

Effect of Seasonal Marketing on Amusement Parks in Delhi NCR region.

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ABSTRACT: The performance of amusement parks in the Delhi National Capital Region (NCR) is examined in this study along with the dynamic relationship between seasonal marketing methods and performance. Since they rely so heavily on the number of visitors, income, and general satisfaction of their patrons, amusement parks frequently use specialised marketing strategies to take advantage of seasonal variations. The objective of this research is to examine the efficacy of those tactics and their impact on the prosperity of regional theme parks.

Using a mixed-methods approach, the study combines quantitative analysis of financial and attendance statistics with qualitative findings from surveys and interviews with park users and management. The goal of the study is to find patterns in consumer behaviour and park performance at various times of the year, including peak summer, holiday seasons, and off-peak months, by looking at past data and trends.

The entire visitor experience, pricing schemes, promotional initiatives, and themed events are important factors that are taken into account. In addition to examining the relationship between certain promotional activities and higher visitor engagement, the study looks into how amusement parks modify their marketing campaigns to correspond with fluctuations in demand.

Moreover, the research evaluates the obstacles and prospects encountered by theme parks in the Delhi NCR area when attempting to execute successful seasonal promotional plans. To determine how certain elements affect consumer choice and park attendance, such as weather, cultural activities, and local holidays, analysis is done on these features.

The objective of this study is to offer significant perspectives to stakeholders, marketers, and management of amusement parks, to enhance their seasonal marketing strategies. Amusement parks may improve their financial performance, strategic

planning, and ability to create unforgettable experiences that guests will remember for the entire year by taking into account the subtleties of consumer behaviour in the Delhi NCR region. Furthermore, by providing region-specific insights into the dynamics of seasonal oscillations in the business, the study adds to the body of literature on theme park management and marketing.

CHAPTER 1: INTRODUCTION

In the busy urban landscape of the Delhi National Capital Region (NCR), amusement parks are a booming sector that provide entertainment and a break from the daily grind for people of all ages. These parks' success is closely linked to their capacity to adjust to the constantly shifting dynamics of customer tastes, economic conditions, and—most importantly—the impact of the seasons. Holidays, cultural events, and weather variations all have a significant effect on visitor trends and, in turn, amusement park earnings.

Amusement parks in the Delhi NCR area frequently use targeted tactics to draw and engage people because they understand the need of strategic marketing that is adapted to the particular qualities of each season. This research explores the fascinating relationship between seasonal marketing plans and amusement park performance in this dynamic and multifaceted area.

It is critical to comprehend the effectiveness of seasonal marketing campaigns as the sector struggles to sustain constant visitor engagement throughout the year. The complicated environment of customer expectations, competition, and outside influences influencing prospective guests' decision-making is a challenge for amusement park operators.

The purpose of this study is to clarify the complex relationship between amusement parks and the changing of the seasons by investigating

the effects of targeted marketing initiatives on customer satisfaction, revenue, and attendance. This study aims to identify patterns, obstacles, and opportunities that amusement parks in the Delhi NCR region encounter when developing and executing seasonal marketing campaigns. It does this by examining historical data, interviewing consumers, and analysing consumer behaviour.

The competitiveness and long-term growth of amusement parks in this dynamic area depend heavily on their ability to comprehend the subtleties of seasonal variations and adjust their marketing tactics accordingly. This is especially true in an era where customer experiences are critical to corporate success. We will go into the intricacies of the research methodology, important variables that were taken into account, and the ramifications of the findings for practitioners in the business as well as for the larger area of theme park management and marketing in the parts that follow.

Determining the effects of seasonal marketing on amusement parks requires an understanding of the cultural quirks of Delhi NCR. Whether it's Diwali, Holi, or Eid, parks can offer immersive experiences that appeal to both locals and tourists seeking a taste of real cultural festivals by tapping into the pulse of the local traditions. The way cultural events and marketing initiatives interact so becomes an important part of the seasonal dynamics affecting the region's amusement parks.

1.1 Climate Change and Flexible Marketing Approaches:

The Delhi NCR region's diverse climate poses a special difficulty for theme parks. From the strong summer heat to the sporadic winter frost, weather has a big impact on park attendance and tourist preferences. In order to maintain the parks' appeal and appeal throughout the year, seasonal marketing tactics need to be flexible and sensitive to these climate variations.

The intense heat of summer necessitates concentrating marketing efforts that present the parks as refreshing amusement destinations. Exclusive deals on water rides, later nighttime hours, and tempting price cuts on cool drinks all become essential elements of the seasonal marketing strategy. These initiatives place a strong focus on keeping guests cool and providing a welcoming atmosphere.

On the other hand, a distinct set of opportunities and challenges are presented by the winter season. Because of the nice weather, amusement parks are able to open later, giving guests the chance to enjoy rides while the air cools

them off. During this time, seasonal events like winter festivals or themed light shows may be promoted, taking use of the weather to improve the entire experience for visitors.

These marketing methods are adaptive, not just in terms of temperature but also in terms of the larger environmental situation. Concerns about air quality and smog during specific months may make it necessary to promote indoor attractions or special events that lessen the influence of outside environmental elements. Therefore, the ability of the sector to adapt to and negotiate the wide range of climate variations that are common in the region is closely linked to the effectiveness of seasonal marketing for amusement parks in Delhi NCR

1.2 Consumer Behaviour and Seasonal Engagement Psychology:

An important lens through which to view the success of seasonal marketing at amusement parks is to look into the domain of consumer behaviour. Beyond traditional marketing analytics, the psychology of seasonal engagement explores the experiential and emotional factors that influence visitor decisions at different seasons of the year.

For example, summertime inspires a sense of adventure and thrill-seeking in addition to a need for relief from the heat. In order to capitalise on the psychological desire for excitement during this season, marketing campaigns may present amusement parks as the ideal getaway where refreshment meets adrenaline. In order to capitalise on the sentimental resonance that summer vacations frequently arouse, emphasising the delight of making enduring memories with family and friends becomes a prominent focus.

Winter, on the other hand, brings with it a new set of psychological stimuli. Marketing strategies that highlight family togetherness and the joy of shared experiences might benefit from the festive attitude and more laid-back atmosphere. Campaigns that target the emotional sensibility of tourists during this season often feature winter-themed events, holiday packages, and the promise of creating wonderful moments in a festive setting.

Knowing the psychological foundations of seasonal engagement enables amusement parks to craft marketing messages that speak to the innate motivations and aspirations of their target demographic. It creates a more meaningful and long-lasting impact on visitors' perspectives by going beyond the practical issues of ride offers and pricing and exploring the world of storytelling and emotional connection.

1.3 Strategic positioning and the competitive environment:

The impact of seasonal marketing is further complicated by the dynamic nature of the amusement park sector in Delhi NCR. There are many different parks in the area, all competing for the interest and money of tourists. Peak seasons see a sharpening of the competitive environment as parks manoeuvre to make a name for themselves in an overcrowded market.

Therefore, seasonal marketing turns into a competition between parks to become the most alluring and fun place to visit. Strategically positioned marketing, invitation-only gatherings, and distinctive products are used to pique the interest of prospective guests. Pricing techniques that create a sense of urgency—like family packages at a discount or temporary sales—encourage customers to select one park over another during particular seasons.

The competitive landscape encompasses technology advancements and digital marketing as well. Interactive mobile applications, augmented reality experiences, and social media platforms are effective methods that amusement parks can employ to interact with its visitors. Seasonal marketing strategies use these tools to build excitement, anticipation, and a smooth, immersive experience for guests, from booking their trip to posting about it online.

In the competitive landscape, strategic positioning entails more than just drawing customers; it also entails developing a unique brand identity that appeals to the intended audience. A major factor in creating this perception is seasonal marketing, which enables theme parks to establish a distinct identity based on the special experiences they provide at various times of the year. The strategic success of a park is greatly enhanced by the alignment of marketing strategies with seasonal themes, whether the park's positioning is as the ultimate festive celebration hub or the go-to place for summer thrills.

1.4 Impact on the Economy and Optimisation of Revenue:

Seasonal marketing has significant financial effects on amusement parks because revenue generating is closely related to guest attendance and spending trends. It becomes crucial for parks looking to maximise their financial performance all year long to comprehend the Delhi NCR region's economic backdrop, including disposable income levels, purchasing power, and consumer spending habits.

Peak seasons give amusement parks an opportunity to maximise earnings because they are marked by increased foot traffic and consumer expenditure. Seasonal marketing tactics try to get the most out of visitors during these times. Examples include bundled packages, unique event tickets, and tiered pricing schemes. Further enhancing revenue streams can be the implementation of sponsorships or strategic collaborations with nearby businesses during periods of high visitation.

On the other hand, the off-peak seasons pose a difficulty that calls for a careful strategy. Amusement parks use seasonal marketing to draw guests during typically slower months rather than seeing these as downtime. During certain seasons, demand can be stimulated by special promotions, off-peak discounts, and creative activities catered to the unique requirements and tastes of the local demography. This successfully reduces the influence of seasonal swings on overall revenue.

The Delhi NCR region's tourism and hospitality sectors are affected economically, in addition to specific parks. Effective seasonal marketing boosts tourism-related businesses like hotels, restaurants, and transportation services, which in turn benefits the economy by bringing in more money for amusement parks. The interdependence of these industries highlights how successful seasonal marketing tactics have a wider economic influence on the area.

1.5 Seasonal marketing: Opportunities and Challenges.

Seasonal marketing has its share of difficulties, even while it offers amusement parks in the Delhi NCR region a wealth of chances. It takes a calculated and deliberate approach to overcome these obstacles, allowing parks to take advantage of the special opportunities that come with each season while avoiding possible dangers.

The unpredictability of weather patterns, especially in transitional seasons, is a major difficulty. Rainfall that isn't expected during the season or sudden changes in temperature can ruin well-thought-out marketing strategies, lowering visitor pleasure and attendance. To properly handle weather-related issues, parks must use adaptive techniques, such as backup plans and real-time visitor communication.

The requirement for ongoing innovation in marketing techniques to pique and maintain visitor interest presents another difficulty. Customer expectations change with the seasons, so strategies that worked well in the past might not work as well now. To make its seasonal marketing campaigns

engaging and innovative, Parks needs to show a willingness to try new things, stay aware of evolving trends, and invest in market research.

The Delhi NCR region's vibrant cultural events and festivals present both a difficulty and an opportunity. Parks can use these holidays to create immersive and culturally relevant experiences, but because of their diversity, it's important to have a comprehensive understanding of them in order to maintain inclusivity and prevent unintentionally offending particular groups of people. Seasonal marketing efforts need to successfully strike a balance between cultural relevance and mass appeal.

