



**PROMOTIONAL STRATEGIES AND  
MARKETING PERFORMANCE OF HOTELS  
IN GBAGADA, LAGOS STATE**

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**Abstract:** \_\_\_\_\_

*Promotion refers to all activities by the company that communicate the merits of the product or service and persuade target customers to patronize your service. This study examines the promotional strategies and marketing performance of some selected hotels establishment in Gbagada, Lagos State, Nigeria. Two hundred and eight (208) structured questionnaires were administered to staff. A simple percentage was used to present the socio-demographic information of the respondents and also the research questions were analyzed with descriptive statistics. The findings revealed that hotel establishments in Gbagada made use of all types of the promotional mix as a strategy in running their business. Moreover, the study also reveals that the most frequently used promotional tool was the handbill. The findings revealed that the major problem facing hotel promotion, which are financial constraint; power failure in the most home that does not allow people to be aware of certain hotel promotions; deceptive advertisement; lack of skilled knowledge about hospitality operation running the marketing department. Also, most of the respondent have a positive perception of the use of promotional strategies. In conclusion, the study confirmed that promotional strategies have an effect on hotel establishment and the hotel needs to be persistent in using promotional tools, and preferably, hiring skilled hospitality professionals in the marketing department.*

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**Keywords:** Promotions, Promotional mix, promotional tools, Marketing, Hotel

## INTRODUCTION

The hospitality industry is one of the largest and fastest-growing industries around the world. The industry comprises various sub-sectors such as the hotel sector (accommodation, food and beverage, banqueting), restaurant (fast food outlet outlets, canteens), recreation and events (gaming, entertainment, conferences, and meetings), and travelling and tourism (airlines, cruise ship, tour operators, travel agencies). In the hospitality industry, promotion is a key ingredient in a marketing campaign (Milman, 2007). Promotional strategies are concerned with any means you employ for getting people to know more about the product or service. Advertising, public relations and word-of-mouth are all traditional ways of promoting a product. Promotion can be seen as a way of closing the information gap between would-be sellers and would-be buyers (Jones 2007). Kotler (2005) discovered that promotion has become a critical factor in the product marketing mix which consists of the specific blend of promotion mix that the company uses to pursue its marketing objectives.

The promotion has contributed tremendously to boosting a better image of the hospitality industry. Promotion communicates the types of services it renders to its public, belief in fair deals and also considers the interest of its customers and various publics.

Kotler (2006) stated that “advertising appears effective in increasing the volume purchased by loyal buyers”. This promotional element stimulates sales

when the product being promoted or advertised has good qualities but destroys a bad quality product as well. Hotel business that has a good quality will be enhanced using advertising and destroyed if the hotel does not live up to the expectations of the customers.

Olakunori (2005) mention that “it is not enough to produce high-quality goods p. 169 without letting the goods get to the final consumers”. He explained that “Nigerian entrepreneurs are now conscious of the fact that they provide the consumer with a quality product in the places where they are needed, and inform the consumer that such product exists.” In fact with the nature of the economic situation, people have cut back on marketing expenditure, including sales promotion and advertising. Some have stopped the idea of advertising as the most powerful promotional elements still carry on with some little advertising. Ebue (2007) in his study opined that advertising is certainly relevant to the Nigerian hotel industry. He stated that “Advertising is characterized by sound, colour and the use of print”. He further explained that without this promotional element known as advertising, people may not be aware of the product or service they need for their families. This indicates that advertising generally promotes the awareness of the availability of a product or service. It creates a preference for products and services by emphasizing the unique benefits, which they offer to the customers but is the advertisement method the top promotional tool for efficient performance in hotel establishments?

Marketing started as a result of

economic and business pressure due to a need that arises to focus on embracing a set of managerial measures to satisfy customers' needs. The evolution of marketing in the hotel industry is similar to every other industry. The main reason for the marketing in the hotel business is for the growth in the number of guests who need accommodation and the increase in competition by the accommodation service providers. Moreover, the hotel industry is becoming a more mature market whereby the competition is increasing globally and winning customers becomes a problem. Therefore, there is a huge shift to marketing (Cooper, Fletcher, Fyall, Gilbert, & Wanhill.2008).

Promotion contributes a great deal in upholding the supremacy of the customers which involves identification and satisfaction of specified needs. The hospitality industry like a hotel is a competitive business and must endeavour to identify and satisfy consumers' needs to be able to remain in business. These problems are the factors that hinder the promotion of hotel services. One of such factors is income. The income level of both customers and proprietors will hinder the work of marketing promotion on hotels. Low-income earners, for example, may find it difficult to cope with the high prices of hotel services which happen as a result of marketing promotions carried out which invariably attracted high prices on them. There are also several classes of people in society. Power failure in most home hinder certain individuals to have access to radio or a

television advert, also certain culture/religion may consider some advertisement as taboo. With the nature of the economic situation in Nigeria, some hotels have cut back on marketing expenditure, including sales promotion and advertising. Moreover, some hotels use deceptive advertising to create awareness to the public which results in passing information about what their establishment is not.

