

The Effectiveness Of Marketing Tools Usage In Promoting Malaysia Tourism Product Towards Young Adults

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Citation: Venice Lim Yong Yee et al. (2024) The Effectiveness Of Marketing Tools Usage In Promoting Malaysia Tourism Product Towards Young Adults, *Educational Administration: Theory And Practice*, 30 (6), 1901-1909

Doi: 10.53555/kuey.v30i6.5614

| ARTICLE INFO | ABSTRACT |
|--------------|---|
| | <p>Through this empirical research, we have gained knowledge of using various marketing tools. The objective of this study is to investigate the effectiveness of using different marketing tools on tourism products toward young adults in Malaysia. Thus, a survey has been conducted and actual data has been collected from 278 respondents who aged between 18 to 26 years old. Descriptive, frequency and regression analysis has been used to analyse the data collected and obtain the result. The result of the study has shown the relationship between different types of marketing tools and its effectiveness toward young adults in Malaysia. At the end of this report, limitations of the study, implications, recommendations and also conclusion have been included. We hope that this research may be able to bring benefits for the destination marketers, travel agents, and others by providing the result of the effectiveness toward various marketing tools for tourism marketing purposes.</p> |
| | <p>Index Terms— Effectiveness of Tourism Products, Marketing Tools, Young Adults</p> |

I. INTRODUCTION

Tourism has become one of the fastest growing sectors in the world. Marketing is a process that involves researching, promoting, selling, and distributing products or services to the target market. In the highly competitive tourism industry, effective marketing is essential for businesses to distinguish themselves from competitors, attract customers, and build brand awareness. By studying market and consumer behavior, tourism marketing aims to promote businesses, differentiate them from competitors, and satisfy customer's needs and wants.

Tourism industry is highly competitive, and is one of the biggest contributions to the economy in the world. For example, the tourism industry generates employment opportunities, foreign exchange earnings and tax revenues and also promotes cultural heritage preservation. There are many sectors involved in the tourism industry such as transportation, accommodation, food and beverages, tour operators, travel agencies, attractions and other related services. Besides, the tourism industry covers a wide range of services, it tries to ensure the safety of the tourists when they visit one place. It also will provide enjoyable and memorable experiences during their trip.

The target respondents are young adults aged 18 to 26, also known as Millennials and Generation Z. Studying this group can provide insights into their perceptions, behavior, and decision-making processes. They are a tech-savvy group that is familiar with technology like computers, smartphones, and the internet and using marketing tools to promote tourism products and services to others. Young adults are always active on the internet, making social media a cheaper advertising platform than traditional methods. They are willing to try new things and switch from one place to another, making them easily reachable as a target market. For example, young adults are familiar with the use of technology, they can use different types of marketing tools to promote Malaysia' tourism product to a wider market.

Marketing is the process of interesting potential customers and clients in your product and/or services. The

keyword in this marketing definition is "process"; marketing involves researching, promoting, selling, and distributing your products or services (Sofronov, B, 2019). Professionals who work in marketing and promotion departments, seek to get the attention of their target market through advertisements. For example, wanting to reach the target market needs to involve celebrity endorsements, catchy phrases or slogans, memorable packaging or graphic designs, and overall media exposure (Twin, A, 2023). There are many types of marketing tools that can be used to promote tourism products & services to the target market. For example, the advertisers can use advertising, sales promotion, digital or direct marketing, personal selling and word of mouth. Thus, the organizations can based on their markets to decide which marketing tools that they want to use to promote the products and services (Bhasin, H., 2023).

In this era, we will choose to use advertising and digital marketing to promote Malaysia's tourism product and services to a wider market. Advertising is any paid form of promotion that includes traditional channels such as television, radio, print, and outdoor advertising. For example, advertising is always a big part of the promotion mix because of the message you can send to existing and potential customers (Bhasin, H., 2023). Besides, Digital marketing refers to the use of digital channels to promote products and services to reach the target market. For example, the use of websites, mobiles devices, social media and other similar channels used by the organizations to boost sales (Barone, A., 2023).

The importance of marketing tools in the tourism industry should come out with a marketing strategy, techniques to boost their sales and improve the visibility of the business in the tourism industry. Through these marketing tools we will be able to deliver the important message that we want to convey to our target market. And these marketing tools can be utilized either online or offline marketing. The marketing tools are essential because it is a tool to help the businesses to communicate or inform their target market of their products & services. For example, marketing tools can help to remind the customer the product is available for sales, announce sales and provide discount codes to customers.

