CHAPTER: IV

RESEARCH METHODOLOGY
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4.1 Introduction
For carrying out the study of the impact of internet in integrated marketing communication: A case study of tourism sector (developing hotel service market) in Jordan, it is imperative that an appropriate procedure is followed. This chapter attempts to provide an overall design of the study with procedural details of the research undertaken. The statement of the problem, objective of the study, hypothesis of the study, limitation of the study, the population and the sample of the study, as well as source of data and their collection, tools used and the degree of validity and reliability. Method of data analysis and access to the result. Finally, the operational definitions of terms used in the study. Thus, this chapter will be chiefly concerned with showing how the cardinal objectives of the study have been fulfilled.

4.2 Statement of the problem:
Technology nowadays, is moving ahead very fast and is influencing the all fields of life, and this development of technology changing the form of life, giving it new shapes, new faces and new ways. Out of all this, we sought to study and register down the one side of this changing face of life namely "The impact of the internet in integrated marketing communication, a case study of tourism sector in Jordan".
Influencing target groups through traditional media, such as, television, radio and press has become a very expensive and difficult for companies nowadays due to certain circumstances one of which is the increased media clutter. Moreover, scattered communications became a barrier to convey a clear and consistent message to the targeted customers. Due to the facts, managers have to take under consideration the emerging technology like online facility which through its application, commercial work can be done smoothly in less time and cost. Furthermore, the clutter of marketing communication tools can perform better all together with the help of online facility where message will be delivered to the targeted customers in a synergic form.

In recent years, business and commercial work preferred to be done through internet especially in tourism and hotel sector at the international level, where, international hotels considered as the fastest growth part of tourism in regarding with the Internet. Hence, the level of problem raise from the need of knowing that using the Internet in IMC on tourism sector (five stars hotels) in Jordan will help in amplifying and improving the efficiency of IMC tools and developing hotel services market.

We can clear the research problem through the following questions:
1. Does the use of integrated marketing communication tools on the hotel's website assists in increasing hotel service share market?
2. Does the use of integrated marketing communication tools on the hotel's website helps in providing complete information to customers?

3. Does the use of integrated marketing communication tools on the hotel's website helps in reducing the cost of service?

4. Does the use of integrated marketing communication tools on the hotel's website helps in amplifying the hotel's IMC tools (advertising, public relation, sales promotion, direct marketing, personal selling and exhibition)?

5. Does the use of integrated marketing communication tools on the hotel's website helps in delivering a common and consistent message to customers about the services?

6. Does the use of integrated marketing communication tools on the hotel's website helps in shortening the distribution channels (Intermediaries) of services?

7. Does the use of integrated marketing communication tools on the hotel's website impacts on improving the hotel's services provided to customers?

8. Does the use of integrated marketing communication tools on the hotel's website helps in integrating tourism service providers with the hotel's management?
4.3 IMPORTANCE OF THIS RESEARCH STUDY:

The use of IMC and promotion online is becoming more and more common. Many of the tourism companies are using the internet as a communication tool, due to the fact that it is cost effective and reaches a lot of people. The motive for hotels to use the IMC on its Website can be to strengthen its tools, increase awareness of the hotels, delivering a common message etc. however promotion and communication is very important to manage for the hotels in the world of business today. The message sent out on the internet must however be inline with other promotional tools. It would be interesting to know whether hotels benefited from using integrated marketing communications the Website to promote themselves in a better way. Hence, the present study examining the impact of the internet in IMC on tourism sector in Jordan.

Tourism is an essential and vibrant growth sector that will contribute to improving the long-run economic and social well-being of Jordanians. In addition, the sector is of vital importance to the national economy of Jordan, contributing more than ten percent gross domestic product in 2003. The sector contains various related firms/companies such as hotels, tour operators, airlines and tourists or consumer. Hotels sector is the largest in the tourism industry of Jordan, where value of investment in hotels for the year 2003, reached around 1162 billion (Jordanian dinars) of the total tourism value of investment which around 1326 billion (Jordanians dinars). In fact, it is clear that the prosperity of tourism industry in Jordan completely depending on hotels sector. To achieve what is more really expected from the sector, certain actions must be taken to improve and provide customers with
services needed; such services can be delivered in a synergy form with the help of online facility for IMC. In order to communicate a marketing message, IMC offers several tools that used more frequently within the tourism industry such as advertising, public relations, sales promotion and so forth. Companies focus more on services than products are likely to practice IMC.

