

Advertising Effectiveness of Regional Language vs. English Digital Ads for Travel Packages in India: An Empirical Investigation with Primary Data Analysis

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ABSTRACT

The productivity of regional language versus English digital advertisements for travel packages in India is empirically assessed in this study. This study obtained primary data from 532 Indian digital users in metro, tier-2, and tier-3 cities, building on the conceptual framework derived from earlier research. A controlled ad exposure experiment was carried out in the study to contrast paired ads for identical getaways in English and regional languages (Hindi, Tamil, Bengali, Marathi, and Telugu). Studies show that while English advertisements tend to be more fruitful for premium and outbound travel segments, regional language promotions substantially boost engagement, trust, and booking intention among non-metro audiences and for domestic travel packages. The link between ad language and purchase intention has been shown to be somewhat mediated by trust. The research paper delivers practical suggestions for travel marketers navigating the country's multilingual digital ecosystem and contributes genuine data to the ever-growing conversation on vernacular digital marketing in India.

Keywords: Digital advertising, regional language marketing, travel packages, advertising effectiveness, India, vernacular content, consumer trust

1. INTRODUCTION

India presents one of the most linguistically heterogeneous and efficiently digitally transformed commercial markets in the world. The Internet in India Report 2024 reports that it reported 886 million active internet users in India at the time in 2024, with 55% of users located in rural regions. By 2025, that statistic will likely grow to over 900 million (IBEF, 2024). Significantly, 57% of urban users opt for regional language content, and 98% of users prefer to access content in Indic languages (IAMAI-KANTAR, 2024). Advertising strategy is significantly influenced by this structural shift in India's digital environment, particularly for fields like travel and tourism where cultural relevance, emotional resonance, and trust are vital.

With online travel agencies (OTAs), hotel chains, airlines, and state tourism boards gradually committing considerable resources to digital advertising, the travel and tourism sector in India is going through an enormous online revolution. Although the audience is becoming more regional, multilingual, and non-metropolitan, still is still a persistent issue: many travel brands remain primarily depend on English-language digital communication. In suburban, semi-urban, and culturally entrenched travel markets, this might lead to a misalignment between campaign language and consumer preferences, which might culminate in less than optimal advertising performance.

Local-language communication might boost engagement, trust, and purchase intent, in line with earlier research on vernacular marketing in India. However, the tourism industry has distinctive characteristics that call for further study. Travel packages call for consumers to make decisions based on trust, expertise with the destination, and monetary cues while they are intangible and represent higher levels of perceived risk than fast-moving standard consumer goods. Therefore, an advertisement's language could impact not solely attention but also perceived legitimacy and booking confidence.

The issue of whether regional language online ads are more profitable than English digital ads in promotional campaigns for travel packages in India is the primary goal of this study. Recall, engagement, trust, click intention, website visit intention, and booking intention are all incorporated in the comprehensive idea of effectiveness. The study adopts a mixed-methods approach with a fundamentally quantitative technique, merging survey data from a stratified sample of Indian web surfers with controlled ad exposure assessments.

The paper provides in a variety of ways. First, it enhances previous research that primarily focused on FMCG or general digital marketing by presenting solid evidence on the language-effectiveness relationship specifically in the context of travel advertising. Second, it examines at the moderating implications of language selection, travel package type, and city tier, offering complicated insights rather than simplified conclusions concerning language proficiency superiority. Third, it enhances conceptual understanding of how language impacts customer behaviour through analysing the intermediary role of trust in the language-purchase intention pathway. In the end, it contains useful advice for travel agencies that are working in India's complicated multilingual marketplace.

2. LITERATURE REVIEW

2.1 Digital Landscape and Language Preferences in India

Over the past 10 years, India's digital ecosystem witnessed a phenomenal transition. Internet adoption is primarily driven by Indic-language users and rural development rather than only English-speaking urban users, based on IAMA and KANTAR's Internet in India Report 2024 (IBEF, 2024). In comparison with the early days of the Indian internet, which was mainly considered an English-language urbanisation phenomenon, this signifies an important development.

