

# African Research Review

---

An International Multidisciplinary Journal, Ethiopia

Vol. 7 (1), Serial No. 28, January, 2013:136-154

ISSN 1994-9057 (Print)

ISSN 2070--0083 (Online)

DOI: <http://dx.doi.org/10.4314/afrrrev.v7i1.10>

---

## Determinant of Adoption Pattern of New Product/Services in Hotel Industry in Awka, Nigeria

**Ezeh, Precious Chikezie** - Department of Marketing Federal Polytechnic, Oko, Anambra State, Nigeria  
Tel: +2348035006179, +2348095765038  
E-mail: ezeprecious@hotmail.com

&

**Ezeoke, Angela Nneka** - Department of Marketing Federal Polytechnic, Oko, Anambra State, Nigeria  
Tel: 07039202822  
E-mail: nnewhaz@yahoo.com

### Abstract

*In light of the intense competition facing the providers of hotel services/product, some managers are constantly engaged in the creation of new products that would hopefully win consumers acceptance. However, against a backdrop of changing technology and sophisticated consumer wants, inventing a successful innovation is an uphill task. The main aim of this research was to shed some light on the adoption pattern of consumers in relation to new hotel consumer innovations. In this study, the researcher chose hotel services to represent the various innovations in the consumer hospitality market. With the use of focus group discussions, interview followed by a survey in order to get an insight of consumers with regard to their adoption behaviour, the research finds factors that influenced adoption*

*pattern of a consumer. High degree of confidence on the part of hotel staff, staff's good knowledge of product/service, new addition of service/product to company portfolio, influence of age, Boss influence, occupational influence, gift influence, product/service pricing, introductory marketing communication, continuing marketing communication, time effect of marketing communication. With the crunch in the consumer hospitality industry, managers are under tremendous pressure to create new products. The consumer hospitality industry has been a wave of innovation sweeping the industry, with companies experimenting with a wide range of products from lodging to atomic services. Given the advent of new technologies and shorter product development cycles, new products are constantly being introduced.*

## **Introduction**

### **Background of the study**

The hospitality industry, which is becoming increasingly global with the search for new markets and increased international travel, has an important requirement for players to develop a strong identity and promote a recognizable brand in order to succeed. There are many things in place in Nigeria now, which should encourage the growth of the hospitality business. Some are listed below:

- The emergence of opportunities by the democratic dispensation in the country would influence the size and growth of both foreign and local business travellers.
- Government's favourable policy towards foreign investment as well as encouragement being given to local entrepreneurs to source for cheap funds would spur growth in the hospitality industry.
- Worldwide expansion of international trade and manufacturing would imply an increase foreign travel. This of course, would require growing market for local hotel accommodation to facilitate business travel.
- Hotels in Nigeria have been very profitable, partly owing to the high tariffs they charge and partly to very high demands for hotel rooms in urban centres particularly the Federal and State Capitals.

There exist about 650 hotels, motels, inns, and commercial guesthouses in Nigeria today. About 10% of these are of international standard, mostly concentrated in the Federal and States capitals. An important feature of the hotel industry in Nigeria is that until the late seventies, there was a virtual absence of any of the well-known names in international hotel industry. From the late seventies, however, some of these names have begun to make an appearance. Names like Hilton, Sheraton, Le Meridian etc.

Also the demand for Hotel services is in the increase in Awka town. The use for hotel services is for comfort “a home away from home”. The new Encyclopaedia Britannica (1994) quoted by Henry Oparah explained a hotel to mean “a building that provides lodging, meals and other services to the travelling public on a commercial basis.

Casse and Revland (1983) view a hotel as a building for public accommodation that furnishes lodging and usually provides meals, beverages and many personal services. From the definition we can understand that hotel industry has much of services than goods. How do potential customers learn about new services, try them and adopt or reject them is very important to justify the cost of new product development. Adoption is an individual’s decision to become a regular user of a particular product or services. Some hotel users have decided to be using a particular hotel services because of the benefit they enjoy from such services. From observation I found out that some guests take much variable into consideration before they adopt some new hotel services due to the characteristic of service. The characteristics of hotel services are intangibility, inseparability, variability and perishability (Kotler et al, 1996). It is these characteristics that attracted the researcher to find out what makes a particular guest to adopt a particular new service in time, later or even not at all.

