

Aliya N. CHUYEVA¹
Saira R. YESSIMZHANOVA²

LEISURE MARKETING COMMUNICATIONS: CONSUMERS' AWARENESS

In the context of a virtual transformation of consumer behavior, commercial offer switches play an important role in increasing customer awareness of the company's product and the recognition of the company itself. The study was conducted by sending online forms Google Form followed by data processing using Excel and SPSS. The purpose of this study was to identify the degree of consumer awareness of the horse-centered leisure activities in Almaty city and Almaty region. The survey was conducted by online sending out a Google Form with subsequent data processing by using Excel and SPSS. Novelty of this study is consideration of the significance of the awareness of the company's product (goods/service) in connection with the virtual transformation of consumer behavior is considered. As the result, study showed the levels of awareness degree about the horse-centered leisure activities in Almaty city and Almaty region the among interviewed respondents

Keywords: leisure, awareness, integrated marketing campaign.

1. INTRODUCTION

The research problem is the choice of adequate marketing communication in the horse-based recreational business. Questions to clarify are the people's awareness of the possibility of obtaining horse-centered leisure services in Almaty and Almaty region and the attitude of these consumers to the above type of recreation.

The aim of the study is to identify the degree of awareness of target groups about horse-centered leisure activities. The research relevance is due to an increase in consumer demand for recreational services in steadily dynamic urbanization (Carlino, Saiz, 2019). The 21st century consumer behavior is saturated with virtual exposure of emotions and impressions, and accordingly are transformed by switches of commercial offers (Kim, Lee, Jung, 2018). In this regard, the marketing management process is becoming more complicated and is becoming integrated.

2. LITERATURE REVIEW

The basis of promotion is an effective system of interaction with customers Philip Kotler has reduced four classical hierarchical models of consumer feedback to a three-stage

¹ Aliya N. Chuyeva, MSc in Economics, Narxoz University PhD Student, Almaty, Kazakhstan (corresponding author); e-mail: Aliya.chuyeva@narxoz.kz. ORCID: 0000-0001-7671-4235.

² Saira R. Yessimzhanova, Doctor of Economics, professor, Narxoz University, Almaty, Kazakhstan; e-mail: esimzhanova.s@uib.kz. ORCID: 0000-0002-9921-3457.

scheme from cognitive through affective to behavioral highlighting a hierarchy of effects model. (Kotler, Keller, 2011). According to the model, the potential buyer's path to the final purchase lays primarily on the level of his knowledge of the company's product, including basic knowledge of the company, and in case of further favours and any preferences convinces to buy "must have products". Here in marketing mix the offline and/or online delivery of information about company's product to the consumers plays the key role in initial reading their environments (Smith, Paul, Zook 2016). Cultural, social, personal and psychological factors influence on the development dynamics of the customer behavior in the decision make process. (Yusniza Kamarulzaman, Nor Khalidah Abu, 2017).

Of course, bookmaking and expanding product awareness take time and require continuous communication with the consumer audience through an integrated marketing campaign (Camilleri, 2018). The campaign is aimed at escorting the buyers to the final purchase from the moment of contacting them with a unique selling proposition, while the entire team of the company works harmoniously and precisely according to the marketing integrated plan and program (Reevers, Rosser, 1961; Kotler, Armstrong, 2011; Laurie, Mortimer, 2019). In this regard, it is important to make a memorable impression on the buyers and thereby encourage them to search for information about the product and the company, while the degree of awareness increases. Innovative communication means play a huge role in expanding the customer's illumination field.

So there is a certain gap in the use of marketing communications for the formation of consumer loyalty to leisure activities with the participation of horses by representatives of equestrian recreation business. At the same time, the chain of the influence of the quality of the event on the emotions of tourist is significant, which in turn determines the value of the event and satisfaction with the final loyal attitude (Akhoondnejad, 2018).

3. METHODOLOGY

To identify the potential interest of residents of Almaty and the Almaty region to equestrian tourism, a survey was conducted by sending an online Google Form Application. This application is laborious in the creation process of a questionnaire, but is easy to use with a wide range of tools for creating and sending out a questionnaire. Questions are taken from previous done surveys, and adapted to the current research topic (Bruner, 2013; Weyland, Lateral, 2014; Trang, Lee, 2018). The questionnaire included "What geographical region do you live in?" for territorial observes of respondents because of the study is market-oriented for Almaty and the Almaty region.

