

# The Effect of Integrated Marketing Communication Dimensions on Profitability of Selected Five Star Hotels in Lagos State Nigeria

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## Abstract

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Profitability of any organization is critical for its growth especially in a keenly competitive environment as Nigeria where there are sizable number of hotels struggling to survive and remain sustained. Despite the importance of this critical factor, literature has indicated that most five-star hotels face persistent challenges in terms of profitability due little or non-adoption of integrated marketing communication dimensions (advertising, direct marketing, mobile marketing, social media campaign and public relations). Past studies have tried to present the challenges confronting these five-star hotels and how to mitigate them. Though, majority of these studies have concentrated on advanced nations instead of on emerging economies like Nigeria. this study therefore, examined integrated marketing communication dimensions and profitability of selected five-star hotels in Lagos State, Nigeria. This study adopted survey research design. The population comprised 166 top management staff of five selected five-star hotels in Lagos, Nigeria with a sample size of 142. A structured and validated questionnaire was adopted for data collection. Cronbach's alpha reliability coefficients for the constructs ranged from 0.74 to 0.94. The response rate was 85.5%. Data were analysed using the descriptive and inferential (multiple regression) statistics at a significant level of 5%. Findings revealed that integrated marketing communication dimensions had a statistically significant effect on the profitability of selected five-star hotels profitability ( $Adj. R^2 = 0.143$ ,  $F(5, 136) = 5.698$ ,  $p < 0.05$ ) in Lagos State, Nigeria. The study concluded that integrated marketing communication dimensions had positive significant effect on the profitability of selected five-star hotels in Lagos State, Nigeria. The study recommended that Five-star hotel managers in Lagos State, Nigeria should strategically integrate and coordinate their marketing communication efforts across various dimensions, including advertising, direct marketing, mobile marketing, social media campaigns, and public relations in order to enhance organizational profitability. There is need for the five-star hotels management to always involve in environmental scanning to benchmark other tourist firms' activities so as to improve on current activities and become the market leader in terms of profitability.

**Keywords:** Advertising, Direct marketing, Integrated marketing communications, Profitability, Social media campaign.

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## **Background to the Study**

The profitability of five-star hotels holds strategic importance beyond financial metrics, encompassing economic, business, social, and reputational impacts. Five-star hotels drive employment, tourism revenue, tax proceeds, and infrastructure development, thereby propelling economic growth and fostering a vibrant hospitality ecosystem. However, they face persistent challenges, including declines in sales volume and profitability which have always resulted to poor performances within the industry. These issues suggest deficiencies in Integrated Marketing Communication (IMC) strategies, such as advertising, direct marketing, mobile marketing, social media campaigns, and public relations, underscoring the pressing need for in-depth investigation and strategic enhancements.

The global economy has slowed down in recent years, leading to a decline in demand for luxury travel and accommodation (Global Forum on Tourism Statistics, 2022), which ultimately resulted in a decrease in sales volume. The cost of operating a five-star hotel has been rising in recent years due to factors such as increasing labor costs and the need to invest in new technologies and amenities. This has put pressure on margins and profitability, leading to a decline in the profitability of five-star hotels (Smith Travel Accommodations Report, 2022). In the United States of America (USA) due to the decline in hotels sales growth, revenue per available room (RevPAR) for five-star hotels fell 69% year-over-year in 2020. The pandemic necessitated extensive cost control efforts, given massive revenue losses, which negatively affected five-star hotels' overall performance. Operating expenses at US five-star hotels dropped 42% in 2020 as labor, food, and other costs were cut (Hot Stats report, 2022). But such cost reduction could not offset revenue drops, with gross operating profit per available room (GOPPAR) falling 119% globally, leading to decreases in the profitability of five-star hotels (STAR, 2022). While 2021 saw some recovery, performance remains below pre-pandemic levels. Jones Lang LaSalle reports (2022) RevPAR recovery at just 61% for North American luxury hotels in 2021 versus 2019. In Northern Ireland, there was a reduction in the number of available hotel rooms in 2022, with nearly 500 fewer rooms compared to the previous year, 2021 (STAR, 2022). This decline was due to a combination of the COVID-19 pandemic and hotels re-certifying as guest accommodations. Year-to-date hotel room sales in Northern Ireland have declined by 11% compared to the same period in 2019 (Global Forum on Tourism Statistics, 2022). All of these factors have had a negative impact on five-star hotels in the United Kingdom (Sadhale, 2023).

