



INTERNET MARKETING AND CUSTOMER PATRONAGE OF SELECTED INTERNATIONAL BRAND HOTELS IN RIVERS STATE

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Abstract

The use of internet marketing in business has helped to change the ways and manner in which organizations performs their functions. The paper empirically evaluated the influence of adopting internet marketing in businesses and its customer patronage of international brand hotels in Rivers state. The target population include all the international brand hotels in Rivers State, the study sample are (80) senior employees drawn from the four international brand hotels, in which 20 of them were selected from each of the hotels. Questionnaire was used to gather data, Spearman's Rank Correlation Coefficient was used to test the hypotheses formulated with the aid of Statistical Package for Social Sciences (SPSS version 21.0). The results shows that HO1 have positive and significant relationship H03 AND HO4 positive relationships respectively. The study concludes that adoption of the internet marketing has significant and positive relationship with customer patronage of international brand hotels in Rivers State. Finally, the study recommends that Hotels in Port Harcourt should pay keen attention to online advertising as it is greatly influences patronages of consumers that in turn results to enhanced marketing performance.

Keywords:

Internet Marketing,
Customer Patronage,
International Hotels, Rivers
State

INTRODUCTION

I stay at home and make purchase of whatever item needed for the up keep of the household has greatly been influenced by the use of electronic devices for business operations. The internet has really increased the way businesses (marketing) are conducted globally, this huge advancement of the technology in business helped to facilitate the emergence/dominance of electronic commerce, which is seen as the activities of presentation and acquisition (buying and selling of products), services and information amongst marketers and consumers through different electronic platforms as well as the internet itself (Laudon & Traver, 2001). According to David Scanlon (2009), the best/highest benefits attached to internet marketing is for organizations to be strategic and upright in their operation and ideologies.

It is imperative for companies to design, establish and maintain an enhanced effective communication between marketers and their numerous audiences so as to elicit

positive and encouraging feedback from consumers (Hamed, A., Habiobolla, S; Noor Mohamma Y; Alioeza H; & Davoud N, 2010). According to them, internet marketing has presented ample opportunities for firms to promote their offerings and offers them chance to acquire/attract as many customers as possible, and it has become an important relevant strategic option for many companies.

Internet is made up of large groups of smaller interconnected networks called internets. It is capable of bringing together as much as millions of company giving them the opportunity to share and to communicate with customers' effectively and in an inexpensive way.

According to Encyclopedia (1999), internet is defined as the interconnection of many smaller networks that form a single network that is very vast indeed. The said internet is capable of connecting governments, universities, businesses, online services, hospitals, professionals, hotels as well as millions of individuals all over the globe together.

The potentials of internet are clearly witness in Nigerian hotels both the ones that are owned and operated by foreigner in Port-Harcourt. However, there are so many challenges associated with the use of internet for business activities ranging from what fraudsters are doing to fluctuating nature of networks in Rivers State Nigeria. Despite these few draw backs, the significance is of great extent to businesses owners. From series of literatures, internet marketing is seen as an emerging attitude in business and that are presently involved with the exchange of goods, services, information including ideas through the internet and other related electronic platforms such as smart phones, emails, and social media (Facebook, LinkedIn or twitter) El-Gohary, 2010 & Read, Teassen et al.,2010).

In the other hand, customer patronage is seen as reaction of customers' whatever a company presents for acquisition by customers. Internet offers good opportunities to customers to be part of what the company is offering. From the consumers' perspective, it is not enough for organizations to just make presentations of their goods, services and ideas on the internet without considering factors that stimulate actions from consumers. Such factors for considerations according to Ozuru, Ogbuji&Amue, 2015) include: convenience, cost, choice, its interactive nature and control. These set of factors according to the above authors are known as six Cs.

Businesses are set up simply for attracting customers who will acquire their products. Hotels in Rivers State are to identify those criteria that motivate the created customers to last with the company. It is not just enough to create customers, but the ability to keep them for a longer period will enhance the firm's overall performance. Such factors include firm's capability and competitive strengths, quality of products and services features, economic situation, factors arising from politics, social and psychological factors, competition from rival players as well as different marketing 4Ps (Schiffman & Kanuk, 2009 & Kottler & Keller, 2006). For hotel online consumers; they are reliability conscious, they desire trust from the firms (writer's perspective). However, upon all the studies in relation to this, none was done to evaluate the influence of the internet adoption on customer patronage of international brand hotels in Rivers State. Therefore, this serves as the gap which the study seeks to cover, and it forms our point of departure.

