

ACCESSING THE IMPACT OF E-MARKETING

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CERTIFICATION

This project has been read, certified and approved as meeting part of the requirements of the Department of Hospitality Management Technology. Institute of Applied sciences, Kwara State Polytechnic, Ilorin for the award of National Diploma (ND) in Hospitality Management Technology.

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DEDICATION

I dedicate this project to almighty God, the gracious and merciful for his kindness through my National Diploma. Also to my Parents, Mr. and Mrs. AADEWALE.

ACKNOWLEDGEMENTS

We give all glory to Almighty God for the completion of this project and for seeing us through my ND program.

My special thanks goes to my great and prayerful parent MR. AND MRS. ADEWALE for supporting me and bringing me up to this stage. may almighty God continue to bless and provide for your needs (Amen).

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ABSTRACT

The advent of digital technologies has transformed the marketing landscape, with e-marketing emerging as a vital component of business strategies. This study aims to assess the impact of e-marketing on businesses, exploring its effects on brand awareness, customer engagement, and sales. Through a comprehensive review of existing literature and empirical analysis, this research evaluates the benefits and challenges of e-marketing, including its potential to enhance customer relationships, improve market reach, and drive business growth. The findings of this study provide valuable insight for businesses seeking to leverage e-marketing objectives and stay competitive in the digital age.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

E marketing in Nigeria enabled hospitality industry to advertise their products and offer services to customers through the internal E-marketing products and services were methods used by hospitality industry to carry out their transactions without physically coming in contact with their clients. in the olden days there was no marketing because individual tend to be self-sufficient, growing and producing things that needed to satisfy his basic needs there was almost no exchange of commodities and hence no desire for the market place.

As time passes, however, the concept of division of labor evolved people began to concert rate on producing the items which they cannot exchange with others which they cannot produce. This brought about specialization in production system this people began to exchange goods with goods a system known as trade by barter This involves the use of some specific items such as cowries shell and horse After this stage came the existence of a medium of exchange led to the called evolution of commodities and improved marketing of the production system.

In the beginning, the exchange process was in simple from, the emphasis was largely on the production of basic need which usually were in short supply.

Little or no attention was given to marketing later on there was evolution of marketing producers being the manufacturer of their goods in larger quantities in anticipation of future orders. Marketing is mostly emphasized by all hotel industries all over the world. Marketing is all about organizing the company to meet the need of customers not just today and tomorrow but also five or even ten years' time. It was about supporting customers with well destined pounds quality, reliable product at a price which their considered to be service before, during and alter the placing of an order that customers have a right to expect. Marketing therefore is all about the company outward looking for customers oriented to do this you have to be able to put yourselves in the customers shoes (or even better inside their mind) in order to really understand what they want and what they feel about things only this way can the form organization be itself successfully to meet the needs of the customers.

Marketing is defined by Kotler (1980) as a set of principles for choosing target marketing, measuring their needs development, want satisfying product and service and delivering them at a value to the customers and a profit to the company". From the definition marketing process is aimed at getting the right goods to the right person at the right place, and at the right time with right communication process. This means that the activities designed to make commodities available at either time or place where they are more

in demand than a time and place at which they are available create wealth to the industries. In this present age of changes marketing is the heartbeat many business operations and it is very important for business is to be successful.

Meanwhile, marketing concept was defined by Ayaba (1987) as a new philosophy or a way of thinking by the managers that sees the satisfaction for customers need as the key to achieve organizational goals.

However, the hotel proprietor act of 1957 defined hotel as "an establishment offering food and drinks, sleeping accommodations if so, required to any customers who appears able and willing to pay for the services and facilities.

1. According to this definition tourist are mostly considered
2. As the hotel customers that is the buyers of hotel products.

Those tourists could be categorized into the common interest domestics international tourist could be categorized into the common interest domestics and international tourist Some people tend to fall into one of the above categories hotels therefore could be said to be serving the public and the success of this hospitality industry would depend on its ability to satisfy customers.

Marketing is the scientific study of exchange relationship is also business activities that direct the flow of goods and services from the producers to the ultimate Consumers (users) On the other hand, it is the set of human activities directed at fascinating and consummating exchange. Despite the importance of marketing in an organization some hotels in this country have not put marketing concept in its proper place.

Marketing concept proclaims that the interest of the forms will be best serve to the form will be best serve to the extent that it can anticipate changing customer's needs and organize its resources to need these needs It is also the process of anticipating changing customer's needs. Marketing activities have been totally neglected in most hostels in Nigeria and partially practiced

in very few ones for example, what generally happened in the hotel industry is that the general manager hires as an individual and labels himself with the tag of sales manager, director of sales or similar title. We assign this person with the job of going after group room business conventions touring groups. The general manager himself takes up the advertising to individual room sales. The catering managers take care of the food and banquet manager. The above narration shown that what operates in the hotel is an indefinite, disconnected unrelated accidental sort of partial marketing.