Tourism is information-intensive industry in which the internet is expected to play significant role. The use of online facility for IMC in five star hotels will affect the industry as whole. Tourism sector is one of the economic sectors accepting the idea of combining the internet to its application. Furthermore, internet can improve customer service, reduce cost and promote market expansion.25

4.4 Objectives of the present study:
This study focuses on the vital role played by new technologies specifically the internet in IMC and supporting the development of Hotel service market which considered a number one growth area in the tourism industry in Jordan.

The present research is intended to study and investigates the subject with the following objectives:

- To test the impact of IMC tools over the website on developing hotel service market.

- This study aims to know to what extent tourism sector (five star hotels) in Jordan benefited from using integrated marketing communication tools on the Website in increasing
hotel service market share, providing complete information to customers, reducing the cost of service, shortening the distribution channels, amplifying the hotel’s IMC tools, delivering a common and consistent message, integrating tourism service providers with the hotel’s management and improving the hotel’s services provided to customers.

- To establish the relationship between IMC on the website and developing hotel service market in Jordan to come up with suggestions that might help the decision makers and managers to develop hotel service market.

4.5 Hypotheses of the study:
Hypotheses have been directly built to achieve the study objectives and answer the questions proposed earlier.

The main hypothesis:
- There is no significant difference between using the integrated marketing communications on the hotel's website and developing hotel service market.

And it is divided to sub-hypotheses which are:
(1) There is no significant difference between using the integrated marketing communications on the hotel's website and increasing service market share.
(2) There is no significant difference between using the integrated marketing communications on the hotel's website and providing complete information to customers.
(3) There is no significant difference between using the integrated marketing communications on the hotel's website and reducing the cost of service.
(4) There is no significant difference between using the integrated marketing communications on the hotel’s website and shortening the distribution channels (Intermediaries) of services.

(5) There is no significant difference between using the integrated marketing communications on the hotel’s website and amplifying hotel’s IMC tools (advertising, public relation, sales promotion, direct marketing, personal selling and exhibition).

(6) There is no significant difference between using the integrated marketing communications on the hotel’s website and deliver a common and consistent message to customers.

(7) There is no significant difference between using the integrated marketing communications on the hotel’s website and improving the hotel services provided to customers.

(8) There is no significant difference between using the integrated marketing communications on the hotel’s website and integrating tourism service providers with the hotel’s management.
4.6 Limitation of the study
1. IMC is a wide area to study; the present study is delimited to IMC tools.
2. The present study is delimited to hotels from the tourism sector in Jordan.
3. The present study is delimited to only five star hotels from the hotels situated in Jordan.
4. Some of the hotels did not respond for security reason.

4.7 Population and sample study

The sample frame consists of the five start hotels according to the Ministry of Tourism in Jordan. The number of five star hotels is 23 (see appendix B) and all of them use integrated marketing communication tools over the web site, where, this study aims to investigate the impact/effect of IMC tools over the web site on five star hotels service market development in Jordan and the result can be generalized on other hotel categories using IMC tools over the website.

The researcher distributed (230) questionnaires where 10 questionnaires were given to several departments of each hotel from the five star category which are located in different part of Jordan and the number of questionnaires collected back is 200 questionnaires that is 87%.
4.8 Sources of data and their collection:
The research is primarily based on questionnaire analysis collected from respondents within five star hotels in Jordan.
The data is collected by both the methods:

Primary data:
The primary data was collected through a questionnaire. The questionnaire was framed in view of the main objectives of the study. It also helped gather information which is not available from published sources.

