

Marketing Promotional Tools and Customer Acquisition in Selected Tourism Centres in South-West, Nigeria

¹Ndiulo, Ejike O. H., ²Kabuoh, N. & ³Worimegbe, Powell M.

^{1,2&3}Department of Business Administration and Marketing, School of Management Sciences, Babcock University, Ilishan-Remo, Ogun state, Nigeria

Article DOI: 10.48028/ijprds/ijasbsm.v11.i1.05

Abstract

Tourism centers play a crucial role in the global travel industry, serving as vital points of contact for travelers seeking information, services, and memorable experiences. These hubs serve as central locations for various purposes as well as fostering economic development. As a result, the expansion of tourist centers has been a critical focus for policymakers, stakeholders, and investors. Various countries have implemented reforms, policies, and guidelines in the tourism sector to spur its growth. Despite these efforts, there are still challenges in acquiring customers for the tourism industry, and effective marketing promotional tools are seen as essential in addressing these issues and implementing strategies to advance the tourism sector. This study investigated the effect of Marketing Promotional Tools on Customer Acquisition in Selected Tourism Centers in South-West, Nigeria. Survey research design was adopted. The population was 431 marketing employees of 10 tourism centers at the top, middle and lower levels within the selected tourism centers in South-West, Nigeria. The total enumeration method was adopted. A structured and validated questionnaire was used for data collection. The Cronbach's alpha reliability coefficients of constructs ranged from 0.70 to 0.92. A validated questionnaire was used to collect data. Data were analyzed using descriptive and inferential (multiple linear regression analysis) with the aid of SPSS statistical software version 27. A total of 431 copies of questionnaire were administered to employees of the selected tourism centers in South-West, Nigeria, 424 were correctly filled and returned. This represents a response rate of 98.4%, which is deemed satisfactory for data analysis and interpretation. The findings revealed that marketing promotional tools had significant effect on customer acquisition of selected tourism centers in South-West, Nigeria ($Adj. R^2 = 0.436$; $F(4,420) = 66.287$, $p < 0.05$). The study concluded that marketing promotional tools enhanced the customer acquisition of selected tourism centers in South-West, Nigeria. The study recommended that management of tourist centers should engage in identifying new geographic markets, exploring international partnerships, or diversifying the tourism centers' offerings to include complementary services to enhance customer acquisition.

Keywords: Customer acquisition, Public relations, Social media marketing, Sales promotion, Telemarketing, Transit advertising

Corresponding Author: Ndiulo, Ejike O. H.

Background to the Study

Tourism centers are integral to the global travel industry, serving as key touchpoints for travelers seeking information, services, and experiences. These hubs act as focal points for marketing destinations, attracting tourists and driving economic growth. By providing essential amenities such as accommodations, transportation, and guided tours, tourism centers enhance the overall visitor experience and contribute to destination competitiveness. Thus, the growth of tourist centers has been a significant concern for policymakers, stakeholders, and investors over the years. Hence, many countries have introduced reforms, policies, and guidelines in the tourism industry with the aim of enhancing its growth. Despite these efforts, certain deficiencies are observed in the customer acquisition of the tourism industry. Marketing promotional tools are considered crucial in addressing these challenges and leveraging strategies to propel the tourism industry forward.

The tourism industry in the United States of America (U.S.A) stands as one of the largest contributors to the nation's economy, generating over \$1.6 trillion in economic activity and providing employment for 15.8 million individuals (Aratuo & Etienne, 2019). With iconic destinations like the Statue of Liberty, Golden Gate Bridge, and Walt Disney World, as well as vibrant cities such as New York and Los Angeles, the U.S.A attracts a record number of international visitors, reaching 77.5 million in 2018 (Ridderstaat et al., 2019). Recognizing the economic significance of tourism, the U.S. government, through the National Travel and Tourism Office (NTTO), actively promotes the country as a premier travel destination (Zavattaro & Fay, 2019). However, the industry faces challenges, notably the need to effectively market diverse destinations to a global audience and attract more foreign tourists. Overcoming these challenges is crucial for sustaining and enhancing the economic impact of tourism in the U.S.A (Pan et al., 2018).

In the context of the tourism industry in France, customer acquisition presents a multifaceted challenge. The industry has long been a significant contributor to the country's economy, drawing in travelers with its rich cultural heritage, iconic landmarks, and diverse landscapes (Cró & Martins, 2020). However, the issue of customer acquisition arises from evolving trends and intensified global competition. Moreover, the tourism industry in France is grappling with a concerning decline in customer acquisition, marked by several interconnected factors. One critical factor is the evolving travel landscape driven by changing consumer behaviors (Schmude et al., 2020). Travelers are now seeking more authentic and personalized experiences, often favoring off-the-beaten-path destinations and immersive activities. This shift challenges traditional marketing approaches that focus solely on iconic landmarks, necessitating a reevaluation of how France positions its diverse attractions to cater to these evolving preferences (Batat, 2021).

