

# Major Research Project

## A study on Evaluating the impact of marketing campaigns on consumer perception: A Case study on Thomas Cook India Ltd.

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# Certificate

This is to certify that Sonali, 2K22/DMBA/127 has submitted the major research report titled 'A study on evaluating the impact of marketing campaigns on consumer perception : A case study on Thomas Cook India Ltd.' in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2023-24.

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## **Declaration**

I, Sonali student of Delhi School of Management, Delhi Technological University here by declare that the Major Research Report on 'A study on evaluating the impact of marketing campaigns on consumer perception : A case study on Thomas Cook India Ltd.' submitted in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

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## **Executive Summary**

This research examines how marketing initiatives are evaluated and how they affect consumer perception, using Thomas Cook India Ltd. as a case study. A major force in the travel and tourism sector, Thomas Cook India Ltd. is renowned for using cutting-edge marketing techniques to engage customers and improve brand perception.

The purpose of the study is to evaluate the impact that Thomas Cook India Ltd.'s marketing initiatives have had on consumer perception as well as their efficacy. It looks into how various campaign kinds—including traditional advertising, digital marketing, and experiential marketing—affect how consumers feel about a brand and what kinds of attitudes and preferences they have for it.

The following are the study's main goals:

- determining which of Thomas Cook India Ltd.'s recent marketing strategies had the greatest impact.
- evaluating the perception of the public both before and after these marketing campaigns are seen.
- examining the influence of demographic variables on consumer perception, such as age, gender, income, and education.
- analyzing the relationship between shifts in consumer perception and the components of a marketing campaign (content, frequency, and media).

The study uses a mixed-methods approach in its methodology, fusing focus groups or qualitative interviews with quantitative surveys. In order to quantify changes in perception metrics (such as brand awareness, brand loyalty, and brand image) before and after exposure to particular marketing campaigns, a representative sample of consumers is gathered for the quantitative component.

The results of this study should give Thomas Cook India Ltd. and other businesses in the travel and tourism industry important new information. Businesses can maximize their marketing efforts, spend resources wisely, and improve overall brand reputation and competitiveness by knowing which marketing methods appeal to consumers the most and have a favorable impact on their perception.

In the end, this study adds to the body of information about consumer behavior and marketing efficacy in the context of the travel and tourist sector. It also provides useful suggestions for enhancing the results of marketing campaigns and cultivating favorable customer connections.

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## **Introduction**

### **1) Background**

#### **1.1) Industry overview**

One of the major service sectors in India, tourism and hospitality, is a major factor in the development and prosperity of the country.

The tourism and hospitality industry plays a crucial role in the Made in India campaign, acting as a driver for rapid economic growth and the creation of jobs.

Acting as a spur for the construction of multipurpose infrastructure, including state-of-the-art hospitals, deluxe hotels and resorts, exquisite restaurants, and efficient networks of highways, trains, aircraft, and shipping.

India is a country that is proud of its diverse geography, which includes world heritage sites that are truly amazing as well as specialized travel experiences like thrilling adventure travel, world-class medical travel, mesmerizing ecotourism, and engaging cruise travel. Due to these distinctive offers, visitor arrivals have increased dramatically, creating a large number of job opportunities.

In line with its goal, the Ministry of Tourism works to advance the sector by encouraging active involvement from all states, bringing together government initiatives, and forming significant public-private partnerships. Through a challenge mode process, this innovative technique will enable thorough development in at least 50 chosen destinations.

Due in part to its appreciation of diversity and gender empowerment, the tourism industry ranks among the largest employers of women. The government works actively with industry stakeholders to create a work environment that is conducive to equal opportunities and acknowledges the accomplishments of female employees.

The Ministry of Tourism has proclaimed 2023 to be "Visit India" year, inviting people all over the world to witness the magnificence and majesty that our nation has to offer.

With an open mind, India accepts 100% Foreign Direct Investment (FDI) via the automatic route in the travel sector.

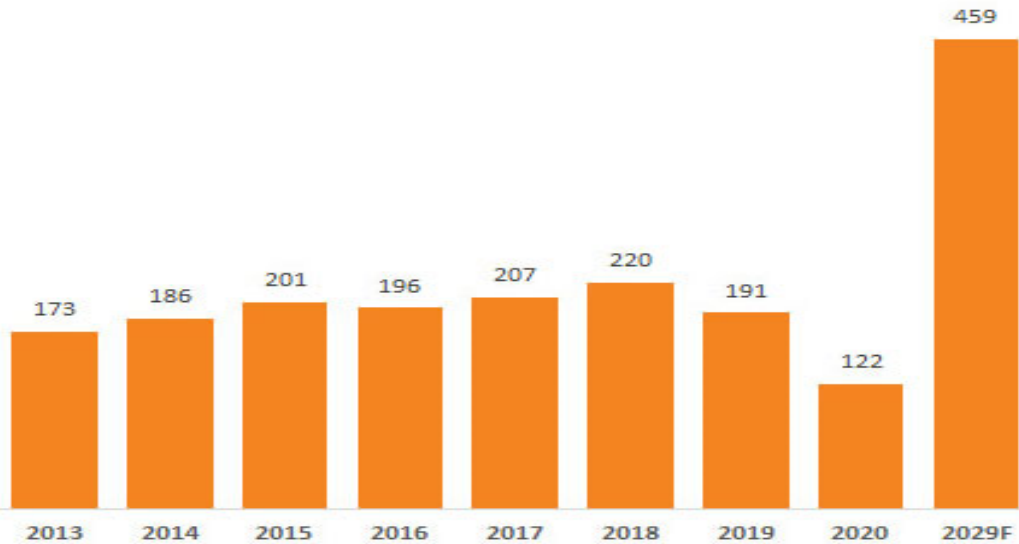
Furthermore, construction projects related to tourism, such as the creation of luxurious hotels and resorts as well as unmatched recreational amenities, are eligible for 100% FDI.

Tourism is one of the sectors in India growing at the fastest rate. The sector drives regional development and has a significant impact on employment. It also improves the performance of related industries.

By 2028, the tourism and hospitality industry in India is projected to generate over \$59 billion in revenue. In addition, it is anticipated that by 2028, 30.5 million foreign visitors will enter the nation.

In an attempt to promote international travel in conjunction with India's G20 Presidency and the India@75 Azadi ka Amrit Mahotsav celebrations, the Ministry of Tourism has proclaimed 2023 as the 'Visit India Year'.

**Total Contribution of Travel and Tourism to GDP at Real 2019 Prices (US\$ billion)**



Source: Ministry of Tourism

**Growth drivers in the industry:**

Infrastructure Development	Medical Tourism	Meetings, Incentives , Conferences and Exhibitions
Hotel & Accommodation	Cruise tourism	
Adventure Tourism	Eco-Tourism	

**Infrastructure Development:** The tourist business is driven by infrastructure development, which improves accessibility, connectivity, lodging alternatives, attractions, auxiliary services, sustainability, economic prospects, and the overall competitiveness of locations. First off, quicker and less expensive travel is made possible by enhanced infrastructure, such as roads, ports, trains, and airports. More people visit as a result of this accessibility, which boosts tourism and has positive economic effects.

Second, connectivity within and between travel hotspots encourages travellers to travel in circles and to visit several locations, lengthening their visits and expenditures. Smooth travel experiences are made possible by well-connected highways and effective transportation networks, which support the expansion of tourism.

Furthermore, building hotels, resorts, guesthouses, and other lodging establishments is included in infrastructure development. This increase in lodging options supports a greater number of visitors and accommodates a wider range of traveller tastes, which benefits the local economy and tourism industry.

Enhancing the total visitor experience is another benefit of the growth of tourism amenities, attractions, and supporting services including shopping malls, parks, beaches, museums, and emergency services. These enhancements draw travellers, raise their expenditures, and enhance favourable opinions of the location.

Furthermore, eco-friendly lodging, renewable energy projects, waste management programmes, and conservation activities are examples of sustainable infrastructure practices that draw eco-aware travellers and protect the environment for the long-term viability of the tourism industry.

Moreover, infrastructure development creates jobs in a number of industries, including construction, hospitality, transportation, and services, which promotes economic expansion, lowers unemployment, and raises household incomes.



Finally, a destination's competitiveness in the international tourism market is increased by well-developed infrastructure, which also draws more tourists and guarantees the industry's long-term prosperity. Finally, it should be noted that infrastructure development has a variety of effects on the tourist sector, including raising the accessibility, allure, competitiveness, and sustainability of travel destinations, as well as generating employment and improving the traveller experience in general.