The questionnaire was divided into nine sections. First section contains questions about IMC tools over the website. Section two includes questions related to expanding hotel’s service market. Section three related to providing complete information to customers. Section four contained questions about reducing the hotel cost of service. Section five contains questions about shortening the distribution channels. Section six comprises questions about amplifying the hotels IMC tools. Section seven contains questions about delivering a common and consistent message to customers. Section seven contains questions on supporting the improving hotel service. The last section no. eight had questions about integrating tourism service providers with the hotel’s management.

Secondary data:
The secondary data was collected from reliable and authentic sources. The other data used for the purpose of the study are
taken from various journals, periodicals, government publications and electronic media.

4.9 Validity
After preparing the first draft, it was given to a group of arbitrators from university of Mysore in India, Al-Zayytoonah University and the applied University in Jordan. Who are experts in the field, to assess its content validity and language clarity as well as to determine its adequacy and appropriateness. Consequently, the observations were taken into consideration. So that they serve the purpose of the research and increase its credibility and as a result some items were deleted and some were added.

The researcher has taken the following in amending the tool.

1. Eliminate the items which have been suggested to be omitted by two arbitrators or more.

2. Add some items/ clauses which have been suggested by some of the arbitrators.

3. Modify and re-frame some of the items to give the expected purport from it.

4. Specify the domains and the questions belong to each one carefully.

After eliminating some of the items and adding some other suggested items, the tool becomes clearer consisting 73 questions divided between eight domains.
4.10 Reliability

To examine the reliability of the questionnaire, (Kronbach-alpha) has been checked through a sample of the reliability of (33) hotels staff. Thus the tool on the stability factor for the value of .955 and finally (81) items distributed on nine domains.

The following table shows the reliability for each domain of study and the total reliability of domains.

Table No. (4.10.1) Reliability

<table>
<thead>
<tr>
<th>N.</th>
<th>Domain</th>
<th>N of items</th>
<th>Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>IMC tools on the website</td>
<td>8</td>
<td>.799</td>
</tr>
<tr>
<td>2.</td>
<td>increasing hotel's service share market</td>
<td>7</td>
<td>.829</td>
</tr>
<tr>
<td>3.</td>
<td>Providing complete information to customers</td>
<td>5</td>
<td>.809</td>
</tr>
<tr>
<td>4.</td>
<td>Reducing hotel's cost of service</td>
<td>11</td>
<td>.861</td>
</tr>
<tr>
<td>5.</td>
<td>Shortening the service distribution channels</td>
<td>8</td>
<td>.801</td>
</tr>
<tr>
<td>6.</td>
<td>Amplifying the hotel's IMC tools</td>
<td>21</td>
<td>.889</td>
</tr>
<tr>
<td>7.</td>
<td>Delivery a common and consistent message</td>
<td>7</td>
<td>.850</td>
</tr>
<tr>
<td>8.</td>
<td>Improving hotel services</td>
<td>8</td>
<td>.748</td>
</tr>
<tr>
<td>9.</td>
<td>Integrating tourism service providers with the hotel's management</td>
<td>6</td>
<td>.689</td>
</tr>
<tr>
<td></td>
<td>All questions</td>
<td>81</td>
<td>.955</td>
</tr>
</tbody>
</table>
4.11 Variables of Study

Following variables were included in our study and the model.
First: The independent variable, namely, integrated marketing communication over the website.

Second: dependent Variables: Hotel service market
Resembled in increasing hotel’s service market share, providing complete information to customers, reducing cost of service, shortening the service distribution channels, Amplifying the hotel’s IMC tools, Delivery a common and consistent message, Improving the hotel service provided to customers and Integrating tourism service providers with the hotel’s management.

According to precious researches the research model has been developed to achieve the study objectives. Here as follows in the next page figure no. (4.11.1) shows the research model.
**Figure (4.11.1) Research Model:**

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>Dependent Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrated marketing communication Tools over the Web site.</td>
<td>Increase hotel service market share.</td>
</tr>
<tr>
<td></td>
<td>Provide complete information to customers.</td>
</tr>
<tr>
<td></td>
<td>Reduce the cost of service.</td>
</tr>
<tr>
<td></td>
<td>shortening the service distribution channels</td>
</tr>
<tr>
<td></td>
<td>Amplifying the hotel's IMC tools</td>
</tr>
<tr>
<td></td>
<td>Delivery a common and consistent message</td>
</tr>
<tr>
<td></td>
<td>Improving the hotel service provided to Customers.</td>
</tr>
<tr>
<td></td>
<td>Integrating tourism service providers with the hotel’s management</td>
</tr>
</tbody>
</table>
4.12 Methods of analysis and statistical techniques used in the present study.