Some researchers have examined the effect of social media on the hospitality industry, while some look at the impact of internet marketing on the hospitality industry, but there is limited research on this study, however, the findings of this study will help to provide information about the types of promotional tools used in the selected hotels in Gbagada, the frequency of usage, the problems facing hotel promotions and respondent perceived benefits acquired with the use of promotional strategies. Therefore, the findings will also provide the hotel establishment with the best promotional tools they can use in marketing their hotels and also provide them with information on how they can improve on the usage of any promotional tool they adopted.

#### Aim and Objectives

This study aim at examining the Promotional strategies and marketing performance of hotels in Gbagada, Lagos state

#### Specific Objectives

The specific objectives of this study are to;

Identify the top promotional tools used in the selected hotels in Gbagada for

effective marketing performance

Determine the frequency of using the various types of promotional strategies in the selected hotels for effective performance

Identify the problems facing hotel promotions in the selected hotels

Determine the level of patronage and benefit accrued through promotions in the selected hotels

#### LITERATURE REVIEW

Different promotional strategies, such as advertising, personal selling, and public relations can be used to ensure that the customer buys the product or service (Kotler and Armstrong 2010). When it comes to promoting the hotel business and hospitality industry generally, advertising is found to be effective in promotions (Cooper, Fletcher, Fyall, Gilbert and Wanhill 2008). However, the advertisement has to be well planned by ensuring that the right message is being conveyed, the right channel is used and a suitable place is selected for the advertisement. People would not patronize your service if they have never heard of it. This implies that promotion is communicating information between seller and buyer – to influence attitudes and behaviour. The hotel managers' promotion job is to tell target customers that the right product or service is available at the right place and at the right price. Promotion refers to all activities by the company that communicates the merit of the product or service and persuade target customers to buy it (Kotler & Armstrong 2010).

Promotion mix

Adebisi (2006) defined a promotion mix as “any marketing effort whose function

is to inform present or potential consumers about the benefits of product possess to induce a customer to either start buying or continue to buy the company or service. Pheng low (2000) believes promotion mix states “promotion as involving any ways of providing information and persuasion and reminding consumers of marketing mix of products, goods, and services”. The promotional strategy involves the five elements of the promotion mix i.e. advertising, sales promotion, personal selling, public relations, and direct marketing (Czinkota *et al.*, 2004).

Oh & Hyunjoo (2009) believes promotion results in an increase in sales and profit and also develops the tendency toward the brand finally brings about an increase in sales. Understanding consumers' reaction to promotion in supplying useful approaches is very important both for increasing sales and other components of the marketing mix because these factors are deeply interrelated; in fact components of sales, promotion can serve as significant factors in deriving consumers (Banerjee, 2009). In other words, promotion consists of providing direct or indirect ways of communicating with people, groups, or organizations to inform and persuade them on the way to purchase products and services (Rezvani, 2008).

Todorova (2015) mentioned that "Promotional mix (or a marketing communication mix) is the specific combination of instruments to promote that company used to convincingly communicate customer Value and build customer relationships". McCarthy

(1998) determined the mix of marketing communications as a specific combination of elements: advertising, personal selling, sales promotion, public relations and direct marketing that companies use to implement their targets for advertising and marketing. A promotional mix (or a marketing communication mix) can be integrated into elements and activities, an example of which is shown in the diagram below



**Source: Todorova (2015)**

According to Todorova (2015), the largest circle shows how the five marketing communication elements are interconnected and the individual elements depicted in different coloured circles contain various communication activities which are explained below:

**Sales promotion:** According to Brassington Pettit (2000) sales promotion is tactical marketing techniques with mostly short-term incentives, which are to add value to the product or service, to achieve specific sales or marketing objectives. Sales promotion is a short-term strategy to derive demand and also especially marketing offer which

provides more profit than what consumers receive from the sale position of a product and also has a sharper influence on sales (Banerjee, 2009). Where he also claimed that normally, coupons, free samples, special offers, advertising gifts, and other forms of price manipulation are the dominant forms of sales promotion.

**Advertising:** Brassington and Pettit (2000) define an advertising strategy as any paid form of non-personal communication directed towards target audiences and transmitted through various mass media to promote and present a product, service, or idea. The key difference between advertising and other promotional tools is that it is impersonal and communicates with a large number of people through paid media channels. Advertising has been designed to direct views, also make a behaviour change easy, and may present the cost (Celeb, 2007). Advertisement is one of the primary communication links with consumers, hence consumers' desired image and language along with culture, economy, and commercial changes should be kept in mind Wang, (2009) and to bring about the best influence, the message type should accord with the product or service, that is logical messages are more useful for consumer products whereas emotional messages fit with value-based and empirical products Mortimer (2008). If the content of the message and the way it is presented convey the association of a specific desired brand for people, they get more information on it which results in a positive reaction towards the product

(Praxmarer,2009). Concerning the variety of advertising media, few public ones are studied which are mostly applied in the industries; radio, television, magazine, and social media.

However, social media marketing is another form of advertising that is taking over from the traditional advertising method. The reason for this is that Facebook is one of the most visited websites globally daily. Furthermore, it is instantaneous. As soon as a company posts something on its Facebook page, it immediately becomes available for all to see. Also, Facebook offers the option of targeting users based on their interests, gender, location, age, and any other demographics that you can think of. In the 21<sup>st</sup> century, Social media marketing is simply the way to go.