**Hotel & Accommodation:** For a number of important reasons, lodging and hotels are important growth drivers in the tourism sector. First and foremost, they support more tourist arrivals by offering the necessary infrastructure that permits visitors to arrive and remain at a site. Second, the range and calibre of hotels and lodgings satisfy the varied tastes of tourists, drawing a diversified clientele and prolonging their duration of stay. Additionally, lodging facilities generate jobs in a number of industries, including hospitality, housekeeping, food and beverage, management, and customer service, which boosts economic expansion and lowers unemployment. Furthermore, the existence of hotels and other lodgings improves the overall tourist experience by providing facilities, services, and customised itineraries that cater to visitors' requirements and preferences. This encourages positive evaluations, referrals, and return business, which further propels the tourism sector's expansion.

**Adventure Tourism:** Adventure tourism is a key factor in the expansion of the tourist sector because of its distinct appeal and capacity to draw a particular type of traveller who is looking for exciting and unusual experiences. First and foremost, adventure tourism promotes traveller exploration of uncharted territory, frequently in isolated or underdeveloped places, which helps those communities prosper economically by developing their tourism infrastructure.

Second, adventure sports including water sports, hiking, trekking, mountain biking, wildlife safaris, and extreme sports drive up demand for knowledgeable tour operators, guides, equipment suppliers, and lodging establishments, boosting local economies and creating job possibilities. Additionally, by encouraging conservation efforts, environmental awareness, and ethical travel habits, adventure tourism supports sustainability programmes and ensures that natural and cultural resources are preserved for future generations.

Furthermore, as adventure travel becomes more and more popular, it helps with destination branding, marketing campaigns, and product diversification for the tourism sector. This draws a wide variety of daring tourists and promotes business growth.

**Medical Tourism:** By drawing travellers looking for specialised medical care, operations, or wellness services abroad, medical tourism promotes growth in the travel and tourist sector. When patients and their companions need lodging, transportation, and other amenities while visiting, this situation greatly increases the number of tourists arriving.

Moreover, medical tourism encourages infrastructure investment in the healthcare sector, resulting in the construction of cutting-edge clinics, hospitals, and wellness centres. This development improves destination competitiveness in the global healthcare market, generates jobs, and strengthens local economies.

Additionally, medical tourism fosters global cooperation, knowledge exchange, and improvements in medical practices and technology, raising the bar for healthcare standards overall and drawing a wide variety of medical tourists who in turn fuel the expansion and diversity of the travel and tourism sector.

**Cruise tourism:** Because of a number of important variables, cruise tourism is one of the major development drivers in the tourism industry. First of all, it draws a lot of travellers who are drawn to cruise vacations because of their convenience, elegance, and variety of activities. Spending on lodging, dining, shopping, and excursions in port cities and other cruise itinerary locations rises as a result of this visitor inflow.

Second, the growth of cruise tourism encourages investment in port facilities such as berths, terminals, and amenities, which benefits the local economy and creates job opportunities. With time, these advancements will draw in additional cruise lines and travellers by improving the accessibility and desirability of the site. Furthermore, by displaying various locations and promoting local businesses and cultural experiences, cruise tourism fosters cultural exchange, sustainable practices, and tourism diversification. In general, cruise tourism offers passengers distinctive travel experiences while stimulating growth, innovation, and cooperation within the larger tourism sector.

**Eco-Tourism:** The tourism business receives tremendous development due to the promotion of environmentally friendly travel practices and ecotourism. First of all, it draws travellers who want to see natural settings, animal habitats, and cultural heritage with the least possible negative environmental impact.

Second, ecotourism encourages community involvement, biodiversity preservation, and conservation initiatives in tourist destinations, which helps to preserve the environment and local customs. This strategy draws eco-aware tourists who value sustainable tourism practices in addition to improving the overall visitor experience.

Additionally, ecotourism creates jobs for the local community by promoting environmentally conscious travel and lodging options, guided tours, and locally produced

goods. These programmes support community development, job creation, and income generation, which propels the tourism sector's expansion and sustainability.

**Major Investors in the industry:**

Accor	Thomas Cook	Premier Inn
Four Seasons	Expedia	JW Marriott

**1.2) Market Dynamics**

The market dynamics of the hospitality and tourism industry are a reflection of the multifaceted interactions between supply, demand, external influences, and evolving consumer behaviors. At its core, this industry is driven by the fundamental desire for travel experiences, encompassing accommodations, dining, transportation, and entertainment. Economic factors play a pivotal role, as fluctuations in GDP, exchange rates, and income levels directly impact consumer spending on leisure activities. During periods of economic prosperity, disposable incomes tend to rise, fueling a surge in travel demand and boosting the profitability of hospitality businesses. Conversely, economic downturns often prompt consumers to tighten their belts, leading to reduced travel budgets and a shift towards more budget-conscious options. Geopolitical events also wield considerable influence, ranging from security concerns to diplomatic tensions, which can disrupt travel patterns, deter tourists, or redirect traffic to alternative destinations. Technological advancements have reshaped the landscape, empowering consumers with greater accessibility, transparency, and control over their travel decisions. Online booking platforms, review websites, and mobile applications have become integral parts of the consumer journey, shaping preferences and driving competition among industry players. Moreover, the rise of social media has democratized marketing efforts, enabling businesses to engage directly with their target audiences and harness user-generated content for brand promotion. Sustainability concerns, health crises, and changing demographics further contribute to the evolving market dynamics, prompting businesses to adapt their offerings, embrace innovation, and adopt responsible practices to remain competitive in an increasingly complex and interconnected global marketplace. In navigating these dynamics, strategic foresight, agility, and a deep understanding of consumer needs are essential for sustained success in the hospitality and tourism industry.



### **Emerging Players in the industry:**

The hospitality and tourism industry is continuously evolving, with emerging players bringing new perspectives, business models, and technologies to the forefront. One notable category of emerging players is alternative accommodations platforms such as Airbnb, Vrbo, and HomeAway. These platforms have disrupted traditional hospitality models by offering travelers a diverse range of lodging options beyond hotels, including vacation rentals, private homes, and boutique accommodations. They provide unique and authentic experiences, often at lower costs, appealing to a growing segment of travelers seeking personalized and immersive stays.

Another group of emerging players includes online travel agencies (OTAs) and meta-search engines like Booking.com, Expedia, and Kayak. These platforms aggregate travel services such as flights, hotels, and car rentals, providing users with comprehensive booking options and competitive pricing. OTAs leverage technology, data analytics, and user-friendly interfaces to streamline the booking process, making travel planning more accessible and convenient for consumers.

Additionally, destination management organizations (DMOs) and tourism boards are playing an increasingly prominent role in shaping the industry landscape. They collaborate with local stakeholders to promote destinations, develop sustainable tourism strategies, and enhance visitor experiences. DMOs leverage digital marketing, storytelling, and experiential initiatives to attract travelers and differentiate their destinations in a competitive market.

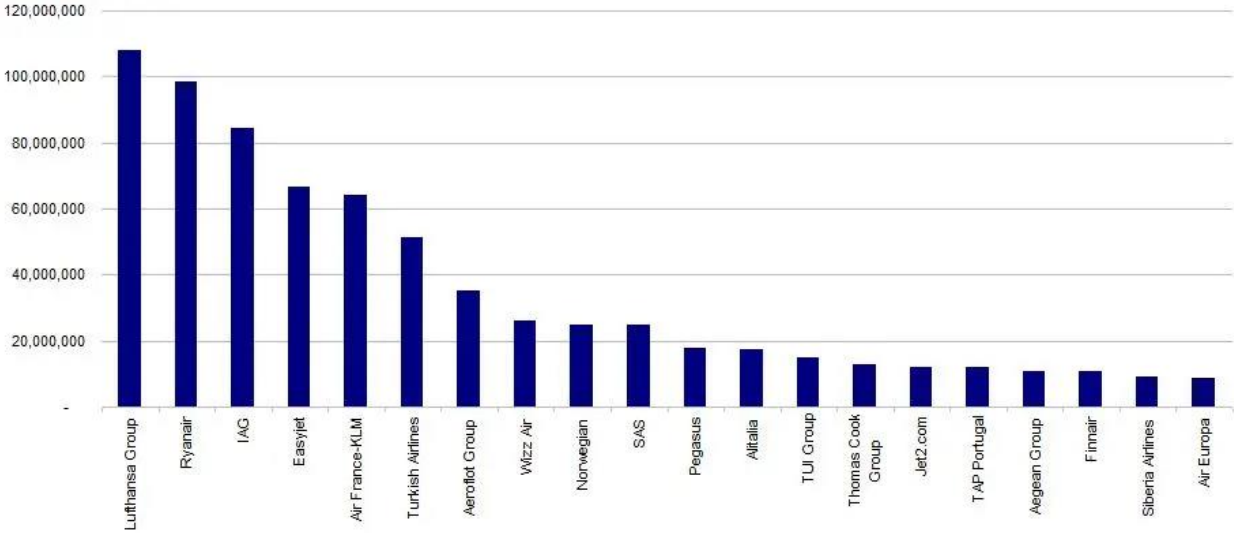
Furthermore, experiential travel providers and niche tour operators are gaining traction, catering to specialized interests such as adventure travel, wellness retreats, culinary tours, and ecotourism. These companies curate unique and authentic experiences, often in off-the-beaten-path locations, catering to travelers seeking meaningful and transformative journeys.