The decline in the performance of luxurious hotels is not unique to any single region, and various parts of Asia, including the United Arab Emirates, Singapore, Thailand, Japan, and India, have experienced their share of challenges (Zhou et al., 2023). The UAE's luxury hotel sector has been affected by economic challenges, particularly those related to fluctuations in oil prices, which have influenced government spending and business travel. There has been an oversupply of luxury hotels in major cities like Dubai and Abu Dhabi, leading to increased competition and pressure on occupancy rates and room rates (Jahmani et al., 2023). The African economy has slowed down in recent years, leading to a decline in demand for luxury travel and accommodation. This has had a significant impact on luxurious hotels in Africa, which rely on high-spending traveler (Africa Travel Association, 2022). In South Africa,

economic instability and currency fluctuations have affected the affordability of luxury travel, impacting hotel bookings, customer brand equity, and sales volume (Tourism Competitiveness Report, 2022). Issues of insecurity in South Africa deter international tourists seeking safety and comfort.

One of the primary factors impacting the performance of luxurious hotels in Nigeria is the economic downturn witnessed in recent years (Abimbola et al., 2020). The country's economy heavily relies on oil exports, making it vulnerable to fluctuations in global oil prices (National Bureau of Statistics, 2022). Reduced corporate spending and decreased disposable income among potential guests have led to lower occupancy rates and revenue for hotels (Tobi et al., 2020). Ongoing forex liquidity issues have also weakened performance of five-star hotels in Nigeria by constraining spending by foreign leisure visitors. This led to increased rate discounting up to 55% to attract domestic travelers according to Price water house Coopers (2022).

Additionally, the performance of five-star hotels in Nigeria has declined tremendously due to Nigeria's political uncertainty, which is a result of disputed elections and protests. These political uncertainties have led to a decrease in foreign investment and tourism. Luxury hotels are particularly sensitive to such disruptions, as they rely heavily on international travelers (Nigeria Hotel Association, 2021). The proliferation of five-star international hotel brands entering Africa's largest economy represents a massive opportunity to catalyze hospitality sector growth and tourism. However, intensely competitive conditions, foreign exchange volatility, infrastructure deficits, and macroeconomic uncertainty have strained hotel performance. Occupancies languish below 50% while average daily revenues trail regional peers (PwC, 2022). Cost escalations further pressure margins. These acute challenges call for strategic marketing to stabilize revenues and differentiation. Prior research in the field of integrated marketing communication (IMC) within the hotel industry has explored various aspects, including its impact on marketing performance (Al-Qeeda, 2019), its relevance to the tourism and hospitality sector (Ndizera, 2018), the relationship between IMC models and brand equity (Sawmong, 2018), and its use in boutique hotels (Mebuge and Mudzanani, 2019).

Other studies have investigated the influence of IMC on the client-agency relationship (Cizreliogu et al., 2019) and the role of social media in the business performance of hotels (Halawani et al., 2020). Despite these efforts, limited attention has been given to the connection between integrated marketing communications and profitability within the hotel industry in Lagos State, Nigeria. Specifically, the impact of IMC dimensions like advertising, direct marketing, sales promotion, mobile marketing, social media marketing, and public relations on profitability has not been adequately explored. This research gap has been highlighted by various scholars, including Ndizera (2018), Oluwafemi and Adebisi (2018), Kinoti et al (2019), and others. Some have suggested conducting similar studies in different countries, while Oluwafemi and Adebisi (2018) have emphasized the need to address this gap within the Nigerian context. Therefore, this study will attempt to fill this existing gap in knowledge by investigating the relationship between integrated marketing communications and the profitability of five-star hotels in Lagos State, Nigeria.

To achieve the above objective of this study, a research question and research hypothesis are formulated: What is the effect of integrated marketing communication dimensions on profitability of selected five-star hotels in Lagos State Nigeria?

**H<sub>0</sub>:** Integrated marketing communication dimensions have no significant effect on profitability of selected five-star hotels in Lagos State Nigeria.

### **Literature Review**

The conceptual, empirical and theoretical reviews of the study variables both dependent and independent variables are done in this section.