Statement of the Problem

Negligence, resistant to change and refusal to implement digitalization in businesses have caused so many companies to be neglected and not to be relevant (less competitive) in their respective industry of operation. Hotels that depend totally on traditional means of designing and disseminating information will not be due to customers' not being aware of where they are and what goods and services they can offer, or few consumers may be the ones to be exposed to those traditional communication medium. The advent of improved technological devices such as the Smartphone has in essence reduced the impact of say TV ad; Internet has the power to turn things round for failing businesses to resurrect. According to Ngai (2003), it is now clearly seen that the effect of traditional means of marketing communication is continuously downwards. On the other hand, Oudan (2010), assert that the adoption of internet has helped companies to diversify and penetrate markets where they never thought that would be possible for them.

However, the problem of this study is focused on evaluating the influence of the adoption of the internet on customer patronage of international brand hotels in Rivers State.

Aims and Objectives of the Study

The main aim of this work is to evaluate the impact of the application of the internet on customer patronage of international hotels in Rivers State. However, it has some specific objective, and they include;

- To determine the influence of online advertising on customer patronage of international hotels in Rivers state.
- To evaluate in correlation between web banner advertising and customer patronage of international hotels in Rivers state.

STUDY VARIABLES AND CONCEPTUAL FRAMEWORK OF THE STUDY

The study is concerned with two main variables, they include the predictor variable (the adoption of the internet) with its measures as online advertising, email marketing, web banner advertising and affiliate marketing, while the criterion variable (customer) is measured with e-loyalty and e-word-of-mouth.

They are mathematically/functionally represented as follows:

$$CP = f(AD) \quad (i)$$

$$AD = f(OA, WBA) \quad (ii)$$

$$CP = f(E-L, E-WOM) \quad (iii)$$

Where:

