

## An Analysis on Enhancing Brand Equity of Kerala Tourism Development Corporation for the Economic Growth of Kerala

Jayalakshmy\*, Panchanatham  
Annamalai University, Chidambaram, India

### ABSTRACT

*Kerala tourism development corporation is the back born in the development of the economic status of the state as it has a wide range of applications in the particular environmental scenario of the state is concerned. The various places like mountains, hilly place, rivers, sea, paddy fields, lakes, temples, churches, mosques, rare places, caves, tea estates, etc. make Kerala a rich state as far as the tourism sector is concerned. KTDC is very actively participating in igniting various programmes for the welfare of the state as well as the country. This is making Kerala "God's Own Country." This particular study emphasis on the development of enhancing the brand equity of Kerala Tourism Development Corporation to create new avenues in the economic growth of the state as well as the nation. In effect this study tries to develop a creative model for the creation of customer satisfaction which can develop more brand equity. In this scenario it is very essential to understand the real factors involved in creating the customer satisfaction.*

**Keywords:** brand, customer satisfaction, equity, Kerala, tourism

**\*Corresponding Author**

E-mail: [jayalakshmytvp@gmail.com](mailto:jayalakshmytvp@gmail.com)

### INTRODUCTION

KTDC Hotels and Resorts Limited (KTDC) was incorporated on 29 December 1965 as a private limited company under the provisions of the Companies Act, 1956. The Registered/Corporate Office of the Corporation is situated at Mascot Square, Thiruvananthapuram [1]. The initial name of the company was Kerala Tourist and Handicrafts Corporation Private Limited. The name was changed as Kerala Tourism Development Corporation Limited from 15 July 1970 and later as KTDC Hotels and Resorts Limited from 07 October 2010. KTDC has been playing a key role in the development of infrastructure facilities required by the rapidly growing tourist traffic into the State of Kerala [2]. It has been the prime mover in the progressive development, promotion and expansion of tourism in the State. Apart from developing the largest hotel chain in Kerala, KTDC

offers tourism related facilities like conducted tours, boating, tourist reception centers, centralized/online reservations, conventional services, customized tour packages etc. The authorized share capital of the corporation is 85 Crores and the issued capital as on 31-03-2016 was 85 Crores [3]. The entire paid up capital of the corporation is held in the name of Governor of Kerala. Working on the philosophy of public sector, KTDC succeeded in achieving its objectives by promoting the largest hotel chain in the State and providing all tourist services [4].

### Objectives of the Study

- To study the extent to which brand equity for KTDC from customer perspective.
- To identify the keen factors of brand equity for KTDC as per customer dimension.

- To develop a suggestive model for brand equity creation.

### Brand Equity

Brand equity is the basic requirement as far as any company is concerned for bettering the outflow of the organization. The major factors contributing brand equity are as follows [5].



**Fig. 1.** Source:

[www.yourarticlelibrary.com](http://www.yourarticlelibrary.com) › brands.

### Data Analysis and Interpretation

The major parameters under evaluations are:

