



SERVICE PROMOTION MIX STRATEGIES AND PERFORMANCE OF TWO-STAR HOTELS IN CALABAR METROPOLIS

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ABSTRACT: *The researcher examined the influence of promotion mix strategy on performance of two-star hotels in Calabar, Cross River State. The study was born out of the fact that management of this category of hotel find it challenging on how to select the right mix of promotional activities that will suit their business at a particular time and how to use it correctly to achieve a result. The key objective of the study was to explore the effect of promotion mix strategy on performance of two-star hotels in Calabar. The researcher adopted survey research design. Structured questionnaire was the core instrument for data collection. The data from the field was analyzed using simple linear regression and the result shows a significant relationship between social media, public relation and performance of two-star hotels in Calabar. The researcher concluded that those two-star hotels in Calabar who are ardent in adopting the modern promotion mix and incorporating it into their marketing strategies, have achieved above average performance and have sustainably changed their businesses. The researcher further recommended that two-star hotels management in Calabar that have not been using social media to a large extent should do so in order to boost their performance especially in this season of Calabar carnival rebirth and that management of these hotels should also pay more attention to public relation so as to create good image for the establishment and also enhance performance.*

KEYWORDS: Service, Promotion Mix, Strategies, Performance, Two-star.



INTRODUCTION

It is not enough for a firm to have good products sold at attractive prices. To create sales and profits, the benefits of products have to be communicated to customers through appropriate channels. Promotion is not done only for these factors but for others such as to build brand loyalty, to remind and reassure customers, and to launch a new product. The foremost aim of a firm's promotional strategy should be to bring existing or potential customers from a state of relative unawareness of the organization's product to a state of actively adopting them. In the competitive business environment, every business organization needs to make a more efficient strategy. So the question arises what can be the best strategy to stay in the competitive market? Promotion is the most familiar strategy used by various business organizations to fascinate the customer (Kumar and Patro, 2017). Promotion is the plan of action that helps to diffuse the information to increase the sales capacity.

According to Maulani (2017), promotion activities does not only function as a means of communication between firms and consumers but also as a tool to influence consumers to purchase or use service activities according to their wishes and needs. Promotion can utilize the elements of audio and visual communication in the marketing process to offer a message to the market (Assauri, 2012). In picking an appropriate promotional mix, financial institutions must think through the target audience, the life cycle, the stage of the products, the features of the products, decision phases of the products and the channel of distribution (Kotler, 2000). Karunanithy and Sivesan (2013), assert that promotion mix is a term used to define the set of tools that a business can use to communicate efficiently the benefits of its services to its consumers and that the challenge is to select the right mix of promotional activities to suit the particular business at a particular time and to then use it correctly to achieve a result. These tools can affect the performance of the firm.

Understanding performance and measuring it is the aim upon which management resolutions are based. It is only through the measurement of the performance of a firm that marketers can be able to build a new strategy and raise its revenues while achieving its purposes (Etuk, *et al.* 2021). Igbaji and Eke (2022), further opined that performance can be measured based on growth, market share, sales volume, and profitability. This can predict that the greater the indices, the better the performance of the business. Performance involves how cost-efficient and revenue-effective the actions of a hotel have been in comparison with their goals. It measures the level to which a hospitality firm's established business objectives and achieved its marketing, and managerial strategies over some time (Zawadi & Makena, 2019). According to Etim *et al.* (2021), while evaluating performance, hotels should appraise the contributions of their business strategies to performance to regulate the most significant contributing strategies and the least contributing strategies so that corrective actions can be taken. If certain business or managerial strategies are found to be positively and significantly contributing to performance, such strategies are intensified and reinforced to enhance performance.

