build a high level of frequency into the media schedule (Belch & Belch, 2004; Burke & Resnick, 2000; Clow & Baack, 2004).

The initial reach for newspapers is very high. This high initial reach offers the advertiser high impact or the ability to cover nearly all of a market quickly. This characteristic makes newspaper a particularly valuable medium for news announcements, such as a new product or a product recall, or for retail sales or sales promotions that require fast consumer response (Nylen, 1993).

In addition to providing high readership for a single advert, the newspaper is also an excellent medium for providing both reach and frequency over several insertions (Russell & Lane, 1996).

**b. Flexibility**

Another advantage of newspapers is the flexibility it offers advertisers. First it is flexible in terms of the requirements for producing and running the advertisements. Newspaper advertisements can be written, laid out, and prepared in a matter of hours. The short production time and closing dates make newspapers an excellent medium for responding to current events or presenting timely information to consumers. Newspaper ads have many creative options available to advertisers. They can be produced and run in various sizes, shapes, and formats; they can use colour or special inserts to gain the interest of readers (Belch & Belch, 2004; Burke & Resnick, 2000; Clow & Baack, 2004).

A number of combinations are available to advertisers. What all advertisers have in common is the advantage of greatly reduced rates for purchasing several papers as a group (Russell & Lane, 1996). The low cost of production permits the newspaper advertiser to change adverts frequently, making the copy timely and tailored to geographic or seasonal requirements. This flexibility is a great advantage to retailers, with whom newspapers is a favourite medium (Nylen, 1993).

**c. Geographic selectivity**

Newspapers generally offer advertisers more geographic or territorial selectivity than any other medium except, direct mail. Advertisers can vary coverage by choosing a paper or combining papers that reach the areas with the greatest sales potential. National advertisers take advantage of the geographic selectivity of newspapers to concentrate advertising in specific areas that cannot be reached with other media or to take advantage of strong sales potential in a particular area. Local advertisers like retailers are interested in geographic selectivity or flexibility within a specific market or trade area. Tourism planners can concentrate advertising on the areas where most of the tourists are (Belch & Belch, 2004; Burke & Resnick, 2000; Clow & Baack, 2004).

The circulation of almost all daily and weekly newspapers is focused on a particular city, suburb, or town. Therefore the advertiser can purchase one or a combination of these newspapers to deliver advertising to areas where the product is distributed (Nylen, 1993).

Regionalisation of national advertising accounts has created opportunities for newspapers to compete for national money. Regionalisation of advertising buys is not always good news for newspapers – with retail adverts, for example, moving the decision-making away from the local community is a negative development. However, when it occurs with national advertising, the net result is positive (Russell & Lane, 1996).

**d. Reader involvement and acceptance**

Another important feature of newspapers is consumers' level of acceptance and involvement with papers and the adverts they contain. The typical daily newspaper reader

spends time each day reading the weekday newspaper and even more time reading the Sunday paper. Most consumers rely heavily on newspapers not only for news, information, and entertainment, but also for assistance with consumption decisions. Many consumers actually purchase a newspaper because of the advertising it contains. Consumers use retail adverts to determine product prices and availability and to see who is having a sale. Newspaper advertising is also been rated the most believable form of advertising in numerous studies. It furthermore provide good response options via printed coupon, toll-free numbers or Web sites (Belch & Belch, 2004; Burke & Resnick, 2000; Clow & Baack, 2004).

A newspaper may achieve total market coverage in a number of ways: by making weekly deliveries of a non-subscriber's supplement carrying mostly advertisements, by using direct mail to non-subscribers, or even by delivering the newspaper free to all households once a week. Whatever the method, it is clear that eventually even smaller newspapers will have to offer total coverage to advertisers (Russell & Lane, 1996).

The initial reach for newspapers is very high. This characteristic makes a newspaper a particularly valuable medium for news announcements, such as a new product of a product recall, or for retail sales or sales promotions that require fast consumer response (Nylen, 1993).

**e. Services offered**

The special services that newspapers offer can be valuable to advertisers. For example, many newspapers offer merchandising services and programs to manufacturers that make the trade aware of adverts being run for the company's product, and so help convince local retailers to stock, display, and promote the item. Newspapers can also assist small companies through free copy-writing and art services. Small advertisers without an agency or advertising department often rely on the newspaper to help them write and produce their ads (Belch & Belch, 2004; Clow & Baack, 2004).

In many cases the merchandising value of newspaper advertising is heightened by merchandising programs conducted by the newspaper for individual advertisers. In most cases the newspaper's efforts focus on making trade intermediaries aware of the newspaper advertising for the product and encouraging them to stock and display the product. These efforts, however, are made only when the advertiser requests the assistance. In addition, newspaper merchandising departments are often very knowledgeable about local market conditions, and can be very helpful in solving problems that affect the advertiser in their local markets (Nylen, 1993).

#### **2.4.2.3 Disadvantages and limitations of newspapers as advertising medium**

There are a number of limitations and disadvantages to newspaper advertising. The following will suffice.

##### **a. Poor production**

One of the greatest limitations of newspapers as an advertising medium is its poor reproduction quality. The coarse paper stock used for newspapers, the absence of colour, and the lack of time the paper has available to achieve high-quality reproduction, limit the quality of most newspaper ads (Belch & Belch, 2004; Clow & Baack, 2004).

Colour reproduction is available to advertisers in newspapers, but with a number of limitations to its use. As a result of these limitations, colour advertising represents a very small part of total newspaper advertising lineage (Burke & Resnick, 2000; Nylen, 1993).

Colour reproduction is an area of concern to national advertisers. Newspapers are particularly sensitive to the problems of colour reproduction, since many national advertisers use pre-printed inserts in unprecedented numbers (Russell & Lane, 1996).

##### **b. Short life span**

Unlike, magazines, which may be retained around the house for several weeks, a daily newspaper is generally kept less than a day. An advert is unlikely to have any impact beyond the day of publication, and repeat exposure is very unlikely. Compounding this

problem is the short amount of time many consumers spend with the newspaper and the possibility they may not even open certain sections of the paper (Belch & Belch, 2004).

Several studies addressing the problem of declining readership have been conducted, and the finding is that “a lack of time” is the primary deterrent to reading a newspaper (Russell & Lane, 1996). According to Burke and Resnick (2000) there is little or no repeat exposure.

The daily newspaper is not a medium with a long life. In most homes the newspaper is read when received and discarded the same day (Nylen, 1993).

**c. Lack of selectivity**

While newspapers can offer advertisers geographic selectivity, they are not a selective medium in terms of demographics or lifestyle characteristics. Most newspapers reach broad and very diverse groups of consumers, which makes it difficult for marketers to focus on narrowly defined market segments (Belch & Belch, 2004).

Of all the media, newspapers are closest and most in tune with events and people in their local community. Consumers can turn to television and weekly news magazines for national and international news (Nylen, 1993). Local newspaper advertising tends to be more straight sales oriented than advertising in other media (Russell & Lane, 1996).

**d. Clutter**

Newspapers, like most other advertising media, suffer from clutter, where the newspaper is stuffed with too many adverts. Because 64 percent (64%) of the average daily newspaper in the United States and about 65 percent (65%) in South Africa is devoted to advertising, the advertiser’s message must compete with numerous other adverts for consumers’ attention and interest. Moreover, the creative options in newspapers are limited by the fact that most ads are black and white (Belch & Belch, 2004; Clow & Baack, 2004).

This problem is particularly acute for the advertiser who cannot afford to purchase large space units, but somehow must avoid being buried by the advertisements of the large retailers (Nylen, 1993).

National advertisers believe that newspapers are inflexible in the positioning of advertising and regulate newspapers to an inferior position relative to retail advertisements (Russell & Lane, 1996).

**e. The newspaper audience**

As with any medium, the media planner must understand the nature and size of the audience reached by a newspaper in considering its value in the media plan. Since newspapers as a class of media do an excellent job of penetrating the market, the typical daily newspaper gives advertisers the opportunity to reach most of the households in a market. But, while local advertisers aim to cover a particular market or trade area, national advertisers want to reach broad regions or even the entire country. Tourism media planners must purchase space in a number of papers to achieve the desired level of coverage (Belch & Belch, 2004). The daily newspaper remains the undisputed leader in attracting advertising money (Russell & Lane, 1996).

Newspapers remain the largest advertising medium in terms of total advertising volume. Its largest advertising category is retail, and consolidation among department stores and grocery chains is likely to lead to a slight decline in ad volume. Newspapers' major strength lies in their role as a medium that can be used effectively by local advertisers on a continual basis (Belch & Belch, 2004).

Although daily city newspapers are by far the dominant type in number and in advertising volume. Nylen (1993) suggests that the advertiser should be aware of the other types of newspapers available.

## 2.5 CONCLUSION

The purpose of this chapter was to analyse newspapers and magazines. This was done at the hand of a literature study of discussions of the advantages and disadvantages of newspapers and magazines in the development of a media strategy for print media. This was done to explain the important role of advertising of travel destinations in print media.

It becomes clear through this chapter that the wide variety of media and media vehicles to advertisers make it important for the media planner to determine which target market should receive the most media emphasis in order to extend as much media coverage as possible. The media planner must examine the geographic area in which the product is sold and the concentration of prospects in those areas. The scheduling of media time must coincide with the highest of potential buying times. Certain media enhance the creativity of a message because they create a mood that carries over the communication, like a full colour magazine where you can create the right mood by full colour photographs.

One of the biggest advantages of using print media is the size and characteristics of the audiences it reaches. Magazines for instance, are evaluated on the basis of their ability to deliver the advertiser's message to as many people as possible in the target audience. More people are usually reached by secondary or pass-along readers. This occurs when the primary subscriber or purchaser gives the magazine to another person or when the publication is read in doctors' waiting rooms or beauty salons, on airplanes and so forth. This way the message does get through to the potential tourist.

One of the main advantages in using magazines as an advertising medium is their selectivity, or ability to reach a specific target audience. For instance, regular travellers will read the *Getaway* magazine in South Africa. Magazines are generally printed on high-quality paper and use printing processes that provide excellent reproduction of colour. This is of great importance for marketers of tourists' destination that want to create a great impression with full colour photographs of their product.

The creative flexibility of newspapers and magazines enhances the creative appeal of the advert and increases attention and readership. Some magazines, particularly the larger ones, offer a variety of special advertising units that enhance the creative value of magazines at extra charge. The permanence of magazines also means readers can be exposed to adverts on multiple occasions and can pass magazines along to other readers.

# **TRAVEL**

# **DECISION-MAKING**

# **3**

***"A journey of a thousand miles must begin with a single step"***

***Lao Tzu***

## **3.1 INTRODUCTION**

The purpose of this chapter is to identify the role that the print media plays in the decision-making process. To look at the role of print media in the travel decision-making process, it is important to understand what is meant by decision-making.

According to Harris (1998), decision-making is the study of identifying and choosing alternatives based on the values and preferences of the decision-maker. Making a decision implies that there are alternative choices to be considered, and in such a case one does not only want to identify as many of these alternatives as possible, but one also wants to choose the alternative that best fits our goals, desires, lifestyle, values, and so on.

Harris (1998) also suggests that decision-making is the process of sufficiently reducing uncertainty and doubt about alternatives to allow a reasonable choice to be made. This definition stresses the information gathering function of decision making. It should be noted here that uncertainty is *reduced* rather than *eliminated*. Very few decisions are made with absolute certainty, because complete knowledge about all the alternatives is seldom possible. Thus, every decision involves a certain amount of risk.

In tourism there are different factors that influence the potential tourist to make his or her decision to travel. For the tourist to make such a decision there must be a need to travel. As soon as the decision is made to travel there is a need for information on different destinations. Then people look at the different options before they actually decide where

they want to go to. In this process people make use of different information systems that influence their final decision.

The executive vice president of Ruder Finn, one of the world's top full-service public relations agencies, Gail Moaney, believes that publicity is one of the most overlooked marketing tools in decision-making, although it can be the least expensive, least risky, most effective and easiest to use. Publicity provides credibility sooner because, unlike advertising, people believe information reported by a third party as news. She noted however, that advertising was critically important to "defending the brand of a business." "Advertising is paying to promote a product or service...With advertising you pay for it: with publicity you pray for it."

### **3.2 THE ROLE OF PRINT MEDIA IN THE DECISION-MAKING PROCESS**

The key function of tourism distribution is to provide potential tourists with information and to influence their choice of a holiday product by making them more aware of the particular holiday, destination, activity or attraction. Understanding tourists' information-search behaviour is crucial to strategic decision-making (Laws, 2002).

Tourists weigh different alternatives against each other and determines which alternatives is the most suitable to satisfy a specific need (Saayman, 2001). The results tend to have an influence on the buying decision. The influence can be positive or negative, depending on the compatibility of motives and alternatives. The level of satisfaction plays a very important role and is a function of a person's expectations and perceptions of reality.

According to Saayman (2001) a better service can be provided if there is an awareness of the specific needs that the individual is attempting to satisfy. The difference between a need and a desire is one of awareness. It is the task of people involved in marketing to change needs into desires by making the individual aware of his/her needs. Motivation takes place when an individual wants to satisfy a need. A motive implies action: an individual is moved to doing something. Motivation theories indicate that an individual continuously strives to reach a state of stability.

Saayman (2001) identifies five different phases in the travel decision-making process:

- Phase 1: Motivation and identification of problems to travel.
- Phase 2: Acquiring of information.
- Phase 3: Evaluation of motives.
- Phase 4: Decision-making.
- Phase 5: Feedback.

All these phases will be discussed below, and the role that print media plays during these phases in the travel decision-making process, will be indicated.

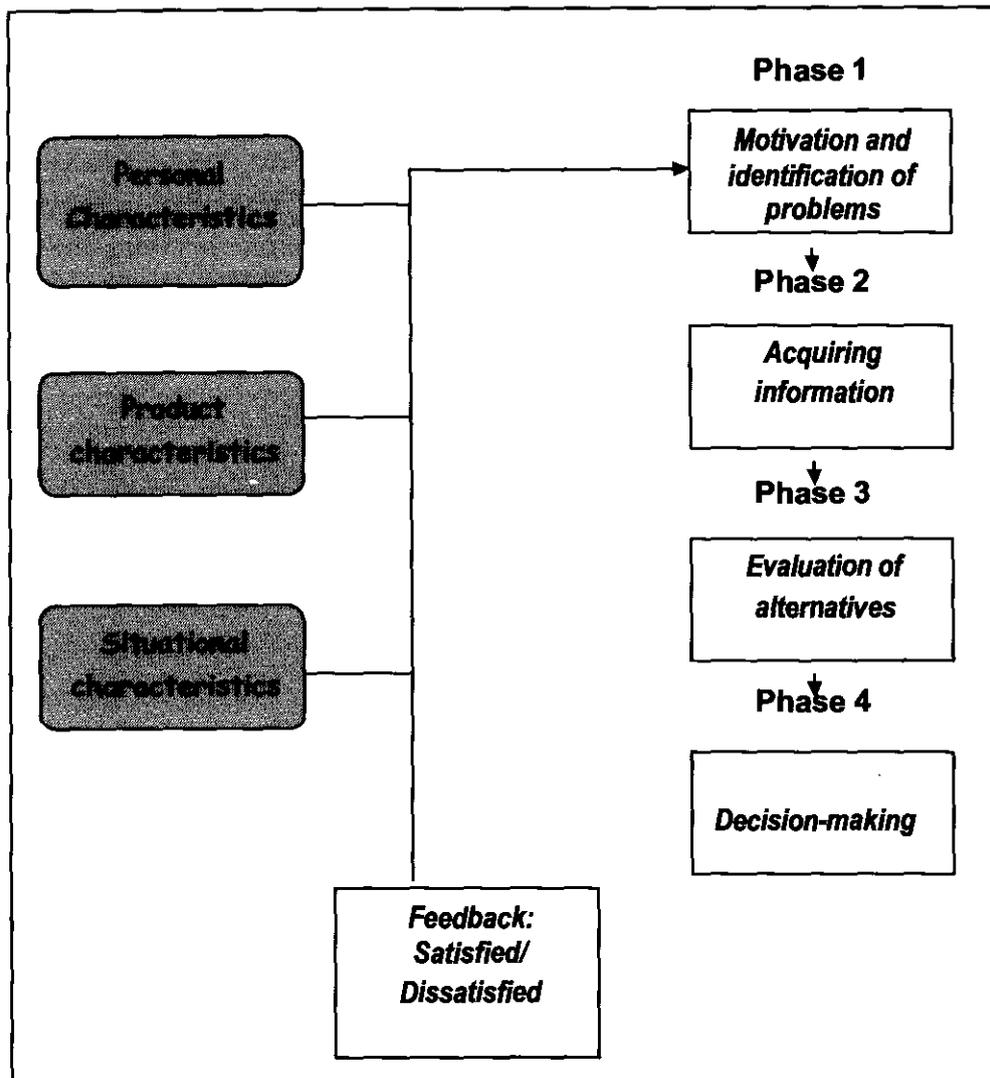


Figure 3.1: The sequence of decision-making as portrayed by Saayman (2001)

### **3.2.1 Phase 1: Motivation and identification of problems**

According to Figure 3.1 *the tourist is knowingly or unknowingly, implicitly or explicitly influenced by a variety of stimuli. Problems usually originate when a need or a lack of a specific recreational activity occurs. Identification usually leads to the realisation of a need and is very strongly influenced by personal characteristics, social determinants and previous vacation or travel experiences.*

The first step in the decision-making process is the recognition of a problem. A problem is present when a tourist's desired state is different than his or her actual state. In other words, it is the recognition of a need or a want. Recognition of a problem is not always a cognitive event, in which a person actively thinks about a need. Simply seeing and smelling cookies at a bakery triggers a reflex or desire to have them. The tourist must then move forward to satisfy the need or want that exists (Clow & Baack, 2004).