The theory of innovation diffusion and customer adoption helps marketers identify early adopters and what makes them adopt a particular service instead of the other or not at all. Etzel et al (2006) stated that understanding the adoption and diffusion processes for a new product increase the likelihood of success with the product. Justice (2007) said that adoption and diffusion enable an organization gain insight into how a product is or is not accepted by prospective customers as well as the groups that are likely to buy a product at particular times in its life cycle.

Farese et al (2003) held that firms should not just look to add new products but should delete a product/services or product/services line that is no longer successful in the market. For example, most of hotels of 80s have changed their services. The adoption process focuses on the stages individual consumers or organizational buying units pass through in making a decision to accept or reject an innovation.

### **Statement of problem**

Adoption has been rightly identified as the most valuable resource for new product. The hotel industry like every other industry has something to offer. The extent of new product will determine the success or failure of a firm. The adoption and the diffusion process for a new product, which are determined by some variables, are the most important consideration in every product's life cycle. Firms must introduce new product to sustain growth and profitability. The similarities of new hotels services not only negate consumer loyalty but they create incident costs in the marketing of their services and thus culminate in decline in the company's share of the market. This can become a real problem where the service evaluation of these companies is analyzed. Product factor consideration as well as consumer type and marketing efforts are crucial in understanding the adoption process as well as whether the product/service is adopted at all. It is important, therefore, that for an effective management of the industry in Nigeria for Nigerians and the foreign visitors alike and for the reduction of failure rate in the industry the process of new product adoption be understood. This is not about failed products but about products that succeeded and about planning for their contribution to profit over their life cycle and the marketing effort necessary to influence the adoption process.

### **The objective of the study**

The objective of the study is to explain the nature of the product adoption and the adoption pattern for effective product management in the hotel industry. Specifically the study intend to-

- 1) Investigate and bring to the knowledge of the hotel managers the issue of new product adoption and the determinant of adoption in the hotel industry.
- 2) Identify some problems inherent in new product adoption pattern in hotel industry at Awka.

- 3) Identify and examine the characteristics of adopters of new product in Awka along the adoption pattern.
- 4) Identify the best marketing communication that will create and hasten the awareness of innovation.
- 5) Make recommendation at the end of this work that will help in improve on how hotel managers perceive new products/services and how to encourage quick adoption by guest

### **Formulation of hypothesis**

**Hypothesis I:** *There is significant difference within the categorical variables with respect to their perceptions of the relevance of product/services innovativeness in the adoption of new hotel product/services.*

**Hypothesis II:** *There is significant difference within the categorical variables with respect to their perceptions of the relevance of social standing in the adoption of new hotel product/services.*

**Hypothesis III:** *There is significant difference within the categorical variables with respect to their perceptions of the relevance of price/quality in the adoption of new hotel product/services.*

**Hypothesis IV:** *There is significant difference within the categorical variables with respect to their perception of the relevance of marketing communication in new hotel product/services.*

### **Significance of study**

This work will serve many purposes, within the locality of this study i.e. (Awka town) an academic work like this will be essential for identification of product that will succeed or fail along the product life cycle. In the tertiary institutions, this work will be highly significant for academic reference. This is in view of the fact that it will offer opportunities for the transformation of theoretical knowledge into practical reality. It provides available data for researchers and other related institutions for update of knowledge.

### **Scope and limitations of the study**

The scope of this project has been determined by the project topic “The determinants of adoption pattern for new product in Hotel Industry at Awka town. The researcher strictly limited the study to the topic above. No other

industry or Hotel Industry in another town is referenced in this work. In the course of carrying out this project work it is expected that one would face some constraints, but it is believed that the findings of this research would not be made irrelevant and the suggestions proffered unrealistic as a result of the constraints which include: Finance, Time factor, Hindrances in Getting Responses.

