

## Effect of Integrated Marketing Communication Dimensions on Sales Volume of Selected Five-Star Hotels in Lagos State, Nigeria

<sup>1</sup>Onu Christopher A., <sup>2</sup>Ajike Emmanuel O., & <sup>3</sup>Onuoha Collins E.

<sup>1,2&3</sup>Department of Business Administration and Marketing,  
School of Management Sciences, Babcock University, Ilishan –Remo, Ogun State, Nigeria

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### Abstract

The sales volume of five-star hotels is essential for driving economic development and job creation globally. However, evidence from literature has shown that the sales volume of five-star hotels faces persistent challenges in terms of profitability due to non-adoption of integrated marketing communication dimensions (advertising, direct marketing, mobile marketing, social media campaign and public relations). Previous studies have attempted to clarify the obstacles faced by five-star hotels and the associated potential solutions. However, majority of these studies have concentrated on industrialized nations rather than on emerging economies like Nigeria. Hence, this study examined integrated marketing communication dimensions and sales volume of selected five-star hotels in Lagos State, Nigeria. Survey research design was adopted for this study. The population comprised 166 top management staff of five selected five-star hotels in Lagos, Nigeria. A sample size of 142 was found usable. A structured and validated questionnaire was adopted for data collection. Cronbach's alpha reliability coefficients for the constructs ranged from 0.74 to 0.91. 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 sales volume of selected five-star hotels ( $Adj.R^2 = 0.228$ ,  $F(5, 136) = 9.325$ ,  $p < 0.05$ ) in Lagos State, Nigeria. The study concluded that integrated marketing communication dimensions improved the sales volume 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 sales volume of the organization. Five Star hotels should allocate adequate resources for marketing activities, which will enable them to optimize each dimension of IMC in maximizing sales performance.

**Keywords:** *Integrated marketing communication, Mobile marketing, Sales volume, Social media campaign, Public relations.*

Corresponding Author:

Onu Christopher A.

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### **Background to the Study**

The Sales volume 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 some challenges that affect the overall performance of the organisations. 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.

According to the Smith Travel Accommodations Report (STAR, 2022), the global average occupancy rate for five-star hotels in the United States of America (USA) fell from 74.7% in 2019 to 69.3% in 2022. The average daily rate (ADR) for five-star hotels also fell from \$302 in 2019 to \$281 in 2022 (Global Forum on Tourism Statistics, 2022). Also, according to a report by the Global Forum on Tourism Statistics (2022) revenue per available room (RevPAR) for five-star hotels fell from \$228 in 2019 to \$195 in 2022. The decline in the performance of five-star hotels has had several negative impacts, such as job losses, reduced investment, and bankruptcy for some hotels in industry (Sadhale, 2023).

The global luxury hotel industry has also faced immense pressure since the onset of COVID-19, with widespread performance declines across key metrics such as market share and profitability. According to the Smith Travel Accommodations Report (STAR, 2022), global occupancy at five-star hotels plunged 56% in 2020 compared to 2019. Average daily room rates declined by 35% during the same period, with massive performance declines since 2020 across revenues, profits, and occupancy leading to substantial reductions in sales volume and profitability of five-star hotels. While gradually rebounding, full recovery remains years away, given economic uncertainty and cost issues. In terms of market share, 5-star hotels represented 53% of the total luxury hotel market share in 2019 (Sadhale, 2023). However, the pandemic disrupted the demand for luxury hotels, resulting in declines in occupancy levels and average daily rates, which affected both the sales volume and profitability of five-star hotels respectively (ADR) (STAR, 2022).

In the United Kingdom, the luxury hotel industry has faced a significant decline in performance in recent years, as reflected in the report of the Global Forum on Tourism Statistics (2022). In 2021, there were 771 luxury hotel establishments in the UK, marking a historical decline with a compound annual growth rate (CAGR) of -0.13% (STAR, 2022). The five-star hotels decline in performance are attributed to the severe impact of the COVID-19 pandemic, with the UK hospitality industry losing \$156.3 billion in sales during the pandemic (STAR, 2022). Hotel bookings saw a sharp drop in April 2020, with a 95% year-over-year decrease (Global Forum on Tourism Statistics, 2022).