For instance, organisations may want to inform prospective tourist about their products; persuade them to prefer certain brands, products or venues, attend particular entertainment events or perform a variety of behaviours. Tourism marketing planners aim to induce customer action so buying behaviour is directed towards the offering and purchase that occurs sooner rather than later. *These objectives are achieved amongst others by advertising in newspapers and magazines. The advertisements are usually paid for and are non-personal. Advertisements are paid for in the sense that the sponsor or advertiser is clearly identifiable yet non-personal in the sense that the sponsor is simultaneously communicating with many receivers instead of talking to small groups of individuals as a salesperson would (Morgan & Pritchard, 2001).*

According to Nylén (1993), tourist behaviour is the result of an attempt to satisfy unfulfilled needs. When a tourist realises that a need is unsatisfied, he or she feels discomfort or a tension that drives him or her to action. This drive is called motivation, and it serves to trigger the tourist decision process as the tourist seeks to satisfy the unfulfilled need. Tourists who are motivated by an unfulfilled need do not wait passively for product information to reach them. Tourists will take the initiative in searching for information about

products that will satisfy their needs. *Advertising in newspapers and magazines serve as a link between the advertiser's product and the tourist needs.*

The tourist's exposure to the advertisement alone is insufficient. The next step indicates that tourists respond by processing the information that the advertisement delivers. Psychological processing, such as attention to learning, reacts to the information contained in an advertisement. Following this, several communication effects are usually evident. These effects can be detected by noting if the tourist remembered the destination or formed an opinion as a result of the advertising. *The communication effects of the advertising in newspapers and magazines have a direct bearing on the tourist's decision to act. Here, the prospective tourist decides whether or not to respond to the advertising by taking action (Pritchard, 1998).*

*The central role that media like newspapers and magazines play in the creation of perceptions regarding a tourist destination, is unmistakable.* In a study on the perceptions of the international tourism service industry, travel agents, tour operators, the travel media, industry representatives, and members of tourism agencies and the travel board were interviewed. While 35% of the sample was visiting South Africa for the first time, the remainder had prior experience of the destination. The respondents represented all industry sectors, of which 17% represented the travel media. The study provides insight into the dependence of a tourism product on its global image that is projected by the media. *The media was identified as a central influence in the formulation and modification of perceptions on tourism to South Africa.* Efforts at promoting tourism to a destination are strongly influenced by the tone of the international media, which convey much of the persuasive content of the information presented to potential tourists (Bendixen & Cronson, 1996).

According to Saayman (2001) tourists are exposed to an extensive volume of information about alternative tourism destinations. Marketers aim to communicate benefits offered, and the tourists of interest (high-involvement decision-makers) are likely to be active in this process. *Apart from paid advertising, marketers make use of publicity as a form of non-personal communication, usually in the form of a news story which relates to the organisation and its products. This story is transmitted free of charge, giving it credibility in*

*the eyes of the consumer as it is not paid for by the sponsor. It cannot be guaranteed that the result will be favourable. Letters and editorials in newspapers and magazines are examples of publicity (Saayman, 2000).*

Many studies of destination choices have analysed personal values to determine why tourists choose a particular destination. Muller (1991) concluded that when the tourist is free to choose, personal values determine the choice of a vacation destination.

Um and Crompton (1990) tested the role of attitudes in the pleasure travel destination choice process. Destination choice has been conceptualised as having two phases (Crompton, 1977). The first is a generic phase that addresses the fundamental issue of whether or not to have a vacation at all. Once the decision in favour of a vacation is made, the second phase is concerned with where to go.

Clearly, one cannot test-drive a holiday beforehand, and thus promotion becomes critical, having a greater role in establishing the nature of the product than in most other markets. Promotion is the product as far as the potential tourist is concerned. *The tourist buys a holiday purely on the basis of symbolic expectations established promotionally through words and pictures. In this way, leisure and tourism experiences are literally constructed in the target markets' imagination through advertising in newspapers and magazines. Indeed, it has often been said that tourism marketing is about the selling of dreams and that tourism itself is about illusion, or about the creation of atmosphere (Morgan & Pritchard, 2001).*

According to Pizam and Mansfeld (1999) information is developed and transmitted by the marketer. Tourists must acquire the information and be influenced by it for the expenditure to make sense. Marketing programs that do not directly or indirectly influence a tourist's decisions are by definition failures. An old marketing adage is "I know that half my promotional efforts are effective – the problem is I don't know which half it is." *Decision-making is the very heart of the study of tourist behaviour and marketing communications like newspapers and magazines are considered some of the principal means to influence tourists' decision-making.*

To effectively and efficiently promote a destination to potential visitors, it is critical not only to identify the types of information sources tourists use during their trips, but also when the sources are used. In other words, one should understand if the promotional strategy being employed conforms to the timing of visitors' need for information. *Newspapers and magazines do not need a long lead time (Pickton & Broderick, 2001) to carry a message and these advertisements are actively read.* An important but relatively under researched area has specifically focused on the timing of tourists, active decision to assess whether promotional efforts are being channelled in ways that conform to the timing of visitors' information needs and decision-making (Pizam & Mansfeld, 1999).

A change of environment and individual needs may also influence the formation and development of attitudes. Attitudes serve people's needs by simplifying their responses to complex information stimuli or decision-making. In this way, attitudes may govern buying decisions, for example, about a holiday destination. It can thus be said that developing a favourable image of a place, service, or product is largely dependent on attitude formation or, perhaps, its change (Pizam & Mansfeld, 1999). According to Pickton and Broderick, (2001) *newspapers and magazines can play an important role in attitude formation because they are seen as acceptable and believable. Some articles in magazines have high prestige and credibility.*

It is, however, difficult for people who work with advertising daily to maintain perspective on the attitudes that tourists have towards advertising and the way that tourists use advertising in their daily lives. It appears that tourists have a potentially favourable attitude towards advertising in proportion to the usefulness of the information that it contains (Nylen, 1993).

Communication factors are of paramount importance in attitude change. The importance of who says it (the communicator), what is said (the communication), and to whom it is said (the audience) must be taken into consideration in communicating with the target audience. Word of mouth, for example, is incredibly effective. The credibility of the communicator is held to be critical to the success of communication. However, follow-up studies have revealed that within approximately four weeks, the respondents no longer associate the information with its source, be it credible or not. This seems to indicate the need for regular reinforcement of the message (Pizam & Mansfeld, 1999). *Newspapers and*

*magazines are excellent for regular reinforcement of the message because these mediums are frequently published (Pickton & Broderick, 2001).*

Regular reinforcement of the message can be achieved with greater frequency in advertising. When the product decision is low involvement, low perceived risk, or routine problem solving, frequency will be needed because tourists will be less active in information search and less attentive to messages directed towards them (Nylen, 1993).

Pizam and Mansfeld (1999) said the most important factor by far in potential attitude change in terms of the tourism product is the travel experience itself. Ideally, in so far as negative attitudes are concerned, it is hoped that the experience of the tourism product would lead to an incongruent change. Nevertheless, it has already been stated that congruent attitude changes are more likely, or at least easier, to bring about.

In terms of image formation, Garner (1986) says that "Every person perceives a certain image of an object by relating it to similar objects within a determined cognitive structure." It could be argued that a destination a tourist knows nothing about would be perceived in terms of the attributes of the immediate region. That is, a tourist who frequents Greece and knows very little of Turkey is likely to have an image of the latter that is based on his or her knowledge of the former.

According to Pizam and Mansfeld (1999) and Gunn (1997), tourists are likely to have an artificial image of a destination, which is mainly gained through the exposure to non commercial sources: newspapers, periodicals, and books, including geography and history books. In relation to a destination, and more specially a country, this exposure includes history, politics, natural and human catastrophes. This image is mostly maintained through stereotypes and prejudices and is therefore very difficult to change.

Nylen (1993), however, suggests that an understanding of the process through which tourists select information to act on, gives guidance in deciding on message content. Tourists accept and act on information that is useful to them in finding means to satisfy needs. This indicates that advertisements must contain information focused on the benefit

that the tourist will derive from the product. *This can be achieved with advertorials in newspapers and magazines where added information is published with an advert.*

In Phase 2, the acquisition of information and how that information is useful to the tourist will be discussed.

### **3.2.2 Phase 2: Acquisition of information**

*The search process is greatly influenced by personal vacation experiences, recommendations of friends and information acquired by means of advertisements and brochures. Once a need or want is recognised, the tourist conducts a search for information. This begins with an internal search: the tourist mentally recalls images of products that might fulfil or meet the need. Often, the individual remembers how the need was satisfied in the past. If a particular brand was chosen and the experience with that brand was positive, the tourist may repeat the purchase decision. Further, a tourist's expands an information search after hearing about a new or a different brand from a friend or because of a positive response to an advertisement (Clow & Baack, 2004).*

An individual's level of education and the tendency to conduct external searches are closely connected. According to Clow and Baack (2004), educated individuals are more likely to spend time searching for information. The four factors that make up an external search (ability, motivation, costs and benefits) are normally all considered at the same time. *Newspapers and magazines are usually not expensive and the high information content can motivate a tourist to visit a destination.*

Moutinho (2002) also refers to the process of acquiring and organising information in the direction of a purchase decision and of using and evaluating products and services. This process encompasses the stages of searching for, purchasing, using, evaluating, and disposing of products and services. *Newspapers and magazines will carry articles on different destinations which make it possible for the tourist's to compare and evaluate the different products.*

Tourism marketers may benefit from the improved knowledge of search behaviour in vacation planning. In general, knowledge of information acquisition strategies is important

to marketing managers because information search is at an early influential stage in the purchase decision process. In fact, the information sources employed by tourists form the basis for vacation planning (Moutinho, 2002).

From a marketing communications perspective, attitudes drive purchases. If a tourist has a positive attitude towards a destination, the propensity to actually purchase that brand is higher. If a tourist appreciates an advertisement, the probability of purchasing the product increases. The decision and action tendencies are the motivational part of the attitude. *Therefore, if a person feels strongly enough about a destination, he or she may buy extra copies of the Travel Magazine for friends. In marketing, advertisements, like in newspapers and magazines, often appeal first to the emotions or feelings of tourists. The goal is to get a tourist to like a product and then make the purchase* (Clow & Baack, 2004).

The good news for advertisers of tourism and leisure products is that for many people tourism- and leisure-related purchases are items of expenditure that deserve significant tourist attention and effort – unlike other inexpensive consumer goods such as toiletries or convenience foods. *Adverts in newspapers and magazines are there to persuade and suggest things that the tourist may not previously have considered, and the persuasion process is lubricated by adverts that are witty, charming and beautifully constructed* (Morgan & Pritchard, 2001).

According to Moutinho (2000) mass media like *newspapers and magazines, initially play a significant role in determining choice of recreation and vacation destinations*. Because tourists understand that the purpose of these media is to persuade as well as to inform, they discount the value of this biased information and seek to verify its authenticity. The complexity of the travel decision-making process is better explained by Moutinho's (2000) travel decision model below.

According to Moutinho (2002) information importance is a significant determinant of both pre-purchase and ongoing external search. The reason for the occurrence of a limited external search is that tourist often have available a large amount of information, previously acquired, that can be retrieved through internal search. This was echoed by Clow & Baack,

(2004). Moutinho also suggested that non-marketer-dominated information sources, such as personal media like word-of-mouth, are expected to play a particularly important role in the tourist decision process for services. However, personal information sources and mass media like newspapers and magazines are related in several ways. For example, tourism indicated that mass media such as tourist advertising are mostly consulted in the beginning and personal media such as salespersons, friends and personal advice are mainly used at

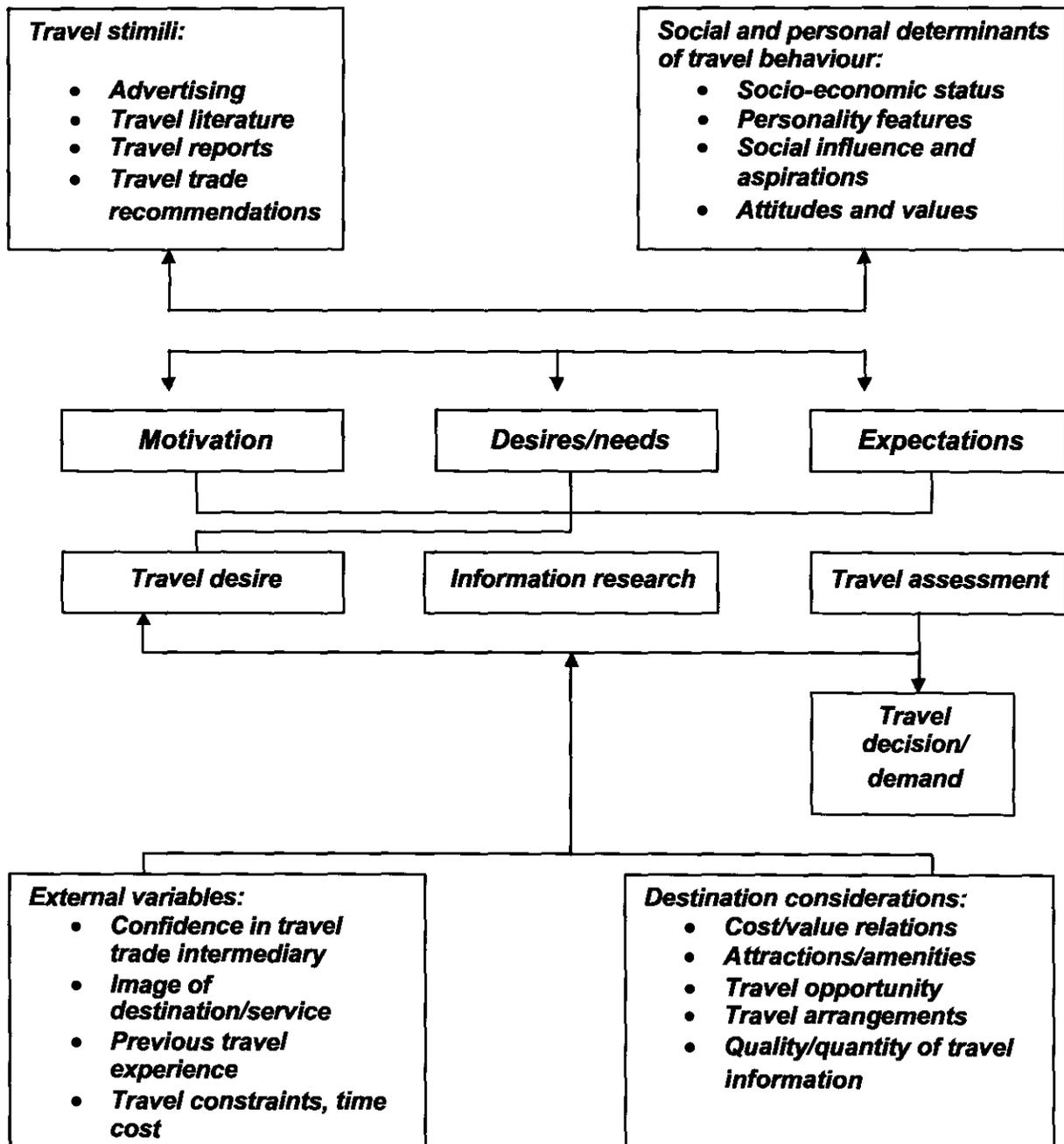


Figure 3.2: Moutinho's travel decision model

*a latter stage of the vacation planning.* Tour brochures and other sources of mass media, like newspapers and magazines, initially play a significant role in determining choice of recreation and vacation destinations (Moutinho 2002).

Advertisers and mass communicators attempt to attract attention, and create comprehension and positive evaluation of the tourist product. *Magazines can create a lot of attention* (Pickton & Broderick, 2001) *because this medium is creatively flexible and have good quality reproduction.* The basic assumption of the persuasion paradigm is that creation of a favourable attitude will lead to positive action towards the product. The flow of information and influence is complex and adoption will be very much dependent on the right combination of messages received at a given time. The mechanism of the use of information by the tourist comprises four stages: exposure; awareness; assimilation and attitude change. Memory plays a major role in tourism choice. There are three stages involved in memory. First the information enters memory and is encoded. Then the information is stored. The third stage is retrieval (Moutinho, 2002).

For an advertisement to be remembered, it must be encoded and stored in the long term memory system. Information stored can be of two types – that actively acquired and that passively absorbed from the environment. The quantity of information that will be retained in long-term memory is only a fraction of the total information communicated. The stored information can be retrieved, that is, recovered for use (Moutinho, 2002).

