

Analysis on the Effect of Advertising Strategy and Performance of Selected Tourist Destinations in Nigeria

Echeta. O. Sydney

Department of Leisure and Tourism Management
School of Technology
Yaba College of Technology, Nigeria

Abstract: This work is focused on the analysis on the effect of advertising strategies and performance of selected tourist destination in Nigeria. Here Advertising strategy is seen as plan to reach and persuade a customer to buy a product or services. While performance is how well a person/organization does a piece of work or activities? The problem of study was identified by some scholars that organizations exist yet people do not know them and this has affected their performance. It attracted the researcher's interest to verify same using selected tourist sites in Nigeria and to see how it can affect their patronage and brand image. The objectives of the study were to verify the effect of tourist sites advertising strategies on increased sales volume and to examine the effect of tourist sites advertising strategies on the brand image. The people that will benefit from this study include government, employees, etc. The data for this research was collected through primary data and later analyzed with S.P.SS statistical package. However, simple linear regression was employed and findings reveals that the correlation coefficient is 0.462 and 0.534 which is moderate as against 0.000 which is less than the level of significance (0.05) hence leading to the rejection of the hypotheses, concluding that tourist sites advertising strategies has positively influence the brand image and increased sales volume. The researcher however, recommends that any organizations who wish to remain relevant in the business should endeavour to communicate their products/services more through television and social media.

Keywords: Tourism, Tourist, Advertising and advertising Strategies.

INTRODUCTION

1.1 Background of the Study

Tourism means travelling out of one's residence for fun; it includes such activities like sightseeing and camping. People who travel for fun are called tourist. Places that people visit for its peculiar nature are called tourist sites However, United Nations World Tourism Organization (UNWTO) (2016) defines tourist more generally beyond the common perception of tourism as being limited to holiday activity only; as people who travel and stay in places outside their usual environment for not more than one consecutive year and not less than 24hours for leisure, business and other purposes. Echeta (2014) is of the view that tourism can be domestic or international. However, international tourism has both incoming and outgoing implications on a country's balance of payments. Today tourism is a major source of income for many countries, and affects the economy of both the

source and host countries. Generally, tourism suffers as a result of strong economic slowdown and therefore calls for a strong re-strategizing through the promotional strategies adopted by all tourism related industries. However, advertising strategy is the use of audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. To tourist sites it involves the use of television, radio and journals, direct mail advertisement, posters, banners and signs to inform or persuade both the present and intended customers to visit her tourist sites but explaining the benefit to be derived (Scott 2017). However, performance is defined as how well a person, organization, machine etc. does a piece of work or an activity.

In this research work, the researcher looked at how organizational performance could be affected by the advertising strategies. To achieve this, the researcher focused on two performance indicators such as market performance with focus on patronage and Brand image. Market performance according to Boroma (2013) is the end results of policies the relationship of selling price to cost, the size of output, the efficiency of production, progressiveness in techniques and product and so forth, while Brand image is the attribute or qualities that customers perceive about a product, place or a service. The study will be of significance to many people including the residence because of increased human & capital development. Staff will also benefit because their salaries are assured on monthly basis. Customer will also be sure that their needs are considered first. Government at all level will experience increased tax revenue generated from staff & tourist. Lastly future researchers will equally use this research work as a guide. These and many more are the focus of the research work.

Operational Framework

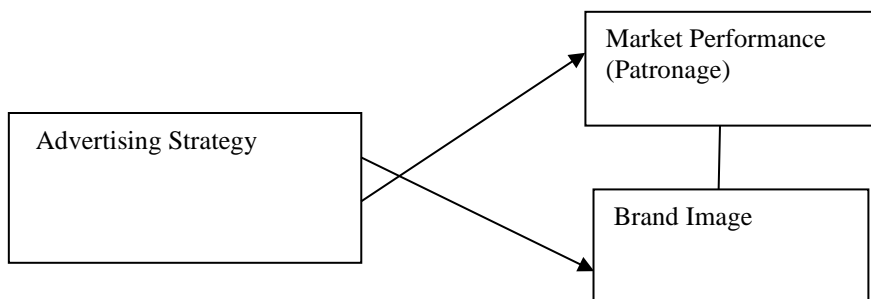


Fig 1.1: Operational framework of Advertising strategies and performance of selected tourist destination in Nigeria.

1.2 Statement of the Problems

The problem of the study was suggested by different researchers who identified promotional strategies as the reason for organizational performance. Kalu (2014) in Lagos State identified some problems facing many organizations and posit that many organizations in the area keeps existing yet many people in

the area do not know that they are existing and few people that know do not really know the kind of products/services which they offer to the public and this has affected the patronage and brand image of those organizations.

