The Role of Marketing in Shaping Product and Service Offerings in the Hotel Industry

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Abstract
This study examines the role of marketing on product-service determination in the hotel industry. Marketing hotel products requires determining the unique selling points of the hotel products so that a hotel operator may know what to promote to attract more guests. The study aims to analyse different marketing techniques used in determining hotel products and services. This study uses a cross-sectional and quantitative approach to achieve its objectives. Thus, data was collected and analysed using quantitative data and Regression Models respectively. Findings reveal that outdoor signs and multiple-story banners as an advertising technique have less significant effect on product-service determination; it is also evident that website advertising and social networking have a significant effect on product-service determination. Based on findings, researchers recommend that hotel operators should ensure that they employ effective marketing techniques to increase the number of patrons to generate more profits for their hotels. In all, hotel operators should embrace website advertising and social networking by encouraging the use of social channels in determining hotel products/services in Nigeria.

Keywords: Marketing, Products, Services, Hotel Industry, E-Marketing

Introduction
Marketing is a complex business, especially in the hotel industry, one of those things a hotel operator never stops learning. This does not mean, however, that hotel operators cannot learn the basics of how to effectively advertise their businesses and reach as many customers as possible. Different organizations are using different marking techniques to showcase their products and services in terms of outdoor signs; multiple-story banners; website advertising; and social networking, to mention just a few (Ajake, 2024). Really, the adoption of social media like Facebook, Twitter (now "X"), Instagram, YouTube, and Flickr have been increasing day by day and the acceptance rate has been growing delivering an enormous number of users in less than 10 years (Hendricks & Noor Al-Deen, 2023). Social media has enlarged the approach of how organizations develop their business strategies in such a way that it creates an impression of connection among potential customers leading to the prosperous building and managing the company (Agresta & Bough 2023).

Social media has become a handy and convenient marketing tool for both indoor and outdoor interactions among key stakeholders including staff and customers. Its network sites are well established; but, the most popular social media vary by use level, by country or geographical demographics. Analysing social activities among target audiences in terms of popular social networks is imperative to uplift business (Chaffey, 2021); and hotel is not an exception. Marketing has two basic methods which are traditional and modern. Contrary to the general belief, none of these communication tools is free or cheap (Wroblewski, 2024). Traditional marketing is used to speak more and more of attracting clientele to purchase goods or services. These include personal selling, placed advertisement, public relations, familiarization visits, direct/postal, radio, and television. Modern marketing is the new method of attracting clients by using modern facilities or technology, mostly smartphones, computers and laptops.

These include; e-newsletters, portals, e-commerce, webcasting, Google plus, Google Plan, Trip Advisor, news group, and e-mail marketing. According to Salehi et al. (2023), electronic-Marketing, popularly known as e-Marketing is a form of target marketing assisted by websites to increase the number of visitors to introduce products or services through the internet. Marketing effort done solely over the internet is internet marketing. E-marketing refers to the use of the Internet/Web and related information technologies to conduct marketing activities. The concept of e-marketing is a means of moving products or services from producers to tourists (consumers), and using the Internet as a promotional or sales channel (Babalola, 2021; Sanyaolu, 2021). Social networking sites are becoming an important way of communication for promoting products (Indian-Express, 2014). According to Zeng (2023), a good plan to promote marketing is by utilizing social media to sell tourism goods. Ivuanyi (2008) also opined that industry promotion is a key ingredient in marketing campaigns.