Nylen (1993) also echoed Moutinho's (2000) model when he referred to effective decisions about product positioning objectives, saying that the advertising manager must develop and analyse information about the tourist, the product and the market. Analysis in all three of these areas usually takes place simultaneously, but it is of at least symbolic importance that analysis of the tourist is considered first (Nylen, 1993). According to Pickton and Broderick (2001), *newspapers can play an important role when communicating to a specific audience.*

Not all tourists can be expected to actively engage in external information search. In a survey of 331 visitors to a historic attraction known as Old Salem (Crofts, 1992), 39 percent (39%) of the respondents reported that they did not acquire information prior to their

vacation purchase decision, while 29 percent (29%) collected information from one to three sources, and 32 percent (32%) from four to thirty-five sources. Subjects in the no information search group apparently relied on internal information in making their trip decisions. However, at some point in time, information stored in long term memory must have been acquired from external sources.

According to Pizam and Mansfeld (1999), the information seekers indicated that they actively acquired external information from personal sources, followed by neutral, experiential, and marketer-dominated sources of information. Marketer-dominated sources of information are often found to have the least direct influence on tourist decision-making. Instead, advice from friends and relatives – or what many may call word-of-mouth advertising – generally tops the list as the most frequently acquired and influential source of information available to the traveller, as reported by Botha and Saayman (1995). Unfortunately, word-of-mouth can be good or bad and intuitively must be based on the friends' and relatives' previous experience with the destination or its promotions. Success therefore depends on a destination's ability to create satisfied tourists due to its impact on repeat patronage and positive word of mouth. This is echoed by Lawson (1990), who states that since tourists will hold a given perception of a particular destination and they are likely to recommend it to others through word-of-mouth, it is critical to work to establish a high level of visitor satisfaction and lasting positive image. *Direct response from satisfied tourist can also be carried in magazines and newspapers through letters and editorial comment.*

Travel guides, travel agents, and other sources of neutral or unbiased information have considerable impact on the travel and tourism industry. Destination travel guides, such as those from Lonely Planet, are generally based on the travel writers' unannounced visit and interaction with the destination. Travel destinations will periodically sponsor familiarisation tours (FAM tours) – targeted to specific groups or travel writers or travel agents. These tours are designed to influence the information tourists will ultimately receive from neutral sources. *Articles published by travel writers in magazines and newspapers plays an important role in the marketing of destinations, for they are seen as high in credibility.* FAM tour participants are provided a complimentary package of first-class accommodation or travel agency and share favourable impressions with tourists through their respective

medium in the hope that they will return to their newspaper, magazine, or travel agency and share favourable impressions with tourists through their respective media. Most tourists can be expected to acquire information from external sources, and it is these tourists' who are the audience for advertising and promotional efforts. Understandably, marketing managers continually evaluate and refine the promotional efforts on the basis of the ability to reach and influence their target audiences in a cost-effective manner (Pizam & Mansfeld, 1999).

A vehicle is needed to deliver an advertising message to a selective target market. This vehicle is called the media. Media must get the advertiser's message to potential tourists and find the combination of media that will enable a marketer to communicate the message in the most efficient way so it will reach the largest number of potential visitors at minimum cost. *Special interest magazines like Travel Magazine who are aimed at tourists and tourist destinations, will be the proper vehicle to use when one wants to communicate with tourists.*

To illustrate, a resort on a remote barrier island would likely focus the majority of its advertising and promotional dollars on tourists several months prior to the vacation season. The time a pre-season campaign is launched should be based on some understanding of the tourist's need for information. If the launch of the campaign is too early, the chance that the tourist will forget the information is great. If it is run too late its impact will be minimal since most tourists will have confirmed their travel itineraries. In contrast, a transit model located along a major highway would likely concentrate its promotional efforts on billboards, travel guides, and in-tour promotional media to capture tourist en route to their ultimate destinations (Pizam & Mansfeld, 1999).

Pizam and Mansfeld (1999) concluded that age, income, and education have often been found to influence the amount of pre-purchase information in tourist durables, but this has seldom been done in the case of experience goods such as tourism. Instead, trip-specific variables such as size of a vacationer's evoked set, amount of pre-trip planning time available, distance travelled, and the frequencies of repeat visitation to a destination have proven to be far more productive in explaining the total amount of information collected and each source's subsequent degree of influence on vacation decision-making.

It is therefore crucial for tourism businesses and organisations in this age of belt-tightening and budget constraints to maximize the effectiveness of advertising money. For many marketers, this will mean scrutinising creativity more closely and negotiating advertising buys more aggressively than ever before. However, even the best contract or creative execution may prove ineffective if the organisation does not pick the right type of media to achieve its objective, or does not make its advertising message match the chosen medium (Scheler, 2004).

*Because of the diversity of newspapers and magazines on the market and the low production cost of these media, these mediums still seem to be a good choice when choosing a vehicle to promote a destination (Saayman, 2001).*

### **3.2.3 Phase 3: Evaluation of motives**

*The price criteria and variety of choice will depend on the expected quality of service, image, individual perceptions and previous experience (Moutinho, 2000).*

Moutinho (2000) refers in his model to travel assessment and mentioned external variables that influence the decision-making process. This includes confidence in travel trade intermediary, image of the destination, previous travel experience, travel constraints, time cost and an assessment of risk. With regard to the destination, cost and value play important roles, involving attractions, travel opportunity, travel arrangements as well as the quality and quantity of travel information available. According to Morgan and Pritchard (2001), most tourism products have something that is unique to them and that will appeal to the target market in question. The first challenge facing destination marketers is their extremely limited budgets. *This is why newspapers and magazines are such attractive options for advertising, because their production costs are very low.*

Clow and Baack (2004) also sees evaluation of alternatives as the third step in the decision-making process with the evoked set approach, the multi-attribute approach and the affect referral. A person's evoked set consist of the brands he or she considers in a purchasing situation. In most purchase situations, the only brands considered are those that are strongly present in the evoked set. In the multi-attribute approach tourists often

examine sets of attributes across sets of products or brands. *In the affect referral model tourists choose the brand best liked. Frequency plays an important role in establishing a brand. Once again newspapers and magazines are frequent publications.*

To help the tourist make a decision, Perdue and Pitegoff (1990) suggest that a destination's promotional activities can be organised into three general types. They are: (1) promotions aimed at influencing potential visitors before they leave their homes, (2) promotions aimed at influencing the traveller while en route from home to a destination area, and (3) those aimed at influencing visitors after arriving at the destination. *In all three general types of promotional activities newspapers and magazines play an important role. Tourists can be influenced by an article on a destination before they decide to visit. On their way to the destination further information on the destination in a newspaper or magazine can influence them positively or negatively. When tourists reach their destination, articles in the local newspaper on activities in the surrounding area can further influence their attitude toward the destination.*

However, the decision-making tourists engage in when deciding where to spend their vacations should not be thought of as a uniform process. Deciding where to spend the family's annual vacation is a different process from deciding where to spend a weekend get-away. The degree to which the tourist is concerned for or interested in the purchase process, will likely influence the amount and importance of the information search (Pizam & Mansfeld, 1999). Magazines are highly selective. *For just a weekend get-away the tourists will probably look for information in a local or regional magazine rather than a national or international magazine.*

In evaluating which destination alternative to purchase, tourists base their judgements on certain decision criteria. Two of the more important criteria are quality and price. At the same time, tourists may engage in an active external information search. Tourist may not have enough good information in their memories to make adequate vacation purchase decisions. In such cases they will seek to acquire additional information to evaluate the possible alternatives (Pizam & Mansfeld, 1999). *Magazines and newspapers are usually searched when additional information is required. These mediums are high in information content and are mostly credible.*

To be effective in reaching tourists, marketing communication messages must go beyond physical descriptions of the product or service. Instead, messages should focus on the needs the product can satisfy (Clow & Baack, 2004). In contrast to tour operators and travel principals who rely largely on price as the main marketing tool, destinations generally seek to promote distinctive images (Laws, 2002). *For creating a distinctive image magazines have a visually creative flexibility. Full colour photographs to create a positive image look good in magazines because they got good quality reproduction.*

Pizam and Mansfeld (1999) said that although decisions to purchase the same vacation appear identical across the scope of repeat tourists using habitual decision-making, differences do exist in terms of their loyalty to the vacation destination. Repeat purchasers can be induced to change their purchase habits because they possess little commitment to the destination. On the other hand, destination-loyal tourists are highly committed to their preferred destination and will not change easily.

Little decision-making covers the middle ground on the purchase involvement continuum, according to Pizam and Mansfeld (1999). In its simplest form, limited decision-making is similar to habitual decision-making. *For example, while reading the Sunday newspaper a person turns to the travel section and says, "Gee, I have not taken the family to the coast for a long time." The tourist may recall previous vacation experiences and decide to purchase one of them with or without further information beyond what can be recalled from memory.*

On the opposite of the continuum from habit is complex decision-making. In complex decision-making, tourists are highly involved in the purchase process and evaluate the alternatives in a detailed and comprehensive manner. More information is sought and more alternatives are considered than in limited decision-making. Understanding a tourist's pre-purchase information search behaviour is an important concern of researchers on both theoretical and applied grounds. Of practical concern to the tourism marketer is the role an understanding of tourist's pre-purchase information search behaviour can play in the design of efficient marketing strategies. By understanding the types of information and the depth at which tourist use it, channels of influence can be designed in a cost-effective

manner. For the marketing manager this means getting the right message to the tourist in the right place, at the right time (Pizam & Mansfeld, 1999). Therefore this study looks at print media as channels of influence to determine their role in a marketing strategy in a cost effective manner.

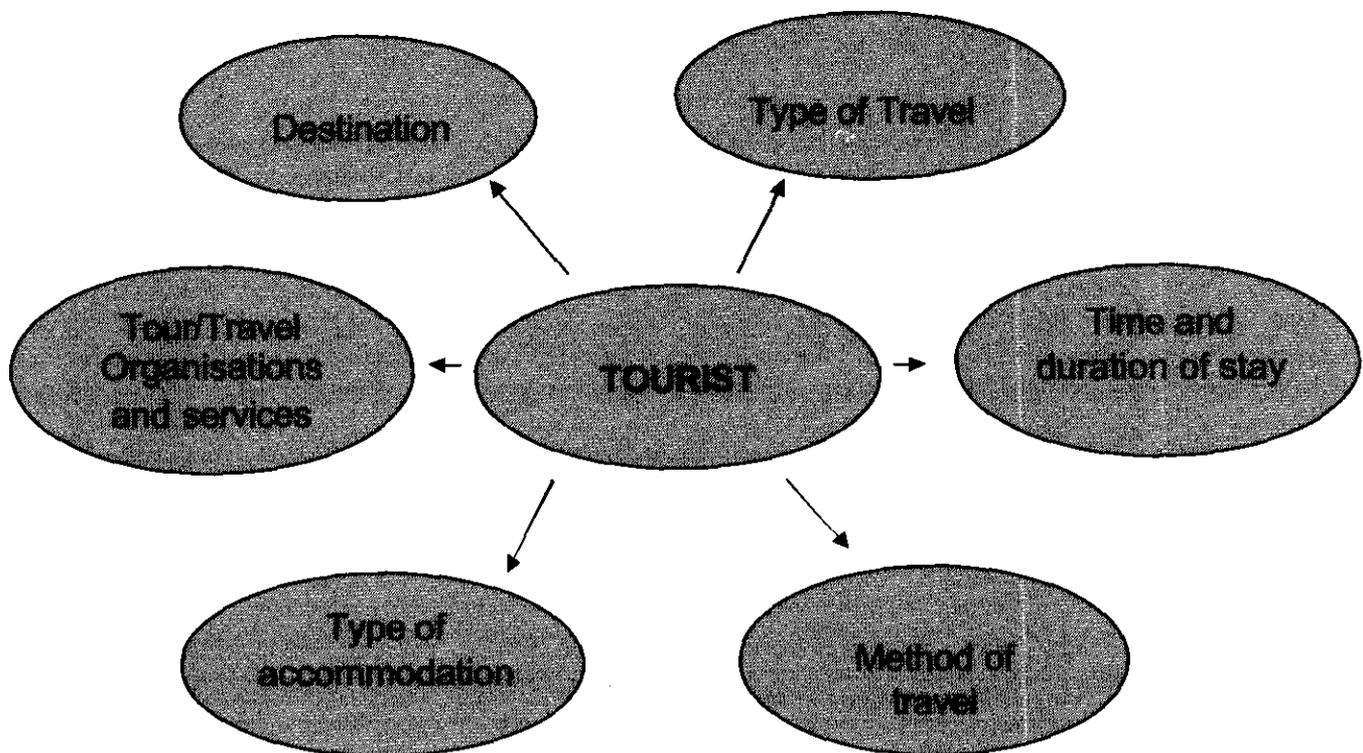
A tourist's choice of destination is influenced by a variety of personal and environmental factors. The organisations attempting to promote a particular destination need to have an understanding of the perceptions, attitudes, and motivations of the market sectors they address, and also of their image of that destination. Perception has been defined as "the process by which an individual receives, selects, organises and interprets information to create a meaningful picture of the world" (Mayo & Jarvis, 1981). In relation to the tourism product, it is the process of sorting and filtering the vast array of information about a particular area.

Pizam and Mansfeld (1999) said that information sources are categorised in terms of credibility. It is important to note that when facts are known they tend to be invented, in accordance with pre-existing beliefs. Negative disposition will fill any gaps in information with negative attributes. Attributes are also the product of group affiliation, where a group is defined as any number of people who interact with each other. The opinions of the group tend to become a standard for self-evaluation. Nevertheless, most people tend to pick up and choose those group standards that are suitable for their needs.

#### **3.2.4 Phase 4: Decision-making**

*Types of decisions include comprehensive habit forming and impulsive decisions that imply a cognitive information process (Brown and Lohmann, 1989).*

Brown and Lohmann (1989) identified the following sets of choices (Figure 3.3) that must be considered by the tourist in the decision-making process. These factors thus also play a role in the decision-making process.



**Figure 3.3: Sets of choices in travel decision-making**

According to Saayman (2001), non-destination related motivators are easier to determine than those that are destination related. Motivators that is non-related to a destination gives a person little to no choice of going to that destination. The determining factor is thus rather the reasons for undertaking the journey than the destination for example business, education, health, faith and visiting friends and relatives.

Destination related motives are those that offer tourists the opportunity to choose where they want to visit. In other words, tourists are not restricted to a specific destination. Tourists can compare destinations and costs and then decide which destination holds the most attraction for them. The reasons for destination related journeys are often difficult to determine and include amongst others, curiosity about other cultures, places, people, faiths and political systems. The art galleries can also awaken a desire to visit places like the opera houses in Europe (Saayman, 2001). *By carrying articles in newspapers and*

*magazines about for instance the opera houses in Europe, one creates an awareness amongst art lovers to visit these destinations.*

According to Laws (1995) the decision to visit a particular destination entails a series of choices, including the budget for holidays, the time available, who to travel with, and forecasts of the satisfaction they are likely to experience at each possible destination. Understanding the factors that underline destination choices and the way destinations are experienced is important to managers in developing effective promotional campaigns and, since the choice of places to visit is inextricably linked to what it provides, this is also critical in determining how best to manage and develop its facilities. *Articles on tour packages to different destinations in newspapers and magazines make it easier for the tourist to decide where to go* (Laws, 1995).

The view that holidays are high-involvement purchases leads to a presumption that considerable care will be invested in the choice of resort, with potential tourists undertaking detailed and extended study of brochures, reading and watching holiday advertising, and visiting travel agencies for advice to identify suitable places to visit. However, it could also be argued that a tourist's involvement is often with the concept of holiday, rather than the attraction of a given destination. From this perspective, the destination itself may become a subsidiary choice, since the tourist is effectively choosing from the range of holidays rather than destinations offered by retail agencies and tour operators on the basis of utilities such as accessibility or price comparisons. Increasingly, the choice of places to visit is determined by tour operators and retailer objectives of growth, cost reduction, unit profitability or increased market share, as well as relative selling strength compared to the resort (Laws, 2002).

According to Moutinho (2000) the tourist's preference structure for a particular destination is based on a set of factors, and as additional objective information modifies that set, effective judgements for the destination can be expected to change over time. Among those factors are the internalised environment influences, which include cultural norms and values, family and reference groups, financial status and social class. *Travel stimuli can appear via mass media like newspapers and magazines or personal sources* (Moutinho, 2000), and it has either a significant or symbolic connotation related to attributes such as

quality, price, distinctiveness, prestige, service and availability. *Tourists do not use raw information provided by mass communication like newspapers and magazines, but process it before using it.* Also, messages arriving with the tourist vary in degrees of stimulus ambiguity. This leads to the search for additional data and holds a confrontation of information received and real experience.

A primary destination is one that is attractive enough to serve as the major motivation for a tourist and one that is aimed at keeping tourists busy for several days, for example the Lost City at Sun City. A secondary or overnight destination is an interesting or convenient place visited en route to a primary destination and meant to serve tourists and keep them satisfied for a day or two. Waterfalls, historical towns and camping sites serve as examples (Saayman, 2001).