However, these attracted the researcher's interest to verify it using the selected tourist sites in Nigeria, and to see if the finding could corroborate or not.

Moiden, Khan and Sreerabganaidhan (2015) equally identified that many organizations have stopped employing more people because they have failed to advertise their product and services as expected, this also affected their brand image. This as a problem to investigate and verify if lack of advertising can still affect organizations brand image and increase in patronage with focus on selected tourist destination in Nigeria.

1.3 Objective of the Study

The general objective of the study is on the analysis of the effect of Advertising strategy on performance of selected tourist Destination in Nigeria.

The specific objectives are:

- i. To verify the effect of Advertising strategies on increased sales volume of tourist destination in Nigeria.
- ii. To examine the effect of Advertising strategies on the brand image of tourist destination in Nigeria.

1.4 Research Questions

Base on the statement of the problem and objective of the study stated above, these two research questions were formulated below.

- i. To what extent can advertising strategies contributes to increased sales volume of tourist destinations in Nigeria.
- ii. What extent does Advertising strategies affects the brand image of tourist destinations in Nigeria.

1.5 Research Hypotheses

Null Hypotheses

H₀₁: Advertising strategies does not have a significant positive effect on increased sales of tourist destination in Nigeria.

H₀₂: Advertising strategies does not positively influence the brand image of tourist destinations.

REVIEW OF RELATED LITERATURE

2.1 Conceptual Review

Advertising strategies are ways companies communicate information about their products and services with the aim of increasing sales (Scott 2017).Mali (2014) opines that in order to market a product, it is necessary that information

about the product reaches the prospective consumer. As applied to tourism Industry, the most important function of marketing is to bring about an awareness of the product in the minds of prospective consumers in the overall market area. All this forms a part of overall tourism promotion. The basic function of all tourism promotional activities is to have an effective and meaningful communication with the consumers and the trade intermediaries.

Promotion is the function of informing, persuading and influencing the consumers' purchase decision. It is any communication activities whose purpose is to move forward products, idea or service in the marketing channel in order to reach 'the final consumer. Promotion affects the knowledge attitudes and behaviour of the recipient.

2.1.1 Functions of Promotion to the Tourist Firms/Organizations

David (2013) listed some functions of promotion below as:(i) Promotion provides a "voice" for the tourist firms in the market place so that it can communicate its- product features and benefits to prospective customers.(ii) It helps a tourist firms increase the sales of its products, in all but purely competitive markets.(iii) Promotion aids s tourist firms in establishing new products.(iv)Promotion assists a tourism firms in securing distribution of its products among marketing channel members.(v) Promotion helps a tourist company in building a favourable company image.(vi) Promotion helps a tourist firm in establishing a preference for its branded products.(viii) Promotion keeps a tourist product's seller in contact with its market. For consumers they are well informed of the availability, where and when to buy them, their benefits and uses and also quality. Without this information buyers are handicapped in attempting to maximize result of their expenses.

2.1.2 Objectives of Promotion

The traditional objectives of promotion are to inform, to persuade andto remind about a product/service offered by a company. Kalu (2014) listed five objectives, these are: Providing information, Stimulate Demand, Differentiating the product, accentuating the value of the product and stabilizing sales.Kalu (2014) also suggests that the objectives of promotion among others include: Introduction of new products, attract new customers, increase sales and enable the company to remain competitive and to bridge the gap between advertising and personal selling. He further posits that promotion tools are used by manufacturers, distributors, retailers, trade institutions, association and non-profit institutions.

Examples of promotional strategies in marketing include advertising, public relations, personal selling/sponsorship and sales promotion. But in this research the researcher shall be focusing on advertising strategy since, it has been chosen as a focus.

Advertising: This is a promotional marketing strategy which companies use to create awareness about their products and services.

Scott (2017) opines that the goal of advertising as a promotional strategy is to generate a response from their target customer. He further affirms that a company can use a variety of different types of advertising: such as television and radio advertisements, print advertisement in newspapers, magazines and journals, direct mail advertisement in which they can send marketing materials directly to a selected list of customers and outdoor advertising such as posters, banners, and signs. Jim (2017) opines that Advertising has been the most vital tool in the dissemination of information about a company, her products, and services. The word advertising must be clearly distinguished from advertisement. Advertisement is that oral/written message which appears in any paid -: medium (Posters, TV, Radio etc.) embracing pictures, jingles and or drama. Advertising on the other hand is the act of formulating the Advertisement. In reality advertising evolved because of the need to communicate information and developed an effective and persuasive marketing tool it has much to do with the sociological and psychological ethos of man.

Kalu (2014) defined it as the communication of information, while others professionals considered it as the action of calling something to the attention of the public especial by paid announcement. Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. In this definition four key factors need elaborate analysis, they are as follows.