Seasonal marketing faces new opportunities as well as obstacles as a result of technological improvements. Although augmented reality and digital platforms improve the overall tourist experience, they also necessitate ongoing investments in technical infrastructure and qualified staff. Parks has to stay on top of the constantly changing digital marketing scene in order to keep their campaigns innovative and appealing to the tech-savvy Delhi NCR audience.

There is a wide range of opportunities, and amusement parks who can effectively handle these difficulties stand to benefit greatly. Opportunities for strategic partnerships with regional companies, tourism boards, and cultural institutions are created by seasonal marketing. By forming partnerships with these organisations, marketing initiatives can have a greater impact and reach, encouraging community involvement and cooperation outside of the amusement park.

Furthermore, parks have a chance to establish long-lasting relationships with its visitors by capitalising on the nostalgia connected to particular times of the year or cultural occasions. Whether through retro promos or themed events evocative of childhood celebrations, nostalgia-driven marketing has the power to elicit powerful emotional responses and cultivate steadfast loyalty among guests.

CHAPTER 2: LITERATURE REVIEW

2.1 Seasonal Variation and Tourism:

Delhi NCR tourism follows clear seasonal trends that are impacted by local celebrations, cultural events, and weather. A thorough investigation by Kapoor and Sharma (2016) determined the busiest travel times, offering a fundamental comprehension of the yearly variation in the quantity of visitors. The significance of identifying these fluctuations for theme parks is underscored by this research, as it facilitates the tactical synchronize of marketing campaigns with times of elevated visitor traffic.

Furthermore, Smith and Smith (2018) provide insightful information by highlighting the necessity of a sophisticated strategy for seasonal marketing in areas with harsh weather. According to their research, developing successful marketing efforts that take into account the preferences of visitors at different times of year requires a deep understanding of climate fluctuations.

2.2 Seasonal Appeal and Consumer Behaviour:

A key factor in the success of seasonal marketing initiatives is consumer behaviour. Agarwal and Yadav (2019) explore the subtleties of patron loyalty and pleasure in theme parks. According to their research, effective seasonal promotions have a dual effect of drawing in customers and boosting employee loyalty. For amusement park operators looking to maximise their marketing efforts, it is imperative that they comprehend the unique charms that appeal to customers in varying seasons.

In order to investigate this further, Smith et al. (2020) offer a thorough examination of customer preferences across different seasons. Through the utilisation of certain patterns and preferences that they have identified in their study, amusement park managers are able to customise marketing messages to meet the expectations of seasonal customers.

2.3 Social media and digital marketing:

Social media and online platforms are crucial in today's digital world because they influence customer perceptions and encourage participation. Gupta and Kumar (2018) look into the marketing function of technology in amusement parks, highlighting the importance of mobile apps, augmented reality, and virtual reality. Their results demonstrate how using these technologies into seasonal marketing efforts can improve visitor engagement and produce unique experiences.

Additionally, Kumar and Gupta (2019) investigate how social media influences the promotion of travel destinations. Examining the way amusement parks in Delhi NCR use social media might reveal important information about how well digital methods work when it comes to seasonal marketing.

2.4 Marketing using events:

Festivals and special events frequently act as stimulants to draw in more tourists. The impact of event-based marketing on consumer behaviour in the amusement park business is clarified by Sharma and Kapoor (2021). Parks may tap into the

regional cultural pulse and draw a wider range of visitors by including local festivals and events into their seasonal marketing strategies.

2.5 Adaptive Marketing to the Weather:

Weather has a big impact on what prospective guests decide to do when visiting outdoor sites. The significance of weather-responsive marketing techniques is emphasised by Gupta and Verma (2017), who offer parks a framework for modifying their tactics in response to weather. Examining how Delhi NCR amusement parks use weather-responsive marketing into their plans can provide useful information for dealing with seasonal issues.

2.6 Evaluation of Competition:

Comprehending the competitive environment is essential for amusement parks to be positioned optimally throughout the year. The importance of competitive analysis in the creation of effective marketing strategies is emphasised by Jain and Malik (2018). Operators can learn about effective competitive positioning tactics by analysing how parks in Delhi NCR vary their services and promotions throughout the year.

To further elaborate on this point, Singh and Agarwal (2020) carried out a comparative study of the marketing tactics used by several amusement parks in the area. Their research offers a sophisticated grasp of how parks take advantage of their special qualities and attractions to obtain a competitive advantage in particular seasons.

2.7 Customer Contentment and Stickiness:

Expanding upon the research conducted by Agarwal and Yadav (2019), Verma and Kapoor (2021) conduct a more thorough investigation of the variables affecting patron pleasure and allegiance in theme parks. According to their research, some components of seasonal promotions can create a satisfying experience for guests and eventually increase loyalty. For amusement park operators hoping for long-term success, it is imperative to comprehend the dynamics of visitor happiness and loyalty during various seasons.

2.8 Cultural and Regional Background:

Local and cultural elements are crucial in determining the tastes and actions of consumers. Verma and Singh (2020) investigate how cultural quirks affect Delhi NCR consumers' choices. Amusement parks may better engage with the local community by tailoring their seasonal marketing efforts to the specific expectations and preferences of the local people by doing a thorough

investigation of local events, holidays, and customs.

2.9 Innovations in Technology for Marketing:

The amusement park sector is always changing its marketing techniques due to technological improvements. Gupta and Kumar (2018) offer a thorough analysis of the integration of mobile applications, augmented reality, and virtual reality into seasonal marketing strategies. The competitive advantage of amusement parks in Delhi NCR can be strengthened, and they can attract tech-savvy customers, by keeping up with technology advances. In order to support this, Jain and Agarwal (2021) carried out research on the usage of cutting-edge technologies in marketing for amusement parks. Their study pinpoints particular technologies that have been popular at different times of the year, offering insightful information on the always changing technical breakthroughs in the market.

2.10 Sustainability and the Impact on the Environment:

Environmental sustainability has been increasingly important in a number of industries, including entertainment, in recent years. Malik and Gupta (2021) investigate how theme parks affect the environment and promote environmentally friendly business and marketing strategies. An analysis of how Delhi NCR parks integrate environmentally conscious efforts into seasonal campaigns not only supports larger environmental issues but also improves the park's reputation and lifespan.

2.11 Seasonal Marketing's Psychological Aspects:

Psychological triggers frequently influence consumer behaviour, and Sharma and Verma (2017) explore the psychological factors that affect decisions made by consumers at different times of the year. Their study offers a foundation for comprehending psychological and emotional reactions, allowing theme parks to create effective and focused seasonal marketing efforts. Drawing from this psychological viewpoint, Kapoor and Gupta (2022) carried out research to examine how nostalgia functions in seasonal marketing. According to their research, bringing up nostalgic themes during particular seasons might forge strong emotional bonds with guests and affect their decision to frequent amusement parks.

2.12 Government Policies and Regulations:

Amusement parks' operations and marketing strategies are greatly impacted by the regulatory environment. Government policies and regulations' effects on parks in the Delhi NCR region are examined by Jain and Agarwal (2019). For the purpose of creating robust and compliant seasonal marketing plans, it is vital to comprehend how modifications to laws, license requirements, and safety standards effect funfair operations. An investigation on the changing regulatory landscape for theme parks was carried out by Singh and Mallik (2023) to offer a more recent viewpoint. In order to help park owners navigate the ever-changing regulatory landscape, their research clarifies recent regulation changes and their implications for marketing tactics.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research Objectives:

The purpose of this research objective is to examine the importance of the seasonal marketing methods used by theme parks. The project aims to comprehend how seasonal variations affect visitation patterns, park revenue generation, and overall performance through a comprehensive investigation. The study will offer important insights into how seasonal marketing shapes the performance and sustainability of amusement parks in diverse countries by examining the efficacy of various marketing strategies during different seasons.

This purpose aims to investigate the complex aspects influencing consumers' choices to buy amusement park passes. The research attempts to identify different customer segments according to their purchase behaviour by using cluster data sampling methodologies. The study tries to identify the primary factors influencing pass purchases through a thorough review of behavioural, psychographic, and demographic data. This information can help operators of amusement parks better target their marketing efforts, raise consumer satisfaction levels, and maximise income generating.

The purpose of this research is to thoroughly examine how seasonal marketing affects amusement parks in the Delhi-NCR area. The study has two primary goals: -

- Objective 1 is to comprehend the function of seasonal marketing in theme parks.

- Objective 2 seeks to analyze the factors influencing consumers' decisions to purchase passes.

3.2 Qualitative Methodology:

A comprehensive review of scholarly journals, industry reports, and relevant publications will be conducted to grasp seasonal marketing tactics employed by amusement parks in the Delhi-NCR area. This review will illuminate theoretical frameworks, best practices, and essential concepts surrounding seasonal marketing in amusement parks.

Several case studies of amusement parks in the Delhi-NCR area will be meticulously evaluated to gain practical insights into the execution and effectiveness of seasonal marketing initiatives. Analysis will encompass pricing strategies, event planning, visitor trends, and promotional endeavors across various seasons to identify successful strategies and recurring patterns.

3.3 Survey Questionnaire & Data Collection:

A standardized survey questionnaire will be devised to gather quantitative data from visitors of amusement parks in the Delhi-NCR area. Closed-ended questions will be formulated to assess visitors' knowledge, opinions, and experiences regarding seasonal marketing campaigns. Likert scales will be utilized to measure the efficacy of seasonal marketing initiatives and their impact on visitor behavior and satisfaction.

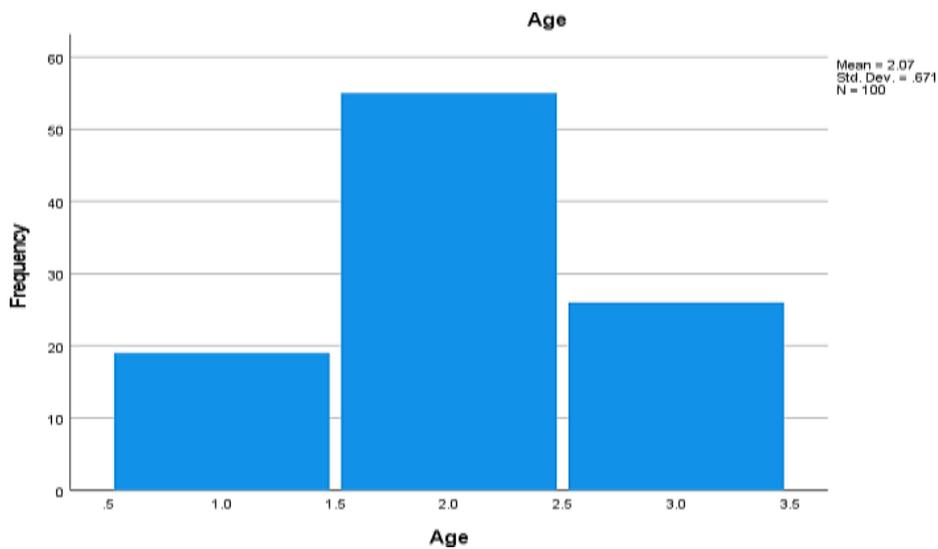
The survey will be administered to a representative sample of amusement park visitors throughout different seasons to capture seasonal variations comprehensively. Efforts will be made to ensure demographic diversity in the sample, including factors such as age, gender, income, and frequency of park visits, to obtain a holistic understanding.