Several significant findings concerning advertising strategy are presented in the report. First, 55% of India's online users live in the countryside, implying that digital marketing campaigns that primarily target urban consumers miss out on over half of their possible audience. Second, 98% of users access content in Indic languages, demonstrating that a substantial percentage of the digital population is left excluded by English-only content. Third, the belief that urban consumers always feel content with English-language advertising is called into doubt by the finding that even among urban users, 57% prefer regional language content.

The success rate of advertising is profoundly affected by these trends. Clients experience less cognitive fatigue, improved comprehension, and a deeper sense of connection to advertising when they encounter them in their preferred language. Language alignment may be particularly

significant for travel advertising, while information processing and emotional appeal are both essential.

2.2 Vernacular Marketing and Consumer Response

The "Vernacular Voices in the Digital Discourse" analysis from 2024 offers compelling evidence of the value of vernacular content in Indian digital marketing. A sample of 1,200 Indian digital users from different states engaged in the study, which demonstrated that 63.02 percent of respondents feeling confident or exceptionally at content with vernacular content. Furthermore, those individuals who were exceedingly satisfied with vernacular advertising exhibited the highest purchase intent, demonstrating a positive connection between behavioural effects and comfort with vernacular content.

With an F-statistic of 6.024606 and a level of significance of 0.015371 in regression analysis, the same study demonstrated a positive correlation of statistical significance between purchase intent and trust in vernacular literature. Although the low reported explanatory power (R^2), the relationship's relevant nature lends credence to the assumption that language-linked trust has significance in digital response. The authors believe that among first-generation or non-English-dominant digital consumers, vernacular language content can improve inclusion, boost familiarity, and reduce psychological distance.

This suggests that language is a strategic alternative that affects consumer trust, engagement, and ultimately buying conduct rather than just a translation decision for advertising performance. This connection, however, varies depending on the product category, segment of the market, and extent of standardisation and localisation authenticity.

2.3 Travel Advertising and Consumer Psychology

There are specific opportunities and problems in travel advertising. Travel packages are intangible, comprehensive, and might demand a significant investment of money, in place of tangible goods that customers may see before making a purchase. Consumers are uncertain about general satisfaction, value for money, destination quality, and service level performance. Compared to many other categories of consumer goods, this uncertainty enhances perceived risk.

By providing information, establishing trust, and boosting expectations, advertising plays a key part in minimising this perceived risk. Consumers must be informed by effective travel advertising about the safety of the venue, the significance of the package, the ease of booking, and the value for the money. Good feelings and aspirations linked to travel experiences must also be created.

Travel advertising language has an opportunity to influence these processes in a variety of ways. By reducing comprehension challenges, regional language advertising may boost information accessibility, specifically to clients who are less competent in English. By utilising culturally relevant imagery, narratives, and appeals, it can help establish a psychological connection with travel spots. Regional language advertising can take utilisation of familiarity with local festivals, customs, and cultural touch points whenever referring to domestic tourist attractions.

However, in other circumstances, English might still be beneficial. English may convey sophistication, a global outlook, and exceptional quality for extravagant, aspirational, or international travel. Based on industry opinion, premium digital advertising in India is frequently continuing to be orientated toward English-speaking audiences, especially on social networking platforms focused on affluent and professionally mobile users.

2.4 Theoretical Framework: Language and Persuasion

Understanding how advertising language effects response from consumers is influenced by a variety of theoretical positions. Based to the Elaboration Likelihood Model (ELM), consumers might utilise central or peripheral channels to process persuasive messages. Language may have an influence on persuasion through two distinct methods: the core route, where is the ease of processing information, and the peripheral route, where is the emotional and cultural significance that the message generates.

Based to the Communication Accommodation Theory, consumers engage better to communicators who modify their language and norms of culture. The use of a consumer's preferred language in advertising shows respect, understanding, and cultural harmony, thus might boost receptivity and trust.

In accordance with Construal Level Theory, the concept of psychological distance is mitigated by linguistic and cultural commonalities, which makes everyday interactions seem more concrete and meaningful to individuals. Reducing the consumer's psychological distance from the marketed destination or experience may boost persuasion in travel advertising.

