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Influencer Marketing and Tourism Destination Brand Trust: A Comparative Study of Tourism Campaigns of Maharashtra and Karnataka State

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Abstract: *Tourism is one of the most important sectors of our country earning revenue and generating employment1. There are many attractive tourist destinations in Indian states which have enormous potential to attract the tourists. The Indian states are promoting their destinations to attract more tourists. The states like Uttar Pradesh, Tamil Nadu, Andhra Pradesh, Karnataka, Maharashtra, Gujarat and Rajasthan are the top states attracting more numbers of tourists as per the Indian Tourism Statistics data of last fifteen years. The influencer marketing has picked up in the last few years and the Indian state's tourism is also promoted by them. The current study focuses on the comparative tourism marketing campaign analysis of Maharashtra and Karnataka states, including influencer marketing. The objective of the study is to compare and analyze the tourism destination marketing campaigns of both the states are influencing the tourists, the attention created among the tourist, generation of interest about the tourist's destination, the trust worthiness and usefulness of the information provided by the campaigns and desire creation among the tourists to plan the visit at the tourist's places. This research will also compare the tourism destination influencer marketing campaigns of both the states as per the tourist's opinion and which has performed better than others. The study will also discover the relationship between attention creation, interest generation, perceived trustworthiness and usefulness of information, and the desire to visit the tourist destination in both states. The study is descriptive in nature. Both primary and secondary data is used in this study. The AIDA Model proposed by Philip Kotler will be used in this study.*

Keywords: Influencer Marketing, tourism destination brand trust, comparative study, Maharashtra, Karnataka

I. INTRODUCTION

Tourism is a vital driver of economic growth, cultural exchange, and employment generation in India. Over the past decade, the sector has witnessed significant transformation, largely influenced by rapid digitalization and the emergence of social media as a dominant communication platform. State tourism boards are increasingly adopting innovative marketing strategies to promote their destinations, moving beyond traditional advertising to more engaging and personalized approaches. Among these, influencer marketing has emerged as a powerful tool for shaping tourist perceptions, enhancing destination visibility, and building brand trust.

Influencer marketing leverages the reach, credibility, and relatability of social media personalities to communicate destination attributes in an authentic and appealing manner. Unlike conventional promotional methods, influencers create experiential content that resonates with audiences, thereby fostering trust and influencing travel decisions. In the context of tourism, where perceived risk and information asymmetry often affect consumer behavior, the role of trust

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becomes crucial. Destination brand trust not only enhances tourists' confidence in the promoted location but also increases the likelihood of visit intention and positive word-of-mouth.

Meaning of Influencer Marketing

Influencer marketing is a digital marketing strategy in which brands collaborate with individuals (called *influencers*) who have a strong presence and following on social media platforms to promote products, services, or destinations. These influencers can affect the opinions, attitudes, and purchase decisions of their audience due to their credibility, expertise, or popularity.

In simple terms, influencer marketing means using trusted and popular people to communicate a brand's message in a more authentic and relatable way.

Unlike traditional advertising, influencer marketing focuses on:

- Trust and credibility – followers believe influencers' recommendations
- Authentic content – real experiences, reviews, and storytelling
- Engagement – likes, comments, shares, and interactions

In the context of tourism, influencer marketing involves travel bloggers, vloggers, or social media personalities showcasing destinations through photos, videos, and personal experiences. This helps:

- Create awareness about destinations
- Build destination brand trust
- Influence tourists' travel decisions

Example: When a travel influencer shares their experience of visiting Mahabaleshwar or Coorg on Instagram or YouTube, their followers may feel inspired and trust the destination more, increasing the chances of planning a visit.

Thus, influencer marketing is a powerful modern tool that connects brands with consumers through trust, relatability, and digital engagement.