Every hospitality service provider aims to create awareness and patronage for its products and also boosts general performance. The hotel business is a subclass of the hospitality industry, offering accommodation for lodging, resting, dining, and entertainment among other services. This industry largely depends on repeated customer visit for survival as well as their recommendations (Joseph, Etuk, and Udoh, 2020). In the hospitality sector, there is diverse ways profit and sales volumes can be influenced and one of them is the adoption of the right



service promotional mix strategies. The marketing performance of successful hospitality company is associated with the level of its sales volume and profit which among others is a function of awareness generated by the hotels about their services (Etuk and Udonde, 2023). The development of the hotel industry has been rapid and widespread in Calabar in the past one decade. The industry is making heavy investments in new facilities for already existing hotels, including more parking areas, swimming pools, and more new buildings with larger guest rooms being constructed.

Statement of the Problem

Promotions have been one of the major characteristics of the operations of these firms. However, the major challenges faced by this service-oriented organization have been how to build an effective service promotion campaign that will entice and create awareness in its audience as the inability to create and implement the right promotional mix elements at the right time may have serious implications on marketing performance. The challenge of firms seems to be on how to select the correct mix of promotional activities that will suit the particular business at a particular time and then use it appropriately to achieve a result. Thus, this research was borne out of the researchers' yearning to empirically assess which of the service promotional mix strategies would affect the marketing performance of the indigenous hotels in the state, by taking into account the basic service promotional mix strategies used in hospitality sector.

Objectives of the Study

The main objective of the study is to examine the influence of service promotion mix on performance of two-star hotels in Calabar Cross River State. The specific objectives were to:

- i. Ascertain the influence of social media on performance of two-star hotels in Calabar, Cross River State
- ii. Examine the effect of public relations on performance of two-star hotels in Calabar, Cross River State

Research Hypotheses

H₀₁: social media has no influence on performance of two-star hotels in Calabar, Cross River State

H₀₂: Public relations do not affect performance of two-star hotels in Calabar, Cross River State

Research Questions

- i. Does social media influence performance of two-star hotels in Calabar, Cross River State
- ii. Public relations affect consumption of made in Nigeria product in Cross River State?



REVIEW OF RELATED LITERATURE

Overview of Service Promotion Mix

Sunday and Bayode (2019), defines promotional mix as the means use in bringing customers from a state of relative ignorance of a product to a state of keenly adopting the product. It is a means of communicating with individuals or groups to directly or indirectly enable exchange by informing and persuading one or more target to accept a firm's product. Adebisi (2006) defined promotional mix as any marketing energy whose function is to update or persuades actual or potential customers about the merit a product possess for the purpose of inducing a consumer to either start buying or continue to purchases the company's product.

Promotion involves the sharing of information as well as the dissemination of information about a company's products, services, ideas, experience etc. This sharing of information can take the form of promotional activities in marketing. Service promotion is an exercise aimed at informing, persuading and influencing customers in a service firm. The objective of promotion is to reach the targeted market and convince them to buy. Promotion is vital element of marketing mix. Promotion strategies have remained the only technique firms gain competitive advantage in the market. It comprises the combination of the eight basic rudiments of the promotion mix i.e. advertising, direct marketing and commerce, sales promotion, event/sponsorships, the internet/interactive marketing, public relations, word-of-mouth marketing and personal selling (Kotler & Keller, 2012).

Promotion mix is a blend of communications tools used by a firm to carry out the promotion process and to communicate directly with its target audience (Karunanithy *et al.* 2013). These promotional mix tools include advertising, the internet/interactive marketing, direct marketing and commerce, sales promotion, event/sponsorships, public relations, social media marketing, word-of-mouth marketing and personal selling (Etuk and Udonde 2023). Numerous promotional tactics are used by firms to survey in the modern market. These promotional strategies assist firms to attract and retain customers thus improved growth in terms of return on investments due to expanded customer base (Kotler, 2007). Increased revenue, increased client-base and customer loyalty are measures of any organization marketing performance in the competitive market. Promotional activities have an essential role in marketing to provide information on the existence of products offered by the company to consumers. This explains that without a promotion, the company may not carry out activities effectively and efficiently (Attia *et al.*, 2018). The company's promotional capabilities through various means or different delivery methods must be designed as well as possible to achieve the company's goals.