The accommodation sector is central to international tourism when it comes to making a decision about where to stay. Tourism flows are directly influenced by the size of this sector, by the way it adapts to demands and by the quality of the accommodation on offer. Apart from the international hotel industry, tourists can also make use of timeshare, second homes, camping, social tourism accommodation and accommodation on cruise ships and yachts (Swarbrooke, 2002). *Newspapers and magazines play an important role when it comes to the decision of accommodation. Lots of articles carried by newspapers and magazines on destinations focus on the accommodation available.*

When choosing accommodation attributes such as natural resources, climate, culture, historical resources, ethnicity and accessibility are taken into account. Entertainment, parks and amusement parks are some of the man-made attractions that have been taken into account when deciding where to stay (Saayman, 2001).

As far as transport is concerned in the decision-making process, Swarbrooke (2002) suggests that the different modes of transport in existence are significant to the growth of international tourism. The cost of transport often determines the total cost of tourism products and directly influences the choice of tourism destination. Air transport has contributed to the creation of new tourism markets far from tourist-generating countries which are not accessible either by road or by sea. The air transport industry occupies an

important part of the tourism industry and the world economy. *Specials on flights to different destinations advertised in newspapers and magazines lets potential tourist make a decision to go on holiday* (Swarbrooke, 2002).

According to Saayman (2001) transport leads to mobility and mobility increases the economic value of products because it makes products available in other places. Practically all tourists demand a degree of transport and transport is also necessary for the expansion of national and international markets.

### **3.2.5 Phase 5: Feedback**

*This phase represents the consideration of previous decisions as well as the actual experience. Future decisions are not only determined through the value of the previous experience, because personal, situational and contextual variables are other factors that must be taken into consideration* (Saayman, 2001; Swarbrooke, 2002)

According to Swarbrooke (2002) the visitor usually has previous experiences that influence present and future behaviour and once they have been actual visitors at an attraction it becomes part of their experience that will influence their future behaviour. In other words, the model needs a feedback loop from the actual visitor position to the potential visitor position. Although attractions offer satisfaction to tourists, according to Saayman (2001), it is the task of the developer and the designer to create an environment that offers attractions to the tourist which may make the visit extremely enjoyable.

Post-choice evaluation feedback has a significant impact on the decision-maker's set and subsequent behaviour. One of the key elements noted as affecting a tourist's expectations is the satisfaction with post purchase. Post-purchase evaluation has three major purposes. First, it adds to the tourist's store of experiences and it is through post-purchase assessment that experience is taken into the tourist's frame of reference. Hence, it broadens personal needs, ambitions, drives, perceptions and understanding. Second, post-purchase assessment provides a check on market-related decisions. Third it provides feedback to serve as a basis for adjusting future purchase behaviour (Moutinho, 2000). Newspapers and magazines play an important role in the feedback evaluation. *When the tourist is back from a destination and a positive article is published in a newspaper or*

*magazine on the destination it is likely that he will want to visit the destination again. His positive experience of the destination could further be strengthened by a positive letter by someone else in the newspaper or magazine.*

### 3.3 SUMMARY OF FACTORS PLAYING A ROLE IN THE DECISION-MAKING PROCESS

Table 3.1 summarises the different factors that play a role in the travel decision-making process and where the media fits into the process.

**Table 3.1: Summary of the factors that play a role in the decision-making process**

<b>PHASES OF THE DECISION-MAKING PROCESS</b>	<b>FACTORS THAT PLAY A ROLE</b>	<b>THE ROLE OF PRINT MEDIA</b>
<b>Motivation and identification of problems</b>	Needs Expectations Prestige Strengthening of family ties Relaxation/recreation Escape from everyday environment	Advertising Travel literature Travel reports Travel trade recommendations Brochures Publicity
<b>Acquiring information</b>	Image of destination Previous travel experience Attractions Travel opportunity Quality/quantity of travel information Word-of-mouth	Advertising Articles in newspapers and magazines Travel literature Full colour photographs
<b>Evaluation of motives</b>	Confidence in travel trade intermediary Image of destination Previous travel experience Travel constraints, time, cost Assessment of risk	Advertising Frequent positive advertising Positive articles about destination Additional information in newspapers and magazines Full colour photographs
<b>Decision-making</b>	Cost/value relations Attractions/amenities Travel opportunity Travel arrangements Quality/Quantity of travel information	Advertising Articles in newspaper and magazines on tour packages Articles on accommodation at certain destinations Full colour photographs Advertising on specials on flights
<b>Feedback</b>	Personality features Social influence and aspirations Attitude and values	Positive articles in newspapers and magazines on the destination visited Letters in newspapers and magazines

Tourism marketing has two dimensions, namely external and internal marketing. External marketing consists of the offer of the right value package to the right tourism market at the right time and place, using the right methods. Internal marketing aims at achieving and maintaining acceptable levels and active support for the whole destination, like transport, accommodation, attractions, entrepreneurs and local authorities (Saayman, 2001). Table 3.1 indicates as far as external en internal marketing is concerned that print media plays a role in all the phases of the decision-making process.

Advertisements, full colour photographs, articles and letters in newspapers and magazines are all means of attracting awareness for a destination by tourism marketers, especially in the motivation phase. It is even more important in the phase where potential visitors acquire information. Positive articles about a destination can be the deciding factor in the evaluation of motives for a specific destination. Articles in newspapers and magazines on tour packages and specials on transport can play an important role in the decision-making phase. Tourism marketers should take note of the importance of positive articles and letters in newspapers and magazines, for this is seen as much more credible than any advertisement.

### **3.4 CONCLUSION**

The aim of this chapter was to indicate where print media plays a role in the decision-making process. It is clear through literature that print media plays an important role in every stage of the travel decision-making process. An analysis of print media with its advantages and disadvantages has already been discussed in chapter two.

It is important for the marketing strategist to take note of the role that print media plays in the travel decision-making process. Print media definitely plays an important role in the promotion of a destination. It is however necessary for the marketing strategist to determine through research what part of newspapers and magazines plays the most important role in creating awareness for a destination.

# **EMPIRICAL RESEARCH**

# **4**

***“Nobody counts the number of ads you run; they just remember  
the impression you make”***

***William Bernbach***

## **4.1 INTRODUCTION**

The aim of this chapter is to reflect the results of the empirical research. This chapter focuses on the collection of data, for which structured questionnaires have been selected as the research method. The questionnaires were completed by international tourists in order to determine the role print media played in their decision to visit South Africa. These questionnaires were distributed amongst 145 international tourists from all over the world at Sun City in the North-West Province of South Africa.

The questions focused on the following issues: country of residence, level of education, size of travelling group and average length of stay in South Africa. The main aim of the research was to determine if print media (newspapers and magazines) played a role in travel decision-making. For this purpose the questionnaire included questions like how tourists became aware of South Africa, the influence newspapers and magazines had, what part of the newspaper and magazine influenced the decision, what attracted attention within the newspaper and magazine and the role editorials played to that of advertisements.

## **4.2 INTERPRETATION OF THE RESPONSE**

The empirical research is divided in two sections where Section A describes the frequency tables and Section B the correlation analysis.

## SECTION A: Frequency tables

During the research a five-point scale was used to obtain the results, with the numerals from 1 to 5 indicating the following: 1 – Not at all important, 2 – Less important, 3 – Important, 4 – Very important, 5 – Extremely important. For the purpose of this dissertation only the highest percentage in each question was used as an indicator.

### 4.2.1 GENDER

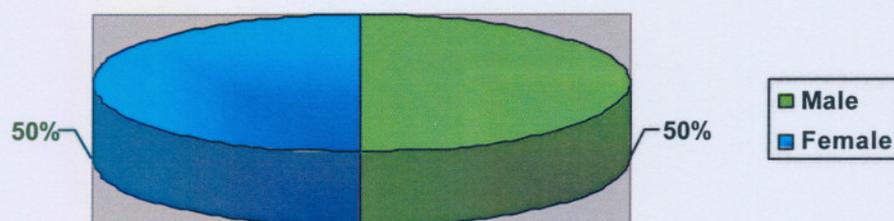


Figure 4.1: Gender

According to Figure 4.1, 50% of the respondents were male and 50% were female. This is quite significant for it enables the research to determine whether men and women prefer the same method to gather information.

### 4.2.2 HOME LANGUAGE

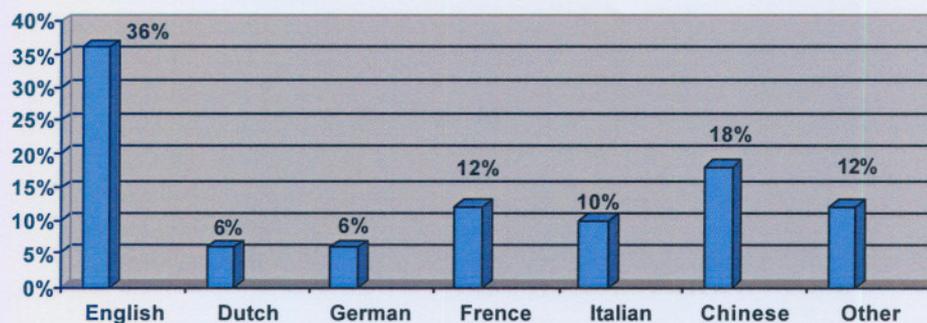


Figure 4.2: Home language

According to Figure 4.2, 36% respondents indicated that English is their home language. This does not mean that these participants all came from England or traditional English speaking countries. A large number of Chinese respondents from Hong Kong also

indicated that their home language is English. A total of 18% of the respondent's home language were Chinese, 12% French, 10% Italian, 6% German, 6% Dutch and another 12% were other languages.

### 4.2.3 AGE

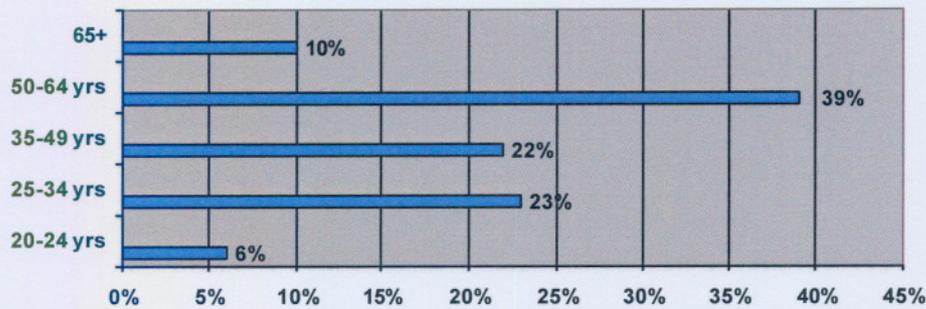


Figure 4.3: Age

Figure 4.3 indicates that almost 40% of the respondents were between the age group 50 to 64 years. This was followed by the group between the ages of 25 to 34 years (23%) and 35 to 49 years (22%). There was a good distribution between respondents in the older and middle age groups. Most of the respondents were in the age group 50 to 64. These respondents are usually settled or retired, which means they have more time and money to travel.

### 4.2.4 MARITAL STATUS

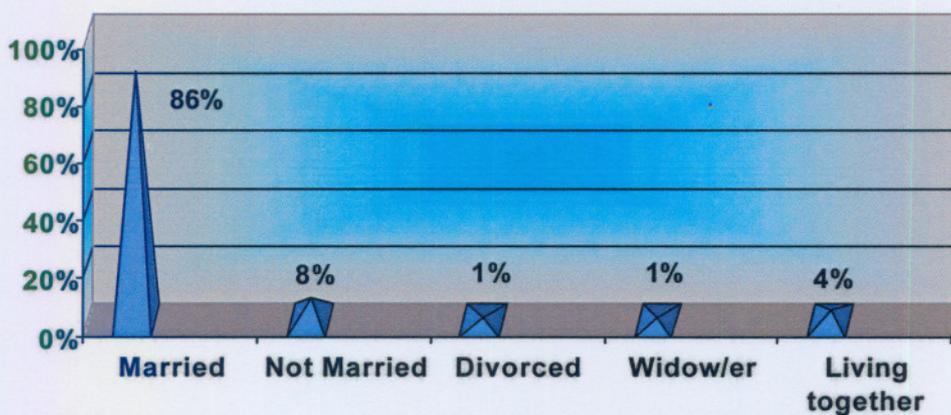


Figure 4.4: Marital status

Figure 4.4 indicates 86% of the respondents were married. 8% indicated that they were not married and 4% indicated that they were living together.

#### 4.2.5 COUNTRY OF RESIDENCE

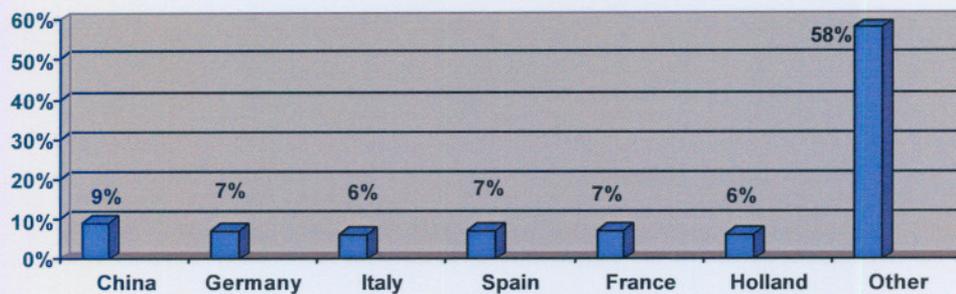


Figure 4.5: Country of residence

According to Figure 4.5, 58% of the respondents indicated that they came from other countries, which included England (15), Wales (6), Mauritius (4), USA (8), Australia (5), Canada (6), New Zealand (2), Namibia (2) and Scotland (4). From the 58% that indicated they came from other countries, 52% speak English. This did not add up to the 36% in Figure 4.2 who indicated that their home language is English, mainly because of a total of 21 Chinese visitors who insist that their country of residence should be indicated as Hong Kong and not China.

#### 4.2.6 LEVEL OF EDUCATION

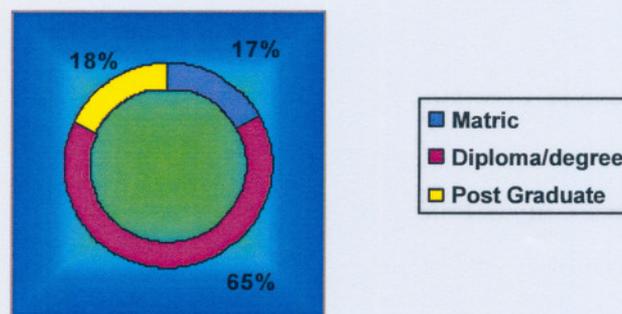


Figure 4.6: Level of education

60% of the respondents indicated that they were graduated or that they obtained a diploma. 18% indicated that they were post graduated while 17% had matric. From this figure one can see that the respondents were well educated with almost 80% of them with a qualification higher than matric. This was quite significant for the purpose of this study for the more qualified the respondents were, the better the chances that they will read. This is echoed by Morgan and Pritchard (2001), who said that one must recognise the difference in the marketplace. Segmentation can be used to identify the most appropriate media in which to advertise, since all media use segmentation research to determine their audience profiles.

#### 4.2.7 OCCUPATION

According to Table 4.1, 39% of the respondents indicated their occupation as professional. A total of 15% indicated that they were self-employed. 11% indicated that they were in administrative positions. 10% indicated that they were in managerial positions. All the other options were less than 5% like technical, sales personal, farmers, civil service workers and non-profit workers. This information correlates with the level of education in Figure 4.6, which indicated that 60% obtained a degree or diploma.

*Table 4.1: Occupation*

Occupation	Percentage
Professional	39%
Manager	10%
Administrative	11%
Technical	4%
Sales personnel	4%
Farmer/Forester	2%
Civil service worker	4%
Self-employed	15%
Non-profit worker	4%
Other	7%

#### 4.2.8 PREVIOUS VISITS TO SOUTH AFRICA

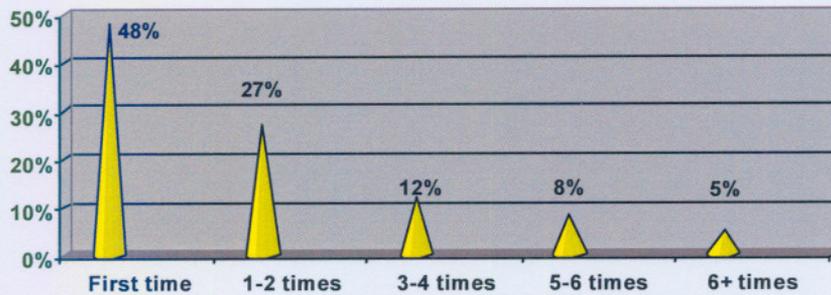


Figure 4.7: Previous visits to South Africa

According to Figure 4.7, 48% of the respondents indicated that this was their first visit to South Africa. 27% indicated that this was their second visit to South Africa while 12% indicated that this was their third or fourth visit to South Africa. All the first time visitors (48%) indicated that they will visit South Africa again.

