

## IMPACTS OF PRODUCTS ADVERTISEMENT ON THE PERFORMANCE AND PROFITABILITY OF RESTAURANTS IN IKORODU METROPOLIS

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### Abstract

*This study examines the Impact of Restaurant Products Advertisement on the Performance and Profitability of Some Selected Restaurants in Ikorodu Metropolis. The aim of the study is to do a comparative analysis of the traditional and modern marketing communication systems for hotel performance in Ikorodu Metropolis. This study focused on the comparative analysis of traditional and modern marketing communication systems for promoting Performance of Restaurants in Ikorodu Metropolis. This study examines a cross-sectional and quantitative approach adopted to achieve the study objectives. Therefore, Regression Model was employed using quantitative data. Arisen from the analysis of the study, the study revealed that there is significant difference between traditional and modern marketing communication systems in hotel performance; traditional marketing communication system has less significant effect on hotel performance in south west, Nigeria; Modern marketing communication system does not have significant effect on hotel performance. Arisen from the findings of the study, the following recommendations are made that Restaurants and Hotel management should ensure that they integrate both the traditional and modern marketing communication methods to increase the number of hotel patrons and as a result generate more profit for the hotel. Hotel operators should embrace modern marketing communication system by encouraging the use of Social channels; Video conferencing; Live chat on website; 24- hour customers/ tech support; Follow-up emails; Social media personality; Mobile apps; Live video call option; cellular phones; Skype; Facebook; Twitter; and Instagram because they all have significant effect in promoting hotel industry in Nigeria.*

**Keywords:** Modern marketing communication system, Traditional Marketing, Hotel Performance.

### INTRODUCTION

Business whether it is small-sized, medium-sized or large- sized are influenced enormously using social media. Social media has played vital role on the growth of a company. Especially for the start-up organizations, it is important to know their target customers to expand business in a relevant social networking site. Meanwhile in the recent decades, the use of social media has been increased tremendously. Different organizations are using social media as their vital tool to deal with their business. Social media such as Facebook, Twitter, Instagram, You Tube, and Flickr has been increasing day by day and the acceptance rate has been rising

extraordinarily delivering enormous number of users in less than 10 years. (Hendricks & Noor Al-Deen 2011) Social media has enlarged the approach how organizations develop their business strategies affecting in such a way that it creates impression to connection among potential customers leading to the prosperous building and managing the company (Agresta & Bough 2011).

Social media has become a handy and convenient tool for marketing, communication with customers, their stakeholders as well as inside their organization. Social network sites are well established but the most popular social media varies by the use-level of social media by country and geographical

demographics. It is equally important to analyze the popular social network to pursue social activities amongst target audiences to uplift the business. (Chaffey 2017).

Marketing has two basic methods which are traditional and modern. Contrary to the general believe, none of these communication tools is free or cheap (Wroblewski, 2019). Traditional marketing is used to speak more and more of attracting customers to purchase their 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 consumers by using modern facilities and technologies, especially smartphones, computers and laptops. These include; e-newsletter, portals, e-commerce, webcasting, Google plus, trip advisor, Google plan, news group, and email marketing. According to Salehi, Mirzaei, Aghaei, and Abyari (2012), electronic Marketing, popularly referred to as E-marketing is a form of targeted marketing assisted by websites to increase the number of visitors and to introduce products or services through the internet. Marketing effort done solely over the internet is internet marketing.

E-marketing is a term that refers to the use of Internet/Web and related information technologies to conduct marketing activities. Babalola (2003) and Sanyaolu (2005) consider the concept of e-marketing as a means of moving products or services from producers to tourists, and using the internet as a means of promotion and sales channel. Social networking sites are becoming an important way of communication for promoting products (Indian-Express, 2014). According to Zeng (2013), 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 campaign.

It is apparent that the internet development in the last decade has been enormous with large budgets being spent and innovative techniques being implemented to capture more market

(Yusuf & Adebayo, 2019). The level of awareness of the hotel operator on the internet usage, and its marketing multimedia techniques is low. The Restaurants and Hotel operators hereby under-utilize the internet in reaching their guests. Theoretically, marketing strategy is useful in targeting and developing new market segments and also helps to improve poor public relations which occurred as a result of several unfortunate events (Dore & Crouch, 2003).