CP = Customer patronage

E-L = E-Loyalty

E-WOM = E-Word-of-mouth

TAD = The Adoption of the Internet

OA = Online Advertising
 WBA = Web banner Ad

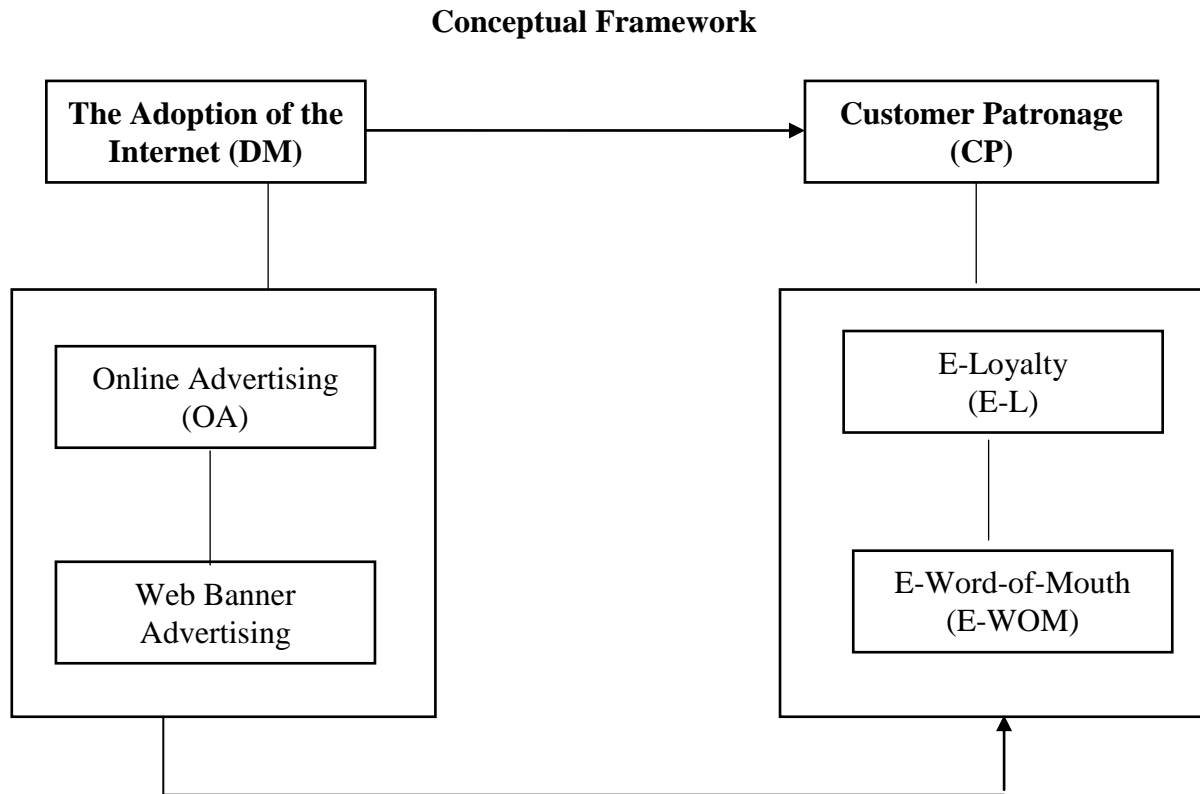


Figure 1: Conceptual framework of the relationship between AI and CP

Source: Desk Research, 2019

Research Hypotheses

Based on the problem statement, some specific objectives and questions were given to guide the direction of the study. However, the following propositions were formulated and stated as follows:

H0₁: There is no significant relationship between online advertising and e-loyalty of internationally operated hotels in Rivers State.

H0₂: There is no significant relationship between advertising and e-word-of-mouth of internationally hotels in Rivers State.

H0₃: Web banner advertising does not significantly affect e-loyalty of hotels in Rivers State.

H0₄: Web banner advertising does not significantly affect e-word-of –mouth of international hotels in Rivers State.

REVIEW OF RELATED LITERATURE

In the previous section we were exposed to what in internet is all about, and other item that made up that section. However, this section shall be looking at works of scholars

in relation to internet, internet marketing and customer satisfaction, which include theoretical foundation, etc.

Theoretical Foundation

Everyone can agree with the researcher that each academic concept has its root and certain theory guiding it. This work equally is not an exception. The following theories below are to be used in this study:

Direct-Response Marketing Theory

Technology (internet) has made it possible for consumer to make online purchases of companies' goods and services as well as making orders directly with the company without the involvement of any middleman. Marketing response involves numerous activities between firms (marketers) and buyer geared to exchanges for values.

The major benefit of the use of internet in marketing compared to traditional way is that, that of internet can applied measured and be evaluated. These unique characteristics of internet in marketing give managers and marketers the opportunity to map out lucrative strategies that will help companies to achieve their stated objectives and remain competitive (Wei-nian, Z, 2007).

Relationship Marketing Theory

This term is proposed by Berry a scholar of marketing which aims to create awareness amongst marketing people and establish a long-term relationship between companies and their customers (Harridge – Marchs 2008). There is need to establish a relationship between marketers and customer which replaces traditional transactional marketing, that enhance firm's success and improve value for consumers (Lagrosen, 2005).

According to port (1999 as cited in Stewart & Zhao, 2000), they assert that customer have now become the central view of every business in the globe which motivate for a long lasting relationship. Companies should prioritize the understanding and satisfying of need in carrying out their activities (Luo &Seyedian, 2003), and such realization should involve the provision of high standard product and services that offer high value to consumers (Wei-nian, 2007).

The use of internet enables companies to achieve effective's communication, be efficient, have personalized message and as well establish effective relationship with customers. All these, help companies to maximize profit and remain competitive in the industry to operation (Wei-nian, 2007). The analysis of market helps companies to understand and have full knowledge of consumer dynamic and their needs. This understanding helps firms to be efficient in serving the market and reduce marketing costs (Wei-nian, 2007).

Flexible Marketing Theory

This theory surfaced in the time of industrial economy period which was in response to large scale products. (Wei-nian, 2007). As a result of proliferation of product, markets utilized strategies that best encourage consumers to go for their companies' products. According to Urban (2000 as cited in Eid&Truemen, 2002), the use of internet has given consumers much powers to demand the type of products and services they need and that can best satisfy their needs (Constantinides, 2008).

Consumers should be managed adequately as major decision makers who are capable enough to decide and direct their own action towards the purchase of a company product (Constantinides, 2008).