II. LITERATURE REVIEW



A. Theoretical Concept of Dependent Variable

A few researchers tried to relate the marketing mix strategy with different types of businesses. As a result, they found out that using the 5Ps into a business may help to create and maintain a sustainable competitive advantage. Our target market is the young adults between 18 to 26, because they can get influenced and make purchasing decisions very quickly regardless of its necessity. Other than that, because of another theory, "a teenager today will become a potential regular customer of ours tomorrow" (Perry, C. L., 1999). Nowadays, only the quality is not enough, the unique selling point and creativity may be able to motivate the customers. Without a proper marketing strategy, the business will only provide the best product and services, instead of getting a wider range of customers due to lack of marketing and spreading (Sambyal, E., & Kaur, T., 2017).

B. Comprehensive Theory Model Adopt

The promotional Mix is also known as the permanent communication tools between sellers and consumers. This helps to share the accurate information toward potential customers, influencing customer's purchasing decisions and exposure rate. Thus, gaining customer's awareness, profits and reputation. Communication is an effective strategy that helps to influence customer's purchasing decisions. Marketing is presenting an organization's branding, products and services, and influences the level of profit they gain. (Alexandrescu, M., & Milandru, M., 2018).

C. Definitions

Sales promotion can increase mental satisfaction and shopping enjoyment, to maximize consumer's experiences in the terms of monetary saving, higher quality of products and consumer's satisfaction level. By giving offers, it helps to raise awareness, especially to price sensitive consumers. (Antunes, I., Martinez, L. O.,

& Martinez, L. D., 2022).

H1: Is Sales Promotion the most attractive tool to be used among the Young Adults?

Advertising has become one of the easiest ways to reach a larger range of audiences due to technology advancement, such as Facebook and Instagram (Wickford, H., 2017). Some of the advertisements come with brainwashing music. With the creativity of easy lyrics and rhythms, it may help to stay longer in viewers' minds (Barve, G., 2015).

H2: Are Advertising the methods that can reach the largest audience?

Majority of the companies are having their own websites or apps to interact and communicate with consumers. Most people prefer to browse through websites or social media, due to people nowadays relying on phones more than doing anything physically (Bitner, A.L., & Albinsson, P.A., 2016).

H3: Does Digital Marketing provide enough information that the consumers are searching for?

Personal Selling is the key element to strengthen the relationship between the buyers and sellers. They need to be confident and fluent to negotiate, persuade, influence their consumers, and create a good impression of organization. (Cant, M.C., & Van Heerden, C.H., 2005).

H4: Is Personal Selling the least popular marketing tool to be used in Malaysia?

Word of mouth is personal conversations and information exchange between a relationship. The effectiveness of offline networks is more effective than online networks due to the existence of expressions that are more persuasive (Jalilvand, M. R., Esfahani, S. S., & Samiei, N., 2011).

H5: Is Word of Mouth the most used marketing tool among the young adults in Malaysia?

D. Argument On Each Variable

"Sales Promotion includes a variety of short-term promotional techniques that were specially designated to encourage the consumers to purchase a product instead of buying from other competitors" (Alimpic, S., 2014).

More and more companies are providing cheaper pricing to attract pricing sensitive consumers. For example Premium, Bonus Packs, and Consumers' Discount. Reasons influence consumers' purchasing intention, Brand Image, Pricing, and Product Value (Lien, C. Wen, M., Huang., & Wu, K., 2015).

"There were seven types of factors that will affect the effectiveness and the successfulness of a particular brand advertising" (Ansari, A., & Riasi, A., 2016).

The factors are advertising message and creativity, market research, advertising media selection, competitiveness, market share, uniqueness, and also customer relationship (Ansari, A., & Riasi, A., 2016). Advertising generates a certain desired or brandwashing effect to the audiences. The creativity of the messages of advertising can help to attract the customers' attention, but not the purchase behavior..

"Digitalization has changed the way of spreading information and the way it was perceived by the audiences" (Dhote, T., Jog, Y., Gavade, N. L., & Shrivastava, G., 2015).

In comparison, it is more convenient for both company and consumer parties when they conduct the trade via online. Customers can look for reviews before making a decision, sellers can look for the feedback to improve their products and services (Khan. F., & Professor Dr Siddiqui. F., 2013).

"Personal Selling has direct communication and interaction with consumers to enhance a company's productivity" (Anyadighibe, J.A., Awara, N.F., & Esu, B.B., 2014).

Also called salesmen, dealing person, or physician liaison. Their role is to communicate effectively with the customers in order to understand and persuade them with advantages and benefits according to their specific needs and wants. The one-to-one communication helps to enhance understanding by explaining or demonstrating directly to the customer (Cant, M.C., & Van Heerden, C. H., 2005).