Promotion mix strategy is a tool in which a company uses to communicate its services to its target markets. In an effort to share information a source sends a message via a channel to a receiver who replies with a response. In communication the key goal is to influence the behaviour of the receiver. Thus, a firm adopts a communication strategy with a view of persuading the receiver to take actions in favour of the organization (i.e. customers responding positively to the products and market offerings). A company must develop both communications and training programs, to extent the novel brand message internally through all levels of the firm. To the external participants, in turn, the company might include client and journalist promotion packages, advertising, sponsoring to its promotion strategy (Udonde, Ibok & Eke, 2022).



Service promotion mix is used to ensure that consumers are aware of the services that the organization is offering (Familmaleki, *et al.*2015). As one of the marketing mix elements, promotion comprises all the activities that focuses on the targeted consumers, that facilitate the process of contacting with them for the purpose of formatting a sense of the importance of the commodity in achieving a high degree of consumers satisfaction of their wishes and needs comparing with the competitors' commodities (Familmaleki, *et al.*2015). When companies have made their promotional strategies, they must focus on their target market and use the right channel in order to ensure their target market is aware of the promotion for their products and will accept as well as patronize their products. Good promotion strategies will get good response and all promotional activities organized by the company is done to increase sales and indirectly to get more profit for the company.

Dimensions of Service Promotion Mix

Social Media Marketing

Etuk *et al.* (2022) describe social media marketing as an internet-based marketing strategy that replaces traditional marketing methods. It allows organizations to raise product awareness, enhance brand visibility, expand audience reach, and influence consumer purchasing behavior. Similarly, Nyalin, Tuan, Ying, and Tan (2010) argue that social media offers businesses the opportunity to connect with a broader global audience. Kimani (2014) defines social media marketing as the process of advertising on social media platforms, creating firm profiles on sites like Facebook, X, and Instagram, where consumers can engage with the brand and learn about its products. Meslat (2018) views social media marketing as a tool used to drive traffic to websites by generating consumer interest through social media networks. Eke (2022) emphasizes the importance of marketers understanding consumer needs, which allows organizations to build a more personalized connection with their audience.

As a result, many traditional, offline businesses have gradually integrated social media marketing into their operations to better engage with both current and potential customers, fostering stronger relationships. Kalu (2019) suggests that the growth of social media marketing and related tools has significantly benefited brand owners and marketers, providing innovative ways to connect with target audiences. Social media platforms are categorized into several types: social networking sites where users create and share profiles and content; blogs where users generate written, video, or audio content for sharing; content-oriented sites that focus on specific topics like real estate or sports; and bulletin boards and forums where individuals exchange information and ideas on particular subjects (Kimani, 2014).

Public relations

Public Relations (PR) encompasses strategically planned initiatives, policies, and programs developed by organizations to foster acceptance, trust, and positive relations with society. It includes the company's corporate social responsibility (CSR) efforts (Etuk & Udonde, 2023). Public relation is primarily concerned with managing the interactions between organizations and their various stakeholders (Familmaleki *et al.*, 2015). The practice aims to build and sustain strong relationships, mutual understanding, and goodwill with secondary target groups, audiences, or stakeholders. It serves to bridge the gap between how an organization's



key publics perceive it and how the organization wishes to be perceived (De Pelsmacker et al., 2001).

Public relations are characterized by two-way communication, allowing companies to both gain insights from their audiences and provide relevant information in return. As part of the promotional mix, PR focuses on enhancing and maintaining the company's reputation and goodwill through unpaid media channels. The primary objective of public relations is to influence stakeholders' perceptions favorably and to foster mutually advantageous relationships. According to Maulani (2017), public relations includes a range of internal and external programs aimed at promoting or safeguarding the company's image or the reputation of its products. These initiatives target employees, consumers, other organizations, government bodies, and the media.