A cursory look at extant literature shows that most Nigerian hotel proprietors are ignorant of the need to market their products or services to the public. The few hotel proprietors who are aware of its importance do not know which communication system (traditional or modern) is more suitable for promoting hotels in the Ikeja metropolis. Meanwhile, there are varied marketing techniques used in determining hotel product/service channels available at their disposal. In recent times, only a few promotional tools have been used by hotel operators. There has not been a clear-cut analysis to check and compare the effectiveness of both traditional and modern communication methods; and how this affects the promotion of hotel businesses. It is crucial to find out if hotel businesses which make use of outdoor signs and multiple-story banners as an advertising technique are still reaching out to more customers. Also, to know if the hotels that use the marketing technique used in the determination of the hotel's products and services methods stand a chance to have better sales. It is important to add that most of the older hotels that were once 'the talk of the town' in the early seventies are now struggling to have a share of the market (Yusuf, 2024). It is against this backdrop that this study seeks to compare and analyse the marketing techniques used in the determination of hotel products and services for promoting hotel businesses in South-West, Nigeria.

MaCom (2024) defines marketing technique used in determining hotel products and services as the fundamental and complex part of a company's marketing efforts, which implies all the messages and media deployed to communicate with the market advertising, direct marketing, branding, online presence, print materials, public relations activities, sales representations, sponsorship, tradeshow appearances and more. Areola and Yusuf (2021) describe the marketing technique used in the determination of hotel products and services as an attempt made by an organization to influence the behaviour of a market towards its products. It creates awareness and persuades consumers to buy products and services, and will only be applicable to the manufacturing products where there are goods or products to be sold. Unlike hotel services, which are intangible in nature, they require extra efforts to create awareness for it. According to Babalola (2021), marketing services of intangible products take creativity as it try to sell something a guest cannot physically see, smell, taste or touch. Usually, before a hotel service or product can be effectively communicated, such service should be packaged or combined in a manner to cater for the needs of individuals and within their budgets. Mass media has developed and diversified in the modern era and some significant changes have occurred both in form and content of the messages to be conveyed to the public (Kotler et al., 2021). Marketing technique used in the determination of hotel's products and services system tends to follow a paradigm shift in its content and strategy. Modern marketing has led to a revolution in media in terms of reaching and sharing information in every area of life. We may even say that a simple video camera and Internet access could cause the national and even international balances to change, depending on the importance of shared information. But in a situation where most of the population is living below a Dollar per day and the country is swimming in abject poverty, purchasing data to access the internet will not be possible. Also, the level of the citizen's education is equally worthy of note. The segment of the market to which the hotel services are directed at is very important.

In a service industry such as tourism or hotel, Cooper et al. (2008) observes that marketing managers largely drive products or services toward choosing tourist destinations. It should be also noted that marketing mix helps destination management organization to understand where marketing actions can be initiated in order to improve the acceptability of tourism product and stimulate demand (Ajake, 2024). Prior to the Internet, marketing, especially to the masses, was difficult and expensive and outdoor signs and multiple-story banners as an advertising technique have been used in promoting hotel industries. Some traditional marketing strategies are nearly as old as civilization itself and they are still effective today. Some traditional marketing tools could be very effective but most of them are really expensive. It allows for a one-way message, that is, there is almost no interaction between the medium in use and the consumer. It requires outside help and is also difficult to track results which means the result cannot be measured. It can be kept for future reference. Traditional marketing is a rather broad category that incorporates many forms of promotional

activity (Sanyaolu, 2021). It is the most recognizable type of marketing, encompassing the advertisements that we see and hear every day. Most marketing techniques used in the determination of a hotel's products and services strategies fall under one of the five categories: print, public relations, broadcast, direct marketing, and personal selling.

In some product and service determinations, a few marketing techniques used in the determination of a hotel's products and services might not be applicable, due to the nature of its services and products as well as the cost implication. Each hotel's promotional activities should therefore be directed to the target market, according to the type of services rendered. As good as the marketing technique used in the determination of hotel products and services is, its activities are only useful to reach a specific region or at most, the nation if enough fund is injected for this purpose. The marketing technique used in the determination of hotel's products and services should be employed to complement the marketing technique used in the determination of hotel's products and services technique in use (Cave, 2021). According to Mindy (2021), there are good reasons for employing traditional marketing strategies despite being in the digital age. Again, the author highlights some factors that make outdoor signs and multiple-story banners as advertising techniques reliable, viz: outdoor signs and multiple-story banners as an advertising technique may be the only means of reaching your particular group of consumers. For instance, if the targets interested are retiring CEOs, much of this demographic is not utilizing the internet or social media channels. Person-to-person selling is seen by many as a strategy of traditional marketing. Surely, there is a time and place when this type of direct selling is the most effective way to market a product or service. For example, through person-to-person, you can do a demonstration. Besides, many customers and clients prefer to do business with people they are in personal contact with.