In South Africa, the decline in tourism is attributed to power outages and visa regulations. In South Africa, five-star room revenue fell 70% in 2020, with occupancy around 15%, which has led to a decline in profitability (PwC, 2022). Egypt has witnessed periods of political unrest,

which disrupted her tourism industry and deterred luxury travelers, thereby leading to the decline of most five-star hotel profits (Africa Travel Association, 2021). Also, security challenges, particularly in the Sinai Peninsula, have affected tourism in Egypt, leading to a decline in market share (Tourism Competitiveness Report, 2022). The proliferation of luxury hotels along the Red Sea and in Cairo has increased competition, which has negatively affected the market share and profitability of most five-star hotels. Egypt's luxury sector revenue dropped by 80% in 2020, It rebounded to 50% of 2019 levels in 2022 according to the Africa Travel Association report (2022).

According to the *Nigeria Hotel Association* (NHA) report in (2021), the decline in the performance of luxurious hotels in Nigeria is attributed to economic downturns, security issues, and infrastructure challenges. Average daily rates (ADR) for five-star hotels have fallen from \$150 in 2017 to \$120 in 2020, impacting revenue. Revenue per available room (RevPAR) decreased by 15% from 2018 to 2020, indicating financial challenges. Average occupancy rates also dropped from 70% in 2017 to 55% in 2020, according to the Nigerian Tourism Development Corporation (NTDC, 2022). Inadequate infrastructure, including power supply, water resources, and road networks, further hampers the guest experience, increases operational costs, lowers occupancy rates, sales volume, and market share (NHA, 2021).

Revenue declined by 80% for major operators like Radisson Blu and Sheraton in 2020 compared to the prior year based on company data. Revenue per available room (RevPAR) dropped by almost 70% versus 2019 (*Nigeria Hotel Association*, 2021). Average occupancy sunk to just 20-25% in 2020 from over 60% in 2019 according to *Nigerian Tourism Development Corporation* (NTDC) report in 2021. According to the Nigerian Tourism Development Corporation (NTDC, 2022), the average occupancy rate for luxurious hotels in Nigeria fell from 75% in 2015 to 60% in 2022. The average daily rate (ADR) for luxurious hotels in Nigeria also fell from \$250 in 2015 to \$200 in 2022 (NTDC, 2022). Revenue per available room (RevPAR) for luxurious hotels in Nigeria fell from \$188 in 2015 to \$120 in 2022 (NTDC, 2022). The implementation of effective IMC no doubt will go a long way to mitigate the numerous challenges faced by five-star hotels in terms of sales volume and overall performance.

Integrated marketing communication (IMC) constitutes a vital but underutilized lever (Butkouskaya et al., 2023). Thoughtful IMC coordination across paid, owned, earned, and shared channels can amplify brand visibility, accentuate unique offerings, boost conversions, and counter external perceptions (NTDC, 2022). With ample room inventory combined with savvy youthful demographics and rising digital engagement, Nigeria possesses the fundamentals to forge locally attuned IMC strategies (Omingo & Mberia, 2019).

The aforementioned gives way to the study objective:

To investigate the effect of integrated marketing communication dimensions on the sales volume of selected five-star hotels in Lagos State Nigeria. While a hypothesis was formulated to achieve the objective:

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

### **Literature Review**

This section deals with the conceptual, empirical and theoretical reviews of the study variables

#### **Integrated Marketing Communication**

Integrated marketing communication (IMC) is a holistic marketing strategy that aligns all communication efforts and messages across various channels to convey a consistent brand image (Tobi et al., 2020). IMC involves coordinating advertising, public relations, sales promotions, and digital marketing efforts to create a unified and powerful marketing approach (Kinoti et al., 2019). IMC aims to break down the silos between different marketing departments, fostering a collaborative and seamless approach (Li et al., 2023). Integrated marketing communication is about ensuring that every piece of communication reinforces the brand's core message, values, and positioning (Abimbola et al., 2020). IMC is the art of orchestrating a symphony of marketing efforts, from advertising to social media, to create a harmonious and persuasive customer experience (Ochieng, 2018). IMC recognizes that customers interact with brands across multiple touchpoints, and it strives to ensure consistency in these interactions (Sama, 2019).