This is so in most Nigeria business because business in Nigeria today especially in the hosteling industry operates in a "seller market" that is market where less attention is paid to the customers need and satisfaction and yet the success or product still sold.

As a result, little attention is paid to customers wants and satisfaction and yet the products are sold this is because of

1. Lack of suitable substitutes.
2. The increasing purchasing power of Nigerians.

the value system that prevents in our society but in view of proliferation of hotel and the state of the country economy which is liable to change.

Marketing must place in its proper perspective in the hosteling industry. In fact the hosteling industry to a great extent enjoys the present monopoly being enjoyed by the hotel industry would be broken.

And the of economy which reflects on the consumer's purchasing ability is liable to change. Hence the stage of marketing orientation rather than selling orientation which operates now becomes essential, the difference being that marketing focuses on the needs of the seller. There are several means and procedures which can be used in marketing campaign in the hosteling industry V12: sample survey marketing behaviors and competition and marketing research.

This project will examine the following, developing of hotel industry, classification of hotels economics and contribution of the study and application of marketing mix to hotel industry, finally we should consider how the industry can borrow some of these credible factors for the success of marketing for proper management in assessing the performance of the hosteling

industry, a questionnaire was developed for the study to solicit relevant information from management and customer, client of the industry as the issue related to the project

STATEMENTS OF PROBLEMS OF THE STUDY

This area helped us focus on the problems facing hospitality industry in growth and causing setback to them thereby identifying E-marketing as the hallmark of all profit-oriented organization. The problems and prospects of it and suggestion on its uses in the hospitality industries and other growth-oriented organization for innovation.

- i. Lack of knowledge of E-marketing in the Nigerian hospitality industry sector led to recession in its development.
- ii. Subjection of marketers to working over times limited their technical process towards exploring the idea, isolation of marketing activities in the online business hinders hotel productivities.
- iii. Denial of marketing professional position brought about stunted growth in us operations.

1.3 OBJECTIVES OF THE STUDY

The main objective of this research is to examine the assessment of E-marketing on in hospitality industries using Kwara hotel as case study.

Other objectives of this study were to:

1. Determine whether e-marketing technology advancements had changed the nature and quality of services offered in the hospitality industry sector
2. Examine the relationship between e-marketing services that provided by the Hotel to its customers via electronic means and the increase of numbers of customers,
3. To discover why the marketing activities fail in online sector
4. To suggest a usable pattern to protect or secure the e-marketing activities in the hospitality industry sectors and other industries. To outline the activities of e-marketing proper and its usefulness in the hospitality industry.

1.4 RESEARCH QUESTIONS

The researcher is able to focus on the direction to the solicitations

of the problems stated above. To achieve this, the research questions are formulated. Thus, we have;

- ✓ Does hospitality industry make use of electronic marketing?
- ✓ Does hospitality industry understand what e-marketing stand for?
- ✓ Does your hospitality industry allow the marketing personal to work on the idea?
- ✓ What steps has the hospitality industry taken to upgrade her performance and productivity?
- ✓ Does your hotel know the relevant of this system?

1.5 RESEARCH HYPOTHESIS

Research hypothesis was drawn from the research questions asked in the previous page. We have two (2) types of hypotheses,

The null hypothesis (Ho) says there is no difference while the Alternate (Hi) says there is & difference. Thus we have;

H = lack of knowledge of E-marketing in the Nigeria hospitality industry sector does not lead to recession in its development

H1 = Lack of knowledge of e-marketing in the Nigeria hospitality industry sector leads to recession in this development.

2H= Subjection of marketers to working over-time does not limit their technical prowess towards exploiting the idea.

H= Subjection of marketers to working overtime limited their technical prowess towards exploiting the idea.

3H= Isolation of marketing activities in the on-line business does not hinder hospitality industry productivity.

H= Isolation of marketing activities in the on-line business hinders hospitality industry productivity.

4H= Denial of marketing professional position does not bring about stunted growth in is operation.

H = Denial of marketing professional position brought about stunted growth in its Operations.

1.6 SCOPE OF THE STUDY

The study is limited to the assessment of the aspect of introduction and adoption of marketing in hospitality industries.

The scope of the study will entails the theoretical scope Geographical and industrial scope marketing mix by the hospitality industry as well as the problems facing the hospitality industry. The geographical scope of the study of the project work is located at Ilorin and its environments. the industrial scope will be hospitality industry since case study under the hospitality industry since case is under the hotel then it was chosen because 1 has similar characteristics with other types if hospitality under it industry.

1.7 SIGNIFICANCE OF THE STUDY

All organizations are established to accomplish their set objectives.

Therefore, hospitality industry is no exception. For some of these set objectives to be attained. they must be converted into marketing objectives which calls for the development of a clear cut marketing strategy and well thought supporting programmed for their attainment. Thus, marketers will observe in this research that the utility of e-marketing is the easiest way of enriching and advertise their product to customers.

However, upcoming researchers will And this research work as a source of their research material.