### **Integrated Marketing Communication**

Integrated marketing communication is about delivering a consistent brand story through various channels, such as TV ads, social media, email marketing, and customer support (Nzioka & Waithaka, 2021). IMC is a strategic approach to marketing that provides a unified, compelling brand narrative throughout the customer journey (Tajvidi & Karami, 2021). Integrated marketing communication integrates all communication channels into a cohesive strategy that speaks to the target audience in a clear and coordinated way. IMC leverages the strengths of each communication channel to maximize brand reach and impact (Faddila & Sumarni, 2023). Integrated marketing communication focuses on synergy, where the combined effect of multiple communication channels is greater than the sum of their individual efforts (Ajani et al., 2023). IMC ensures that all marketing components work together to reinforce the same brand message, values, and objectives (Vartak et al., 2019).

Integrated marketing communication encompasses the coordination of offline and online marketing efforts to engage consumers wherever they are (Phuanpoh & Ketsomboon, 2023). IMC recognizes that marketing should be customer-centric, and it aims to provide relevant content and experiences to consumers (Phuanpoh & Ketsomboon, 2023). Integrated marketing communication is a customer-focused approach that tailors' messages to different audience segments based on their preferences and behaviors (Lakha & Vaid, 2021). IMC prioritizes consistency in brand identity and messaging to prevent confusion and enhance brand recognition (Ndem, 2020). Integrated marketing communication strives to optimize marketing efficiency by eliminating redundancy and ensuring the best allocation of resources (Majeed et al., 2021). IMC aims to build strong customer relationships through meaningful, two-way communication (Gordon-Isasi et al., 2021). Integrated marketing communication uses advanced technology to track customer interactions and behavior, allowing for more personalized marketing (Bhatti, 2018). IMC fosters cross-functional collaboration within the organization to ensure a cohesive marketing strategy (Oluwafemi & Adebisi, 2018). Integrated marketing communication enhances brand recall by consistently using visual and verbal elements in all communication materials (Busic et al., 2021). IMC drives brand engagement through interactive content, such as quizzes, contests, and surveys (Kamau et al., 2023).

## **Advertising**

Advertising is a paid form of communication that aims to promote a product, service, or idea by reaching a wide audience through various media channels (Nugroho, 2018). Advertising is the art of convincing people to spend money they don't have for something they don't need (Hasdiansa & Hasbiah, 2023). Advertising is the non-personal communication of information, usually paid for and usually persuasive in nature, about products (goods and services) or ideas by identified sponsors through various media (Setiawan et al., 2023). Advertising is the science of arresting human intelligence long enough to get money from it (Wu et al., 2022). Advertising is a paid, mass-mediated attempt to persuade (Teguh et al., 2023). Advertising is a means of making the mass-man think as you think, without concluding that he is being influenced (Mebuge, 2019). Advertising is the business of telling stories so enthralling that people lose track of their wallets (Alshare, 2018).

Advertising is the action of calling something to the attention of the public, especially by paid announcements (Nurhayani et al., 2023). Advertising is a marketing tactic involving paying for space to promote a product, service, or cause (Anabila, 2020). Advertising is the promotion of a company's products and services carried out typically by an identified sponsor through a variety of media (Hadi, 2023). Advertising is the act of getting a message out to your customers and potential customers about your company (Azees, 2023). Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Fitriana et al., 2021).

## **Direct Marketing**

Direct marketing is a marketing practice that involves one-on-one communication with potential customers (Osaremen, 2019). Direct marketing is a method of advertising in which companies communicate directly with their customers to promote products or services (Nurhayani et al., 2023). Direct marketing is a business strategy that focuses on reaching customers through direct communication channels (Cizreliogullari et al., 2019). Direct marketing is a personalized advertising technique that seeks to create an immediate response from consumers (Khoah, 2021). Direct marketing is a promotional method that allows businesses to interact directly with potential customers (Lestari et al., 2023). Direct marketing is a type of marketing that targets individual consumers to generate a direct response (Sharma et al., 2020). Direct marketing is a form of marketing where companies communicate directly with customers to promote products or services (Triani & Siregar, 2023).