PAID FORM: Advertising demand the purchase of time or space and not free media services. Media adverts without any form of payment can be classified as publicity.

NON-PERSONAL PRESENTATION: This differentiates advertising from person to person contact as in the case of personal selling. It is simply a mono-dimensional informative detail of company, product, services, events or people. Moreover, the said media above has no direct link with the advertiser's organization.

IDEAS, GOODS AND SERVICE: Advertising here is concerned with the dissemination of information about both tangibles and intangibles items. Apart from company usage of advertising, non-commercial organizations equally use advertising to sell their ideas to the public (Aduba, 2014).

IDENTIFIED SPONSOR: Any information that has propagandists influence or content especially where the protagonist's remains anonymous cannot be said to be an advertisement despite its media usage. Normally advertising does not conceal the source of the opinion, idea or message that is being communicated to the audience.

Kalu (2014) posit that, another definition of advertising is that aspect of promotion, which tries to highlight and convince people about the virtues of a product by making use of the mass media, which is paid for by the sponsor of the advertisement. There are usually three parties to an advertisement viz. (i) the advertiser is the person who sponsors the advertisement. He is usually a

manufacturer, wholesaler or retailer. (ii) Advertising agency is the specialist organization which plans or derives the advertising campaign and receives 10 to 15% commission from the media house. (iii) The media owner: He owns the media (Medium) where the advertisement is executed, media comprises of print, electronic and outdoor.

Aims of Advertising

There is increasing use of advertising by Nigeria tourists firms due to its effectiveness in achieving the various objectives of the firm. (W.T.T.C, 2014).

- (i) Advertising is used by most organizations in order to create happiness in their target audiences glamorize the product, heighten the availability of choice and influence attitudes in positive directions to the whimsical views of the sponsor.
- (ii) Advertising help firms in their introduction of new products. When new products are manufactured, companies rely heavily on advertising for the education and generation of awareness about the new products. Advertising here tries to compel the competitor's customers to shift preference while at the same time trying to persuade non-users of competitive products to buy (Howard, 2016).
- (iii) Advertising helps in the maintenance of company's market share. If a company does not advertise the 'share of the market will dwindle and initial demand pattern for her product will fall. The formulation of creative strategy involving the integration of the brand name, package design as well as communication of product benefits help in market share sustainership occasionally advertising messages are reformulated to create "habit" or induce image in the minds of the customers. "Advertising activities designed in this direction often lead to increased market share.
- (iv) Advertising also helps to increase or build store traffic. Most retailer doadvertise in order to pull the customers. Their efforts are supplemented by the manufacturer's advertisements. Advertising therefore helps in increasing the traffic flow in the store. On the other hand, when there is increasing and constant flow of traffic the manufacturers and the middlemen often witness an increase in sales. Since advertising persuades, informs, convinces and reminds, most companies often advertise, their products or services to record sales lead,
- (v) Advertising can be used to promote public cause. Advertising is used by governments, charities and other non-profit organizations to promote their activities or communicate important information to the public. A typical example is the world-wide dissemination of information on the effects of aids, oral dehydration, the need for environmental preservation/desertification control, tourism as source of income earner to the nation etc.
- (vi) Advertising campaign helps to foster the objectives of the above organizations. It enables them, (the audiences) to focus attention on their

problems, increase perception of the problems and to initiate positive action towards solving them (Kalu, 2014).

- (vii) Advertising can be used to market a particular product or minimize the use of public utilities. When demand for any product is excessive, firms use advertising to persuade consumers from buying the product.
- (viii) Advertising can be used to maintain competition. It is often used to create differences in products. Advertising helps to obtain product distribution, inform customers of products or services and helps in generating sales advertising campaign plan and objectives. For any business activities undertaken by an individual staff, group or department the setting of objectives is usually a good starting point.

Wahab (2016) opines that functional objectives are often set as a stepping stone to the achievement of the corporate objectives of the organization. And the beauty of an advertisement without a clearly defined purpose for the placement of such advertisement. Rather the criterion for measuring success must be the clinching of the intended effect. The responsibility for setting advertising objectives rests on the advertising. Advertising objectives may in-clude any of the following: (i) To support personal selling. The receptivity of the sale force by customers may depend on the awareness generated by advertisements. (ii) To inform people within inaccessible areas of an existing product and as

Such stimulate enquires. (iii) When the focus is on wholesalers or middlemen, the objectives could be to advance reasons why they should stock the product (Trade Advertising). (iv) Advertising objectives could be geared to break into new customers like Recruiting of new customers. (v) To increase sales by a certain percentage within a stipulated period. This is especially relevant to a new or dying product. (vi) The objective could be a self-defence mechanism to remedy a misrepresentation. (vii) To build a company's image. (viii) To increase employment or recruit staff. etc

2.2 Theoretical Review

2.2.1 Advertising Theory

In this theory, Hitesh (2014) opines that advertising has numerous objectives which include communicating with potential customers as well as persuading them to adopt a particular product/ services or develop a preference towards the product/services for repeat purchase which ultimately results in brand loyalty.