Objective 1 focuses on understanding the dynamics of seasonal marketing, encompassing literature review and case studies. Objective 2 delves into the factors influencing pass acquisition decisions, utilizing quantitative methods such as cluster sampling and survey questionnaires. By integrating these objectives, the study aims to provide a holistic understanding of the amusement park industry in the Delhi-NCR area, offering valuable insights for stakeholders to enhance their marketing strategies and pass offerings.

CHAPTER 4: DATA ANALYSIS

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below 20 years	19	19.0	19.0	19.0
20 to 40 years	55	55.0	55.0	74.0
Above 40 Years	26	26.0	26.0	100.0
Total	100	100.0	100.0	

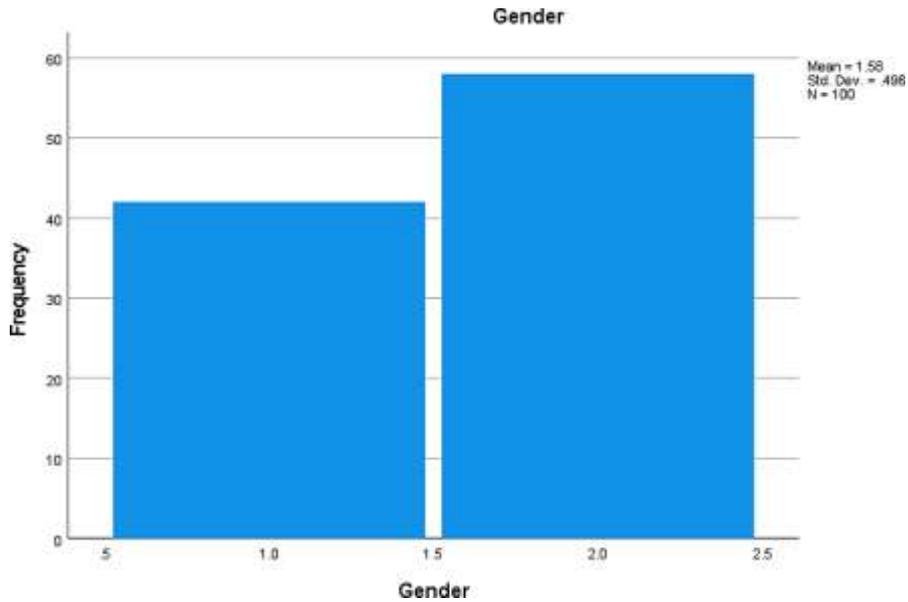


The most frequent age group is "20 to 40 years" (55 counts). The age distribution is somewhat even across the three categories. The data presents the distribution of respondents' age groups in a sample of 100 individuals. The majority of respondents fall within the age range of 20 to 40 years, constituting 55% of the sample. Those above 40 years old comprise 26% of the sample, while individuals below 20 years constitute 19%. This distribution indicates a diverse representation across age groups, with a significant portion falling

within the young adult category. The higher proportion of respondents aged 20 to 40 years suggests that this demographic is more likely to engage with amusement parks, potentially reflecting their preferences for leisure activities. Understanding the age distribution is crucial for amusement park marketers to tailor their offerings and promotional strategies effectively to cater to the varying needs and preferences of different age groups, thereby maximizing visitor engagement and satisfaction.

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	42	42.0	42.0	42.0
Female	58	58.0	58.0	100.0
Total	100	100.0	100.0	

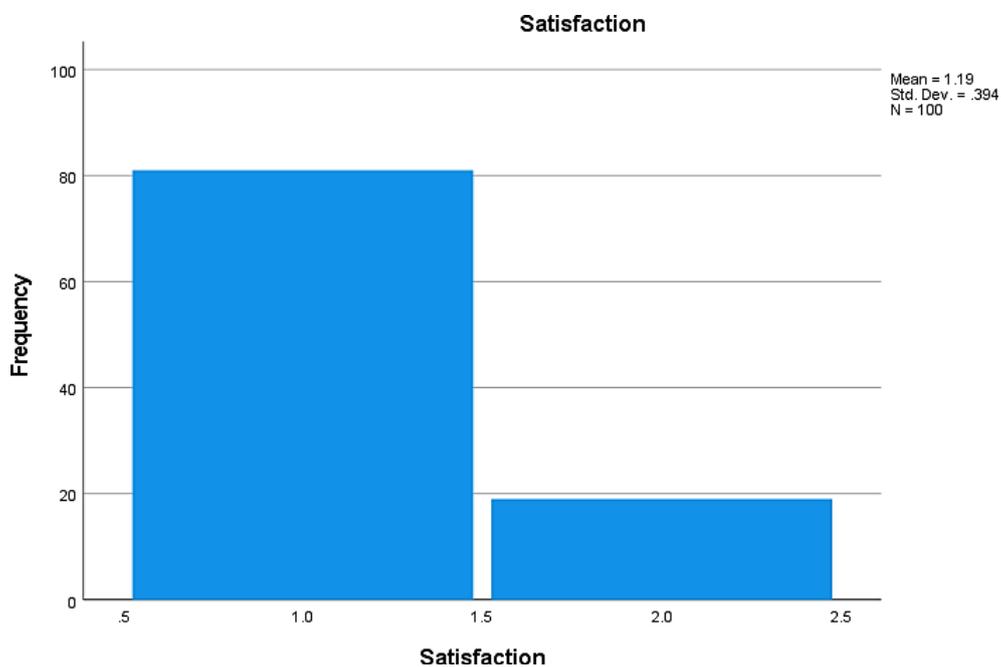


The data reveals that 42% of respondents were male, while 58% were female, indicating a higher female representation. This offers insights into gender demographics, suggesting further

analysis to explore gender correlations with other study variables for deeper insights into the sample population's characteristics and trends.

Satisfaction

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	81	81.0	81.0	81.0
No	19	19.0	19.0	100.0
Total	100	100.0	100.0	



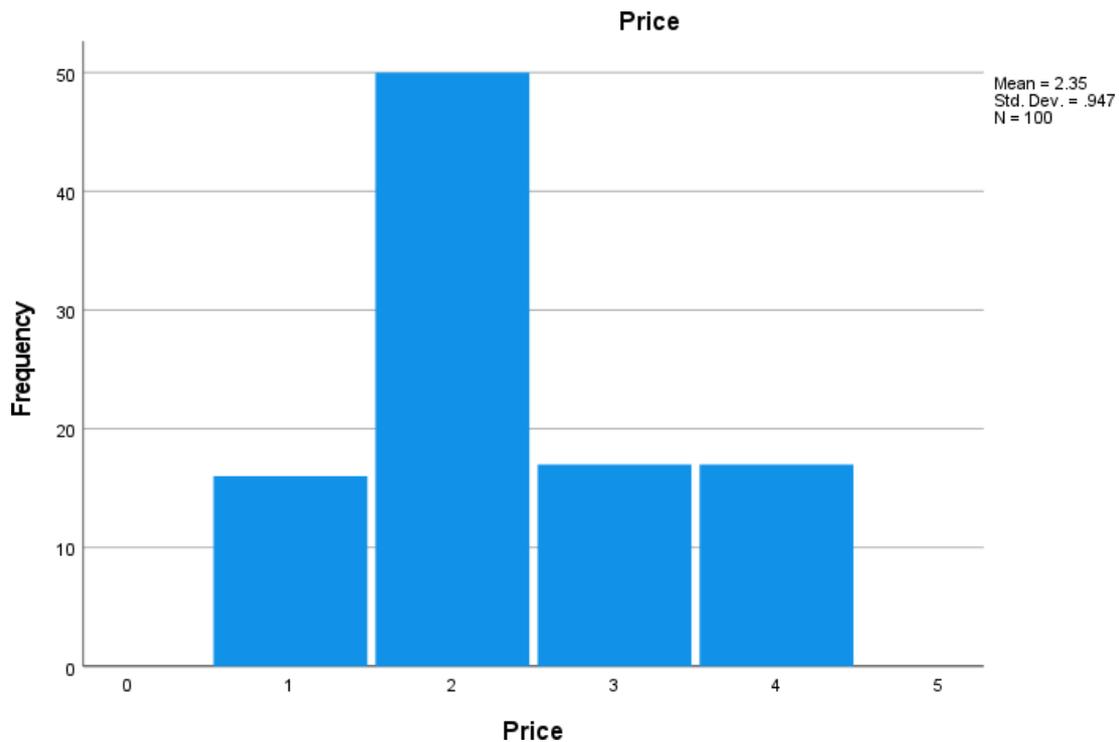
The data illustrates satisfaction levels among respondents, with 81% expressing contentment and 19% reporting dissatisfaction. While the majority appears satisfied, addressing the concerns of the dissatisfied minority is crucial for overall improvement. Further analysis could delve into factors influencing satisfaction and dissatisfaction, providing a deeper understanding to enhance overall satisfaction levels. The data reveals that 81% of respondents reported being satisfied,

while 19% expressed dissatisfaction. This distribution indicates a majority of respondents having a positive experience with the subject under investigation, likely an amusement park experience in this context. The high satisfaction rate suggests that the majority of visitors had their expectations met or exceeded, indicating effective management of services and facilities. However, the 19% dissatisfaction rate signals areas of potential improvement.

Price

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	500	16	16.0	16.0
	501-999	50	50.0	66.0
	1000-1499	17	17.0	83.0
	1700-2000	17	17.0	100.0
Total	100	100.0	100.0	

Analyzing reasons for dissatisfaction could offer insights for amusement park operators to address deficiencies, thereby enhancing overall visitor satisfaction and loyalty.