Overview of performance

The performance of hospitality firms refers to the effectiveness and efficiency of their operations over a specified period (Etim *et al.* 2021). In evaluating performance, hospitality organizations assess the impact of their business strategies to identify which strategies contribute most significantly to success, as well as those with less impact. This analysis enables organizations to take corrective actions where necessary. When certain business or managerial strategies are found to have a positive and significant influence on performance, these strategies are strengthened and further implemented to improve outcomes. Conversely, if certain strategies are not yielding significant results, hospitality managers should consider removing them from the strategic mix to prevent negative long-term effects on performance.

Key metrics for assessing market performance in hospitality firms include total revenues, customer satisfaction, market share, and client acquisition (Gunday *et al.*, 2012; Rashid, 2008; Sullivan & Dooley, 2009). Marketing performance is crucial to overall business performance, even within the hospitality industry. Indicators of effective marketing performance include strong brand recognition, consumer preference, high sales volumes, and a significant market share (Grønholdt & Martensen, 2006, as cited in Etuk & Udonde, 2023). However, achieving robust marketing performance can be challenging for businesses if the appropriate service promotion strategies are not implemented.

Concept of Hotels in Calabar

Hotels are commercial establishments that provide accommodation, food, beverages, and entertainment to guests, visitors, tourists, and other patrons, typically for a fee (Drovic & Mansul, 2013). In this context, hospitality services are fundamentally profit-driven, rather than charitable, and today's hospitality industry is predominantly characterized by its profit motive. Hotels, as part of the broader tourism sector, also encompass various related businesses such as restaurants, car rental services, and entertainment enterprises.

Hotel Classification

Hotels are commonly rated using a star system, which assesses the quality of their features and amenities to guide potential guests in selecting accommodations that meet their preferences and budget. This system ranges from 1 to 5 stars, with each level indicating the quality and range of services offered, from basic accommodations to luxurious experiences. While star ratings are useful, it is important to note that there is no universal standard for



hotel classifications, and the same hotel may receive different ratings on various platforms. Therefore, it is advisable for customers to consult the specific rating criteria provided by the website they are using.

It is also important to differentiate between customer reviews, where guests rate their experiences with a star value, and the official star ratings, which reflect the hotel's facilities and services. Hotels are categorized into five primary star levels: One-Star, Two-Star, Three-Star, Four-Star, and Five-Star hotels, each of which offers varying levels of comfort, amenities, and service. A brief description of each category is as follows:

- **One-Star Hotels:** These hotels provide basic accommodations, typically offering just a bed and bathroom. Amenities and services are minimal, and rooms may lack additional facilities such as televisions or telephones. While some may perceive these hotels as lacking in cleanliness or comfort, the one-star rating primarily reflects the simplicity of the accommodations, not their cleanliness or safety.
- **Two-Star Hotels:** A step up from one-star hotels, two-star hotels generally offer the essential amenities such as a bed, bathroom, television, phone, and closet. They are often located near major highways, catering to transient travelers, and may be part of larger hotel chains. Some two-star hotels may also offer rewards programs for frequent travelers.
- **Three-Star Hotels:** These hotels offer more spacious accommodations and a range of services, including Wi-Fi, a gym, a pool, and room service. Typically located in business districts or near major cities, three-star hotels may also have medium-sized restaurants serving breakfast. These hotels are often designed to meet the needs of business travelers, offering facilities such as conference rooms and 24-hour front desk assistance.
- **Four-Star Hotels:** Four-star hotels are upscale establishments that provide an enhanced experience with a range of amenities, activities, and services suited for longer stays. These hotels are often found in popular tourist destinations and offer elegant lobbies, extensive staffing, and a variety of recreational facilities, such as spas, pools, tennis courts, and fitness centers. The accommodations are spacious, often featuring high-end furnishings, premium bedding, and additional luxury services, such as concierge support and valet parking.
- **Five-Star Hotels:** Five-star hotels represent the pinnacle of luxury and service in the hospitality industry. Known for their opulence, these hotels provide a highly personalized experience, including services such as personal butlers, 24-hour room service, valet parking, and gourmet dining. Guests can enjoy a wide range of luxury amenities, including heated pools, spas, fitness centers with personal trainers, and extensive entertainment options. Rooms are often spacious, with separate living areas, premium furnishings, and designer toiletries. The attention to detail in five-star hotels ensures that guests experience unparalleled comfort and service during their stay.