1.8 LIMITATIONS AND COASTRAINTS TO THE STUDY

In conducting research of this nature, research is bound to face some difficulties that indicates the extent to which they could go The following limitation is acknowledge as great constraints to be study:

Financial constraints: This deals with the situation of economic of a country with the ever increasing of capitation carried out the research. It is very hard to curried out project research to satisfaction of the study in due to the cost incurred during the research

Time constraints: the time set for the completion of the project work is very short. The school only gives the period of five(S) months to complete this study and also there are other academic activities to attend to such as lectures, test and assignment. So, there was no adequate time for the researchers to carry out effective and efficient work on the project topic or research work.

Problem of response: The general attitude of the respondent given questionnaire and those interviewed personally especially the staffs of the cave study also constraints to the project, many of them tact reluctant or even total refusal to give the needed information Also. The feasibility of some secondary data made available by the company. Some key confidential data are not disclose as a result of been exposed.

1.9 DEFINITIONS OF TERMS

E-marketing: An aspect of e-commerce and marketing is a systematic way of discovering the demands of the consumer and preferring solution to it with satisfaction to the firm itself.

Customers: Are the immediate clients to the Hotel. A customer is a person who is utilizing one mote of the services provided by the hospitality industry.

E-services: The concept of e-service (Short for electronic service) represents one prominent application of utilizing the use of information and communication technologies (ICTs) different areas. Consumers: The consumers are the end user of such products achieved by the Hotel.

Internet: A medium through which the globe is researcher with one message at a time and with and low cost. Hotel An establishment was providing accommodation, tourist. It is also an establishment des, lodging paid on a short term basis ought to conduct our form's operation.

Lodging: lodging is a type of residential accommodation lodging may be self catering in which lodging is done in a hostel or hotel.

CHAPTER TWO

2.0 LITERATURE REVIEW

REVIEW OF RELEVANT LITERATURE

Internet has revolutionized the hospitality industry with the rapid growth of electronic in hospitality management. E marketing activities include all types of financial activities carried out over the internet or other public networks, such as online payment method, electronic trading, the provision and delivery of various hotel products and services (Jonika et, al, 2008) E-Marketing is a driving force that is changing the landscape of the hospitality industry fundamentally. In particular, towards a more competitive industry.

The development in e-marketing together with other financial innovations, are constantly bringing new challenges to hospitality theory and changing people's understanding of the financial system.

2.1 CONCEPTUAL REVIEW

2.1.1 E-MARKETING

E-marketing means the marketing of products or service over the internet. It's a redefinition of how businesses interact with their customers. The terms like E-marketing, on-line marketing and internet marketing (Smukpt, et, al, 2010) includes mobile phones, intranet and extranet synonymous. a E-marketing help e-business to improve and overcome the problem of traditional business where internet plays a dynamic role. The distribution channel consists of wholesaler, retailers, consumer and the set of processes which link these elements with the help of information communication and technology to identify and define marketing opportunities called market research. [he information generated through marketing research further utilize to address different issues, develop new method for collecting information, manage and implements the data collection processes, examine the results and transmit their findings and inferences.

The marketing concept is one of the marketing management philosophy this concept was evolved in early 1940's when customer had a lot of catching up to do and company scaled to meet the demand.

Business people have begun to recognize that marketing is vitally important to the success of an industry.

This had led to an entirely new way of business thinking a new philosophy called marketing concept Stanton. 1960's.

Marketing concept was also defined by Kotler (1980) as "a management orientation that holds the key to achieving organization goals determining the needs for the target marketing and adopting to delivery, the desired satisfaction more effectively and efficiently than the competitors". To express in better way such as fund wants full them make what you can sell instead of trying to sell what you can make love customers and not the product.

In addition, under the marketing concepts, the customer is at the top of the organization table. So the organization should try to satisfy the needs of the customer or the clients through a coordinated set of activities which at the same time allow the organization to achieve its goals providing satisfactions to customers are the major trust of marketing concept.

However the marketing concept stresses the importance of customer and emphasizes to satisfy customer the business must try to satisfy current needs in a Manner that will not produce adverse long run effect which will cause strong customer dissatisfaction in future for example, imagine a customer reaction when poorly coordinated and oriented hotelier send her a booklet urging the use of the hotelier credit plan the same day that the customers also receive a hash threatened possession of earlier patronage if the customer account is not paid up within twenty four hours.

2.1.2 TYPES OF MARKETING

As management philosophy adopts the marketing concept its industry generally becomes more competitive with the result that marketing decision are increasingly important, organization structure have changed.