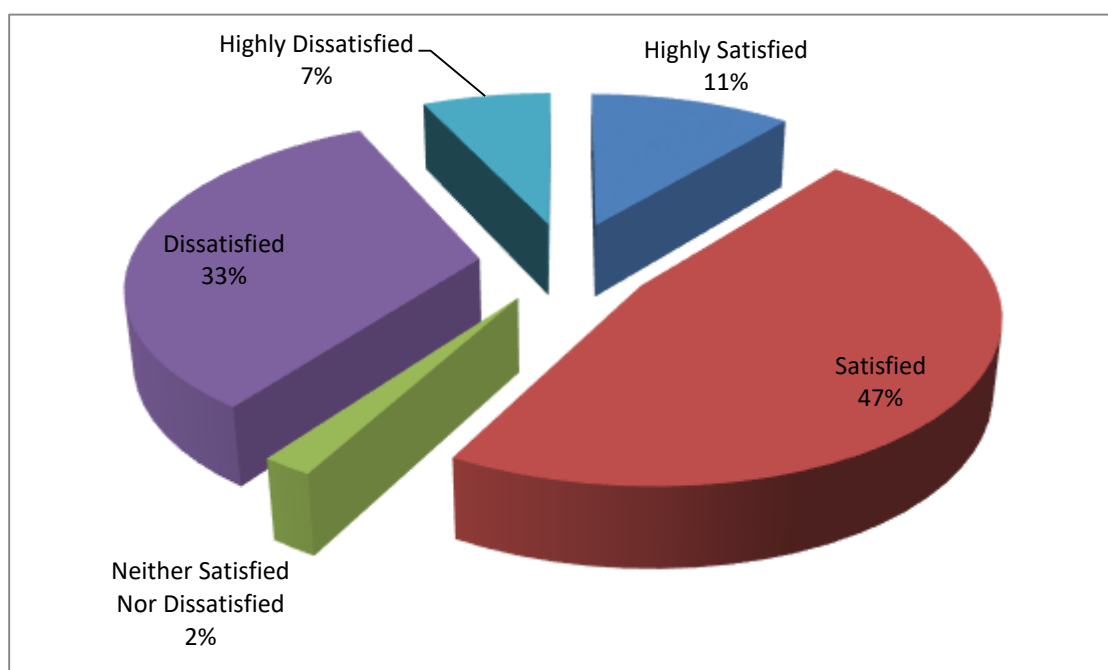
- Brands identity
- Brand association
- Brand awareness
- Perceived quality
- Brand loyalty

The target population is the entire customers who are availing the existing facilities of KTDC [6]. At the same time the sample for the study was selected among the 100 consistent customers who are availing the hotel facilities twice in every year for the last 5 years from 5 districts of the Kerala state. The details of the customers collected from the hotels with the help of a structured questionnaire [7].

### Brands Identity

**Table 1.** Regarding the brand identity.

| Options                            | No. of respondents | Response (%) |
|------------------------------------|--------------------|--------------|
| Highly satisfied                   | 11                 | 11           |
| Satisfied                          | 47                 | 47           |
| Neither satisfied nor dissatisfied | 2                  | 2            |
| Dissatisfied                       | 33                 | 33           |
| Highly dissatisfied                | 7                  | 7            |
| <b>Total</b>                       | <b>100</b>         | <b>100</b>   |



**Fig. 2.** Rating regarding the brand identity.

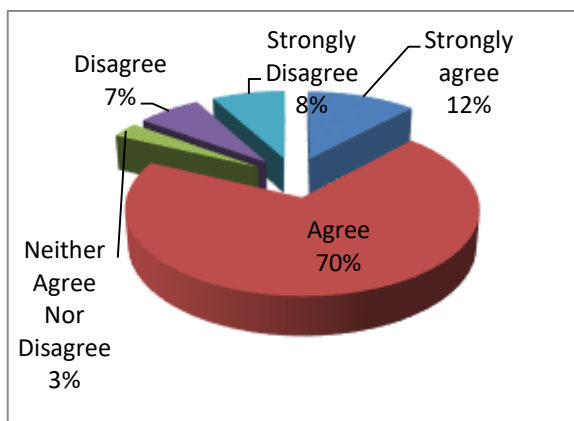
### Interpretation

From the analysis, majority of the respondents (47%) are satisfied with the brand identity of KTDC, 33% are dissatisfied, 11% are highly satisfied, 7% are highly dissatisfied and 2% are neither satisfied nor dissatisfied with the brand identity of KTDC. Hence it is concluded that majority respondents are agreeing the brand identity of KTDC [8]. The study reveals the fact that 47% of the respondents are satisfied with the brand identity of KTDC and it is very essential to convert the rest of the population to the same category [9].