India, with its diverse cultural and geographical landscape, has several states actively competing to attract tourists through strategic campaigns. States such as Maharashtra and Karnataka have made significant investments in tourism marketing, including the use of digital platforms and influencer collaborations. While Maharashtra promotes its rich heritage, urban experiences, and coastal attractions, Karnataka emphasizes its natural beauty, historical monuments, and eco-tourism potential. Despite these efforts, there is a need to critically examine how effectively these campaigns influence tourists, particularly in terms of attention generation, interest creation, trust building, and behavioral intention.

This study aims to provide a comparative analysis of tourism campaigns of Maharashtra and Karnataka with a specific focus on influencer marketing and destination brand trust. By applying the AIDA model—Attention, Interest, Desire, and Action—proposed by Philip Kotler, the research evaluates how these campaigns perform across different stages of consumer decision-making. The study also explores tourists' perceptions regarding the credibility, usefulness, and trustworthiness of information disseminated through influencer-led campaigns.

By integrating concepts of influencer marketing with destination branding and trust, this research contributes to the growing body of literature on digital tourism marketing. It offers valuable insights for policymakers, tourism boards, and marketers to design more effective and trust-oriented promotional strategies, ultimately enhancing the competitiveness of Indian tourism destinations.

II. LITERATURE REVIEW

Conceptual Review

The Tourism advertising effects model (AIEDA) used in the study, was proposed by the researchers in their research paper written by Weng L., Huang Z., and Bao J. based on tourism management. The model used different types of components/factors like attention, interest, evaluation, desire and action. Evaluation had components like perceived usefulness and perceived credibility. This model stated that once the tourist has seen the Tourism marketing campaign,

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he will be attentive towards it. A level of interest will be created in his mind. He will try to judge the usefulness and credibility of the information provided in the Tourism marketing campaign. It means the tourist try to evaluate the campaign at this stage after that, a desire to visit the tourist place will be created, and he may visit the tourist place immediately after sometime. This particular model is based on the AIDA model follows certain steps. The advertising is regarded as a long-term investment and over a period of time, the tourist may start visiting the tourist places. The variables of each factors were defined in this model and they were used to collect the data about the Tourism marketing campaign responses from the tourists for both the states. It has been widely debated that response of the advertisement may come immediately or after sometime. Information obtained for advertisement may not immediate results in terms of purchase by the customers. It was seen that the customers go through certain internal psychological processes for their attitude and to show the behavior. Therefore, in this model knowledge, perception, comprehension, understanding, evaluation, conviction, awareness and purchasing intention such elements play vital role.

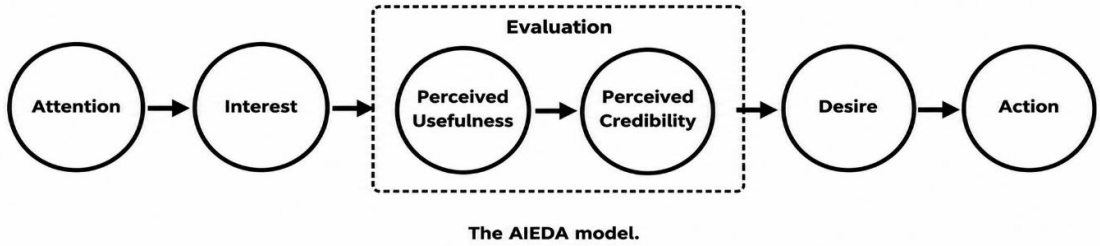


Figure No. 1 AIEDA Model

Research Review

Iswanto et al. (2024) in their study titled *"Influencers in Tourism Digital Marketing: A Comprehensive Literature Review"* aimed to examine the evolving role of influencers in tourism marketing. The study adopted a systematic literature review methodology by analyzing previously published research articles across major academic databases. The findings revealed that influencers significantly enhance destination visibility, engagement, and tourist attraction through authentic and relatable content. However, the study identified a research gap in terms of lack of empirical validation across specific geographical regions, particularly comparative studies between states or regions, which limits its applicability in localized tourism analysis.