"Word of Mouth is very effective in changing consumers' brand choice, and effective compared to other marketing tools" (Chen, Y., Liu, F., Fang, C., & Lin, T. K., 2013).

Word of Mouth is the process of exchanging positive or negative information, with anyone, by oral or written form. It is more reliable and persuasive compared to promoters. By receiving positive comments from purchasers, it helps to generate confidence for them to change their intention and purchase that particular product (Vasan, M., 2020).

A. General Description Of Data

| | | Income Level | | | |
|-------|------------------|--------------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Less than RM2000 | 117 | 42.1 | 42.1 | 42.1 |
| | RM2000 - RM2800 | 27 | 9.7 | 9.7 | 51.8 |
| | RM2900 - RM3700 | 86 | 30.9 | 30.9 | 82.7 |
| | RM3800 - RM4600 | 41 | 14.7 | 14.7 | 97.5 |
| | RM4600 and above | 7 | 2.5 | 2.5 | 100.0 |
| | Total | 279 | 100.0 | 100.0 | |

B. Relationship between Sales promotion, Advertising, Digital marketing, Personal selling, Word of mouth and The Effectiveness of Marketing Tools Usage in Promoting Malaysia's Tourism Products Towards Young Adult

| Model Summary ^a | | | | | | | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|--------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics | | | | |
| | | | | | | F Change | df1 | df2 | Sig. F Change | Cohen-Watson |
| 1 | .887 ^a | .752 | .751 | .89587 | .752 | 989.337 | 1 | 266 | .800 | .925 |

a. Predictors: (Constant), Word of Mouth

b. Dependent Variable: DV

Table 2: Relationship between Sales promotion, Advertising, Digital marketing, Personal selling, Word of mouth and The Effectiveness of Marketing Tools Usage in Promoting Malaysia's Tourism Products Towards Young Adult

The results of the R square ($R^2 = 0.739$) for the model show that sales promotion accounts for 73.9% of the measurement's variation. The adjusted $R^2 = 0.738$, with an estimated standard deviation of 0.62207, supports this conclusion. Because there is a 0.00 probability threshold, the regression model is statistically significant.

According to the model's multiple coefficients of determination, or R square ($R^2=0.747$), advertising accounts for 74.7% of the measurement's variance; adjusted $R^2 = 0.746$ with an estimated standard deviation of 0.61169. The statistical significance of the regression model is established by the probability level of 0.00.

According to the model's multiple coefficients of determination, or R square ($R^2=0.757$), digital marketing accounts for 75.7% of the measurement's variance (Adjusted $R^2 = 0.756$ with an estimated standard deviation of 0.59937). Given that the probability level is 0.00, the regression model is statistically significant.

According to the model's multiple coefficients of determination, or R square ($R^2=0.761$), personal selling makes up 76.1% of the measurement's variation (Adjusted $R^2 = 0.760$ with an estimated standard deviation of 0.59464). Given that the probability level is 0.00, the regression model is statistically significant.

According to the model's multiple coefficients of determination, or R square ($R^2=0.752$), word-of-mouth accounts for 75.2% of the measurement's variance (adjusted $R^2 = 0.751$ with an estimated standard deviation of 0.60587). Given that the probability level is 0.00, the regression model is statistically significant.

The Multiple Regression analysis operates on the assumption that each independent variable and one dependent variable have a linear relationship. R-squared measures the proportion of variance in the dependent variable explained by the independent variables, while adjusted R-squared adjusts for the number of predictors and provides a more reliable measure of model fit, especially when comparing models with different numbers of predictors. Both R-squared and adjusted R-squared are important tools for assessing the validity and usefulness of regression models. The results of sales promotion, advertising, digital marketing, personal selling, and word of mouth will be explained. The findings shed light on how well a group of variables can forecast the dependent variable. It also displays the proportion of each independent variable's unique variance in the dependent variable that is explained.

Adjusted R^2 is a far more reliable measure of a regression model's accuracy than R^2 , or the determination coefficient. The main disadvantage of using the coefficient of determination, or R^2 , is the bias of multiple independent variables used in the model, which implies that the more independent variables added to the model, the more R^2 rises. The most problematic aspect is that this condition does not determine the significance of the independent variable influencing the dependent variable. But if you use Adjusted R^2 , then those conditions won't hold true.