#### 4.2.9 SIZE OF THE TRAVELLING GROUP

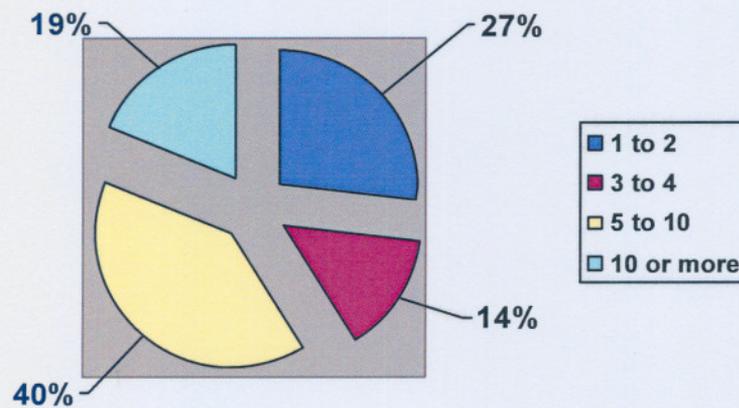


Figure 4.8: Size of the travelling group

Figure 4.8 indicated that most of the respondents travelled in groups of 5 to 10 people. Especially in the age group 50 to 65 shown in Figure 4.3, the groups exist of mainly 5 to 10 people. This group was a total of 40% of the respondents. 27% of the respondents travelled alone or with a partner and mainly in the age group 25 to 34 years. The

respondents who travelled in a group of 10 or more (19%) were usually accompanied by a tour operator.

#### 4.2.10 AVERAGE LENGTH OF STAY IN SOUTH AFRICA

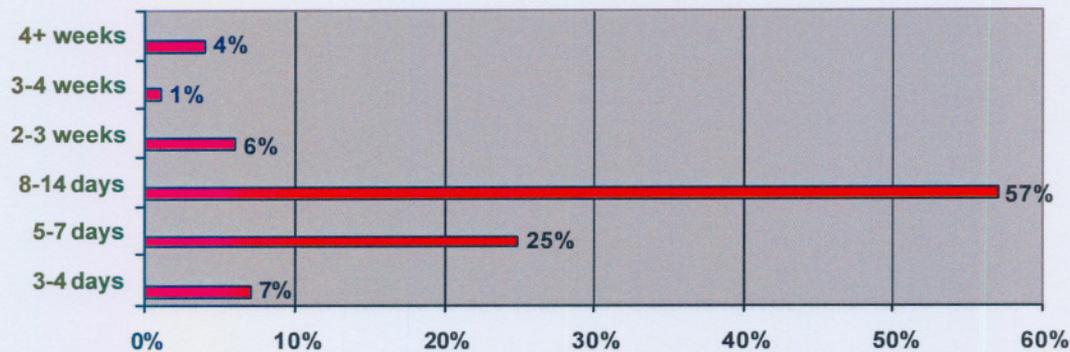


Figure 4.9: Average length of stay in South Africa

Most of the respondents in Figure 4.9 indicated that they visited South Africa for an average of two weeks, followed by 57% for 8 to 14 days and 25% 5 to 7 days. During the interview with the respondents some indicated that they also visited neighbouring countries in Southern Africa, especially places like the Victoria Water Falls in Zimbabwe and the Etosha Game Reserve in Namibia.

#### 4.2.11 AVERAGE SPENDING

Since spending is a private matter not all respondents completed this question. The average spending also depends on the tourist length of stay in South Africa. The average spending differs from R6 000 per person per week to R15 000 per person for two weeks stay. The respondents did not indicate if the spending includes their accommodation or not.

Table 4.2: Average spending during the respondents stay

	Amount
Total spent in rand for a week	R 6 000.00
Total spent in rand for two weeks	R15 000.00

#### 4.2.12 AWARENESS OF SOUTH AFRICA

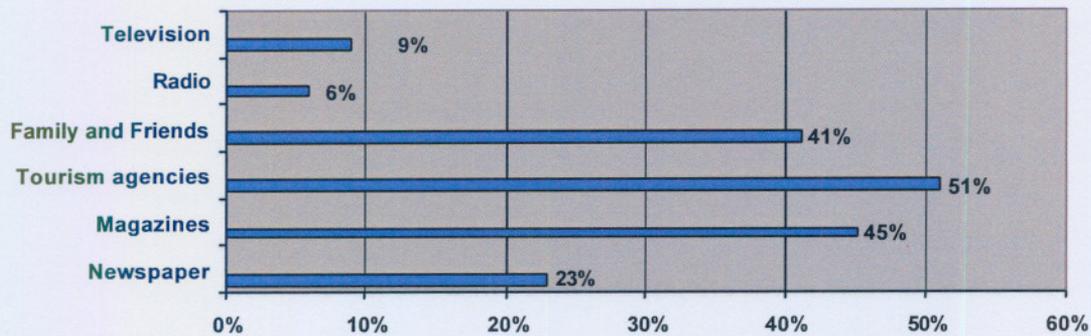


Figure 4.10: Awareness of South Africa

Figure 4.10 shows that 51% of tourism agencies and 45% of magazines played a role in their awareness of South Africa as a destination. A further 41% indicated that family and friends made them aware of South Africa. Closest to these three factors were newspapers with 23%. A mere 9% indicated that television played a role in their awareness of South Africa while only 6% indicated that radio played a role. Culture has an impact on perception, problem solving and cognition and often leads to differences in satisfaction levels for a single product between different international tourists. International tourists may have different expectations, different ways of evaluating performance, and differing uses of response scale formats and may be influenced differently by the number of response positions in any question scale. The respondents could have chosen more than one option.

#### 4.2.13 INFLUENCED BY NEWSPAPERS AND MAGAZINES

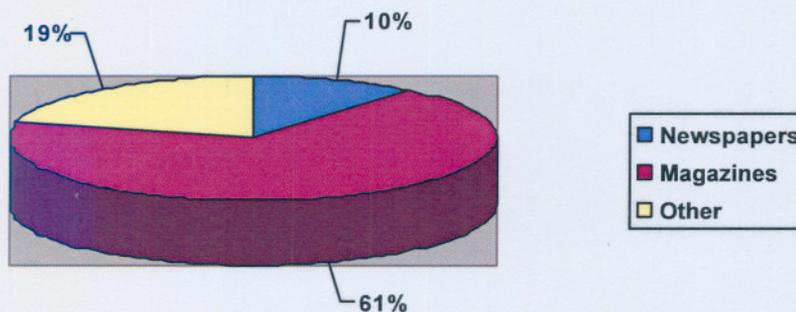


Figure 4.11: Influenced by newspapers and magazines

was influenced by magazines, while only 10% indicated that newspapers influenced their decision to travel. Although only 45% of the respondents indicated in Figure 4.10 that they became aware of South Africa through magazines, 61% were actually influenced by magazines to visit. 19% indicated that other factors played a role in their decision to travel, like tourism agencies and family and friends. Although most of the respondents did not indicate which factors influenced their decision, it is clear from Figure 4.10 that tourism agencies and family and friends played a big part in their decision to travel to South Africa. Word-of-mouth, according to Pickton and Broderick (2001), represents a very powerful medium, but one which is very difficult to control. It is perhaps not considered a marketing communications medium in any conventional sense, yet it should be because of its sheer force and impact.

#### 4.2.14 NEWSPAPERS AND MAGAZINES

Table 4.3 was an open question and many of the respondents were reluctant to complete questions that did not provide any options. The option that was most mentioned was the Sunday Times in London, with 18% of the respondents who answered this question indicating that they read it. It is not clear if the paper also has a magazine as an insert where they might have read about South Africa, for this does not really correspond to Figure 4.11 where only 10% indicated that newspapers influenced their decision to travel to South Africa.

*Table 4.3: Newspapers and magazines*

Newspapers & Magazines	Percentage
London Sunday Times	18%
Times	7%
Professional	7%
Trouw	6%
HK Economics Journal	6%
World Magazine	4%
Wall Street Journal	4%
Field & Stream	4%

Africa Today	4%
Apple Daily	4%
Dallas Morning News	4%
Getaway	4%
Kentucky Herald	4%
L' Express	4%
Traveller	4%
Bild	2%
NAL	2%
South China Morning	2%
Go South Africa	2%
Ing Post	2%
Fat	2%
Hong Kong Economic	2%
NG Post	2%

#### 4.2.15 PART OF THE NEWSPAPERS THAT INFLUENCED THE TOURIST DECISION TO TRAVEL TO SOUTH AFRICA

##### a) Newspapers

According to Table 4.4 editorials (55%) and articles (40%) seems to be more important to travellers when they want to make a decision on where to travel than advertisements. Although 36% indicated that advertisements are very important, it was editorials (55%) that came out to be the factor in newspapers that will have the biggest influence on the tourist's decision for a destination. Articles also came close with 40% indicating that it is very important. 32% indicated that letters in newspapers are important. According to Pickton and Broderick (2001), many journalists act as opinion leaders on behalf of their readers and listeners. This brings into focus all forms of editorial coverage, the control of which is an important function within the public relations field. Media vehicles develop their own atmosphere, conveyed by the editorial tone they adopt. Some media vehicles are recognized for their prestige, some for their expertise, some for their humour and irreverence and some for their impartiality.

*Table 4.4: Part of the newspapers that influenced decisions*

Part of the Newspaper	Not at all important	Less important	Important	Very important	Extremely important
Advertisements	11%	14%	30%	36%	9%
Editorials	4%	13%	55%	24%	4%
Articles	5%	16%	19%	40%	20%
Letters	13%	24%	32%	18%	13%

**b) Magazines**

According to Table 4.5 editorials in magazines are even more important than in newspapers (Table 4.4) with 60% of the respondents indicating editorials in magazines to be important for their decision to travel. 47% also indicated that articles in magazines are very important in travel decision-making. 35% felt that letters in the magazine played an important role in their decision to travel, while 34% felt that advertisements played a very important role.

*Table 4.5: Part of the magazine that influenced decisions*

Magazines	Not at all important	Less important	Important	Very important	Extremely important
Advertisements	6%	20%	25%	34%	15%
Editorials	1%	7%	60%	30%	2%
Articles	2%	6%	32%	47%	13%
Letters	11%	38%	35%	14%	2%

**4.2.16 TOURISM INFORMATION IN A NEWSPAPER OR MAGAZINE ADVERTISEMENT THAT ATTRACTS ATTENTION**

**a) Newspapers**

According to Table 4.6, 75% of the respondents indicated that the length of the article was very important. Pickton and Broderick (2001) refer to the active search of information where print media perform much better than other media. Apart from the size of the information, 56% felt that the placement of the information was important. 64% felt that the

use of pictures were very important, while 67% felt that the content of the information was very important. Another 57% felt that the use of colour is important.

**Table 4.6: Tourist information within a newspaper advertisement that attracts attention**

<b>Newspapers</b>	<b>Not at all important</b>	<b>Less important</b>	<b>Important</b>	<b>Very important</b>	<b>Extremely important</b>
<b>Colour</b>	1%	7%	35%	37%	20%
<b>Pictures used</b>	1%	5%	25%	45%	24%
<b>Size of information</b>	1%	3%	21%	69%	6%
<b>Content of the information</b>	1%	5%	27%	35%	32%
<b>Placement of the information</b>	3%	24%	56%	13%	4%

**b) Magazines**

According to Table 4.7, 86% of the respondents felt that the placement of the information is important to very important while 91% felt that the size of the information is important to very important. All the respondents (100%) felt that colour is important to very important while 97% felt the content of the information is important to very important. 89% felt the use of pictures are extremely important.

**Table 4.7: Tourist information within a magazine advertisement that attract attention**

<b>Newspapers</b>	<b>Not at all important</b>	<b>Less important</b>	<b>Important</b>	<b>Very important</b>	<b>Extremely important</b>
<b>Colour</b>	-	-	35%	46%	19%
<b>Pictures used</b>	-	11%	19%	32%	38%
<b>Size of information</b>	-	9%	37%	49%	5%
<b>Content of the information</b>	-	3%	35%	40%	22%
<b>Placement of the information</b>	-	14%	30%	52%	4%

#### 4.2.17 TOURISM INFORMATION IN A NEWSPAPER AND MAGAZINE EDITORIAL THAT ATTRACTS ATTENTION

##### a) Newspapers

According to Table 4.8 the photo's used (91%) are very important to extremely important. 58% also indicated that the placement of the editorial was important, while 62% felt that the content of the editorial was very important. Photographs in magazines are usually of good quality (Pickton & Broderick, 2001).

*Table 4.8: Tourism information in a newspaper editorial that attracts attention*

	Not at all important	Less important	Important	Very important	Extremely important
Placement of editorial	3%	18%	58%	16%	5%
Content of the editorial	-	12%	26%	54%	8%
Photos used	-	-	9%	61%	30%

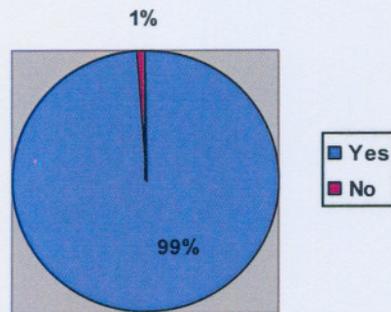
##### b) Magazines

According to Table 4.9, the placement of the editorial (87%) in the magazine is important to very important. This is very similar to the placement of the information in the advert in the magazine (Table 4.8) namely 86%. The content of the information in Table 4.9 were indicated by 98% respondents as important to very important while 100% indicated that the use of photos are important to very important, which correlates well with the 89% that indicated in Table 4.9 that photos are very important in magazine editorials.

*Table 4.9: Tourism information in a magazine editorial that attracts information*

Magazine editorials	Not at all important	Less important	Important	Very important	Extremely important
Placement of editorial	-	13%	64%	15%	8%
Content of the editorial	-	2%	27%	57%	14%
Photos used	-	-	25%	43%	32%

#### 4.2.18 VISIT SOUTH AFRICA AGAIN



*Figure 4.12: Visitors that will visit South Africa again*

According to Figure 4.12, 99% of the respondents indicated that they will visit South Africa again. This is why it is so important that print media will be used to its full extend. According to Clow and Baack (2004) the message should be designed so that it could reach the target audience effectively. The message should be:

- Designed to change or shape attitudes.
- Be remembered.
- Should lead to some kind of action, in either the short or long term.

The challenge to the marketer, and especially to the creative team, is to design a message that will seem personal, even as it is delivered through an impersonal medium, like newspapers and magazines.

#### 4.2.19 TOURIST'S PREFERRED METHOD OF COMMUNICATION ON TOURISM INFORMATION

Respondents were allowed 3 options in this question. This question did not only focus on print media but on other methods of communication as well. Respondents were also allowed their own opinion besides the options given. Television came out the most preferred method with 55%, followed by magazines (44%) and e-mails (30%). A total of 29% indicated that they prefer advertisements and 23% indicated that they prefer newspapers. Although 41% in Figure 4.10 indicated that they became aware of South Africa through family and friends only 14% indicated in Table 4.10 that they prefer word-of-mouth as the communication method concerning tourism information. Interesting to note

that the respondents did not indicate a preference for the internet as communication method. Pickton and Broderick (2001) said that if the level of benefit exceeds the expected level then it is possible that tourists will spread the good news among a limited group of their immediate family, friends and work-mates. A typical tourist will have told more people about the negative experience than he would about the good experience. It could be that negative experiences are more likely to be shared through word-of-mouth. Only 14% indicated it in this instance as the preferred method of communication, and at the time of the survey they quite enjoyed themselves.

**Table 4.10: Preferred communication methods on tourism information**

Communication methods	Percentage
Television	55%
Magazines	44%
E-mail	30%
Advertisements	29%
Newspapers	23%
Brochures	22%
Word-of-mouth	14%
Postage	13%
Radio	2%

### SECTION B: Relation analysis

Research in section B focused on the relationships between home language, age, country of residence, occupation, times visited and length of stay and the part of the newspaper and magazine that influenced the decision to travel. Once again a five point scale was used to obtain the results, with the numerals from 1 to 5 indicating the following: 1 – Not at all important, 2 – Less important, 3 – Important, 4 – Very important, 5 – Extremely important. In this case the effect size (importance of the relationship between two variables) is given by  $w = \sqrt{\frac{X^2}{n}}$ , where  $X^2$  is the usual Chi-square statistic for the contingency table and  $n$  is the sample size. In the current case a medium effect of  $w = 0.3$  might indicate practical significance and  $w \geq 0.5$  is considered as a large effect and of practical significance. Only media relationships with an effect size of 0,35 and

above, indicating a medium to large effect size, were extracted from the data and only those above 0,5 were discussed in all the tables that follows.

#### **4.2.20 CORRELATION BETWEEN HOME LANGUAGE AND PART OF THE NEWSPAPER AND MAGAZINE THAT INFLUENCED THE DECISION TO TRAVEL**

Table 4.11 measured the relationship between home language and various media factors and the following aspects need to be considered.

- ***Home language and newspaper advertisements***

A phi coefficient of 0,75 indicates that there is a strong two-way relationship between home language and newspaper advertisements. Respondents from different language groups indicated that they consider newspaper advertisements as extremely important.