Integrated marketing communication emphasizes the measurement of campaign performance across various channels to fine-tune marketing efforts (Ismagilova et al., 2020). IMC blends traditional marketing methods with digital marketing tools to create a seamless customer experience (Bakalo & Amantie, 2023). Integrated marketing communication incorporates the principles of audience segmentation and personalized communication to connect with consumers on a deeper level (Sawmong, 2018). IMC seeks to deliver the right message to the right person at the right time through the right channel (Al Amin et al., 2023). Integrated marketing communication is about creating a strategic plan that outlines how all marketing elements will interact and align (Pimentel et al., 2023). IMC views marketing as a dialogue rather than a monologue, focusing on engaging customers in meaningful conversations (Iwara et al., 2020).

#### **Advertising**

Advertising is the art of creating and sharing content that attracts, informs, inspires, and entertains people (Karaman & Sayin, 2019). Advertising is the process of making a product and service known to the marketplace (Butkouskaya et al., 2023). Advertising is the part of marketing that involves getting the word out about your business, product, or the services you are offering (Rehman et al., 2022). Advertising is the non-personal presentation and promotion of products, services, or ideas by an identified sponsor (Omingo & Mberia, 2019). Advertising is what you do when you can't go see somebody (Chaniago & Ariyani, 2023). Advertising is the art of getting people to change their minds or to maintain their behavior if they are already inclined to do so (Garrido-Moreno et al., 2018). Advertising is the art of getting a unique selling proposition into the heads of the most people at the lowest possible cost (Khoa, 2021).

Advertising is the act of making a product or service known to the public, usually through paid campaigns in the media (Laurie et al., 2023). Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service, or idea (Amalia & Hidayati, 2022). Advertising is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service, or idea (Sharma et al., 2020). Advertising is a way to encourage people to buy goods or services, promote causes, and more (Krizanova et al., 2019). Advertising is the action of calling something to the attention of the public, especially by paid announcements (Ardiansyah et al., 2023). Advertising is a tool for getting and keeping customers (Theodora, 2021). Advertising is the art of creating desire and influencing purchasing decisions (Högberg & Olsson, 2019).

### **Direct Marketing**

Direct marketing is a marketing strategy that involves reaching out to individual consumers directly, using various communication channels to promote products or services (Ye, 2023). Direct marketing is a form of advertising where organizations communicate directly with the target audience to generate a response (Ghadim et al., 2023). Direct marketing is a marketing method that involves communicating directly with customers through various channels such as email, direct mail, telemarketing, and more (Anabila, 2020). Direct marketing is a strategy that aims to promote products or services directly to consumers, bypassing intermediaries (Michopoulou & Moisa, 2019).

Direct marketing is a type of advertising that allows businesses to communicate directly with their customers (Tseng et al., 2020). Direct marketing is a method used by companies to connect directly with consumers for the purpose of promoting products or services (Azees, 2023). Direct marketing is a form of advertising that delivers a promotional message directly to consumers or businesses (Högberg & Olsson, 2019). Direct marketing is a marketing approach that aims to create a direct connection between a business and its potential customers (Reza & Narwanto, 2022). Direct marketing is a targeted form of advertising that reaches customers through personalized communication (Theodora, 2021). Direct marketing is a strategy that involves sending promotional materials or messages directly to the target audience, often with a specific call to action (Ardiansyah et al., 2023).