Product Life Cycle Theory
Product life cycle (PLC) is the process a product goes through from when it is first introduced into the market until it declines or it is removed from the market (Sraders, 2024). This theory was developed by Raymond Vernon in response to the failure of the Heckscher-Ohlin model to explain the observation pattern of international trade in 1966. It is a concept that attempt to describe product sales, profit, customer reactions and marketing emphasis from its introduction until it is removed from the market (Babalola, 2021). That is, from the time it is launched in the market until it is finally removed. The product passes through five stages:
a) Introduction stage,
b) Developmental stage,
c) Maturity stage,
d) Saturation stage, and
e) Decline stage.

The product life cycle helps managers to measure product performance and also used to monitor sales at each stage. The introductory stage of a hotel is when it is newly established, there is little or no knowledge of its presence and so sales are usually very slow at the entrance stage. Profit is not expected or very low due to little or no patronage. At this stage, there is a need for high promotional activities. Different marketing techniques used in the determination of hotel's products and services strategies should be put in place to create Awareness and convince potential guests/tourists to patronize the facility. It is advisable to penetrate the market with quality service at a low price. The growth stage is when the hotel becomes popular and enjoys a steady increase in patronage in that environment. Other Hotels within that environment are now aware of the presence of a new competitor around. New guests are now visiting the Hotels. It has started to draw attention of everyone around and increasingly pull in revenue. There may be or are no competitors around. In a competitive environment some guests may want to experience and compare the services rendered. At this point, the price may be stable or increased depending on the competitor's price if there is any. The quality of services is maintained or improved upon. There is a need to maintain or increase the marketing technique used in the determination of hotel's products and services activities to either boost its sales or to increase its market share. Emphasis should be placed on the unique services offered in the Hotels.

The maturity stage is when competitors increase advertisement and promotion to carve a niche for its hotels. Profit is growing slowly and steadily or even stopping to indicate that largely a total saturation in the market. It becomes popular within the state or region and profit has started to drop due to low patronage, competitors begin to lower their prices and 'steal' guests from their competitors (Kotler et.al, 2022).

Aim and objectives of the study
The aim of this study is to establish the role of marketing in product and service determination in the hotel industry. Specific objectives are to:

1. Determine how outdoor signs and multiple-story banners as an advertising technique affect product and service determination.
2. Ascertain the effect of website advertising and social networking on products and service determination.

Hypotheses

H_{01}: Outdoor signs and multiple-story banners as an advertising technique do not have a significant effect on product and service determination.

H_{02}: Website advertising and social networking do not significantly enhance product and service determination.

Methodology

The study also uses a descriptive cross-sectional approach where data was collected at a particular point in time from different boutiques Hotels. This kind of research design is pre-planned and structured, and typically based on a large sample. The population for this study consisted of hotels in the Ikeja Metropolis. In particular, the hotel studied is Trendor hotel and the population of the hotel's guests is averaged between 90 to 130 guests. From this population, the study sample was drawn. Generalizations are usually not based on data collection from the entire population defined by the research problem but rather on a finite part of the population called sample. Sample therefore being a subset of the population was used here in drawing inference about the population parameters.