### Brand association

**Table 2.** Rating regarding the brand association of KTDC.

| Options                    | No. of respondents | Response (%) |
|----------------------------|--------------------|--------------|
| Strongly agree             | 12                 | 12           |
| Agree                      | 70                 | 70           |
| Neither agree nor disagree | 3                  | 3            |
| Disagree                   | 7                  | 7            |
| Strongly disagree          | 8                  | 8            |
| <b>Total</b>               | <b>100</b>         | <b>100</b>   |



**Fig. 3.** Rating regarding the brand association of KTDC.

### Interpretation

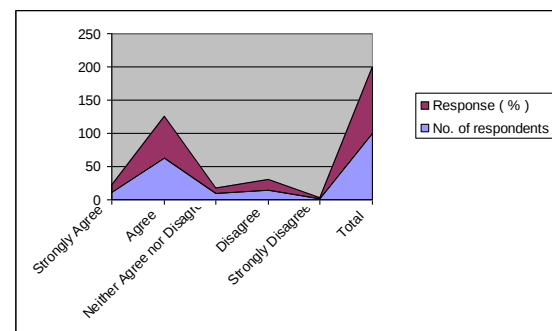
From the analysis, majority of the respondents (70%) agree that the brand association of KTDC are good. 12% strongly agree, 8% strongly disagree, 7% disagree and 3% neither agree nor disagree.

that brand association of KTDC is not up to the level. Hence, it is concluded that majority of the agree that brand association of KTDC are good [10].

### Brand Awareness

**Table 3.** Analysis regarding the brand awareness.

| Options                    | No. of respondents | Response (%) |
|----------------------------|--------------------|--------------|
| Strongly agree             | 11                 | 11           |
| Agree                      | 63                 | 63           |
| Neither agree nor disagree | 9                  | 9            |
| Disagree                   | 15                 | 15           |
| Strongly disagree          | 2                  | 2            |



**Fig. 4.** Analysis regarding the brand awareness of KTDC.

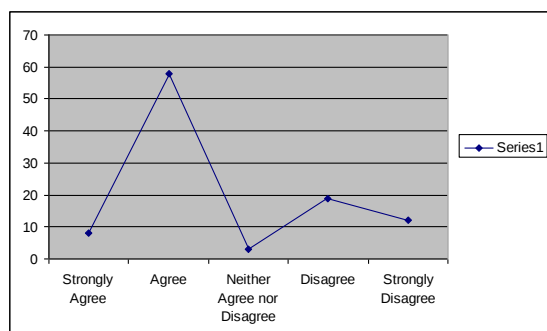
### Interpretation

Analysis was done for the brand awareness of KTDC and it is clear that the majority of the respondents are agreeing to that they are aware of KTDC and its services as well as various outlets [11]. Next is the disagree with the brand awareness of KTDC, this may be due to the hesitation or ignorance or let it be any other reason, the study intends to convert this particular category into positive attitude.

### Perceived quality

**Table 4.** Rating regarding the perceived quality of KTDC.

| Options                    | No. of respondents | Response (%) |
|----------------------------|--------------------|--------------|
| Strongly agree             | 8                  | 8            |
| Agree                      | 58                 | 58           |
| Neither agree nor disagree | 3                  | 3            |
| Disagree                   | 19                 | 19           |
| Strongly disagree          | 12                 | 12           |
| <b>Total</b>               | <b>100</b>         | <b>100</b>   |