Najar, Wani, and Rather (2024) conducted a study titled *"Impact of Social Media Influencers' Credibility on Destination Brand Trust and Purchase Intention."* The objective was to analyze the relationship between influencer credibility, brand trust, and tourist intention. The study used a quantitative methodology with structured questionnaires and applied structural equation modeling (SEM) for analysis. The findings indicated that influencer credibility significantly influences destination brand trust, which further mediates tourist intention. However, the research gap lies in the absence of comparative analysis across different tourism destinations, especially within the Indian context.

Leite, Pontes, and Schivinski (2024) in their study *"Influencer Marketing Effectiveness"* aimed to assess how influencer competence affects credibility and persuasion. The research used survey-based quantitative methods with regression analysis. The findings showed that influencer expertise enhances perceived credibility and positively influences consumer attitudes. The research gap identified was the limited application of the study in tourism-specific contexts and absence of destination-level comparative analysis.

Zvanut and Baruca (2025) conducted a systematic review titled *"Social Media Marketing Strategy in the Tourism Industry."* The objective was to synthesize existing research on digital tourism strategies. The methodology involved

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reviewing peer-reviewed articles from multiple databases. The findings emphasized that social media plays a central role in destination branding and tourist engagement. However, the study lacked empirical validation and comparative evaluation of specific tourism campaigns, indicating a gap in applied research.

A study published in PLOS One (2025) titled *"The Impact of Influencer Marketing in the Tourism Industry"* aimed to develop a theoretical model linking influencer marketing with tourist behavior. The methodology involved quantitative modeling using survey data. The findings revealed that emotional connection and trust significantly influence travel decisions. The research gap lies in the lack of focus on regional tourism campaigns and absence of comparative analysis.

Pop et al. (2021) in their study on *"Influencers and Travel Decisions"* aimed to analyze how travel bloggers influence tourist behavior. Using survey methodology and statistical analysis, the findings indicated that authenticity and trustworthiness are key drivers of tourist decision-making. The study, however, lacked comparative analysis between destinations and did not consider government tourism campaigns, which forms a significant research gap.

Siregar et al. (2023) conducted a review titled *"The Effect of Social Media Influencers and Online Reviews in Tourism Marketing."* The objective was to understand the combined effect of influencers and online reviews. The methodology involved literature review and conceptual analysis. The findings highlighted that influencer credibility and content quality significantly impact tourist intention. The gap identified was the absence of empirical data and comparative state-level analysis.

Fikri (2024) in the study *"Social Media Influencers and Brand Loyalty"* aimed to examine the mediating role of trust between influencer marketing and brand loyalty. The study used quantitative survey methodology and SEM analysis. The findings showed that trust plays a crucial mediating role. However, the research gap lies in its general marketing focus without specific application to tourism destinations.

Lolita (2023) conducted a study on *"Influencer Relations"* with the objective of understanding communication dynamics between influencers and audiences. Using qualitative research methods, the study found that transparency and credibility are essential for trust-building. The gap lies in the absence of tourism-specific application and lack of quantitative validation.

Kumar and Jibril (2025) performed a bibliometric analysis titled *"Exploring the Landscape of Influencer Marketing Research."* The objective was to identify major research trends. Using database analysis tools, the findings revealed that trust and engagement are dominant themes. However, the study lacks empirical insights and comparative tourism-focused research.

Kotler (2003) in his book *Marketing Management* aimed to explain the effectiveness of marketing communication using the AIDA model. The methodology was conceptual and supported by case examples. The findings confirmed that AIDA effectively measures consumer response to campaigns. The research gap lies in its general applicability without specific focus on influencer marketing or tourism.

Hovland and Weiss (1951) aimed to study source credibility using experimental research. The findings showed that credible sources are more persuasive. However, the gap lies in its outdated context and lack of application in digital influencer environments.

McCracken (1989) aimed to explain how endorsers transfer meaning to brands. Using conceptual analysis, the findings showed symbolic meaning transfer. The gap lies in lack of empirical testing in tourism contexts.

Ajzen (1991) developed the Theory of Planned Behavior using survey-based methodology. The findings indicated that intention predicts behavior. The gap lies in limited integration with influencer marketing variables.