Using Taro Yamani formular in determining the sample size for this study:

$$ss = \frac{N}{1 - N(e)^2}$$

$$ss = \frac{130}{1 - 130(0.05)^2}$$

S = 98

Primary data provided by the respondents with the aid of questionnaire constituted the main source of data. As stated earlier, the respondents for this study comprise of hotel guests. Also, the data were collected using a questionnaire at a single point in time as opposed to a longitudinal study, which deals with the same sample units of population over a period of time. The quantitative data was collected with the purpose of testing the reliability and validity of the instrument developed as well as testing the formulated hypotheses. Reliability refers to the capacity of the instrument to measure in a consistent and dependable way each time it is utilized under the same condition with the subject. For internal consistency, Cronbach's alpha coefficient was used because it is regarded as a suitable measure of reliability. As can be seen in Table 1 below, all the variables have Cronbach's alpha coefficient above 0.7. Thus, confirming the reliability of the instrument for the study.

Table 1: Reliability test

Variable	Cronbach alpha (α)	Scale
Outdoor signs and multiple-story banners as an advertising technique	0.875	1 – 5
Website advertising and social networking	0.807	1 – 5

Source: Field Survey, 2024.

The instruments (questionnaire) were designed on a 5-point Likert scale (1= not relevant, 2 = somewhat relevant, 3 = quite relevant, 4 = relevant, 5 = very relevant) by Clark and Watson (1995)to evaluate the relevance and suitability of the measurement items. After developing the instruments, it was issued to ten (10) experts including experts in marketing, practitioners, consultants and psychometrics. The expert evaluation was used to rate the instruments and modified based on their comments. Comments made were incorporated in the final questionnaire. This was consistent with Clark and Watson (1995) who emphasized that it is beneficial to do so as it enables a researcher to assess internal consistency, inter-item correlations and factor structure. Table 2 shows the results reflecting the Content Validity Index (CVI) for the questionnaire all above 0.7 taken as acceptable.
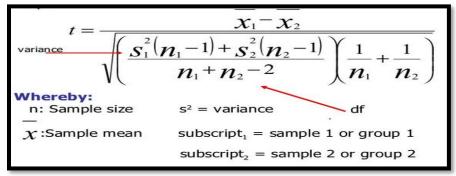
Table 2: CVI for Questionnaire

Variable	Experts	Mean CVI

	1	2	3	4	5	6	7	8	9	10	
Outdoor signs and multiple-story banners as an advertising technique	1	0.7	0.9	1	0.9	0.5	0.9	0.9	1	1	0.78
Website advertising and social networking	0.8	0.93	0.93	0.7	0.87	0.5	0.8	0.8	0.9	0.9	0.81

Source: Field Survey, 2024.

To achieve its objectives, this study adopted a cross-sectional and quantitative approach. So, data was collected and analysed using quantitative data and Regression Models respectively. Quantitative data analysis in this context involves descriptive zero order correlations and Regression Modelling using Statistical Package for the Social Sciences (SPPS) version 25.

Independent t-test

Formula:

$$t = \frac{\overline{x}_1 - \overline{x}_2}{\sqrt{\left(\frac{s_1^2(n_1-1) + s_2^2(n_2-1)}{n_1 + n_2 - 2}\right)\left(\frac{1}{n_1} + \frac{1}{n_2}\right)}}$$

Whereby:
n: Sample size s^2 = variance
$\overline{x}$: Sample mean   subscript$_1$ = sample 1 or group 1
subscript$_2$ = sample 2 or group 2

Group 1 = outdoor signs and multiple-story banners as an advertising technique
Group 2 = website advertising and social networking

Regression Model

$HP = \alpha + \beta_1(TA) + \beta_2(TB) + \beta_3(TC) + \beta_4(TD) + \beta_5(TE) + \beta_6(TF) + \beta_7(TG) + e \dots 1$

$HP = \alpha + \beta_1(MA) + \beta_2(MB) + \beta_3(MC) + \beta_4(MD) + \beta_5(ME) + \beta_6(MF) + \beta_7(MG) + e \dots 2$

Results

In this chapter, data obtained from the study is presented and analysed. The data collected were collated, described, analysed and interpreted based on the objectives formulated with respective hypotheses that formed part of the study. In view of that, zero-order correlations between the study variables, independent t-test, Regression Model of regression model and bootstrap results are presented.