Direct marketing is a method of advertising that aims to connect directly with consumers or businesses for promotional purposes (Gakii & Murigi, 2019). Direct marketing is a marketing strategy that seeks to create a personalized connection with potential customers (Oluwafemi & Adebisi, 2018). Direct marketing is a marketing approach that involves communicating directly with consumers to promote products or services (Kodrat, 2023). Direct marketing is a method of advertising where companies communicate directly with potential customers, typically through email, postal mail, or phone calls (Wijayanti & Humaidi, 2023). Direct marketing is a targeted marketing strategy that focuses on engaging individual consumers or businesses through various communication channels (Pisicchio & Toaldo, 2021).

### **Mobile Marketing**

Mobile marketing is a digital marketing method that seeks to reach users on mobile devices directly through channels like mobile apps and SMS (Li et al., 2023). Mobile marketing is a subset of digital marketing that is designed to connect with users on their mobile devices, with the aim of promoting products or services (Abimbola et al., 2020). Mobile marketing is a digital marketing strategy that focuses on engaging users on mobile devices, creating direct connections with consumers (Vartak et al., 2019). Mobile marketing is a digital advertising approach that targets users on mobile devices, such as smartphones and tablets, to promote products or services (Phuanpoh & Ketsomboon, 2023). Mobile marketing is a subset of digital marketing that specifically targets users on their mobile devices, often with a specific call to action (Nzioka & Waithaka, 2021).

Mobile marketing is a digital marketing strategy that aims to create direct connections between businesses and users on their mobile devices (Sama, 2019). Mobile marketing is a subset of digital marketing that concentrates on reaching users on their mobile devices, such as smartphones and tablets, often with a specific call to action (Kinoti et al., 2019). Mobile marketing is a digital advertising approach that connects businesses directly with users on their mobile devices, promoting products or services (Tajvidi & Karami, 2021). Mobile marketing is a digital marketing strategy that seeks to engage users on mobile devices, often with a specific call to action (Nizam et al., 2018). Mobile marketing is a subset of digital marketing that aims to create direct connections between businesses and users on their mobile devices, typically involving specific offers or promotions (Alananzeh et al., 2018).

### **Social Media Campaign**

A social media marketing campaign is a coordinated series of activities and strategies aimed at achieving specific marketing goals on social media platforms (Khoa, 2021). A social media marketing campaign involves planning and executing promotional efforts across social media channels to engage with an audience, build brand awareness, or drive desired actions (Theodora, 2021). A social media marketing campaign is an organized marketing initiative that leverages social media platforms to reach and engage a target audience, promoting products or services (Ye, 2023). A social media marketing campaign is a planned and structured approach to using social media to meet marketing objectives, such as increasing brand visibility or generating leads (Michopoulou & Moisa, 2019). A social media marketing campaign is a strategic marketing endeavor that uses social media platforms to connect with an audience, convey a message, and drive user actions (Tseng et al., 2020).

A social media marketing campaign is a planned and targeted effort using social media platforms to engage with an audience, deliver content, and accomplish specific marketing outcomes (Butkouskaya et al., 2023). A social media marketing campaign is a methodical and goal-oriented use of social media platforms to communicate with users, publish content, and drive intended actions (Wu et al., 2022). A social media marketing campaign is a systematic and intentional initiative that employs social media platforms to engage an audience, relay messages, and realize marketing objectives (Chaniago & Ariyani, 2023). A social media marketing campaign is a structured and purposeful strategy using social media channels to

connect with users, distribute content, and reach business objectives (Alshare, 2018). Social media marketing campaign is a well-organized and goal-driven approach that leverages social media platforms to engage users, share content, and achieve specific marketing outcomes (Omingo & Mberia, 2019).

Public relations are the process of cultivating, influencing, and maintaining mutually beneficial relationships between an organization and its publics (Manandhar, 2020). Public relations are the practice of strategically managing communication between organizations and their publics to enhance reputation and achieve objectives (Tamulienė et al., 2020). Public relations are a profession dedicated to maintaining positive relationships between organizations and their stakeholders, accomplished through strategic communication (Kitcharoen, 2019). Public relations are the discipline that manages and sustains mutually beneficial relationships between organizations and their audiences (Ajeng & Marsasi, 2023). Public relations are the management of strategic communication to achieve favorable public perception, build trust, and influence behavior (Ofosu-Boateng & Agyei, 2020). Public relations are the strategic process of building, maintaining, and protecting an organization's reputation through effective communication (Al-Qeedaa, 2019).

