

DIGITAL MARKETING STRATEGIES AND CUSTOMER PATRONAGE IN NIGERIA HOSPITALITY INDUSTRY

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Abstract

With the increasing reliance on digital platforms for information and reservations, there is a pressing need to evaluate how web engagement, online reviews, and digital campaigns influence customer perceptions and decision-making processes. This study investigates the impact of digital marketing strategies on customer patronage within the Nigeria hospitality industry, focusing on online reviews and ratings, digital campaigns. The study was anchored on two objectives, which are to assess the impact of online reviews and ratings in shaping service quality perceptions, determine the impact of digital campaigns on service accessibility. The research employed a quantitative methodology, utilizing a structured survey with a 5-point Likert scale to gather data from 319 respondents. Regression analysis was conducted to test the hypotheses with the aid of SPSS version 29 as the statistical software. The results indicate that, online reviews and ratings affect customer perceptions of service quality with a coefficient of 0.544 ($p < 0.001$) while digital campaigns improve accessibility with a coefficient of 0.827 ($p < 0.001$). The study concludes that robust digital marketing strategies are essential for improving brand visibility, managing customer perceptions, and driving higher booking rates in the hospitality sector. Based on the findings, recommendations include enhancing social media engagement, actively managing online reviews, investing in targeted digital campaign. Future research should explore longitudinal effects, include diverse geographical regions, and consider external factors impacting customer behaviour.

Keywords

digital marketing, online reviews, customer patronage, hospitality industry