China possesses immense potential for the expansion of its tourism sector, fortified by its substantial population, a wealth of cultural heritage, and a multifaceted natural landscape (Xue et al., 2022). The nation's historical treasures, vibrant traditions, and breathtaking scenery create a compelling allure for travelers worldwide (Tian et al., 2023). Nevertheless, the progression of China's tourism industry encountered a profound setback in 2020,

precipitated by the global onslaught of the COVID-19 pandemic. This tumultuous period saw a staggering 60% decline in tourism revenue, an unprecedented 80% reduction in visitor arrivals, and an alarming 87% plummet in the number of departing tourists (Haibo et al., 2020). Simultaneously, China's previously burgeoning outbound travel market, which had reigned as the world's largest in 2019, characterized by an impressive 155 million excursions and an expenditure amounting to \$255 billion, found itself ensnared by intricate challenges ranging from travel restrictions and health concerns to geopolitical tensions (Li et al., 2022). The cumulative impact of these setbacks has cast a shadow on China's tourism market penetration. The restrictions and apprehensions induced by the pandemic have not only stifled inbound tourism but have also dealt a blow to the outbound travel market, deterring potential tourists due to health risks and travel uncertainties (Hoque et al., 2020; Zhang et al., 2022).

The tourism industry in South Africa has grappled with a notable decline in customer acquisition, presenting a significant challenge to the country's economic growth and stability. According to data from Statistics South Africa, international tourist arrivals plummeted by 71.1% in 2020 compared to the previous year, attributed largely to the impact of the COVID-19 pandemic and the subsequent travel restrictions imposed globally (Mnguni & Giampiccoli, 2022). This decline has had a cascading effect on various sectors of the economy that depend on tourism, exacerbating unemployment and economic hardship. Such concerns have contributed to a decline in international tourism receipts, which dropped by 74.2% in 2020 (Pandy & Rogerson, 2021; Proos & Hattingh, 2022).

Marketing promotional tools are an effective tool for acquiring new tourism customers. By its very nature, marketing promotional tools allow businesses to reach out to potential customers who may be located anywhere in the world (Rahayu et al., 2020). Diverse studies have been done to evaluate the effect of marketing promotional tools and customer acquisition in different areas as well as geographical contexts (Boisen et al., 2018; Chong et al., 2017; Ferguson, 2018; Kluge et al., 2017; McCausland et al., 2019; Raji et al., 2019). However, studies on how marketing promotional tools influence customer acquisition among tourism centres in Nigeria are not current enough (Abiola-Oke & Aina, 2019). This therefore creates a gap that needs to be attended to by studies of this nature.

Literature Review

The study variables were conceptually, empirically and theoretically reviewed in this section.

Marketing Promotional Tools

Al Badi (2018) iterated that marketing promotional tools are organisational promotional strategies designed to raise awareness of and drive engagement with a product, service, brand, or cause. Some common promotional activities include advertising, public relations, events, and sponsorships. According to Muhammedrisaevna et al. (2020), traditional methods of promotion, like print and television ads, are nowadays augmented by new avenues of messaging made possible by digital communications. Several tools are used by companies to aid the delivery of both paid and unpaid promotional methods. Each tool contributes a

different way to reach customers and achieve communication objectives. Sinha and Verma (2018) believed that marketing promotional tools can help businesses to reach a wider audience, to create more interest in their products or services, and to generate more sales. Promotional tools can also help businesses to build brand awareness and create a more favourable image (Amin & Priansah, 2019). According to Shaddiq et al. (2021), other benefits of marketing promotional tools include creating awareness, generating leads, building brand equity, and increasing sales. Marketing promotional tools can enable organisations build relationships with customers and create loyalty, reach a larger audience, target specific demographics, and track the effectiveness of their campaigns (Losada & Mota, 2019).

Social Media Marketing

According to Jacobson et al. (2020), social media marketing is a form of digital marketing that leverages the power of popular social media networks to achieve marketing and branding goals. Social media marketing is not just about creating business accounts and posting at will. It requires an evolving strategy with measurable goals and includes maintaining and optimizing profiles, posting pictures, videos, stories, and live videos that represent one's brand and attract relevant audience, responding to comments, shares, and likes and monitoring the reputation, following and engaging with followers, customers, and influencers to build a community around such brand (Chatterjee & Kar, 2020; Voorveld et al., 2018). Chen (2018) stated that social media marketing can help to build brand awareness and create an online community around such brand.

Telemarketing

Telemarketing is a marketing technique in which salespeople contact potential customers by phone to solicit sales. Telemarketing is a type of direct marketing, which means that it involves directly communicating with customers rather than using advertising to reach them (Jiang, 2018). Tékouabou et al. (2022) posited that the use of the telephone in the promotion and solicitation of potential customers or clients is known as telemarketing. Some advantages of telemarketing are that it is relatively low cost, it can be very targeted, and it is immediate, can be a very effective way to reach out to potential customers who may not be reached through other marketing channels (Tilka & Johnson, 2018). Similarly, telemarketing is relatively easy and inexpensive to set up, it can reach a large audience quickly, and it allows for two-way communication between the business and the customer.