The power of internet in marketing to succeed (to elicit the needed response) and satisfy target audience is in its ability to be personalized (Kalyanam& McIntyre, 2002). Interactive nature of internet has given consumers the chance to personalize their orders, shape, size and colour of the product they sort for (Wei-nian, 2007).

Merging Marketing Theory

It can be deduced that the use of internet in marketing provide communication effectiveness, it gives consumers the opportunity to make inputs in the production and marketing process (Wei-nian, 2007).

According to Kalyanam& McIntyre (2002), there are two steps involved in marketing; they include customer acquisition and retention. Marketers should pay much attention in satisfying consumers' needs as they consider profit making (Rashad & Wan Fadzilah, 2012). Every marketing activities and strategies should be consumer based (focused) and totaling focusing on the enterprises wellbeing as its obtainable in the traditional marketing strategies (Wei-nian, 2007). Internet usage has helped marketer to establish an interactive link between consumers and marketers (Moen et al., 2003). The use of internet encourages more communication amongst C2C,, B2C and B2B. This helps firms to understand individual needs as to effectively satisfy those needs (Wei-nian, 2007).

Four-C- Theory

This is another good theory used in the study of internet marketing (Wei-nian, 2007).

i. Consumer

Companies try as much as possible to understand consumers based on their needs and want, and then service them according to their demand (Wei-nian, 2007). Marketers should be customer oriented which means having a deep understanding of consumers' needs and wants and to satisfy them adequately; this should form part of companies' priority (Luc &Seyedian, 2013).

When a customer visits a web site it will recognize the visitor using a coolie. These customers across all touch points, and transaction types and give them a personalized experience and it effectively facilitates interaction (Kalyanam& McIntyre, 2002).

ii. Cost

The section focuses on the amount a customer has to pay in order to be satisfied. The fact that customers have endless access to prices of products which is enable by the use of internet that displays price lists of offering of different companies, firms would have to set best prices for their products because it brings about competitive advantage (Wei-nian, 2007).

iii. Convenience

The use of internet for business made it to be a global thing that encourages customers to make purchases of companies' products where location and time cannot pose as a threat. Just a tap of a mouse on item, you are already all round the globe (Oudan,

2010). One of the importance of internet for business operation enhances BSC interaction wherefore; selling, customer service, product information and customer information are incorporated into one unit, which is another competitive advantage over traditional means of marketing (Klayanam& McIntyre, 2002; Wei-nian, 2007). And this leads to buying conveniences (Wei-nian, 2010).

iv. **Communication**

The use of internet is another strong promo tools that marketers uses to communicate with consumers. It brings about communication effectiveness of a company and their products (Wei-nian, 2007). Internet help marketers to reach large audience through the use of email, sms, social media, pop ups, etc which is always personalized (Gould, 2008).

Benefits of Internet Marketing

Marketers use internet marketing to provide some benefits to the company and consumers. Some of the benefits include;

1. **Provision of information to customers about a product:** The use of internet helps customers to gather information about the product they sort for such product attributes, price range, etc (Goodarz, Javadia et al., 2012).
2. **It is used for direct communication between marketers and customers:** Internet helps corporative to embark on direct information sharing which enable marketers to make adjustments where and when necessary. It is used for immediate interaction where marketers can send and receive feedback on the spot (Goodarz, Javadian et al., 2012).
3. **It creates awareness to consumers:**Marketer use this medium to inform their target audience about the introduction and existence of a product. Awareness such as where they are, what their product stands to offer (the attributes of the products), including price of the products (Goodarz, Javadian et al., 2012).
4. **It facilitates transaction:**The use of internet can encourage quick transaction of goods and services. Because consumers have known much about the products and their characteristics, they embark on immediate orders which satisfy their needs (Goodarz, Javadian, 2012).
5. **It helps customers to stay updated with the company and the products:** The use of internet help customers to be up to date with the offering, any development can easily be assessed on the instant basis (Afrina et al., 2015).
6. **It encourages instant purchase:** Yes, this is no doubt one of the major benefits of internet in marketing. Consumers do not need to undergo some of the purchasing rigorous processes of pricing, search for product information and event transportation fares. Based on these, consumers can then make their orders on the spot (African et al., 2015).
7. **Frequency:** Internet help marketers to reach good number of target audience, helps to almost cover the entire globe. Because there are so many people (customers) assessing

the internet at the same time, information about the company and the product can get large parts of the target market.