**Personal selling:** Brassington and Pettit (2000) argue that personal selling is a two-way communication tool between a representative of an organization and an individual or group, to inform, persuade or remind them, or sometimes serve them to take appropriate actions. Furthermore, personal selling is a crucial element in ensuring customers' post-purchase satisfaction, and in building a profitable long-term buyer-seller relationship built on trust and understanding. Personal selling is the executive wing of organizations to attract customers and increase sales of products and services. All efforts in organizations' different departments result in the performance of Personal selling Azizi (2009) since it is informed of the rival companies and market changes sooner than other departments (Storbacka,2009). They act as a private link between company and

customer and from consumers' point of view represent the company, bring value for it and so need information on the consumer Mogharch Abed (2009) and to be successful in the sales process, having information on marketing, financial issues and activities are essential (Storbacka,2009).

**Public relation:** According to Brassington and Pettit (2000), the essence of public relations (PR) is to look after the nature and quality of the relationship between the organization and its different publics and to create a mutual understanding. Public relations cover a range of activities, for example, the creation and maintenance of corporate identity and image; charitable involvement, such as sponsorship, and community initiatives; media relations for the spreading of good news as well as for crisis management, such as damage limitation. Moreover, an organization can attend trade exhibitions to create stronger relationships with key suppliers and customers as well as enhancing the organization's presence and reputation within the market Brassington, (2000). Lee(2006) states that another part of public relations is the publicity gained through magazines, newspapers.

**Direct marketing:** According to Brassington and Pettit (2000) direct marketing is an interactive system of marketing, using one or more advertising media to achieve measurable response anywhere, forming a basis for creating and further developing an ongoing direct relationship between an organization and its customers, to be able to create and sustain a quality relationship with sometimes hundreds or even thousands of

individual customers, an organization needs to have as much information as possible about each one, and needs to be able to access, manipulate and analyze that information, thus, the database is crucial to the process of building the relationship. Direct Marketing is an interactive marketing system that uses one or more advertising media to provide a measurable reaction or trade-in at every level (Kotler,2006). This represents a flexible method that can deliver the message and target especially the group of customers in an effective way (Hayter,2005). Direct Marketing is one of the most important elements of the marketing mix in most successful companies. The more competition in the market and customers surrounded by messages and information on the products, the clearer boundaries of the marketing environment become, and more potential channels for most traditional companies are provided (Duffy,2005). Among various direct marketing methods, four main ones i.e sales through the catalogue, email, telephone, and direct mail.

### **Promotional strategies**

Promotional strategy is concerned with any means you employ for getting people to know more about a product or service. Advertising, public relations, and word-of-mouth promotion are all traditional ways of promoting a product(Jones, 2007). Promotion can be seen as a way of closing the information gap between would-be sellers and would-be buyers(Jones,2007). Kotler (2005) discovered that promotion has become a critical factor in the product marketing mix which consists of specific integrated

marketing communication (IMC) that the company uses to pursue its marketing objectives.

### **Marketing Performance**

Marketing performance measurement is the assessment of “the relationship between marketing activities and business performance” (Clark and Ambler 2001). The performance of a firm can be measured through sales revenue, market share, profitability, competitive advantage, customer satisfaction and loyalty (Hazlina,Ramayah,Hasliza, & Syed 2017). This implies that marketing performance in a hotel establishment can be measured by the revenue it makes in a particular period; by the portion it occupies in the market; by the profits it generates at a period and through the competitive status it gained in the hospitality industry. The hotel marketing performance can also be measured through their customers' loyalty and how well they are being satisfied. However, all these can be determined by the promotional tools/mix they use.

### **RESEARCH METHODOLOGY**

#### **Design of Study**

Saunders, Lewis, and Thornhill (2009) define a research design as the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

This study adopted the use of a survey, sampling, and statistical method of design under survey research design. The survey approach was based on fieldwork, while

the statistical approach was based on analyzing the collected data from fieldwork.

**Population of Study**

The population of the study consists of the staff and management of eight selected hotels at Gbagada because they are the most popular hotels namely;

Oakspring and Luxury Suite Hotel

Ocean Suite International Hotel

Cocoon Luxury Suite Hotel

Sikky Hotel.

Kristabel Hotel

Bolad Hotel

Jonsland Hotel

Waje Hotel

**Sampling Method and Sample Size**

A simple random sampling method was used in selecting the hotels. This method gives each member of the population an equal chance of being selected.

The sample size for the unknown population was determined by using Cochran formula below:

$$n = \frac{Z^2 P(1-P)}{e^2}$$

n=sample size, P- precision Value, e – Margin of error (0.05), Z - confidence level value(85%) n= 208. However, twenty-six (26) questionnaires were distributed in each hotel.