Communication may be defined as the activity aiming at constituting an arrangement to convey information. It is one of the fundamental pillars of social life and organizational structure as well as the activity of forming relationships between organizations and groups. Communication, as a key aspect, is a tool used in the process of marketing and communicating the value of a product or service. An effective communication is required for people to know and understand each other better, to create better functioning organizations and to resolve problems easily (Ruck & Welch, 2012). According to Afolabi (2020), in this age of information and communication technology, or digital economy, people are making contacts through any form of the social media, with prospective hotels and resources of the other lands for enjoyment sake.

Marketing communication in hotels/tourism is clearly an essential factor for sustainable tourism development for hotel businesses. Most Nigerian hotel proprietors/businesses are ignorant of the need to communicate their services and goods to the public. The few Restaurants and Hotel managements/proprietors who are aware of its importance do not know which communication system (traditional or modern) is more appropriate in promoting hotel industries in Ikorodu Metropolis. Meanwhile there are various marketing communications channels available at their disposal. Only a few promotional tools were used by hotel businesses in recent times. There has not been a clear-cut analysis to check and compare the

effectiveness of both traditional and modern communication methods and how it affects the promotion of hotel businesses. It is important to find out if the hotel businesses which make use of the traditional marketing communication system are still reaching out to more customers. Also, to know if the hotel business that uses the modern marketing communication 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, 2015).

It is against this backdrop that this study seeks to compare the traditional and modern marketing communication systems for promoting hotel businesses in South-western Nigeria.

### **OBJECTIVE OF THE STUDY**

The aim of the study is to do a comparative analysis of the traditional and modern marketing communication systems for hotel performance in Ikorodu Metropolis.

The specific objectives of this study are to:

- i) Examine the differences between traditional and modern marketing communication systems in hotel performance.
- ii) Investigate the extent of how traditional marketing communication system have affected hotel performance in the study area.
- iii) Determine how modern marketing communication system have affected hotel performance in the study area.

### **RESEARCH HYPOTHESES**

The following hypotheses were tested:

H<sub>01</sub>: There is no significant difference between traditional and modern marketing communication systems in hotel performance.

H<sub>02</sub>: Traditional marketing communication system does not have significant effect on hotel performance in south west, Nigeria.

H<sub>03</sub>: Modern marketing communication system does not have significant effect on hotel performance.

### **LITERATURE REVIEW**

#### **Marketing Communication System**

MaCom (2020) defines marketing communication as the fundamental and complex part of a company's marketing efforts, that is, 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 (2016) describe marketing communication 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 the hotel services, which are intangible in nature, they require extra effort to create awareness for it.

According to Babalola (2003), marketing services of intangible products takes creativity because it is trying to sell something a guest cannot physically see, smell, taste or touch. Usually before a hotel services and product can be effectively communicated, such services should be packaged, that is combined in a manner that will cater for individual needs and within their budget.

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 public (Kotler, et.al, 2010). Marketing communication 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 an 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 are living below a Dollar per day and the country is swimming in abject poverty, to purchase 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 for which the hotel services are directed at is very important.

In a service industry such as tourism or hotels, Cooper, Fletcher, Fyall, Gilbert, and Wanhill (2008) observes that marketing managers are also driving products toward choosing 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, 2015).

### **Traditional Marketing Communication System in Promoting Hotel performance**

Prior to the Internet, marketing, especially to the masses, was difficult and expensive and traditional marketing communication system has 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 one-way message, that is, there is almost no interaction between the medium in use and the consumer. It requires outside help and also difficult to track result 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, 2005). It is the most recognizable type of marketing, encompassing the advertisements that we see and hear every day. Most traditional marketing communication strategies fall under one of the five categories: print, public relations, broadcast, direct marketing, and personal selling. In some hotel performances, a few traditional marketing communications 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 target market, according to the type of services rendered. As good as traditional marketing communication is its activities are only useful to reach a specific region or at most, the nation if enough fund is injected for this purpose. Traditional marketing communication should be employed to complement the modern marketing communication technique in use (Cave, 2016).

Mindy (2016) stated that there are good reasons for employing traditional marketing strategies despite being in the digital age. Mindy (2016) further states that some factors that make Traditional marketing communication system reliable are: Traditional methods may be the only means of reaching your particular group of consumers. For instance, if the targets interested in are retiring CEOs, much of this demographic is not utilizing the internet or social media channels.