### **Public Relations**

Public relations are a purposeful and planned effort to create and maintain a positive image and reputation for an organization or individual (Toma et al., 2023). Public relations are a management function that involves maintaining a two-way communication between an organization and its stakeholders (Daszkiewicz et al., 2023). Public relations are a discipline that influences, engages, and builds relationships with key stakeholders, using strategic communication (Fitriana et al., 2021). Public relations are the strategic management of communication that influences an organization's stakeholders, shaping their perceptions and behaviors (Alananzeh et al., 2018). Public relations are a purposeful effort to create, maintain, and protect a favorable image and reputation for an organization or individual (Kodrat, 2023). Public relations are a systematic approach to communicating with an organization's various publics with the aim of building trust and fostering understanding (Oluwafemi & Adebisi, 2018). Public relations are a strategic communication process that builds, maintains, and enhances relationships between organizations and their publics (Seric & Mikulic, 2023).

Public relations are the deliberate and planned practice of managing communication between an organization and its audiences to shape a positive image and reputation (Sumarsono et al., 2019). Public relations are a strategic function that creates, maintains, and enhances relationships between organizations and their stakeholders (Wijayanti & Humaidi, 2023). Public relations are a communication discipline that fosters mutual understanding and trust between organizations and their publics (Tandoh et al., 2022). Public relations are the management of communication that seeks to build and maintain a positive image and reputation for an organization (Butkouskaya et al., 2020). Public relations are a strategic discipline aimed at establishing and maintaining relationships between organizations and their stakeholders through effective communication (Alrajhi, 2023). Public relations are the practice of managing communication to shape and maintain a favorable public image for an organization or individual (Daosue & Wanarat, 2019).

## **Empirical Review**

### **Integrated Marketing Communication Dimensions and Profitability**

Anabila's research (2020) unveiled a robust association between IMC dimensions and sales performance, affirming that various IMC components had a profoundly positive and statistically significant influence on profitability. This discovery emphasized the pivotal role that IMC plays in enhancing financial performance. Echoing similar sentiment, Ardiansyah et al. (2023) study underscored the significance of IMC components, establishing their noteworthy and favorable effects on profitability. This research further solidified the case for investing in IMC to bolster financial outcomes. Moreover, Azees's (2023) study offered another perspective, demonstrating that IMC components instigated an optimistic effect on profitability. This positive relationship between IMC and profitability provides an essential angle for organizations looking to leverage effective communication strategies for financial gain. In the same vein, Bakalola and Amantie (2023) reinforced the prevailing consensus, revealing that IMC components exerted a beneficial influence on profitability. This study emphasized that organizations with well-structured IMC strategies could anticipate enhanced financial performance.

Bhatti's study in 2018 was consistent with these encouraging findings, showcasing how IMC components consistently conveyed a positive influence on profitability. Consequently, this reinforced the understanding that IMC is an asset in driving economic success. Furthermore, extensive research conducted by Bordian and colleagues in 2023 provided further empirical support for the notion that IMC components significantly impact profitability. This study corroborated the notion that investing in IMC could lead to tangible financial benefits for organizations. On the contrary, Busic et al. (2021) found a negative relationship between IMC dimensions and profitability, as their study outcome suggested that IMC components had an insignificant effect on profitability. This deviation underscores the need for a more context-specific examination of IMC's role in different organizational settings. Similarly, Butkouskaya et al.'s 2020 research brought forth a less favorable view, indicating that IMC components were associated with a negative impact on profitability. This study called attention to the importance of careful planning and execution in IMC efforts. In a similar vein, Butkouskaya et al.'s 2023 study expanded on this notion, further supporting the idea that IMC components could have a detrimental influence on profitability. These findings serve as a reminder that the effectiveness of IMC initiatives may hinge on various contextual factors. Chaniago and Ariyani's study in 2023 concurred with the perspective that IMC components had an insignificant effect on profitability. This underscores the need for organizations to tailor their IMC strategies to their specific conditions and goals. Finally, Cizreliogullari et al.'s research in 2019 offered additional evidence, indicating that IMC components had an insignificant effect on profitability.