**RESULTS AND DISCUSSIONS OF FINDINGS**

**Table 1: Socio-demographic of the Respondents**

Variable	Frequency	Percentage
<b>Gender (sex)</b>		
Male	112	55.5%
Female	90	44.6%
<b>Age (years)</b>		
Below 20	5	2.5%
21-30	135	66.8%
31-40	42	20.8%
41-50	20	9.9%
Above 60	0	0
<b>Marital Status</b>		
Single	144	71.3%
Married	52	25.7%
Widowed	4	2.0%
Separated	2	1%
Divorce	0	0
<b>Education Status (Education)</b>		
Primary	13	6.4%
Secondary	28	13.9%
Tertiary	161	79.7%
<b>Religion</b>		
Christianity	168	83.1%
Islam	23	11.4%
Traditional	11	5.4%
<b>Working Experience (Years)</b>		
Less than 1	32	15.8%
1-2	129	63.9%
2-4	38	18.8%
4 years and above	3	1.5%
<b>Income level: Naira</b>		
Less than 10,000	16	7.9%
10,000-30,000	157	77.7%
30,000-50,000	21	10.4%
50,000-70,000	6	3.0%
70,000-100,000	2	1%
100,000 and above	0	0

The above results in Table 1 show that the study of the findings indicated that more than half 112(55.5%) of the respondents were male while 90(44.6%) were female. This implies that they were more male staff in the hotel establishment than the female counterpart.

The age distribution of the respondents is presented in Table 1 showing that the majority 135(66.8%) of the respondent were between the ages of 21 – 30 years old. Moreover, the study further revealed that 42(20.8%) of the total respondents were between 31 -40 years old, 20(9.9%) were between 41- 50 years, while 5(2.5%) were less than or equal to 20 years old. The study indicates that a larger percentage of the respondents were youth.

The marital status of the respondent presented in Table 1 revealed that the majority 144(71.3%) of the respondent are single, while 52(25.7) are married. However, the analysis of the study findings also projects a minority of 4(2.0%) of the respondent are widowed, while 2(1.0%) are separated.

The educational level of the respondents is presented in Table 1, it was observed that the majority 161(79.9%) of the respondents had tertiary education, while 28(13.9%) had secondary education and 13(6.4%) had primary education. This implies that the study area was populated by staff who had tertiary education which holds higher educational status than others.

Furthermore, the majority of 168(83.1%) of the respondents were Christians, while 23(11.4%) were Muslims. This implies that Christianity is the dominant religion among the respondents in the study area.

The results in Table 1 further revealed that more than half 129(63.9%) of the respondent have a working experience between 1-2 years, while 38(18.8%) were 2-4 years. However, the analysis of the findings also indicated that a few 32(15.8%) of the respondents have a working experience of fewer than 1 years, while 3(1.5%) were above 4 years.

From the Result in table1; the majority of 157(77.7%) of the respondents earn between N10,000-N30,000 followed by 21(10.4%) that earn between N30,000-N50,000. The rest 16(7.9%) earn less than N10,000, followed by 6(3.0%) of the respondent that earn N50,000-N70,000, while 2(1.0%) earn between N70,000-N100,000. The study findings indicate the type of persons the respondents are. Most of them fall within the higher income bracket and this reflects their level of education and positions occupied.

**Table 2: Top promotional tool used by hotels in Gbagada**

Promotional mix	Tool	Frequency	Percentage
Advertising	Television	92	45.5%
	Radio	85	42.1%
	Internet	131	64.9%
	Signboard	136	67.3%
Sales promotion	Discount	31	64.9%
	Coupon	115	56.9%
	Special offers	131	64.9%
	Free samples	79	39.1%
Personal selling	Face to face basis	136	67.3%
	Handbill/flyers	132	65.3%
Public relation	Newspaper	162	80.2%
	Magazine	149	73.8%
Direct marketing	Direct mail/sms/call	103	51.0%
	Social media	135	66.8%

Findings in Table 2 indicate the respondent identification on the type of tools used among the various promotional mix across hotel establishment in Gbagada. The result projected in table 2 revealed that in the advertising section, 136 respondents or 67.3% identify signboard as a type of promotional tool used by hotel establishment in Gbagada, followed by 131 respondents or 64% said internet e.g. online advert, website. While the rest of the respondents with 92(45.5%) identify Television and 85(42.1%) recognize radio as a type of promotional tool used by respondents in the study area.

The result in table 2 further revealed that in the sales promotion section, majority 131(64.9%) of the respondent recognize special offers and discount as a type of promotional tool used by hotels in the study area, while 115(56.9%) identify coupon, followed by 79(39.1%) who select free samples as one of the promotional tool used by hotels in the study area.

The analysis of the study findings presented in Table 2 also shows that in the personal selling section, 136(67.3%) and 132(65.3%) of the respondent identify face to face basis and Handbills/flyers as a type of promotional tool adopted by the respondent in the selected hotels.

Furthermore, the result in table 2 also revealed in the public relation section that more than half 162(80.2%) of the respondent identify newspapers as a type of promotional tool used, followed by 19(73.8%) of the respondent who acknowledged magazine as a type of promotional tool used in the selected hotels of the study area.

The Result presented in table 2 reveals that in the direct marketing section, 135(66.8%) of the respondent identify social media as a type of promotional tool used in the study area. However, 103(51.0%) of the respondent recognize direct mail/SMS and telephone as a type of promotional tool used by hotels in the study area.