Person-to-person selling is considered by many a strategy of traditional marketing. There is definitely 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 demonstrations. Furthermore, many customers and clients prefer to do business with people they are in-personal contact with.

Tangibility traditional marketing offers hard copy material. There is something to be said about handing a consumer some tangible printed materials. They can flip through at their leisure. This makes it easy to provide information on the go, such as handing out a business card or to have something at in-person events, such as speaking engagements or trade shows.

Traditional marketing may be effective, it is not without drawbacks or limitations, such as being expensive, difficult to track results, usually requires outside help, force, one-way message marketing.

### **Modern Marketing Communication System in promoting hotel performance**

According to Leite and Azevedo (2017) the internet has become essential for tourism because it awakens the interest of individuals to travel and experience different cultures and locations, and at the same time allows them to search and purchase all the services and products which are needed to carry out the trip. According to Xiang and Gretzel (2010), internet is currently the preferred source of information for tourists when they want to search a destination. Internet is one of the modern marketing communication tools that could be used by the hotel industries. But in a situation where most of the population are living below a Dollar per day and the country is swimming in abject poverty, to purchase 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 for which the hotel services are directed at is very important.

Moreover, internet allows tourists to actively share tourism-related content, as they can share opinions, photographs and videos with other tourists in many online platforms such as social networks, blogs, among others (Munar, Hvass, K, & Jacobsen, 2012). According to Eurostat (2016), about 65% Europeans, who used the internet in 2015, made purchases online, and 52% of these purchases were related to tourism products and services. The study reveals that the internet is a very important communication channel for the tourism sector, since 4 out of 10 Europeans search information related to online travel.

Mindy (2016), in his work on traditional and internet marketing, states that modern marketing communication is the process of promoting one's products on the internet or online. It utilizes strategies like website creation, search engine and others. It has reached a far wider market, easier and more affordable (Mindy, 2016). Modern marketing otherwise referred to as digital marketing is the process of promoting your product or service online. Modern marketing is not

limited to online businesses only, but it extends to such as a mommy blogger. Internet marketing, utilizes strategies like website creation, Search Engine Optimization(SEO), banner advertisements, social media, pay-per-click advertising and email marketing (Mindy, 2016). Shiram (2017) describes digital marketing as a new ages marketing method of the global realm with internet finding its application and benefits in every aspect of life. Marketing has managed to create awareness or promote brands through its online presence. From the above, his argument is basically on general digital marketing which covers hotel and other intangible or services marketing.

### **METHODOLOGY**

This study focused on the comparative analysis of traditional and modern marketing communication systems for promoting Performance of Restaurants in Ikorodu Metropolis. The study uses a descriptive cross-sectional approach where data was collected at a particular point in time from different boutiques hotels.

The population for this study consisted of 34 hotels in the Ikorodu Metropolis. In particular, the population of the hotel is spread across capital cities of Ikorodu Metropolis. From this population, the study sample was drawn. The population for this study was 150 staff of all the hotels. Since the population size is not above 200, the entire 150 staff remain the sample size.

Primary data provided by the respondents constituted the main source of data. As stated earlier, the respondents for this study comprise of Restaurants' Staff and guests. Also, the data were collected using 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.

As could be seen in table 1 below, all the variables have Cronbach's alpha coefficient above 0.7. Thus, confirming reliability of the instrument for the study (Nunnally & Bernstein, 1999).

**Table 1** Reliability test

| Variable                            | Cronbach alpha ( $\alpha$ ) | Scale |
|-------------------------------------|-----------------------------|-------|
| Traditional marketing communication | 0.875                       | 1 – 5 |

|  |       |  |       |
|--|-------|--|-------|
| system                                 |       |  |       |
| Modern marketing communication systems | 0.807 |  | 1 – 5 |

Source: Field Survey, 2020.

Table 2 shows the results reflecting Content Validity Index (CVI) for the questionnaire all above 0.7 taken as acceptable basing on (Amin, 2005).

**Table 2** CVI for Questionnaire

| Variable                                   | Experts |      |      |     |      |     |     |     |     |     | Mean CVI |
|--|---------|------|------|-----|------|-----|-----|-----|-----|-----|----------|
|  | 1       | 2    | 3    | 4   | 5    | 6   | 7   | 8   | 9   | 10  |          |
| Traditional marketing communication system | 1       | 0.7  | 0.9  | 1   | 0.9  | 0.5 | 0.9 | 0.9 | 1   | 1   | 0.78     |
| Modern marketing communication systems     | 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, 2020.