## **Review of related literature**

### **Determinants of adoption process for a new hotel services**

Meeting the challenges of an unstable and turbulent business environment is not easy, it is like Darwin's evolution theory — survival of the fittest. In order to survive in the market place, it is important for service organizations to successfully develop new services. Despite the importance of successfully developing new services, knowledge about how to achieve success is limited because the failure rate for new service developments remains high in comparison to new product developments. The success rate for new service projects are on the average 58%, in other words, approximately four out of ten new services fail in the market place. Therefore, it is critical to expand the knowledge of the factors that impact innovation efforts performance, if service firms are to significantly improve their low success rate. In the past, several empirical studies have investigated the success factors associated with New Service Development (NSD) and have shown the important role of service employees within NSD activities, however, they have not specifically addressed the issue of how to manage human resources for maximum effect. Service employees are enormously critical to the success of the organization they represent because they directly impact customers' satisfaction. The attitudes and behaviours of service employees can significantly influence customers' perceptions of the service, and therefore, service organizations must find ways by which they can effectively manage their service employees' attitudes and behaviours so that they deliver high quality service. Furthermore, the majority of NSD research has concentrated on the financial service sector. Michael (2003) successful new service development: study of the hotel industry in Germany, PhD thesis, university of Otago (marketing) summarized new services into four groups: (i) product-related, (ii) market-related, (iii) process-related and (iv) organizational-related. Key success factors relate especially to the market and organizational dimensions, while most factors of the process dimensions influence the performance of new hotel service projects. The factors of employee management were of

fundamental importance. The factors of employee management that have a strong impact on NSD performance were strategic human resource management, behaviour-based evaluation, empowerment and training of employees. From the Journals and other related literatures the researcher picked that there can be four sub-groups which can determine the adoption process of a new product which determines the survival of a firm. They are – The product attributes, Environmental influences, the market factors and finally the individual determinants.

### **The product attributes**

It has to do with the makes up of the new services. Since services is a unique product which most of its characteristics may not allow some certain things, so new adopters must put some variables concerning the product into consideration before making that decisions.

- a) **Relative advantage:** The degree to which an innovation is superior to currently available products. It talks about what makes a given product more advantageous. This may be reflected in lower cost, greater safety, easier use or some other relevant benefits. Marble Arch Hotels Ltd has these as their relative advantage: outstanding services, managerial ability, 24 hours power supply and high level of security, while Crescent Spring Hotel has these: perfect site, Guest/Staff cordial interaction, serene environment at night (No Night Club). What may seem a relative advantage may not be to others depending on the individuals. Some people like noisy environment while some don't. Exchequers Hotel and Ever-royal Hotel are the busiest Hotels in Awka; they still use that as their relative advantage of their services.
- b) **Compatibility:** This is degree to which an innovation coincides with the values and life styles of prospective adopters. Most of the hotel new services are adopted by certain kind of people mostly politician, Business men and students. In Awka town, harlot and those people looking for them normally patronize night club from researcher's observation as a hotelier. The greater compatibility, the more rapid a product's rate of adoption.
- c) **Complexity:** This is degree of difficulty in understanding or using an innovation. How does Guest see a given hotel services will

determine its patronage? In innovation's degree of perceived difficulty, the more difficult, the slower the rate of adoption.

- d) Trialability:** The degree to which an innovation actually can be demonstrated to be effective. Singapore Management Review on their articles stated thus: Rogers (1962) introduced five main dimensions that influenced the adoption of an innovation, namely complexity, compatibility, observability, trialability and relative advantages which have been discussed above by the researcher. Rogers and Shoemaker (1971) further discussed these five dimensions which formed the foundation of subsequent studies on adoption of new innovations. Ostlund (1974) built on this research by adding a sixth dimension the perceived risk of adoption. Perceived risk and risk attitudes were further discussed in various literatures. Rogers (1995) indicated that early adopters tend to be less risk averse than late adopters hence providing an association between risk attitudes and adoption of innovation. Smith and Andrews (1995) explained that when the perceived risk of the innovation increased, it would have a negative impact on the evaluation of the product. Kalish and Lilien 1986 postulated that the price of the innovation would affect its market potential. However, Jain and Rao (1990) contended that prices affect the rate of adoption rather than the market potential. Kamakura and Balasubramanian (1988) had suggested that prices of innovation affect the timing of adoption and not whether consumers would adopt the product or not. They believed that lower prices would encourage consumers to buy the product at an earlier date, but not necessarily motivate them to buy just for that reason. They also stated that prices affecting rate of adoption would be true only to products with a narrow price range. Another view of price affecting rate of adoption was by Mason (1990), who provided empirical evidence that product attributes rather than price should be the main impetus for adoption.