The finding in Table 2 implies that hotel establishment in Gbagada makes use of all the promotional mix with the aid of the following promotional tools majorly newspaper, magazine, then both face to face basis, signboard, followed by social media, then handbill, special offer, discount, internet, coupon, direct mail, television and radio, and free sample. This finding aligns with Adebisi (2006) defined a promotion mix as “any marketing effort whose function is to inform present or potential consumers about the benefits of product possess to induce a customer to either start buying or continue to buy the company product or service.”

**Table 3: Frequency of using the various types of promotional strategies in the selected hotels**

Variable	Yearly (%)	Monthly (%)	Weekly (%)	Daily (%)	When needed(%)	Never (%)	Mean	STD
Television	32(15.8)	2(1.0)	1(0.5)	1(0.5)	62 (30.7)	104(51.5)	2.17	1.77
Radio	19(9.4)	1(0.5)	2(1.0)	0	102 (50.5)	78(38.6)	2.02	1.41
Newspaper	17(8.4)	25 (12.4)	5(2.5)	0	129 (63.9)	26(12.9)	2.63	1.52
Magazine	17(8.4)	8(4.0)	5(2.5)	0	112 (55.5)	60(29.7)	2.21	1.44
Social media	1(0.5)	1(0.5)	15(7.4)	106 (52.5)	39 (19.3)	40(19.8)	2.51	0.94
Internet	0	1(0.5)	39 (19.3)	129 (63.9)	30 (14.9)	3(1.5)	3.02	0.65
Direct mail	1(0.5)	12(5.9)	34 (16.8)	27 (13.4)	99 (49.0)	29(14.4)	2.53	1.14
Discount	0	2(1.0)	41 (20.3)	72 (35.6)	87 (43.1)		2.80	0.79
Face to face basis	0	1(0.5)	21 (10.4)	150 (74.3)	26 (12.9)	3(1.5)	2.96	0.55
Coupon	3(1.5)	13(6.4)	47 (23.3)	47 (23.3)	37 (18.3)	55(27.2)	2.69	1.34
Billboard/signboard	1(0.5)	2(1.0)	18(8.9)	104 (51.5)	10(5.0)	67(33.2)	2.41	1.10
Free samples	12(5.9)	4(2.0)	3(1.5)	8(4.0)	17(8.4)	158(78.2)	1.59	1.36
Handbill	2(1.0)	59(29.2)	74 (36.6)	20(9.9)	40 (19.8)	7(3.5)	3.71	1.21
Special offers	0	18(8.9)	77(38.1)	19(9.4)	87(43.1)	1(0.5)	3.12	1.08

The most frequently used promotional tool with the highest mean value was; Handbill ( $\bar{x}$  = 3.71), special offer( $\bar{x}$  = 3.12) has the second-highest, others include internet ( $\bar{x}$  = 3.02), face to face basis ( $\bar{x}$  = 2.96), discount ( $\bar{x}$  = 2.80), coupon ( $\bar{x}$  = 2.69), newspaper ( $\bar{x}$  = 2.63), direct mail ( $\bar{x}$  = 2.53), social media ( $\bar{x}$  = 2.51), signboard ( $\bar{x}$  = 2.41), magazine ( $\bar{x}$  = 2.21), television ( $\bar{x}$  = 2.17) radio ( $\bar{x}$  = 2.02), and free samples ( $\bar{x}$  = 1.59).

The finding reveals that handbill, special offers, the internet, face to face basis, and discount were the dominant promotional tools used among the selected hotels.

**Table 4: Problems Facing the Hotel Promotions**

Variable	Major Problem	Minor Problem	Not a Problem	Mean	STD
Financial constraint is a major problem in hotel promotion	196(97.1)	4(2.0)	2(1.0)	2.96	0.24
Certain cultures/religion does not allow the promotion or advertisement of hotel business	40(19.8)	91(45.1)	71(35.1)	1.84	0.73
Many Nigerians are illiterate to understand some tv advert	29(14.4)	79(39.1)	94(46.6)	1.70	0.71
Many Nigerians are illiterate to understand some radio advert	22(10.9)	86(42.6)	94(46.6)	1.66	0.67
Lack of skilled knowledge about hospitality operation running the marketing department	157(77.8)	36(17.8)	9(4.5)	2.72	0.54
Deceptive advertising to create awareness	179(88.6)	18(8.9)	5(2.5)	2.86	0.41
Hotel promotions not meeting up to customer expectation on arrival	162(80.2)	32(15.8)	8(4.0)	2.76	0.51
Power failure in most home do not allow certain individuals to have access to radio/tv advert	195(96.6)	6(3.0)	1(0.5)	2.96	0.22
Sales promotion if used over the long term may make your hotel run at a loss	130(64.4)	51(25.2)	21(10.4)	2.53	0.68
Advertisement only cannot answer all customer question concerning the hotel	166(82.2)	26(12.9)	10(5.0)	2.77	0.53

STD= Standard Deviation

Table 4 above shows the problem facing hotel promotions in Gbagada, the problem was determined through the perception of respondents concerning certain research statement.