The data illustrates respondents' preferences regarding price ranges they are considering, ranging from 500 to 2000. Notably, 50% of respondents are inclined towards the 501-

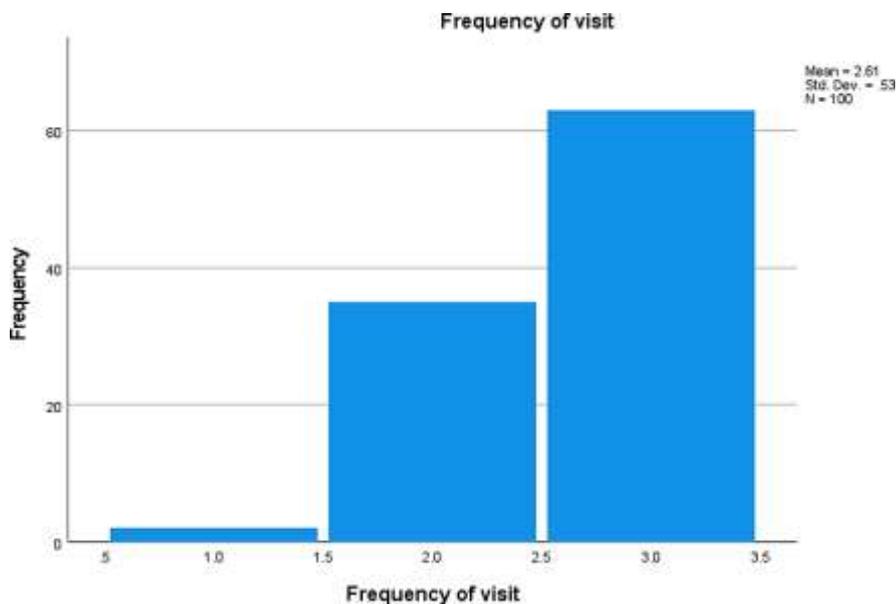
999 price range, signifying a prevalent preference for mid-range prices. The distribution gradually diminishes for higher price brackets, with 17% of respondents considering both the 1000-1499 and

1700-2000 ranges, and 16% opting for the 500 range. This distribution underscores a general inclination towards mid-range prices, with fewer respondents considering lower or higher price points. To gain a deeper understanding, further

analysis could delve into the factors shaping respondents' price preferences. Overall, the data highlights the importance of pricing strategies tailored to meet the preferences of potential customers.

Frequency of visit

Frequency	Percent	Valid Percent	Cumulative Percent
Valid Rarely	2	2.0	2.0
Occasionally	35	35.0	37.0
Very frequently	63	63.0	100.0
Total	100	100.0	

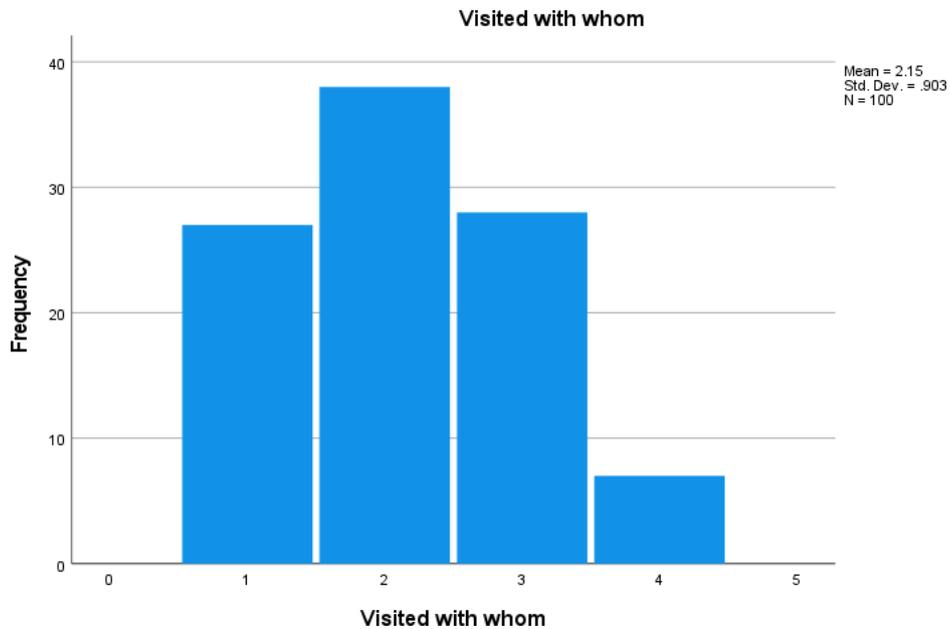


The data illustrates respondents' visit frequency, showing that 63% visit very frequently, 35% visit occasionally, and only 2% visit rarely. This distribution highlights a strong inclination towards frequent visits, suggesting high engagement or interest. Conversely, rare visits are less prevalent. Further investigation into the factors

driving visit frequency could offer valuable insights into respondent behavior and preferences. Overall, the data underscores the importance of understanding visit patterns to enhance engagement strategies effectively.

Visited with whom

Frequency	Percent	Valid Percent	Cumulative Percent
Valid Family	27	27.0	27.0
Friends	38	38.0	65.0
Colleagues	28	28.0	93.0
Couples	7	7.0	100.0
Total	100	100.0	



The data illustrates the companionship preferences of respondents during visits, highlighting friends as the most prevalent companions, with 38% of respondents opting for them. Following closely, 27% visited with family members, while 28% chose colleagues as their companions. Couples represented the smallest group, at 7%. These findings underscore the

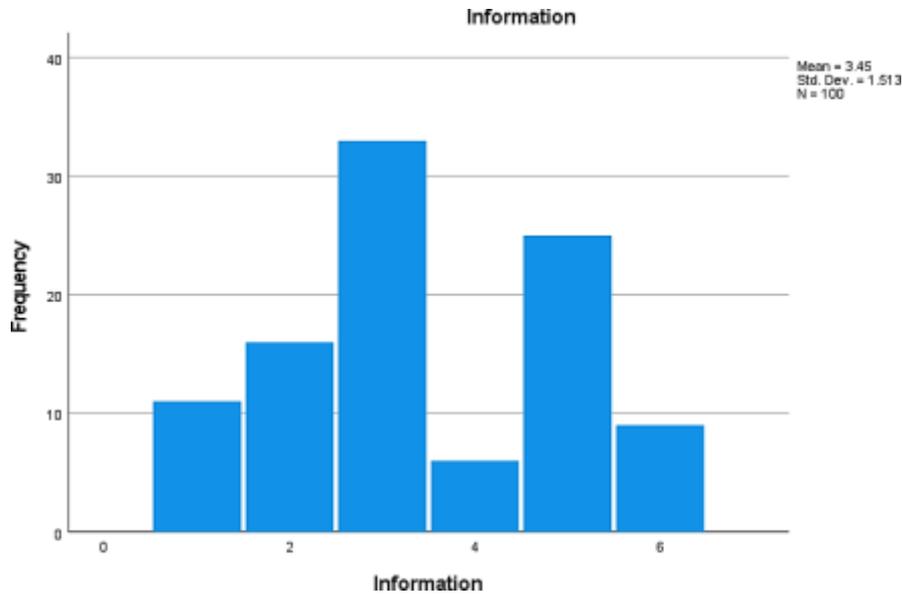
significance of social interactions during visits, indicating a preference for companionship with friends and colleagues. Further investigation could shed light on the underlying factors influencing these preferences, offering insights into social dynamics and engagement levels during the activity.

Information

Frequency	Percent	Valid Percent	Cumulative Percent	Research factors
Valid 1	11	11.0	11.0	Online Search, Social Media Platforms, Word of Mouth, Advertisement (TV, radio, billboards etc)
2	16	16.0	27.0	Online Search, Social Media Platforms, Advertisement (TV, radio, billboards etc)
3	33	33.0	60.0	Online Search, Social Media Platforms, Word of Mouth
4	6	6.0	66.0	Online Search, Social Media Platforms, Word of Mouth
5	25	25.0	91.0	Online Search, Word of Mouth
6	9	9.0	100.0	Online Search, Word of Mouth, Advertisement(TV, radio, billboards etc), Other
Tot al	100	100.0	100.0	

The data reveals diverse levels of information among respondents, with a substantial portion reporting a moderate understanding. While 33% fell into this category, 11% reported having the

least information, and 25% claimed a considerable level. Moreover, 16% and 9% reported slightly more and the highest

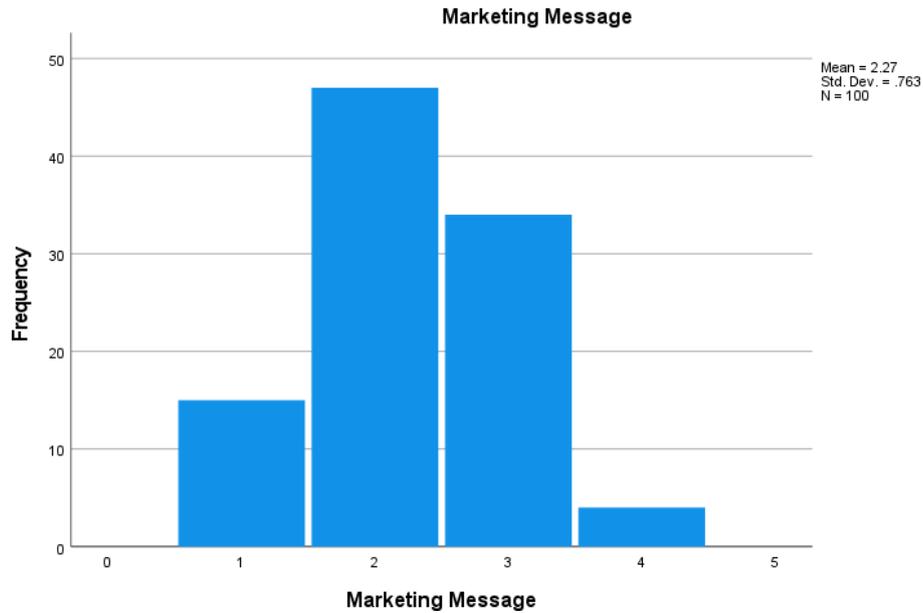


levels of information, respectively. This variability suggests a nuanced understanding among respondents, potentially influencing their attitudes and behaviors. Further investigation into the factors shaping these differences could provide valuable

insights into how varying levels of information impact decision-making processes and responses to the subject matter. Thus, deeper analysis is warranted to elucidate the underlying drivers behind these disparities in information levels.