Out of the targeted sample size of 98, those who responded to the administered questionnaire were 91. The high response rate (92.8%) is attributed to fact that a personal(self-administered) approach was employed in collecting data. More so, the researcher maintained useful contacts with the respondents and the hotel management guests, which were instrumental in identifying the relevant sampled respondents and maintaining good relationships with them, which yielded excellent response rates. Table 3 summarizes the response rate:

Table 3: Response Rate

	No. of respondents	Percentage
Questionnaires Issued	98	100
Responses Received	91	92.8
Responses Discarded	2	1.9
Responses Used	89	98.1

Source: Researcher's Questionnaire, 2024.

After retrieving questionnaires from the respondents, they were sorted to identify usable ones. As stated earlier, out of the 98 questionnaires administered to the respondents, 91 usable ones were returned. The returned questionnaires (by hand delivery) were serialised from 1-91 on top of each questionnaire before entering data into SPSS software. However, two (2) questionnaires with a substantial number of items (for example 1.9%) left unanswered were discarded.

Table 4: Skewnesand Kurtosis Results

	Outdoor signs & multiple-story banners as an advertising technique	Usage of website advertising and social networking	Products and services determination
N	89	89	89
Mean	3.1008	4.2353	4.3070
Min	3.02	2.96	3.44
Max	6.00	6.00	6.00
Variance	.536	.461	.250
Std. Deviation	.72218	.61916	.58018
Skewness	.240	.328	-.235
Std. Error of Skewness	.98	.98	.98
Kurtosis	.498	.924	-.551
Std. Error of Kurtosis	.300	.300	.300

Source: Field Survey, 2024.

Table 5: K-S and S-W Tests of Normality

Variable	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Outdoor signs and multiple-story banners as an advertising technique	.120	89	.200	.954	89	.368
Usage of website advertising and social networking	.053	89	.134	.988	89	.097
Products and services determination	.104	89	.200	.967	89	.515

Lilliefors Significance Correction. This is a lower bound of the true significance
Source: Field survey 2024.

Multi-collinearity: This is where three or more independent variables are highly orrelated. The objective of conducting the test is to establish the Variance Inflation Factors (VIF) and the Tolerance (being the reciprocal of VIF) values. If the multi-collinearity problem is detected, it can be resolved by deleting the offending. To screen for multi-collinearity, the Variance Inflation Factor (VIF) and tolerance level were examined through regression results from the SPSS. The general rule of the cut-off points is that the VIF and the tolerance values should not exceed 5 and are supposed not to be lesthan 0.10, respectively (Hair et al., 2022). After conducting the test, the data conforms to both assumptions (Table 6) meaning that the data is qualified for further statistical tests.

Table 6: Multi-collinearity Results Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.775	.305		2.543	.012		
Traditional Marketing	.160	.070	.187	2.276	.024	.365	2.740
Usage of modern marketing	.115	.074	.110	1.563	.120	.498	2.007

a. Dependent Variable: products and services determination
Source: Field Survey, 2024.

KMO and Bartlett's sphericity test

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To evaluate the feasibility of the study, the Kaiser-Meyer-Olkin sampling adequacy index and Bartlett's sphericity test were conducted; both methods suggested the existence of an acceptable intercorrelation considering the criteria suggested by George and Mallery (2022). The Maximum extraction method was performed because it best reproduces the population values when the data has normal, multivariate distribution and the statistical significance of the extracted factors can be calculated. The results for all the five variables show the KMO values are above 0.7 (Table 7). This implies that the items in our questionnaire correlate well with other items within their respective clusters to measure the underlying dimension, hence, adequate to continue with further analysis.