Concerning financial constraint as a major problem in hotel promotion, the study revealed a high percentage of the respondent 196(97.1%) affirm financial problem as a major problem facing hotel promotion, while 4(2%) of the respondent said minor problem and 2(1%) of the respondent said is not a problem. The result of the findings also shows that major percentage of the respondent 91(45.1%) believe that the research statement certain cultures/religion does not allow the promotion or advertisement of the hotel business, is a minor problem while 40(19.8%) of the respondent indicated a major problem and 71(35.1%) said not a problem. Moreover, the majority of the respondent 94(46.6%) consider the statement 'Many Nigerians are illiterate to understand some TV advert' as not a problem, while 79(39.1%) of the respondent consider it to be a minor problem facing hotel promotion and 29(14.4%) said major problem. Likewise, a high percentage of the respondent 94 (46.6%) believe that the statement 'many Nigerians are illiterate to understand some radio advert' is considered as not a problem, while 86(42.6%) of the respondent considered it to be a minor problem, and 22(10.9%) considered the statement to be a major problem facing the hotel. Furthermore, the result of the findings also indicated that the majority of the respondent 157 (77.8%) insist that lack of skilled knowledge about hotel /operations running the marketing

department is considered a major problem facing hotel promotions, while 36(17.8%) of the respondent believe it to be a minor problem and 9(4.5%) claim lack of skilled knowledge about hotel operations running the marketing department it is not a problem facing hotel promotion

However, a very large percentage of the respondent 179 (88.6%) affirm that Deceptive advertising to create awareness is a major problem facing hotel promotion, while 18(8.9%) of the respondent claim that it is a minor problem, on the other hand, 5(2.5%) of the respondent thought that deceptive advertising to create awareness it is not a problem facing hotel promotion. The research statement, Hotel promotions not meeting up to customer expectation on arrival was affirmed as a major problem facing hotel promotion by the majority of the respondent 162(80.2%), while 32(15.8%) of the respondent claim that the statement is a minor problem and 8(4%) signify not a problem. Furthermore, result in table 5 indicated that high percentage of the respondent 195(96.6%) show that Power failure in the most home do not allow certain individuals to have access to radio/television advert is considered a major problem facing hotel promotion, while 6(3.0%) of the respondent claim that it is a minor problem but 1(0.5%) of the respondent claim it is not a problem facing hotel promotion. The study findings in table 5 also project that majority of the respondent 130(64.4%) indicate that sales promotion if used over a long-term, may make the hotel run at loss, is considered a major problem facing

hotel promotion, while 51 (25.2%) of the respondent claim is a minor problem, however 21 (10.4%) signifies that the statement, sales promotion if used over a long-term, may make the hotel run at loss, is no problem facing hotel promotions. Finally, more than half of the respondent 166(82.2%) insist that advertisement only cannot answer all customer question concerning the hotel, so, therefore, it is a major problem, while 26(12.9%) of the respondent claim that the statement is a minor problem and the least percentage of the respondent 10 (5%) answered not a problem to the research statement, advertisement only cannot answer all customer question concerning the hotel.

Results in Table 5 indicate that the major problem facing hotel promotion were; Financial constraint ( $\bar{x} = 2.96$ ), Power failure in most home ( $\bar{x} = 2.96$ ), Deceptive advertising to create awareness ( $\bar{x} = 2.86$ ), Advertisement as the only strategy relate to the customer ( $\bar{x} = 2.77$ ) Hotel promotions not meeting up to customer expectation on arrival ( $\bar{x} = 2.76$ ), Lack of skilled knowledge about hospitality operation running the marketing department ( $\bar{x} = 2.72$ ), Sales promotion if used over a long term making the hotel run at loss, ( $\bar{x} = 2.53$ ), This implies that the major problem facing hotel promotions can be traced to the happenings within the hotel establishment and country generally.