Finally, technology startups focusing on areas like travel tech, artificial intelligence, blockchain, and virtual reality are disrupting various aspects of the hospitality and tourism industry. From enhancing personalization and customer engagement to improving operational efficiency and sustainability, these startups are driving innovation and shaping the future of travel experiences.

Overall, the emergence of these diverse players is reshaping the hospitality and tourism landscape, fostering innovation, and providing travelers with more choices, flexibility, and personalized experiences.

Company name	Mkt Cap (Rs. Billion)	Mkt Cap	Net Profit Margin (%)	Revenue (Rs. Lakhs)
<b>Thomas Cook India</b>	63.62	36.96%	4.61	23,898.03
<b>Cox &amp; Kings Ltd</b>	54.8	31.84%	19.46	23,075.90
<b>Mahindra Holidays and Resorts India</b>	23.74	13.79%	10.63	8,163.71
<b>India Tourism Development Corp Ltd</b>	11.26	6.54%	1.75	4,591.61

**Table 1: Competitors**



As depicted in the graph, Among the competitors Thomas Cook India holds the highest Market Cap in the market, while Cox & Kings Ltd at the second position followed by Mahindra Holidays and Resorts India and Indian Tourism Development Corp., whereas when looked at the global level It is seen that the Luthansa Group tops the chart and Thomas cook stands out at the 14<sup>Th</sup> position

### **Emerging challenges in the industry :**

The hospitality and tourism industry faces a myriad of emerging challenges that necessitate strategic adaptation and innovation to ensure sustained growth and resilience. One significant challenge is the ongoing **impact of global health crises**, such as pandemics and outbreaks of infectious diseases. Events like the COVID-19 pandemic have severely disrupted travel patterns, leading to widespread cancellations, border closures, and decreased consumer confidence. The industry must prioritize health and safety protocols, implement flexible cancellation policies, and invest in technologies like contactless check-in and cleaning robots to mitigate risks and rebuild consumer trust.

**Sustainability and environmental concerns** represent another pressing challenge for the industry. With growing awareness of climate change and ecological degradation, travelers are increasingly demanding eco-friendly and socially responsible practices from hospitality businesses. This requires implementing energy-efficient measures, reducing waste, promoting local sourcing, and supporting community development initiatives to minimize the industry's environmental footprint and foster positive social impact.

Additionally, **changing consumer preferences and behaviors** pose challenges for traditional hospitality models. Millennials and Gen Z travelers, in particular, prioritize unique experiences, authenticity, and digital connectivity. This necessitates a shift towards more personalized and immersive offerings, leveraging technology to enhance guest engagement and create memorable experiences tailored to individual preferences.

Furthermore, **the rise of alternative accommodation** platforms and sharing economy services presents a competitive challenge to traditional hoteliers. Companies like Airbnb and Vrbo offer travelers a diverse range of lodging options, often at lower costs and with greater flexibility. Hotels must differentiate themselves by focusing on service excellence, leveraging loyalty programs, and embracing technology to deliver seamless guest experiences and stay relevant in a rapidly evolving marketplace.

Lastly, **geopolitical tensions, natural disasters, and regulatory changes** can disrupt tourism flows and pose operational challenges for businesses. Political instability, terrorism threats, and visa restrictions can deter travelers from visiting certain destinations, while regulatory changes, such as taxation policies and labor regulations, can impact operational costs and profitability.

In order to adjust to shifting market dynamics and guarantee long-term success in an increasingly competitive and uncertain environment, the hospitality and tourism sectors must prioritize innovation, sustainability, and customer-centricity as they navigate these new challenges.

### **1.3) Company overview :**

Reputable travel and tourism provider Thomas Cook India Ltd is well-known for offering a wide range of travel-related services and solutions in India. Having been founded as a division of Fairfax Financial Holdings Limited, the business offers a wide range of services, including foreign exchange, travel insurance, corporate travel management, and leisure travel. With a network of branches across the country and a robust online presence, Thomas Cook India caters to the diverse needs of individual travelers, families, and corporate clients. Its operations are characterized by a commitment to innovation, customer service excellence, and responsible tourism practices.

The Board of Directors of Thomas Cook India Ltd comprises seasoned professionals with expertise in various domains relevant to the travel and hospitality industry. Led by Chairman and Managing Director Madhavan Menon, the board is responsible for providing strategic direction, overseeing corporate governance, and driving business growth. Other notable members of the board include directors with backgrounds in finance, marketing, operations, and legal affairs, contributing to the company's overall success and resilience. Through their leadership and collective experience, the board ensures that Thomas Cook India remains at the forefront of the industry, continuously adapting to market dynamics and delivering value to its stakeholders.

### **Products and Services provided by Thomas Cook Ltd.**

Thomas Cook India Ltd provides a wide array of goods and services to meet different needs related to travel and tourism. These include:

1. **Leisure Travel:** Thomas Cook provides a wide array of leisure travel options, including domestic and international holiday packages. These packages cover popular tourist destinations, cultural experiences, adventure tours, beach getaways, and more. Customers can choose from pre-packaged itineraries or customize their trips according to their preferences.

2. **Corporate Travel Management:** The company offers end-to-end corporate travel management solutions for businesses of all sizes. This includes travel booking services, expense management, visa assistance, travel insurance, and accommodation arrangements for corporate travelers. Thomas Cook's corporate travel services are designed to streamline travel processes, optimize costs, and ensure the comfort and safety of business travelers.

3. **Foreign Exchange Services:** Thomas Cook is a leading provider of foreign exchange services, offering currency exchange, prepaid travel cards, and remittance solutions. Customers can exchange currency for their international travel needs, purchase multi-

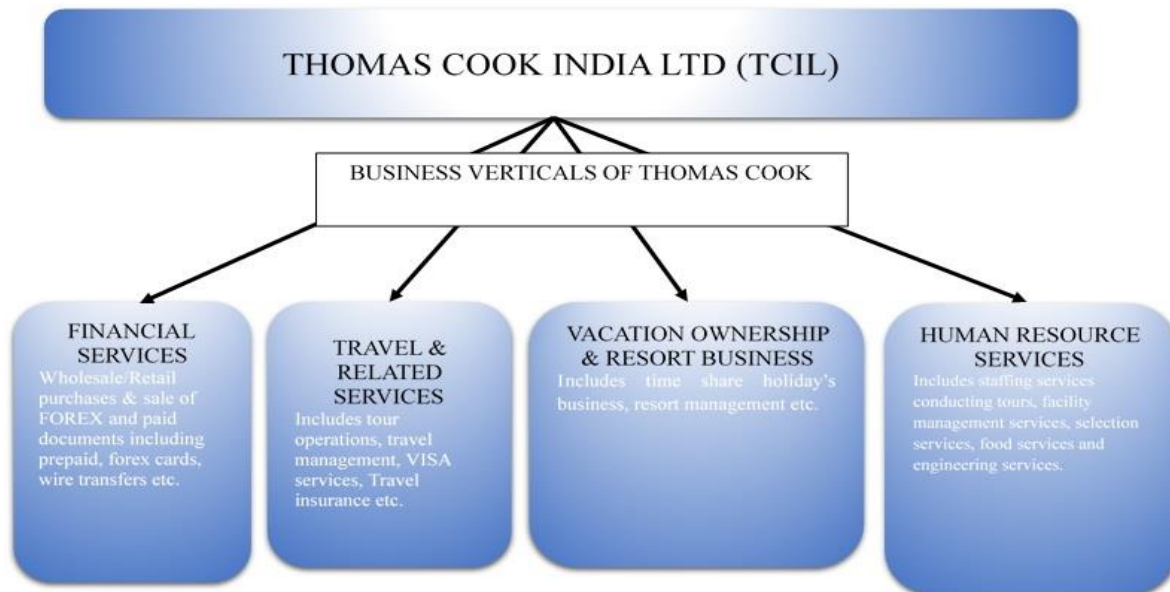
currency travel cards for convenience and security, and transfer funds abroad seamlessly.

4. **Travel Insurance:** The company provides travel insurance plans that offer coverage for medical emergencies, trip cancellations, baggage loss, and other unforeseen circumstances during travel. These insurance products offer peace of mind to travelers by providing financial protection against various risks associated with travel.