### Method of Data Analysis

This study examines a cross-sectional and quantitative approach adopted to achieve the study objectives. Therefore, Regression Model was employed using quantitative data. Quantitative data analysis involved descriptive zero order correlations and Regression Modelling using SPSS version 25.

### Model Specification

Independent t-test

Formula:

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

**Whereby:**

n: Sample size  
 $\bar{x}$ : Sample mean  
 $s^2$  = variance  
 subscript<sub>1</sub> = sample 1 or group 1  
 subscript<sub>2</sub> = sample 2 or group 2

Group 1 = Traditional Marketing Communication System

Group 2 = Modern Marketing Communication System

### 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 AND DISCUSSION

Out of the targeted sample size of 150, those who responded to the administered questionnaire were 139. 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 Restaurants and Hotel management staff, 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 | 150                | 100        |
| Responses Received    | 139                | 92.8%      |
| Responses Discarded   | 2                  | 1.9%       |
| Responses Used        | 137                | 98.1%      |

Source: Researcher's Questionnaire, 2020.

**Multi-collinearity:** This is where three or more independent variables are highly correlated. 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, 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 supposed not to be less than 0.10, respectively (Hair et al., 2010). After conducting the test, the data conform to both assumptions (Table 4) meaning that the data is qualified for further statistical tests.

**Table 4** Multi-collinearity Results Coefficients<sup>a</sup>

| 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: Hotel Performance

Source: Field survey, 2020.

### KMO and Bartlett's sphericity test

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 inter correlation considering the criteria suggested by George and Mallery (2010). 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 Martinez (1999). The results for all the five variables show the KMO values are above 0.7 (table 5). 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 5** KMO and Bartlett's Results

| Variable                                   | KMO   | Bartlett's test $\chi^2$ | df | Sig  | No of factors |
|--|-------|--------------------------|----|------|---------------|
| Traditional marketing communication system | 0.934 | 600.823                  | 15 | .000 | 2             |
| Modern marketing communication systems     | 0.936 | 898.198                  | 21 | .000 | 2             |

Source: Field survey, 2020.

**TEST OF HYPOTHESES**

This study sought to test the direct relationships amongst traditional marketing communication systems, usage of modern marketing communication systems, and Performance of Restaurants in Ikorodu Metropolis. Table 4.35 presents the hypotheses tested.

**Hypothesis One**

H<sub>01</sub>: There is no comparative difference between traditional and modern marketing

communication system for promoting hotels performance in Ikorodu Metropolis.

Table 6 shows the group statistics for test of difference between traditional and modern marketing communication system for some Restaurants in Ikorodu Metropolis. The table reveals that there is significant difference between traditional and modern marketing communication system in all the state under study.

This hypothesis was tested using Independent t-test in table 4.35.

**Table 6** Group Statistics: Test of Difference Between Traditional and Modern Marketing Communication System for Some Restaurants in Ikorodu Metropolis

|                              | N   | Mean   | Std. Deviation | Std. Error Mean |
|------------------------------|-----|--------|----------------|-----------------|
| Traditional Marketing System | 137 | 2.0227 | .99974         | .15072          |
| Modern Marketing System      | 137 | 3.3793 | 1.20753        | .22423          |

Source: SPSS Version 25, 2020.

Table 7 shows the Summary of Group Statistics for Hypothesis One, testing for difference between traditional and modern marketing communication system for some Restaurants in Ikorodu Metropolis. In

summary, the result shows that the mean difference between traditional and modern marketing communication system are 1.15 and 4.51 respectively.

**Table 7** Summary of Group Statistics for Hypothesis One

| Group                                       | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|------|----------------|-----------------|
| Traditional marketing communication systems | 4 | 1.51 | 1.69           | 7.57            |
| Modern marketing communication systems      | 4 | 4.51 | 1.39           | 6.22            |

Source: SPSS Version 25, 2020.

Table 7 shows the Independent Samples Test revealing the significant difference between traditional and modern marketing communication system for some Restaurants in Ikorodu Metropolis. The table shows that at

0.05 level of significance, there is significant difference between traditional and modern marketing communication system for some Restaurants in Ikorodu Metropolis.