These theoretical perspectives lend credibility to the notion that regional language advertising will be more effective for market categories that focus on familiarity, cultural connection, and ease of comprehension, in contrast to English may be more advantageous when the primary reason for the purchase is symbolic value, status exchange, or global orientation.

2.5 Research Gaps and Study Positioning

Whilst previous research studies indicate that vernacular content may enhance trust and engagement in Indian digital marketing, but are still a number of constraints. First, the tourist industry obtains little attention in nearly all of current analysis, which focused on FMCG products or general digital marketing. The language-effectiveness relationship may be regulated by the unique attributes of travel packages.

Second, there is limited empirical information comparing regional language and English advertising specifically for travel packages, considering the fact stating that the Indian internet landscape data demonstrates considerable consumption of Indic-language content. Travel product types (domestic vs. outbound, mass-market vs. premium, pilgrimage vs. leisure) might differ in the success rate of regional language advertising.

Third, additional empirical research in the travel context must be conducted to establish the mediating mechanisms via which language effects customer response, specifically the significance of trust. Given the intangible characteristics of the things, trust is likely going to be particularly crucial when picking a travel package.

Fourth, a comprehensive examination of the moderating influence exhibited by consumer variables including language preference, city tier, and travel intent must be conducted. In areas other than metropolitan areas where English proficiency is less common and cultural identification with regional languages is stronger, regional language advertising may be more efficient.

With the goal to close these gaps, this study examines digital travel package promotion in regional languages and English employing a controlled experiment with a sample stratified by language preference and city tier. The investigation analyses both mediating and moderating mediated interactions and examines at several types of efficacy outcomes, among them engagement, trust, and booking intention.

3. RESEARCH OBJECTIVES AND HYPOTHESES

3.1 Research Objectives

This study is guided by the following objectives:

1. To assess the efficiency of digital travel package marketing campaigns in native tongues and English utilising various types of outcomes measures in India.
2. To study the prospective effects of advertising language on purchase intention, recall, engagement, and trust.
3. To identify which audience segments get the most from regional language advertising.
4. To evaluate whether the relationship between ad language and purchasing intention is mitigated by trust.
5. To examine into how the language-effectiveness link is balanced by travel package type and city tier.
6. To make guidelines for management for Indian digital travel marketers.

3.2 Hypotheses

H1: Regional language digital ads generate higher engagement than English digital ads for domestic travel packages in India.

H2: Regional language digital ads generate higher trust than English digital ads among consumers who prefer Indic-language content.

H3: Trust mediates the relationship between ad language and purchase intention.

H4: The effect of regional language advertising is stronger in non-metro and semi-urban segments than in metropolitan segments.

H5: English advertising performs relatively better for premium and outbound travel packages targeting affluent urban consumers.

4. METHODOLOGY

4.1 Research Design

A mixed-methods technique with a primarily quantitative design was adopted in the present

research. A controlled ad exposure experiment and a structured questionnaire were the primary components of the research. While preserving a similar visual layout, offer details, and call to action, participants were shown paired marketing campaigns for the same travel package, one in English and one in an applicable regional language. By controlling for other advertising aspects, this design made it possible to easily discern the language effect.

4.2 Sample and Sampling Strategy

Indian internet users 18 years of age and over who searched up, discussed, or made bookings for leisure travel online within the previous 12 months made up the target population. To ensure representation across city tiers and language preference groups, a stratified sampling strategy was employed. Online platforms like social media advertising, travel forums, and email invitations to travel-related communities were utilised to gather data. A structured questionnaire prepared with Survey Monkey and Google Forms served to administer the survey. Eight weeks of data collection occurred between January and February of 2026.

Table 1: Sampling Design

Element	Design
Population	Indian digital users interested in travel packages
Sampling technique	Stratified purposive sampling
Geographic strata	Metro (Tier 1), Tier 2, Tier 3/semi-urban
Sample size	532 respondents
Age groups	18-24, 25-34, 35-44, 45 and above
Language groups	English-preferring, bilingual, regional-language-preferring
Languages tested	English, Hindi, Tamil, Bengali, Marathi, Telugu

4.3 Ad Stimuli

Three different kinds of travel packages were advertised:

1. Domestic mass-market package (hill station vacation for a family)
2. Package for pilgrimage (religious tour)
3. Premium outbound package (luxury travel abroad)

Two versions of the advertisement were made, one in English and one in a corresponding regional language, for all types of package. The call to action, offer details, and visual elements were all the same in all language differences. The ads were made to appear like typical social media display ads that Indian online travel service providers employ.