Moore and Benbasat (1990) tried to summarize and redefine the various dimensions. After an extensive instrument development process, they arrived at a classification of seven characteristics that included compatibility, complexity, trialability, relative advantage, result demonstrability, visibility and image. However, they did not incorporate price as one dimension but treated it as part of trialability.



Some researchers have proceeded to explore the impact of marketing mix on new product adoption process. In theories and Hirokazu (1999) witnessed extensive coverage on how advertising could affect new product adoption and in Thomas and Charlottee (1999) we saw how product characteristics affected the rate of adoption. The researchers have the same opinion that product characteristics will affect the adoption of new product, he added the environmental influences and personal attribute/characteristics

Other attributes of innovations which can affect the rate of adoption by Agbonifor et al are

- (a) Terminality (b) Reversibility (c) Commitment (d) Public versus privates
- (e) Susceptibility to successive modification (f) Gateway ability
- (g) Ego-involvement

### **Environmental influences**

Apart from product attribute the consumer's environment can influence him/her on the adoption of new services. Men are not leaving in isolation. They must interact. Environmental forces are so strong that most at times it can change individual perception of a given product. Some of them are culture, ethnicity, social class, family and household.

### **Individual determinants**

Consumers are like diamonds. Each is extremely valuable to marketers, but no two are exactly the same. Some of the variables that make for individual difference are – demographics, psychographics, personality, personal values, lifestyle, consumer motivation, consumer knowledge, consumer beliefs, feelings, attitudes and intentions. In hotel industry individual characteristics affect how he/she chooses new services. in the case of night clubs in Molumber it was discovered that people that mostly go night clubbing are students and mostly business-men from Onitsha main market. Likewise other new service in other Hotel, another example, is internet services in Queens Suits which are normally patronized by students while in Crescent Spring Hotel internet are for civil servant due to serenity of the hotel. So from the researchers view point individual characteristics have a lot to do as determinants of the adoption process for new services.

## **Marketing factors**

Marketing factors are other influence on the adoption process of a given new services. The forces of marketing factors can make a new service to be adopted early or not. In this context, the researcher selected a few marketing forces into consideration and they are marketing communication, distribution and finally the price of the product. Marketing factors has a lot of influence on the knowledge, persuasion, decision and confirmation of a product. With a very high marketing communication, there will be a very high rate of adoption.

Consumers adopt innovations or new products at different relative rates – some quickly, others slowly depending on the information available or other influences. Advertising function could be a great facilitator in the entire marketing mix. This arises from its communication power. Advertising can influence consumer's decision to adoption rate by providing adequate information, to enable consumers make choice. Advertising must provide the kind of information that can make consumer make positive decision in favour of the advertiser's product, idea, organization among others which arises largely from the persuasive power of advertising (Nkamnebe, 2004). The first step in facilitating adoption is to make the consumer aware of a new product's existence.

Finally, word-of-mouth is the better way of influencing guest in a services industry like hotel. People or research has shown that the more favourable information a potential product adopter has received from peers, the more likely that individual is to adopt the new product or services. Opinion leaders are willing to participate in word-of-mouth (WOM) communication with other because they derive satisfaction for sharing their opinion with others and explaining what they know about new product or services. In order to do so, opinion leaders continually strive (and often feel obligated) to keep themselves informed. In hotel industry the word-of-mouth is the best communication to use because it is a service industry and most at time, the hotel management doesn't pay much interest in advertising their product through media. In Awka town, it is only Crescent Spring hotel that runs a daily advert (from observation).