5. **Visa and Passport Services:** Thomas Cook assists customers with visa application processes, documentation requirements, and appointment scheduling for various countries. Additionally, the company offers passport application and renewal services, ensuring hassle-free travel documentation for individuals and families.

6. **MICE (Meetings, Incentives, Conferences, and Exhibitions):** Thomas Cook offers MICE services for corporate clients, including event planning, venue selection, logistics coordination, and on-site support for conferences, meetings, incentives, and exhibitions. These services are tailored to meet the specific needs of businesses organizing corporate events and group travel.

Overall, Thomas Cook India Ltd's diverse range of products and services caters to the full spectrum of travel requirements, ensuring memorable and hassle-free travel experiences for its customers.





### **1.4) Problem Statement**

For businesses like Thomas Cook India Ltd., the significance that marketing efforts play in influencing consumer perception in the quickly changing travel and tourism industry is crucial. However, it is imperative to assess the effectiveness and influence of Thomas Cook India Ltd.'s marketing activities on consumer perception in light of the spread of digital platforms and evolving consumer behaviours.

The current issue is determining how various marketing campaigns—both traditional and digital—affect consumers' opinions of Thomas Cook India Ltd. as their go-to travel partner. This is being aware of how well consumer attitudes, opinions, and feelings are shaped towards a brand via advertising tactics, social media interaction, content marketing initiatives, and customer engagement programmes.

In addition, it is necessary to investigate the particular facets of consumer perception that are impacted by these marketing initiatives, including brand awareness, brand image, perceived value, reliability, and general contentment with the brand's products and services. In order to improve brand positioning, strengthen relationships with its target audience, and improve marketing strategies in the cutthroat travel and tourism industry, Thomas Cook India Ltd. will benefit greatly from analysing the positives and negatives of current marketing campaigns and their effects on consumer perception.

### **Objectives**

1. To analyze the consumer preferences and changing perception about tourism of various individuals
2. To analyze and understand Thomas cook competitive advantage through positioning, strengths, and weaknesses of competitors in the dairy industry.
3. To analyze the various marketing strategies opted by the company enabling it to maintain its prominent position and in maintaining the consumer base
4. To understand the effect of COVID-19 and its impact on the company during the time frame

## **Scope of the Study**

The scope of this study on evaluating the impact of marketing campaigns on consumer perception for Thomas Cook India Ltd encompasses several key aspects to provide a comprehensive analysis and actionable insights. The study will focus on the following areas:

1. **An analysis of marketing campaigns** will be conducted by looking at the various campaigns that Thomas Cook India Ltd. has run through a variety of channels, such as social media, digital platforms, traditional media, and customer engagement initiatives.
2. **Metrics of Consumer Perception**: Both quantitative and qualitative measures, such as brand awareness, brand image, perceived value, trustworthiness, customer satisfaction, and loyalty, will be used in this study to evaluate consumer perception.
3. **Impact on decision-making**: The study aims to examine the ways in which marketing efforts affect consumers' decision-making processes, such as their purchase intentions, likelihood of making repeat purchases, and propensity to refer people to them.
4. **Comparison with Competitors**: To find areas of competitive advantage or improvement, the study will compare the efficacy of Thomas Cook India Ltd.'s marketing activities with those of major competitors in the travel and tourism sector.
5. **Demographic Analysis**: Using data on age, income, geography, and preferred modes of transportation, the study will examine how consumers perceive and react to marketing initiatives.
6. **Recommendations and Strategies**: In light of the study's conclusions, Thomas Cook India Ltd. will receive practical advice and strategies on how to improve consumer perception, bolster brand positioning, improve marketing campaigns, and spur company expansion in the competitive travel and tourism industry.

Overall, the scope of the study aims to provide valuable insights into the relationship between marketing campaigns and consumer perception, enabling Thomas Cook India Ltd. to make informed decisions and achieve competitive advantages in the industry.

## **Literature Review**

Due to major shifts in trade practices and transaction volumes brought about by globalisation, India's foreign exchange industry has become more competitive. According to Nisa and Dr. Lal Arjun (2018) Exchange rate fluctuations are an essential part of international trade since they have a significant effect on businesses and the economy. Given that India is a rising market, there are a lot of chances for foreign exchange enterprises there. In an effort to lower risks and get a larger market share, many companies are expanding outside. Thanks to its favourable circumstances in India's foreign exchange system and its strong brand image, Thomas Cook India Limited is a major player in this market. For businesses hoping to grow their foreign exchange business in this fast-paced, cutthroat market, market surveys are crucial.

India's tourist business has grown significantly as a result of the tourist Ministry's 'Incredible India' campaign, which highlights the country's rich cultural legacy. India's tourism industry is flourishing, adding substantially to the country's GDP and creating job possibilities. Its rapid expansion and diversification make it imperative to assess its potential and social impact. In addition to fostering cross-cultural exchange and drawing in international investment, according to Mrs. Mahalakshmi Venkatesh and Dr. P. Stanley Joseph Michal Ra(2016)j the tourist industry also helps the economy expand. Liberal policies, tax breaks, and all-inclusive packages can be used to increase tourism and draw in more tourists. The variety of India's tourism resources presents a wealth of branding and development options, which is why programmes such as 'Incredible India' are crucial to the country's travel and tourism efforts.

Suneel Kumar and Shekhar(2020) stated that it intends to investigate and identify the hierarchical links between the elements driving digitalization in the tourism business. It evaluates how stakeholders will be affected by digitization, points out problems, and makes recommendations for solutions. A tourist digitalization strategy is designed by utilising MICMAC analysis and interpretive structural modelling (ISM). Important conclusions emphasise the impact of social media, the growth of the sharing economy, and consumer demand for digitization. The research highlights the consequences for those developing strategies, offering perspectives on how to concentrate on motivators and effectively tackle weaknesses in the process of digital transformation in the travel and tourist sector.

India's tourism and hospitality sectors have grown significantly as a result of the country's growing aviation industry, rising disposable incomes, and a rise in domestic travel. Websites for social travel have also aided in its expansion. According to Hole and Yogesh (2019) Budget hotels are preferred by middle-class travellers, who are drawn to sales and promotions. But obstacles including money problems, unpredictability in the world, problems with branding, human resources, and operational expenses limit the expansion of an industry. To collect qualitative data, the research methodology makes use of case studies and journal analyses. Creating efficient policies, managing talent, and collaborating with stakeholders are some solutions. Ultimately, for the tourist and hospitality sectors in India to continue growing and developing, it is imperative that these issues be addressed with input from stakeholders.

The relationship between marketing and advertising is delineated, with marketing encompassing strategic planning and execution to sell products, while advertising focuses on customer retention and brand promotion. While advertising informs consumers and fosters brand loyalty, critics argue it leads to wasteful spending and misinformation. Previously found in Keshav Patel (2019) his paper aims to analyze the impact of social television commercials on youth, their influence on purchasing decisions, and the accuracy of claims made in advertisements. It also addresses concerns regarding the degradation of media quality and advocates for constructive advertising content to encourage rational consumer decision-making.

As a marketing tool, social media is becoming more and more significant. The importance of integrating social networking sites (SNSs) into everyday transactions cannot be overstated, as more and more retailers use social media to reach teenagers and young adults. In order to explain the factors that influence Indian customers' level of acceptance of SNS, the focus of this research is on analyzing the social media mindset of Indian consumers and looking at the effects of various extended TAM variables. Stated by Sita Mishra and Archana Tyagi (2015) the perceived usefulness was found to have considerable positive benefits, whereas the perceived risk was found to have negative consequences. Additionally, albeit they were not statistically significant, perceived ease of use and personal fit with businesses were found to have a beneficial impact on marketing using SNS. The findings of the current Indian study indicate that positive attitude development is influenced by creating a personal fit with customers, offering user-friendly websites, and lowering perceived risk.

Ranjith Kumar S, Sreedhara Ramesh Chandra, Anup Mohan (2022) examined how the cause-related marketing initiative Ahaar Abhiyaan affected the consumer's purchase goal. Data from 267 Trivandrum city respondents has been gathered for the study. According to the study, the independent variable Cause Related Marketing explained a variation of 28.7% in the dependent variable Purchase Intention, and the regression model statistically significantly speculated about the dependent variable.

J.Andrew Peterson, V.Kumar, Yolanda Polo & F.Javier Sese (2017) examined at Customer Mentality Metrics (CMMs) and how they affect customer profitability. Examples of CMMs include happiness, service quality, and loyalty intentions. It suggests three ways that CMMs affect profitability: the behavioural effect, the marketing effectiveness effect, and the marketing efficiency effect. Research in the B2C telecom and B2B high-tech industries shows significant and varied effects on customer behaviour and profitability. The study's prediction of shifts in customer behaviour and profitability brought on by CMM growth is intended to assist firms in allocating resources for CMMs. The results highlight how important perceptual constructs are in influencing performance outcomes and provide a conceptual framework for comprehending the mechanism and scope of CMMs' impact on customer profitability on an individual basis.