**Table 8:** Independent Samples Test for Some Selected Restaurants in Ikorodu Metropolis

| Levene's Test for Equality of Variances |      | t-test for Equality of Means |    | 95% Confidence Interval of the Difference |                 |                       |       |       |
|---|------|------------------------------|----|---|-----------------|-----------------------|-------|-------|
| F                                       | Sig. | t                            | Df | Sig. (2-tailed)                           | Mean Difference | Std. Error Difference | Lower | Upper |
|   |      |                              |    |   |                 |                       |       |       |

|       |                             |       |      |        |   |      |         |        |         |        |
|-------|-----------------------------|-------|------|--------|---|------|---------|--------|---------|--------|
|       | Equal variances assumed     | 6.074 | .001 | -1.372 | 3 | .014 | -.35658 | .25986 | -.87473 | .16157 |
| Lagos | Equal variances not assumed |       |      | -1.320 | 3 | .013 | -.35658 | .27018 | -.89871 | .18554 |

Source: SPSS Version 25, 2020.

**Table 9:** Summary of Independent Samples Test for Hypothesis One

|                             |  | Levene's Test for Equality of Variances |      | t-test for Equality of Means |    | 95% Confidence Interval |                     |                 |                         |           |           |
|-----------------------------|--|---|------|------------------------------|----|-------------------------|---------------------|-----------------|-------------------------|-----------|-----------|
|                             |  | F                                       | Sig. | T                            | Df | Sig. (2-tailed)         | (2-Mean Difference) | Std. Difference | Error of the Difference | Lower     | Upper     |
| Equal variances assumed     |  | .301                                    | .008 | -4.669                       | 3  | .002                    | -45735.52           | 97954.84        |                         | -68324.18 | -23147.85 |
| Equal variances not assumed |  |   |      | -4.669                       | 3  | .002                    | 45735.52            | 97954.84        |                         | 68473.34  | 22998.69  |

Source: SPSS Version 25, 2020.

**Interpretation for Hypothesis One**

The Independent t-test compares the means of two independent groups in order to determine whether there is statistical evidence that the variable means (traditional and modern marketing communication systems in promoting hotel industries) are significantly different.

Table 4.36 shows the group statistics and revealed that the mean value of traditional marketing communication systems in promoting hotel industries was 1.512 while the mean value of modern marketing communication systems in promoting hotel industries was 4.512. There is a clear difference in the mean value of the mean value of traditional and modern marketing communication systems in promoting hotel industries.

The output in the Independent Test table 8 includes two rows: Equal variances assumed and Equal variances not assumed. If Levene's test indicates that the variances are equal

across the two groups (i.e.,  $p$ -value large), we will rely on the first row of output, Equal variances assumed, otherwise, we assume no equal variance. From table 4.46, the  $p$  (sig.) value is .008 which is lower than 0.05, the researcher hereby assumes no equal variance among variable. This simply mean that there is a clear difference between traditional and modern marketing communication systems in promoting hotel industries.

Since the  $p$  value is less than 0.05 ( $0.008 < 0.05$ ), the researcher hereby rejects the null hypothesis and conclude that there is significant difference between traditional and modern marketing communication systems in promoting hotel industries.

**Hypothesis Two**

$H_{02}$ : Traditional marketing communication system does not have significant effect on Performance of Restaurants in Ikorodu Metropolis.

**Table 10** Model Summary for Hypothesis Two

| 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), TMC

b. Dependent Variable: Performance of Restaurants in Ikorodu Metropolis

Source: SPSS version 25 output.

**Table 11** Coefficients for Hypothesis Two

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | 641416329                   | 41003109   |                           | 1.210 | .061 |
|       | TMC        | 4.211                       | 67541411   | .144                      | 2.141 | .000 |

a. Dependent Variable: Performance of Restaurants in Ikorodu Metropolis

Source: SPSS version 25 output.

### Interpretation of Hypothesis Two Analysis

The relationship between Traditional marketing communication system and Performance of Restaurants in Ikorodu Metropolis 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 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 Traditional marketing communication system determine Performance of Restaurants in Ikorodu Metropolis is about 51%.