Transit Advertising

Grisé and El-Geneidy (2018), stated that transit advertising is about leveraging the moment when commuters are in waiting, looking to be engaged. Using this method of advertising, ads can be placed anywhere from on the sides of buses, trains and taxis, to inside subway cars, inside bus stations and near train or bus platforms (Yan et al., 2019). The main purpose of transit advertising is to reach riders and acquaint them with your brand (Sun & Duan, 2019). There are many benefits to transit advertising, including the ability to reach a large audience with a single message, the potential to increase ridership and fare revenue, and the ability to improve public perception of transit. Transit marketing can also help to improve customer satisfaction and loyalty, and to build brand awareness for transit agencies (Peruta & Shields,

2018). Zhang et al. (2018) stated that transit marketing enables organisations to reach a captive audience, the potential to generate positive media attention, and the opportunity to improve public perception of mass transit. Additionally, transit marketing can help increase ridership and fare revenue, and can also promote transit-oriented development.

Public Relations

Danyi (2018) defined public relations as the process of managing the spread of information between an individual or an organisation and the public. Public relations may include managing the public image of a company or individual, organising public events, and handling customer inquiries. Public relations are a form of marketing that uses media relations and other techniques to generate positive publicity for a product or service. Public relations can be used to generate media coverage, build relationships with key influencers, and create positive word-of-mouth (Quesenberry, 2020). On the advantages, public relations are an important tool in marketing communications because it can help create awareness and understanding of a company, its products, and its mission (Gregory, 2020). Similarly, public relations can help build relationships with key audiences, including customers, prospects, media, and influencers, and can also help manage crisis situations and protect and enhance a company's reputation (Kent & Li, 2020).

Sales Promotion

Accordingly, to Heydari et al. (2020), sales promotion is a marketing tool, used as a strategy to communicate between the sellers and buyers. Through this, the seller tries to influence and convince the buyers to buy their products or services. It assists in spreading the word about the products or services of the company to the people. The company uses this process to improve its public image. This technique of marketing creates an interest in the mindset of the customers and can also retain them as a loyal customer. Huseynzade (2022) opined that there are many different ways to define sales promotion, but in general, it refers to the process of marketing and advertising a product or service. Mussol et al. (2019) stated that sales promotion can help to increase brand awareness and create a favourable impression of the company or product and create an image for your product or service. Marketing sales promotion can also help to build brand equity and loyalty, and to create an emotional connection with customers, communicate product or service value and generate leads, and driving sales (Akram et al., 2018).

Customer Acquisition

According to Visser and Kloos (2021), customer acquisition is the process of identifying, attracting, and acquiring new customers. Acquiring customers is the process of bringing new customers or clients into a business (Visser & Schroeders, 2021). Manakina et al. (2021) stated that the term can be used in different ways, depending on the business and the sales process. In some cases, acquiring customers may mean finding new leads and converting them into paying customers. In other cases, it may mean developing relationships with potential customers and then closing the deal (Mutai & Reuben, 2019). Scherm (2021) opined that customer acquisition is the process of acquiring new customers for a business. The acquisition can be done through various marketing channels, such as online advertising, offline advertising, or through word-of-mouth (Chaush, 2022).

Customer acquisition is crucial for business growth and sustainability, offering several key advantages. Sağlam and El Montaser (2021) submitted that it expands a company's customer base, increasing revenue potential and market share. Effective customer acquisition strategies also contribute to brand visibility and recognition, creating a positive feedback loop that attracts more customers through word-of-mouth and referrals (Majid, 2020). Additionally, acquiring new customers allows businesses to diversify their customer portfolio, reducing dependency on a specific segment. By continuously optimizing customer acquisition processes, organizations can adapt to market changes, stay competitive, and foster long-term customer relationships. Overall, successful customer acquisition is fundamental for building a robust and resilient business foundation (Gill-Wiehl et al., 2022).

Marketing Promotional Tools and Customer Acquisition

Different studies have examined marketing promotional tools and customer acquisition with different results. The study of Laksamana (2018) found that social media marketing leads to purchase intention and brand loyalty. Hence, brand loyalty is affected by purchase intention. Similarly, Algharabat (2017) found that social media marketing (SMM) activities positively affect self-expressive brands (inner and social), which in turn impact brand love. The study further revealed that brand love positively affects brand loyalty. Also, self-expressive brand (inner) fully mediates the relationship between social media marketing (SMM) activities and brand love, whereas self-expressive brand (social) partially mediates this relationship. Likewise, the research results of Stojiljković (2019) show that social media marketing greatly influences customer relationship development. Correspondingly, Gautam and Sharma (2017) found positive significant impacts of social media marketing and customer relationships on consumers' purchase intentions. In addition, our study model confirmed full mediation of customer relationships in the relationship between social media marketing and consumers' purchase intentions.