### **Mobile Marketing**

Mobile marketing is a digital marketing strategy that targets users on mobile devices through various channels such as mobile apps, SMS, social media, and more (Wu et al., 2022). Mobile marketing is a subset of digital marketing that focuses on reaching and engaging audiences through smartphones, tablets, and other mobile devices (Nugroho, 2018). Mobile marketing is a marketing strategy that leverages mobile technology to promote products or services, reaching consumers on their mobile devices (Setiawan et al., 2023). Mobile marketing refers to advertising efforts that specifically target mobile device users, utilizing channels like mobile apps, SMS, and mobile-optimized websites (Omingo & Mberia, 2019).

Mobile marketing is a digital advertising approach that encompasses promotional activities designed to connect with and influence consumers via mobile devices (Rehman et al., 2022). Mobile marketing involves reaching consumers on their mobile devices using various communication channels, with the aim of promoting products or services (Teguh et al., 2023). Mobile marketing is a subset of digital marketing that is focused on delivering promotional messages to users on their mobile phones and tablets (Mebuge, 2019). Mobile marketing is a marketing strategy that concentrates on engaging users through mobile devices, such as smartphones and tablets, to promote products or services (Alshare, 2018). Mobile marketing is a digital marketing approach that aims to create a direct connection between businesses and mobile device users (Karaman & Sayin, 2019). Mobile marketing is a subset of digital marketing that focuses on targeting and engaging consumers through their mobile devices, often with a specific call to action (Chaniago & Ariyani, 2023).

Social media marketing campaign is a focused and time-bound marketing effort that employs social media platforms to meet specific marketing goals, such as increasing sales or raising brand awareness (Osaremen, 2019). Social media marketing campaign is a deliberate marketing initiative that uses social media channels to communicate with a target audience, sharing content and fostering engagement (Cizreliogullari et al., 2019). A social media marketing campaign is a well-planned series of actions using social media platforms to achieve business objectives, like lead generation or customer acquisition (Nurhayani et al., 2023). A social media marketing campaign is a structured approach to creating, publishing, and distributing content on social media platforms to reach and engage a designated audience (Ardiansyah et al., 2023). Social media marketing campaign is a systematic and strategic use of social media platforms to accomplish marketing goals, like enhancing brand loyalty or driving website traffic (Ghadim et al., 2023).

Social media marketing campaign is a planned and time-limited marketing project that relies on social media channels to promote products or services, aiming to meet specific business objectives (Högberg & Olsson, 2019). A social media marketing campaign is a well-defined marketing effort that harnesses social media platforms to connect with users, share content, and prompt user interactions (Sharma et al., 2020). Social media marketing campaign is a deliberate and organized strategy employing social media channels to interact with an audience, distribute information, and achieve marketing goals (Karaman & Sayin, 2019). A social media marketing campaign is a structured and measurable approach to utilizing social media platforms for marketing purposes, focusing on achieving predetermined objectives (Rehman et al., 2022). A social media marketing campaign is a coordinated series of actions on social media channels that involves planning, execution, and measurement to accomplish marketing goals (Hasdiansa & Hasbiah, 2023).

### **Public Relations**

Public relations (PR) are the strategic communication processes of maintaining, enhancing, or protecting the reputation of an individual, organization, or brand (Vartak et al., 2019). Public relations are the art and social science of analyzing trends, predicting their consequences, counseling organizational leaders, and implementing planned programs of action which will

serve both the organization and the public interest (Tobi et al., 2020). Public relations are the practice of managing communication between an organization and its public audiences, with the goal of building and maintaining a positive image and reputation (Nzioka & Waithaka, 2021). Public relations are a strategic and organized effort to establish and maintain mutually beneficial relationships between an organization and its various publics (Phuanpoh & Ketsomboon, 2023).