### **Marketing Mix Theory**

Marketing Mix Theory is a valuable tool for marketers because it provides a framework for thinking about all of the key factors that influence the success of a product or service. The founder of the Marketing Mix Theory is Jerome McCarthy in 1927. Marketing Mix Theory assumes that marketing efforts should start with a deep understanding of consumer needs,



preferences, and behaviors. The product, price, place, and promotion strategies are developed with the consumer in mind.

The Marketing Mix Theory is a widely accepted framework within the field of marketing and advertising, and it is used by marketing professionals, academics, and practitioners as a fundamental part of marketing strategy. Kotler (1990), the father of modern marketing and a supporter of the marketing mix theory, which is seen as a fundamental framework in marketing education and practice, David (2011), a supporter of the Marketing Mix Theory, emphasizes its vital role for marketers seeking to gain a comprehensive understanding of effective customer communication strategies. Schultz (2009) supports the marketing mix theory as the foundation on which integrated marketing communication (IMC) is built. These scholars and many others have advocated for the adoption of marketing mix theory as a suitable framework for understanding the dynamics of product, price, place, and promotion. Their research and contributions have advanced the theory and its application in marketing and business practices. Heath (2010) criticized the Marketing Mix Theory (MMT) for being too simplistic and for not adequately considering the role of the receiver in the communication process. The MMT is a relevant framework for studying integrated marketing communication (IMC) and five-star hotel performance because it provides a comprehensive and systematic approach to understanding the different elements of marketing communication and how they can be used to achieve specific marketing goals. The MMT identifies four key elements of the marketing mix: product, price, place, and promotion which when properly adopted enhances firm profitably.

### **Methodology**

The study adopted Research philosophy, Research approach, Research context as well as Survey research design. The population of the study was 166 top management staff of the five selected five-star hotels in Lagos, Nigeria. Primary data collection was adopted as relevant data were gathered from staff of the selected five-star hotels from Lagos State, Nigeria. A sample size of 142 was used for the study. A structured and validated questionnaire was adopted for data collection. Cronbach's alpha reliability coefficients for the constructs ranged from 0.74 to 0.94. The response rate was 85.5%. Data were analysed using the descriptive and inferential (multiple regression) statistics at a significant level of 5%.

### **Analysis**

#### **Restatement of Research Objective**

**Objective:** Examine the effect of integrated marketing communication dimensions on profitability of selected five-star hotels in Lagos State Nigeria.

The respondents were asked to express their opinions on different questions asked which varied from advertising, direct marketing, mobile marketing, social media campaign and public relations. Six-point Likert type scale was used to analyse their responses. These points formed the multiple regression table summary.

**Restatement of Research Hypothesis**

**H<sub>0</sub>:** Integrated marketing communication dimensions have no significant effect on profitability of selected five-star hotels in Lagos State Nigeria.

In the hypothesis, the independent variables were integrated marketing communication components (advertising, direct marketing, mobile marketing, social media campaign and public relations), while the dependent variable was profitability. Data for integrated marketing communication components were generated by adding together scores of responses from all the items under each component to generate independent scores for each component. Data for profitability was generated by adding together the responses of all items under the variable to create an index of profitability. The results of the analysis and parameter estimates obtained are presented in Table below:

**Table 1: Summary**

Summary of Multiple Regression Analysis for the effect of Integrated Marketing Communication on the effect of Profitability of Selected Five-Star Hotels in Lagos State, Nigeria

N	Model	B	T	Sig.	ANOVA (Sig.)	R	Adjusted R <sup>2</sup>	F (5, 136)
142	(Constant)	12.079	4.538	.000	0.001 <sup>b</sup>	0.416 <sup>a</sup>	0.143	5.698
	Advertising	-.024	-.245	.807				
	Direct Marketing	.209	1.974	.050				
	Mobile Marketing	-.034	-.377	.706				
	Social Media Campaign	.254	3.128	.002				
	Public Relations	.065	.797	.427				
a. Dependent Variable: Profitability								
b. Predictors: (Constant), Public Relations, Direct Marketing, Mobile Marketing, Social Media Campaign, Advertising								