Table 7: KMO and Bartlett's Results

Variable	KMO	χ^2	Bartlett's test df	Sig	No of factors
Outdoor signs and multiple-story banners as an advertising technique	0.934	600.823	15	.000	2
Website advertising and social networking	0.936	898.198	21	.000	2

Source: Field Survey, 2024.

Results shown on Table 8 revealed that the ratio of male to female Hotel guests was not of equal number. Results revealed in Table 8 show that the majority 47% of the Hotel guests were male while 53% were female.

Table 8: Gender of Respondents

Variable	Frequency (Guests)	Percentage (Guests)
Male	47	53
Female	42	47
Total	89	100

Source: Field Survey, 2024.

Source of Advertisement
Table 9: About (41.2%) obtained information about the hotels through social media while 27% through Facebook. This agrees with knowledge about the hotels as stated earlier. A total of 68.2% obtained information about the hotels through online platforms. 13.9% through television and radio, 12.7% through handbills, 4.2% through billboards while 1% had no source of information.

Table 9: Distribution of guest's respondents based on the source of Advertisement

Variables	Frequency	Percentage
Source of Advertisement		
None	1	1.0
Billboards	4	4.2
Tv/ radio	12	13.9
Handbills	11	12.7
Facebook	24	27.0
Social media	37	41.2
Total	**89**	**100**

Source: Field Survey, 2024.

Distribution of hotel guests' awareness of marketing communication methods
Table 10 shows the marketing technique used in the determination of the hotel's products and services method. And that about 12.2% of the hotel guests were aware of referral/word-of-mouth as a means of communicating with their hotels. Most of the hotel guests were more familiar with referral has been a marketing technique used in the determination of the hotel's products and services method widely used. Facebook ranked second as the marketing

technique used in determining the hotel's products and services method being aware of, while e-mail marketing ranked third. These findings indicate that marketing techniques used in the determination of hotel's products and services methods are becoming trending. This corroborates the findings of Zhou (2021) who observed that marketing techniques used in the determination of a hotel's products and services method as a means to communicate with several discussion groups.

Table 10: Distribution of guest awareness of marketing communication method for hotel products and services

Variables	%	Rank
Fliers	3.5	10
Billboard	7.8	4
Broadcast advertising	1.7	16
Print advertising	6.1	8
Television adverts	4.3	9
Radio adverts	7.8	4
Email marketing	8.7	3
Referral/word-of-mouth	12.2	1
Bulk SMS	3.5	10
Video conferencing	1.7	16
Live chat on website	2.6	14
24-hours customers/ tech support	1.7	16
Follow-up emails	7.8	4
Social media personality	7.8	4
Mobile apps	3.5	10
Live video call option	0.9	20
Cellular phones	2.6	14
Skype	3.5	10
Facebook	9.6	2
Twitter (now "X")	1.7	16
Instagram	.9	20

Source: Field Survey, 2024.

Frequency of marketing technique used in determining the hotel products/services
Results in Table 11 reveal that Referral 36.5% is consistently used by the Hotels Industries compared to other marketing techniques used in the determination of hotel's products and services methods. Word-of-mouth and e-word-of-mouth can serve as both marketing tools and marketing outcomes.

Table 11: Frequency of marketing techniques used in determining hotel product/services

Variables	Never %	Rarely %	Some times %	Always %
Referral/word-of-mouth	2.6	31.3	36.5	29.6
Fliers	1.7	32.2	35.7	30.4
Billboard	2.3	28.1	34.5	35.1
Broadcasting advertising	2.3	31.6	35.7	30.4
Paper coupons	2.6	32.5	35.4	29.6
Television adverts	1.7	33	35.7	29.6
Radio adverts	1.7	33	35.7	29.6
Bulk SMS	4.3	31.3	36.5	27.8

Source: Field Survey, 2024.