Santi and Fadjar (2020), in their study found that social media play a prominent role in promoting tourist destinations in Indonesia. Kazeem (2015) found that marketing research process plays a significant role in the performance of business organisations which means that there is a positive relationship between marketing research and the performance of business organisations. From the study of Ansari and Farooqi (2017), the results added to enrichment of our understanding about the moderation effect of demographic variables on relationship between attitude and behavioural intentions. It also shows that customer retention is of great challenge for online retailers as in online scenario of which the switching cost is very low and the competitor is just a click away. Also, in Pembi et al. (2017), the finding showed that sales promotion has significant impact on organisational performance.

Theoretical Framework

This study is anchored on the theory of Reasoned Action (TRA). The holds significant relevance in understanding the impact of marketing promotional tools on customer acquisition in selected tourism centers. TRA posits that individuals' behavioral intentions are influenced by their attitudes and subjective norms. In the context of tourism marketing, the promotional tools act as stimuli shaping customers' attitudes towards visiting a particular

destination (Kordi & Ghasrodashti, 2018). By employing persuasive and targeted promotional strategies, marketers can positively influence customers' perceptions and attitudes, ultimately fostering an intention to visit the tourism center. Moreover, TRA emphasizes the importance of subjective norms or social influences in decision-making (Tuck & Riley, 2017). Effective marketing tools not only address individual preferences but also leverage social and cultural factors, thereby enhancing their persuasive power. Understanding and applying TRA in tourism marketing enable practitioners to tailor promotional efforts to align with customers' attitudes and societal influences, resulting in more successful customer acquisition strategies in the competitive tourism industry (Tuck & Riley, 2017).

Conceptual Model

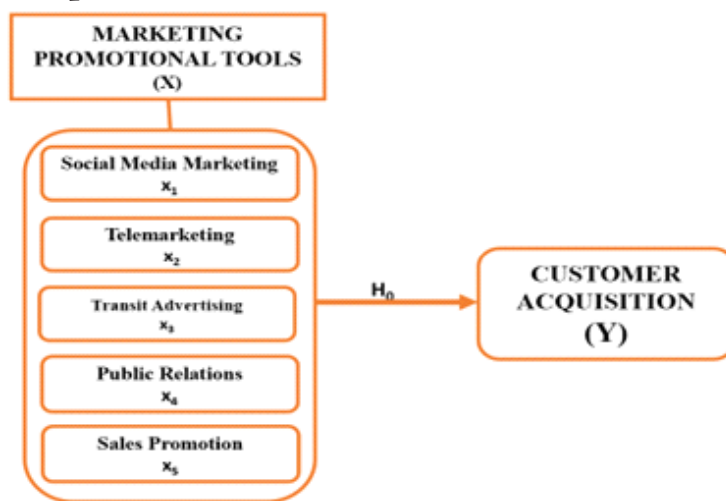


Figure 1: Conceptual Model for Marketing Promotional Tools and Customer Acquisition

Source: Researchers' Conceptualization (2024)

Methodology

Survey research design was adopted. The population was 431 marketing employees of 10 tourism centres at the top, middle and lower levels within the selected tourism centres in South-West, Nigeria. The total enumeration method was adopted. A structured and validated questionnaire was used for data collection. The Cronbach's alpha reliability coefficients of constructs ranged from 0.70 to 0.92. A validated questionnaire was used to collect data. Data were analyzed using descriptive and inferential (multiple linear regression analysis) with the aid SPSS statistical software version 27.

Functional Model

In this study, there were two constructs: independent and dependent variable. The independent variable is knowledge management which was measured with sub variables such as social media marketing, telemarketing, transit advertising, public relations, and sales promotion, while the dependent variable is customer acquisition which was measured as a whole.

The model for the variables is denoted in the equations below:

Operationalization of Variables

The variables of this study are operationalised as shown below:

X = Marketing Promotional Tools (MPT)

Y = Customer Acquisition (CA)

$$Y = f(X)$$

Variables Identification

$$X = (x_1, x_2, x_3, x_4, x_5)$$

x_1 = Social Media Marketing (SMM)

x_2 = Telemarketing (Telem)

x_3 = Transit Advertising (TA)

x_4 = Public Relations (PR)

x_5 = Sales Promotion (SP)

Y = Customer Acquisition (CA)

$$Y = f(x_1, x_2, x_3, x_4, x_5)$$

$$CA = \alpha_0 + \beta_1 SMM + \beta_2 Telem + \beta_3 TA + \beta_4 PR + \beta_5 SP + \mu_i \dots \dots \dots (1)$$

Where:

Beta (β) = the degree of change in the outcome variable for every 1-unit of change in the predictor variable.

ϵ_i = error term

Data Analysis, Results and Discussion

A total of 431 copies of questionnaire were administered to employees of the selected tourism centres in South-West, Nigeria. Out of the distributed 431 copies of questionnaire that were distributed, 424 were correctly filled and returned. This represents a response rate of 98.4%, which is deemed satisfactory for data analysis and interpretation.

Restatement of Hypothesis

H₀: Marketing promotional tools have no significant effect on customer acquisition.

Table 1: Summary of multiple regression between marketing promotional tools and customer acquisition of selected tourism centers in south-west, Nigeria.