He further posits that advertising theory try to explain how and why advertising is effective in influencing behaviours and accomplishing its objectives. The theory suggests that if a company want a customer to like or buy a product/services or a brand continuously then simply expose the consumer to a product/Services or a brand advertising such that there are certain feelings and expectations attached towards the brand itself. Advertising theory also make use of content specification, specific message/media characteristics, consumer characteristics, product/services characteristics and competitive action.

He further explained five advertising theories as follows:

The Mediation of reality: In this theory advertising are effective when steered with other media and setting which they are entrenched. Apparently, what makes the advertising persuasive is how they utilize the media to elicit world of fictions and that of actions together and not necessarily the content. What the media do in regards to advertising is describing the excitement and addiction by extending and heightening audience responses. For example, an organization may realize that people prefer reading stories that they have already witnessed in the press merely because the media has a way of repeating the excitement that they have, using their wits.

Shifting loyalties: Advertising know how to play upon and replicate clashed loyalty that keeps on changing. Mainly, the advertising always try to cultivate a strong sense of loyalty to an individual brand, but they also have a way of urging consumers to alter their loyalties and make an attempt to a rather new thing and primarily renounce old loyalty for a relatively new brand in the market. To tourist site it stipulate that advertising are effective in making consumers to shift their allegiance to a particular brand or tourist site given that they can use messages packaged in such a way that it psychologically implicates such a product/services to negativity.

The magic of meaning: This explains how advertising are used in influencing the meaning of the product/services to the users, in addition to selling. It shows how advertisements influence the values and other fundamental beliefs of the consumers. It essentially describes how and why advertising have gone beyond the frontier of selling products/services and are increasingly becoming involved with the shaping of individual and social values.

To tourist sites advertising are regarded as a form of organized magic that conceals the real nature of consumerism hence affecting social goals and public attitudes. This is demonstrated through the ability of advertisement to keep away the public from dissatisfied questions.

The hidden message: Advertising are used in manipulating and unconsciously misleading the public however, psychologist argue that advertising is treacherous since it uses psychology to create hidden message that are emotionally loaded. What happen is that since the message is hidden, there is a tendency of viewers' critical resistance being deluded and reduced. For example, a medical doctor can be used in advertising a product/services and encouraging people to use it because he uses the same. The notion here is that people will use the product since the medical doctor is also using it, hence it is this approach that shows precisely how critical thinking of consumers can be compromised with the advertisement.

Initiative desire: This theory explains that advertising have a way of playing upon consumer s tendency to want what other people also wish. However, many theories have always urged that it is human nature to the desire of becoming what other people are, especially when the other person is powerful good looking or

famous. But the truth of the matter is that it's hard to become another person, and it is this castle in the air that keeps the desire alive.

On the same notes, companies need to understand that advertising operate like collaborative rituals and not necessarily as one-way messages. In this case rituals make it possible for people or organizations to put themselves in societies through visionary prognosis towards others.

However, it is always important if possible to critique advertisement as a way of revealing hidden messages and ideologies. Finally, tourist sites who want to keep performing better than others should all be in agreement that advertising are essential tools in shaping beliefs and loyalty that ultimately help in wining loyalty and increase brand image.

2.2.2 Segmentation Theory

Isoraite (2015) opine that this theory postulate that products and services are designed to solve customers' problems or meet their needs. This is because not all the customers will purchase the same product at a time. Therefore, market segmentation theory is the craft of presenting an organization's product to segments that want it. The theory further explains that business owners and marketers who identify these segments based on demographic behaviors and desires can concentrate their advertising efforts on the customers who are most likely to buy. They then can design their advertising strategy to attract these consumers, appeal to their needs and extend the products profitability. This theory tries to explain also that a tourist site that wishes to excel and perform efficiently can segment their products to those customers/tourist who are willing to purchase or visit the attraction at a particular point in time. Therefore it is important in this research work to apply the market segmentation strategy because it will enable the tourist site to identify their customers who are willing to patronize them at a particular time by knowing their needs and wants, know how the wish to be communicated and the strategy to be employed in motivating them towards visiting the tourist sites and when the company satisfy them at last it has so many multiplier effects in the organization which results in excellent performance of the organization including increase in sales & brand image. For instance, focusing on a particular group of people in packaging after satisfying them they can choose another again until they company captures all that they require and this will help the organization in performing better in the market place.