C. Coefficient of Sales promotion, Advertising, Digital marketing, Personal selling, Word of mouth and he Effectiveness of Marketing Tools Usage in Promoting Malaysia's Tourism Products Towards Young Adult

| Coefficients ^a | | | | | |
|---------------------------|-------------------|-----------------------------|------------|---------------------------|---------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | Sig. |
| | | B | Std. Error | Beta | |
| 1 | (Constant) | .765 | .097 | | .7877 |
| | B_Sales_Promotion | .802 | .028 | .859 | .29.010 |
| a. Dependent Variable: DV | | | | | |

| Coefficients ^a | | | | | |
|---------------------------|------------------------------|-----------------------------|------------|---------------------------|---------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | Sig. |
| | | B | Std. Error | Beta | |
| 1 | (Constant) | .749 | .095 | | .7842 |
| | C_Perceptions_of_Advertising | .805 | .027 | .864 | .29.675 |
| a. Dependent Variable: DV | | | | | |

| Coefficients ^a | | | | | |
|---------------------------|---------------------|-----------------------------|------------|---------------------------|---------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | Sig. |
| | | B | Std. Error | Beta | |
| 1 | (Constant) | .722 | .094 | | .7694 |
| | D_Digital_Marketing | .797 | .026 | .870 | .30.488 |
| a. Dependent Variable: DV | | | | | |

| Coefficients ^a | | | | | | |
|---------------------------|--------------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | .710 | .093 | | 7.615 | .000 |
| | E_Personal_Selling | .815 | .026 | .872 | 30.808 | .000 |
| a. Dependent Variable: DV | | | | | | |

| Coefficients ^a | | | | | | |
|---------------------------|-----------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | .721 | .095 | | 7.572 | .000 |
| | F_Word_of_Mouth | .804 | .027 | .867 | 30.056 | .000 |
| a. Dependent Variable: DV | | | | | | |

Table 3: Coefficient of Sales promotion, Advertising, Digital marketing, Personal selling, Word of mouth and the Effectiveness of Marketing Tools Usage in Promoting Malaysia's Tourism Products Towards Young Adult

The data indicates that the factors of word-of-mouth, digital marketing, sales promotion, advertising, and personal selling were significant, with a $P=0.00$ value. Upon examining the beta values, it was evident that the association between Sales promotion and Advertising was considerably positive ($\beta = 0.86$, respectively, $p = 0.00$). Analyzing the beta values of digital marketing, personal selling, and word-of-mouth revealed that they were likewise significantly positive in the relationship's direction ($\beta = 0.87$, $p = 0.00$, respectively). All things considered, word-of-mouth, digital marketing, advertising, sales promotion, and personal selling are closely related. The research hypothesis was then put to the test using this analysis, and the outcome is shown in the next section.

D. Hypothesis testing

| Hypothesis | Variable | Standardized Beta (β) | t | p | Results |
|------------|------------------------------|-------------------------------|------|------|----------|
| H1 | Sales Promotion | 0.86 | 29.0 | 0.00 | Accepted |
| H2 | Perceptions of Advertisement | 0.86 | 29.7 | 0.00 | Accepted |
| H3 | Digital Marketing | 0.87 | 30.5 | 0.00 | Accepted |
| H4 | Personal Selling | 0.87 | 30.8 | 0.00 | Accepted |
| H5 | Word of Mouth | 0.87 | 30.1 | 0.00 | Accepted |

Table 4: Hypothesis test result

Sales promotion, advertising, digital marketing, personal selling, and word-of-mouth were found to be significant predictors of the effectiveness of tourism products towards young adults in Malaysia, according to the multiple linear regression analysis, with a Sig. value of $P=0.00$ ($P=0.00$). Consequently, factors that impact the effectiveness of tourism products for young adults in Malaysia include digital marketing, personal selling, word-of-mouth marketing, and sales promotion and advertising, which have a beta value of 0.86 and 0.87, respectively. As a result, the study's H1, H2, H3, H4, and H5 hypothesis are accepted.

IV. DISCUSSION

For the first part, we will discuss the demographic profile of the respondents. Furthermore, there are large number of the respondents who aged 24 to 26 years old contributed in this survey which are 128 respondents (46%) where the results is similar with previous study from Journal of Asian Finance, Economics and Business claims that this age range that the marketing tools like social media can be use to promote the tourism products and to attract the respondents by the knowing the push and pull factors. The first objective is to evaluate which marketing tools are the most effective. Personal selling is the most effective in promoting tourism products towards young adults. According to our research findings, it shows that many companies use personal selling marketing tools to promote their products or services. This is because they can actually have direct interaction throughout their conversation with consumers, which they can be more understanding by identifying the body language and reactions on the spot (Anyadighibe, J.A., Awara, N.F., & Esu, B.B., 2014).