Marketing Message

Frequency	Percent	Valid Percent	Cumulative Percent	Research Factors
Valid 1	15	15.0	15.0	Promotional offers & discounts
2	47	47.0	62.0	Exciting attractions & slides showcased in advertisements
3	34	34.0	96.0	Positive reviews from previous visitors
4	4	4.0	100.0	Environmental sustainability efforts
Total	100	100.0		

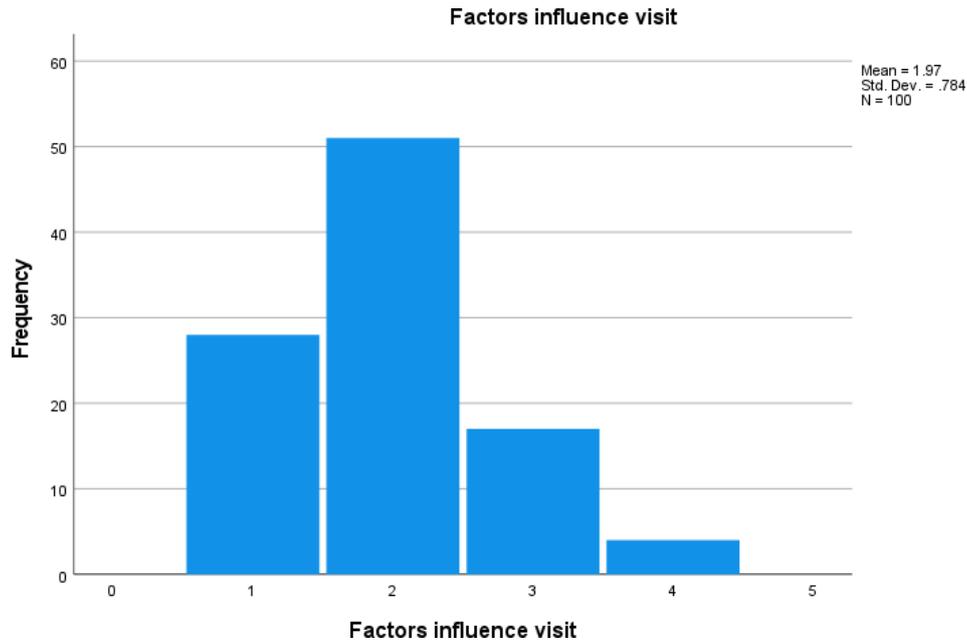


The data presents a spectrum of respondents' perceptions regarding a marketing message, ranging across four distinct levels. While 47% interpreted the message slightly above the lowest level, indicating some engagement, 34% perceived it at a moderate level, suggesting a more substantial impact. Interestingly, only 4% attributed the highest perception, indicating a minority with a particularly strong response. This variance underscores the complexity of audience responses to marketing communication, influenced by diverse factors such as personal preferences, past

experiences, and psychological factors. Understanding these differences is imperative for tailoring marketing strategies effectively to resonate with specific audience segments. Further exploration into the underlying factors shaping these perceptions, including demographic characteristics and psychographic traits, can unlock valuable insights into audience preferences and behaviors. Such insights can guide the optimization of marketing approaches to enhance their effectiveness and resonance with target audiences.

Factors influence visit

Frequency	Percent	Valid Percent	Cumulative Percent	Research Factors
Valid 1	28	28.0	28.0	Proximity to my location
2	51	51.0	79.0	Variety of attractions & slides
3	17	17.0	96.0	Park reputation & safety record
4	4	4.0	100.0	Quality & variety of food & beverages
Total	100	100.0	100.0	

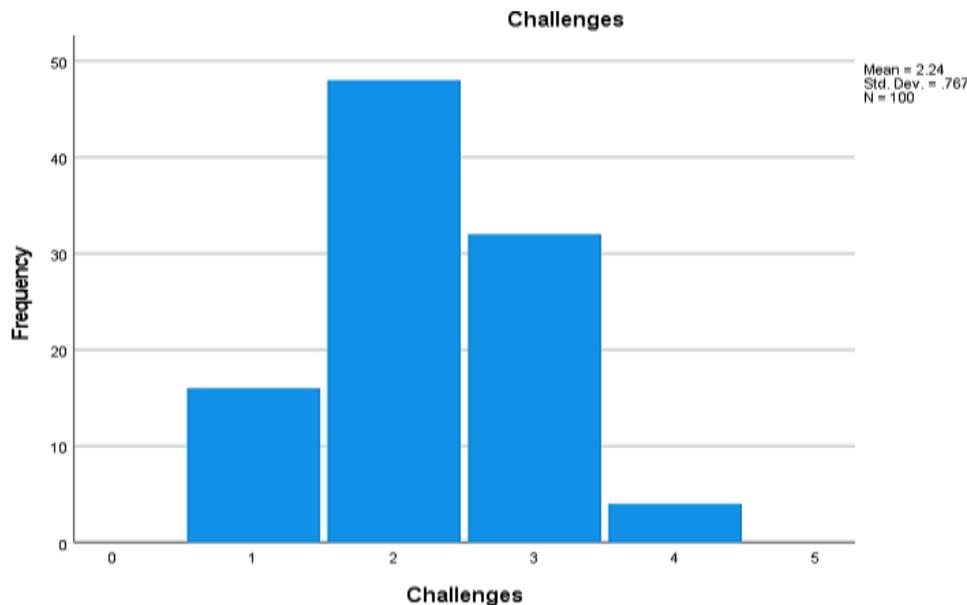


The data showcases how respondents perceive the factors influencing their visits, with varying levels of complexity. While a significant majority (51%) identified two primary factors, others reported different numbers, ranging from one to four. This variability underscores the diverse nature of influences shaping visitation behaviors. Understanding these factors is crucial for crafting tailored experiences that resonate with the diverse

needs and preferences of visitors. Further exploration into the specific factors highlighted by respondents and their relative significance can provide valuable insights into optimizing strategies to enhance visitation rates and overall visitor satisfaction. Such insights can inform targeted interventions aimed at creating more engaging and fulfilling experiences for visitors.

Challenges

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid 1	16	16.0	16.0	16.0	Seasonal fluctuations in visitor numbers
2	48	48.0	48.0	64.0	High operating & maintenance costs
3	32	32.0	32.0	96.0	Intense competition from other waterparks
4	4	4.0	4.0	100.0	Safety & liability concerns
Total	100	100.0	100.0		



The data illustrates that respondents face a diverse array of challenges, with varying degrees of complexity. While nearly half of the respondents identified two primary challenges, others reported different numbers, ranging from one to four. Understanding these challenges is crucial for developing tailored strategies to address them effectively. Further analysis could delve into the specific challenges identified by respondents and their relative significance. This deeper understanding would enable organizations to prioritize resources and efforts more efficiently, ultimately leading to improved performance and better outcomes. By focusing on mitigating these challenges, organizations can enhance their ability to adapt and thrive in the face of adversity, driving long-term success.

CHAPTER 5: FINDINGS AND RESULTS

5.1 Demographics:

The majority of respondents fall within the 20 to 40 years age bracket (55%), indicating a significant portion of young adults engaging with amusement parks. This demographic trend aligns with expectations, as young adults often seek leisure activities for recreation and entertainment. Understanding this age distribution is vital for tailoring marketing strategies and park offerings to cater to the preferences of this demographic, maximizing visitor engagement and satisfaction.

In terms of gender representation, females slightly outnumber males, comprising 58% of the sample. This finding highlights the importance of gender-inclusive marketing strategies to ensure

amusement parks effectively attract and engage both male and female visitors.

5.2 Satisfaction:

The satisfaction levels among respondents are notably high, with 81% expressing contentment. This indicates effective management of services and facilities within amusement parks, meeting or exceeding visitors' expectations. However, the 19% dissatisfaction rate underscores areas for potential improvement, necessitating further analysis to identify and address underlying issues to enhance overall visitor satisfaction and loyalty.

5.3 Pricing Preferences:

Respondents predominantly favor mid-range prices, with 50% inclined towards the 501-999 price range. This preference suggests a balance between affordability and perceived value among visitors. However, considering that only 16% opt for the lowest price range, amusement park operators should carefully evaluate pricing strategies to ensure they align with visitors' expectations and budget constraints.

5.4 Visit Frequency and Companionship:

The data indicates a strong inclination towards frequent visits, with 63% of respondents visiting very frequently. Additionally, friends are the most prevalent companions, with 38% of respondents choosing them, followed by family members (27%) and colleagues (28%). Understanding visitation patterns and companionship preferences is essential for tailoring

experiences and promotional strategies to foster social engagement and enhance overall visitor satisfaction.

5.5 Information and Marketing Messages:

Respondents exhibit diverse levels of information regarding amusement parks, with 33% reporting a moderate understanding. The marketing messages that resonate most with respondents include exciting attractions showcased in advertisements (47%) and positive reviews from previous visitors (34%). These findings underscore the importance of crafting compelling marketing messages that highlight the unique features and experiences offered by amusement parks to attract and engage potential visitors effectively.

5.6 Factors Influencing Visit:

The primary factors influencing visitation decisions include the variety of attractions and slides (51%) and proximity to the visitor's location (28%). Understanding these factors is crucial for optimizing park offerings and promotional strategies to meet visitors' needs and preferences effectively. Additionally, addressing challenges such as seasonal fluctuations in visitor numbers (16%) and intense competition from other waterparks (32%) is essential for maintaining competitiveness and ensuring sustained success in the amusement park industry.

Overall, the findings provide valuable insights into various aspects of amusement park visits in the Delhi-NCR area, including demographics, satisfaction levels, pricing preferences, visit frequency, and factors influencing visitation decisions. By leveraging these insights, amusement park operators and marketers can tailor their strategies to enhance visitor engagement, satisfaction, and loyalty. Additionally, addressing challenges and adapting to evolving visitor preferences is crucial for maintaining competitiveness and ensuring long-term success in the amusement park industry. Further research and analysis are warranted to delve deeper into specific areas of interest and refine strategies for optimal outcomes.

5.7 Comparative Results:

The findings from the analysis of factors influencing amusement park visits provide valuable insights into the preferences and priorities of visitors. Among the various factors considered, three emerge as particularly favorable in shaping visitors' decisions: the variety of attractions & slides, proximity to visitors' locations, and park reputation & safety record.

The variety of attractions & slides is highlighted as the most favorable factor, with 51% of respondents mentioning it. This factor's significance lies in its ability to attract visitors by offering diverse entertainment options that cater to a wide range of preferences. Amusement parks with an extensive array of attractions and slides are better positioned to provide an enjoyable and engaging experience for visitors, thereby enhancing overall satisfaction and repeat visitation. Proximity to visitors' locations is identified as the second most favorable factor, with 28% of respondents considering it. While not as prevalent as the variety of attractions and slides, proximity plays a crucial role in visitors' decision-making processes. Amusement parks located closer to where visitors live or stay are more accessible and convenient, making them more likely to be chosen for frequent visits. This factor underscores the importance of convenience in shaping visitor behavior and highlights the strategic significance of park location.

Park reputation & safety record emerges as the third most favorable factor, cited by 17% of respondents. Despite being less frequently mentioned, park reputation and safety record remain significant considerations for visitors. A positive reputation and strong safety record instill trust and confidence in visitors, assuring them of a safe and enjoyable experience. Maintaining a favorable reputation and prioritizing safety measures are essential for attracting and retaining visitors over the long term, as they contribute to overall visitor satisfaction and loyalty.

CHAPTER 6: CONCLUSION

In this study, we investigated various aspects related to visitor demographics, satisfaction levels, price preferences, visit frequency, companionship preferences, information levels, perceptions of marketing messages, factors influencing visits, and challenges faced in the context of a waterpark attraction. Through a comprehensive analysis of the data collected from 100 respondents, several key insights have emerged, shedding light on important trends and patterns that can inform strategic decision-making and operational improvements within the waterpark industry.

