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A Study on Advertising Strategies of Yana Travels, Bengaluru

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Abstract: ***Advertising strategies refer to the overall plan or approach that a business or organization usesto promote its products or services to a target audience. These strategies are designed to create awareness, generate interest, and ultimately persuade potential customers to take specific actions, such as making a purchase, signing up for a service, or engaging with a brand.***
Advertising strategies refer to the planned approach businesses use to promote their products or services to target audiences, aiming to achieve specific marketing objectives such as brand awareness, customer engagement, and sales growth. In this study, we delve into the advertising strategies adopted by travel companies, examining how these firms design and execute campaigns to stand out in a highly competitive industry. With the rise of digital platforms and evolving consumer preferences, travel companies are now leveraging diverse advertising channels, including social media, influencer partnerships, search engine optimization (SEO), and paid online ads, alongside traditional media such as television and print. This article explores how these strategies are crafted to resonate with various customer segments, addressmarket seasonality, and enhance brand visibility. The research also evaluates the impact of these advertising efforts on customer engagement, brand loyalty, and return on investment (ROI). By offering insights into successful marketing approaches, this study aims to guide travel companies in refining their advertising strategies to stay competitive in a rapidly changing marketplace.
Keywords: Advertising strategies, brand awareness, digital marketing, traditional media, social media marketing, influencer marketing, search engine optimization (SEO), pay-per-click (PPC), customer engagement.

I. INTRODUCTION

In today's competitive travel industry, an effective advertising strategy is essential for businesses like Yana Travels to stand out and attract customers. Advertising strategy refersto the plan and tactics a company uses to promote its products or services, with the goal of reaching a specific target audience and increasing brand awareness. For Yana Travels, a comprehensive advertising strategy encompasses both traditional and digital media, aimingto highlight its unique offerings, such as personalized travel experiences, competitive pricing,and exceptional customer service.

Through strategic ad placements, social media campaigns, search engine marketing, and partnerships with travel influencers, Yana Travels seeks to engage potential travellers, build trust, and establish itself as a go-to option for domestic and international journeys. By tailoring its messaging to resonate with different traveller demographics such as adventure seekers, family vacationers, or business travellers—Yana Travels can maximize its reach and drive more bookings, ultimately enhancing its market situation in the travel industry.

II. REVIEW OF LITERATURE

Moulana and Smith (2015) brought up the Central government has the significant part in the overall tourism association by covering reasonable tourism approach.

Richie and Sheridan (2013) have done critical research in tourism approach inquire about. Substitute strategies to mentality estimation has been carefully examined by gordon H. C.McDougall and colossal munro.

Dr. Sc. Devar & Mrs.VintiDever,(2019) examine on "Advertising of Tourism Services: Learning on Haryana Tourism" features the salaried of Haryana Tourism Corporation Limited (A State Government Undertaking) on the base of yearly reports of the business.

Brian Solis (2011) analyse the new universe of online entertainment, versatile and how to utilize them successfully named in "The New Media College and gave a total aide for brands and organizations to lay out, develop, and scale the progress in the Web.

S.A. Keelson, (2012). chipped away at examination and translation of the Promoting Ideas: Hypothetically not at all like ways are driving basically the indistinguishable goal.

Serena De Maio(2020), business model expert to P& G (Luxury and Premium beautyproducts) has worked on marketing Strategy and brand management in 40 countries and wroteon practical aspects of in May 2016.

Stewart Swayze (2005-2015), a business specialist lined up with major GEs projects and various small and medium enterprises, in

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recent years during 2005-15 worked for north of a decade and wrote important notes on Marketing, Deals and Corporate strategy, while working with industrialists.

Jim Blythe, (2009) dealt with key Ideas in Showcasing and attempted to find the solution to the issue of: " How would you get your items to the client?" His anxiety for creation and dissemination was very powerful. His works should be visible in well-known book "Key Ideasin Promoting".

Joseph Hair (2007) is Teacher of Advertising at Kennesaw State College. He is filling in as a showcasing expert to different organizations in an enormous number of enterprises going from food and retail to monetary administrations, medical services, hardware, and the U.S. Divisionsof Agribusiness and Inside.

K. Hartley, and W. Rudelius, (2001) un curtained the Promoting realities having extraordinary worth to clients and society at large. Throughout the entire existence of advertising thought transformed the fundamentals of administrations showcasing entertaining. It was upheld by Moral perspectives on showcasing society.