**Fig. 5.** Rating regarding the perceived quality of KTDC.

### Interpretation

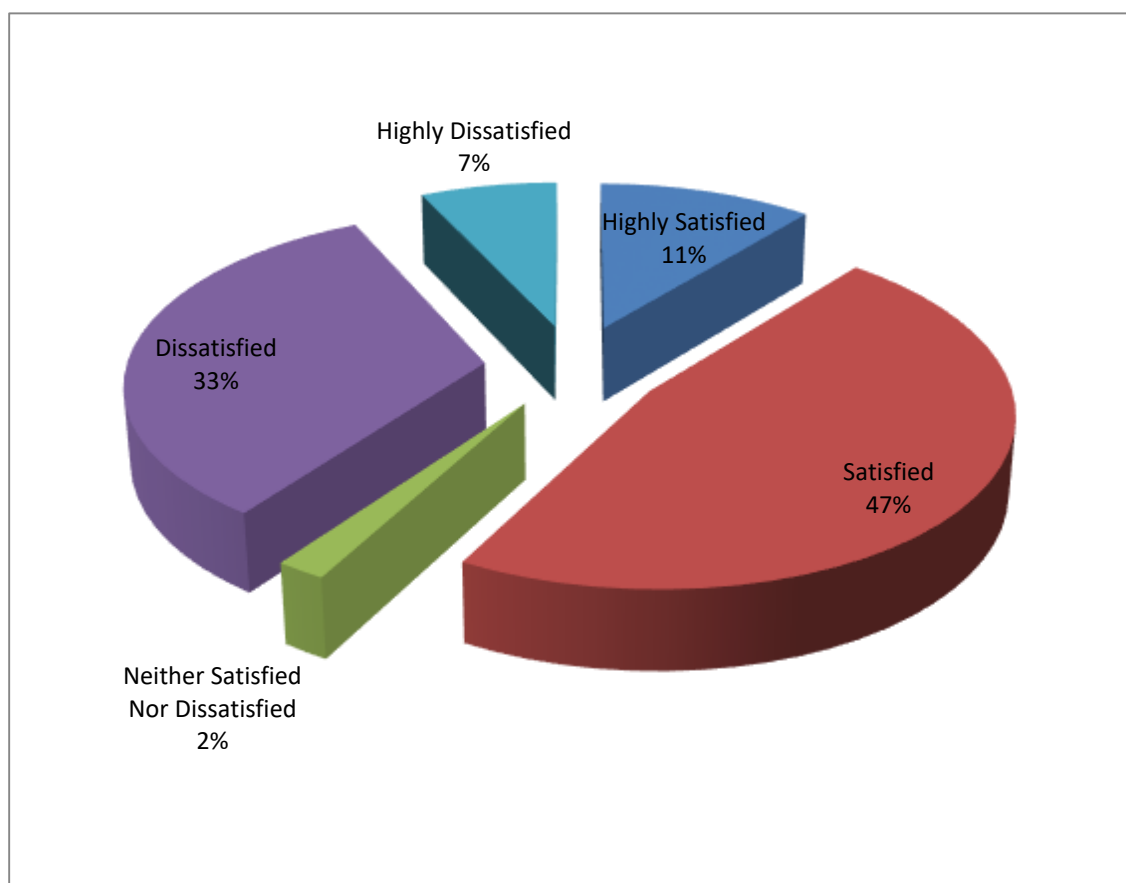
From the analysis, majority of the respondents (58%) agree that they have the perceived quality of KTDC. 19% disagree, 12% strongly disagree, 8% strongly agree

and 3% neither agree nor disagree with the perceived quality of KTDC. Hence, it is concluded that majority of the respondents are having the opinion that they have positive attitude towards the perceived quality of KTDC.

### Brand Loyalty

**Table 5.** Rating regarding the brand loyalty.

| Options                            | No. of respondents | Response (%) |
|------------------------------------|--------------------|--------------|
| Highly satisfied                   | 11                 | 11           |
| Satisfied                          | 47                 | 47           |
| Neither satisfied nor dissatisfied | 2                  | 2            |
| Dissatisfied                       | 33                 | 33           |
| Highly dissatisfied                | 7                  | 7            |
| <b>Total</b>                       | <b>100</b>         | <b>100</b>   |