Public relations involve managing the spread of information between an individual or organization and the public, aiming to create and maintain a positive image and reputation (Tajvidi & Karami, 2021). Public relations are the discipline that looks after the reputation with the aim of earning understanding and support, and influencing opinion and behavior (Sama, 2019). Public relations are a communication function of management through which organizations adapt to, alter, or maintain their environment for the achievement of organizational goals (Kinoti et al., 2019). Public relations are the professional maintenance of a favorable public image by a company or other organization or a famous person (Lakha & Vaid, 2021). Public relations are a strategic communication process that builds mutually beneficial relationships between organizations and their publics (Ajani et al., 2023). Public relations are the art and science of identifying, establishing, and maintaining mutually beneficial relationships between an organization and its publics (Faddila & Sumarni, 2023).

### **Sales Volume**

Sales volume refers to the total quantity of products or services sold by a company within a specific period, often measured in units or revenue (Al Amin et al., 2023). Sales volume represents the number of items or units a business has sold during a given time, indicating its level of market activity (Kitcharoen, 2019). Sales volume measures the total volume of goods or services sold, showing the scale of commercial transactions during a defined timeframe (Tamulienė et al., 2020). Sales volume is the quantitative aspect of sales, showcasing the total number of products sold to customers in a particular time (Widjaja, 2022). Sales volume is a key metric that quantifies the performance of a company in terms of the total units of products or services it has sold (Jillo, 2023). Sales volume indicates the extent to which a business is generating demand for its offerings and delivering them to customers (Bhatti, 2018).

Sales volume is an essential metric for assessing the operational efficiency and market penetration of a business, often expressed in terms of units or revenue (Fitriana et al., 2021). Sales volume is a numerical representation of an organization's market success, showing the total quantity of products or services delivered to customers (Latief, 2023). Sales volume measures the sheer number of items sold, which can help evaluate a company's performance in terms of market demand and growth (Iwara et al., 2020). Sales volume signifies the success of a business in terms of product or service distribution, revealing the actual quantity delivered to customers (Manandhar, 2020). Sales volume represents the quantitative dimension of an organization's sales efforts, disclosing the number of units sold to customers (Toma et al., 2023). Sales volume is a numerical representation of an organization's commercial transactions, indicating its ability to fulfill market demand (Alanzeh et al., 2018).

Sales volume is a key performance indicator that quantifies the total number of products or services distributed to customers during a specific period (Oluwafemi & Adebisi, 2018). Sales volume is the numerical result of an organization's commercial activities, illustrating the extent to which it meets market demand (Pisicchio & Toaldo, 2021). Sales volume measures the quantity of goods or services sold by a company, showcasing its level of customer engagement and market reach (Daosue & Wanarat, 2019). Sales volume represents the total amount of products or services a company has sold during a specified period, serving as a marker of its market activity (Butkouskaya et al., 2020). Sales volume is a concrete metric that quantifies a company's ability to turn market demand into sales, often expressed in terms of units or revenue (Gakii & Murigi, 2019). Sales volume provides a quantitative assessment of a company's commercial activity, showing the scale of its transactions and market impact (Wijayanti & Humaidi, 2023). Sales volume represents the total volume of goods or services distributed by a business, revealing its level of engagement with the market (Nizam et al., 2018).

## **Empirical Review**

### **Integrated Marketing Communications Dimensions and Sales Volume**

Hasdiansa and Hasbiah (2023) revealed a positive effect of integrated marketing communication on sales volume, while Ajani et al. (2023) established that it serves as an effective method for enhancing sales volume. Additionally, Ajeng and Marsasi's study (2023) indicated a significant influence of integrated marketing communications on sales volume. Furthermore, Al-Amin et al.'s investigation (2023) confirmed the significant impact of integrated marketing communications on sales volume, as did Al-Qaeda's study (2019).

Conversely, Alananzeh et al. (2018) discovered a negative relationship between integrated marketing communication and sales volume. Alrajhi's research (2023) pointed to an adverse impact of integrated marketing communication on sales volume, a finding that aligns with Alshare's study (2018). Additionally, Amalia and Hidayati's investigation (2022) indicated a negative effect of integrated marketing communication on sales volume. However, majority of the literature reviewed revealed that IMC variables have had positive impact on the sales performance of firms. This seeming lack of consensus among scholars on the nature of the relationship between IMC dimensions and sales volume provides justification for this present study.