From the literature, Journals and texts reviewed we can understand that there are many factors that can determine the adoption process of a new product. This can summarized into four categories which are the product attributes,

the environmental characteristics, marketing factors and the individual attributes.

- (a) **In product attribute we have:** Relative advantage compatibility, complexity, trialability, observability, price perceived risk of adoption, image etc.
- (b) **For the environmental influences we have:** Culture, ethnicity and social class, family and household influences, group and personal influence.
- (c) **For individual determinants we have:** Demographics, psychographics and personality, consumer motivation, consumer knowledge, consumer beliefs, feelings, attitudes and intention.
- (d) **Marketing Factors:** This includes Advertising, word-of-mouth communication. These can influence consumer's decision to adoption rate by providing adequate information, to enable consumers make choice

### **Design and method of research**

The goal of this research is to ascertain and analyze the determinant factors of adoption pattern of hotel product/services in Awka town. Efforts were made to collect relevant data, which are subjected to critical analysis so as to achieve these goals. Research design is a plan for collecting data and analyzing data in order to answer investigator's question(s). a good research design makes explicit and integrated procedures for selecting a sample of data for analysis. Research design requires the specification of procedures; these procedures involve decision on what information to generate, the data collection method, the measurement approach, the object to be measured and the way in which the data are to be analyzed. Data are collected to help identify or solve a problem. This research was conducted using surveys research design. The questionnaires, personal interviews and observation were used to gather the data used in this project.

### **Determination and sample method**

This work covers Awka Town and it was not easy to collect the population of Awka town and even the people that can adopt hotel services. Due to the large nature of customers patronizing each of the hotel, it is practically impossible to administer questionnaire or carry out personal discussion with

all the elements in the population. In view of this, a sample was drawn; two hundred respondents were used conveniently because of lack of accurate number of hotel users in Awka. By this method, the researcher selects whatever sample he has easy access to and is conveniently located. The questionnaire was also administered to the chosen population through the use of convenience sampling technique as two hundred (200) questionnaires was administered. Naresh K Malhotra 2007 stated that the convenience sample, although; cannot be used to generalize findings, but out of experience he found out that convenience sampling can be used to generalize findings

### **Questionnaire administration**

In administering the questionnaire, the researcher employed the support of two assistants from each of the Hotels to reach the expected respondents. Consequently, a multi-item test instrument was designed for the study and administered on the respondents using face to face questionnaire administration and collection strategy. The Reasons was that the researcher felt the need for someone to be available to interpret and explain unclear areas in the questionnaire, since not all the respondents were conversant with the subject matter. Also, the researcher and his assistants endeavour to help those who do not want to write to have their responses recorded. They also get across to the respondents in their various locations.

### **Methods of data analysis**

The most significant quality of data generation lies in its usefulness in generalizing on a whole population under study. To the end that this objective is achieved, the researcher used as many methods as are relevant to conduct analysis and test the generated hypotheses. Simple percent method was used extensively in the analysis of responses to the questionnaire. And in testing hypothesis, the factor analysis was used to reduce the variable to a meaningful size and analysis of variance (ANOVA) was also used to look for significant difference between variable

### **Data analysis and presentation**

Factor analysis was used to reduce the number of many correlated variables to a manageable number or level. This principle was applied to “**innovativeness**” question (INVI to INV9). Yielding the computerized data analysis output which showed three principle components INV6, INV8 AND INV2. The three factors explained about 66% of the variance among the nine

variables. **“Social” questions** – Analysis of variance (ANOVA) using the categorical variables was done on the extracted factors. Apply some principle of factor analysis to the social questions SS1 to SS13 yielded three factors (SS11, SS6 and SS12) that explained about 57% of the total variance among the thirteen variables. **“Price/quality” questions-** similarly application of factor analysis to the price/quality question (PQ1 to PQ11) yielded three factors. That captured about 55% of the total variance among the eleven variables (pq1 to pq11). Analysis of variance using the categorical variables was done on the extracted factors.