THEORETICAL FRAMEWORK

This study was informed by the AIDA Theory, introduced by Aaker and Joachimsthaler in 2000. The AIDA model is an acronym representing four key stages in the consumer decision-making process: **Awareness, Interest, Desire, and Action**. According to this model, marketers should aim to first capture the attention of potential customers, generate interest, stimulate desire, and ultimately prompt action or purchase in order to drive product adoption within the target market. The AIDA framework offers a comprehensive representation of how promotional efforts influence customer behavior and purchase decisions. The theory outlines a step-by-step process in which promotional activities guide potential customers toward making a purchase. The first stage, **Attention**, refers to the moment when a brand successfully attracts the consumer's attention through advertisements or other forms of marketing communication. This attention can be either positive, negative, or neutral, but from the marketer's perspective, only positive attention—where the consumer actively engages with the promotional content—is beneficial.

Subsequently, marketers seek to generate **Interest** and **Desire** for their products by utilizing appropriate communication channels to reach a wide audience. This, in turn, stimulates demand for both existing and new products. By adopting the AIDA model, firms can foster substantial growth in terms of customer base, revenue, and overall marketing performance (Aaker and Joachimsthaler, 2000).

Empirical Review

Obinwanne and Ukabuilu (2019) conducted a study titled "Utilization of Integrated Marketing Communication Tools for Brand Recognition and Sales in Hotels." The research collected primary data from 80 senior staff members across five randomly selected hotels in Uyo, Akwa Ibom State, Nigeria, using a structured questionnaire. To analyze the data, the study employed Multiple Regression analysis, utilizing the Ordinary Least Squares (OLS) method. The study's findings showed that sales promotion and personal selling had a significant positive influence on both brand equity and the sales performance of hotels in Uyo. In contrast, the effects of advertising and direct marketing were found to be statistically insignificant. Based on these results, the study concluded that integrated marketing communication (IMC) had a substantial and positive influence on the performance of hotels.

Al-Qeedaa (2019) investigated the "Impact of Integrated Marketing Communications (IMCs) on Hotels' Marketing Performance." Primary data were collected from 300 managers and guests of five-star hotels in Abu Dhabi, United Arab Emirates. The study employed multiple linear regression analysis to test its hypotheses. The findings revealed a positive correlation between public relations, advertising, and social media marketing as IMC tools, all of which significantly impacted the marketing performance of hotels. The study concluded that integrated marketing communication plays a critical role in enhancing the marketing performance of hotels in the United Arab Emirates.

Bezabih (2021) investigated "The Effects of Integrating Marketing Communication on the Performance of Hotels in Ethiopia: A Case Study of Selected Hotels in Addis Ababa." The study collected primary data from 105 employees of selected hotels in Addis Ababa through a structured questionnaire. Descriptive statistics (frequency tables and means), Pearson's



correlation, and multiple regression were employed to analyze the data. The results indicated that advertising, sales promotion, direct marketing, and personal selling had significant positive effects on hotel performance in Addis Ababa. The study concluded that integrated marketing communication (IMC) has a significant positive impact on the performance of hotels in Ethiopia's hospitality sector.