A total of 22 prepared questions were included 15 in the questionnaire. Only 59 respondents replied out of 100, but in the analysis of the survey data was carried out using 57. Excel and SPSS were used in data processing and analysis. Initially, the survey data was automatically summarized in the Google Form Application in pie charts and Excel tables. In addition, the convenience of Google Form is in the update possibilities in case of grammar and stylistic errors, and there are other advantages. Then the data was entered into the SPSS program almost manually since the data could not be automatically digitized by the Google Form program.

4. DATA ANALYSIS

During the survey, the answers to the question "Have you heard about equestrian tourism?" were distributed as follows: 32% answered "no", affirmative "yes" gave 68% of

the respondents (Fig. 1). These indicators indicate that the category "equestrian tourism" is familiar to the population.

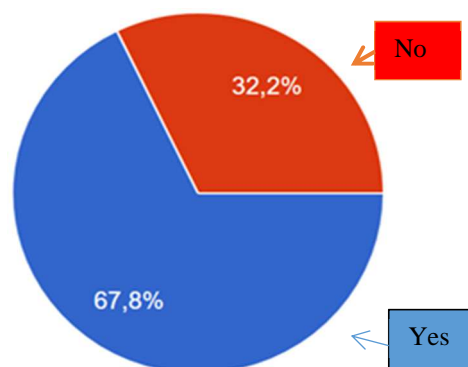


Fig. 1. Answers to the question: "Have you heard about equestrian tourism?"

Note: compiled by the authors based on survey data using the Google Form program.

However, to the question "Are there any proposals for equestrian tourism in Almaty and the Almaty region?" response statistics are disappointing: 39% of respondents answered negatively, 37% found it difficult to answer, and only 24% were aware of such proposals in Almaty and Almaty region (Fig. 2).

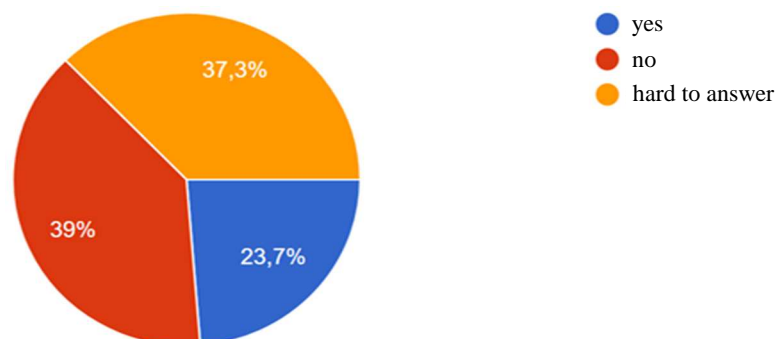


Fig. 2. Answers to the question: "Are there any proposals for equestrian tourism in Almaty and the Almaty region?"

Note: compiled by the authors based on survey data using the Google Form program.

According to the survey, 56% of respondents are interested in equestrian tourism or recreation. Actively involved in this type of recreation is 7%. 20% of respondents are not interested in this rest, which is slightly more difficult to answer the question by 3%.

As a result of using the SPSS program for data analysis, a generalized portrait of respondents was compiled (table 1). The age of the respondents predominantly ranges from 20–29 years and the female gender dominates. In addition, the proportion of single respondents predominantly living in an urban environment with higher education and with an income of less than 100,000 tenge.

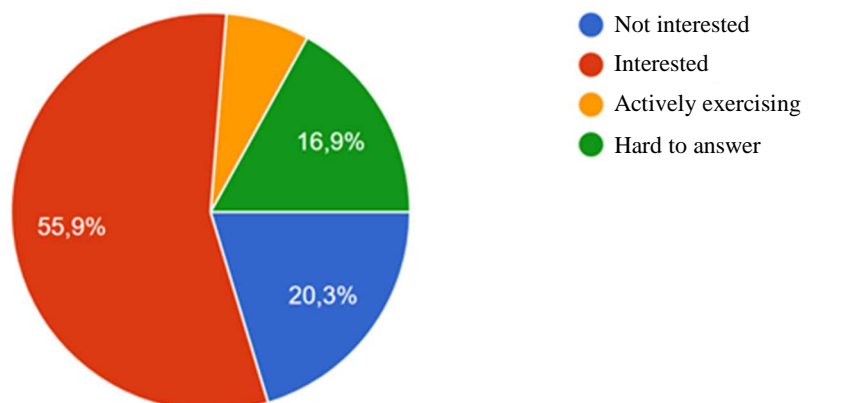


Fig. 3. Answers to the question: "What is your opinion about equestrian tourism or recreation?"