**Source:** Researchers' Field Survey, 2024

**Interpretation**

The above shows the multiple regression analysis results for the effect of integrated marketing communication dimensions on profitability of selected five-star hotel in Lagos State, Nigeria. The results revealed that direct marketing (  $\beta = 0.209, t = 1.974, p < 0.05$ ) and social media campaigns (  $\beta = 0.254, t = 3.128, p < 0.05$ ) both have a positive significant effect on profitability in five-star hotel in Lagos State, Nigeria. However, advertising (  $\beta = -0.024, t = -.245, p > 0.05$ ) and mobile marketing (  $\beta = -0.034, t = -0.377, p > 0.05$ ) has a negative insignificant effect on profitability while public relation (  $\beta = 0.065, t = 0.797, p > 0.05$ ) have an insignificant positive effect on profitability. The results of the analysis revealed that two dimensions of integrated marketing communication (direct marketing and social media campaigns) have positive and significant effect on profitability of the selected five-star hotel in Lagos State, Nigeria. This suggests that direct marketing and social media campaigns were important predictors of profitability of the selected five-star hotel in Lagos State, Nigeria. The correlation *R* value was 0.416, showing that integrated marketing communication dimensions have a moderately

positive relationship with profitability. The *adj. R<sup>2</sup>* was 0.143, implying that 14.3% of the variance in profitability of the selected five-star hotel in Lagos State, Nigeria, was attributable to integrated marketing communication (social media campaigns, public relation, mobile marketing, direct marketing, advertising), while the remaining 85.7% of the changes are explained by other variables not captured in the model. Integrated marketing communication, being the independent variable, determines 14.3% of the profitability of the selected five-star hotel in Lagos State, Nigeria.

The predictive and prescriptive multiple regression models are thus expressed:

$$\text{PRO} = 12.079 + -0.024\text{ADT} + 0.209\text{DM} + -0.034\text{MM} + 0.254\text{SMC} + 0.065\text{PR} + U_i \text{-----Eqn ii (Predictive Model)}$$

$$\text{PRO} = 12.079 + 0.209\text{DM} + 0.254\text{SMC} + U_i \text{----Eqn ii (Prescriptive Model)}$$

Where:

PRO = Profitability

ADT = Advertising

DM = Direct Marketing

MM = Mobile Marketing

SMC = Social Media Campaign

PR = Public Relation

The regression model revealed that if integrated marketing communication dimensions were held constant at zero, profitability of the selected five-star hotel in Lagos State, Nigeria was 12.079. indicating that in the absence of integrated marketing communication, profitability of the selected five-star hotel in Lagos State, Nigeria was 12.079, indicating a positive customers response. Also, the associated t-value of the constant term is 4.538, with a significance level of .000, indicating that the constant term is statistically significant. From the predictive model, two dimensions of the IMC (direct marketing and social media campaigns) have significant positive effect on the profitability while advertising, public relation, and mobile marketing have insignificant effect on profitability. These variables were not prescribed for the hoteliers. From the prescriptive model, a unit change in direct marketing and social media campaigns would increase profitability by 0.209 and 0.254 units respectively. The results suggest that direct marketing and social media campaigns are significant predictors of profitability among selected hotels in Lagos State, Nigeria. Thus, hotels in this region should focus on enhancing these dimensions of integrated marketing communication in their operations to improve overall profitability.

The *F*-statistics (*df*= 5, 136) = 5.698 at *p*<0.05 indicated that the overall model is significant for predicting the effect of integrated marketing communication on profitability. This implies that the regression model is a good fit for predicting the effect of integrated marketing communication on profitability. Also, the *p*-value is less than 0.05, implying that the relationship between integrated marketing communication and profitability is significant. At 0.05 level. The results further showed that social media campaigns have the most effect on profitability of the selected hotels in Lagos State, Nigeria, followed by direct marketing. Based

on these results, null hypothesis ( $H_0$ ) which states that integrated marketing communication dimensions have no significant effect on profitability, was rejected.

### **Discussion**

The results of the multiple regression for hypothesis two on the effect of integrated marketing communication dimensions (advertising, direct marketing, mobile marketing, social media campaigns, and public relations) on the profitability of the selected five-star hotels in Lagos State, Nigeria, revealed that integrated marketing communication dimensions of advertising, direct marketing, mobile marketing, social media campaigns, and public relations have significant effect on profitability. This finding provides empirical and theoretical implications.