Tsion (2021) conducted a study on "The Effect of Promotional Mix Practices on Customer Preference: The Case of Five-Star Franchised Hotels in Addis Ababa." The researcher gathered primary data from 385 customers of five-star franchised hotels in Addis Ababa using a 5-point Likert Scale questionnaire. Descriptive statistics (means and percentages), correlation, and multiple regression analyses were applied. The study's findings revealed that advertising, sales promotion, direct marketing, personal selling, and public relations positively and significantly affected consumer preference for five-star franchised hotels in Addis Ababa. The study concluded that promotional mix practices significantly influence customer preference for these hotels.

Muriuki (2015) explored "The Influence of Marketing Communication Practices on the Performance of Insurance Companies in Kenya." Primary data were obtained from 48 registered insurance companies in Nairobi through a structured questionnaire. Descriptive statistics and regression analysis were used to analyze the data. The study found that advertising, social media, public relations, personal selling, and sales promotion positively influenced the performance of insurance companies in Nairobi. The researcher concluded that marketing communication practices significantly impact the performance of insurance companies in Kenya.

Oluwafemi and Adebiyi (2018) examined "Customer Loyalty and Integrated Marketing Communications Among Subscribers of Telecommunication Firms in Lagos Metropolis, Nigeria." The study collected primary data from 134 subscribers of telecommunications networks in Lagos using a 5-point Likert scale questionnaire. Descriptive and inferential statistics (correlation and regression) were applied, with hypotheses tested using Analysis of Variance (ANOVA). The study revealed that direct marketing, publicity, sales promotion, and advertising had significant relationships with customer loyalty toward telecommunication firms in Lagos. The study concluded that integrated marketing communication is significantly associated with customer loyalty in Nigeria's telecommunications sector.

Khan (2016) investigated the "Impact of Promotional Mix Elements on Tourist Satisfaction: A Case Study of Mussoorie." The study surveyed 200 respondents in India using a questionnaire. Descriptive statistics and simple linear regression were used for data analysis. The findings indicated that advertising, sales promotion, and public relations significantly impacted tourists' satisfaction, while direct marketing had a non-significant effect. The study concluded that promotional mix elements significantly influence tourist satisfaction in the Indian hospitality industry.

Aransyah, Althalets, Wediawati, and Sari (2020) conducted a study on "The Impact of Promotion on Room Occupancy Rate in Mesra Business and Resort Hotel, Samarinda, Indonesia." Primary data were collected from 70 respondents in Samarinda, Indonesia, using interviews and questionnaires. Simple linear regression analysis, assisted by SPSS software, was applied. The study's findings revealed that advertising, direct sales, sales promotion, publicity, and word of mouth had significant effects on room occupancy rates at the Mesra



Business and Resort Hotel. The study concluded that the promotional mix positively influences room occupancy rates and customers' decisions to choose the hotel.

Etim *et al.* (2021) investigated "Integrated Marketing Strategies and Performance of Hospitality Firms Amidst the COVID-19 Pandemic." The study adopted a descriptive research design, collecting primary data from 226 customers of 15 hotels using a 5-point Likert scale questionnaire. Data were analyzed using descriptive statistics, and hypotheses were tested using multiple linear regression in SPSS. The study found that advertising, sales promotion, social media, and public relations had significant positive effects on hotel performance. The research confirmed that adopting integrated marketing strategies, such as advertising, sales promotion, social media, and public relations, could help improve hotel performance during the COVID-19 pandemic.

Karunanithy and Sivesan (2013) conducted an empirical study on "Promotional Mix and Brand Equity: Mobile Service Providers in Sri Lanka." The aim of the study was to explore the effects of promotional mix on brand equity within the mobile service sector. Data were collected from 107 customers of mobile service companies. The findings revealed a strong positive correlation (0.722) between promotional mix elements and brand equity, with promotional mix accounting for 52% of the influence on brand equity. The study concluded that promotional mix significantly affects brand equity and recommended that mobile service providers refine their promotional strategies.