III. OBJECTIVES

1) To analyse the advertising strategy of the travel agency.
2) To study the various factors of Yana Travels.
3) To suggest the modern advertising strategies Yana travels.
4) To meet the customer's expectation travelling regularly in Yana travels.
5) To know the customers point of view towards Yana travels.

IV. STATEMENT OF THE PROBLEM

Travel companies face a growing challenge in creating and executing effective advertising strategies that can capture the attention of an increasingly selective and digitally savvy audience.

The rise of digital platforms has transformed how potential customers discover, engage with, and book travel experiences, making traditional advertising channels less effective in isolation. Companies are required to balance the use of digital marketing, such as social media, SEO, and influencer campaigns, with traditional forms of advertising to maximize brand visibility and customer acquisition. Moreover, identifying the right mix of these strategies that aligns with consumer behavior, market trends, and budget constraints is critical.

The problem lies in how travel companies can optimize their advertising efforts to notonly increase brand awareness but also improve customer engagement and conversion rates while maintaining a favorable return on investment (ROI).

V. TYPE OF RESEARCH

Descriptive research is adopted for the study. As descriptive research is the method of collecting Descriptive data furthermore, it helps in understanding the adequacy of social media in recruitment of the viewers.

VI. SOURCES OF DATA COLLECTION

A. Primary Data

Information collected directly from Employee for research. This data is generally more accurate and relevant to the organization's specific needs.

Through surveys and questionnaires. They involve asking a set of predetermined questionsto gather quantitative or qualitative data from a target audience.

B. Sampling Method

Random sampling technique this technique is used for the study, and in view of the questionnaire the concentrate on has been conveyed out.

C. Sample Size

Survey which is been conducted carrying sample size of 50 respondents by the help of convenient sampling & selection method.

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Table showing information about age of employees.

AGE	No of Respondents	Percentage
"10-20	2	4%
21-30	28	56%
31-40	13	26%
41 & Above	7	14%
Total	50	100%

- *Analysis:* From the table it is observed that 56% of employees belong to age group 21 to 30, whereas26% of employees belong to age group belong to 31 to 40 years.

Table showing information about gender.

Gender	No of respondents	Percentage
Male	34	68%
Female	16	32%
Others	0	0%
Total	50	100%

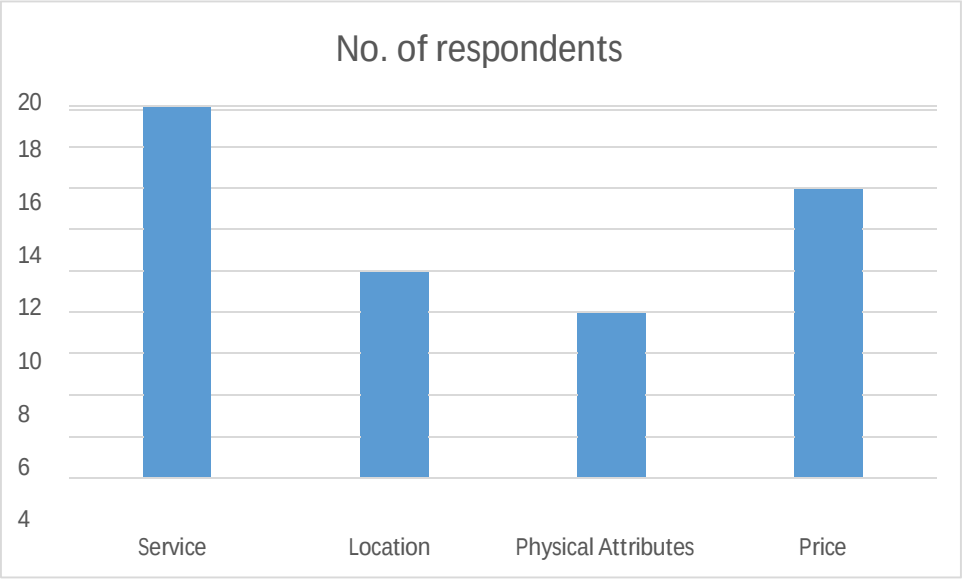
- *Analysis:* From the table it is observed that 68% of male employees working in Yana travels & 32% areof female.

Tables showing the factors that catches the attention of the customers at first.

Opinion	No. of respondents	Percentage
Service	18	36%
Location	10	20%
Physical Attributes	8	16%
Price	14	28%
Total	50	100%

- *Analysis:* It is observed in the table 36% of respondents attract towards service that the company provides to its customer as its primary & important one.