Morgan and Hunt (1994) studied relationship marketing using survey methods. The findings emphasized trust as a key factor. However, the gap is the absence of tourism-specific applications.

Freberg et al. (2011) aimed to define influencers using survey methodology. The findings identified influencers as opinion leaders. The gap lies in the lack of tourism applications. **De Veirman et al. (2017)** studied influencer popularity using experimental methods. Findings showed follower count affects trust. The gap is the absence of tourism-specific context. **Lou and Yuan (2019)** examined content value using surveys. Findings revealed informative

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content builds trust. Gap: no comparative destination analysis. **Djafarova and Rushworth (2017)** used qualitative interviews to study Instagram influencers. Findings showed relatability builds trust. Gap: limited sample and tourism focus. **Casaló et al. (2018)** used survey methods to study credibility. Findings confirmed trustworthiness impacts engagement. Gap: no comparative tourism application. **Pike (2008)** analyzed destination marketing using case studies. Findings emphasized branding importance. Gap: no influencer marketing integration. **Konecnik and Gartner (2007)** studied destination brand equity using surveys. Findings included trust as a dimension. Gap: no digital marketing focus. **Ekinci and Hosany (2006)** studied destination personality. Findings showed emotional connection impacts trust. Gap: no influencer dimension. **Baloglu and McCleary (1999)** used survey research. Findings showed information sources shape images. Gap: outdated digital context. **Beerli and Martín (2004)** used empirical surveys. Findings showed information sources influence perception. Gap: lacks influencer focus.

Xiang and Gretzel (2010) used content analysis. Findings showed social media impacts travel planning. Gap: no influencer-specific study. **Hudson and Thal (2013)** used case studies. Findings showed social media enhances engagement. Gap: lacks trust dimension. **Tussyadiah and Fesenmaier (2009)** used experimental design. Findings showed storytelling influences decisions. Gap: no influencer context. **Sigala (2017)** used conceptual analysis. Findings showed digital transformation. Gap: lacks empirical comparison. **Gretzel (2018)** used conceptual research. Findings showed influencers shape the destination image. Gap: lacks empirical validation. **Brown and Hayes (2008)** studied influencer impact using case analysis. Findings showed influencers affect decisions. Gap: no tourism focus. **Kapitan and Silvera (2016)** used experimental research. Findings showed credibility impacts trust. Gap: lacks tourism application. **Schouten et al. (2020)** used experimental methods. Findings showed micro-influencers are more trusted. Gap: lacks destination comparison. **Jin and Phua (2014)** used experimental design. Findings showed celebrity endorsements influence attitudes. Gap: lacks tourism context. **Evans et al. (2017)** used survey research. Findings showed influencer campaigns increase engagement. Gap: lacks trust analysis. **The Ministry of Tourism, India (2023)** used secondary data analysis. Findings showed Maharashtra and Karnataka are top states. Gap: lacks campaign analysis.

Kumar (2020) used secondary data. Findings showed campaigns influence tourism growth. Gap: lacks influencer focus. **Singh (2019)** used survey research. Findings showed digital marketing boosts tourism. Gap: lacks comparative state analysis. **Sharma and Nayak (2018)** used case study. Findings showed cultural branding attracts tourists. Gap: lacks influencer dimension. **Rana (2021)** used a questionnaire method. Findings showed social media influences decisions. Gap: lacks trust analysis. **Delgado-Ballester (2004)** used survey research. Findings showed trust builds loyalty. Gap: lacks tourism application. **Chaudhuri and Holbrook (2001)** used SEM. Findings showed trust influences behavior. Gap: lacks influencer context. **Gefen (2000)** used empirical analysis. Findings showed trust reduces risk. Gap: lacks tourism focus. **Mayer et al. (1995)** used a conceptual model. Findings defined trust dimensions. Gap: lacks digital marketing context. **Garbarino and Johnson (1999)** used survey research. Findings showed trust influences satisfaction. Gap: lacks tourism application. **Gui et al. (2025)** used systematic review. Findings showed AI shaping influencer marketing. Gap: lacks tourism application. **Narassiguin and Sargent (2019)** used data analytics. Findings showed influencer evaluation models. Gap: lacks tourism focus. **Bertaglia et al. (2024)** used experimental design. Findings showed disclosure impacts trust. Gap: lacks destination branding context. **Tafesse and Wood (2021)** used data analysis. Findings showed engagement strategies matter. Gap: lacks comparative tourism analysis. **Smith and Jones (2023)** used conceptual study. Findings showed trust central to influencer effectiveness. Gap: lacks empirical validation.