8. It helps to build customer traffic: Internet helps to attract more customers who are willing to make orders at the same time (Sisira, 2011). The more the site is found to be flexible enough, the more customers will engage in making transactions.

Internet has different means in which it can be used to carry operations in businesses such as hotels. The dimension may be too numerous to mention here. But for the purpose of this study, we shall adopt customer patronage, e-loyalty, internet adoption and customer patronage. We shall briefly explain them accordingly.

Customer Patronage

The sole aim for establishing a company is to make profit through products/services purchases by consumers. Firms develop products, and then look for appropriate strategy to bring the offering chosen to the people, the customers get interested and purchase for use. Customer patronage can be said to mean the extent to which consumer make all sorts of encouragement to the firm such as financial and others. It is the rate at which company products are purchased / bought by consumers. Quality online practices result to customer satisfaction, huge patronage, retention and can influence loyalty to the organization (Baker et al., 2007). A satisfied customer is convinced to remain loyal with the company, and likely to re-patronize the company offerings, he goes ahead to spread the good experience to potential customers (WOM) (Han &Ryu, 2009). Through the purchases of company products, firms achieve their goals.

Customer are ready to patronize and re-patronize company products provided the products and services can offer them the much needed value, and is capable of satisfying their needs. Literature have shown factors that could encourage customer patronage internet usage for market such as quality of service (Wan, Jin, 2009) issues like brand image (Boohene& Agyapong 2011); customer value (Varki& Colgate, 2001); customer service and price of products (Gerpott et al., 2001); and trust and self-efficacy (Quan, Hao&Jianxin, 2010). The consumer being the centreof every business establishment is expecting a superb and distinguishable products and services. Business can create customers who will patronize them via the above qualities of the firm and their products and services. Studies show that it is difficult to determine patronage measures. However, patronage behavior (Dick Basu, 1994). Qualify products and services leads to positive attitudes towards the company. Online marketing should note such factors that influence and/or motivate consumers to responds positively to the advertised products (Ogwu&Igwe, 2012) such factors could be accuracy of the message, trust worthiness of the message source, security of the consumer, privacy, marketing shore that the details of the consumers are not spread all over the net. According to Dick &Basu (1994), company images that are perceived to be favourable can move the consumer to repeatedly purchase and be loyal to the company.

For the purpose of this study, this section shall adopt-loyalty and e-wom.

E-Loyalty

In the traditional means, the concept of e-loyalty may be difficult to determine. Marketers use the internet to provide quality information and products features to the consumers. However, literatures exist to support the fact that loyalty can be built through

the web (Salmen and Mier). Loyalty comes as a result of satisfaction both online and offline. Marketers need to adopt unique strategies to acquire and sustain loyalty via internet. A customer who is satisfied testifies and brings word of encouragement to others, assisting in delivering referral and is willing to use and re-use a company's products and services (Gould, 1995). Loyal customers bring lots of achievements to the company.

Loyalty can be defined as a deep commitment and for a customer to become and remain loyal, he or she must believe that an object firm's products continue to offer the best choice alternative (Oliver, 1999). Kotler and Keller (2006) assert that customer loyalty is a function of delivery quality, customer value or services that deliver beyond customer expectations; it can be expressed by deep or maximum customer commitment to made use of customer products and services (Bloemer & Kasper, 1995). According to Zins (2001), e-loyalty can be evaluated through past purchase/transaction history of the consumer. Brand loyalty according to Punniyamoorthy & Prasanna (2007) is linked with the quality of value a consumer derives from a brand. According to literature, attitudinal loyalty could be measured with satisfaction (e.g. de Ruyter & Bloemer, 1999); involvement (Punniyamoorthy & Prassana, 2007); (Park, 1996); customer perceived value (Kotler & Keller, 2006); perceived service quality (de Ruyter & Bloemer, 1999); Gould, 1995), trust, reliability and confidence (Dick & Basu, 1994). Some scholars suggest variables such as perceived relationship (Gronroos, 2001); ease of information gathering (Shanker et al., 2003); previous experiences (Reichheld, 1996) and value and joy (Semeijn et al., 2005).