Innovation has become essential for tourist businesses in the current economic climate in all value chain segments, such as lodging, transportation, travel agents, and entertainment venues. Improving client satisfaction and preserving a competitive edge in a dynamic market are the key objectives of innovation in the tourism industry. It's critical for businesses to comprehend how consumers view innovation in order to create products that effectively cater to the unique needs of travellers. Răvar Anamaria, Iorgulescu and Maria-Cristina (2013) reveals a disconnect between the value that travellers attach to innovation and how they see it being used in the tourism sector. It also emphasises how important innovation is in shaping travellers' purchasing choices. In contrast to their international rivals, Romanian tourist operators are thought to be less inventive, according to the report. This study provides as a springboard for additional investigation into how to improve creativity in a number of tourism-related fields.

Nine essential concepts stated by Scott A. Cohen, Girish Prayag and Miguel Moital (2013) among them are decision-making, values, motivations, and perceptions—are identified by the study through an analysis of material published in leading travel journals between 2000 and 2012. It also looks at outside factors including Generation Y, technology, and ethical consumerism issues. The paper also explores new areas of research, including group decision-making, understudied markets, cross-cultural problems, emotions, and misbehaviour by consumers. In order to significantly add to the larger body of CB and

marketing literature, the review highlights the necessity of including hedonic and affective elements into CB research in the tourism industry.

The effect of marketing mix components on market share for Iranian companies that produce polymer sheets is the main topic of this study. According to the study, market share is highly influenced by pricing, position, advertising, and product strategies. Sub-components that are important for increasing market share include product variety, quality, after-sale service, pricing terms, discounts, promotional activities, sales team experience, safety stock, on-time delivery, and storage location. According to Farshid Movaghar Moghaddam and Amir. Foroughi (2012) these components should be given top priority in marketing initiatives by managers looking to increase their market share. In the end, the study emphasizes how crucial it is to have a marketing mix that is specifically designed to meet the demands of Iran's polymer sheet manufacturing sector in order to increase market share and profitability.

## **Research Methodology**

### **1. Research Design:**

- The research design will be exploratory and descriptive, aiming to investigate the impact of marketing campaigns on consumer perception. A cross-sectional study approach will be used to gather data at a specific point in time.
- Qualitative and quantitative methods will be employed to gain a comprehensive understanding of consumer perceptions and the effectiveness of marketing campaigns.

### **2. Sampling Technique:**

- The study will use stratified random sampling to ensure representation from different demographic segments of Thomas Cook India Ltd.'s target audience. The sample will include customers who have been exposed to the company's marketing campaigns.
- Sample size calculation will be based on statistical power analysis to achieve adequate representation and statistical significance.

### **3. Data Collection Methods:**

- Surveys: Structured questionnaire will be designed to collect quantitative data on consumer perceptions regarding Thomas Cook India Ltd.'s marketing campaigns. Likert scales and open-ended questions will be utilized.
- Interviews: In-depth interviews with a subset of participants will be conducted to gain qualitative insights into specific aspects of consumer perception and their responses to marketing campaigns.

### **4. Data Analysis:**

- Quantitative Analysis: Survey data will be analyzed using statistical methods like factor analysis, regression analysis, and correlation analysis to find connections between marketing campaigns and consumer perception.
- Qualitative Analysis: Thematic analysis will be applied to interview transcripts to identify recurring themes, patterns, and sentiments related to consumer perception and marketing campaigns.

### **5. Limitations:**

- The study may face limitations such as sample bias, recall bias, and external factors influencing consumer perception beyond marketing campaigns.

Overall, this research methodology aims to provide a systematic and comprehensive approach to evaluating the impact of marketing campaigns on consumer perception for Thomas Cook India Ltd., incorporating both quantitative and qualitative methods for a holistic understanding

## **Case study : Thomas cook India Ltd.**

### **The Collapse of Thomas Cook India Ltd.**

The UK business that popularized package holidays filed for compulsory liquidation in the wee hours of September 23. Following the collapse of the last effort at rescue negotiations, the UK Civil Aviation Authority (CAA) announced that Thomas Cook had "ceased trading with immediate effect". Following an astonishing 178 years, the travel company has ceased operations. According to Peter Fankhauser, the CEO of Thomas Cook Group, the company's demise was a "matter of profound regret."

Thomas Cook, a businessman and Baptist preacher, founded the company in 1841, and it is regarded as the oldest travel agency in the world. It started off by planning train excursions and gradually grew to create a wider range of travel-related enterprises. It also employed more than 21,000 people, 9,000 of whom were located in the United Kingdom. To close down one of the industry's longest-running mainstays at a time when more people than ever have access to overseas travel seems unlikely.

The inability of Thomas Cook to adjust and maintain its competitiveness in the face of a new wave of adaptable travel agencies, online travel agencies, and low-cost carriers like easyJet and Jet2 caused the company's customer base to progressively decline over the course of the decade. To make matters worse, prospective clients were growing accustomed to planning their own vacations instead of utilising travel agencies. The director of the Moffat Centre for Travel and Tourism at Glasgow Caledonian University, Professor John Lennon, states that "the advent of budget air travel, online travel services, and easy access to private accommodation through online platforms like Airbnb radically changed the environment in which Thomas Cook operated."

The situation became much more dire in 2016, as political turmoil in Turkey ultimately resulted in an attempt at a presidential coup. This led to a sharp decline in tourism to a nation that was one of Thomas Cook's top client destinations. After two years, the company's problems were made worse by the heatwave of 2018, which caused more European vacationers than usual to stay at home. Moreover, Thomas Cook found itself facing much more difficult challenges after Brexit, including a sharp decline in the value of the pound that reduced the purchasing power of UK consumers abroad and an uncertainty-driven decline in summer vacation reservations. In the end, these challenges proved to be insurmountable.

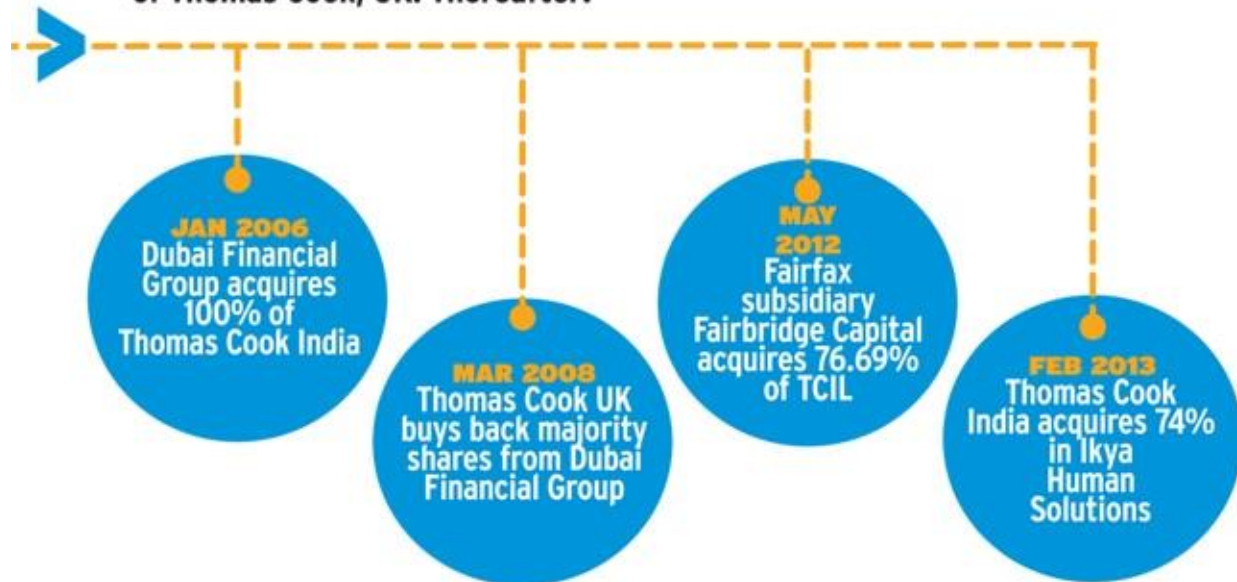
Furthermore, even though the corporation raised £425 billion from shareholders in 2013, this eventually proved insufficient to turn a profit; large quantities of money had to be paid out simply to pay off outstanding debt. In fact, starting in 2011, interest alone amounted to £1.2 billion. And by the time it was all done, it owed £1.7 billion, which meant that in order to pay its interest, it would have to sell three million vacations year. There were more signs that Thomas Cook's health was failing, including reports of corporate malfeasance at the top and a noticeable delay in the dividend payments' return.