## **Theoretical Review**

Service-Dominant Logic Theory (SD-Logic) was propounded by Stephen, Vargo and Robert. Lusch in 2004. Service-Dominant Logic (S-D Logic) provides a different perspective on how value is created and exchanged in the market. The Service-Dominant Logic Theory assumes that service is the fundamental basis of all economic and social exchange. This means that all transactions, whether they involve physical goods or services, can be understood as service provisions. The Service-Dominant Logic Theory further assumes that value is not embedded in products or services but is co-created through interactions between service providers and beneficiaries (customers). Value is not something delivered by a firm but emerges because of the collaboration between the customer and the provider. S-D Logic assumes that value



creation is embedded in networks and relationships. Interactions between various actors, including customers, service providers, suppliers, and other stakeholders, are critical for value co-creation. The theory assumes that markets are conversations. Continuous dialogue and communication between customers and service providers are essential for understanding needs and preferences and co-creating value.

Service-Dominant Logic (S-D Logic) has gained support and recognition from various scholars, academics, and practitioners in the fields of marketing, service management, and business. Gummesson (2007) is a vocal supporter of SD-Logic. He argued that SD-Logic is a more accurate and relevant theory for understanding the modern service-based economy than the traditional goods-dominant logic of marketing. Also, Irene-Ng (2010), known for her work on service innovation and customer co-creation, wrote extensively about the implications of SD-Logic for marketing practice. Gronroos (2005) also wrote extensively about service quality, customer satisfaction, and value co-creation, supporting the Service-Dominant Logic Theory.

Bitner (2012) is an American marketing scholar who is known for her work on services capes, customer experience, and customer journey mapping. She has written extensively about the implications of SD-Logic for service marketing. Chase et al. (2009) also wrote extensively about service blueprinting, customer focus, and service transformation, supporting the **Service-**The relevance of Service-Dominant Logic Theory (SD-Logic) in a study of integrated marketing communication (IMC) and five-star hotel performance is that it can help us understand how five-star hotels can use IMC to create and deliver value to customers. SD-Logic argues that value is co-created by the customer and the provider. In the context of five-star hotels, this means that the value of the hotel's services is created through the interaction between the customer and the hotel staff. IMC can be used to support this interaction by creating and delivering consistent and personalized messages to customers across all channels.

## **Methodology**

Research philosophy, research approach, research context as well as survey research design were all adopted for this study. The population comprised 166 top management staff of five selected five-star hotels in Lagos, Nigeria. Primary data collection was adopted by collecting relevant information from staff of the selected five-star hotels from Lagos State, Nigeria. A sample size of 142 was found usable. A structured and validated questionnaire was adopted for data collection. Cronbach's alpha reliability coefficients for the constructs ranged from 0.74 to 0.91. 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:** Investigate the effect of integrated marketing communication dimensions on sales volume.

The objective was to investigate the effect of integrated marketing communication dimensions on sales volume. 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 analytical table which summary is found in the multiple regression table.

**Restatement of Research Hypothesis**

**H<sub>0</sub>:** Integrated marketing communication dimensions have no significant effect on sales volume.

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 sales volume. 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 sales volume was generated by adding together the responses of all items under the variable to create an index of sales volume. The results of the analysis and parameter estimates obtained are presented in Table below

**Table 1:** Summary of Multiple Regression Analysis for the effect of Integrated Marketing Communication on Sales Volume 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)	11.835	4.771	.000	0.001 <sup>b</sup>	0.505 <sup>a</sup>	0.228	9.325
	Advertising	-.043	-.466	.642				
	Direct Marketing	.110	1.112	.268				
	Mobile Marketing	-.139	-1.669	.097				
	Social Media Campaign	.221	2.919	.004				
	Public Relations	.301	3.974	.000				
a. Dependent Variable: Sales Volume								
b. Predictors: (Constant), Public Relations, Direct Marketing, Mobile Marketing, Social Media Campaign, Advertising								