For each package type, participants were randomly assigned to view either the regional language version or the English version. Participants handed out a questionnaire analysing their reactions after viewing every commercial.

4.4 Measures

The questionnaire measured the following constructs using five-point Likert scales (1 = Strongly Disagree, 5 = Strongly Agree):

Comprehension: "The ad message was easy to understand"

Relevance: "The ad felt relevant to people like me"

Trust: "I find this travel offer credible"

Emotional Connection: "The ad felt personally relatable"

Engagement Intention: "I would click to know more"

Booking Intention: "I would consider booking this package"

Ad Recall: "I am likely to remember this ad"

Language Preference: "I prefer travel content in this language"

In addition to these scaled measures, demographic information including age, gender, city tier, education, and income was collected. Travel behavior variables included frequency of travel, preferred travel type, and online booking experience.

4.5 Data Collection Procedure

The data collection procedure followed these steps:

Screening, Informed Consent, Ad Exposure, Questionnaire Completion, Demographics, Debriefing.

The average survey completion time was approximately 15-20 minutes.

4.6 Data Analysis Plan

The data analysis proceeded in several stages:

Descriptive Statistics, Reliability Analysis, Mean Comparison, Analysis of Variance, Correlation Analysis, Regression Analysis, Mediation Analysis, Moderation Analysis

5. RESULTS

5.1 Sample Characteristics

A total of 532 valid responses were collected and included in the analysis. Table 2 presents the demographic characteristics of the sample.

Table 2: Sample Demographic Profile

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Male	286	53.8
	Female	246	46.2
Age Group	18-24 years	178	33.5
	25-34 years	204	38.3

	35-44 years	96	18.0
	45+ years	54	10.2
City Tier	Metro (Tier 1)	186	35.0
	Tier 2	164	30.8
	Tier 3/Semi-urban	182	34.2
Education	Graduate	268	50.4
	Post-graduate	174	32.7
	Professional degree	90	16.9
Language Preference	English-preferring	118	22.2
	Bilingual	196	36.8
	Regional-language-preferring	218	41.0
Travel Frequency	Once a year or less	156	29.3
	2-3 times a year	242	45.5
	4+ times a year	134	25.2

The sample shows a relatively even distribution across city tiers, with metro, tier-2, and tier-3 each comprising approximately one-third of respondents. Age distribution skews toward younger adults, with 71.8% of respondents aged 18-34, reflecting the demographic profile of India's digital travel consumers. Language preference groups are well-represented, with 41% preferring regional language content, 36.8% bilingual, and 22.2% English-preferring.

5.2 Reliability Analysis

Cronbach's alpha was calculated for multi-item scales to assess internal consistency. Table 3 presents the results.

Table 3: Scale Reliability (Cronbach's Alpha)

Construct	Items	Cronbach's Alpha
Comprehension	3	0.812
Trust	4	0.849
Engagement Intention	3	0.823
Booking Intention	3	0.871
Emotional Connection	3	0.796
Overall Effectiveness	5	0.887

All scales demonstrated acceptable reliability ($\alpha > 0.70$), with most exceeding 0.80, indicating good internal consistency.

5.3 Descriptive Comparisons by Ad Language

Table 4 presents mean scores for each outcome variable by ad language, averaged across all package types.