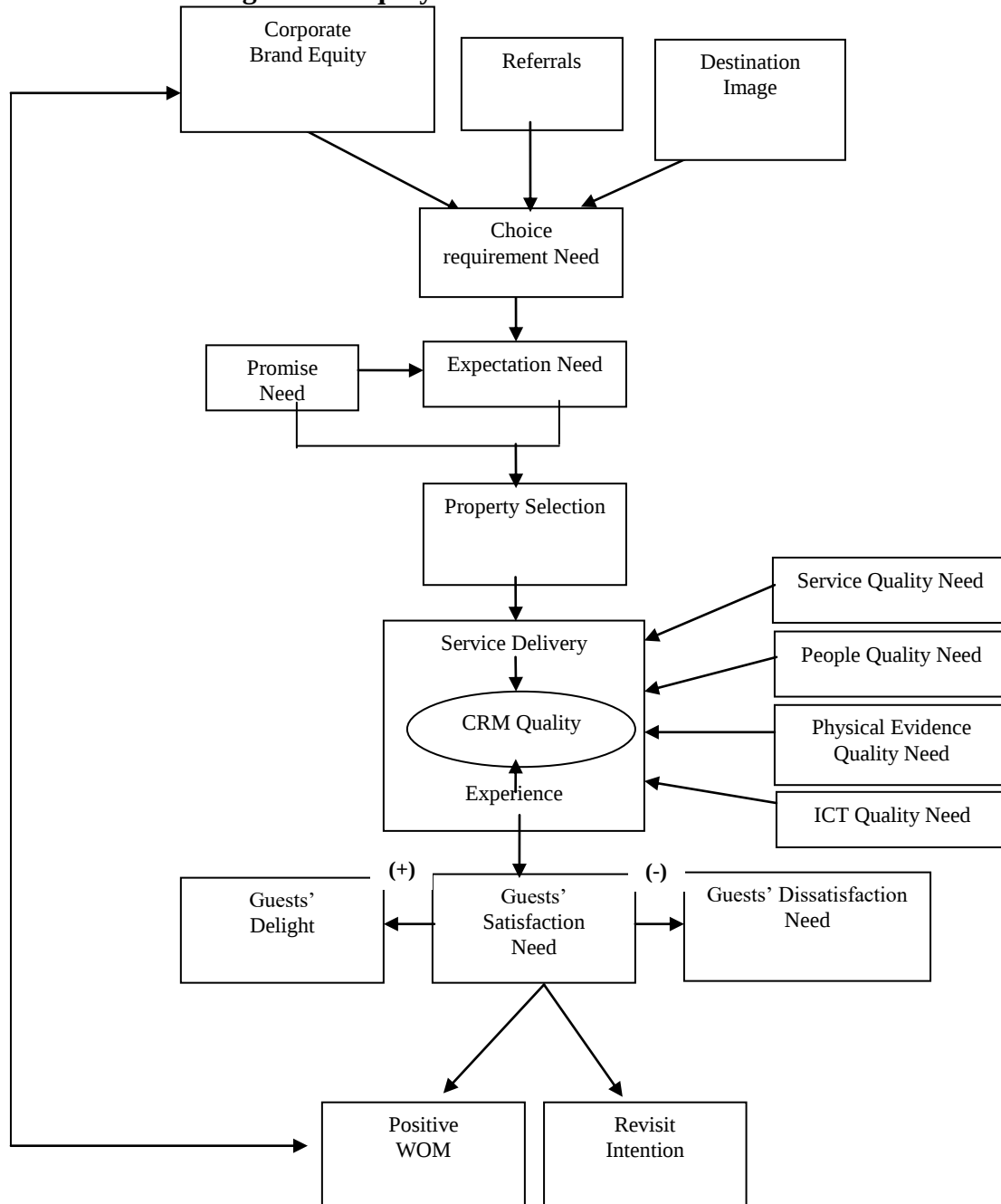
**Fig. 6.** Rating regarding the brand loyalty.

### Interpretation

From the analysis, majority of the respondents (47%) are satisfied with the brand loyalty of KTDC, 33% are dissatisfied, 11% are highly satisfied, 7%

are highly dissatisfied and 2% are neither satisfied nor dissatisfied with the brand loyalty of KTDC. Hence, it is concluded that majority respondents are agreeing with the Brand loyalty of KTDC.

### A Model for Enhancing Brand Equity



The antecedent factors of a particular property selection are destination image, referral quality and corporate brand equity. Increase and the outcome are re-visit intention and positive word of mouth. In various research studies, it was found that there are three most important antecedent factors which are the determinants for the selection of a particular hospitality provider. They are destination image,

referral quality and corporate brand image. The choice of a particular hotel is also influenced by the expectation of the guest and promise made by the hotel regarding the facilities and services available at the property. The linkage of antecedent factors, the CRM quality constructs, the outcomes of CRM quality and enhancement of corporate brand equity are clearly depicted in the figure depicted above [12].

## CONCLUSION

The analysis gives a clear impact on the social aspect of the subject and also it gives a clear picture on the area where the stress has to be given in enhancing the brand equity. The model suggested gives a clear picture on the areas where more stress to be given as well as the specific dimensions in which it has to be pointed to give more emphasis in creating more loyal customers to KTDC.

## REFERENCES

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