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

**Interpretation**

Table above shows the multiple regression analysis results for the effect of integrated marketing communication dimensions on sales volume of selected five-star hotel in Lagos State, Nigeria. The results revealed that social media campaign ( $\beta = 0.221, t = 2.919, p < 0.05$ ) and public relations ( $\beta = 0.301, t = 3.974, p < 0.05$ ) both have a positive significant effect on sales volume in five-star hotel in Lagos State, Nigeria. However, advertising ( $\beta = -0.043, t = -0.466, p > 0.05$ ) has a negative insignificant effect on sales volume while direct marketing ( $\beta = 0.110, t = 1.112, p > 0.05$ ) has a positive insignificant effect on sales volume.

= 1.112,  $p > 0.05$ ), and mobile marketing ( $\beta = -.139$ ,  $t = -1.669$ ,  $p > 0.05$ ) have an insignificant positive effect on sales volume. The results of the analysis revealed that two dimensions of integrated marketing communication (social media campaign and public relations) have positive and significant effect on sales volume of the selected five-star hotel in Lagos State, Nigeria. This suggests that social media campaign and public relations were important predictors of sales volume of the selected five-star hotel in Lagos State, Nigeria.

The correlation  $R$  value was 0.505, showing that integrated marketing communication dimensions have a moderately positive relationship with sales volume. The *adj. R<sup>2</sup>* was 0.228, implying that 22.8% of the variance in sales volume of the selected five-star hotel in Lagos State, Nigeria, was attributable to integrated marketing communication (public relations, direct marketing, mobile marketing, social media campaigns, advertising), while the remaining 73.2% of the changes are explained by other variables not captured in the model. Integrated marketing communication, being the independent variable, determines 22.8% of the sales volume of the selected five-star hotel in Lagos State, Nigeria.

The predictive and prescriptive multiple regression models are thus expressed:

$$SV = 11.835 + -0.043ADT + 0.110DM + -.139MM + 0.221SMC + 0.301PR + U_i \text{-----Eqn i}$$

(Predictive Model)

$$SV = 11.835 + 0.221SMC + 0.301PR + U_i \text{----Eqn i (Prescriptive Model)}$$

Where:

SV = Sales Volume

ADT = Advertising

DM = Direct Marketing

MM = Mobile Marketing

SMC = Social Media Campaign

PR = Public Relations

The regression model revealed that if integrated marketing communication dimensions were held constant at zero, sales volume of the selected five-star hotel in Lagos State, Nigeria was 11.835. indicating that in the absence of integrated marketing communication, sales volume of the selected five-star hotel in Lagos State, Nigeria was 11.835, indicating a positive customers response. Also, the associated t-value of the constant term is 4.771, with a significance level of .000, indicating that the constant term is statistically significant. From the predictive model, two dimensions of the IMC (social media campaign and public relations) have significant positive effect on the sales volume while advertising, direct marketing, and mobile marketing have insignificant effect on sales volume. These variables were not prescribed for the hoteliers. From the prescriptive model, a unit change in social media campaign and public relations would increase sales volume by 0.221 and 0.301 units respectively. The results suggest that social media campaign and public relations are significant predictors of sales volume 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 sales volume.

The  $F$ -statistics ( $df = 5, 136$ ) = 9.325 at  $p < 0.05$  indicated that the overall model is significant for predicting the effect of integrated marketing communication on sales volume. This implies that the regression model is a good fit for predicting the effect of integrated marketing communication on sales volume. Also, the  $p$ -value is less than 0.05, implying that the relationship between integrated marketing communication and sales volume is significant. At 0.05 level. The results further showed that public relations have the most effect on sales volume of the selected hotels in Lagos State, Nigeria, followed by social media campaigns. Based on these results, null hypothesis  $H_0$ , which states that integrated marketing communication dimensions have no significant effect on sales volume, was rejected.