### **Results of tests of hypothesis**

Tests of hypothesis were done using only the factored variance and testing for significant difference within the categorical variables of (sex, marital status, age, education, profession, income level, when purchase a product/services, and when do you visit a hotel) with respect to the factors (product innovativeness, social status, price and quality of product, marketing communication effect).

Tests of hypothesis showing no significant difference are not discussed in this analysis.

\* Product/services innovativeness in the adoption of a new hotel. On a likert scale of 1-5 strongly disagree (1) to strongly agree(5) the mean perceptions, by the categorical variable of the relevance of “product innovativeness” to adoption of a new hotel service/product were analyzed using a t-test for comparison, since only 3 (three) factors were extracted under “product innovativeness” variables. The three factors (INV6, INV8 and INV2) were analyzed for significant differences within the categorical variables. Test result with significant level of .10 and above are not accepted as relevant since the confidence levels are not as high as those for .05 and .01 significant. On the product/services innovativeness, sexes, marriage, age, profession, when purchase a product, when visit hotel and income level categories shows no significant differences, so they will not be discussed it is only education categories shows. Analysis of variance (ANOVA) of education categories showed significant difference among the mean perceptions by the education categories of the relevance of product innovation in the adoption of a new hotel product/services at a 5% significant level. The education categories at 5% significant level showed that 1<sup>st</sup> degree holders’ mean perception is comparable to WASC holders’ mean perception

of the relevance of the product innovation to adoption of a new hotel product/service. The analysis shows that PG categories means perception is comparable to WASC mean holders' perception but significantly higher than 1<sup>st</sup> degree mean perception. Social standing in the adoption of a new hotel product/services. After the analysis, sexes, marriage, age, profession, income level, when purchase a product, when visit hotel categories shows no significant difference and will not be discussed it is only education categories shows. Analysis of variance (ANOVA) of the social standing categories showed a significant difference at a 5% significant level among the mean perception by the education categories of the relevance of social standing to adoption of a new hotel service/product. The "social standing categories at 5% significant level shows that 1<sup>st</sup> degree and WASC have comparable mean perception. WASC and PG have also comparable mean perception, but PG mean perception is significantly higher than 1st degree mean perceptions. Price/quality in the adoption of a new hotel product/services. Tests of hypothesis was done using only factored variables and testing for signification difference within the categorical variables of (sex, marital status, age, education profession , income level, when purchase a product /services and when do you visit a hotel ) with respect to the price /Quality, all the variables shows no significant difference . It shows that price/quality has the same interpretation for all the categories, so marketing force should use the same marketing strategy to tackle all the categorical variables. Marketing communication in the adoption of new hotel product/services. After analysis of variance, sexes, education, profession and income categories shows no significant difference and will not be discussed but marriages, age, when purchase a product and when visit hotel categories shows significant difference and will be discussed below. It shows at 5% significant level that the single categories' mean perceptions of MC2 and MC3 are significantly different. With the married categories posting a significantly higher means than the single category. It shows that age categories mean perception of MC3 are significant difference at .01 significant level. It shows that "under 25 yrs" mean perception is comparable to "36yrs up" mean perception. And "36yrs up" mean perception is comparable to "26-35yrs" mean perception. But 26-35yrs mean perception is significantly higher "under 25yrs mean perception at 5% significant level. It shows mean perception by the "when purchase a product" categories are significant difference at the 5% significant level for the marketing communication variable MC1, with the vogue categories having a

significantly higher mean than the other categories. It shows that the mean perception by the “when visit hotel” categories are significantly difference at the 5% significant level with the high price categories having a significantly higher mean perception than the other categories for the marketing communication variables MC3.

### **Summary of findings from data analysis**

The data analysis specifically sought for any significant differences that might exist respectively within the categorical variables of sex, education, profession, income, when product is purchased, when a hotel is visited, with regard to the product/service adoption issues of product innovativeness, social influences, price of product/services and marketing communications. The following findings emerged

**Finding one** on the three principal components, i.e. High degree of confidence from hotel staff, staff’s good knowledge of product/services and new addition of product/services to company’s portfolio; that describe the relevance of product/service innovativeness to the adoption of a new hotel product/service, only the educational categories showed significant differences in the adoption of a new hotel product/services.