Adequate management of company resources and fulfilment of consumers' expectations (such as satisfaction, joy and value) assist firm to gain loyalty in internet related business activities and to avoid customer switching so as to avoid the effect of such behaviour (Barbara & Roman, 2010). A shift from conventional business loyalty to e-loyalty is in the ability of firm and customer to interact and respond to each other directly through the help of digital technologies (Schultz & Bailey, 2000).

The use of the word e-loyalty is used in different ways by different authors. E-loyalty is defined as a positive attitude towards electronic business which results in a repeat purchase behaviour (Aderson & Srinivasan, 2003). The best customer life-time value can be achieved through the quality of service rendered by corporation (Kotler & Keller, 2006). Acquisition of company products and services with great expectations. Consumers' satisfaction and value from the offering. This expectation should continue to build loyalty whether online or not. Online marketers should continue to build effective and adopt measures that best satisfy these consumers so as to build loyalty that can last over time. By this loyalty, companies to gain more customers that help to sustain the company.

Internet Adoption and Customer Patronage

Internet has enabled the globalization of business where someone has to sit in the comfort of his home and perform much needed business activities to satisfy his or her needs. Information business activities has witnessed tremendous change which help for instant, low cost communications between sellers, buyers, investors and advertisers anywhere in the world (Oudan, 2010). It is now seen that the effect of traditional means in international marketing is continuously going down (Ngai, 2003). The adoption of internet had helped companies to diversify and penetrate markets where they never thought that would be possible for them (Oudan, 2010). The use of internet as a new means of distribution has captured the attention of many researchers (Ngai, 2003). Internet usage

helped for direct and constant information sharing among sellers and buyers, which helps to encourage immediate action. Though there has been debate as to whether the use of internet for marketing could have positive impact in today's marketing or emerging markets to come (Schibrousky *et al.*, 2007). There are lots of benefits attached to the use of internet for businesses as identified and seen in different literatures, and this statement is supported by the work of Moen, (2003 as cited in Rashad *et al.*, 2012) who assert that:

The advantages include an improved corporate image, improved customer and partner relationships, increased visibility, reduce costs, expanded markets, improved customer's satisfaction, and improved communications. This shows that when used properly, internet can be a powerful competitive advantage (Rashad et al., 2012).

The used of internet as a tool for promotion leads to improved efficiency of companies and marketers compared to traditional aspects of promotion and it is known for improving customer value and/or profit level of companies (Ngai, 2003).

The internet is associated with much attribute such as ability to interact effectively, many-to-many communication, and direct consumers' behaviour positively, Tiago, M. T. B., *et al.*, (2007) assert that internet is now a powerful marketing tool. They suggest it is pertinent to restructure marketing functions that if well used appropriately/information technology has influenced internet to take a centre-stage and a global economy. This is achieving in its ability to encourage instant, low costs interaction between companies, customers, investors and advertisers anywhere, and internet has enhances business transformation and mode of operate (Goldsmith, 2004). Internet has helped to reshape the mode of performing marketing activities in the area of sales, research, advertising etc (Goldsmith, 2012).

Most businesses rely most on internet in promoting the products and services, internet aid to give competitive edge over rival firms.

Internet marketing has been defined by different categories of persons depending on their different view point. Accordingly, Web designers and technology integrators defined internetmarketing as the building of web pages that are strong enough and that could enhance customer traffic. To advertisers it is about the use of internet to advertise a product on the web and to build brand image. To customer relationship management and internet groups it is geared towards personalizing of message (Kalyanam&Mcntyre, 2002). According to them, marketers defined internet marketing as the means of establishing, maintaining and sustaining quality customer relationships through online actions that encourage exchange of ideas, products and services meant to accomplish both customers and firms' objectives (Ngai, 2003).

Internet is made up of smaller groups of interrelated/connected networks of computer. It is capable of bringing together tens, hundreds, or thousands of computers together, thereby, enabling them to communicate and share information with one another that could be beneficial to each other. The use of internet has made it possible for people all over the universe to interact with each other in an effective and on reduced cost. It enables firms to communicate and interact on personal term with their customer and help firms to sell (advertise) their products with minimum promotion costs. According to Enarta Encyclopedia 1999, internet is defined as the interconnection of many smaller networks the

form a single network that is very vast. Biodun and Clement (2000) defined internet as a global inter-communication of computers. From this definition, it can mean that computers do not need to be together before information can be shared. Ones you are exposed to the technological device that enables internet access, you can on the spot reach the globe. By implication also, the problem of middlemen in a business activity is totally eliminated. This is because the buyer can decide to relax in his parlor and interact directly with the company and as well makes some purchase if the information he gathers is relevant to him. Koledayo (2000) defined internet as a global collection of many different types of computers and computer network that are interconnected together. Irrespective of the size, type, shape, colour and manufacturer of your computer system, whether desk-top or lap-top, provided it allowed the device that enable internet access, business is on the move.