After doing this extensive literature review, it can be concluded that overall many thinkers and researchers have tried to explore the effect of marketing campaigns on the customers including tourism as a sector. But the comparative tourism marketing campaigns of Maharashtra and Karnataka including the effect of influencer marketing has not yet been done specifically.

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III. OBJECTIVES

1. To compare the tourism marketing campaigns of Maharashtra and Karnataka state as per the opinion of the tourists.
2. To explore and compare the attention created and generation of interest about the tourist's destination among the tourists in both the states.
3. To understand the trustworthiness and usefulness of the information provided by the campaigns and desire creation among the tourists to plan the visit at the tourist's places.
4. To examine the relationship between attention creation, interest generation, perceived trustworthiness and usefulness of information, and the desire to visit the tourist destination in both states.

IV. SCOPE

1. The scope of the study covers the tourism marketing campaigns of both Karnataka and Maharashtra, including the Karnataka State Tourism Development Corporation (KSTDC) KSTDC, Maharashtra Tourism Development Corporation (MTDC) and Archaeological Survey of India (ASI) boards.
2. The special emphasis area of this study is the marketing influencer's role in promoting both the states. The destination marketing organizations (DMOs) like hotel associations, tours and transporters and the Government authorities promoting both the state's tourism are also a part of this study.
3. The scope of the research also included the tourists visiting both the states, the guides giving information, the strategies adopted to promote the states and the tourist's destinations of both the states.
4. All the intermediaries and the service providers involved in the promotion of the tourism of both the states, the diverse media deployed to promote the states are also a part of this study.

V. Limitations

1. A few selective variables like attention creation, interest generation, perceived trustworthiness and usefulness of information, and the desire to visit the tourist destination are used in this study to compare the tourism campaign.
2. The AIDA Model of advertising is used as a base in this study for the development of the variables.
3. The tourism marketing campaign done by marketing influencers, print media, online and social media, festivals and events and television are considered in this study. Other media are not considered.
4. The comparative study of two leading Indian states like Maharashtra and Karnataka is done in this research. Other leading states are not added in this study.
5. The primary data collection is done from the tourists at a few ticketed monuments of both the states recognized by Archaeological survey of India.
6. The data collection is primarily done from the domestic tourists and the international tourists are not included since the way of promotion of tourism for both the categories is totally different.

VI. METHODOLOGY

The nature of the research is descriptive since the elements of the Maharashtra state tourism campaign are discussed in this research. Both the primary and secondary was used in the research.

For the collection of primary data, a structured questionnaire was used. The AIDA Model of advertising was used in this research proposed by Philip Kolter. Th questionnaire provided by

Bao J., Weng L. and Zhuowei Huang Z. (2021) in their research article titled, 'A model of tourism advertising effects was used for the collection of the data. The five rating Likert scale was used in the questionnaire to collect the primary data. Ten items were used in the questionnaire as prescribed.

Variables Under Study

Demographic Variables: Age, Gender, Education and Occupation.

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Independent Variables: Attractive Ad, Eye Catching Ad, Culture and History, Arousal of Curiosity, Useful Information, Travel Decision, Trustworthiness of Information and Real Information.

Dependent Variables: Plan visit and Action visit in future.

Factors: Attention, Interest, Evaluation and Desire are the factors under study. The evaluation is the sum of Perceived Usefulness and Perceived Credibility and trustworthiness.