**Table 5: Level of Patronage and Benefit Accrued Through Promotion**

STATEMENT	SA (%)	A (%)	D (%)	SD(%)	U (%)	Mean	STD
People know your hotel based on your promotional strategy	156(77.2)	40(19.8)	1(0.5)	3(1.5)	2(1.0)	4.70	0.65
Your hotel patronage measures or reflect the promotional/advertising input	85(42.1)	89(44.4)	22(10.9)	3(1.5)	3(1.5)	4.24	0.82
Advertising help your hotel reach a wide audience	122(60.4)	74(36.6)	4(2.0)		2(1.0)	4.55	0.64
Face to face basis help in building profitable long -term buyer -seller relationship in your hotel	126(62.4)	76(37.6)	0	0	0	4.62	0.48
The sales promotion gives room for large customer base	131(64.9)	68(33.7)	3(1.5)	0	0	4.63	0.51
Your promotional strategy influences the rate of patronage positively	119(58.9)	79(39.1)	3(1.5)	0	1(0.5)	4.55	0.58
The hotel achieved improved sales as a result of the application of tv advert	32(15.8)	43(21.3)	39(19.3)	0	88(43.6)	2.73	1.57
Awareness is increased about the service rendered by the hotel through the promotional strategies	118(58.4)	79(39.1)	3(1.5)	0	2(1.0)	4.53	0.63
Patronage increase in your hotel through promotional strategies	116(57.4)	83(41.1)	2(1.0)	0	1(0.5)	4.54	0.57
Personal selling as promotional strategy helps build relationship with potential customer	104(51.5)	86(42.6)	3(1.5)	0	9(4.5)	4.36	0.89
Sales promotion (i.e. Discount) helps restore a dying hotel	85(42.1)	65(32.2)	32(15.8)	1(0.5)	19(9.4)	3.95	1.20
Messages coming from a third party (e.g. newspaper, magazine) create a close relationship between the hotel management and media reporters	76(37.6)	65(32.2)	9(4.5)	1(0.5)	51(25.2)	3.54	1.59
Using coupon as promotional incentive increase sales	51(25.2)	73(36.2)	25(12.4)	3(1.5)	50(24.8)	3.35	1.51
Interactive marketing through email, SMS, telephone helps to communicate the service of your hotel well	129(63.9)	71(35.1)	0	0	2(1.0)	4.60	0.60
Promotional tools helps to correct a wrong impression of your hotel service	163(80.7)	35(17.3)	4(2.0)	0	0	4.78	0.45

SA=strongly agree, A=Agree, D=Disagree, SD=strongly disagree,

U=Undecided, STD=Standard deviation

The result of the findings shows that a very large percentage of the respondents (40% and 156%) agree and strongly agree that people know about the hotel based on the promotional strategy, while (0.5% and 1.5%) either disagree or strongly disagree with the statement and 1% of the respondent were undecided in their decision. However, the majority of the respondent (44.1% and 42.1%) agree and strongly agree that hotel patronage measures or reflect the promotional/advertising input, while (10.9% and 1.5%) either disagree or strongly disagree with the statement and 1.5% were undecided in their decision. Also, the result indicated that a high percentage of the respondent (36.6% and 60.4%) either agree or disagree advertising help the hotel reach a wide audience, still (2.0%) disagree though no respondent strongly disagrees with the statement and 1% of the respondent were undecided in their decision. On the other hand, a very large percentage of the respondent (37.6% and 62.4%) agree or strongly agree that face to face basis help in building profitable long-term buyer and seller relationship in the selected hotel. The analysis of the findings moreover revealed that the majority of the respondent (33.7% and 64.9%) either agree or strongly agree that the sales promotion gives room for a large customer base, while the least percentage 1.5% disagree with the statement. For the research statement that your promotional strategy influences the rate of patronage positively, a high response rate (39.1% and 58.4%) of the respondent either agree or strongly agree that promotional strategy influences the rate of patronage

positively while 1.5% of the respondent disagree with the statement.

However, the respondent perceived benefit on the statement that the hotel achieved improved sales as a result of the application of television advert, a high percentage (43.6%) were undecided in their decision, while (21.3% and 15.8%) either agree or disagree that their hotel achieve improve sales as a result of a television advert and 19.3% disagree with the statement. Moreover, the majority of the respondent (39.1% and 58.4%) agree and strongly agree that awareness is increased about the service rendered by the hotel through the promotional strategies, while (1.5%) disagree with the statement and (1%) of the respondent were undecided in their decision. Furthermore, the result in table 4 indicated that major percentage of the respondent (41.1% and 57.4%) either agree or strongly agree that Patronage increase in your hotel through promotional strategies, but 1% of the respondent disagree with the statement and 0.5% of the respondent were undecided in their decision. Moreover, (42.6% and 51.5%) of the respondent agree and strongly agree that personal selling as a promotional strategy helps build a relationship with a potential customer, but 1.5% of the respondent disagree with the statement and 4.5% of the respondent were undecided in their decision. The result of the finding also revealed that the majority of the respondent (32.2% and 42.1%) either agree or strongly agree that sales promotion (i.e. Discount) helps rebuild/restore a dying hotel, while (0.5% and 15.8%) disagree or strongly disagree

with the statement and 9.4% of the respondent were undecided in their decision. However, the research statement that messages coming from a third party (e.g. newspaper, magazine) create a close relationship between the hotel management and media reporters, (32.2% and 37.6%) either agree or strongly agree, while (4.5% and 0.5%) of the respondent disagree and strongly disagree with the statement and 25.2% were undecided in their decision. Likewise, a high percentage of the respondent (36.2% and 25.2%) agree and strongly agree that using promotional incentives increases sales, while (12.4% and 1.5%) disagree or strongly disagree with the statement and 24.8% of the respondent were undecided in their decision. Moreover, a very large percentage of the respondent (35.1% and 63.9%) agree or strongly agree that interactive marketing through email, SMS, telephone helps to communicate the service of your hotel well, while the least percentage of the respondent (1%) were undecided in their decision. Finally, more than half of the respondents 80.7% strongly agree that promotional tools help to correct a wrong impression of the hotel service, while 17.3% agree with the statement, but 2% of the respondent disagree with the statement.