## Journey of Thomas Cook India Ltd.

### **CHANGING HANDS**

For 128 years, TCIL was a subsidiary of Thomas Cook, UK. Thereafter:



Thomas Cook (India) Limited (TCIL), which was founded in 1881, is the top omnichannel travel provider in the nation, providing a wide range of services such as corporate travel, MICE, leisure travel, value-added services, foreign exchange, and visa services. Leading B2C and B2B brands are operated by it, such as TC Tours, Digiphoto Entertainment Imaging (DEI), Go Vacation, Private Safaris East & South Africa, Desert Adventures, Australian Tours Management, Thomas Cook, SOTC, TCI, SITA, Asian Trails, Allied TPro, Travel Circle International Limited, Sterling Holiday Resorts Limited, Distant Frontiers, and TC Tours. In 2006 Dubai Financial Group acquires Thomas Cook India Ltd. completely, in 2008 Thomas Cook UK buys back the majority shares from Dubai Financial Group. Further in May 2012 Fairfax Subsidiary Fairbridge Capital acquired 76.69% of TCIL also separating them from the operations so held by the Thomas Cook's home country which was facing a severe backlash and restrictions due to its debt issues and the financial mix. TCIL then issued a statement stating to operate in a decentralized approach just like a polycentric approach of the marketing. Furthermore in Feb 2013 TCIL acquires 74% in Ikya Human Solutions.

### **Data Collection:**

The data for the subsequent study has been collected through the listed sources:

Surveys: Structured questionnaire will be designed to collect quantitative data on consumer perceptions regarding Thomas Cook India Ltd.'s marketing campaigns. Likert scales and open-ended questions will be utilized.

The questionnaire thus formed has been formed from both consumers and retailers perspective while the questionnaire focusing on consumers analyses the effect of marketing campaigns and how it effects their perception along with the brand awareness and like-ability towards Thomas cook India ltd.

On the other hand the questionnaire focusing on the agents have been conducted through interviews gaining their insights about the company and its effectiveness with the run campaigns.

## Data Analysis:

### Regression model From Consumers Perspective

regression - age and influenced perception of the brand positively  
SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.054311
R Square	0.00295
Adjusted R Square	-0.0109
Standard Error	5.937681
Observations	74

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	7.509823	7.509823	0.213008	0.645811
Residual	72	2538.436	35.25606		
Total	73	2545.946			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	29.00881	2.348108	12.35412	1.84E-19	24.32794	33.68968	24.32794	33.68968
influenced perception of the brand positively	-0.31938	0.692013	-0.46153	0.645811	-1.69889	1.060119	-1.69889	1.060119

**H<sub>0</sub>:** There is significant relationship between age and positive brand influence of marketing on consumer perception

**H<sub>1</sub>:** There is no significant relationship between age and positive brand influence of marketing on consumer perception

**Interpretation:** as the significance value of F- 0.645811 is greater than the conventional significance level of 0.05 therefore we do not have sufficient evidence to reject null hypothesis

## Relationship between age and purchase solely on marketing

Regression - age and purchase solely on marketing

SUMMARY OUTPUT

### *Regression Statistics*

Multiple R	0.008072
R Square	6.52E-05
Adjusted R Square	-0.01382
Standard Error	0.469194
Observations	74

### ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	0.001033	0.001033	0.004692	0.94558
Residual	72	15.85032	0.220143		
Total	73	15.85135			

	<i>Coefficient</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1.302548	0.132391	9.838655	5.85E-15	1.038631	1.566464	1.038631	1.566464
purchase solely on marketing	0.006369	0.092988	0.068497	0.94558	-0.179	0.191738	-0.179	0.191738

**Ho:** There is significant relationship between age and purchasing solely on marketing

**H1:** There is no significant relationship between age and purchasing solely on marketing

**Interpretation:** as the significance value of F- 0.94558 is greater than the conventional significance level of 0.05 therefore we do not have sufficient evidence to reject null hypothesis

## Relationship Annual income and consideration of thomas cook services

regression - annual income & consideration on using thomas cook services after marketing campaigns

### SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.150504
R Square	0.022651
Adjusted R Square	0.009077
Standard Error	507967.2
Observations	74

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	4.30574E+11	4.31E+11	1.668694	0.200565
Residual	72	1.85782E+13	2.58E+11		
Total	73	1.90088E+13			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1008090	174519.9222	5.776362	1.8E-07	660191.1	1355989	660191.1	1355989
consideration on u:	-145358	112525.4788	-1.29178	0.200565	-369674	78957.35	-369674	78957.35

**H<sub>0</sub>:** There is significant relationship Annual income and consideration of thomas cook services after marketing campaigns

**H<sub>1</sub>:** There is no significant relationship Annual income and consideration of thomas cook services after marketing campaigns

**Interpretation:** as the significance value of F- 0.770337 is greater than the conventional significance level of 0.05 therefore we do not have sufficient evidence to reject null hypothesis

**Relationship Annual income and Influence of thomas cook marketing campaigns**

regression on anual income & Thomas Cook's marketing campaigns influenced perception of the brand positively  
SUMMARY OUTPUT

<i>Regression Statistics</i>									
Multiple R	0.312034								
R Square	0.097365								
Adjusted R Square	0.084828								
Standard Error	488165.4								
Observations	74								
ANOVA									
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>				
Regression	1	1.85E+12	1.85E+12	7.766469	0.006801				
Residual	72	1.72E+13	2.38E+11						
Total	73	1.9E+13							
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>	
Intercept	281718.1	193049.3	1.459306	0.14883	-103119	666554.8	-103119	666554.8	
influenced perception of the b	158553.6	56893.71	2.786839	0.006801	45138.05	271969.1	45138.05	271969.1	

**Ho:** There is significant relationship Annual income and Influence of thomas cook marketing campaigns

**H1:** There is no significant relationship Annual income and Influence of thomas cook marketing campaigns

**Interpretation:** as the significance value of F- 0.006801 is greater than the conventional significance level of 0.05 therefore we do not have sufficient evidence to reject null hypothesis

**Retailer Perspective**

**Relationship between Exp and Familiarity with thomas cook marketing campaigns and its creativity and innovation**

regression- exp & familiarity with thomas cook marketing campaigns & creativity and innovation of thomas cook ltd

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.745356							
R Square	0.555556							
Adjusted R Square	-0.33333							
Standard Error	0.666667							
Observations	4							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	2	0.555556	0.277778	0.625	0.666667			
Residual	1	0.444444	0.444444					
Total	3	1						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	5.5	0.333333	16.5	0.038536	1.264598	9.735402	5.5	5.5
familiarity with thomas cook marketing campaigns and its creativity and innovation of thomas cook ltd	0	0	65535	#NUM!	0	0	0	0

**Ho:** There is significant relationship between Exp and Familiarity with thomas cook marketing campaigns and its creativity and innovation

**H1:** There is no significant relationship between Exp and Familiarity with thomas cook marketing campaigns and its creativity and innovation

**Interpretation:** as the significance value of F- 0.66667 is greater than the conventional significance level of 0.05 therefore we do not have sufficient evidence to reject null hypothesis

## Relationship between Exp of agent and delivering thomas cook's marketing campaigns updates aligning with needs of its target consumers

regression- exp & Thomas Cook 's campaigns aligning with the preferences & needs of target customers & changes in customer inquiries after thomas cook's campaigns

### SUMMARY OUTPUT

#### Regression Statistics

Multiple R	1
R Square	1
Adjusted R Square	1
Standard Error	1.11E-16
Observations	4

#### ANOVA

	df	SS	MS	F	Significance F
Regression	2	1	0.5	4.06E+31	0.00000000000000011102230
Residual	1	1.23E-32	1.23E-32		
Total	3	1			

	Coefficient	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	lower 95.0%	Upper 95.0%
Intercept	7	2.42E-16	2.89E+16	2.2E-17	7	7	7	7
Thomas Cook In	-1	1.11E-16	-9E+15	7.07E-17	-1	-1	-1	-1
changes in cust	0	1.11E-16	0	1	-1.41067E-15	1.41E-15	-1.4E-15	1.41E-15