The second most effective marketing tool in promoting tourism products in Malaysia is digital marketing. because of the advancement of technology, nowadays many young people uses online platforms like social media and prefer browse products online instead of walking into the physical store due desire to know more about the products or services because it is much more convenience for them (Bitner, A.L., & Albinsson, P.A., 2016). Digital marketing also enables consumers to look up information online about the

products and services that they are interested in and also gives companies the opportunity to look at feedback and improve their relationship with customers (Khan. F., & Professor Dr Siddiqui. F., 2013) .

The third most effective marketing tool in promoting tourism products in Malaysia is word of mouth. word of mouth is communication through either offline or online networks. People want to share and have their opinion on the products that they really like, they will express their opinion and persuade their friends or relatives to buy the tourism products. With word of mouth marketing tools, other people do not need to consider other products or services and just want to search for that particular product that their friends or relatives recommended through word of mouth (Li, F., & Du, T.C., 2017) . In our research findings, we also found that the word of mouth marketing tools are also used for people to exchange information within a group of people and share their negative or positive comments about the products and services (Jalilvand, M. R., Esfahani, S. S., & Samiei, N., 2011). This means that when a person would like to search for a tourism product or a destination they will actually go online or offline to get the information about it, like reading reviews or comments online or listening to opinions from their friends or relatives through the word of mouth marketing tool and end up making the final decision.

The fourth most effective marketing tool in promoting tourism products in Malaysia is advertisement. young adults are now using online to get information, purchasing products or services and even entertainment purposes. Therefore, advertisement can or can't be effective to reach a larger audience if the platforms used to promote products or services are not chosen correctly. Online platforms can be social media like Instagram, Facebook, YouTube and many more (Wickford, H., 2017). Advertisement is paid by the seller to promote their products or services to the consumers and brainwash music rhythm or lyrics, so that everytime it plays the consumers will instantly recall and think about the advertisement (Barve, G., 2015). This helped to build a strong connection between consumers and the sellers, so that it creates the opportunities to share products and attract as well as gain a number of consumers (Dehghani, M., & Tümer, M., 2015). There are many types of advertisements like TV advertisements, radio advertisements, online or offline display advertisements (Sambyal, E., & Kaur, T., 2017).

The second objective is to identify the worst marketing tools. In this research, we found that among all the 5 marketing tools, sales promotion is the worst marketing tool in promoting Malaysia's tourism product. Based on our previous research findings, sales promotion can benefit sellers and be able to influence consumers purchase decisions. Sales promotion can actually make a product or service get known by more people, so that people are able to purchase the high quality products with a much cheaper price and are able to save their money. But if sales promotion was not done the right way, consumers might just ignore it, especially price sensitive consumers (Antunes, I., Martinez, L. O., & Martinez, L. D., 2022). This is why young adults are very hard to get attracted to if the sales promotion on a tourism product is not done properly, because they are not all working and still on a budget. If sales promotion is not effective, it means young adults won't notice it is hard to promote the products to other people and to get exposure, since young adults like to share and discuss things that interest them to their friends or families before making any decisions (Wickford, H., 2017).

Regression analysis showed that there is a positive relationship between sales promotion, advertising, digital marketing, personal selling and word of mouth ($R = 0.859$). The significant value is $P = 0.01$ which means that there is a 99% confidence level with 1% of probability error, where the lower the p-value, the greater the statistical significance of the observed difference. Moreover, $R^2 = 0.739$ shows that 73.9% of the variance effectiveness of promoting tourism products toward young adults in Malaysia (dependent variable) can be explained by sales promotion, advertising, digital marketing, personal selling and word of mouth (independent variable). In each variable, the relationship of sales promotion is positive ($\beta = 0.859$, $p < 0.01$) but it is significant enough ($p = 0.01$) to the effectiveness of promoting tourism products toward young adults in Malaysia (dependent variable) as the p value is less than 0.5. While, the relationship of advertising ($\beta = 0.864$, $p < 0.01$), digital marketing ($\beta = 0.870$, $p < 0.01$), personal selling ($\beta = 0.870$, $p < 0.01$), word of mouth ($\beta = 0.867$, $p < 0.01$) are positive and they are significant enough to the effectiveness of promoting tourism products toward young adults in Malaysia (dependent variable) by which the p value for these four variables are 0.01. Hence, the researchers accepted all the hypotheses.

CONCLUSION

The development of marketing tools can help with effectiveness in promoting Malaysia's tourism products and also provide a huge potential to reach out to more people and tourists that have interests across the whole world. In this research study, all marketing tools are useful and functional but personal selling is the most effective in promoting Malaysia's tourism product towards young adults. Hence, this study can provide destination marketers, travel agents, and other tourism suppliers to improve their marketing tools to be more effective in promoting Malaysia's tourism products, so able to earn more profits and revenue.

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