This study revealed that a unit change in Traditional marketing communication system account for about 3.14-unit change in

Performance of Restaurants in Ikorodu Metropolis. This study revealed that though traditional marketing communication system has a positive effect on Performance of Restaurants in Ikorodu Metropolis, however, the p value is higher than 0.05 level of significant ( $0.061 > 0.05$  p).

Since p value ( $0.001 < 0.05$ ), we hereby reject the null hypothesis and conclude that traditional marketing communication system has less significant effect on the performance of Restaurants in Ikorodu Metropolis.

### Hypothesis Three

H<sub>03</sub>: Modern marketing communication system does not significantly enhance Performance of Restaurants in Ikorodu Metropolis.

**Table 12** Model Summary for Hypothesis Three

| 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), Modern marketing communication system

b. Dependent Variable: Performance of Restaurants in Ikorodu Metropolis

Source: SPSS version 25 output.

**Table 13** Coefficients for Hypothesis Three

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | 714116329                   | 14123109   |                           | 1.210 | .001 |

|                                       |       |       |      |      |      |
|---------------------------------------|-------|-------|------|------|------|
| Modern marketing communication system | 1.141 | 1.210 | .071 | 2.21 | .009 |
|---------------------------------------|-------|-------|------|------|------|

a. Dependent Variable: Performance of Restaurants in Ikorodu Metropolis

Source: SPSS version 25 output.

### Interpretation of Hypothesis Three Analysis

As shown in the model summary, the relationship between Modern marketing communication system and Performance of Restaurants in Ikorodu Metropolis is about 57%. R being the determinant of correlation explain the extent to which the independent variable could explain the dependent variable. R square as shown in 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 Modern marketing communication system to determine Performance of Restaurants in Ikorodu Metropolis is about 51%.

This study revealed that a unit change in Modern marketing communication system account for a significant change in Performance of Restaurants in Ikorodu Metropolis. This study revealed that Modern marketing communication system significantly enhances Performance of Restaurants in Ikorodu Metropolis.

Since p value ( $0.009 < 0.05$ ), we hereby reject the null hypothesis and conclude that Modern marketing communication system significantly enhance Performance of Restaurants in Ikorodu Metropolis.

### SUMMARY OF FINDINGS

Arisen from the analysis of the study, the study revealed that:

1. There is significant difference between traditional and modern marketing communication systems in hotel performance.
2. Traditional marketing communication system has less significant effect on hotel performance in south west, Nigeria.

3. Modern marketing communication system does not have significant effect on hotel performance.

### CONCLUSION

This study concluded that there is comparative difference between traditional and modern marketing communication system for promoting hotels performance in Ikorodu Metropolis, usage of traditional marketing communication system does not have significant effect on Performance of Restaurants in Ikorodu Metropolis, meanwhile, usage of modern marketing communication system has significant effect on Performance of Restaurants in Ikorodu Metropolis.

The usage of modern marketing communication methods would be on the increase if the constraints identified on the researcher's model adopted for the research work (lack of technical know-how, poor data management, high cost of equipment needed, power supply, technical expertise and fluctuating network and server) are being solved.

The impact of traditional marketing communication methods cannot be ignored. Referral which is a form of word of mouth ranked as the most effective in this regard.

Despite the different platforms of modern marketing communication methods available, each of them can be used to reach different target audience/ market. The most effective of the modern marketing communication methods is the Facebook.

### RECOMMENDATIONS

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

Arisen from the findings of the study, the following recommendations are made:

Restaurants and Hotel management should ensure that they integrate both the traditional and modern marketing communication methods to increase the number of hotel patrons and as a result generate more profit for the hotel.

Restaurants and Hotel operators should embrace modern marketing communication system by encouraging the use of Social channels; Video conferencing; Live chat on website; 24- hour customers/ tech support; Follow-up emails; Social media personality; Mobile apps; Live video call option; cellular phones; Skype; Facebook; Twitter; and Instagram because they all have significant effect in promoting hotel industry in Nigeria.

Lesser (though not totally eradicated) investment of funds should be channelled towards traditional marketing communication system 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 Performance of Restaurants in Ikorodu Metropolis. More marketing staff should be trained on the use of modern marketing communication system because has significant effect on Performance of Restaurants in Ikorodu Metropolis.

Comparing both marketing communication methods, it can be deduced that modern marketing communication method has a wider prospect of promoting the hotel industry. Nevertheless, traditional marketing communication methods could also be used effectively to target specified audience.

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