Graph showing about the factor that catches the attention of the customers atFirst



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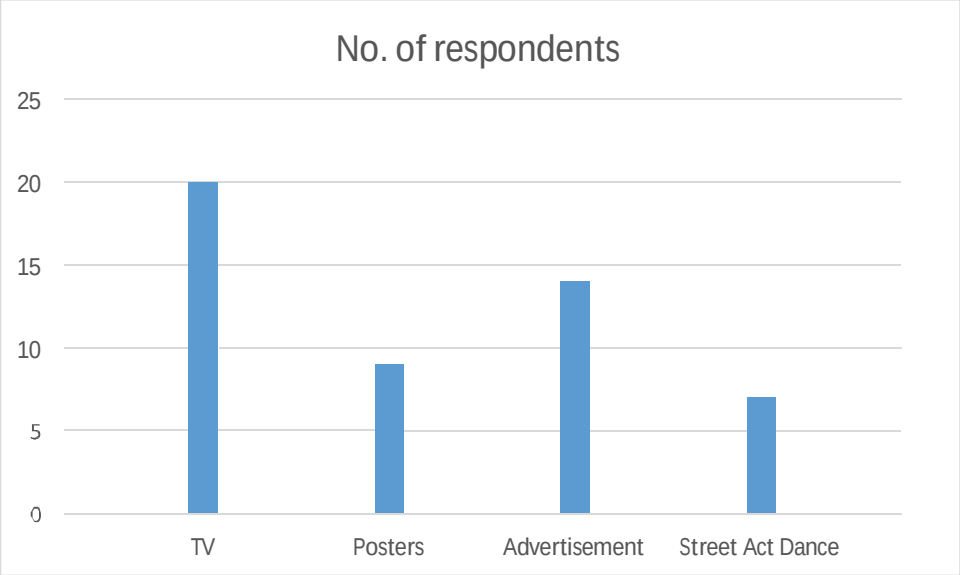
- *Interpretation:* It's identified from graph that 36% respondents say that customers attract towards serviceas ever it's the major & also important. Customers ever get good service as they have to experience. Second major is price with 28%respondents says that customer attract towards price

Table shows the strategy of marketing services.

Opinion	No. of respondents	Percentage
TV	20	40%
Posters	9	18%
Advertisement	14	28%
Street Act Dance	7	14%
Total	50	100%

- *Analysis:* As it is in the table 40% of respondents like to advertise in TV to promote their services to reach the customer in a broader way. Even marketing through advertisement has second lead with 28%.

Graph showing the strategy of marketing services.



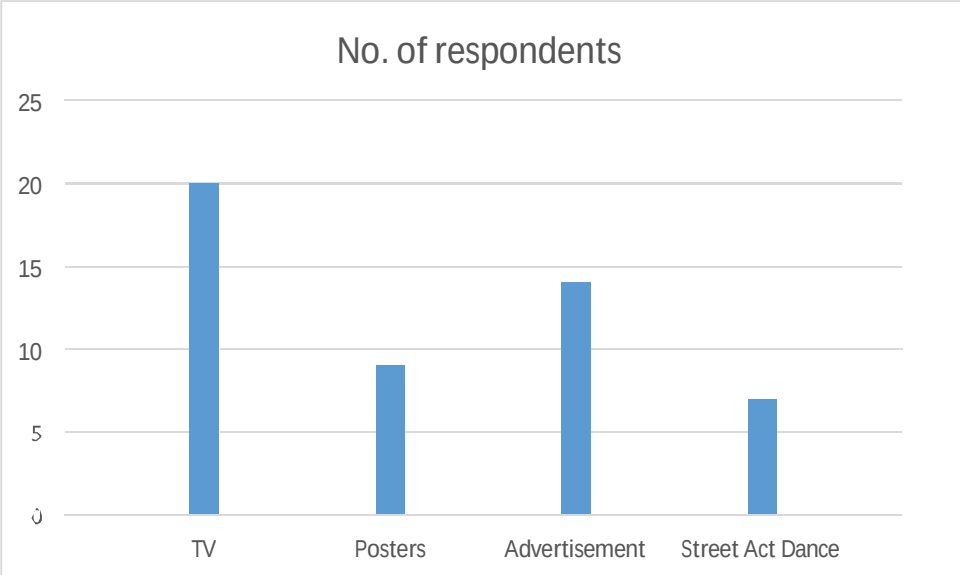
- *Interpretation:* It is observed in the table,40% of respondents choose TV, as it's the common thing that every customer has at their home for the purpose of entertainment, through that the means company reach the customer.