As a result of these conflicting interests, a business organization can have its marketing activities divided into five different types of marketing concepts namely:

- i. Production concept
- ii. Product concept
- iii. Selling concept
- iv. Marketing concepts
- v. Societal marketing concept

- i. **Production concepts:** - The production concept holds that consumers will favor products which are widely available and low in cost. The manner in order to be successful well attains high production efficiency and wide distribution coverage.
- ii. **Product concept:** - The product concept is a management oriented that assumed the consumers will favor those products that offer the most quality for the price and therefore, the Organization should devote its energy to improving products quality
- iii. **The selling concept:** - This concept holds that consumer will not buy enough of a product unless the management embraces on massive and aggressive selling and promotion efforts. Iv. **Marketing concept:** - The marketing concept is a management orientation that holds that the key to achieving organization goals is determining the needs and wants of the target markets and adapting itself to deliver the desired satisfaction more effectively than its competitors.
- v. **Societal marketing concept:** - This holds that the organization is to determine the needs, want and interest of the target markets, it should then deliver the described level of satisfaction more effectively and efficiently than any other competitors in a way that the efficiently than any other competitors in a way that the consumer and there society's well-being is maintained or improved upon.

2.1.3 RATIONALE FOR MARKETING CONCEPTS

The marketing concepts are consumer's needs and wants as the key of achieving organization goals. Marketing concept starts with the firm potential customers and their needs and programmes to satisfy the needs of customers it aimed to satisfy the needs of consumers, it aimed to satisfying these needs at a profit.

1. **CUSTOMER ORIENTATION:** The concept seeks to be the topmost in the organization chart that the company performs at the function.

The company produce what he/ or she can sell.

The marketing should produce what the customer can buy.

a. **Customer satisfaction:** - The marketing concept aimed at satisfying desire of the customer with the intention to produce their basic needs.

And with knowledge of:

- 1. The customer is always right he/she is right.
- 2. We shall only merchandize the best qualities obtain at the best price.

3. We strive to give completely satisfactory service to every customer.

2. **INTEGRATED MARKETING:** the integrated marketing concept calls for a basic reorientation of the company from looking inwards to the product to look outwards for the customer needs. Selling focuses on the need of the seller, marketing with idea of the need to satisfy the customer by means of product and whole cluster of things associated with creating deliveries and finally consuming the products.

2.1.4 USES AND BENEFIT OF THE CONCEPT

The uses and benefits of production concept

- ✓ Consumers are primarily interested in product availability and at low prices Consumers do not see or attach much importance to non price difference within the product class.
- ✓ The customers know the price of the competing brands. The organization task is to keep improving distribution and lowering cost as key to attracting and holding customers.

The products concept uses and benefits are:

- ✓ Consumers buy products rather than solutions to needs
- ✓ Consumers are primarily interested in product quality
- ✓ Consumers know the qualities and features of differences, in the competing brands.

The selling concept uses and benefits are:

- ✓ Consumers have a normal tendency to resist buying things that are not essential
- ✓ The organization task is to organize strong sales. Oriented department as the key to attracting and holding consumer.

The societal market g concept benefits and uses are:

- ✓ It looks the consumer's wants and his environment in terms of rapid increase in population resources shortage, neglected social services and world's environmental problems.
- ✓ It overlooks the likely conflicts between short-run consumer want and long-run consumer (and society welfare.
- ✓ It draws the intention of marketers towards the environment of the consumer and requests that three major stakeholders. Interest must be balanced while selling their marketing policies,

The societal marketing concepts realized the long-run significance of satisfying consumer want and the interest of the society.

- ✓ The organization too is to serve the largest market in a way that they produce not only initial want satisfaction but long-run individual and social benefits as the key to attracting and holding to consumers.

DIFFICULTIES AND CONSTRAINTS TO EFFECTIVENESS OF CONCEPTS

The difficulties and constraint of the concept are solved through the approaches listed below;

- ✓ Communist approach
- ✓ Socialized approach
- ✓ Mixed economy approach

1. **COMMUNIST APPROACH:** This is the process which the state and the central government entire product of goods and services in order to satisfy the interest of masses (people).

- ✓ All decision as to what will be produced when and how and what quality are made by a central authority
- ✓ The state dictates where and how the goods are obtained often omits the amount that one is permitted to consume

2. **SOCIALIZED APPROACH:** It is a situation in which the production of goods and services are owned and controlled, organized and managed by the state government e.g. China, Britain.

The basic industries are owned and control by the state: transportation, communication steel, energy production and lakes owned and controlled by the state.

Industries such as retarding are left to private enterprise. There is a limit on the profit which can be made. Socialized society as compared to that in communication society that depends on the state to provide basic requirement is a significance limiting factor.

A firm that adopts the Marketing concept not only must satisfy 1t8 consumer's objectives but also must achieve its own goals. Otherwise, it will not stay in business for long and the best way an organization can achieve its goals is by providing satisfaction through co-ordinate activities. in their book Adeka, C. Ebue, and Honim Dorth, 1992 princess hotel, defined marketing market that focused on consumer oriented, backed by integrated co-ordinate Marketing aimed at generating customer satisfaction as the key to satisfy organizational goals carefully, they may be able to satisfy all the market efficiency and effectively.

Moreso, the definition of marketing concept was propagated by Charles (Robson) a customer concepts oriented backed by integrated marketing aimed af generating customer satisfaction as the key to satisfy organized goals. In a nutshell, marketing concept 1s based on satisfying the concept is based on satisfying the customers of a profit.