**Finding two** The three principal components, i.e. influence of age, boss influence and occupational influence that describe the relevance of social influences in the adoption of new hotel product/services only the educational categories showed significant differences in the adoption of a new hotel product/services.

**Finding three** On the three principal components, introductory marketing communication, continuing marketing communication and time effect of marketing communication that describe the relevance of marketing communication to the adoption of new hotel services/product, the “when the purchase product” categories showed significant difference in the adoption of new hotel services/product.

**Finding four** Also, when the visit hotel categories showed significant difference in the adoption of new hotel services/product with regard to marketing communication issues.

**Finding five** Situations where no significant differences were found within the categorical variables are not important to this work and was not

discussed. Consequently, the educational level of consumers of new hotel service/product is a significant determinant of how consumers adopt a new hotel services/product. Marketing communication targeted at different age groups, when the new hotel services/product is in vogue, with price as part of the marketing communication, should be of strategic significance to new hotel services/product managers

## **Conclusions**

The hotel managers need to discover the following significant issues in the adoption of new hotel services/product: High degree of confidence from hotel staff, Staff's good knowledge of product/services, New addition of product/service to company portfolio, Influence of age of hotel consumers, Boss influence, Occupational influence, Gift influence, Product pricing system, Introductory marketing communication, Continuing marketing communication, Time effect of marketing communication

All the above are the issues in new product adoption and some of the determinants of adoption in the hotel industry. Hotel managers should critically examine those variables and choose appropriate marketing mix to use in order to foster the adoption.

Education plays a significant role in the adoption of an innovative product/service, especially by the guest relating to the staff who can communicate the essentials of the new product/services as an addition to the company's portfolio of product/services. This brings into focus the experience which the proprietor of new hotel product has in the delivery of hotel services.

In addition to the staff being able to communicate with guest because of the sensitively of the educational level of the guest, the staff also needs to keep in focus that the age of the guest, type of the guest and occupation are strategic and relevant successful marketing strategy.

Complimentary promotional activities such as gifts, price discounts and different packages act as stimulators to the adopter of new hotel product/services. Marketing communication should be properly targeted at different age, educational level, occupational groups and different groups who visit hotel at different times early to as the product/service grows and matures.



### **Recommendations for future study**

This study used convenience sampling because of some factors like, cost of items, time constraints, poor educational background of masses, inadequate research facilities, and reluctance to participate or answer the research questions etc. The sampling units are accessible, easy to measure, and cooperative, respondents are selected because they happen to be in the right place at the right time. Ideally, probability would be used to attempt to make the findings relevant for application generally in the population of study. Convenience simply may not produce generalizable results, although, people that use hotel most often behave alike so if this study were to be carried out another time with the same analytical tools and sampling method, the same result will be gotten.

The variables in the study excluding the categorical variables were assumed to be continuous variable, thus permitting the computation of means and variances for the analysis adopted. The findings in this study also point to the usefulness of studies like this in the management of both existing and new hotel product/service.

### **References**

- Agbonifoh B. A., Ogwo O. E., Nnolim D. A. in collaboration with Ekerette P.P.(1998).*“Marketing in Nigeria Concepts, Principles and Decisions”*. Aba. Afri- Towers Limited Publishers.
- Arnold. Price Zinkhan. (2002). *“Consumers”*. 1st Edition. New York: The MC Graw Hill Companies, Inc.
- Adrika E.O., Ebue. B. C. Nnolim,D.A. (Mrs). (1996). *“Principles and Practice of Marketing II.”* Enugu: Jamoc Enterprises.
- Anyanwu A. (1999). *“Marketing Management”*. Benin: Barloz Publishers Ltd.
- Blackwell, Minar, Tongel (2006). *“Consumer Behaviour”*. 10<sup>th</sup> edition India: Thompson-South- Western.
- Chris W.J, Lisa, C.T and Nicholas, G.R. (2000) The role of slotting fees and introductory Allowance in Retail Buyers. New Product Acceptance Decisions. *Academy of Marketing Science Journal, Vol 28, Issue 2*