RESEARCH METHODOLOGY

Research Design

The reason for the study is to ascertain the relationship between the adoption of internet in business and its corresponding influence on customer patronage of international brand hotels in River State. This is a survey research; the study uses quasi-experimental design, using cross-sectional survey to collect data from different point in order to make generalization. This is a geological debate meaning that it deals with human behaviour (social sciences); the study is non-contrived in nature which means that the researcher was not in control of the study elements.

Study Population

The target population of this study includes ll the international brand hotels domiciled in Rivers State. These hotels are four (4) in number, they include: Le-MeridienOgeyi's place hotel, Golden Tulip hotel, Novotel hotel and Swiss international hotel. The senior employees served as the respondents to the questions raised in the questionnaire.

Population Table

S/No.	Names of the Hotels	Locations	No of Respondents
1.	Le-MeridienOgeyi's place hotel	G. R. A, PH	20
2.	Golden Tulip hotel	G. R. A, PH	20
3.	Novotel Hotel	Stadium Road	20
4.	Swiss International hotel	Trans Amadi	20
	Total		80

Source: Field Survey Data, 2019

Sample Size Determination

The study adopts non-probabilistic sampling technique; this is because the population of the study is less than thirty. Recall that a population can be subjected to a probabilistic sampling if the population is thirty and above. Based on this premise, the researcher adopted convenience sample, where he chose to sample twenty respondents for each of the four hotels in Rivers state. Therefore, the sample size is eighty (80) respondents.

Data Collection Technique

The study deals with both primary and secondary means of data collection. The primary data has to do with gathering data through the use of constructed and administered questionnaire to the respondents. Where the gathered data was analyzed and tested with a statistical tool.

The secondary data came through the related literatures to the study (such as articles, periodicals, textbooks, newspaper, etc).

Instrument Design

The research instrument used in this study to acquire data is the use of questionnaire. The questionnaire is made up of three different points: A, B, and C. The first section borders on the demographics of the respondents, it involves (6) number of question. Section B talks about the independent variable to the study which is the internet adoption, and it contained (6) number of questions. Lastly, part C domiciled on the criterion variable which is customer patronage and it has (6) number of questions.

Data Analytical Tools

The study adopts Spearman’s Rank Correlation Coefficient analytical tool, through the aid of a statistical package for social sciences (SPSS version 21.0). The reason for the use of this package is based on the fact that Kendall is used to ascertain relationship between variables.

Statistical testing of Hypotheses

Test of H0₁

H0₁: There is no significant relationship between online advertising and e-loyalty of international brand hotels in rivers state.

Correlations

			Online Advertising	E-Loyalty
Spearman’s rho	Online Advertising	Correlation	1.000	.788**
		Coefficient		
		Sig. (1-tailed)	.	.000
	E-Loyalty	N	73	73
		Correlation	.788**	.788**
		Coefficient		
		Sig. (1-tailed)	.000	.
		N	73	73

** . Correlation is significant at the 0.05 level (1-tailed).

Source: field survey data, 2019, SPSS output

Decision:

Following the decision rule in section 4. 3. 0 above, the SPSS output reveals that Significant level (Sig) = 0.00 which implies that (Sig<0.05) while Spearman’s Rank correlation coefficient (rho) = (0.788) also indicates that online advertising has strong and positive correlation with e-loyal. We therefore reject the Null hypotheses and accept the Alternative hypotheses which state that there is a significant relationship between online advertising and e-loyalty of international brand hotels in Rivers state.