Firstly, our analysis revealed a diverse demographic profile among visitors, with the majority falling within the age range of 20 to 40 years and a slightly higher representation of female visitors. Understanding the demographics of visitors is crucial for tailoring marketing strategies

and experiences to meet the preferences and needs of different segments effectively.

Furthermore, we found that the majority of visitors expressed satisfaction with their experiences at the waterpark, indicating positive feedback and overall enjoyment. However, it is important to address the concerns of the dissatisfied minority to enhance overall satisfaction levels and ensure repeat visitation.

In terms of pricing preferences, our findings highlighted a significant preference for mid-range prices, with the majority of respondents considering price ranges between 501 and 999. This suggests that offering competitive pricing within this range could attract a larger segment of visitors and enhance the park's revenue potential. Visit frequency analysis revealed a strong inclination towards frequent visits among respondents, indicating high engagement and interest in the waterpark attraction. Understanding the factors driving visit frequency is essential for optimizing operational strategies and enhancing visitor engagement and loyalty.

Moreover, our study identified friends as the most prevalent companions during visits, followed by family members and colleagues. This underscores the importance of social interactions and companionship in enhancing the overall visitor experience at the waterpark.

Regarding information levels, our analysis showed a varied understanding among respondents, with a significant proportion reporting a moderate level of information. This underscores the need for effective communication strategies to ensure visitors are well-informed about park offerings and attractions. Perceptions of marketing messages varied among respondents, with differing levels of engagement and interpretation. Understanding these perceptions is essential for crafting targeted marketing campaigns that resonate with specific audience segments effectively. Furthermore, factors influencing visits were found to vary in complexity, with respondents identifying different numbers of primary factors influencing their visitation behaviors. Understanding these factors is crucial for tailoring experiences and offerings to meet the diverse needs and preferences of visitors.

Lastly, our analysis highlighted a diverse array of challenges faced by waterpark operators, ranging from seasonal fluctuations in visitor numbers to intense competition from other attractions. Addressing these challenges requires strategic planning and innovative solutions to ensure the long-term success and sustainability of waterpark operations.

In conclusion, our study provides valuable insights into visitor demographics, preferences, and behaviors within the waterpark industry. By understanding these dynamics and addressing key challenges, waterpark operators can enhance visitor satisfaction, engagement, and loyalty, ultimately driving business growth and success. Moving forward, further research and continuous monitoring of visitor trends and preferences will be essential for maintaining competitiveness and relevance in the dynamic leisure and entertainment market.

6.1 Research Gap and Limitations:

While our study provides valuable insights into various aspects of visitor behavior and preferences within the waterpark industry, several research gaps and limitations should be acknowledged. Firstly, the study focused on a specific geographic region (Delhi-NCR area) and a single type of leisure attraction (waterpark), limiting the generalizability of findings to other locations and types of attractions. Additionally, the sample size of 100 respondents may not fully capture the diversity of visitor demographics and preferences, potentially leading to sampling biases. Furthermore, the study relied on self-reported data, which may be subject to response biases and inaccuracies. Future research could address these limitations by expanding the geographic scope, including a larger and more diverse sample size, utilizing mixed-method approaches to gather data, and incorporating objective measures of visitor behavior and satisfaction. These efforts would enhance the robustness and applicability of findings, providing deeper insights into visitor dynamics within the leisure and entertainment industry.

ACKNOWLEDGEMENT

First and foremost, I offer my sincerest gratitude to my faculty guide, Dr. Sunetra Saha Ma'am, who has supported me throughout my dissertation with her patience and knowledge whilst allowing me room to work in my way. I attribute the level of my master's degree to her encouragement and effort and without her, this thesis, too, would not have been completed or written. One simply could not wish for a better or friendlier supervisor.

I am grateful to Dr. Archana Singh Ma'am, our Program Leader, for her constant support and interest in me for the past two years.

I owe my deepest gratitude to all the professors and lecturers at Amity business school,

without them it would be next to impossible to complete this dissertation report.

In my daily work, I have been blessed with a friendly and cheerful group of fellow students who always encourage me when I'm feeling down.

Finally, I thank my parents for supporting me throughout all my studies at this University.

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Appendix I:
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Appendix II: Weekly Progress Reports

Week 1:



AMITY UNIVERSITY
UTTAR PRADESH

WEEKLY PROGRESS REPORT 1ST WEEK (WPR)
Commencing from: 02/01/2024-08/01/2024

Student Name: Santanu Bardhan

Enrollment No.: A0101922211

Program: MBA GEN SECTION E

Faculty Guide's Name: Dr. Sunetra Saha

Project Title: Effect of Seasonal Marketing on Amusement Parks in Delhi NCR region.

Targets Set for The Week -
Finalization of topic and writing of synopsis

Achievements For The Week

- Topic of research has been finalized with the faculty guide.
- Aim and objectives of the research has been finalized.
- Research Methodology to be adopted for the research has been discussed with the faculty guide and finalized.

Future Work Plans

- Writing of abstract and content gathering for a detailed literature review.

*Seen All !
Sunetra Saha.*

Week 2:



AMITY UNIVERSITY
UTTAR PRADESH

WEEKLY PROGRESS REPORT - 2nd WEEK (WPR)
Commencing from: 09/01/2024-15/01/2024

Student Name: Santanu Bardhan

Enrollment No.: A0101922211

Program: MBA GEN SECTION E

Faculty Guide's Name: Dr. Sunetra Saha

Project Title: Effect of Seasonal Marketing on Amusement Parks in Delhi NCR region.

Targets Set For The Week - Strategy Development

- Collecting relevant information regarding seasonal marketing and its effects on various businesses.
- Collection of data for literature review

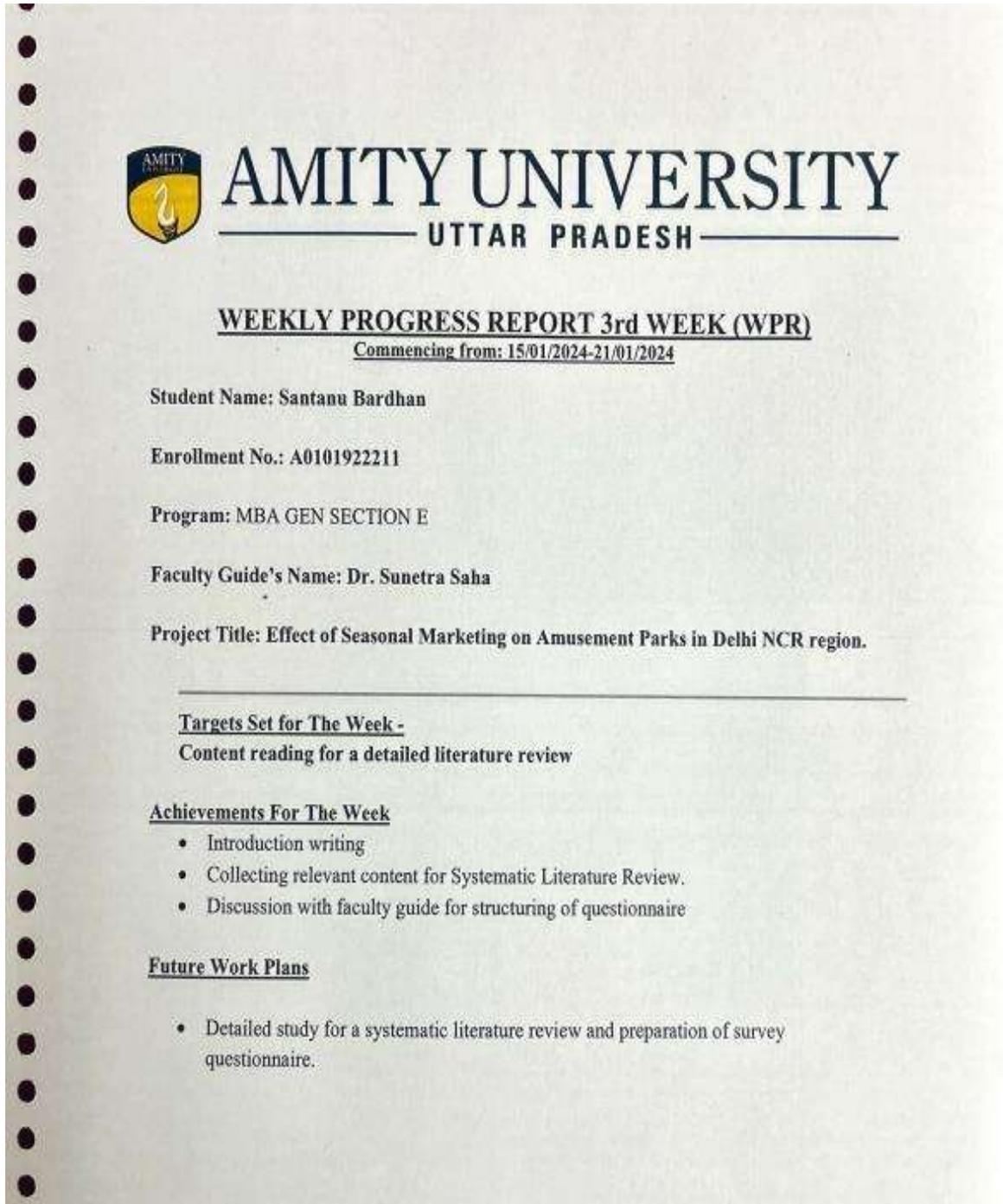
Achievements For The Week

- Referential data gathered from various articles and journals.
- Reading of contents for a detailed literature review.

Future Work Plans

- More detailed study of literatures for qualitative study.
- Making strategy for further research proceedings.

Week 3:



 **AMITY UNIVERSITY**
UTTAR PRADESH

WEEKLY PROGRESS REPORT 3rd WEEK (WPR)
Commencing from: 15/01/2024-21/01/2024

Student Name: Santanu Bardhan

Enrollment No.: A0101922211

Program: MBA GEN SECTION E

Faculty Guide's Name: Dr. Sunetra Saha

Project Title: Effect of Seasonal Marketing on Amusement Parks in Delhi NCR region.

Targets Set for The Week -
Content reading for a detailed literature review

Achievements For The Week

- Introduction writing
- Collecting relevant content for Systematic Literature Review.
- Discussion with faculty guide for structuring of questionnaire

Future Work Plans

- Detailed study for a systematic literature review and preparation of survey questionnaire.