Frequency of marketing techniques used in determining hotel products/services method

Table 12 shows that Facebook 15.7%, cellular phones 15.9%, and social media personality 14.2%, are frequently used in marketing techniques used in the determination of hotel's products and services. Study shows that social media channels were more commonly used by U.S. businesses to connect with their customers or prospects than Google.

In the hotel industry, about 75% of hotels have used social media for marketing purposes. Facebook and Twitter (now "X") were also found to be the two most useful social media channels for marketing purposes in the hospitality industry.

Table 12: Frequency of marketing technique used in determining hotel products/services

Variables	Never %	Rarely %	Sometimes %	Always %
Social channels	10.9	12.8	53.9	23.5
Video conferencing	19.9	13.3	54.5	22.3
Live chat on website	14.1	13.9	54.5	21.7
24-hour customers	9.9	13.9	53.9	22.3
Follow-up emails	9.9	13.3	54.8	22
Social media personality	14.5	14.2	54.5	21.4
Mobile Apps	12.6	14,2	53.9	22
Live video call option	11.7	13.6	54.5	22
Cellular phones	10.8	15.9	52.8	21.4
Skype	9.8	13.6	55.9	20.6
Facebook	9.9	15.7	53.3	21.2
Twitter (now "X")	10.5	13.9	55.1	21.2
Instagram	12.9	13.9	54.8	21.4

Source: Field Survey, 2024.

Preference of marketing techniques used in determining the hotel products and services
Table 13: The majority of respondents (71%) agree that the marketing technique used in determining the hotel products and services is easily available and accessible. Preference on the use of outdoor signs and multiple-story banners as an advertising technique was also dependent on its non-complexity and the detailed information about the facilities available in the industry.

Table 13: Reasons for preference for marketing methods in determining product/service

SN	Statements	SA %	A %	UD %	D %	SD %
1	It is easy to use	12.2	68.7	6.7	11.3	1.2
2	It helps to access customers easily	12.5	69.9	5.5	9.9	2.3
3	It is affordable	12.2	71	5.2	10.1	1.4
4	It doesn't require technical expertise	12.2	71.3	4.9	10.1	1.4
5	It is easily available	71	12.2	5.2	10.1	1.4
6	It is easily accessible	71	12.2	5.2	10.1	1.4
7	It is the only method known	12.2	71.3	4.9	10.1	1.4
8	It helps to reach a wider audience	12.5	71	4.9	10.1	1.4
9	It is not complex	29.3	67.8	2.9		
10	It gives detailed information about the facilities available in the industry	23.8	52.2	6.4	11.9	5.8

*Figures in parentheses are percentage
(SA- Strongly agree, A- agree, U-Undecided, D- disagree, SD- Strongly disagree)
Source: Field Survey, 2024.

Test of Hypotheses
H_{01}:   Outdoor signs and multiple-story banners as an advertising technique do not have a significant effect on product and service determination.

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Table 14 Model Summary for Hypothesis One

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.518a	.471	.495	77414100154.5414	1.51

a. Predictors: (Constant), OSMB

b. Dependent Variable: products and services determination

Source: SPS version 25 output.

Table 15 Coefficients for Hypothesis One

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	352	41003109		1.210	.061
OSMB	4.211	67541411	.144	2.141	.000

a. Dependent Variable: products and services determination

Source: SPS version 25 output.

Hypothesis Two

H_{02}: Website advertising and social networking do not significantly enhance product and service determination.

Table 16 Model Summary for Hypothesis Two

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.517a	.577	.525	14741100.54	2.01

a. Predictors: (Constant), website advertising and social networking

b. Dependent Variable: products and services determination

Source: SPS version 25 output.

Table 17 Coefficients for Hypothesis Two

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	714116329	14123109		1.210	.001
	Website advertising and social networking	1.141	1.210	.071	2.21	.009

a. Dependent Variable: products and services determination

Source: SPS version 25 output.