Marketing concept holds that to achieve goals of an organization, the needs and want of the target market must be identified and desired.

Level of satisfaction must be delivered more effectively than other competitors. The selling concept takes the perspective of the company focusing on its existing product and adopting selling and promotion assist means of obtaining profit by levity.

2.2 THEORTICAL REVIEW

2.2.1 DIRECT RESPONSE MARKETING THEORY

Interest makes it possible for consumers to purchase goods and services and put orders directly. Response consists of a basic of exchanging between the sellers and buyers. The key advantages of marketing via internet over the traditional discipline is that it can be applied, measured and valued.

2.2.2 FLEXIBLE MARKETING

In response to strong marketing models that featured large scale products during the industrial economy period, a new theory, flexible marketing has emerged (Weirnian 2007). While in strong marketing, enterprise take charge, in flexible marketing, power shift to consumers.

For internet marketing to satisfy the new generation of empowered customers, personalization is the key. The interactive nature of the internet has given customers opportunity to take charge through personalizing their orders.

2.2.3 FOUR - C THEORY

The four (4) C theory is another key underlying theory of internet marketing (Weirnian 2007):

Thanks to internet, enterprise consumer communication is new low cost and efficient. Companies can take orders directly from consumers through internet, while consumers can personalize the products to ensure the highest possible level of consumer satisfaction. This in turn maximizes the profit of the companies (Weirnian 2007).

Moreover, analyzing consumer's orders helps companies with understanding the market needs and demands. Hence they can categorize and dominate the markets. The results is to have minimize marketing cost and an efficient reaction to the market.

2.3 EMPIRICAL REVIEW

2.3.1 E - MARKETING IN NIGERIA

The focus of globalization has continued to advance while competition in industries across the world grows more intense everyday.

Nigeria's service industry has not been spared from the growing competition, with the quest of firms to open up and develop more markets while diversifying operations. These competitive pressures make it increasingly necessary for Nigerians firms to diversify their income base through increased efficiency as well as seek to grow their volume of business. Recent development in Africa, and more specifically return of democracy to Nigeria according to Kyari (1999), have shown increase investors interest, though high risk within the country is affecting the hope for a positive change much as there is literature on the global experience of the internet system, few detailed empirically based studies exist concerning internet appreciation in Nigeria, including the constraining factors and the efficacy of such appreciation (Osuagwu, 2003) Nigeria, like most developing countries, is an information poor country.

2.3.2 ROLES OF E-MARKETING IN KWARA HOTEL

Understanding which demographic segment is using the internet is important firms have to know the demographic characteristics of e-users in order to design effective and proper marketing strategies for their target markets. Research has shown that psychographic variable, such as novelty seeking, need for social have an effect on consumers decision on whether or not to purchase online (Sin and Tse 2002). Consumer's attitudinal characteristics also influence their adoption of the internet.

Szymanski and Hise (2000), find that "convenience is the most important predictor of satisfaction and measure in terms of time and browsing ease. According to Zethami et al. (2000), online security and privacy is of consumers major concern when they decide whether or not engage in electronic transactions, Internet is changing the rules by which marketing is conducted and new consumer market structures emerge (Peterson, et al, 2017) According to Kalyanaram and Mcintyre (2002) e-marketing mix has more overlapping element and the integration of those elements is more common as compared to the Traditional one. Also it is important that internal diversities the pricing mechanism online.

2.3.4 TYPES OF E-MARKETING

Nowadays, E-marketing strategy is often used to grow business in a dynamic way using internet and other media. Internet plays an important role in managing marketing tools and activities with in concerned business.

Electronic marketing via internet, extranet, mobile phones may create lot of opportunities for a business as well reduces a lot of threats.

There are different types of E-marketing such as Email marketing, mobile marketing, digital marketing content marketing, blog marketing, affiliate marketing e.t.c few of them are explained below with respect to recent development.

E-mail Marketing

The web can be used as a powerful internet marketing tool to promote online business and reach target audience across the globe in different ways. Email marketing used for E-marketing, it is one of the primary way to strengthen the association with customer It is an effective way to retain your customer, it saves time and paper. But, most of the articles focused on studying consumer responses with respect to e-mail marketing but no study was conducted from a behavioral point of view and lack of individual analysis using single subject design method for e-mail. Sigurdsson et al (2013), have found that the way of e-mail and other online tools have been applied on behavior analysis should be examined for example, exploring usefulness and indicating best practices for education era in near future.

Mobile Marketing

Market on mobile device such as smart phone is mobile marketing. it is explained as an marketing activity accompanied with the use of network to which customers are frequently connected using a personal mobile device. More research is needed on how mobile technology changes should guide retailers. Mobile marketing (Tripathi, S.N. 2008), is relatively at a nascent stage in India, customers are looking for customized marketing messages as per their requirements therefore, customerization is an important aspect of this type of marketing.