- ***Home language and newspaper letters***

Even more respondents from different language groups tested stronger (phi coefficient of 0,89) regarding newspaper letters. The reason can be that more people read newspapers daily compared to magazines as indicated in Chapter 2 by Burke and Resnick, (2000). They stated that newspapers appeal to such a wide audience that they are a potentially important avenue for any travel supplier or intermediary.

- ***Home language and magazines***

The strongest relationship exists between home language and magazines. English speaking (56%) as well as German (50%) respondents considered this aspect as important and Italian speaking respondents considered magazine letters as very important. It is interesting to note that the Dutch (67%) and Chinese (46%) speaking respondents considered magazines as less important. This information is crucial from a marketing perspective. Morgan and Pritchard (2001) indicated that the attraction of newspapers and magazines lies in the flexibility of targeting tourists in an area as small as a group of postcodes or as large as an entire country and as a result, their advertiser client bases range from small bed and breakfast operators to airlines, tourists boards and tour operators.

**Table 4.11: Correlation between home language and part of the newspaper and magazine that influenced the decision to travel**

Extremely important = 5					
Very important = 4					
Important = 3					
Less important = 2					
Not at all important = 1	1	2	3	4	5
	%	%	%	%	%
<b>HOME LANGUAGE AND NEWSPAPER ENTIRETY</b>					
	Phi coefficient 0.75				
English	22	7	33	22	17
Dutch	–	20	–	40	40
German	–	13	50	37	–
French	6	50	17	28	–
Italian	–	23	8	69	–
Chinese	–	–	50	46	4
<b>HOME LANGUAGE AND NEWSPAPER ENTIRETY</b>					
	Phi coefficient 0.56				
English	14	19	38	30	–
Dutch	–	60	–	20	20
German	–	25	75	–	–
French	–	–	85	15	–
Italian	–	–	100	–	–
Chinese	–	8	50	31	11
<b>HOME LANGUAGE AND NEWSPAPER LETTERS</b>					
	Phi coefficient 0.62				
English	12	2	24	50	12
Dutch	–	20	40	40	–
German	–	50	25	25	–
French	–	60	13	27	–
Italian	–	–	15	8	77
Chinese	4	19	11	38	27
<b>HOME LANGUAGE AND NEWSPAPER LETTERS</b>					
	Phi coefficient 0.89				
English	29	15	29	6	21
Dutch	–	80	–	20	–
German	–	75	–	25	–
French	–	–	25	75	–
Italian	–	8	77	–	15
Chinese	4	36	24	20	16

HOME LANGUAGE AND MAGAZINE ADVERTISEMENTS					
	Phi coefficient 0.65				
English	17	14	26	33	9
Dutch	–	20	–	60	20
German	–	12	25	63	–
French	6	53	12	29	–
Italian	–	7	20	20	53
Chinese	–	21	33	29	17
HOME LANGUAGE AND MAGAZINE EDITORIALS					
	Phi coefficient 0.43				
English	3	8	55	33	–
Dutch	–	20	20	40	20
German	–	–	100	–	–
French	–	7	71	21	–
Italian	–	13	73	13	–
Chinese	–	–	58	37	4
HOME LANGUAGE AND MAGAZINE ARTICLES					
	Phi coefficient 0.66				
English	3	8	33	36	20
Dutch	–	40	–	60	–
German	–	–	50	50	–
French	–	–	7	93	–
Italian	–	–	67	20	13
Chinese	4	–	29	58	8
HOME LANGUAGE AND MAGAZINE LETTERS					
	Phi coefficient 0.91				
English	29	15	56	–	–
Dutch	–	67	33	–	–
German	–	50	50	–	–
French	–	75	25	–	–
Italian	–	20	13	67	–
Chinese	4	46	29	12	8

#### 4.2.21 CORRELATION BETWEEN AGE AND THE PART OF THE NEWSPAPER AND MAGAZINE THAT INFLUENCED THE DECISION TO TRAVEL

Table 4.12 measured the relationship between age and various media factors and the following aspects need to be considered.

- **Age and newspaper articles**

A phi coefficient of 0,83 indicates that there is a strong two-way relationship between age and newspaper articles. Respondents from different age groups indicated that they consider newspaper articles as very important to extremely important although 38% of the age group between 25 and 35 indicated that newspaper articles are less important. This indicates that certain age groups prefer to read newspaper articles.

- **Age and magazine advertisements**

A phi coefficient of 0,79 indicates that there is a strong two-way relationship between age and magazine advertisements. Respondents in the older age groups consider magazine advertisements as important to extremely important. One of the biggest marketing challenges in the 2000's will be the record number of senior citizens in most of the developed countries in the world, which are the main tourism-generating countries. Older people and their needs will become increasingly important to post-industrial societies in ways they have never been before, in any place or time (Morgan & Pritchard, 2001).

**Table 4.12: Correlation between age and the part of the newspaper and magazine that influenced the decision to travel**

Extremely important = 5					
Very important = 4					
Important = 3					
Less important = 2					
Not at all important = 1	1	2	3	4	5
	%	%	%	%	%
<b>AGE AND NEWSPAPER ARTICLES</b>					
	Phi coefficient 0.60				
20 – 24 YRS	11	33	22	22	11
25 – 34 YRS	–	37	19	37	6
35 – 49 YRS	10	7	28	55	–
50 – 64 YRS	–	–	–	–	–
65 +	–	–	–	–	–

AGE AND NUMBER OF CHILDREN					
	Phi coefficient 0.65				
20 – 24 YRS	-	12	25	37	25
25 – 34 YRS	-	20	60	12	8
35 – 49 YRS	19	8	69	4	-
50 – 64 YRS	-	-	75	25	-
65 +	-	-	-	-	-
AGE AND NUMBER OF SIBLINGS					
	Phi coefficient 0.83				
20 – 24 YRS	-	12	12	25	50
25 – 34 YRS	3	38	21	34	3
35 – 49 YRS	18	18	7	4	54
50 – 64 YRS	-	2	26	67	5
65 +	-	-	25	75	-
AGE AND NUMBER OF LETTERS					
	Phi coefficient 0.63				
20 – 24 YRS	-	17	-	17	67
25 – 34 YRS	12	28	16	40	4
35 – 49 YRS	12	12	50	19	8
50 – 64 YRS	18	29	32	5	16
65 +	-	50	50	-	-
AGE AND NUMBER OF NEIGHBOURS					
	Phi coefficient 0.79				
20 – 24 YRS	25	-	50	25	-
25 – 34 YRS	-	44	9	41	6
35 – 49 YRS	3	29	13	13	42
50 – 64 YRS	13	-	36	47	4
65 +	-	-	80	20	-
AGE AND NUMBER OF FRIENDS					
	Phi coefficient 0.60				
20 – 24 YRS	-	-	33	67	-
25 – 34 YRS	-	8	65	19	8
35 – 49 YRS	3	17	77	3	-
50 – 64 YRS	-	-	45	55	-
65 +	-	-	75	25	-
AGE AND NUMBER OF PETS					
	Phi coefficient 0.51				
20 – 24 YRS	-	-	-	33	67
25 – 34 YRS	3	6	16	71	3
35 – 49 YRS	3	3	50	37	7
50 – 64 YRS	-	8	33	36	23
65 +	-	-	40	60	-

AGE AND INFLUENCE LEVEL					
	Phi coefficient 0.65				
20 – 24 YRS	–	–	33	67	–
25 – 34 YRS	13	57	26	–	4
35 – 49 YRS	11	21	25	39	4
50 – 64 YRS	13	38	49	–	–
65 +	–	60	40	–	–

#### 4.2.22 CORRELATION BETWEEN COUNTRY OF RESIDENCE AND THE PART OF THE NEWSPAPER THAT INFLUENCED THE DECISION TO TRAVEL

It is very clear that there is a correlation between country of residence and the different parts of the newspaper and magazine that influence the decision to travel.

- **Country of residence and newspaper advertisements**

A phi coefficient of 1,07 indicates that there is a very strong two-way relationship between country of residence and newspaper advertisements. Respondents from different countries, as well as China (93%) and Holland (67%) indicated that they consider newspaper advertisements as very important. However the French (90%) and the Italians (43%) indicated that it is less important.

- **Country of residence and newspaper editorials**

A phi coefficient of 0,88 indicates that there is a strong two-way relationship between country of residence and newspaper editorials. Most of the respondents from different language groups indicated that newspaper editorials are important, except for the Dutch respondents that all felt that it was less important.

- **Country of residence and newspaper articles**

A strong relationship exists between country of residence and newspaper articles with a phi coefficient of 1,20. Chinese (92%) and Italians (43%) felt that newspaper articles are extremely important while 90% of the French respondents felt that it was less important.

- ***Country of residence and newspaper letters***

The strongest relationship exist between country of residence and newspaper letters with a phi coefficient of 1,30. The French respondents (100%) felt that it was very important while the German (100%) and Dutch (100%) respondents felt that it was less important.

- ***Country of residence and magazine advertisements***

The relationship between country of residence and magazine advertisements was also very strong, with a phi coefficient of 1,07. Most of the respondents indicated that it was important to extremely important. Only the French respondents (90%) indicated that it was less important.

- ***Country of residence and magazine editorials***

With a phi coefficient of 0,77, most of the respondents indicated that magazine editorials are important to very important. The French (100%) felt it was important and the Dutch respondents (100%) felt that it was very important.

- ***Country of residence and magazine articles***

A phi coefficient of 0,97 indicated a strong relationship between country of residence and magazine articles. Most of the respondents indicated that it was important to extremely important. The French (100%) and the Dutch (67%) respondents indicated that it was very important.

- ***Country of residence and magazine letters***

With a phi coefficient of 1,02 the Chinese (91%), the Italian (66%) and the Dutch (100%) respondents felt that magazine letters were important to very important. The German (100%) and the French (100%) respondents felt that it was less important. The strongest relationship existed between country of residence and newspaper letters and newspaper articles. This is important for the marketing strategy. Both letters and articles are not paid for advertising and can be seen as more credible than paid advertising. This form of publicity, according to Pickton and Broderick (2001), creates the impression that it is

produced by somebody not associated with the product, organisation, person or event being promoted and, as such, creates a higher degree of believability.

**Table 4.13: Correlation between country of residence and the part of the newspaper and magazine that influenced the decision to travel**

Extremely important = 5					
Very important = 4					
Important = 3					
Less important = 2					
Not at all important = 1	1	2	3	4	5
	%	%	%	%	%
<b>COUNTRY OF RESIDENCE OF NEWS READER</b>					
	Phi coefficient 1.07				
China	–	–	7	93	–
Germany	–	20	30	30	20
Italy	–	43	14	29	14
Spain	–	–	–	–	–
France	–	90	–	10	–
Holland	33	–	–	67	–
<b>COUNTRY OF RESIDENCE OF NEWS PUBLISHER</b>					
	Phi coefficient 0.88				
China	–	–	77	8	15
Germany	–	33	67	–	–
Italy	–	–	86	14	–
Spain	–	–	–	–	–
France	–	–	100	–	–
Holland	–	100	–	–	–
<b>COUNTRY OF RESIDENCE OF NEWS PAGES ARTICLES</b>					
	Phi coefficient 1.20				
China	–	–	–	8	92
Germany	–	33	17	50	–
Italy	–	–	43	14	43
Spain	–	–	–	–	–
France	–	90	10	–	–
Holland	–	–	–	100	–

COUNTRY OF RESIDENCE AND EMPLOYMENT					
	Phi coefficient 1.3				
China	-	8	77	-	15
Germany	-	100	-	-	-
Italy	-	14	43	14	29
Spain	-	-	-	-	-
France	-	-	-	100	-
Holland	-	100	-	-	-
COUNTRY OF RESIDENCE AND EMPLOYMENT					
	Phi coefficient 1.07				
China	-	-	8	8	83
Germany	-	11	11	56	22
Italy	-	11	33	44	11
Spain	-	-	-	-	-
France	-	90	-	10	-
Holland	-	-	33	67	-
COUNTRY OF RESIDENCE AND EMPLOYMENT					
	Phi coefficient 0.77				
China	-	-	91	9	-
Germany	-	20	80	-	-
Italy	-	22	56	22	-
Spain	-	-	-	-	-
France	-	-	100	-	-
Holland	-	-	-	100	-
COUNTRY OF RESIDENCE AND EMPLOYMENT					
	Phi coefficient 0.97				
China	-	-	91	9	-
Germany	-	20	20	20	40
Italy	-	-	33	44	22
Spain	-	-	-	-	-
France	-	-	-	100	-
Holland	-	-	33	67	-
COUNTRY OF RESIDENCE AND EMPLOYMENT					
	Phi coefficient 1.05				
China	-	9	-	91	-
Germany	-	100	-	-	-
Italy	-	33	33	33	-
Spain	-	-	-	-	-
France	-	100	-	-	-
Holland	-	-	100	-	-

#### 4.2.23 CORRELATION BETWEEN LEVEL OF EDUCATION AND THE PART OF THE NEWSPAPER AND MAGAZINE THAT INFLUENCED THE DECISION TO TRAVEL

Table 4.14 measured the relationship level of education and various media factors. There were no phi coefficient above 0,75 measured in the relationship between level of education and the various media factors. The respondents were divided into three categories, matric, diploma/degree and post graduate. According to Russel and Lane (1990) there is a magazine for virtually every market segment. Magazines are especially well situated to reaching prime prospects in higher education, income and occupational categories. This is echoed by Clow and Baack (2004), who indicated that the primary goals of segmentation are to provide better customer service and to group homogenous tourists into clusters to enhance the marketing effort.

**Table 4.14: Correlation between level of education and the part of the newspaper and magazine that influenced the decision to travel**

Extremely important = 5					
Very important = 4					
Important = 3					
Less Important = 2					
Not at all important = 1	1	2	3	4	5
	%	%	%	%	%
<b>LEVEL OF EDUCATION AND THE NEWSPAPER</b>					
	Phi coefficient 0.36				
Matric	12	31	19	25	12
Diploma, degree	7	14	29	39	11
Post Graduate	24	-	43	33	-
<b>LEVEL OF EDUCATION AND THE MAGAZINE</b>					
	Phi coefficient 0.32				
Matric	9	-	64	27	-
Diploma, degree	4	12	56	26	3
Post Graduate	7	27	40	13	13
<b>LEVEL OF EDUCATION AND THE TV CHANNEL</b>					
	Phi coefficient 0.30				
Matric	8	42	17	33	-
Diploma, degree	5	13	17	42	23
Post Graduate	6	12	31	31	18

LEVEL OF EDUCATION AND NEWSPAPER LETTERS					
	Phi coefficient 0.37				
Matric	9	–	27	45	18
Diploma, degree	11	30	33	15	11
Post Graduate	27	13	27	13	20
LEVEL OF EDUCATION AND NEWSPAPER ADVERTISEMENTS					
	Phi coefficient 0.43				
Matric	6	35	12	47	–
Diploma, degree	4	19	23	33	21
Post Graduate	21	11	42	26	–
LEVEL OF EDUCATION AND MAGAZINE EDITORS					
	Phi coefficient 0.22				
Matric	–	15	62	23	–
Diploma, degree	1	4	62	30	3
Post Graduate	–	12	50	38	–
LEVEL OF EDUCATION AND MAGAZINE ARTICLES					
	Phi coefficient 0.39				
Matric	–	8	38	54	–
Diploma, degree	3	6	38	42	11
Post Graduate	–	–	–	69	31
LEVEL OF EDUCATION AND MAGAZINE LETTERS					
	Phi coefficient 0.37				
Matric	9	55	36	–	–
Diploma, degree	8	38	34	18	1
Post Graduate	29	21	43	–	7

#### 4.2.24 CORRELATION BETWEEN OCCUPATION AND THE PART OF THE NEWSPAPER AND MAGAZINE THAT INFLUENCED THE DECISION TO TRAVEL

Table 4.15 measured the relationship between occupation and various media factors.

- **Occupation and newspaper advertisements**

With a phi coefficient of 0,97, most respondents in the different occupations felt that newspaper advertisements are important to extremely important, except for farmers (67%) that felt that it was not important at all. However, one must be careful to draw conclusions from farmers as there were only three. A total of 71% of the self employed respondents also felt that newspaper advertisements were less important.

- ***Occupation and newspaper editorials***

Most of the different occupations (phi coefficient of 0,81) indicated that newspaper editorials are important to very important, except for 50% of the respondents with a technical career who indicated that it is not important at all.

- ***Occupation and newspaper articles***

Even more respondents from different occupations tested stronger (phi coefficient of 0,91) regarding the relationship between occupation and newspaper articles. Most of the occupations indicated that newspaper articles are important to extremely important.

- ***Occupation and newspaper letters***

Most of the respondents (phi coefficient 0,85) in the different occupations felt that newspaper letters were not important except for respondents in a administrative profession where 60% felt that it is important, 10% very important, and 20% extremely important. 100% of the non-profit workers felt that it is not important at all.