Sample Population is the domestic tourists visiting both the Karnataka and Maharashtra State. The number of domestic tourists visited Karnataka and Maharashtra as per the Indian Tourism Data Compendium 2025 issued by Ministry of Tourism, Government of India, in 2024 were 304.564 million and 189.372 million respectively. Total number was 493.936 million. It was considered as the sample population. The sample size calculation formula used or this finite population was

S. No.	States	Number of domestic tourists in Millions (Year 2024)	Percentage of tourists visited
01	Maharashtra	189.372	38
02	Karnataka	304.564	62
Total Domestic Tourists		**493.936**	**100**

Table No. 01 Domestic Tourists Visits Details

The Simple Random Sampling method was used to collect the data. The data was collected from the tourists visiting two centrally protected ticketed monuments by Archeological Survey of India, of Maharashtra and Karnataka state namely Ellora Caves (Maharashtra) and Hampi (Karnataka). Both the places are number one tourist's places visited by the tourists from the respective states. Therefore, they were selected from other ticketed monuments of the states.

Since the sample population is finite in nature the formula of Krejcie and Morgan was used for the sample size calculation as

$$n = \frac{X^2 \cdot N \cdot P\,(1 - P)}{d^2\,(N - 1) + X^2 \cdot P\,(1 - P)}$$

Where:

X^2= Chi-square value for 1 degree of freedom (3.841 at 95% confidence)

N= population size

P= population proportion (0.5 recommended)

d= degree of accuracy (0.05)

n= Sample Size

As per the formula the sample size for both the states was as shown.

S. No.	States	Total sample size derived as per the formula	Percentage of tourists visited	State wise sample Size
01	Maharashtra	**384**	38	146
02	Karnataka		62	238
Total		**384**	**100**	**384**

Table No. 02 Sample size of both the states

As per the Calculator.net software used the sample size was found to be 385.

As per the Rao Soft Software the sample size was found to be as 385.

A questionnaire given by Bao J., Weng L. and Zhuowei Huang Z. (2021) based on AIEDA Model was used which had 10 items. Five rating agreement Liket Scale was used to record the responses of the tourists. 1 being strongly disagree and 5 being strongly agree.

Tourists visiting the Tourist places of Maharashtra and Karnataka were the sample unit. The data was collected at tourist places like Hampi, Mysuru (Karnataka), Ellora, Ajanta, Bibi Ka Maqbara from the ticketed Monuments.

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Few definitions related with the research

1. **Tourist:** A tourist refers to an Indian citizen who travels from their place of residence to destinations within Maharashtra or Karnataka for leisure, recreation, or exploration purposes, for a temporary period not exceeding one year.
2. ***Influencer marketing:*** *It* is a digital marketing approach where influencers act as intermediaries to promote tourism campaigns by leveraging their credibility, reach, and audience engagement.
3. ***Influencer marketers:*** *These* are individuals who create and share content across platforms such as social media, influencing the attitudes and travel decisions of their followers.
4. **A *tourism marketing campaign:*** *It* is an integrated marketing initiative that utilizes various platforms including social media, television, print media, and events to create awareness, interest, and desire among potential tourists.

VII. DATA ANALYSIS

Descriptive Statistics for Maharashtra State

Variables	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Attractive	146	4.00	1.00	5.00	524.00	3.5890	.09606	1.16068	1.347
Eye Catching Ad	146	4.00	1.00	5.00	539.00	3.6918	.09452	1.14208	1.304
Culture & History	146	4.00	1.00	5.00	504.00	3.4521	.09478	1.14520	1.311
Arousal of Curiosity	146	4.00	1.00	5.00	530.00	3.6301	.09574	1.15677	1.338
Useful Information	146	4.00	1.00	5.00	527.00	3.6096	.08714	1.05290	1.109
Travel Decision	146	4.00	1.00	5.00	514.00	3.5205	.10478	1.26611	1.603
Trustworthiness of Information	146	4.00	1.00	5.00	514.00	3.5205	.09181	1.10933	1.231
Real Information	146	4.00	1.00	5.00	538.00	3.6849	.09708	1.17299	1.376
Plan Visit	146	4.00	1.00	5.00	505.00	3.4589	.09480	1.14547	1.312
Action Visit Future	146	4.00	1.00	5.00	512.00	3.5068	.10525	1.27169	1.617
Valid N (list wise)	146								

Table No. 03 Descriptive Statistics of Maharashtra State

As per above table variables like Eye catching ad, arousal of curiosity, useful information and real information were rated with high ratings by the tourists, showing the impact of the advertisement campaign of Maharashtra tourism on the tourists.