Digital Marketing

Chaffey (2003) has states that digital marketing makes use of technologies to help marketing activities in order to improve customer knowledge by matching their needs.

Customers can read reviews and write comments about personal experiences through blogs, which can be used as tool for digital marketing, which helps to increase sales revenue. In order to find the effectiveness of digital marketing in Pakistan, Klan and Siddiqui (2013).

Content Marketing

Content marketing means creation and sharing of media and publishing content in order to acquire customers. It can consist of formats as videos, photos, power point presentation, infographics, white papers, case studies, webinars and pod-casts. Yeogel and Puliza (2012), have emphasized content marketing as a means of marketing process of creating and properly allocating the content in order to attract, make communication win and understand other people so that they can be motivated to do helpful activities.

2.3.5 CHARACTERISTICS OF E-MARKETING

Internet marketing or E-marketing is similar to traditional marketing but it is very important to know the characteristics that distinguish the environment from the traditional marketing environment

(Pride Ferrell 2004).

- ✓ Addressability: E-users through the internet have the possibility to identify themselves and provide information about their products needs and wants before making a purchase
- ✓ Interactivity: Interactivity allows customers to express their needs and wants directly to a firm in response to its marketing communications.
- ✓ Memory: Another distinguishing characteristic of E-marketing is memory which refers to a firm's ability to access database or data warehouses containing individual customer profiles and past purchase histories and use these data's in real time to customize its marketing offer to a specific customer.
- ✓ Control: Control refers to E-users ability to regulate information they view as well as the rate and sequence of their exposure to that information.
- ✓ Digitalization: Is the ability to represent a product, its benefits as digital bits of information allowing marketers to use the internet to distribute, promote, and sell those features apart from the physical item itself.

2.3.6 SERVICE CHARACTERISTICS AND INTERNET MARKETING

The characteristics of services are often described as four unique characters Intangibility, inseparability, heterogeneity and perishability, which make services different from physical products and hard to evaluate. Services said to be intangible because they can't be seen, tasted, felt, heard, or smelled before, they are purchased.

They are performance rather than objects (Hoffman and Bateson. 2002). It means that serves are more like process than thing, more a performance than a physical object, and are experienced rather than consumed (Wallstrom, 2000). In addition, customer conversation like typical problems identified and solved, appropriate responses to customer complain may assist further customer services marketer to handle supply and demand, compared with traditional services, and e-services have three special properties. Quantization (breaking down of services into component part), the ability to search (the utility case in which information can be sought), and the ability to automate (replacing, tasks that required human labour with machines)

2.3.7 VIRAL MARKETING

Viral marketing is based on social media. It can be considered as a promotional tool for marketing. The mayor problem faced by the viral marketing industry is the lack of formal quantitative and qualitative comparisons between viral marketing tool and traditional tools, also inadequacy of organized methods for optimizing viral marketing campaigns. It is identified that noble users, tend to forward more online content than others.

- ✓ Social media has a growing effect in many perspective: from one standpoint, it reverses the way how and why users communicate with each other. From other standpoint, it permits the extension of marketing communication opportunities both in a business to business and a business to consumer aspect.
- ✓ Web 2.0 discussed by Berthon, Pitt, Plangger and Shapiro (2012) have raised to social media as well as allowed creative consumers to put their own choices e.g a shift in activity location desktop to the web.
- ✓ Social media is determined by three mayor things about (Berthon, Pith, Plangger and Shapiro 2012)

i. Technology. i.e the infrastructure which enable social media.

ii. Culture i.e shared values.

iii. Government i.e government rules and regulations

CHAPTER THREE

RESEARCH METHODOLOGY

3.2 RESEARCH DESIGNS

The data for this research was controlled from both primary and secondary sources of data collection was located from civil servants, businessman, and women, staff) and management personnel of Kwara state hotel limited in the process of collecting the required data structures Questionnaires and oral interviews were used in order to facilitate enough information,

Also, not only primary sources of data collection were used for this research work, secondary sources of data were also used.

In fact, the secondary source contributed a lot in effective carrying of the project work through the use of textbooks, journals and newspaper were used as the secondary sources

3.2 RESEARCH POPULATION AND SAMPLE

Research population comprises of the totality of a number of organizations in a specific geographical area. Research population can also be described as a group of object or people who are in one more way which from the subject of study in one way [he research population study composes of customers of the hosteling industry. All the customers of the hosteling industry from the population.

Sampling can be defined as the process of chosen or selecting of fraction of the population with the aim of generating required data. These sample imply the representation of the population selected for the purpose of making a general statement about the population

The sample units. are the customers of the hosteling industry in Ilorin Township. The sample size comprises of fifty respondents

3.3 DATA COLLECTION INSTRUMENT

In collecting data for the project, structures questionnaire oral interviews were used by the research.

The questionnaire oral interviews were designed in structured form in order to facilitate enough information so as to meet the researcher choice of topic:

i. THE QUESTIONNAIRES

The structured questionnaires were randomly administered to the customer by hand. The questionnaire is meant to serve.