Week 4:



AMITY UNIVERSITY
UTTAR PRADESH

WEEKLY PROGRESS REPORT 4thWEEK (WPR)
Commencing from:22 /01/2024-29/01/2024

Student Name: Santanu Bardhan

Enrollment No.: A0101922211

Program: MBA GEN SECTION E

Faculty Guide's Name: Dr. Sunetra Saha

Project Title: Effect of Seasonal Marketing on Amusement Parks in Delhi NCR region.

Targets Set for The Week -
Content reading for systematic literature review

Achievements For The Week

- Gathering materials for literature review
- Collection of relevant journals and articles.
- Discussion with faculty guide for structuring of questionnaire

Future Work Plans

- Detailed study for a systematic literature review and preparation of survey questionnaire.

Week 5:



AMITY UNIVERSITY
UTTAR PRADESH

WEEKLY PROGRESS REPORT 5th WEEK (WPR)
Commencing from: 29 /01/2024-05/02/2024

Student Name: Santanu Bardhan

Enrollment No.: A0101922211

Program: MBA GEN SECTION E

Faculty Guide's Name: Dr. Sunetra Saha

Project Title: Effect of Seasonal Marketing on Amusement Parks in Delhi NCR region.

Targets Set for The Week -
Preparation of survey questionnaire

Achievements For The Week

- Drafting of survey questionnaire.
- Study of various journal and articles for a strong literature review
- Discussion with faculty guide for structuring a survey questionnaire

Future Work Plans

- Circulation of survey questionnaire and collection of response

Week 6:

The Amity University logo is a shield-shaped emblem with a yellow background, a blue border, and a central figure that appears to be a stylized flame or a person. The word 'AMITY' is written in blue above the shield.

AMITY UNIVERSITY
UTTAR PRADESH

WEEKLY PROGRESS REPORT 6thWEEK (WPR)
Commencing from:05 /02/2024-12/02/2024

Student Name: Santanu Bardhan

Enrollment No.: A0101922211

Program: MBA GEN SECTION E

Faculty Guide's Name: Dr. Sunetra Saha

Project Title: Effect of Seasonal Marketing on Amusement Parks in Delhi NCR region.

Targets Set for The Week -
Circulation of survey questionnaire and collection of data

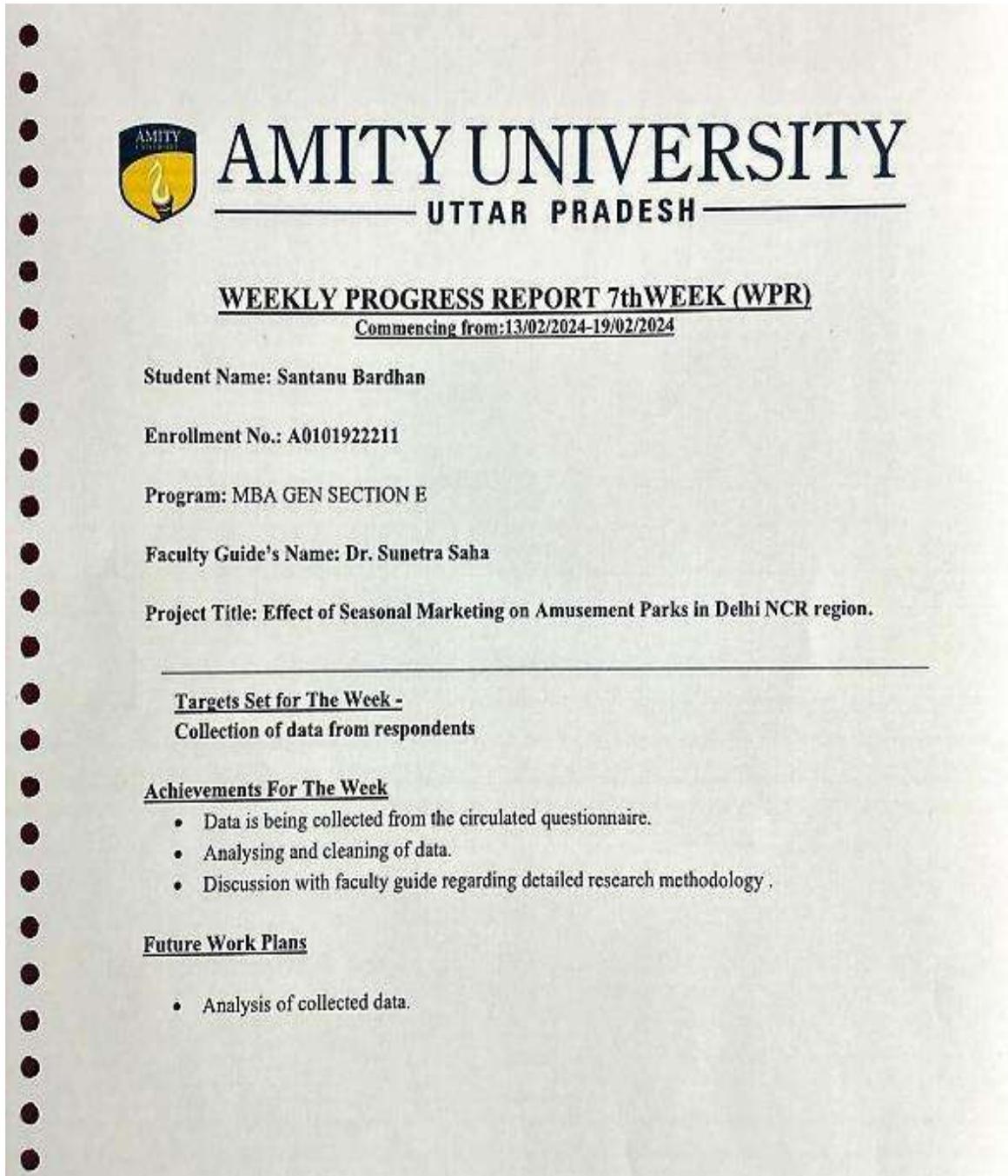
Achievements For The Week

- Circulation of structured questionnaire through various medium
- Collection of data and research findings from various journals .
- Discussion with faculty guide for detailed research methodology

Future Work Plans

- Detailed study for a data analysis

Week 7:



 **AMITY UNIVERSITY**
UTTAR PRADESH

WEEKLY PROGRESS REPORT 7th WEEK (WPR)
Commencing from: 13/02/2024-19/02/2024

Student Name: Santanu Bardhan

Enrollment No.: A0101922211

Program: MBA GEN SECTION E

Faculty Guide's Name: Dr. Sunetra Saha

Project Title: Effect of Seasonal Marketing on Amusement Parks in Delhi NCR region.

Targets Set for The Week -
Collection of data from respondents

Achievements For The Week

- Data is being collected from the circulated questionnaire.
- Analysing and cleaning of data.
- Discussion with faculty guide regarding detailed research methodology .

Future Work Plans

- Analysis of collected data.

Week 8:



AMITY UNIVERSITY
UTTAR PRADESH

WEEKLY PROGRESS REPORT 8thWEEK (WPR)
Commencing from:19 /02/2024-26/02/2024

Student Name: Santanu Bardhan

Enrollment No.: A0101922211

Program: MBA GEN SECTION E

Faculty Guide's Name: Dr. Sunetra Saha

Project Title: Effect of Seasonal Marketing on Amusement Parks in Delhi NCR region.

Targets Set for The Week -
Analysis of data collected through survey

Achievements For The Week

- Analysis of data collected.
- Cleaning of data and representation
- Discussion with faculty guide for final outcome

Future Work Plans

- Factor analysis and representation of data

Week 9:



AMITY UNIVERSITY

UTTAR PRADESH

WEEKLY PROGRESS REPORT 9thWEEK (WPR)

Commencing from: 26 /02/2024-04/03/2024

Student Name: Santanu Bardhan

Enrollment No.: A0101922211

Program: MBA GEN SECTION E

Faculty Guide's Name: Dr. Sunetra Saha

Project Title: Effect of Seasonal Marketing on Amusement Parks in Delhi NCR region.

Targets Set for The Week -

Data representation and research framework

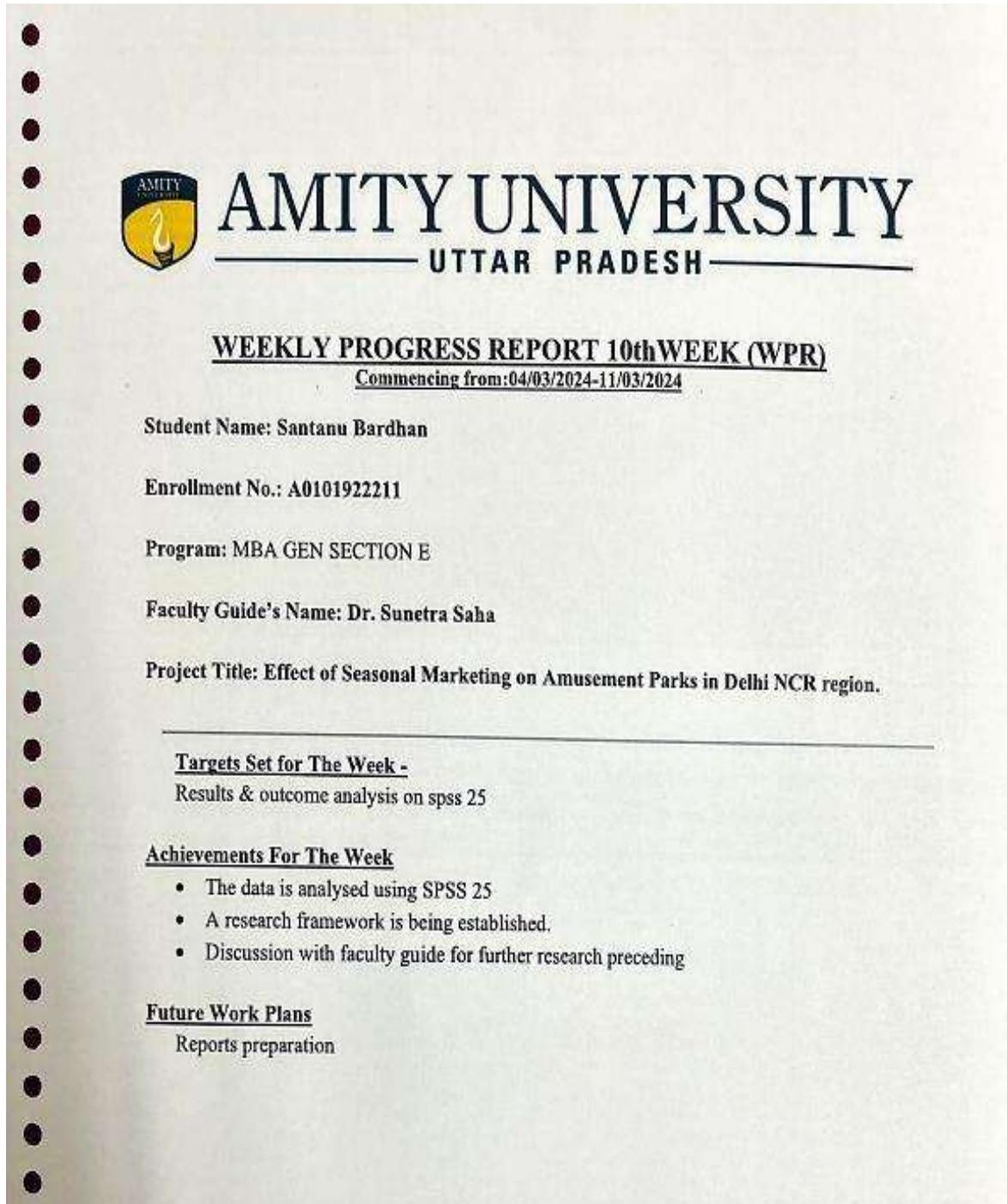
Achievements For The Week

- Data analysed and represented accordingly.
- A conceptual research framework has been established.
- Discussion with faculty guide for further research preceding

Future Work Plans

- Factor analysis and research framework.