- ***Occupation and magazine advertisements***

Most of the respondents from different occupations tested a strong phi coefficient of 0,84 regarding the relationship between occupation and magazine advertisements. 100% of the civil service workers felt that magazine advertisements are very important. It was only the self-employed people (65%) that felt it was less important. This correlated with what Nylen (1993:351) said, namely that the majority of magazines lie well to the right on the scale with highly specialised audiences. *Business Week*, for example, claims to deliver 88% of its circulation to people in management positions.

**Table 4.15: Correlation between occupation and the part of the newspaper and magazine that influenced the decision to travel**

Extremely important = 5					
Very important = 4					
Important = 3					
Less important = 2					
Not at all important = 1	1	2	3	4	5
<b>OCCUPATION AND NEWSPAPER ARTICLES</b>					
	Phi coefficient 0.97				
Professional	10	–	31	53	6
Manager	–	21	21	14	43
Administrative	–	7	36	43	14
Technical	–	–	50	50	–
Sales personnel	–	–	40	60	–
Farmer	67	–	33	–	–
Civil Service Worker	–	–	80	20	–
Self-employed	6	71	6	18	–
Non-profit worker	25	–	50	25	–
<b>OCCUPATION AND MAGAZINE ARTICLES</b>					
	Phi coefficient 0.81				
Professional	–	10	57	23	10
Manager	–	7	43	50	–
Administrative	–	9	45	45	–
Technical	50	–	50	–	–
Sales personnel	–	40	40	20	–
Farmer	33	33	33	–	–
Civil Service Worker	–	67	–	33	–
Self-employed	7	7	86	–	–
Non-profit worker	–	–	67	33	–
<b>OCCUPATION AND NEWSPAPER ARTICLES</b>					
	Phi coefficient 0.91				
Professional	2	5	26	33	35
Manager	–	7	21	71	–
Administrative	–	7	7	79	7
Technical	50	–	–	–	50
Sales personnel	–	40	–	60	–
Farmer	33	–	–	33	33
Civil Service Worker	–	–	–	67	33
Self-employed	6	56	25	–	12
Non-profit worker	–	25	25	50	–

OCCUPATION AND EMPLOYER LETTER					
	Phi coefficient 0.85				
Professional	12	24	48	7	10
Manager	17	42	8	-	33
Administrative	-	10	60	10	20
Technical	-	50	50	-	-
Sales personnel	-	60	-	40	-
Farmer	67	-	-	-	33
Civil Service Worker	-	33	33	33	-
Self-employed	7	14	7	57	14
Non-profit worker	100	-	-	-	-
OCCUPATION AND EMPLOYER LETTER					
	Phi coefficient 0.84				
Professional	11	4	32	26	28
Manager	-	25	8	50	17
Administrative	-	-	33	67	-
Technical	-	-	-	50	50
Sales personnel	-	33	-	67	-
Farmer	-	33	67	-	-
Civil Service Worker	-	-	-	100	-
Self-employed	6	65	18	12	-
Non-profit worker	-	25	50	25	-
OCCUPATION AND EMPLOYER LETTER					
	Phi coefficient 0.60				
Professional	-	2	61	32	5
Manager	-	8	50	42	-
Administrative	-	-	22	78	-
Technical	-	-	100	-	-
Sales personnel	-	17	33	50	-
Farmer	-	33	67	-	-
Civil Service Worker	-	-	100	-	-
Self-employed	6	6	75	12	-
Non-profit worker	-	25	50	25	-
OCCUPATION AND EMPLOYER LETTER					
	Phi coefficient 0.64				
Professional	2	2	40	42	14
Manager	-	8	58	17	17
Administrative	-	17	25	58	-
Technical	-	-	-	100	-
Sales personnel	-	-	-	100	-
Farmer	-	-	33	-	67

Civil Service Worker	–	33	–	67	–
Self-employed	7	7	20	53	13
Non-profit worker	–	–	50	25	25
<b>OCCUPATION AND EMPLOYMENT</b>					
	Phi coefficient 0.71				
Professional	13	26	28	28	5
Manager	17	50	33	–	–
Administrative	–	–	100	–	–
Technical	–	50	50	–	–
Sales personnel	–	50	50	–	–
Farmer	33	33	33	–	–
Civil Service Worker	–	33	67	–	–
Self-employed	7	71	7	14	–
Non-profit worker	–	100	–	–	–

#### 4.2.25 CORRELATION BETWEEN TIMES VISITED AND THE PART OF THE NEWSPAPER AND MAGAZINE THAT INFLUENCED THE DECISION TO TRAVEL

Table 4.16 measured the relationship between times visited and various media factors.

- ***Times visited and newspaper advertisements***

With a phi coefficient of 0,75, most respondents felt that newspaper advertisements are important to extremely important. It was only respondents that visited 5 times and more (43%) that felt that it was not important at all. This could be attributed to the fact that they already knew the destination from previous visits.

- ***Times visited and newspaper editorials***

Most of the different respondents (phi coefficient 0,76) indicated that newspaper editorials are important to extremely important except for the 5 – 6 time visitors that indicated that it is less important to not important at all. It is, however, interesting that 100% of the more than 6 time visitors indicated that it is important. This could be contributed to frequent visitors looking for special packages and according to Morgan and Pritchard (2001), newspapers are flexible enough to run late holiday deals.

- ***Times visited and newspaper letters***

Most of the first time to the 3 – 4 time respondents (phi coefficient of 0,75) felt that newspaper letters are important to extremely important. Once again the 5 time and longer visitors felt that it was less important to not important at all.

- ***Times visited and magazine advertisements***

Most of the respondents (phi coefficient 0,87) once again felt that magazine advertisements are important to extremely important except for 50% of the 5 – 6 visitors who felt it was not important at all, although 50% in the same time frequency felt it was very important. There were also first time (21%) and second time (34%) visitors that felt it was less important.

- ***Times visited and magazine articles***

Most of the respondents in the different time frames indicated that magazine articles (phi coefficient of 0,75) are important to extremely important except for the 3 – 4 time visitors (81%), who indicated that magazine articles are less important.

- ***Times visited and magazine letters***

The strongest relationship with a phi coefficient of 0,96 in this category exists with magazine letters. In contrast with the other media factors most of the respondents indicated that magazine letters are less to not important at all. It was only the first (37%) and second (62%) time visitors that indicated that magazine letters are important.

**Table 4.16: Correlation between times visited and the part of the newspaper and magazine that influenced the decision to travel**

Extremely Important = 5					
Very important = 4					
Important = 3					
Less Important = 2					
Not at all Important = 1	1	2	3	4	5
	%	%	%	%	%
<b>TIMES VISITED AND NEWSPAPER ATTENTION</b>					
	Phi coefficient 0.75				
First time	6	15	43	31	6
1 – 2 times	6	24	39	12	18
3 – 4 times	–	6	6	88	–
5 – 6 times	42	–	–	58	–
More than 6 times	43	–	–	29	29
<b>TIMES VISITED AND NEWSPAPER EDITORIAL</b>					
	Phi coefficient 0.76				
First time	2	11	46	37	4
1 – 2 times	7	4	63	26	–
3 – 4 times	–	–	100	–	–
5 – 6 times	17	58	–	8	17
More than 6 times	–	–	100	–	–
<b>TIMES VISITED AND NEWS PAPER OPINION</b>					
	Phi coefficient 0.66				
First time	4	18	22	40	16
1 – 2 times	7	28	10	52	3
3 – 4 times	–	6	12	12	69
5 – 6 times	17	–	42	25	17
More than 6 times	–	–	–	100	–
<b>TIMES VISITED AND NEWS PAPER ADVERTISING</b>					
	Phi coefficient 0.75				
First time	10	38	21	21	10
1 – 2 times	8	–	35	31	27
3 – 4 times	–	13	80	7	–
5 – 6 times	42	33	8	–	17
More than 6 times	50	50	–	–	–

TIMES VISITED AND MAGAZINE ADVERTISEMENTS					
	Phi coefficient 0.87				
First time	6	21	28	38	8
1 – 2 times	–	34	34	31	–
3 – 4 times	–	6	6	19	69
5 – 6 times	50	–	–	50	–
More than 6 times	–	–	33	33	33
TIMES VISITED AND MAGAZINE EDITORIALS					
	Phi coefficient 0.42				
First time	2	9	53	31	4
1 – 2 times	–	7	46	46	–
3 – 4 times	–	–	93	7	–
5 – 6 times	–	–	70	30	–
More than 6 times	–	20	80	–	–
TIMES VISITED AND MAGAZINE ARTICLES					
	Phi coefficient 0.75				
First time	4	12	23	52	8
1 – 2 times	–	–	39	57	4
3 – 4 times	–	81	19	–	–
5 – 6 times	–	–	–	50	50
More than 6 times	–	–	–	33	67
TIMES VISITED AND MAGAZINE REVIEWS					
	Phi coefficient 0.96				
First time	9	44	37	5	5
1 – 2 times	8	31	62	–	–
3 – 4 times	–	20	7	73	–
5 – 6 times	62	25	13	–	–
More than 6 times	–	100	–	–	–

#### 4.2.26 CORRELATION BETWEEN THE LENGTH OF STAY AND THE PART OF THE NEWSPAPER AND MAGAZINE THAT INFLUENCED THE DECISION TO TRAVEL

Table 4.17 measured the relationship between length of stay and various media factors.

- **Length of stay and newspaper editorials**

Most respondents who stayed from 3 days to 4 weeks (phi coefficient of 0.77) indicated that newspaper editorials are important to extremely important. 56% of the respondents that stayed for 2 to 3 weeks indicated that it was less important.

- **Length of stay and newspaper letters**

With a phi coefficient of 0.76, 100% of the respondents that stayed for 3 to 4 weeks indicated that newspaper letters are important. From the respondents that stayed for 5 – 7 days, 39% felt that newspaper letters are not important at all. The respondents who stayed 8 to 14 days (33%) felt it was less important and those who stayed for 2 to 3 weeks (44%) also felt it was less important.

**Table 4.17: Correlation between the length of stay and the part of the newspaper and magazine that influenced the decision to travel**

Extremely important = 5					
Very important = 4					
Important = 3					
Less important = 2					
Not at all important = 1	1	2	3	4	5
	%	%	%	%	%
<b>LENGTH OF STAY AND NEWSPAPER LETTERS</b>					
	Phi coefficient 0.49				
3 - 4 days	11	–	44	22	22
5 – 7 days	26	15	26	21	12
8 – 14 days	5	15	35	39	6
2 – 3 weeks	–	22	11	56	11
3- 4 weeks	–	–	–	100	–
4 weeks and more	–	–	–	100	–
<b>LENGTH OF STAY AND NEWSPAPER EDITORIALS</b>					
	Phi coefficient 0.77				
3 - 4 days	–	–	–	100	–
5 – 7 days	7	18	61	14	–
8 – 14 days	5	5	67	19	3
2 – 3 weeks	–	56	11	11	22
3- 4 weeks	–	–	–	100	–
4 weeks and more	–	–	–	–	–
<b>LENGTH OF STAY AND NEWSPAPER ARTICLES</b>					
	Phi coefficient 0.57				
3 - 4 days	–	–	–	75	25
5 – 7 days	6	–	38	50	6
8 – 14 days	7	28	10	29	26
2 – 3 weeks	–	22	11	33	33

3-4 weeks	-	-	50	50	-
4 weeks and more	-	-	-	-	-
<b>LENGTH OF STAY AND READING LETTERS</b>					
Phi coefficient 0.76					
3-4 days	-	-	-	50	50
5-7 days	39	4	35	-	21
8-14 days	4	33	33	26	4
2-3 weeks	-	44	11	11	33
3-4 weeks	-	-	100	-	-
4 weeks and more	-	-	-	-	-
<b>LENGTH OF STAY AND READING LETTERS</b>					
Phi coefficient 0.60					
3-4 days	-	-	-	100	-
5-7 days	14	14	42	31	-
8-14 days	4	24	21	25	25
2-3 weeks	-	33	-	67	-
3-4 weeks	-	-	-	100	-
4 weeks and more	-	-	-	100	-
<b>LENGTH OF STAY AND READING LETTERS</b>					
Phi coefficient 0.51					
3-4 days	-	-	50	50	-
5-7 days	-	12	48	39	-
8-14 days	2	2	71	22	3
2-3 weeks	-	17	50	33	-
3-4 weeks	-	-	-	100	-
4 weeks and more	-	100	-	-	-
<b>LENGTH OF STAY AND READING LETTERS</b>					
Phi coefficient 0.57					
3-4 days	-	50	50	-	-
5-7 days	-	-	37	37	26
8-14 days	3	5	32	53	7
2-3 weeks	-	17	-	67	17
3-4 weeks	-	-	50	50	-
4 weeks and more	-	-	-	100	-
<b>LENGTH OF STAY AND READING LETTERS</b>					
Phi coefficient 0.64					
3-4 days	-	-	100	-	-
5-7 days	30	17	47	7	-
8-14 days	4	53	21	19	4
2-3 weeks	-	25	75	-	-
3-4 weeks	-	-	100	-	-
4 weeks and more	-	-	-	-	-

### 4.3 MOST SIGNIFICANT FINDINGS

The media factors with the highest phi coefficient indicating a correlation were as follows:

- Home language and magazine letters.

It does not matter from what nationality one is, people like to read letters where other people give their opinion on a subject of, in this instance, a destination they visited. Letters have more credibility than any advertisement.

- Age and newspaper articles;

Mostly people who are retired indicated that they like to read newspaper articles. They have more time on hands and read a newspaper more thoroughly.

- Country of residence and newspaper letters;

Tourism marketers should do some research on which nationalities like to read newspaper letters, for some nationalities indicated that letters are very important and others that it is not important.

- Level of education and magazine advertisements;

There was only a slight correlation between the level of education and magazine advertisements, for there is a magazine for virtually every market segment.

- Occupation and newspaper advertisements;

Most occupations mentioned in this research indicated that newspaper advertisements are important to extremely important. This is a good indication for marketers of tourism destinations who want to reach a big target market.

- Times visited and magazine letters;

Tourists that visited a destination more than 5 times did not think that magazine letters are important for they do not care what other people have to say, they have already made up their minds.

- Length of stay and newspaper editorials.

Positive articles in newspaper editorials can influence a tourist decision to stay longer or visit the destination again. Most tourists like to read newspapers while they are on holiday.

#### **4.4 CONCLUSIONS**

The aim of this empirical research chapter was to determine the impact of print media on travel decision-making. To come to a conclusion it was necessary to look at the combination of all the questions in the questionnaire. These factors can play an important role in the marketing of South Africa as a tourist destination overseas and in neighbouring countries.

From the results it is clear that print media did play a role in the tourist's decision to visit South Africa in some instances. Although 45% of the respondents in Figure 4.12 indicated that they became aware of South Africa through magazines and 44% indicated it in Table 4.10 as their preferred method of receiving tourism information, it was still the second best option indicated by all the respondents.

Editorials seem to be more popular with the respondents than advertising, but that could be mainly because editorials are seen more credible than advertising. Although the placement and content of the editorial came out more or less the same, it was the use of photos that seem to be quite important to the tourist. The visual of the destination they consider to visit seems to be very important to the tourist in most cases. Together with that, the use of colour was also important.

The importance of photos, placement and content of editorials in newspapers and magazines came out very similar. Some of the respondents did indicate that they would like to read more about South Africa as a tourist destination in their newspapers and magazines.

Where correlations were drawn between different factors and different sections of the newspaper and magazine, the strongest relationship existed between country of residence and newspaper letters and newspaper articles. This is important for the marketing strategy. Both letters and articles are not paid for advertising and can be seen as more credible than paid advertising.

Apart from the magazines and newspapers, 55% preferred television as a method to get tourist information about South Africa and 30% indicated e-mail. In chapter 5, conclusions are drawn from the study and recommendations regarding the role print media can play in travel decision making, will be discussed.

The fact that 50% of the respondents were male and 50% female was quite significant for the purpose of determining whether men and women prefer the same method to gather information. Some advertisers have found that being more sensitive to women customers can have a more positive influence on their purchase behaviour.

# **CONCLUSIONS AND RECOMMENDATIONS**

# **5**

***“There is no need for advertisements to look like advertisements. If you make them look like editorial pages, you will attract about 50 percent more readers”***

***David Ogilvy***

## **5.1 INTRODUCTION**

In this chapter research is completed, therefore the aim of the chapter is to:

- provide conclusions of the research;
- make recommendations concerning the research.

The aim of the study was to determine the impact of print media on travel decision-making. To achieve this aim, the following objectives were set and met:

- Firstly, an overview of the tourism industry at large was provided and the purpose of the research was established. This was done in chapter 1 by means of a problem statement asking what the impact of print media is on a tourist's decision to travel. Research methods and basic concepts were explained and clarified.
- Secondly, newspapers and magazines and the advantages and disadvantages in a marketing strategy were analysed in chapter 2. The analysis was done through the following steps:
  - Step 1: Developing a media strategy.
  - Step 2: The marketing mix for print media.
  - Step 3: Magazines as advertising medium with its advantages and disadvantages.
  - Step 4: Newspapers as advertising medium with its advantages and disadvantages.