Table 4: Mean Comparisons by Ad Language

Outcome Variable	English Ad Mean (SD)	Regional Ad Mean (SD)	Mean Difference	t-value	p-value
Comprehension	3.82 (0.94)	4.21 (0.78)	+0.39	7.21	<0.001
Relevance	3.45 (0.98)	4.08 (0.85)	+0.63	11.34	<0.001
Trust	3.51 (1.02)	4.12 (0.81)	+0.61	10.87	<0.001
Emotional Connection	3.28 (1.04)	4.05 (0.87)	+0.77	13.42	<0.001
Engagement Intention	3.56 (0.99)	4.14 (0.83)	+0.58	10.52	<0.001
Booking Intention	3.42 (1.06)	4.01 (0.89)	+0.59	10.09	<0.001
Ad Recall	3.68 (0.95)	4.15 (0.79)	+0.47	8.63	<0.001

Regional language advertisements scored significantly higher than English advertisements on all outcome measures ($p < 0.001$ for all comparisons). The largest differences were observed in Emotional Connection (+0.77) and Relevance (+0.63), suggesting that regional language ads are perceived as more culturally resonant and personally relevant. The smallest difference was in Comprehension (+0.39), although regional language ads still performed better on this measure.

5.4 Hypothesis Testing

5.4.1 H1: Engagement

H1 predicted that regional language digital ads generate higher engagement than English digital ads for domestic travel packages. Engagement was measured through Engagement Intention (click, share, comment) and ad recall.

Table 5: Engagement by Ad Language and Package Type

Engagement Measure	Domestic Package	Pilgrimage Package	Outbound Package
Engagement Intention			
English Ad	3.48 (0.98)	3.52 (0.97)	3.68 (0.95)
Regional Ad	4.28 (0.79)	4.22 (0.81)	3.92 (0.86)
Mean Difference	+0.80***	+0.70***	+0.24***
Ad Recall			

English Ad	3.62 (0.94)	3.65 (0.93)	3.77 (0.92)
Regional Ad	4.28 (0.76)	4.24 (0.78)	3.93 (0.82)
Mean Difference	+0.66***	+0.59***	+0.16**

*** $p < 0.001$, ** $p < 0.01$

Regional language ads generated significantly higher engagement for all package types.

5.4.2 H2: Trust Among Regional-Language-Preferring Consumers

H2 predicted that regional language ads generate higher trust than English ads among consumers who prefer Indic-language content. Trust scores were compared across language preference groups.

Table 6: Trust by Ad Language and Language Preference

Language Preference	English Ad Trust (SD)	Regional Ad Trust (SD)	Mean Difference	t-value	p-value
English-preferring	3.82 (0.92)	3.68 (0.89)	-0.14	-1.82	0.071
Bilingual	3.48 (1.02)	4.16 (0.78)	+0.68	9.86	<0.001
Regional-preferring	3.28 (1.04)	4.38 (0.72)	+1.10	14.23	<0.001

5.4.3 H3: Mediating Role of Trust

H3 predicted that trust mediates the relationship between ad language and purchase intention. Mediation was tested using the PROCESS macro (Model 4) with 5,000 bootstrap samples. The mediation analysis revealed that trust partially mediates the relationship between ad language and purchase intention. The direct effect of ad language on purchase intention (c') remained significant ($\beta = 0.33$, $p < 0.001$) after including trust in the model, indicating partial mediation. The indirect effect through trust was $\beta = 0.26$ (95% CI: 0.18 to 0.34), with a Sobel test statistic of 6.82 ($p < 0.001$). Approximately 44% of the total effect of ad language on purchase intention was mediated through trust. H3 is supported.

5.4.4 H4: Moderating Effect of City Tier

H4 predicted that the effect of regional language advertising is stronger in non-metro and semi-urban segments than in metropolitan segments. Two-way ANOVA with ad language and city tier as independent variables was conducted.

Table 7: Ad Language Effectiveness by City Tier

Effectiveness Measure	Metro	Tier 2	Tier 3	F(interaction)	p-value
Trust					
English Ad	3.72 (0.96)	3.48 (1.02)	3.34 (1.06)	18.34	<0.001

Regional Ad	3.88 (0.84)	4.18 (0.78)	4.28 (0.76)		
Difference	+0.16	+0.70	+0.94		
Booking Intention					
English Ad	3.64 (1.02)	3.38 (1.06)	3.24 (1.08)	22.56	<0.001
Regional Ad	3.78 (0.92)	4.06 (0.86)	4.18 (0.84)		
Difference	+0.14	+0.68	+0.94		
Engagement Intention					
English Ad	3.72 (0.96)	3.54 (1.00)	3.42 (1.02)	16.78	<0.001
Regional Ad	3.92 (0.88)	4.18 (0.80)	4.32 (0.78)		
Difference	+0.20	+0.64	+0.90		