Test of H0₂**Correlations**

			Online Advertising	E-Word of Mouth
Spearman's rho	Online Advertising	Correlation	1.000	.718**
		Coefficient		
		Sig. (1-tailed)	.000	.000
	E-Loyalty Word of Mouth	Correlation	.718**	.788**
		Coefficient		
		Sig. (1-tailed)	.000	.000
		N	73	73

** . Correlation is significant at the 0.05 level (1-tailed).

Source: field survey data, 2019, SPSS output

Decision:

Following the decision rule in section 4.3.0 above, the SPSS output reveals that Significant level (Sig) = 0.000 which implies that (Sig,0.05) while Spearman's Rank Correlation coefficient (rho) = (0.718) while Spearman's Rank correlation coefficient (rho) = (0.718) also indicates that online advertising has strong and positive correlation with e-word of mouth. We therefore reject the Null hypotheses and accept the Alternative hypotheses which state that a significant relationship between online advertising and e-word-of-mouth of international brand hotels in Rivers state.

Test of H0₃

H0₃: There is no significant relationship between online advertising e-loyalty of international brand hotels in Rivers State.

Correlations

			Web Banner Advertising	E-Loyalty
Spearman's rho	Web Banner Advertising	Correlation	1.000	.671**
		Coefficient		
		Sig. (1-tailed)	.000	.000
	E-Loyalty	Correlation	.671**	.788**
		Coefficient		
		Sig. (1-tailed)	.000	.000
		N	73	73

** . Correlation is significant at the 0.05 level (1-tailed).

Source: field survey data, 2019, SPSS output

Decision:

Following the decision rule in section 4.3.0 above, the SPSS output reveals that Significant level (Sig) = 0.00 which implies that (Sig, 0.05) while Spearman's Rank correlation coefficient (rho) = (0.771) also indicates that web banner advertising has strong and positive

correlation with e-word of mouth. We therefore reject the Null hypotheses and accept the Alternative hypotheses which state that there is a significant relationship between web banner advertising and e-loyalty of international brand hotels in Rivers state.

Test of H0₄

H0₄: There is no significant relationship between web banner and e-word of mouth of international brand hotels in rivers state.

Correlations

			Web Banner Advertising	E-Word of mouth
Spearman's rho	Online Advertising	Correlation	1.000	.734**
		Coefficient Sig. (1-tailed)	.	.
	E-Word of Mouth	N	73	73
		Correlation	.734**	1.000
		Coefficient Sig. (1-tailed)	.	.
		N	73	73

** . Correlation is significant at the 0.05 level (1-tailed).

Source: field survey data, 2019, SPSS output

Decision:

Following the decision rule in section 4.3.0 above, the SPSS output reveals that Significant level (Sig) = 0.00 which implies that (Sig < 0.05) while Spearman's Rank correlation coefficient (rho) = (0.734) also indicates that web banner advertising has strong and positive correlation with e-word of mouth. We therefore reject the Null hypotheses and accept the Alternative hypotheses and accept the Alternative hypotheses which state that there is a significant relationship between web banner advertising and e-loyalty of international brand hotels in Rivers state.

DISCUSSION OF FINDINGS

This chapter basically discusses the results and outcomes of the findings from the previous chapter. Effort is made to match findings of the current research with that of other researchers of same or similar subject matter in other to make further contributions to the existing body of knowledge.

However, based on the discussion, findings, recommendations and suggestions are made in order to guide interested researchers.

Relationship between Online Advertising and Customer Patronage

The test of H0₁ AND H0₂ revealed that online advertising has a strong positive relationship with e-loyalty and e-word-of-mouth since Spearman's correlation coefficient = *0.788 and *0.718 respectively.

Relationship between Web Banner Advertising and Customer Patronage

The test of H0₃ AND h0₄ revealed that online advertising has a strong positive relationship with e-loyalty and e-word-of-mouth since Spearman's correlation coefficient = ⁸0.671 and *0.734 respectively.

CONCLUSION

Based on the result of the findings, the researcher concludes that internet adoption has significant and positive relationship with customer patronage of international brand hotels in Port Harcourt.

Recommendation

Based on the findings and Conclusion, the study recommends that:

- Hotels in Port Harcourt should pay keen attention to online advertising as this greatly influence patronage intention of consumers that in turn results to enhanced marketing performance.
- Internet promotional strategies should be centered on web banner advertising to ensure effective word of mouth communication.
- Generally, managers of international hotels should continuously invest online promotional activities as this leads to continuous increase in customers' loyalty.

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