## DISCUSSION OF FINDINGS

From the findings of the study, the hotel respondents were asked to state the type of promotional tool used to communicate and promote their services, it was evident in the findings that hotel establishment in Gbagada made use of all types of the promotional mix as a strategy in running

their business which includes, advertising, sales promotion, personal selling, public relation, and direct marketing. Moreover, the study revealed that television, radio, newspaper, magazine, social media, internet, direct mail, discount, face to face/word of mouth, coupon, signboard, free samples, handbill, and special offers were the top promotional tools used in the selected hotel. This study agrees with Czinkota and Ronkainen (2004) who stated that Promotion strategy involves the five elements of the promotion mix i.e. advertising, sales promotion, personal selling, public relations, and direct marketing.

However, the frequency of using the various types of promotional strategies in the selected hotels was majorly every week, daily basis and when needed. it was revealed that the most frequently used promotional strategies/tools across the selected hotels were; handbill/flyers, special offers, internet, face to face basis, and social media, while the less frequently used promotional tools were; free samples, television, and radio advert. This may because the hotels are interested in a more flexible and less costly approach in running their business. This study is supported by Cooper et al. (2008), who found that since creating the right promotion mix strategies requires a lot of planning, hotel management should ensure that the mix adopted is flexible enough to adapt to the future changes in the market and build a long profitable relationship.

Furthermore, for the research objectives

relating to the problem facing hotel establishment in Gbagada, Lagos, Nigeria. The research revealed that financial constraint is a major problem in hotel promotion. Although promotion is of immense value in the hotel business, the research reveals that responses received from respondents found out that proper, adequate, and frequent promotion involves much finance and that not all hotels have the finance for advertising and this is a very serious hindrance. Moreover, the research findings also reveal that power failure in most hinder certain individuals to have access to radio or tv advert. Furthermore, the majority of the respondents revealed that deceptive advertising to create awareness is a major problem facing hotels in Gbagada, which also linked with why the hotel promotions do not meet up to customer expectation on arrival. However, the study findings also reveal other major problem facing hotel promotions, more than half of the respondents across the selected hotels in Gbagada indicated that lack of skilled knowledge about hotel operations running the marketing department is also a major problem. This implies that the major problem facing hotel promotions can be traced to the happenings within the hotel establishment and country generally.

Moreover, the perceived benefit is acquired by using promotional strategies. The findings revealed that most of the respondents indicate that people are aware of the hotel based on the promotional strategy used. This study was supported by Kotler and Armstrong (2010), which indicate that different

promotional strategies, such as advertising, personal selling, sales promotion, and public relations, can be used to ensure that the customer patronizes your product or service. The research also revealed that a high percentage of the respondent points out that face to face basis helps in building a profitable long term buyer-seller relationship in the hotel. For hotels in Gbagada personal selling (face to face basis) as a promotional strategy is very flexible and cheap simply because it involves direct face-to-face communication between sellers and potential customers. This study is also supported by Cooper et al. (2008), who found that since creating the right promotion mix strategies requires a lot of planning, hotel management should ensure that the mix adopted is flexible enough to adapt to the future changes in the market and build a long profitable relationship. Furthermore, the majority of the respondent thinks that sales promotion gives room for a large customer base. Still, on the respondent perceived benefit acquired through using promotional strategies, a large portion of the hotel respondent strongly agree that interactive marketing through email, SMS, telephone helps communicate the service of the hotel well. The finding collaborates the point of Brassington and Pettit (2000) that direct marketing is an interactive system of marketing, that achieves measurable response anywhere, forming a basis for creating and further developing an ongoing direct relationship between an organization and its customers. However, the findings further revealed that promotional strategy

strongly influences the rate of patronage positively, This study agrees with Praxmarer (2009) who explained that if the content of the message and the way it is presented convey association of a specific desired brand for people, they get more information on it which results in positive reaction towards the service. Now relating it to the hotel, during the hotel marketing if the promotion message content of the hotel service is conveyed to a specific desired kind for people, they get more information on it resulting in a positive reaction towards the hotel services at large.

## CONCLUSION

This research aim at examining the promotional strategies and marketing performance of hotels in Gbagada, Lagos State. The study revealed that the top promotional tools used in the selected hotels are Advertising, Sales promotion, Personal selling, Public relation, and Direct marketing. The study also revealed that the frequency at which the selected hotels use these promotional strategies are weekly, daily basis and when they are needed to be used. The research also shows that the hotels are faced with promotional problems such as finance, deceptive advertising used by hotels to create awareness to people, power failure in most homes which prevent individuals from having the knowledge that of certain hotel promotions, and lack of skilled knowledge about hospitality operations running the marketing department.

However, the promotional strategy provides a lot of benefit to the hotel establishments, though the hotel needs to

be more aggressive and persistent on the frequency of using the needed promotional tools, so the hotel patronage/benefit can measure or reflect the promotional input. Based on the finding from this study, the usage of hotel promotional tools such as television and radio should be intensified since people tend to believe what they see and hear. Stakeholders in hotel establishments should rise to the call of ensuring that people are sensitized that hotel promotions and advertising are not discarded. Hotels should also hire skilled professionals in the marketing department who have vast knowledge on various promotional tools that can be best used by hotels in marketing their hotels.

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