2.2.3 Product Life Cycle Theory

Ingersoll (2011) states that marketing strategies must evolve along, with a product from inception through obsolesces. Early in a products life, organizations should tailor their marketing mix to spark interest and educate potential customers/tourist. During the growth phase, the effort shifts to secure a wider audience by building brand loyalty, a stable supply chain and additional distribution channels as defences against competitors entering the market. As the market players are driven out and there is little differentiation among competitors.

Marketing should again shift to attempt to steal market share from other producers through incentives to distribution channels such as cooperative advertising, in-store promotions and volume discounts. This theory is important in this research work because it enables the tourist site manager's to know that after applying the marketing strategies which for sure helps in performing efficiently it will not remain forever it has a time limit because at the introductory stage of a tourist product a products are not well known to the public but may attract few customers or tourist when it moved to the growth stage it then begin to attract more customers than before but when it moved to maturity stage its products and strategies will no longer attract or motivate customers like before that means those marketing strategies applied so far which helps in winning the mind of customers has also been adopted by competitors so loyalty may be shifted and this led to the decline stage where tourist site managers will no longer make profit as compared with other days. This theory is important to the research work in another dimension because it enables the tourist site managers to know that whatever product that they wish to package for consumption be it tangible or intangible, the marketing strategies must be planned together with the product from its inception, remember the planned obsolescence rule where products are expected to last for a stipulated number of years, therefore in tourist sites, as the product is packaged it is expected to last as required , the organization should know that the market strategies are expected to end with the product as well, and therefore when a company renew her product, they must equally renew or modify their marketing strategies, to match the modified product as well, otherwise it will affect the revenue base of the organization/tourist sites.

Push and Pull Promotional Strategy Theory

Lawler (2012) posits that promotion is an important part of any marketing strategy. He opines that an organization can have the best product or service but unless it is promoted successfully, no one will know about it. He further affirms that there are three basic types of promotional strategies- a push strategy, a pull strategy or a combination of the two. In general, a push strategy is sale oriented, a pull strategy is marketing oriented and a push-pull strategy is a combination of the two.

Push Strategy

Laffon and Martimort (2012) explains that a push promotional strategy works to create customers demand for your product or service through promotion; for instance, through the retailers and trade promotions. Appealing package design and maintaining a reputation for reliability, value or style are also used in push strategy.

Pull Strategy

Howard (2016) argued that a pull promotional strategy uses advertising to build customers demand for a product or service. For instance, advertising

children's toys on children's television is a practical example of a pull strategy. Other pull strategy includes sales of promotions offering discounts or two for one offer and building demand social media such as YouTube.

Combination Strategy

Some companies or organizations uses a combination of both push and pull strategies. The push creates customers' demands through constantly developing new products and offering these products in streets. Pull customers toward these products through advertising and promotional deals. This theory is essential if any tourist site wants to perform very well by profit, market share and rewarding their shareholders, however the push promotion strategy's work very well for lower cost items or products where customers may make decision on the spot. New tourist sites use push strategies to develop retail markets for their products and to create exposure once a product is already in stores, a pull strategy creates additional demands for the product. Pull strategies work well with highly visible awareness and it is usually developed through advertising. Finally marketing strategies are capable of pulling and pushing tourist toward visiting a tourist sites and that will eventually lead to adequate performance of the organization (Heskethand Neal 2016).

2.3 Empirical Review

Eneizan and Wahab (2016) did a research on the effect of Green Promotion strategy on financial, Market and non-financial performance: A Conceptual paper in Malaysia. The study was based on the review of related literatures available to them that is a desk research where they examine the effect of green promotional strategy in financial performance of some industries in Malaysia. In their research findings, they discovered that green promotion involves promoting the material of a business. Sales promotions, direct marketing, public relations and advertising are some of the means many successful companies in Malaysia are using as means of conveying to the customers the core message of greenness. They equally discovered that companies who are doing well financially, that is, making as much profit as possible which helps them in rewarding their shareholder are companies that are practicing green promotion programs and using it as an effective means of informing stakeholders about their commitment and achievements.

Wahab (2016) equally conducted a research on the effect of promotional strategy on market performance of selected companies in Malaysia: A conceptual paper, Malaysia. The research was based on insight from literatures, that is, relying on materials which have all the data concerning the affected concentrating companies in Malaysia. He however found that promotion is a total element of the main marketing mix and the companies who are performing better than their competitors refer the communication process as the aim of building a relationship with customers by informing and persuading them to purchase products. He further found that promotion to the companies seeks to connect the firms with its customers and transfer its orientations and environmental image to them via

product or services related marketing messages. He discovered in his findings that to those companies who are doing well, that promotion consist of a group of integrated element called promotional mix element, i.e. environmental advisement and posters, sales and public relations promotional activities, personal selling and packaging which facilitate their success of the promotional process.