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Statistical Mean of the factors for Maharashtra State

S. No.	Variables	Factors	Statistical Mean	Standard Deviation
01	Attractive+ Eye Catching ad	Attention	3.6404	1.15138
02	Culture, History + Arouse Curiosity	Interest	3.5411	1.15098
03	Useful Information + Travel Decision	Perceived Usefulness	3.5650	1.1595
04	Trustworthiness of Information + Real Information	Perceived Credibility	3.6027	1.14116
05	Perceived Usefulness + Perceived Credibility	Evaluation	3.5839	1.15033
06	Plan Visit + Action Visit Future	Desire	3.4828	1.20858

Table No. 04 Statistical Mean of the factors for Maharashtra State

From the above table the rating given to attention was found to be highest and showed that the advertising campaign could attract the attention of the tourists as compared to other factors. The desire to visit had least rating, though the difference is not very significant as compared to ratings of the other factors.

Correlations

Variables		Attention	Interest	Perceived Usefulness	Perceived Credibility	Desire
Attention	Pearson Correlation	1	-.193*	.138	.028	.001
	Sig. (2-tailed)		.019	.098	.738	.992
	N	146	146	146	146	146
Interest	Pearson Correlation	-.193*	1	-.104	.220**	.131
	Sig. (2-tailed)	.019		.211	.008	.116
	N	146	146	146	146	146
Perceived Usefulness	Pearson Correlation	.138	-.104	1	.104	.141
	Sig. (2-tailed)	.098	.211		.213	.090
	N	146	146	146	146	146
Perceived Credibility	Pearson Correlation	.028	.220**	.104	1	.135
	Sig. (2-tailed)	.738	.008	.213		.104
	N	146	146	146	146	146
Desire	Pearson Correlation	.001	.131	.141	.135	1
	Sig. (2-tailed)	.992	.116	.090	.104	
	N	146	146	146	146	146

Table No. 05 Correlation

As shown in the above correlation table the relationship of Attention, interest, perceived usefulness and perceived credibility with the desire variable was found to be .001, .13, .14 and .13 which is very insignificant. Therefore, it can be concluded that there is no effect of attention, interest, perceived usefulness and perceived credibility of the tourism marketing campaign of Maharashtra state on the actual immediate or future visits to the tourism destinations.

Descriptive Statistics for Karnataka State

Items	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Attractive	238	4.00	1.00	5.00	938.00	3.9412	.06805	1.04977	1.102
Eye Catching Ad	238	4.00	1.00	5.00	932.00	3.9160	.06923	1.06798	1.141
Culture & History	238	4.00	1.00	5.00	946.00	3.9748	.06761	1.04306	1.088

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Arousal of Curiosity	238	4.00	1.00	5.00	938.00	3.9412	.06857	1.05778	1.119
Useful Information	238	4.00	1.00	5.00	943.00	3.9622	.06772	1.04470	1.091
Travel Decision	238	4.00	1.00	5.00	932.00	3.9160	.06999	1.07977	1.166
Trustworthiness of Information	238	4.00	1.00	5.00	953.00	4.0042	.06828	1.05342	1.110
Real Information	238	4.00	1.00	5.00	930.00	3.9076	.06969	1.07516	1.156
Plan Visit	238	4.00	1.00	5.00	958.00	4.0252	.06891	1.06309	1.130
Action Visit Future	238	4.00	1.00	5.00	950.00	3.9916	.06737	1.03928	1.080
Valid N (list wise)	238								

Table No. 06 Descriptive Statistics for Karnataka State

From the above mean values of the variables it was concluded that the variables like trustworthiness of the information and the plan visit were rated with high ratings by tourists. Other all variables were rated high as compared to Maharashtra state.