N	Model	B	Sig.	T	ANOVA (Sig.)	R	Adjusted R ²	F (4,420)
424	(Constant)	4.256	.003	3.000	0.000 ^b	0.665 ^a	0.436	66.287
	Social Media Marketing	-.009	.860	-1.177				
	Telemarketing	.069	.148	1.449				
	Transit Advertising	.093	.020	2.334				
	Public Relations	.180	.000	4.054				
	Sales Promotion	.488	.000	11.350				
	Predictors: (Constant), Social Media Marketing, Telemarketing, Transit Advertising, Public Relations, Sales Promotion							
Dependent Variable: Customer Acquisition								

Source: Authors' computation, 2023

Interpretation

The above Table shows the multiple regression analysis results for the marketing promotional tools on customer acquisition of selected tourism centres in south-west, Nigeria. The results showed that transit advertising ($\beta = 0.093, t = 2.334, p < 0.05$), public relations ($\beta = 0.180, t = 4.054, p < 0.05$), and sales promotion ($\beta = 0.488, t = 11.350, p < 0.05$) all have positive and significant effect on customer acquisition of selected tourism centres in south-west, Nigeria. However, telemarketing ($\beta = 0.069, t = 1.449, p > 0.05$) showed a positive but insignificant effect on customer acquisition and social media marketing ($\beta = -0.009, t = -1.177, p > 0.05$) is the only factor that shows a negative but insignificant effect on customer acquisition. This implies that, transit advertising, public relations, and sales promotion are important factors in the tourism centres which in turn yields an increase in customer acquisition.

The R value of 0.665 supports this result and it indicates that marketing promotional tools has a moderate positive relationship with customer acquisition of selected tourism centres in south-west, Nigeria. The coefficient of multiple determination $Adj R^2 = 0.436$ indicates that about 43.6% variation that occurs in the customer acquisition of the selected tourism centres can be accounted for by the marketing promotional tools while the remaining 56.4% changes that occurs is accounted for by other variables not captured in the model. The predictive and prescriptive multiple regression models are thus expressed:

$$CA = 4.256 - 0.009SMM + 0.069Telem + 0.093TA + 0.180PR + 0.488Promo + U_i \text{ --- Eqn (i)}$$

(Predictive Model)

$$CA = 0.093TA + 0.180PR + 0.488Promo + U_i \text{ --- Eqn (ii) (Prescriptive Model)}$$

Where:

CA = Customer Acquisition

SMM= Social Media Marketing

Telem = Telemarketing

TA = Transit Advertising

PR = Public Relations

Promo = Sales Promotion

The regression model shows that holding marketing promotional tools to a constant zero, customer acquisition would be 4.256 which is positive. In the predictive model it is seen that of all the variables, telemarketing is positive and insignificant and social media marketing negative and insignificant so the management of the company can downplay these variables and that is why they were not included in the prescriptive model. The results of the multiple regression analysis as seen in the prescriptive model indicate that when all other variables of marketing promotional tools (transit advertising, public relations and sales promotion) are improved by one-unit customer acquisition would also increase by 0.093, 0.180, and 0.488 respectively and vice-versa. This implies that an increase in transit advertising, public relations, and sales promotion would lead to an increase in the rate of customer acquisition of selected tourism centres in south-west, Nigeria. Also, the F-statistics ($df = 4, 420$) = 66.287 at $p = 0.000$ ($p < 0.05$) indicates that the overall model is significant in predicting the effect of marketing promotional tools on consumer acquisition which implies that marketing promotional tools except telemarketing and social media marketing are important determinants in the customer acquisition rate of selected tourism centres in south-west, Nigeria. The result suggests that such tourism centres should pay more attention towards developing the components of the marketing promotional tools especially transit advertising, public relations, and sales promotion to increase customer acquisition. Therefore, the null hypothesis (H_0) which states that marketing promotional tools has no significant effect on customer acquisition of selected tourism centres in south-west, Nigeria was rejected.

Discussion of Findings

The aggregated results of multiple regression analysis for hypothesis one showed that marketing promotional tools (social media marketing, telemarketing, transit advertising, public relations and sales promotion) have positive and significant effect on customer acquisition of selected tourism centres in south-west Nigeria ($Adj. R^2 = 0.436$; $F(4, 420) = 66.287$, $p < 0.05$). Thus, the combination of the independent sub variables was significant in predicting customer acquisition of selected tourism centres in south-west Nigeria. Put in a differently, social media marketing, telemarketing, transit advertising, public relations and sales promotion combined have statistically significant effect on customer acquisition of selected tourism centres in south-west Nigeria.

Empirically, the result aligns with the findings of various empirical studies on marketing promotional tools. The study of Laksamana (2018) found that social media marketing leads to purchase intention and brand loyalty. Hence, brand loyalty is affected by purchase intention. Similarly, Algharabat (2017) found that social media marketing (SMM) activities positively

affect self-expressive brands (inner and social), which in turn impact brand love. The study further revealed that brand love positively affects brand loyalty. Also, self-expressive brand (inner) fully mediates the relationship between social media marketing (SMM) activities and brand love, whereas self-expressive brand (social) partially mediates this relationship. Likewise, the research results of Stojiljković (2019) show that social media marketing greatly influences customer relationship development. Correspondingly, Gautam and Sharma (2017) found positive significant impacts of social media marketing and customer relationships on consumers' purchase intentions. In addition, our study model confirmed full mediation of customer relationships in the relationship between social media marketing and consumers' purchase intentions.