In a study conducted by Kalu (2014) on the impact of promotion on customer satisfaction in Lagos, the researcher's method of research was through primary data, which involves face-to-face interview with the respondent and information gotten from the use of questionnaire. The information gotten from questionnaire was tested using Chi-square method of data analysis. However, the result revealed that promotion plays a significant role on customer satisfaction in every given company or organization and that without promotional strategy it will be difficult for an organization to communicate her offers to the general public and by so doing it affects the performance of such organization. In addition, the study revealed that most customers wish to be communicated or informed about the functions and benefits of a particular product before they can go for it. He went further and tested a hypothesis which shows that the research is significant at 0.05 level of significance which is ± 1.96 where the computed value Z is 12.60, he however opine that the hypothesis is hereby rejected .So the null hypothesis which says that there is no significant relationship between promotion and customer satisfaction was rejected and alternative which says that there is a significant relationship between promotion and customer satisfaction was accepted. He further revealed that customer satisfaction usually leads to increase in financial strength of every organization, that is when the market performs adequately and that enables the shareholders to rejoice.

In a research conducted by Moideen, Khan and Sreerabganaidhan, (2015) on empirical study of the marketing strategies on the Indian Gold market, the method of research adopted by them was mainly a face-to-face information gathering which involves 108 respondents working in Indian Gold market only. The result revealed that marketing strategies (promotional strategy) is aimed at reaching out to the desired consumer of a product and persuaded them to act. It was also revealed that promotional strategies help the jeweller to make sure that consumers are aware of their full range of product and services and create opportunities to generate respect and higher Brand image which helps the organizations in performing better than their competitors; because customers now perceived the organizations as to be meeting that demand than other. This in short means what the company advertise is what they do.

In a result conducted by Kumar and Leone (2013) on the measurement of the effect of retails store promotion on brand image and store substitution in England, the method of data collection was through the use of questionnaire only. The questionnaire was distributed to 70 retail business outlets, in view of knowing the effect of retails store promotion, the result revealed that retail store rely on advertisement for promoting their product all over the country the result shows that advertisement are effective because they are done strictly in each of the

regions language of the consumers with the help of celebrity endorsers, and therefore helps the company in capturing more customers than before and equally help the organization in performing better than her competitors in terms of brand image awareness and all these finally lead to company in rewarding their shareholders effective and helps them in market performance such as satisfaction of their customers. The result revealed that those retail outlets who are not performing well in the market place does not at all promote their goods and services, and they are the only retail companies who are complaining of bad market in the business, the researcher however, recommend that any business organization whether, big or small must inform her customers the kind of product they are offering, if they want their brand to be known worldwide.

3.1 Research Method

This research work focuses on Advertising strategy. The researcher also limited his research work on selected tourist destinations in Nigeria which includes Obudu Mountain Resort, Kainji National Park, Rojenny tourist Village, Marina resort, Lekki conservation centre, Eleko Beach, Akwa Wonderland, and Ikwe Holiday Resort. However, the choice of choosing these organisation is because they are more Popular and doing well according Nigeria Tourism Development Corporation (N.T.D.C) yearly Buletin. And the researcher concentrated on only those staff who occupied the position of managers, senior staff and supervisors and the reason was because they are the people who understands what advertising strategies are more than the lower ranked. And the population of staff was retrieved at different organizations administrative units.

However, the researcher concentrated on advertising strategy and equally focused on two dependent variables market performance with focus on patronage and Brand Image. But the customers/tourist found within the premises of the tourist sites were used for the determinant of those organizations brand image.

The questionnaire was used to collect data from the respondents. And the Taro Yamane (1967) formula was use to determine the sampled population. It is calculated below: However, the population of study is 329 staff when put together see table 3.1 below.

Table 3.1

TOURIST SITES	SUPERVISOR SENIOR STAFF AND MANAGERS	OTHERS	TOTAL
Obudu Mountain Resort (O.M.R)	50	150	200
Kainji National Part (K.N.P)	60	90	150
Rejenny Tourist Village (R.T.V)	21	44	65
Marina Resort (M.R)	48	54	102
LekkiConservation Centre (L.C.C)	72	88	160
Eleko Beach (E.B)	32	50	82
Awaka Wonderland (A. W. L)	20	30	50
Ikwe Holiday Resort (I.H.R)	26	56	80
Total	329	562	889

Source: Field survey, 2018

$$\cong \frac{N}{1} + N(e)^2$$

$$L.C.C (n) = N/1 + N (e)^2$$

$$n = 329/1 + 329 (0.058)^2$$

$$n = 329/1 + 329 (0.003364)$$

$$n = 329 (1+1.106756)$$

$$n = 329/1. 106756$$

$$n = 297.2 \cong 297 \text{ staff}$$

The researcher however, concludes to concentrated on the total population since, the differences are not much and since the number of staff are not large enough. he equally purposively sampled 329 customers/tourist who determined only the organizational image. The data was analysed using S.P.SS and simple linear regression analysis.