However, the questionnaire was limited to the respondents to fill the appropriate.

ii. ORAL INTERVIEWS

Oral interviews were also used by the researcher and as well conducted. It was done in order to complement the questionnaire provided. Oral interviews were held with the management staff of Kwara Hotels Limited in which a well-prepared self-question asked and answers provided was taken.

3.4 ADMINISTRATION OF INSTRUMENT

The researchers in this case, distributed fifty (50) questionnaires on 8 randomly selected sample by hand to the customers in form and answered the questionnaires were collected by hand from the respondents.

For the oral interviews, the researcher visited some management staff of Kwara Hotels and face to face interviews were held with them and answers to the question the researchers asked were supplied.

3.5 METHOD OF DATA ANALYSIS

These methods of data analysis used were the description analysis and deduction analysis. The descriptive analysis enables the research to narrate what can be seen on the data presented while deduction analysis tends to go.

CHAPTER FOUR

4.0 DATA PRESENTATION, ANALYSIS AND INTERPRETATION

The table shows that the sample population covers staff of kwara state Hotels Ltd. The table shows that the respondents vary in terms of sex, marital status, length of service and employment status:

SECTION A

Personal particular of the respondents

Table 1: GENDER

RESPONSE	FREQUENCY	PERCENTAGE
MALE	35	70%
FEMALE	20	30%
TOTAL	55	100%

Source: field work, 2021

The above table 1 shows that 55 respondents 70% were male while respondents representing 30% female. This shows those questionnaires were administered to both male and female staff of kwara hotel ltd, Ilorin.

Table 2: MARITAL STATUS

RESPONSE	FREQUENCY	PERCENTAGE
Single	30	68%
Married	25	32%
TOTAL	55	100%

Source: field work, 2021

The above table 2 shows those questionnaires were administered to both married and single staff of kwara hotel ltd, Ilorin

Table 3: LENGTH AND SERVICE

RESPONSE	FREQUENCY	PERCENTAGE
1 -5	30	40%
5 -15	15	20%
15 -25	5	20%
25 above	5	20%
TOTAL	55	100%

Source: field work, 2021

The above table 3 shows those questionnaires were administered to staff of kwara hotel ltd, Ilorin.

SECTION B

Response to question 1.

Table 4: The unity of e - marketing help in appropriate operation in Kwara hotel

kwara hotel.		
RESPONSE	FREQUENCY	PERCENTAGE
Strongly disagree	7	8.8
Disagree	9	14.7
Undecided	15	41.2
Agree	12	41.2
strong agree	29	28.4
TOTAL	100	100%

RESPONSE	FREQUENCY	PERCENTAGE
Strongly disagree	2	2.0
Disagree	7	6.9
Undecided	13	12.7
Agree	50	49.0

Strong agree	30	29.0
TOTAL	100	100%

Source: field work, 2021

The table 4 above shows that 28.4% respondents strongly agree, 41.2% respondents agree while 6.9% respondents disagree.

Responses to question 2

Table 5: The e - marketing ensure fast operation in kwara hotel.

RESPONSE	FREQUENCY	PERCENTAGE
Strongly disagree	2	2.0
Disagree	7	6.9
Undecided	13	12.7
Agree	50	49.0
Strong agree	30	29.0
TOTAL	100	100%

Source: field work, 2021

The table 5 above shows that 29% respondents strongly agree, 49% respondents agree while 6.9% respondents disagree.

Responses to question 3

Table 6: E - marketing help facilitate goals oriented in hospitality industry.

RESPONSE	Frequency	Percentage
Strongly Agree	1	1.0
Disagree	7	6.9
Undecided	23	22.5
Agree	56	54.9
Strong agree	15	14.7

TOTAL	100	100%
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Source: field work, 2021

The table 6 above shows that 14.7% respondents strongly agree, 54.9% respondents agree while 6.9% respondents disagree.

Responses to question 4

Table 7: method of communicating to customer has no improved through the use of e - marketing

RESPONSE	FREQUENCY	PERCENTAGE
Strongly disagree	2	2.0
Disagree	7	6.9
Undecided	26	25.5
Agree	43	42.2
Strong agree	24	22.5
TOTAL	100	100%

Source: field work, 2021

The table 7, above shows that 23.5% respondents strongly agree, 42.2% respondents agree while 6.9% respondents disagree.

Responses to question 5

Table 8: there are many challenges and benefits that customers experienced in adapting to the introduction of e - marketing in hospitality industry

RESPONSE	FREQUENCY	PERCENTAGE
Strongly disagree	8	7.8
Disagree	7	6.9
Undecided	16	15.7
Agree	48	47.1
Strong Agree	23	22.5
Total	100	100%

Source: field work, 2021

The table 8, above shows that 22.5% respondents strongly agree, 47.1% respondents agree while 6.9% respondents disagree.

Response to question 6

Table 9: is the working environment conducive?