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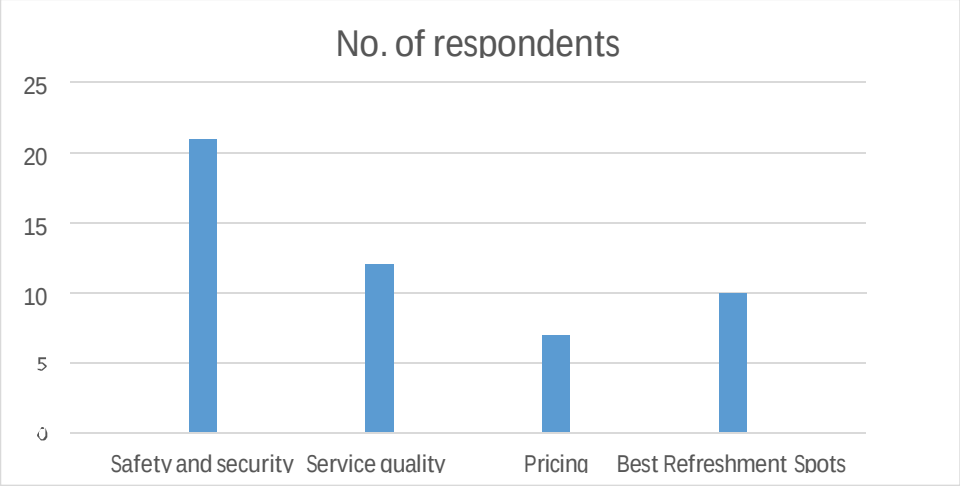
- *Interpretation:* It is observed in the table,40% of respondents choose TV, as it's the common thing that every customer has at their home for the purpose of entertainment, through that the means company reach the customer.

Table showing first preference given in planning for a package or tour for customers

Opinion	No. of respondents	Percentage
Safety and security	21	42%
Service quality	12	24%
Pricing	7	14%
Best Refreshment Spots	10	20%
Total	50	100%

- *Analysis:* As it is observed in the table 42% preference is given for safety & security, because the majority of the customers look for the security. In second slot it is observed that 24% of respondents give importance to service quality incense of infrastructure facility, hospitality, & genuine service providing.

Graph showing that first preference in planning for a package or tour for customer



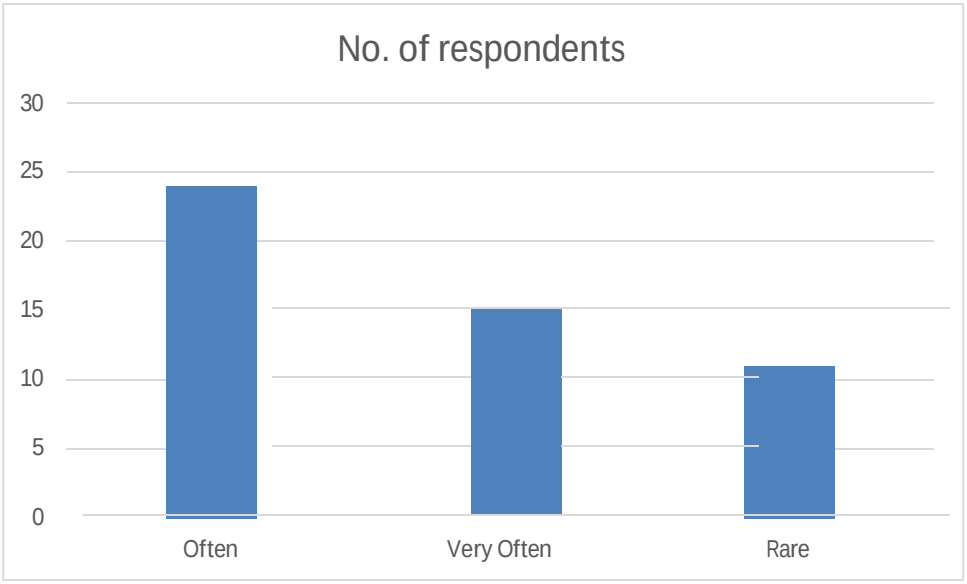
- *Interpretation:* In the graph it is observed that high preference is given for safety & security, as we see 42% of respondents like to travel with safety & security measures. Main thing to observe that the Indian customers live for the security even when we observe any purchase of a commodity.