Santi and Fadjar (2020), in their study found that social media play a prominent role in promoting tourist destinations in Indonesia. Kazeem (2015) found that marketing research process plays a significant role in the performance of business organisations which means that there is a positive relationship between marketing research and the performance of business organisations. From the study of Ansari and Farooqi (2017), the results added to enrichment of our understanding about the moderation effect of demographic variables on relationship between attitude and behavioural intentions. It also shows that customer retention is of great challenge for online retailers as in online scenario of which the switching cost is very low and the competitor is just a click away. Also, in Pembi et al. (2017), the finding showed that sales promotion has significant impact on organisational performance. Usage or experiment of a product or service is important at all levels of product life cycle, but it is more important at the preliminary and growth stages.

Conclusion and Recommendation

Based on the aggregated results of the multiple regression analysis, it can be concluded that marketing promotional tools, including social media marketing, telemarketing, transit advertising, public relations, and sales promotion, exert a positive and significant influence on customer acquisition for selected tourism centers in south-west Nigeria. The statistical significance of the coefficients indicates that these promotional tools play a crucial role in attracting and acquiring customers for the tourism industry in the region. Also, the findings suggest that a well-orchestrated marketing strategy utilizing diverse promotional tools is instrumental in fostering customer acquisition within the tourism sector in south-west Nigeria. Building on this conclusion, it is imperative for stakeholders and decision-makers in the tourism industry to recognize the strategic value of each promotional tool and consider the holistic integration of these tools into their marketing plans.

In light of the results of this study, it is crucial for industry stakeholders to adopt a comprehensive and dynamic approach to their marketing strategies. First and foremost, allocate resources strategically, giving priority to promotional tools that have demonstrated the highest effectiveness according to the multiple regression analysis. Continuous monitoring and adaptation are paramount, requiring the establishment of a robust system for tracking campaign performance and promptly adjusting strategies to align with evolving market trends. Additionally, invest in the ongoing training of marketing teams and the adoption of advanced technologies to stay ahead in this dynamic landscape. Tailoring

marketing efforts to specific market segments, fostering collaborations and partnerships with local entities, and implementing a reliable customer feedback mechanism are integral components for success. By embracing these recommendations, tourism centers can optimize their marketing endeavors, ensuring sustained customer acquisition and bolstering the overall growth and competitiveness of the industry in the region.

Reference

- Abiola-Oke, E., & Aina, C. O. (2019). effect of online travel bookings and social media on tourism destination marketing in Nigeria. *Advanced Journal of Social Science*, 6(1), 10-16. <https://doi.org/10.21467/ajss.6.1.10-16>
- Akram, U., Hui, P., Khan, M. K., Tanveer, Y., Mehmood, K., & Ahmad, W. (2018). How website quality affects online impulse buying: Moderating effects of sales promotion and credit card use. *Asia Pacific Journal of Marketing and Logistics*, 6(1), 102-115. <https://doi.org/10.1108/APJML-04-2017-0073>
- Al Badi, K. S. (2018). The impact of marketing mix on the competitive advantage of the SME sector in the Al Buraimi Governorate in Oman, *SAGE Open*, 8(3), 215-228. <https://doi.org/10.1177/2158244018800838>
- Algharabat, R. S. (2017). Linking social media marketing activities with brand love: The mediating role of self-expressive brands, *Journal of Retailing and Consumer Services*, 3(6), 203-217.
- Amin, M., & Priansah, P. (2019). Marketing communication strategy to improve tourism potential. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 2(4), 160-166.
- Aratuo, D. N., & Etienne, X. L. (2019). Industry level analysis of tourism-economic growth in the United States. *Tourism Management*, 70(4), 333-340.
- Batat, W. (2021). The role of luxury gastronomy in culinary tourism: An ethnographic study of Michelin-Starred restaurants in France. *International Journal of Tourism Research*, 23(2), 150-163.
- Boisen, M., Terlouw, K., Groote, P., & Couwenberg, O. (2018). Reframing place promotion, place marketing, and place branding-moving beyond conceptual confusion. *Cities*, 8(1), 4-11.
- Chatterjee, S., & Kar, A. K. (2020). Why do small and medium enterprises use social media marketing and what is the impact: Empirical insights from India, *International Journal of Information Management*, 5(3), 102-113.