Bazergan *et al.* (2021) examined "The Influence of Promotional Mix on Customer Savings Decisions." The study aimed to analyze the impact of the promotional mix, including advertising, personal selling, sales promotion, and public relations, on customers' decisions to save at PT Bank Rakyat Indonesia. Data were collected from 100 respondents via a questionnaire, and multiple regression analysis was conducted. The results indicated that advertising, personal selling, and sales promotion had significant positive effects on customer decisions to save, while community relations had no discernible impact. The study concluded that sales promotion was the most influential factor in customer decision-making.

Afande and Maina (2015) explored the effect of promotional mix elements on the sales volume of financial institutions in Kenya, focusing on the Kenya Post Office Savings Bank. Using a descriptive research design, the study collected data from staff in the finance, marketing, and operations departments, with a sample size of 96 respondents. Data were analyzed using SPSS, with qualitative data subjected to content analysis and quantitative data analyzed using descriptive statistics and regression analysis. The study found that sales promotion was the most effective promotional element in increasing sales volume, followed by personal selling, advertising, public relations, and direct marketing. The regression analysis confirmed these rankings, indicating that sales promotion had the most significant effect on sales volume.



METHODOLOGY

Research design

The researcher utilized survey design as the main research design. This is because survey design allows information to be gathered from a sample of people or organizations by the use of questionnaire.

Study Area

Calabar which is the capital of Cross River State in the South-South region of Nigeria was adopted as the study area. The proximity of the Area of study to the researcher eased the collection of needed data within the time frame of the study. Calabar is made up of two local Government Areas namely Calabar Municipality and Calabar South. It has an area of 406 square Kilometers (157 sqmi) and a population of 371,022 as at 2006 census.

Population of the Study

The population of the study comprised of all the staffs in the seven two-star hotels in Calabar metropolis under study. The total was 154 staffs. The breakdown of the population is as follows:

Table 1. Selected Hotels in Calabar Metropolis

S/N	NAME OF HOTEL	LOCATION	NO. OF STAFF
1.	Liz Ani Hotel	2 Atimbo Road, Edibe Qua Town, Calabar, Cross River, Nigeria	29
2.	Planet Guest House	13 Mark Obi Close Off, Clement Ebri drive, Calabar, Cross River, Nigeria	22
3.	Pearl Suites	MCC Road Calabar	19
4.	Petesville	3 rd Avenue, Calabar	24
5.	Success Villa	Otop Abasi Street, Calabar	19
6	Freeman's	Marian road	21
7.	Adrian's Place	MCC Road Calabar	20

Source: Cross River Tourism Bureau (2023)

Sample Size

The sample for the study is 154 staffs of the selected two-star hotels. This is because the population was not more than 500.

Sampling Techniques

Simple random technique was adopted in order to give all members of the population an equal opportunity of taking part in the study.



Sources of Data

The main source of data for this study was primary data. This primary data was collected directly from the staffs of the selected two-star hotels in calabar.

Data Analysis Techniques

Simple linear regression analysis was used to examine the extent of the relationship that exist between the predictor variables (social media, public relations) and the criterion variable (performance). The two hypotheses were tested at 0.05 level of significance.

Model Specification

Performance was estimated as a direct function of some service promotion mix dimensions.

This can be expressed in functional equation form as in Equation 1

$$Y = F (X_1, X_2,) \quad \text{Equation 1}$$

Recoded to represent the variables, it is presented as;

$$P= F (Sm, Pr,) \quad \text{Equation 2}$$

The simple regression model representing the relationship that exists between each independent variables ($X_1, X_2,$) and the dependent variable (Y) was expressed in the form:

$$H_{01}: Y = a_0 + b_1X_1 + e \quad \text{Equation 3}$$

$$H_{02}: Y=a_0 + b_2 x_2 +e \quad \text{Equation 4}$$

To represent the variables in use, the simple linear regression equations were presented as:

$$H_{01}: C= a_0 + b_1Sm + e$$

$$H_{02}: C=a_0 + b_2 Pr +e$$

Where: P(Y)	=	Performance
Sm(X_1)	=	Social media
Pr(X_2)	=	Public relation
e	=	error term

The above estimated equations are linear function which was used in testing the model separately.



DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

A total of one hundred and fifty four (154) copies of questionnaire were distributed and one hundred and one hundred and fifty (150) were retrieved and found useable. The responses were coded and the Statistical Package for Social Sciences (SPSS version 20.0) was used to run data analysis.

Test of Hypothesis One

H₀₁: There is no significant relationship between social media and performance of two-star hotels in Calabar.

Table 2. Summary of simple regression showing the relationship between social media and performance of two-star hotels in Calabar.

	B ₁	SE	B ₂	t-value	Significant (2 tailed)
Constant	10.367	0.147	-	70.638	0.000
Social media	0.238	0.011	0.819	20.953	0.000

Dependent variable: Performance
R= 0.819^a
R²= 0.670
Adjusted R-square= 0.669
Std. Error estimate= 0.474
F= 439.014
Significance= 0.000

**significantly related at 5% (p<0.05). B₁ = unstandardized beta, B₂ = standardized beta, SE = standard error.*

Source: Field Survey Data, 2023.

According to Table 2, R value of 0.819 indicates that there is a strong relationship between the dependent and the independent variable. The R-Square value of 0.67 implies that about 67% of the variation in performance was explained by the social media. The F-calculated value of 439.014 was obtained with P-value of 0.000 which implies that the independent variable was able to explain the dependent variable very well. The constant value of 10.377 indicates that keeping social media constant, performance will remain at 10.350. The beta coefficient of social media was 0.238 which means that a unit change in social media will lead to 0.238-unit change in performance of two-star hotels. Since the P-value is less than 0.05 the null hypothesis is then rejected.



Test of Hypothesis Two

H₀₂ There is no significant relationship between public relation and performance of two-star hotels in Calabar.

Table 3. Summary of simple regression showing the relationship between public relation and performance

	B ₁	SE	B ₂	t-value	Significant (2 tailed)
Constant	10.278	0.184	-	55.966	0.000
Public relation	0.240	0.014	0.761	17.237	0.000
Dependent variable: Performance					
R= 0.761 ^a					
R ² = 0.579					
Adjusted R-square= 0.577					
Std. Error estimate= 0.536					
F= 297.124					
Significance= 0.000					

**significantly related at 5% (p<0.05). B₁ = unstandardized beta, B₂ = standardized beta, SE = standard error.*

Source: Field Survey Data, 2023.

Table 3 with R value of 0.761 indicates that there is a strong relationship between the dependent and the independent variables. The R-Square value of .579 implies that about 57.9% of the variation in the performance was explained by public relation. The F-calculated value of 297.124 and P-value of .000 implies that the model was adequate. That is, the independent variable was able to explain the dependent variable very well. The constant value of 10.278 indicates that keeping public relation constant, performance will remain at 10.278. The coefficient of public relation was 0.240 which means that a unit change in public relation will lead to 0.240-unit change in performance. The P-value of .000 means that the influence of public relation on performance was statistically significant.

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Summary

1. The first null hypothesis stated that there is no significant effect of social media on performance. Findings showed that there is a positive relationship between social media and performance
2. The second null hypothesis also stated that there is no significant relationship between public relations and performance. Findings revealed that there is a significant relationship between public relations and performance.



Conclusion

The findings of the study show that embracing service promotion mix dimensions does increase performance. The empirical results of the study highlight that those two-star hotels in Calabar that are ardent in adopting the modern promotion mix and incorporating it into their marketing strategies, have achieved above-average performance and have sustainably changed their businesses.

Recommendations

- i. Two-star hotels management in Calabar that have not been using social media to a large extent should do so in order to boost their performance especially in this season of Calabar carnival rebirth.
- ii. Management of these hotels should further pay more attention to public relation so as to create good image for the establishment and also enhance performance.

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