Table appearance how frequently company change advertising strategy

Opinion	No. of respondents	Percentage
Often	24	48%
Very Often	15	30%
Rare	11	22%
Total	50	100%

- *Analysis:* It is observed in the table 48% of respondents give preference to change the advertisement strategy often, as of advertising the media projects it in a very broader way, also for a long time. As secondly 30% of respondents like to advertise very often with a strategy with good advertisement strategy.

Graph showing how often company change advertising strategy.



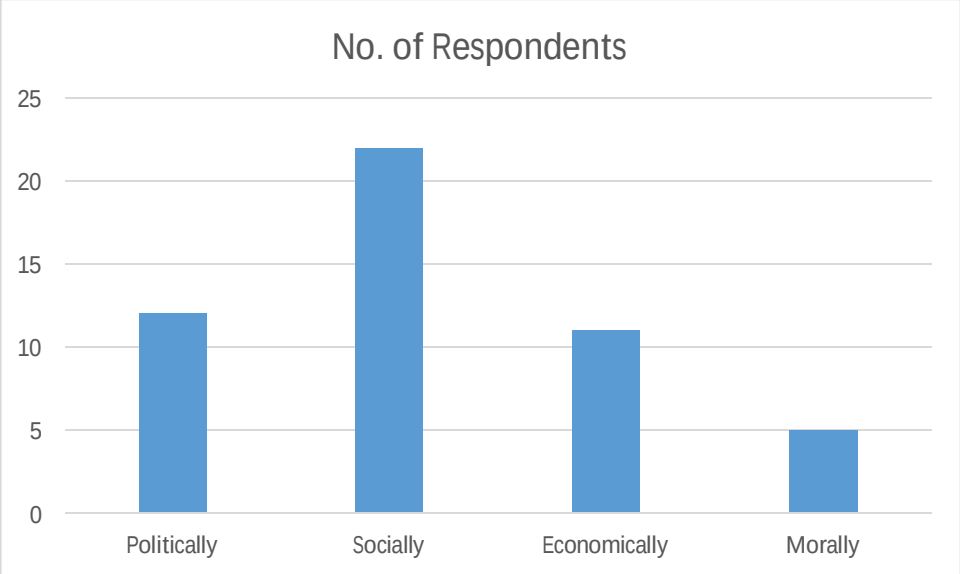
- *Interpretation:* In the graph it is observed that 48% respondents like to advertise often with a plan to get great connection with client that grap their confidence. As the the greater part of the companies once put up the huge amount for the advertisement then just get it repeated through channels and LCDs& so on.

Table showing the source do company prefer to market their facilities in front of the area office.

Opinion	No. of respondents	Percentage
Posters	12	24%
Paintings	9	18%
Digital Display	26	52%
Standee	3	6%
Total	50	100%

- *Analysis:* It is observed that 52% of respondents support digital display is the best source of marketing the services & secondly posters with 24% as follow.

Graph showing what source do company prefer to market their facilities in front of the area office.



- *Interpretation:* It is observed that social influence is at 44%, **it's** high in the percentage that effects the advertisement in India, because there is no chance for compromise with the culture & social values. In the second slot we can see the 24% of respondents says that political influence is next source of influence on the advertisement in India. Other could be managed.

VII. FINDINGS

It's discovered that promoting through advanced publicizing is more appealing, even in that the notices through TV is more compelling. It's discovered that the client inclines toward benefit giving as the major and critical part, as took after the wellbeing and security is given high inclination.

It is discovered that the publicizing technique is changed regularly, as the social elements impacts part in India.

It is discovered that the real wellspring of offering bundles is through on the web, in the meantime occasion bundle is the significant offering bundle.

It's discovered that computerized show as a source to advertise offices before region office.

It additionally found that the rating for the organization through authority site is too great, the criticism likewise given through authority site.

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It's discovered that to have notice in three dialects to promote in various areas, as 2 regular dialects and 1 neighborhood dialect.
It's discovered 3 out of 5 as in appraisals on site to the administration giving.
It's additionally discovered promoting in India isn't the hardest assignment in the mean time for new businesses it progresses toward becoming to be hardest one.
It's found as frequently the supplanting of wellsprings of visits and voyages, as it's been utilized on regular routine

VIII. CONCLUSION

As survey is conducted, also the findings are made, we can find that majority of the respondents have positive opinion on the service providing of Yana Travels. In travel services minor delays are common as of it have to deal with traffic in cities& also to face the hills sections that covers with fog which make roads invisible & give a way to major & minor delay which effect the service providing. As we see major respondents have positive impression on company services that it provides, as well as it revolutionizing the procedures & add on the better one, advanced facilities like GPS tracking system are been installed which helps customer to present the & know the location in which they are in. At last this study interprets about the customer satisfaction level, their preferences, &to know the service providing status of the company at present.