However, below are the two models for the study.

Model One: The equation to be estimated are

$$\text{Mkt per} = f (\text{ADV}) \text{ -----(3.1)}$$

Where

Mkt per = Market performance (patronage)

ADV – Advertising strategy

Statistically, equation 3.1 is transformed

Thus:

$$\text{Mkt per} = b_0 + b_1 + \text{ADV} + U \text{ ----- (3.2)}$$

Where

Mkt per and ADV is as defined above

b_0 = intercept or constant

b_1 = parameter estimate or the coefficient

Model two

The equation to be estimated is as follows:-

$$B_1 = f (\text{ADV}) \text{ ----- (3.3)}$$

Where:

B_1 = Brand image

ADV = Advertising strategy

Statistically equation 3.3 is transformed

Thus:

$$B_1 = \alpha_0 + \alpha_1 \text{ ADV} + U \text{ ----- (3.4)}$$

4.1 Analysis and Results

To avoid problems associated with serial correlation, the multicollinearity pretext was conducted. The result reveals that all the variables of interest promotion strategy, brand image and market performance were free from multicollinearity problems. See table 4.1 – 4.4 below and appendix IV for detail.

Table 4.1

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	16.412	1	16.412	86.530	.000 ^a
Residual	60.504	319	.190		
Total	76.916	320			

a. Predictors: (Constant), AdV

b. Dependent Variable: MKP

Table 4.2

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.404	.155		9.030	.000		
AdV	.173	.019	.462	9.302	.000	1.000	1.000

a. Dependent Variable: MKP

Table 4.3

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	143.181	1	143.181	127.060	.000 ^a
Residual	359.473	319	1.127		
Total	502.654	320			

a. Predictors: (Constant), ADV

b. Dependent Variable: BRI

Table 4.4

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	18.109	.379		47.794	.000		
ADV	.512	.045	.534	11.272	.000	1.000	1.000

a. Dependent Variable: BRI

Source: S.P.S.S output of the study

However, cursory examination of the above tables with respect to VIF statistics shows that the value is 1.00. This is clear elimination of serial correlation which suggest absence of multicollinearity.

Similarly, table 4.4 has its VIF statistics as 1.00 also. The null hypothesis of multicollinearity could not be rejected. The implication is that the data will help us have meaningful analysis.

4.2 Data Analysis and Hypotheses Testing

Research Question One

Up to what extent can advertising strategy contribute to increased sales?

Hypothesis One

H₀₁: Tourist site advertising strategy does not have a positive significant effect on increased sales in Nigeria’s tourist destinations.

Table 4.5: Output of Analyses Concerning Research Question one

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.462 ^a	.213	.211	.436	.213	86.530	1	319	.000

a. Predictors: (Constant), Pro

Table 4.5.1: Output of Analyses Concerning Hypothesis One

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.404	.155		9.030	.000
ADV	.173	.019	.462	9.302	.000

a. Dependent Variable: MktPer

From table 4.5.1 we substitute into equation 3.2 to have $Mkt\ Per = 1.40359113182 + 017345714971\ ADV$

Table 4.5 shows the result obtained in respect of research question One, while Table 4.5.1 shows the result obtained in respect of hypothesis One. The result reveals that the correlation coefficient is 0.462, which is moderate. This implies that advertising strategy contributes to increased sales moderately. Furthermore, Table 4.5.1 displays that the p-value for promotional strategy is 0.000, which is less than the level of significance (0.05), hence leading to the rejection of the null hypothesis, with the conclusion that tourist destinations advertising strategy has a positive significant effect on increased sales (market performance). However, the coefficient of advertising is 0.173. This statistic is positive meaning that as advertising strategies increases by 0.173 percent, market performance (patronage) also increases by the same rate. Therefore, there is positive significant relationship existing between the two variables.

Research Question Two

What extent does Advertising strategy affect the brand image of tourist destination?

Hypothesis Two

H₀₂: Tourist destinations Advertising strategy does not positively influence the brand image in Nigeria.