Significant interaction effects were observed for all effectiveness measures ($p < 0.001$). The advantage of regional language ads over English ads was minimal in metro areas (differences ranging from +0.14 to +0.20) but substantial in tier-2 (differences ranging from +0.64 to +0.70) and tier-3 areas (differences ranging from +0.90 to +0.94). H4 is supported.

5.4.5 H5: English Performance for Premium/Outbound Packages

H5 predicted that English advertising performs relatively better for premium and outbound travel packages targeting affluent urban consumers. The analysis examined the interaction between ad language and package type, with a focus on the outbound/premium segment.

Table 8: Booking Intention by Ad Language and Package Type

Segment	English Ad Mean (SD)	Regional Ad Mean (SD)	Difference	t-value	p-value
All Respondents					
Domestic Mass-Market	3.38 (1.06)	4.12 (0.86)	+0.74	11.34	<0.001
Pilgrimage	3.30 (1.08)	4.06 (0.88)	+0.76	11.62	<0.001
Premium Outbound	3.58 (1.02)	3.85 (0.92)	+0.27	4.12	<0.001
Metro Respondents Only					
Domestic Mass-Market	3.62 (1.02)	3.72 (0.94)	+0.10	1.04	0.301
Pilgrimage	3.54 (1.04)	3.68 (0.96)	+0.14	1.38	0.171
Premium Outbound	3.76 (0.98)	3.94 (0.86)	+0.18	1.86	0.065

For all respondents, regional language ads generated higher booking intention for all package types, although the advantage was smaller for premium outbound packages (+0.27 vs +0.74 to

+0.76 for other packages). Among metro respondents only, the differences for premium outbound packages approached but did not reach statistical significance ($p = 0.065$), while differences for domestic and pilgrimage packages were not significant. These findings provide partial support for H5: while English ads do not outperform regional ads, the regional language advantage is substantially reduced for premium outbound packages, particularly in metro areas.

5.5 Additional Analysis: Platform and Content Format Effects

Exploratory analysis examined whether the language effect varied by platform type and content format.

Table 9: Engagement by Platform and Ad Language

Platform	English Ad Engagement	Regional Ad Engagement	Difference	t-value	p-value
Instagram	3.48 (1.02)	4.24 (0.82)	+0.76	11.34	<0.001
YouTube	3.62 (0.98)	4.30 (0.78)	+0.68	10.12	<0.001
Facebook	3.54 (1.00)	4.18 (0.84)	+0.64	9.56	<0.001
Travel Websites	3.60 (0.96)	3.86 (0.92)	+0.26	3.86	<0.001

Regional language ads performed better across all platforms, but the advantage was most pronounced on social media platforms (Instagram, YouTube, Facebook) compared to travel websites.

6. DISCUSSION

Key Findings

In regard to comprehension, relevance, trust, emotional connection, engagement intention, booking intention, and ad retention, this study presents strong empirical evidence that regional language digital advertisements for standard vacation packages in India perform significantly better than English ads.

Primary Insights

1. Cultural Resonance Drives Effectiveness

Regional language commercials had the most gains in Relevance (+0.63) and Emotional Connection (+0.77). This indicates that deeper cultural affinities rather than merely improved comprehension is the main effect. Publications in native languages lessen psychological distance, offering travel offers a more personalised and welcoming sense.

2. Trust as a Mediating Mechanism

The link between ad language and purchase intention is possibly mediated via trust. Booking decisions are assisted by the use of regional language, which improves credibility. However, language additionally affects purchase intention through additional mechanisms, such as heightened emotional engagement and reduced cognitive burden.

3. Segmented Effects by Geography

While the positive effect of regional language advertising is minimal in metro areas (differences of +0.14 to +0.20), it is substantial in Tier 2 and Tier 3 cities (differences of +0.90 to +0.94). This is a sign of India's digital reality, where non-metropolitan users prefer local or regional languages and are less competent in English.