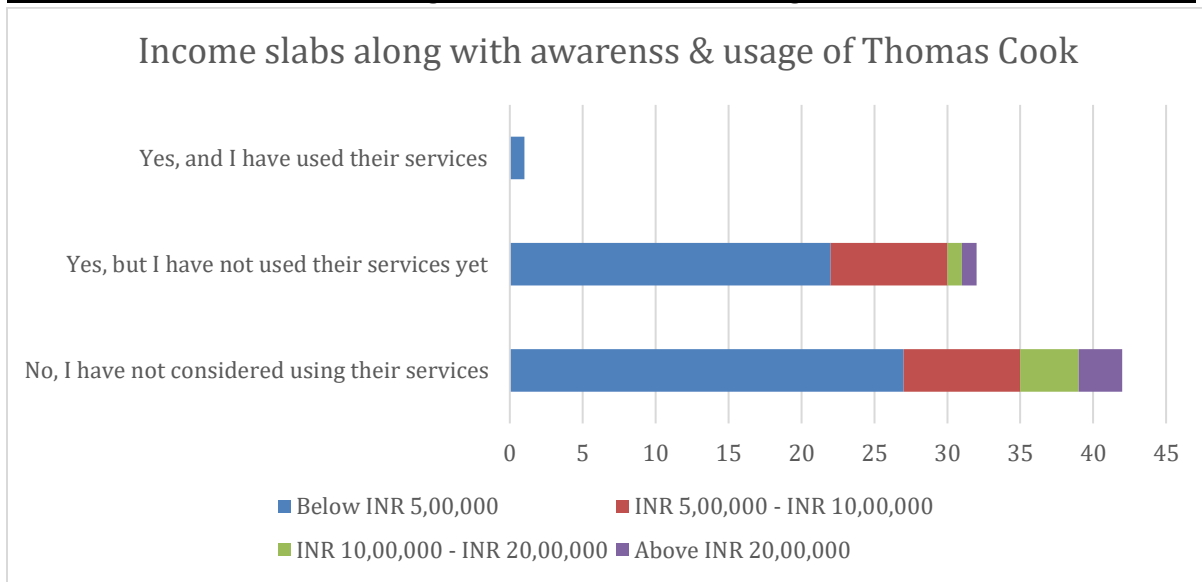
**Ho:** There is significant relationship between Exp of agent and delivering thomas cook's marketing campaigns updates aligning with needs of its target consumers leading to subsequent changes in consumer inquiries

**H1:** There is no significant relationship between Exp of agent and delivering thomas cook's marketing campaigns updates aligning with needs of its target consumers leading to subsequent changes in consumer inquiries

**Interpretation:** as the significance value of F- 0.00000000000000011102230 is less than the conventional significance level of 0.05 therefore we reject null hypothesis



**Relation of Income Slabs along with awareness and usage of thomas cook's services**



The graph depicts that out of the total respondents majority of them of about 42.5% have not used their services till date out of which the maximum of them lies in the income slab of below 5,00,000 of approximately 27.5% even after being aware about the subsequent advertisements and campaigns stating that they weren't influenced or affected by the run campaigns so far , while around 32.5% of the respondents were satisfied with the run campaigns and initiative yet did not avail its services.

### **Subsequent Campaigns :**

**Tarak Mehta ka Ooltah Chashma:** Thomas Cook India Ltd. has partnered with Taarak Mehta Ka Ooltah Chashmah (TMKOC), a popular TV show produced by Neela Tele Films Pvt Ltd., to reach a wider audience in India's developing Middle India markets. With the help of the Singapore Tourism Board, the episodes were filmed in Singapore and depict Thomas Cook overseeing a 7-night trip that included a Dream Cruise from Singapore to Penang and Langkawi, followed by 4 nights in Singapore, for the residents of the Gokuldhaam Society.

With a notable 35% increase in demand from regional segments, Thomas Cook India's focus on Bharat is reflected in this strategic collaboration. Targeting both families and young professionals, the episodes provide a wide selection of experiences that cater to all age groups, from exhilarating outdoor activities like bungee jumps and e-scooter tours to renowned landmarks like Gardens by the Bay and Sentosa.

Thomas Cook (India) Ltd.'s President and Country Head of MICE and Leisure Travel, Rajeev Kale, stressed the company's strategic emphasis on establishing connections with local audiences, notably in Bharat. The choice of Singapore as the location and the attractiveness of cruises for all age groups made the relationship with TMKOC a perfect fit for their consumer outreach.

Thomas Cook has created customised regional tours with distinctive elements including tour managers who speak the local language, Indian food served on tours, and brochures written in the local dialect to cater to customers in certain areas. The implementation of a focused approach has resulted in a noteworthy 40% increase in Regional Tours. The partnership with TMKOC is anticipated to enhance travel demand among Hindi-speaking audiences across the country.

### **India ka Holiday Specialist :**

Thomas Cook (India) Limited has launched a new marketing campaign aimed at leveraging the notable shift in demand towards personalised vacations. With a lengthy history of realising millions of clients' holiday fantasies, the company is positioned in the campaign as India's go-to holiday expert.

The company's increased emphasis on digitalization has led to the development and reinforcement of its hybrid model, which combines cutting edge technology with human knowledge and a personal touch. This has led to a notable decrease in the average age of the company's holiday-making clientele by roughly ten years. There has been a noticeable movement in the thinking of young Indians from saving to spending, as they are eager to boost their expenditure for that once-in-a-lifetime adventure.

**Here are key points elaborating on the "India Ka Holiday Specialist" campaign:**

The principal aim of the campaign is to establish Thomas Cook India as the leading authority on domestic travel experiences. It seeks to highlight the company's extensive expertise, well planned itineraries, and individualised services for tourists wishing to take in India's numerous attractions.

**Encouraging Domestic Travel:** Thomas Cook India's campaign takes advantage of the increased interest in and demand for domestic travel, particularly in the wake of the pandemic, by showcasing the diversity and beauty of Indian vacation destinations. It inspires visitors to find the nation's hidden treasures as well as well-known tourist destinations and unusual locales.

**Engagement and Education:** Thomas Cook India uses the campaign to interact and educate tourists by exhibiting eye-catching images, interactive material, destination guides, travelogues, and testimonies. This encourages wanderlust while enlightening visitors about the distinctive features of every location.

**Promotional Offers:** To encourage clients to book travel, the campaign may also include exclusive discounts, bargains, early bird offers, loyalty benefits, and bundled packages, which will make it more appealing for them to do so.

**Measurable Impact:** A number of indicators, including a rise in inquiries, bookings, customer satisfaction scores, brand visibility, and market share gain in the domestic tourism sector, are used to gauge the effectiveness of the "India Ka Holiday Specialist" campaign.

**The Gen-Z Campaign:**

A new campaign by Thomas Cook (India) Limited focuses on offering customers in Gen-Z immersive summer vacations in Europe starting at Rs. 75,000 in 2023. The ad takes advantage of the youthful demographic in India by prioritising digital tactics and satisfying Gen Z's demand for genuine experiences at competitive prices. Activities on the tours include savouring wine and local cuisine, going on nightlife excursions, and participating in a variety of outdoor activities in well-known European locations. The campaign consists of three 15-second ad segments that communicate poignant messages in an eccentric and lighthearted style appropriate for digital media. Unbeatable offers, the best price guarantee, and cost-free EMI alternatives are some of the main features that entice Generation Z to reserve their summer vacation with Thomas Cook.

### **Bachat ka Baadshah :**

With its new campaign, 'Bachat ka Baadshah,' Thomas Cook (India) Ltd. is leveraging the expanding e-holiday sector in India by emphasizing the idea of 'Smart Saver.' With over 11% of its total travel revenue coming from its profitable e-commerce strategy on thomascook.in, the company has moved to a hybrid 'Clicks & Bricks' model. With more than 40% of transactions done online, it provides cutting-edge goods including Visa Online, Online Forex Store, Foreign Exchange & Holiday Apps, and Forex on Mobile.

The 'Bachat Ka Baadshah' campaign uses an eccentric figure to draw attention to the advantages of being a frugal consumer. It consists of aggressive social media competitions on Twitter and Facebook, as well as outdoor, radio, and digital promotions in major cities like Bangalore, Delhi, and Mumbai. Through fantastic vacation packages that are offered on thomascook.in, the campaign hopes to appeal to the value-conscious mindset of Indian consumers and encourage bookings.

### **The OOH (Out-Of-the Home) Campaign:**

The top omnichannel travel services provider in India has launched a disruptive campaign using outdoor media to generate awareness on digital and outdoor social media platforms. With this striking and disruptive format that combines mixed reality and anamorphic projections, Thomas Cook's brand awareness and cool factor will soar. Its objective is to draw in young Indian customers and encourage social media sharing.

To emphasize its campaign tagline, Europe, Best The brand, who had previously collaborated with Thomas Cook, produced a 3D anamorphic creative that showcases a breathtaking picture of the Glacier Express traveling across Switzerland and crossing the Brusio Spiral Bridge. In this dynamic presentation of one of Europe's most picturesque train journeys, the Glacier Express nearly explodes out of the hoarding, providing walkers and passing automobiles with an exhilarating experience.