Table 4.6: Output of Analyses Concerning Research Question Two

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.534 ^a	.285	.283	1.062	.285	127.060	1	319	.000

a. Predictors: (Constant), ADV

Table 4.6.1: Output of Analyses Concerning Hypothesis Two

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1 (Constant)	18.109	.379			47.794	.000
ADV	.512	.045		.534	11.272	.000

dependent Variable: BI

From table 4.6.1 we substitute into equation 3.4 to have $B_1 = 18.108715507 + 0.512491911\ ADV$

Table 4.6.1 shows the result obtained in respect of research question two, while Table 4.6.1 shows the result obtained in respect of hypothesis two. The result reveals that the correlation coefficient is 0.534, which is moderate. This implies that advertising strategy affects the brand image moderately. Furthermore, Table 4.6.1 displays that the p-value for advertising strategy is 0.000, which is less than the level of significance (0.05), hence leading to the rejection of the null hypothesis with the conclusion that Tourist destinations advertising strategy has positively influence the brand image. However, the coefficient of advertising strategy is 0.512. The statistics is positive, meaning that as advertising strategy increases by 0.512 percent, Brand image also increases the same rate. Therefore, there is positive significant relationship existing between the two variables.

Discussion of Findings

The result of research question one shows that the correlation coefficient is 0.462, which is moderate. This implies that advertising strategy contributes to increased sales moderately in the selected tourist destinations. The p-value for advertising strategy is 0.000, which is less than the level of significance (0.05); hence leading to the rejection of the null hypothesis, concluding that tourist destination advertising strategy has a positive effect on increased sales in the selected tourist destination. The findings of this study is in line with the findings of Eneizan and Wahab (2016) whose result revealed that green promotion involves promoting the material of a business; sales promotions, direct marketing, public relations and advertising are some of the means many successful companies in Malaysia are using as means of conveying to the customers the core message of greenness. They equally discovered that companies who are doing well financially, that is, making as much profit as possible which helps them in rewarding their shareholder are companies that are practicing green promotion programs and using it as an effective means of informing stakeholders about their commitment and achievements.

The result of research question two reveals that the correlation coefficient is 0.534, which is moderate. This implies that advertising strategy affects the brand image moderately. Furthermore, the p-value for advertising strategy is 0.000, which is less than the level of significance (0.05), hence leading to the rejection of the null hypothesis, concluding that Tourist sites advertising strategy has positively influence the brand image in the selected tourist destination. The findings of this present study corroborates with the study of Moideen, Khan and Sreerabganaidhan, (2015) whose result showed that promotional strategy is aimed at reaching out to the desired consumer of a product and persuaded them to act. It was also revealed that promotional strategies help the jeweller to make sure that consumers are aware of their full range of product and services and create opportunities to generate respect and higher Brand image which helps the organizations in performing better than their competitors.

Summary of the Study

The research focuses at investigate promotional/advertising strategy and performance of selected tourist site during Covid 19 pandemic in Nigeria. The objectives of the research were to examine the effect of tourist sites promotional/advertising strategy on increased sales; and to examine the effect of tourist destination advertising strategy on the brand image in Nigeria. The methodology used the simple linear regression analysis since it enabled the researcher to capture the essence of the work effectively in addition to its high level of simplicity and global acceptability. The empirical analysis carried out in this study reveals that advertising strategy contributes to increased sales moderately in the selected tourist sites, and that tourist destination advertising strategy has a positive effect on increased sales in the selected tourist destination. Again, advertising strategy affects the brand image moderately, and Tourist destination advertising strategy has positively influence the brand image in the selected tourist destination.

CONCLUSION AND RECOMMENDATIONS

The selected tourist destination is among the tourism industry within Nigeria and world at large and where multifaceted activities are taking place their bold vision is to become a preferred choice of destination across the world. In its effort towards achieving this vision, they have made progress in acquiring a large market and increased organizational brand image. This growth has been as a result of their advertising strategies which was increased in Nigeria, which has brought it increased market performance/patronage and brand image. However, based on the researchers finding and conclusion he recommends as follows:

- Since it was revealed in this finding that the selected tourist destination advertising strategies has a positive effect on increased sales. It is recommended that every organization should endeavour to communicate their offerings through the use of televisions more often if they are to make as much sales and profit as possible.
- Secondly, in findings it is revealed that organizational brand image is positively influenced by advertising strategies. The researcher therefore recommends that organizations especially tourism industries who look down on advertising strategy (internet/social medias) should revisit their business vision and mission. Because it was discovered that a lot of people uses social medias nowadays and communicating with them through this channel can help organizations brand image increase.

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About the Author

Echeta. O. Sydney is faculty member in Department of Leisure and Tourism Management, School of Technology, Yaba College of Technology, Legos State, Nigeria. Email: sydneycheta@gmail.com