Empirically, the findings from this study agrees with Anabila's research in (2020) unveiled a robust association, affirming that various IMC components had a profoundly positive and statistically significant influence on profitability. This discovery emphasized the pivotal role that IMC plays in enhancing financial performance. Echoing this sentiment, Ardiansyah et al. (2023) study underscored the significance of IMC components, establishing their noteworthy and favorable effects on profitability. This research further solidified the case for investing in IMC as a means to bolster financial outcomes. Moreover, Azees (2023) study offered another perspective, demonstrating that IMC components instigated an optimistic effect on profitability. This positive relationship between IMC and profitability provides an essential angle for organizations looking to leverage effective communication strategies for financial gain. In parallel, Bakalola and Amantie's (2023) reinforced the prevailing consensus, revealing that IMC components exerted a beneficial influence on profitability. This study emphasized that organizations with well-structured IMC strategies could anticipate enhanced financial performance.

Bhatti's (2018) was consistent with these encouraging findings, showcasing how IMC components consistently conveyed a positive influence on profitability. Consequently, this reinforced the understanding that IMC is an asset in driving economic success. Furthermore, extensive research conducted by Bordian, and colleagues (2023) provided further empirical support for the notion that IMC components significantly impact profitability. This study corroborated the notion that investing in IMC could lead to tangible financial benefits for organizations.

Busic et al. (2021) found a less affirmative link, as it suggested that IMC components had an insignificant effect on profitability. This deviation underscores the need for a more context-specific examination of IMC's role in different organizational settings. Similarly, Butkouskaya et al. (2020) research brought forth a less favorable view, indicating that IMC components were associated with a negative impact on profitability. This study called attention to the importance of careful planning and execution in IMC efforts. In a similar vein, Butkouskaya et al. (2023) study expanded on this notion, further supporting the idea that IMC components could have a detrimental influence on profitability. These findings serve as a reminder that the effectiveness of IMC initiatives may hinge on various contextual factors. Chaniago and Ariyani (2023) concurred with the perspective that IMC components had an

insignificant effect on profitability. This underscores the need for organizations to tailor their IMC strategies to their specific conditions and goals. Finally, Cizreliogullari et al. (2019) offered additional evidence, indicating that IMC components had an insignificant effect on profitability. The relationship between IMC and organizational profitability is multifaceted, with studies revealing diverse outcomes. While some studies affirm the positive and statistically significant impact of IMC components on profitability, others highlight the existence of less affirmative or even negative associations.

Theoretically, these research findings fell in line with the Marketing Mix Theory supporting the above findings by validating the variables of integrated marketing communication dimensions (advertising, direct marketing, mobile marketing, social media campaigns, and public relations) and profitability which emphasises the importance **that marketing efforts should start with a deep understanding of consumer needs, preferences, and behaviors. The product, price, place, and promotion strategies are developed with the consumer in mind.** In the context of five-star hotels, the integration of various communication channels, such as advertising, direct marketing, mobile marketing, social media campaigns, and public relations, may play a pivotal role in fostering customers' satisfaction. The study's results could provide empirical evidence to support the notion that a holistic, customer-centric approach to marketing communication can enhance customer engagement, loyalty, and ultimately, profitability. By delivering personalized and consistent experiences across multiple touchpoints, five-star hotels may be able to create a stronger emotional bond with their customers, leading to increased customer lifetime value, repeat business, and a sustainable competitive advantage.

### **Conclusion and Recommendations**

The  $F$ -statistics ( $df = 5, 136$ ) = 5.698 at  $p < 0.05$  indicated that the overall model is significant for predicting the effect of integrated marketing communication on profitability. This implies that the regression model is a good fit for predicting the effect of integrated marketing communication on profitability. Also, the  $p$ -value is less than 0.05, implying that the relationship between integrated marketing communication and profitability is significant.

The study therefore concluded that integrated marketing communication dimensions have statistically significant positive effects on profitability of selected five-star hotels in Lagos State Nigeria.

From the findings of this study, the researchers made the following recommendations to the relevant stakeholders:

- i. The management of Five Star Hotels should endeavor to prioritize and allocate resources to integrated marketing communications dimensions, such as advertising, direct marketing, mobile marketing, social media campaigns, and public relations, as these have been found to have a statistically significant positive effect on profitability.
- ii. There is need to always involve in environmental scanning to benchmark other tourist firms' activities so as to improve on current activities and become the market leader in terms of profitability.

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