Furthermore, Thomas Cook India has skillfully created the impression of an outdoor hoarding in a well-known Mumbai location using mixed reality. This little film from the outside location shows a train speeding through the Swiss Alps and stunning passersby by giving the impression that snow is falling from the hoarding into the streets.

### **India ka Forex-Specialist Campaign:**

Cook, Thomas India has maintained its leadership in the Forex services market thanks to its persistent concentration on the foreign exchange segment. Being the biggest non-bank provider of foreign currency services in India, specialization has been driven by four key axes: scale, speed, skill, and service.

The company's foreign exchange division currently services over 1 million retail consumers annually through its website and more than 100 Forex stores scattered throughout 65 metros and Tier 2-4 cities and villages across India. Along with serving over a thousand corporate clients, the company has issued over a million Forex prepaid cards and serves over a lakh students who use its fees and other remittance services to

pay for their studies abroad. The company works with more than 1500 Forex agent partners worldwide and runs 21 counters at major airports.

Thomas Cook India's Forex business started its digitalization journey before to the pandemic with the clear goal of taking use of the country's quickly expanding digital environment and driving size and speed. The company then used the lockdown to expedite its digital transformation. In order to meet the demands of contactless and secure transactions, the Forex industry shifted to more advanced digital models. It introduced the Virtual Forex Branch, giving its employees VPN phones and auto-diallers so they could stay in touch and help clients from the comfort of their homes; it also developed the cutting-edge FXMate digital tool to support B2B partners with virtual foreign exchange services; and it offered online remittances and card top-ups, which were crucial for providing students who were stuck abroad with quick, seamless, and secure transactions.

**Business Impact:** This has benefited greatly from its focus on digital transformation, supporting the company's growth in Q3 FY22, which saw a 2x increase in value over Q3 FY21; robust QoQ transactions saw a 72% increase over Q3 FY21; and QoQ, card loads increased by 140%. With over 1600 FXMate partners who operate via a digital platform, the education segment has even outperformed pre-pandemic 2019 levels by 111% over Q3 FY20 and rebounded in Q3 FY22 by 174% over Q3 FY21. These partners have generated sales of Rs. 375 Crore.

## **SWOT ANALYSIS OF THOMAS COOK INDIA LTD.**

### **Strengths of Thomas cook India ltd are listed below:**

**Broad geographic reach:** Thomas Cook India boasts a sizable dealer and associates network that not only helps it provide consumers with effective services but also aids in handling the competitive challenges faced by the Personal Services sector.

**Human resources** are essential to Thomas Cook India's performance in the personal services sector. This includes talent management at the company and staff skill development.

**Brands serving many customer segments within the Personal Services sector :** Thomas Cook India's wide range of product offerings have aided the business in reaching various client segments within the Personal Services sector. Additionally, it has aided in the organization's revenue stream diversification.

**First mover advantage** in a market that is getting more and more congested. Thomas Cook India's market share in the personal services sector is growing quickly because to the new items.

**Innovation track record:** Thomas Cook India has demonstrated success with consumer-driven innovation, despite the fact that most service industry participants want to innovate.

**New product mix success:** Thomas Cook India offers a wide range of alternatives for product mixes to its clients. It assists the business in serving different clientele within the Personal Services sector.

**Weakness of Thomas Cook India Ltd are listed below:**

**Insufficient investments** in customer-focused services at Thomas Cook India could give rivals an advantage in the near future. Thomas Cook India should put more money into research and development, particularly for programmes that focus on customer service.

The **Business Model** of Thomas Cook Rivals in the personal services industry might easily imitate India. To get over these challenges, Company Name needs to create a platform model that can combine suppliers, providers, and end consumers.

**The additional expense of creating a new supply chain and logistics network:** The internet and artificial intelligence have fundamentally altered the business model of the services sector. Thomas Cook India needs to establish a new, robust supply chain network since the dealer network is becoming less significant. That may come at a very expensive price.

**Profitability under strain** due to the Personal Services industry's competitiveness, which is resulting in declining per unit revenue. Assessing the current value propositions of the different goods objectively is a good place for companyname to start when managing this scenario.

**Expensive to replace current Thomas Cook India expertise.** The knowledge base of Thomas Cook India is mostly the responsibility of a small number of employees, and under the current circumstances, replacing them will be very challenging.

**Declining market share is** despite rising sales; the personal services sector is expanding more quickly than the business. In this kind of situation, Thomas Cook India needs to closely examine the many trends in the services industry and determine how best to position itself for future expansion.

**Opportunities of Thomas Cook India Ltd are listed below:**

**Customers' trend of switching to higher-end items** Since Thomas Cook India has a strong brand awareness in the premium market and customers have had excellent experiences with the business's lower-end brands' exceptional customer services, the trend of customers converting to higher-end items presents a big opportunity for the company. It presents an opportunity to increase profitability and could be advantageous to the company in two ways.

**Rapid technical advancements and innovations** Suppliers are now able to produce a wider range of goods and services thanks to suppliers' increased productivity and rapid technological advances and advancements. Thomas Cook India's entry into similar product areas may benefit immensely from this.

**Growing the client base in lower segments** As consumers move from unorganised to licenced service providers, there is a shift in the services business. It will give Thomas Cook India the chance to enter the entry-level market by introducing a basic product.

**Decrease in the price of launching new products** through the use of independent retail partners and specialized social networks. Thomas Cook India can benefit from this emerging trend by beginning small and expanding their company when a new product starts to show promise.

**Opportunities in the Online Space:** As clients use online services more frequently, Thomas Cook India will be able to provide new products to the personal services sector.



**Threats of Thomas Cook India Ltd are listed below:**

**Urban market saturation and rural market stagnation** pose a persistent problem for Thomas Cook India's Personal Services business. The sluggish acceptance of items in rural markets is one of the causes. Second, because of the great distances and lack of infrastructure, serving rural consumers is more expensive for Thomas Cook India than serving urban customers.

**Lack of qualified human resources:** Company name may soon encounter difficulties finding qualified human resources due to increased employee turnover and growing reliance on creative solutions.

**Institutions are being distrusted**, and Thomas Cook India is facing more and more legal action. Since it is challenging to implement WTO laws and regulations in different markets. Legal proceedings are now costly and time-consuming. It might cause Thomas Cook India to invest less in emerging markets, which would restrict growth.

**Commoditization of the product segment:** The growing commoditization of products in the services sector is the largest obstacle facing Thomas Cook India and other industry participants.

**Changing demographics:** As baby boomers retire, the younger generation finds it difficult to match their spending power. Thomas Cook India may see an increase in short-term profitability as a result, but long-term margins may decline as younger consumers are less brand loyal and more willing to try new things.

### **Findings:**

1. It can be concluded that there exists a significant relationship between age and the way marketing campaigns influence the consumer perception and their tendency to purchase various products and services
2. It was found that that social media was the highest used and viewed channel to come across various marketing campaigns , where about 83.6% of them come across various marketing campaigns.
3. It was also concluded that though people were aware about the Thomas cook services yet there was a majority of the respondents that did not come across Thomas cooks marketing's in the recent 6 months.
4. It was also concluded that about 66.3% of the respondents were satisfied with the satisfaction from the Thomas cook's services
5. About 75% of the respondents were in the age bracket of 18-25 years of age, while 21.3% of the respondents were in the age bracket of 26-35 years of age, where the majority of 58.8% consisted of males and 40% consisted of females.
6. Approximately 65% of the respondents were with an educational background of Master's degree and 32.5% of them were graduated, out of which 63.7% of them belonged to the annual income slab of below 5,00,000, where 25% belonged to the group of 5,00,000-10,00,000.
7. It can be concluded that marketing campaigns play a significant role in shaping the consumer decisions, where 60% of the respondents were convinced with the creativity with Thomas cook India Ltd and 68.8% of them believe marketing campaigns are moderately important in shaping decisions
8. About 48.8% of the respondents rarely came across Thomas cook's marketing campaigns, where 57.5% rated its creativity as neutral and around 60% of the respondents believe that their campaigns effectively communicated their benefits.

### **Recommendations:**

1. Though the level of creativity is maintained in the organisation and it does run subsequent marketing campaigns but it lacks in reaching to it's on the ground audience
2. Along with social media and billboards it should also go along with collaborating with shows like Tarak Mehta ka Oolath chashma as in the past to capture the regional and maximum audience.
3. While the campaigns are run timely to cater to the needs of its target audience , yet their marketing campaigns weren't able to deliver the benefits properly to their audience thus focus should be laid to effectively delivering the benefits and their schemes using the subsequent marketing campaigns
4. While a maximum of them were still not availing their services thus, marketing campaigns that persuade people to avail their product and services.
5. In order to capture and convert more people to avail their services the company should incorporate experienced retailers / agent

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