- Chaush, A. (2022). *Aspects of eCRM and firmographics that influence customer acquisition probability* (Master's thesis, University of Twente).
- Chen, H. (2018). College-aged young consumers' perceptions of social media marketing: The story of Instagram. *Journal of Current Issues & Research in Advertising*, 39(1), 22-36.
- Chong, A. Y. L., Ch'ng, E., Liu, M. J., & Li, B. (2017). Predicting consumer product demands via Big Data: the roles of online promotional marketing and online reviews. *International Journal of Production Research*, 55(17), 5142-5156.
- Cró, S., & Martins, A. M. (2020). Foreign direct investment in the tourism sector: The case of France, *Tourism Management Perspectives*, 3(3), 100-116.
- Danyi, C. J. (2018). Pitch, Tweet, or engage on the street: How to practice global public relations and strategic communication. *International journal of communication (Online)*, 2(1), 44-58.
- Farooqi, R., & Iqbal, N. (2019). Performance evaluation for competency of bank telemarketing prediction using data mining techniques, *International Journal of Recent Technology and Engineering*, 8(2), 5666-5674.
- Ferguson, M. A. (2018). Building theory in public relations: Interorganizational relationships as a public relations paradigm, *Journal of public relations research*, 30(4), 164-178.
- Gautam, V., & Sharma, V. (2017). The mediating role of customer relationship on the social media marketing and purchase intention relationship with special reference to luxury fashion brands. *Journal of Promotion Management*, 23(6), 872-888.
- Gill-Wiehl, A., Miles, S., Wu, J., & Kammen, D. M. (2022). Beyond customer acquisition: A comprehensive review of community participation in mini grid projects. *Renewable and Sustainable Energy Reviews*, 15(3), 111-128.
- Gregory, A. (2020). *Planning and managing public relations campaigns: A strategic approach*, Kogan Page Publishers.
- Grisé, E., & El-Geneidy, A. (2018). Where is the happy transit rider? Evaluating satisfaction with regional rail service using a spatial segmentation approach, *Transportation Research Part A: Policy and Practice*, 1(4), 84-96.
- Haibo, C., Ayamba, E. C., Udimal, T. B., Agyemang, A. O., & Ruth, A. (2020). Tourism and sustainable development in China: A review, *Environmental Science and Pollution Research*, 2(1), 39077-39093.

- Heydari, J., Heidarpour, A., & Sabbaghnia, A. (2020). Coordinated non-monetary sales promotions: Buy one get one free contract. *Computers & Industrial Engineering*, 14(2), 106-118.
- Hoque, A., Shikha, F. A., Hasanat, M. W., Arif, I., & Hamid, A. B. A. (2020). The effect of Coronavirus (COVID-19) in the tourism industry in China, *Asian Journal of Multidisciplinary Studies*, 3(1), 52-58.
- Huseynzade, S. (2022). The impact of sales promotion on consumer behaviour during the pandemic. *Turan-sam*, 1(4), 552-558.
- Jacobson, J., Gruzd, A., & Hernández-García, Á. (2020). Social media marketing: Who is watching the watchers? *Journal of Retailing and Consumer Services*, 5(3), 101-114.
- Jiang, Y. (2018). Using logistic regression model to predict the success of bank telemarketing. *International Journal on Data Science and Technology*, 4(1), 35-48.
- Jiang, Y. (2018). Using logistic regression model to predict the success of bank telemarketing. *International Journal on Data Science and Technology*, 4(1), 35-48.
- Kazeem, B. L. (2021). The effect of agency banking services on customers' satisfaction in Nigeria. *Journal of Management Sciences*, 4(3), 39-54
- Kent, M. L., & Li, C. (2020). Toward a normative social media theory for public relations. *Public Relations Review*, 46(1), 101-115.
- Klube, J., Puerto, S., Robalino, D., Romero, J. M., Rother, F., Stoeterau, J., ... & Witte, M. (2017). Interventions to improve the labour market outcomes of youth: A systematic review of training, entrepreneurship promotion, employment services and subsidized employment interventions. *Campbell Systematic Reviews*, 13(1), 26-38.
- Kordi Ghasrodashti, E. (2018). Explaining brand switching behavior using pull-push-mooring theory and the theory of reasoned action. *Journal of Brand Management*, 25(4), 293-304.
- Laksamana, P. (2018). Impact of social media marketing on purchase intention and brand loyalty: Evidence from Indonesia's banking industry. *International Review of Management and Marketing*, 8(1), 13-18.
- Losada, N., & Mota, G. (2019). 'Slow down, your movie is too fast': Slow tourism representations in the promotional videos of the Douro region (Northern Portugal). *Journal of destination marketing & management*, 1(1), 140-149.