Note: compiled by the authors based on survey data using the Google Form program.

Table 1. Frequency tables

What is your gender?					
		Frequency	percentage	Valid percentage	Accrued interest
Valid	Man	15	26,3	26,3	26,3
	Woman	42	73,7	73,7	100,0
	Total	57	100,0	100,0	

How old are you?					
		Frequency	percentage	Valid percentage	Accrued interest
Valid	up to 20	12	21,1	21,1	21,1
	20-29	26	45,6	45,6	66,7
	30-39	12	21,1	21,1	87,7
	40-49	7	12,3	12,3	100,0
	Total	57	100,0	100,0	

Table 1 (cont.). Frequency tables

What is your current place of living?

		Frequency	percentage	Valid percentage	Accrued interest
Валидные	город	41	71,9	71,9	71,9
	село	16	28,1	28,1	100,0
	Всего	57	100,0	100,0	

Your educational level?

		Frequency	percentage	Valid percentage	Accrued interest
Valid	secondary/secondary special	9	15,8	15,8	15,8
	specialist	2	3,5	3,5	19,3
	bachelor	23	40,4	40,4	59,6
	master	19	33,3	33,3	93,0
	scientific degree	4	7,0	7,0	100,0
	Total	57	100,0	100,0	

What is your marital status?

		Frequency	percentage	Valid percentage	Accrued interest
Валидные	not married	37	64,9	64,9	64,9
	married	16	28,1	28,1	93,0
	divorced	2	3,5	3,5	96,5
	widow/ widower	2	3,5	3,5	100,0
	Total	57	100,0	100,0	

What is the range of your total monthly income?

		Frequency	percentage	Valid percentage	Accrued interest
Valid	less than 100 000 tenge	23	40,4	42,6	42,6
	100 000 – 150 000 tenge	5	8,8	9,3	51,9
	151 000 – 200 000 tenge	13	22,8	24,1	75,9
	201 000 – 250 000 tenge	5	8,8	9,3	85,2
	251 000 – 300 000 tenge	3	5,3	5,6	90,7
	more than 350 000 tenge	5	8,8	9,3	100,0
	Total	54	94,7	100,0	
Lost	System	3	5,3		
Total		57	100,0		

Note: compiled by the authors based on survey data using the SPSS program

Also, according to the frequency tables, a little more than half of the respondents (56.1%) considered themselves to be beginner riders, and if it was possible to order equestrian recreation services, they would choose horse riding (31.6%) and horse riding lessons (22.8)

Table 2 contains the main statistical indicators, such as averages, variances and correlations. Cronbach's Alpha coefficient depends on the number of scale of elements, this is an invalid scale.

Table 2. Reliability analysis

Observation summary report		
Observations	Valid	N
	Exception ^a	%
	Total	
		54
		3
		57
		94,7
		5,3
		100,0

a. Exception entirely based on all variables in the procedure.

Reliability statistics	
Cronbach's Alpha coefficient	N elements
,012	4

Statistics points against the total score				
	Scale average when excluding item	Scale variance when excluding item	Corrected correlation between item and total	Cronbach's alpha to the exclusion of item
What is the range of your total monthly income?	7,9815	5,452	,011	-,004 ^a
How would you rate your riding skills?	8,5556	5,723	,219	-,357 ^a
How would you rate the impact on your weekend plans if the equestrian club was in or near the city?	7,5556	7,195	-,013	,039
Estimate the current state of equestrian tourism in Almaty and Almaty region:	7,7407	8,762	-,171	,233

a. The value is negative because the mean covariance between items is negative. This violates the assumptions of the reliability model, may need to check the coding of the items.

Note: compiled by the authors based on survey data using SPSS software

The survey also characterized consumer needs, such as communication with horses in nature, relaxation and release from stress and tension, the presence of infrastructure.

5. RESULTS AND CONCLUSION

As a result of the study, it was found that more than half (68%) of the survey participants had heard about equestrian tourism, however almost the same time number of respondents had no idea about offers of such services in Almaty and the Almaty region. Thus, the degree of awareness of the respondents about the possibility of obtaining horse-centered leisure services is low. In this regard, in further studies, pay attention to how marketing management is carried out in the field of recreational services in Almaty city and the Almaty region. The Cronbach's Alpha coefficient in this study requires attention to the quality of the questions and requires their further theoretical and practical study with an expansion of the coverage of the respondents.

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