In this chapter it became clear that there are many advantages and disadvantages to using print media for advertising. The biggest advantage of using print media is clearly that it is more cost effective than other mediums. Publicity in itself is useful in establishing awareness of services or destinations, and can rebuild confidence in a destination.

- Thirdly, the role of print media in the decision-making process was discussed in chapter 3. The chapter investigated the meaning of decision-making and discussed the role of print media in the five phases of a travel decision-making model that was chosen for the purpose of this research. The five phases were identified as being:

Phase 1: Motivation and identification of problems in travelling.

Phase 2: Acquiring information.

Phase 3: Evaluation of motives.

Phase 4: Decision-making.

Phase 5: Feedback.

The steps were discussed, and it was indicated where print media plays a role in each of the phases of the decision-making process.

- Fourthly, in chapter four the results of the empirical research were reflected in order to determine whether newspapers and magazines played a role in the tourist's decision to visit South Africa. Responses to the questionnaires were interpreted and possible success factors that were regarded as important were identified. Correlations were drawn to determine which part of the newspaper and magazine influenced the decision to travel.

## **5.2 CONCLUSIONS**

The following conclusions regarding the research can be drawn:

- Conclusions with regard to an analysis of newspapers and magazines from the literature study.
- Conclusions with regard to the role of print media in the decision-making process from the literature study.
- Conclusions with regard to the survey.

## **5.2.1 Conclusions with regard to an analysis of newspapers and magazines from the literature study**

The following are regarded as the main conclusions with respect to research objective 1

- Most print advertisements for travel products appear in newspapers and magazines (cf.2.1.).
- A proper media strategy is important to create awareness of a product of service (cf.2.1).
- The strategic component of media planning in a media strategy includes the general plan involving the delivery of the advertising message (cf.2.2.1).
- An outline of the media plan as part of the media strategy seems to be important (cf.2.2.2).
- There are problems contributing to establishing a media strategy, like insufficient information, inconsistent terminologies and time pressure (cf.2.2.3).
- There are various factors to consider in the marketing mix for print media, like the fact that newspapers are the fastest with the most widespread impact while magazines, while slower, are better directed to special interest audiences (cf.2.3).
- A variety of factors should be taken into account when considering magazines as advertising medium like circulation and readership (cf.2.3.1.1).
- There are advantages to choosing magazines as advertising medium like selectivity, reproduction quality, flexibility, permanence, prestige, receptivity and involvement and service (cf.2.3.1.2).
- There are also disadvantages to magazines as advertising medium like cost, limited reach and frequency, long lead time, clutter and competition (cf.2.3.1.3).
- Growing readership makes newspapers a good choice for an advertising medium (cf.2.3.2.1).
- The different types of newspapers should be considered (cf.2.3.2.2).
- There are different types of newspaper advertising, like display, classified and special advertising (cf.2.3.2.3).
- There are advantages to newspaper advertising, like extensive penetration, flexibility, geographic selectivity, reader involvement, acceptance and service (cf.2.3.2.4).

- There are disadvantages to newspaper advertising, like poor production, short life span, lack of selectivity and clutter (cf.2.3.2.5).

## **5.2.2 Conclusions from the literature study with regard to the role print media play in the travel decision-making process**

The following are regarded as the main conclusions with respect to research objective 2

The influence of print media in the potential tourist's makes decision to travel, is established by a travel decision-making model. The model comprises the following elements:

- **Motivation and identification of problems in travelling.**  
Advertising in newspapers and magazines serves as a link between the advertiser's product and the tourist's needs. Communication effects of the advertising in newspapers and magazines have a direct bearing on the tourist's decision to act.
- **Acquisition of information.**  
Newspapers and magazines are usually not expensive and their high information content can motivate a tourist to visit a destination. These mediums carry articles on different destinations, which make it possible for the tourist to compare and evaluate the different products.
- **Evaluation of motives.**  
Frequency plays an important role in establishing a brand and image. Newspapers and magazines are frequent publications. Tourists can be influenced by an article on a destination before they decide to visit.
- **Decision-making.**  
Articles or advertisements on tour packages to different destinations in newspapers and magazines make it easier for the tourist to decide where to go to.
- **Feedback.**  
When a tourist returns a destination and a positive article is published in a newspaper or magazine on the destination, it is likely that he or she will want to visit the destination again. The positive experience of the destination could further be strengthened by a positive letter in the newspaper or magazine.

- Tourist behaviour is the result of an attempt to satisfy unfulfilled needs. This drive is called motivation, and it serves to trigger the tourist decision process as the tourist seeks to satisfy the unfulfilled need.
- Once a need or want is recognised, the tourist conducts a search for information.
- Knowledge of information acquisition strategies is important to marketing managers, because the information search takes place during an early influential stage in the purchase decision process.
- Information stored can be of two types – it can either be actively acquired or passively absorbed from the environment.
- Media enables a marketer to communicate the message in the most cost efficient way so it will reach the largest number of potential visitors at a minimum cost.
- In most purchase situations, the only brands considered are those that are strongly present in the evoked set. In the multi-attribute approach tourists often examine sets of attributes across sets of products or brands.
- The decision to visit a particular destination entails a series of choices, including the budget for holidays, the time available, who to travel with, and forecasts of the satisfaction they are likely to experience at each possible destination.
- Visitors usually have previous experiences that influence their present and future behaviour, and once these visitors have been actual visitors at an attraction it becomes part of their set of experiences that will influence their future behaviour.

### **5.2.3 Conclusions from the survey with regard to the different factors that influence the decision to travel in newspapers and magazines**

Regarding research objective 3, it was primarily found that:

- Men and women prefer the same method when gathering information (cf.4.2.1).
- Although 36% of the respondents indicated that English is their home language, not all of them came from English speaking countries (cf.4.2.2).
- Most of the respondents in the survey were in the age group 50 to 64. These respondents are usually settled or retired, which means that they have more time and money to travel (cf.4.2.3).
- 58 of the respondents indicated that they came from countries like England, Wales, Mauritius, the USA, Australia, Canada and New Zealand. 21 of the Chinese visitors insisted that their country of residence should be indicated as Hong Kong and not China (cf.4.2.5).

- A total of 60% of the respondents indicated that they have a degree or a diploma. This was significant for the purpose of this study, because the more qualified the respondents were, the better the chances that they will read newspapers and magazines (cf.4.2.6).
- 39% of the respondents indicated their occupation as professional and 15% indicated that they were self-employed. This information correlated with the level of education in Figure 4.6, which indicated that 60% obtained tertiary qualifications (cf.4.2.7).
- All of the first time visitors (48%) indicated that they will visit South Africa again (cf.4.2.8).
- Most of the respondents travelled in groups of 5 to 10, and those in a group of more than 10 were usually accompanied by a tour operator (cf.4.2.9).
- Most of the respondents indicated that they visited South Africa for an average stay of two weeks. Some indicated that they also visited neighbouring countries in Southern Africa (cf.4.2.10).
- The average spending differs from R6000 per person per week to R15 000 per person for a two weeks stay (cf.4.2.11).
- A total of 45% of the respondents indicated that magazines played a role in their awareness of South Africa as a destination (cf.4.2.12).
- 61% of the respondents indicated that their decision to travel to South Africa was influenced by magazines (cf.4.2.13).
- It seems that editorials (55%) and articles (40%) seem to be more important to travellers when they want to make a decision on where to travel to, than advertisements (cf.4.2.15).
- 75% also indicated that the length of the article is very important (cf.4.2.16).
- According to 91% of the respondents, the use of photos is very important (cf.4.2.16).
- 91% of the respondents felt that the amount of information is important and 100% felt that colour is important to very important (cf.4.2.17).
- As far as magazine editorials are concerned, 100% of the respondents indicated that the use of photos is important to very important (cf.4.2.17b).
- 99% of the respondents indicated that they will visit South Africa again (cf.4.2.18).

- Television (55%) came out as the most preferred method of communication on tourism information, followed by magazines (44%) (cf.4.2.19).
- In a correlation between home language and the part of the newspaper and magazine that influenced the decision to travel, the strongest relationship existed between home language and magazine letters (cf.4.2.20).
- There is also a strong two-way relationship between age and newspaper articles (cf.4.2.21).
- There was a strong relationship between country of residence and newspaper letters (cf.4.2.22).
- There were no significant relationship between level of education and the various factors in the media (cf.4.2.23).
- Most respondents in the different occupations felt that newspaper advertisements are important to extremely important (cf.4.2.24).
- Most respondents indicated that magazine letters played an important role in their decision to visit again (cf.4.2.25).
- Most of the respondents that stayed from 3 days to 4 weeks indicated that newspaper editorials are important to extremely important (cf.4.2.26).

## **5.3 RECOMMENDATIONS**

### **5.3.1 Recommendations for the utilisation of print media in an advertising campaign from the analysis of print media**

The following recommendations can be made with regard to the use of print media in an advertising campaign from an analysis of print media:

- As a result of their high degree of market coverage or penetration, newspapers are an excellent opportunity for advertisers to reach all segments of the tourist market with their message.
- Newspapers are flexible in terms of writing, lay-out, and can be prepared in a matter of hours, which make them an excellent medium for responding to current events or presenting timely information to tourists.
- Geographic selectivity allows advertisers to vary their coverage by choosing a paper, or combining papers, that reach the areas with the greatest sales potential.

- Newspaper readers usually have a high level of reader involvement and acceptance. Most newspaper readers not only rely on news, information and entertainment, but also on assistance with consumption decisions.
- Magazines' ability to reach a specific target audience, like tourists, is excellent. Most magazines are published for special interest groups.
- Magazines can provide excellent reproduction in black and white or colour. The use of colour has become a virtual necessity in most product categories.
- Magazines offer a great deal of flexibility in terms of type, size and placement of the advertising material.
- Magazines offer a long life span and are generally read over several days and are often kept for reference.
- Magazines are generally purchased because the information interest the reader and advertisements provide additional information that may be of value in making a decision.

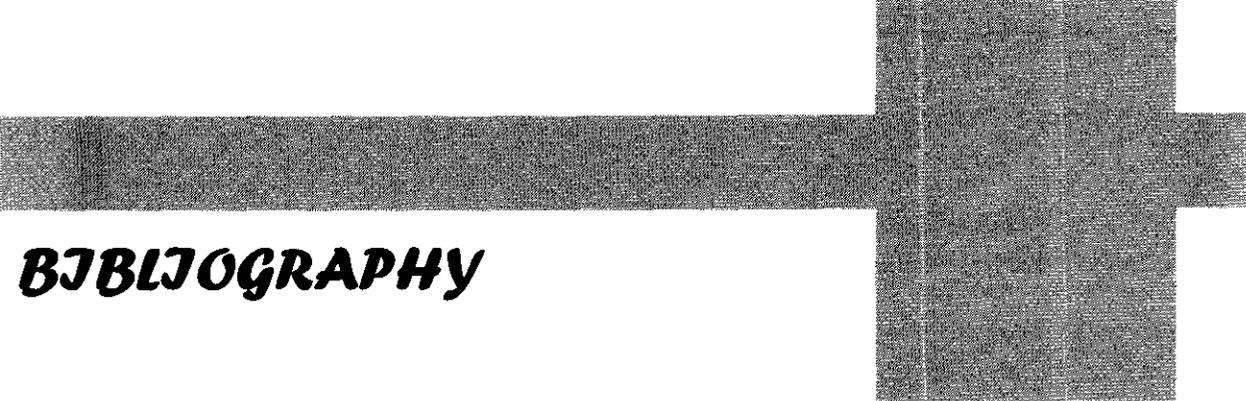
### **5.3.2 Recommendations regarding the role of print media in the travel decision-making process**

The following recommendations can be made regarding the role of print media in the travel decision-making process:

- Newspapers and magazines must play an important role in the tourist marketer's plan to motivate tourists to make a decision, because it can have a direct bearing on the tourist's decision to act. Newspapers and magazines are considered one of the principal means to influence a tourist's decision-making.
- Because newspapers and magazines are usually not expensive, their high information content can motivate a tourist to visit a destination.
- Magazines and newspapers can play an important role when searched for additional information. These mediums are high in information content and are mostly credible.

### **5.3.3 Recommendations regarding further research**

- Further in-depth research is necessary to determine the effect of newspaper and magazine letters in tourism marketing.
- A new approach on marketing tourism based on the age of the target market needs to be developed for the tourism industry. Respondents in the younger age groups indicated that articles are less important compared to the older age groups, who felt that it is important.
- Respondents from different countries indicated different factors as important in their decision to travel. Tourist destination marketers should take note of the preferences of the particular citizens of the country they target for their advertising campaign.
- Magazines should be further researched for market segmentation, for this medium is effective in reaching prime prospects in higher education, income and occupational categories.
- It is recommended that more attention should be given to what people write in newspaper and magazine letters about holiday experiences. First and second time visitors indicated that magazine letters are important. Tourists look for confirmation of the decision they made to go to a destination, and that can sometimes be found in letters people write to the newspaper or magazine.



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# *ANNEXURE*



**Marketing and Communication**

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5 October 2004

To whom it may concern

**QUESTIONNAIRE: TARGET MARKETING**

I am Frikkie Kotzé, currently the media liaison officer for the PUK Campus of North-West University in Potchefstroom, South Africa. My dissertation for my Masters Degree focus on the role of print media on travel decision-making on overseas visitors to South Africa hence the reason for the questionnaire.

I believe that overseas visitors making use of Sun International Resorts can give quality input in this research.

It is important that they complete the entire questionnaire. It is a short questionnaire and the completion should not take more than 5 minutes. PLEASE NOTE: the information is highly confidential and names/figures will not be published in a single manner but as an integrated report. A copy of the report will be made available to Sun International.

I rely on your kind co-operation and assure you that it is highly appreciated. By assisting me in completing the questionnaire you serve the interests of the tourism industry.

Yours in tourism

Mr. Frikkie Kotzé

Media Liaison: Potchefstroom Campus of the North-West University.



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**SECTION A: SOCIO-DEMOGRAPHIC DETAIL**

1. Gender?	Male	1	Female	2
2. Home language?	English			1
	Dutch			2
	German			3
	French			4
	Italian			5
	Chinese			6
	Other (Specify)			7
3. Age?	20 - 24 yrs			1
	25 - 34 yrs			2
	35 - 49 yrs			3
	50 - 64 yrs			4
	65 +			5
4. Marital status?	Married			1
	Not married			2
	Divorced			3
	Widow/er			4
	Living together			5
5. In which country do you live?	South Africa			1
	China			2
	Germany			3
	Italy			4
	Spain			5
	France			6
	Holland			7
	Other (Specify)			8
6. Please indicate your level of education	No school			1
	Matric			2
	Diploma, Degree			3
	Post Graduate			4
	Other (Specify)			5
7. Occupation?	Professional			1
	Manager			2
	Administrative			3
	Technical			4
	Sales personnel			5
	Farmer, Forester			6
	Mining			7
	Civil service worker			8
	Self-employed			9
	Non-profit worker			10
	Other (Specify)			11

8. How many times have you visited South Africa previously?

First time	1
1-2 times	2
3-4 times	3
5-6 times	4
More than 6 times	5

9. How many people are in your travelling group?

1 to 2	1
3 to 4	2
5 to 10	3
10 or more	4

10. What is the average length of your stay in South Africa?

1 - 2 days	1
3 - 4 days	2
5 - 7 days	3
8 - 14 days	4
2 - 3 weeks	5
3 - 4 weeks	6
4 weeks or more	7

11. How much do you spend on average during your stay in South Africa?

R/\$ \_\_\_\_\_

**SECTION B: PRINT MEDIA USAGE**

12. How did you become aware of South Africa as a tourist destination?

Newspapers	1
Magazines	2
Tourism agencies	3
Family and Friends	4
Radio	5
Television	6
Other (Specify)	7

13. Was your decision to visit South Africa at all influenced by the following

Newspapers	1
Magazines	2
Other (Specify)	3

14. Which newspapers and magazines do you prefer to read in your country?

Newspapers	Magazines
14.1 _____	14.3 _____
14.2 _____	14.4 _____

15. Please indicate which part of the magazine or newspaper influenced your decision to visit South Africa?

Extremely important	= 5				
Very important	= 4				
Important	= 3				
Less important	= 2				
Not at all important	= 1				
	1	2	3	4	5
<b>Newspapers</b>					
15.1 Advertisements					
15.2 Editorials					
15.3 Articles					
15.4 Letters					
15.5 Other (Specify)					

Extremely important	= 5				
Very important	= 4				
Important	= 3				
Less important	= 2				
Not at all important	= 1				
	1	2	3	4	5
<b>Magazines</b>					
15.6 Advertisements					
15.7 Editorials					
15.8 Articles					
15.9 Letters					
15.10 Other (Specify)					

16. When reading **newspapers** indicate what attracts your attention to tourism information?

Extremely important	= 5				
Very important	= 4				
Important	= 3				
Less important	= 2				
Not at all important	= 1				
	1	2	3	4	5
<b>TOURISM ADVERTISEMENTS</b>					
16.1 Colour					
16.2 Pictures used					
16.3 Size of the information					
16.4 Content of the information					
16.5 Placement of the information					
16.6 Other (Specify)					

Brochures            8  
 Word of mouth            9  
 Other (Specify)            10