IX. SUGGESTIONS AND RECOMMENDATIONS

It is suggested that Yana Travels has the focus to cover the village areas to render the services of tours &travels, as well as awareness about the company through the means of advertisement. Company is providing on time services that it should continue in future as well. Company should reduce the extra charges to provide good offers that attracts other customers too. Company need to concentrate on advertising a lot to build public relation that catch the attention of the customers. Company should concentrate on opening up of new branches that covers generally most all areas of Bangalore.

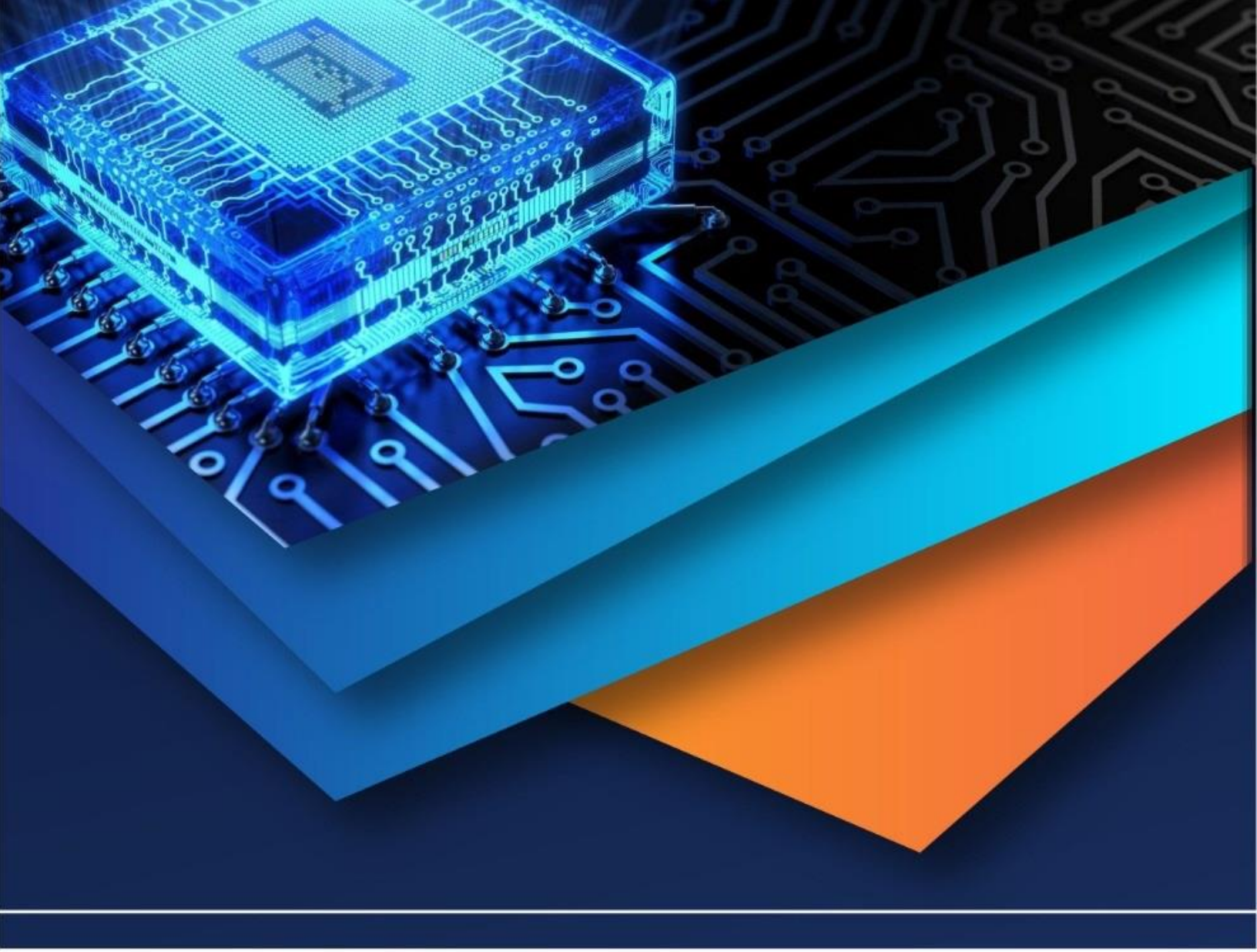
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