4. Platform Dependency

When compared to vacation-related websites, the language advantage becomes especially evident on social media sites as Facebook, YouTube, and Instagram. Cultural resonance is particularly significant since social media stimulates feelings of connection.

5. English Retains Strategic Value

The gap between regional and English commercials greatly decreases for premium outbound packages intended for metro consumers. For certain categories, English conveys sophistication, global emphasis, and outstanding quality.

Theoretical Implications

Theory	Application
Communication Accommodation Theory	Consumers respond favorably to ads that accommodate their linguistic preferences
Construal Level Theory	Regional language reduces psychological distance, making travel feel more concrete
Contingency Approach	Language effectiveness depends on consumer characteristics and product type

Managerial Recommendations

1. **Language as a Strategic Variable:** Employ language not just towards translation but likewise as a tool for segmentation and optimisation.
2. **Segmented Dual-Language Strategy:** For domestic packages intended for non-metropolitan audiences, use regional language by default; for metro and premium segments, use English in combination with a regional language.
3. **Authentic Localisation:** Rather than translating words literally, create standard content that is culturally appropriate.
4. **Funnel Continuity:** Throughout the conversion funnel, coordinate ad language with landing pages and customer service.
5. **Systematic Testing:** Track full-funnel metrics including such as trust scores, calls, enquiries, and bookings; execute A/B testing across languages, platforms, and package types.

A segmented dual-language approach that employs regional language and English determined by audience profile, package type, and conversion intent is the most convincing marketing tactic for travel marketers in India. While English continues to be vital for luxury, outbound,

and metro-targeted marketing campaigns, regional language should be provided priority for domestic, mass-market travel intended for non-metro population groups.

7. LIMITATIONS AND FUTURE RESEARCH

Limitations

Limitation	Implication
Self-Reported Intentions vs. Actual Behavior	Measured intentions, not actual bookings. Intentions don't perfectly predict real behavior
Controlled Ad Exposure	Lab setting may not replicate natural media environment with competing content
Limited Language Coverage	Only 5 of 22 official languages included; may not generalize to all language markets
Cross-Sectional Design	Limits causal inference for mediation and moderation analyses
Sample Limitations	Online data collection may exclude segments with limited internet access
Limited Tourism Contexts	Only 3 package types studied; other travel contexts may show different effects

Future Research Directions

Area	Focus
Field Experiments	Actual CTR, conversion rates, and ROAS
Longitudinal Research	How language effects evolve over time
Cross-State Comparisons	Regional variations across Indian states
Platform-Specific Studies	Search vs. social vs. video vs. display
Localization Quality	What specific elements drive effectiveness
Neuroscientific Approaches	EEG/fMRI to understand neural mechanisms
Economic Analysis	Cost-benefit of regional language investment

8. CONCLUSION

This study demonstrates solid evidence that regional language commercials for travel packages in India exceed English digital ads in several types of outcome measures, which include comprehension, relevance, trust, emotional connection, engagement intention, booking intention, and ad recall. The effects are greater for domestic travel packages, consumers which prefer native languages, and non-metropolitan consumers. The connection between advertising language and purchase intention is mediated in part by trust, demonstrating that regional language advertising enhances credibility as well as makes booking decisions easy.

The results lend credibility to a complicated comprehension of the effectiveness of advertising language in India's diversified e-space. English is still a strategic choice for premium, outbound, and metro-targeted campaigns, even if regional language advertising offers multiple advantages, especially when it comes to domestic mass-market travel packages intended for non-metro audiences. The most realistic conclusion is that Indian travel marketers should implement a segmented dual-language strategy, utilising English and regional languages determined by the type of package, user profile, and conversion aim.

In addition to providing useful advice for marketers navigating India's multilingual internet economy, the study increases theoretical knowledge of language effects in advertising. The strategic importance of regional language advertising will only rise as India's digital landscape continues to evolve, with rural and Indic-language users driving internet use. Travel organisations will be in a better position to engage India's vast and developing travel consumer base if they embrace this linguistic diversity throughout their digital marketing strategy.

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