Week 10:



 **AMITY UNIVERSITY**
UTTAR PRADESH

WEEKLY PROGRESS REPORT 10th WEEK (WPR)
Commencing from: 04/03/2024-11/03/2024

Student Name: Santanu Bardhan

Enrollment No.: A0101922211

Program: MBA GEN SECTION E

Faculty Guide's Name: Dr. Sunetra Saha

Project Title: Effect of Seasonal Marketing on Amusement Parks in Delhi NCR region.

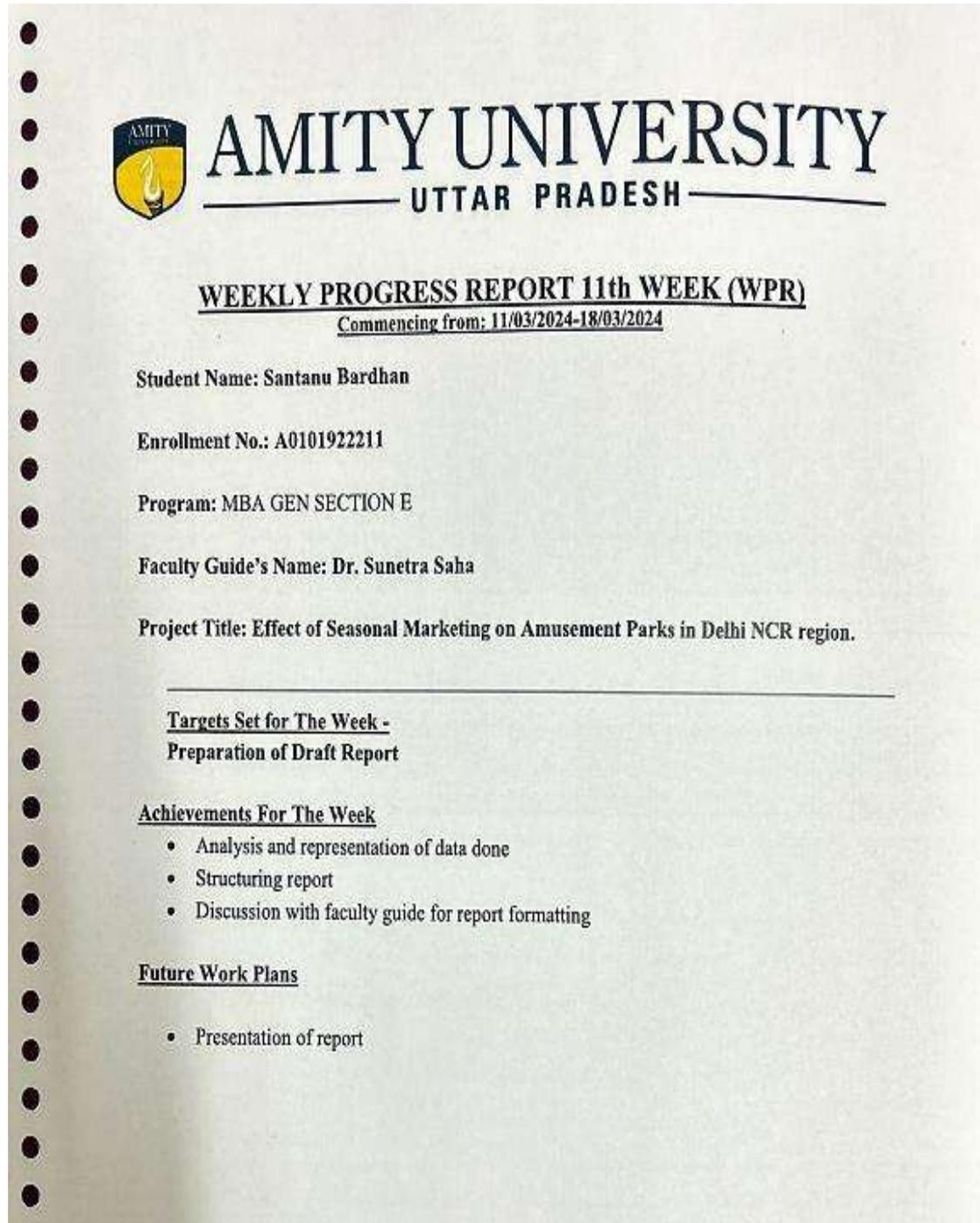
Targets Set for The Week -
Results & outcome analysis on spss 25

Achievements For The Week

- The data is analysed using SPSS 25
- A research framework is being established.
- Discussion with faculty guide for further research preceding

Future Work Plans
Reports preparation

Week 11:



 **AMITY UNIVERSITY**
UTTAR PRADESH

WEEKLY PROGRESS REPORT 11th WEEK (WPR)
Commencing from: 11/03/2024-18/03/2024

Student Name: Santanu Bardhan

Enrollment No.: A0101922211

Program: MBA GEN SECTION E

Faculty Guide's Name: Dr. Sunetra Saha

Project Title: Effect of Seasonal Marketing on Amusement Parks in Delhi NCR region.

Targets Set for The Week -
Preparation of Draft Report

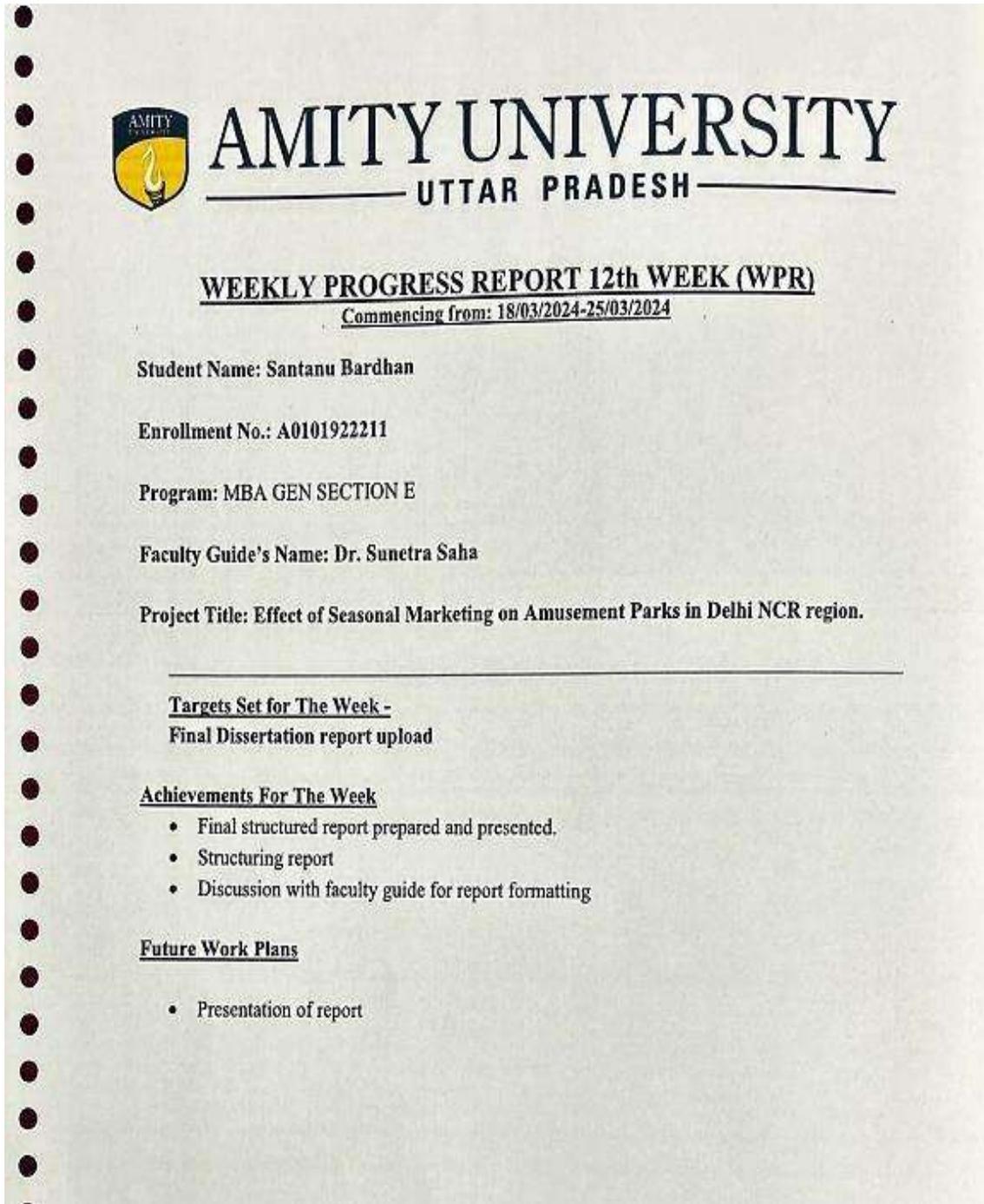
Achievements For The Week

- Analysis and representation of data done
- Structuring report
- Discussion with faculty guide for report formatting

Future Work Plans

- Presentation of report

Week 12:



 **AMITY UNIVERSITY**
UTTAR PRADESH

WEEKLY PROGRESS REPORT 12th WEEK (WPR)
Commencing from: 18/03/2024-25/03/2024

Student Name: Santanu Bardhan

Enrollment No.: A0101922211

Program: MBA GEN SECTION E

Faculty Guide's Name: Dr. Sunetra Saha

Project Title: Effect of Seasonal Marketing on Amusement Parks in Delhi NCR region.

Targets Set for The Week -
Final Dissertation report upload

Achievements For The Week

- Final structured report prepared and presented.
- Structuring report
- Discussion with faculty guide for report formatting

Future Work Plans

- Presentation of report