Interpretation for Hypothesis One

The relationship between outdoor signs and multiple-story banners as an advertising technique and products and services determination is about 47%. R being the determinant of correlation explains the extent to which the independent variable could explain the dependent variable. R square as shown in the model summary is about 51%, this implies that the independent variables can predict or determine dependent variables up to 51%. This simply means that the ability of outdoor signs and multiple-story banners as an advertising technique to determine products and services determination is about 51%. This study revealed that a unit change in outdoor signs and multiple-story banners as an advertising technique accounts for about a 3.14-unit change in products and services determination. This study revealed that although outdoor signs and multiple-story banners as an advertising technique have a positive effect on product and service determination, however, the p-value is higher than the 0.05 level of significance (0.061 > 0.05 p). **Decision:** Since the p-value (0.001 < 0.05), we hereby reject the null hypothesis and conclude that outdoor signs and multiple-story banners as an advertising technique have a less significant effect on the products and services determination.

Interpretation of Hypothesis Two

As shown in the model summary, the relationship between website advertising social networking and products and services determination is about 57%. R being the determinant of correlation explains the extent to which the independent variable could explain the dependent variable. R square as shown in the model summary is about 51%, this implies that the independent variables can predict or determine dependent variables up to 51%. This simply means that the ability of website advertising and social networking to determine products and services determination is about 51%. Given the analysis, it is evident in this study that a unit change in website advertising and social networking accounts for a significant change in products and services determination. This study also reveals that website advertising and social networking significantly enhance product and service determination.

Decision: Since the p-value (0.009<0.05), we hereby reject the null hypothesis and conclude that website advertising and social networking significantly enhance product/service determination.

Conclusion

This study concluded that there is comparative website advertising and social networking for promoting products and services determination, usage of outdoor signs and multiple-story banners as an advertising technique does not have a significant effect on products and services determination, meanwhile, usage of website advertising and social networking has significant effect on products and services determination. The usage of marketing techniques used in determining hotel products and services methods would be on the increase if the constraints identified in the researchers' model adopted for this study (vis-a-vis: lack of technical know-how, poor data management, high cost of equipment needed, power supply, technical expertise and fluctuating network/server) are being solved. The impact of marketing techniques used in the determination of a hotel's products and services methods cannot be ignored. Referral which is a form of 'words-of-mouth' ranked as the most effective in this regard. Despite the different platforms of marketing technique used in the determination of the hotel's products and services methods available, each of them can be used to reach different target audiences/markets. The most effective marketing technique used in the determination of a hotel's products and services methods is the Facebook.

Recommendations

In line with the objectives of the study, the study reveals that:

Derived from the findings of the study, the following recommendations are made, namely:

- o Hotel management should ensure that they employ effective marketing techniques to increase the number of hotel patrons and as a result generate more profit for the hotels.
- o Hotels operators should embrace website advertising and social networking by encouraging the use of social channels; Video conferencing; Live chat on the website; 24- 24-hour customers/ tech support; Follow-up emails; Social media personality; Mobile apps; Live video call option; cellular phones; Facebook; Twitter (now "X"); and Instagram because they all have significant effect in determining hotels' products and services in Nigeria.
- o Lesser (though not totally eradicated) investment of funds should be channelled towards outdoor signs and multiple-story banners as an advertising technique such as Referral/ word-of-mouth; printing of Fliers; Broadcast advertising; Paper coupons; Television adverts; Radio adverts; and Bulk SMS because they do not have significant (though positive) effect on products and services determination.
- o More marketing guests should be trained on the use of website advertising and social networking because has significant effect on product and service determination.
- o Comparing both marketing techniques used in determining the hotel products and services methods, it can be deduced that marketing techniques used in the determination of the hotel's products and services method have a wider prospect of promoting the hotel industry. However, marketing techniques used in the determination of a hotel's products and services methods could also be used effectively to target a specified audience.

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