- Majid, K. A. (2020). Effect of interactive marketing channels on service customer acquisition. *Journal of Services Marketing*, 1(3), 23-38.
- McCausland, K., Maycock, B., Leaver, T., & Jancey, J. (2019). The messages presented in electronic cigarette-related social media promotions and discussion: scoping review. *Journal of Medical Internet Research*, 21(2), 119-135.
- Mnguni, E. M., & Giampiccoli, A. (2022). Unpacking street food tourism in South Africa: A literature review and a way forward. *African Journal of Hospitality, Tourism and Leisure*, 11(3), 1085-1098.
- Muhammedrisaevna, T. M. S., Bayazovna, G. N., & Kakhramonovna, D. A. (2020). Goal and objectives of integrated marketing communications. *Economics*, 2(4), 5-16.
- Mussol, S., Aurier, P., & de Lanauze, G. S. (2019). Developing in-store brand strategies and relational expression through sales promotions. *Journal of Retailing and Consumer Services*, 4(7), 241-250.
- Mutai, K. K., & Reuben, J. M. (2019). *Role of internet banking in customer acquisition for Commercial Banks in Kenya: A Case of Commercial Banks in Nairobi, Kenya*.
- Pan, S. Y., Gao, M., Kim, H., Shah, K. J., Pei, S. L., & Chiang, P. C. (2018). Advances and challenges in sustainable tourism toward a green economy, *Science of the total environment*, 635, 452-469.
- Pandy, W. R., & Rogerson, C. M. (2021). Climate change risks and tourism in South Africa: Projections and policy, *Geo Journal of Tourism and Geosites*, 35(2), 445-455.
- Peruta, A., & Shields, A. B. (2018). Marketing your university on social media: a content analysis of Facebook post types and formats. *Journal of Marketing for Higher Education*, 28(2), 175-191.
- Proos, E., & Hattingh, J. (2022). Dark tourism: Growth potential of niche tourism in the Free State Province, South Africa. *Development Southern Africa*, 39(3), 303-320.
- Quesenberry, K. A. (2020). *Social media strategy: Marketing, advertising, and public relations in the consumer revolution*. Rowman & Littlefield Publishers.
- Raayu, M., Rasid, F., & Tannady, H. (2018). Effects of self efficacy, job satisfaction, and work culture toward performance of telemarketing staff in banking sector. *Southeast Asia J. Contemp. Business, Econ. Law*, 16(5), 47-52.

- Raji, R. A., Rashid, S., & Ishak, S. (2019). The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behavioural intention. *Journal of Research in Interactive Marketing*, 15(2), 250–260.
- Ridderstaat, J., Singh, D., & DeMicco, F. (2019). The impact of major tourist markets on health tourism spending in the United States. *Journal of Destination Marketing & Management*, 11, 270-280.
- Santi, I. N., & Fadjar, A. (2020, April). The Function of Social Media as a Promotion Tool for Tourism Destinations. In *3rd Asia Pacific International Conference of Management and Business Science (AICMBS 2019)* (130-132). Atlantis Press
- Shaddiq, S., Iyansyah, M. I., Sari, S., & Zainul, H. M. (2021). The effect of marketing promotion management on public service advertising in strengthening digital communication. *SMBJ: Strategic Management Business Journal*, 1(02), 1-16.
- Sağlam, M., & El Montaser, S. (2021). The effect of customer relationship marketing in customer retention and customer acquisition. *International Journal of Commerce and Finance*, 7(1), 191-201.
- Scherm, M. J. (2021). Customer Acquisition: Team Dynamics and the Soft Beat of the Drum. In *Scrum for Sales* (pp. 43-76). Springer, Cham.
- Schmude, J., Karl, M., & Weber, F. (2020). Tourism and Terrorism: Economic impact of terrorist attacks on the tourism industry. The example of the destination of Paris. *Zeitschrift für Wirtschaftsgeographie*, 64(2), 88-102.
- Sinha, S. K., & Verma, P. (2018). Impact of sales promotion's benefits on brand equity: An empirical investigation, *Global Business Review*, 19(6), 1663-1680.
- Stojiljković, A. (2019). The impact of social media marketing on customer relationship development. *Journal of Process Management and New Technologies*, 7(3), 41-48.
- Sun, S., & Duan, Z. (2019). Modeling passengers' loyalty to public transit in a two-dimensional framework: A case study in Xiamen, China. *Transportation Research Part A: Policy and Practice*, 12(4), 295-309.
- Tékouabou, S. C. K., Gherghina, Ş. C., Touluni, H., Neves Mata, P., Mata, M. N., & Martins, J. M. (2022). A machine learning framework towards bank telemarketing prediction, *Journal of Risk and Financial Management*, 15(6), 269-283.
- Tian, B., Stoffelen, A., & Vanclay, F. (2023). Ethnic tourism in China: Tourism-related (dis)empowerment of Miao villages in Hunan province. *Tourism Geographies*, 25(2-3), 552-571.

- Tilka, R., & Johnson, D. A. (2018). Coaching as a packaged intervention for telemarketing personnel. *Journal of Organizational Behavior Management*, 38(1), 49-72.
- Tuck, M., & Riley, D. (2017). The theory of reasoned action: A decision theory of crime. In *The reasoning criminal* (156-169). Routledge.
- Visser, M., & Kloos, M. (2021). Customer acquisition: digital brand communications. In *Digital Marketing Fundamentals* (170-221). Routledge.
- Visser, M., Hoving, M., Koops, D., Van der Kooi, B., & van Brug, R. (2021). Customer acquisition: recruiting visitors through paid channels. In *Digital Marketing Fundamentals* (276-344). Routledge.
- Zhang, W., Barchers, C., & Smith-Colin, J. (2022). Transit communication via Twitter during the COVID-19 pandemic. *Environment and Planning B: Urban Analytics and City Science*, 2(3), 99-108.