### **Discussion**

The results of the multiple regression for the hypothesis on the effect of integrated marketing communication dimensions (advertising, direct marketing, mobile marketing, social media campaigns, and public relations) on sales volume 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 sales volume. This finding provides empirical and theoretical implications.

Empirically, the findings from this study agree with the study of Abimbola et al. (2020) that revealed a positive relationship between integrated marketing communication and sales volume, while Ajani et al. (2023) established that it serves as an effective method for enhancing sales volume. Additionally, Ajeng and Marsasi's study (2023) indicated a significant influence of integrated marketing communication on sales volume. In a complementary vein, Al Amin et al.'s investigation (2023) confirmed the significant impact of integrated marketing communication on sales volume. Conversely, Alananzeh et al. (2018) discerned a negative relationship between integrated marketing communication and sales volume. Alrajhi's research (2023) pointed to an adverse impact of integrated marketing communication on sales volume, a finding that aligns with Alshare's study (2018). Additionally, Amalia and Hidayati's investigation (2022) indicated a negative effect of integrated marketing communication on sales volume.

Theoretically, this research findings fell in line with the Service-Dominant Logic 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 sales volume of the selected five-star hotels in Lagos State, Nigeria. The Service-Dominant Logic Theory within a study examining the impact of integrated marketing communication (IMC) dimensions on the sales volume of five-star hotels holds profound theoretical implications for marketing scholars and practitioners alike. Social media campaigns, and public relations contribute to the development and maintenance of enduring customer relationships, thereby influencing sales volume.

Service-Dominant Logic Theory offers an alternative theoretical framework that underscores the co-creation of value through interactions between service providers and consumers. In the context of five-star hotels, this perspective invites investigation into how IMC dimensions

facilitate the exchange of intangible service experiences and co-produced value propositions. By examining how advertising, direct marketing, mobile marketing, social media campaigns, and public relations initiatives contribute to the cocreation of value within the hotel-customer relationship, scholars can deepen their understanding of the mechanisms through which IMC influences sales performance.

Ultimately, Service-Dominant Logic Theory enriches theoretical discourse surrounding IMC in the luxury hospitality industry, offering valuable insights for marketers seeking to optimize their communication strategies to drive sales volume and enhance customer satisfaction. Thus, the Relationship Marketing Theory and Service-Dominant Logic Theory are deemed suitable in studying the effect of integrated marketing communication dimensions (advertising, direct marketing, mobile marketing, social media campaigns, and public relations) on sales volume of the selected five-star hotels in Lagos State, Nigeria. Considering the support of the Service-Dominant Logic Theory to the effect of integrated marketing communication dimensions on sales volume, this study therefore rejected the null hypothesis ( $H_0$ ) that integrated marketing communication dimensions have no significant effect on sales volume of the selected five-star hotels in Lagos State, Nigeria.

### **Conclusion and Recommendations**

The  $F$ -statistics ( $df = 5, 136$ ) = 9.325 at  $p < 0.05$  indicated that the overall model is significant for predicting the effect of integrated marketing communication on sales volume. This implies that the regression model is a good fit for predicting the effect of integrated marketing communication on sales volume. Also, the  $p$ -value is less than 0.05, implying that the relationship between integrated marketing communication and sales volume is significant. At 0.05 level. The results further showed that public relations have the most effect on sales volume of the selected hotels in Lagos State, Nigeria, followed by social media campaigns.

The study therefore concluded that integrated marketing communication dimensions have statistically significant positive effects on sales volume.

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

- i. Five Star hotels should allocate adequate resources for marketing activities, which will enable them to optimize each dimension of IMC in maximizing sales performance.
- ii. 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 sales volume of the organization.
- iii. They should always benchmark other tourist firms' activities to improve on current activities and outwit them.

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