RESPONSE	FREQUENCY	PERCENTAGE
YES	50	90%
NO	5	10%
TOTAL	55	100%

Source: field work, 2021

Response to the above table 9, shows that working environment is conducive.

Response to question 7

Table 10: is the government honest to the management and the nation?

RESPONSE	FREQUENCY	PERCENTAGE
Yes	35	72%
No	20	28%
Total	55	100%

Source: field work, 2021

Response to the above table 10, shows that the government is honest to the management and the nation.

SECTION C

GENERAL QUESTION:

RESPONSE	FREQUENCY	PERCENTAGE
Yes	15	60%
No	20	40%
	35	100%

Source: field work, 2021

Is the environment conducive compare to other hotel? Source: field work, 2021

the above table, shows that the environment is more preferable compare to other hotel.

Do you enjoy their service?

RESPONSE	FREQUENCY	PERCENTAGE
YES	25	100%
NO		
TOTAL	25	100%

Source: field work, 2021

the above table, shows that the people are comfortable with the service rendering to them in kwara hotel, Ilorin.

Will you like lodging here when next you visit

RESPONSE	FREQUENCY	PERCENTAGE
YES	25	100
NO		
TOTAL	25	100%

Source: field work, 2021

The above table shows that 25 respondents representing 100% will like visiting the [ho.c](#) when next they visit Ilorin. Services rendering to them by the organization and the hotel charges are affordable.

4.2 TESTING OF HYPOTHESIS

Testing of the hypothesis is done using SPSS (statistical package for social science) and the statistical employed are correlation and regression analysis, The decision rule is to accept H_0 when true or reject H_0 when false if the P value (i.e SPSS computed value is greater than the alpha value that is the level of significance which in this case is 0.05% on the other hand, H_0 is rejected if the P value is less than the alpha value.

4.4.1 Restatement of each research hypothesis as well as detailed interpretation are given

Hypothesis one

H_1 : E-marketing technology advancement had changed the nature and quality of services offered in the banking sector.

Hypothesis Two:

H_0 : the relationship between E-marketing services that provided by the bank to its customer via electronic means and the increase of number of customers.

Hypothesis three:

There are many challenges and benefits that customers experienced in adapting to the introduction of e-marketing in the banking sector.

The coefficients table show a simple model it empowerment facilitate entrepreneurial of apprentice towards new venture creation. The model shows the value of coefficient from the table for every 100% increased contributed 247.

4.5 DISCUSSION OF FINDINGS

The major findings based on the analysis of the study revealed that the adoption of internet has significantly enhanced customer in hotel services in Nigeria, particularly in the areas of improved patronage and on - time (effective) service delivery. Other finding reveal that the adoption of internet marketing has drastically helped in reducing marketing cost as against traditional marketing in Nigeria. It has created exciting new and cheap ways to learn about and track customers, create products and services tailored to meet customers' needs, distribute products, more efficiently and communicate with potential customers effectively.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY

From the data collected above it highlights the usage of online al marketing evolutionarily increasing, and also find the better exposure, awareness, usage, comfort ability, result and the satisfaction level in the present online business scenario most specifically in the hospitality sector. The data depicts that supermarket are the preferred shopping destination as it offers all the basic aspect of the online shopping which are price, quality variety, proximity to home, offers and discounts The if data also determines the factor which will be beneficial for the consumer to shop grocery through online which gives variety, saves time and avoid long queues if the option is given for the marketers.

Bachelors, students are the most potential customer for online marketing, better exposure of internet and smart phone are the reason for the revolutionized online marketing

5.2 CONCLUSION

There is no doubt that the adoption of internet marketing has played significant roles in improving customers patronage of hotel services in Nigeria, through strategies and electronic measures such as telemarketing, catalogue, marketing, direct mail, e-payment, e-banking, € marketing, E-commerce and E-business. However, in spite of the numerous contributions, there are still certain challenges which represent barriers to it effective adoption in most hotel and by most customers in the country. The study concludes that; hotel organization that embrace the powerful force of internet stand to reap immense benefit as it is the means by which they can be effective and efficient and thus, remains successful in the competitive hospitality industry

5.3 RECOMMENDATIONS

Based on the above conclusions, the following recommendations were made:

In view of the benefits associated with the adoption of internet marketing. Kwara hotel should adopt some measures to ensure the effective utilization of the internet as a Strategic marketing tool in their hotel operations.

Hotel should not only provide internet service facility but should also focus on how to improve on other forms of internet marketing activities such as telemarketing, catalogue marketing, direct mail, e-marketing, e-payment, e-banking, e-commerce and e-business.

All the barriers to effective internet marketing adoption such as poor connectivity, Inadequate computers and ICT infrastructures, as well as cyber-crime which constitutes a serious bottle neck to the overall success of hotel operation in Nigeria should be addressed by managers and stakeholders in the hospitality sector.

Hotel managers should develop marketing strategies that will help them use internet marketing to deliver the satisfaction more effectively and efficiently than other Competitors so as to continue to retain existing customers and attract new ones.

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