- Craig, C.S., Douglas S.P., Grein, A. (1992) Pattern of convergence and divergence among industrialized Nations: 1960 – 1988. *Journal of International Business Studies*
- De Mooij (2001) *Convergence and Divergence in Consumer Behaviour, Consequences for Global marketing and Advertising*. University of Navarra, Spain: Doctoral Thesis
- Ekwueme E. I. (2001). “*Marketing Research Issues and Application.*” Enugu: Nwenicha. Nwachai Books
- Ebue B. C. (1995). “*Marketing Communication.*” Enugu: John Jacob’s Classic Publishers Ltd.
- Faluyi D. O. (1986). “*Principles and Practice of Hotel and restaurant Management.*” Ikeja, Lagos. DOF Institute of catering and Hotel Management.
- Hair J. F. Bush .R P., Ortinau D. J. (2002). “*Marketing Research. A practical Approach for the new millennium.*” New York. The McGraw – Hill Companies Inc.
- Hofstede, G (1991) *Cultures and Organizations, software of the Mind: intercultural cooperation and its importance for survival*, London: Mc Gravo-Hill
- Hofstede, G. (2001) *Cultures Consequences: Comparing Values, Behaviours, institutions and Organization across Nations*. 2nd edition, Beverly Hills CA: Sage publication..
- Ike S. N., Esq (1999). “*Legal Aspects of Marketing.*” Onitsha Nanolue Ikeh and Co.
- Inglehant, Ronald and Baker, Wayne E. (2000) Modernization cultural change and the persistence of Traditional Values. *American Sociological Reviews*.
- Kotler P. (2003). “*Marketing Management.*” 11th edition. Singapore, Pearson Education Inc.
- Kotler, Armstrong (2004). “*Principles of Marketing.*” 10<sup>th</sup> edition Singapore. Pearson Education, Inc.

- Meniru, W.K. (1999). *“Marketing Research and Product Management.”* 1st edition. Surulere Lagos, Jeekes Publishers
- Nwosu, I. E., & Nkannebe A.D. (2006). *“Tripple Advertising Principles, Processes and Practices.”* Aba. Afri-towers Ltd
- Okeke, C.T. (2005). Reach Methods. *“A guide to success in project writing.”* Bauchi State: Multisys Nigeria Enterprises
- Okafor, A.I. (1995). *“Principles of Marketing (The atomic approach).”* Nkpor Onitsha: Baset Printing & publishing Ltd
- Okafor, A.I. (1998). *“The Practice of Marketing ( The Perspicuous Approach).”* Nkpor – Onitsha: Baset Printing and Publishing Ltd.
- Okoye, J.I (1996). *“Marketing planning and control.”* Awka: J.F. Publishers
- Oparah, H.C. (2004). *“Hotel Management: A highlight of its problems and prospects.”* Awka: Somamaso Ventures.
- Ostlund, L.E (1974). Perceived Innovation Attributes as predictors of innovationness. *Journal of Consumer Research, Vol 1 Issue 2*
- Ozo, J.U. (2002). *“Behaviour Aspect of Marketing. An analysis of consumer and marketer behaviour.”* Enugu: Hugotez Publications.
- Perreault, W.D, Jr. McCarthy, E.J. (1999). *“Basic Marketing. A global managerial Approach”.* 13th Edition. New York: The McGraw Hill Companies, Inc.
- Rogers E.M, and Shoemaker, F.F. (1971). *Communication of Innovations.* New York: the Free Press.
- Rogers, E.M. (1983). *Diffusions of Innovations.* New York: the Free Press.
- Shokan, O.O. (1997). *“Marketing Research.”* Ojota, Lagos: Shona Investment Company Limited.
- Uturu, C.O. (1998). *“Marketing Communication”.* Nkpor – Onitsha: Baset Printing and Publishing Ltd.
- Ubanagu, O, & Ndubuisi, E. C. (2004). *“Marketing Management, Theory and Practice.”* Enugu: Optimal Publishers.
- Ugonna, I.A (2008). *“Elements of Marketing.”* Surulere: Lagos: Ans and Associates.