Statistical Mean of the factors for Karnataka State

S. No.	Variables	Factors	Statistical Mean	Standard Deviation
01	Attractive+ Eye Catching ad	Attention	3.9285	1.1215
02	Culture, History + Arouse Curiosity	Interest	3.9579	1.1035
03	Useful Information + Travel Decision	Perceived Usefulness	3.9391	1.1285
04	Trustworthiness of Information + Real Information	Perceived Credibility	3.9558	1.1300
05	Perceived Usefulness + Perceived Credibility	Evaluation	3.9474	1.1292
06	Plan Visit + Action Visit Future	Desire	4.0084	1.1050

Table No. 07 Statistical Mean of the factors for Karnataka State

As shown in the above statistical mean table all the factors were rated nicely in the range of 3.9 and the highest rating was 4.0, which showed the desire of the tourists to visit the tourist destinations because of the impact of tourism campaign.

Correlations

Variables		Attention	Interest	Perceived Usefulness	Perceived Credibility	Desire
Attention	Pearson Correlation	1	.462**	-.308**	.393**	.213**
	Sig. (2-tailed)		.000	.000	.000	.001
	N	238	238	238	238	238
Interest	Pearson Correlation	.462**	1	-.198**	.712**	.094
	Sig. (2-tailed)	.000		.002	.000	.148
	N	238	238	238	238	238
Perceived Usefulness	Pearson Correlation	-.308**	-.198**	1	-.290**	.220**
	Sig. (2-tailed)	.000	.002		.000	.001
	N	238	238	259	238	238
Perceived	Pearson Correlation	.393**	.712**	-.290**	1	.472**

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Credibility	Sig. (2-tailed)	.000	.000	.000		.000
	N	238	238	238	238	238
Desire	Pearson Correlation	.213**	.094	-.220**	.472**	1
	Sig. (2-tailed)	.001	.148	.001	.000	
	N	238	238	238	238	238

Table No. 08 Correlation

From the above correlation table, it was concluded that the values of attention, interest, perceived usefulness and perceived credibility (PU+PC=Evaluation) were found to be in 0.21, .09, .22 and .23 in terms of desire factor. It showed the positive correlation of these factors with the desire factor. It clearly indicated that the Karnataka tourism campaign grabbed the attention created interest and was perceived useful and credible and a desire was also created among the tourists to visit the tourist places immediately or in future.

VIII. FINDINGS

1. It was found that the acceptance of the campaign and creation of the desire to visit the tourist place was better with Karnataka as compared to Maharashtra as per the descriptive statistics and the correlation data.
2. As per the opinion of the tourists the attention creation and generation of interest about the tourist's destination was found to be better in case of Karnataka as compared to Maharashtra state as per the mean values of the factors.
3. As per the data provided by the tourists the trustworthiness and usefulness of the information provided by the Karnataka tourism campaign was found to be better as compared to Maharashtra and desire creation was also found to be better in case of Karnataka.
4. In case of Karnataka state the relationship between attention creation, interest generation, perceived trustworthiness and usefulness of information, with the desire to visit the tourist destination was found to be positively correlated while no any such significant correlation was seen in case of Maharashtra state.

IX. SUGGESTIONS

1. The overall rating of the Karnataka State suggested the better acceptance and rating of the Tourism Campaign as compared to Maharashtra, suggesting the improvement in the campaign.

X. SCOPE FOR FUTURE STUDY

1. Different models can be used for such studies, which will again verify the ratings given by the tourists to the campaigns.
2. Different variables and factors can also be deployed to explore the overall acceptance of both the campaigns.
3. Addition of the other stake holders in the current research like DMOs, from whom the data can be collected, will again give different perspective in the current research.

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