First two questions in the questionnaire meant to know that hotels do have private website and use IMC tools online. And for the purpose of testing the impact of Integrated Marketing Communication tools over the hotel’s website (Internet in IMC) on developing hotel service market in Jordan data was analyse as follows:

Analysis was undertaken after collecting data through primary survey with the help of questionnaire, this data was analysed by using software package for social sciences (SPSS). Then, Means and Standard Deviations (Descriptive Method) were calculated in order to answer the questions of the study and to simplify the results the study assumes the role effect in the first part of the questionnaire which related to IMC over the website to be positive if the mean was 2.00 or over. For the second part of the questionnaire which contains the dependent variables the study assumes the role effect high if the mean was 3.66 or over. To be medium if the mean was more than 2.33 but less than 3.66. It will be considered small if the mean was less than 2.33.

Analysis was also undertaken by using Statistical regression model so as to examine the significant of hypothesis 1 to 8 and the main hypotheses as mentioned early in this chapter.

Here, statistical regression was employed as a tool for the analysis of significant difference and relationship between the variables which the research is predominately concerned with. The
dependent variables in this model were the number of respondent on Increasing Hotel Service Market Share (IHSMS), Providing Complete Information (PCI), Reduces the Cost of Service (RCS), Shortening the Distribution Channels of Services (SDCS), Delivering Common and Consistent Message (DCCM), Improve the Hotel Services Provided to Customers (IHSPC), Integrate the Tourism Service Providers and Hotel Management (ITSP&HM). On the other hand, the Independent variable was Integrated Marketing Communication Tools on the hotel’s website (IMCTHW). These variables are nine in number.

All these data are collected from samples of five star hotels in Jordan with the help of questionnaire. Generally, as per the questionnaire/hypothesis as mentioned early in this chapter, a cross-sectional relationship between Integrated Marketing Communication tools on the hotel’s website and developing hotel services market in Jordan was expected.

Here, the model involves cross-sectional regression analysis. In this context, the relationship between cross-sectional IMC Tools on hotel’s website and number of respondents on developing hotel service market in Jordan have been estimated by fitting two variables simple regression models. In the models, we have taken both the dependent and independent variables in simple regression form as below:

Model: \( Y (IHSMS) = a + b_1x_1 \ (IMCTOW) + u_1,..., u_8 \) (all other dependent variables one by one)
In the above functional model slope co-efficient $b_1$ measure a linear statistical relationship associated with IMC Tools on the hotel's website, $x_1$ (independent variables) on developing hotel service market in terms of increasing service market share. Finally, we have also presented the correlation matrices of the Independent variable with dependent variables in order to understand their integration-ship.

A two variables model was estimated as mentioned above and then fitted simple regression equations for developing hotel service market one by one with the corresponding statistical values of student's t-statistic's $R^2$, $\bar{R}^2$, F-values and the regression co-efficient.

4.13 Operational definitions of terms used in the study:
1. Integrated marketing communication: united integrated marketing communication tools in order to influence in a stronger way on hotel service market.
2. Internet: the private website of the hotel.
3. Tourism: hotel service market.
4. Increasing service market share: increase in the number of customers who use the IMC over the internet in knowing about all kind of services provided by the hotel.
5. Shortening the distribution channels (Intermediaries): providing the service and information to customers through a direct deal with the hotel via IMC tools over the website.
6. Improving the hotel service: which means whatever the hotel can add through using IMC over the website to the hotel
service to satisfy customers and to compete domestically and internationally.

7. Cost of the hotel services: the effect of IMC tools over the website in increasing or decreasing the cost of services given to clients/customers.

8. Integrate tourism service providers with hotel management: providing all information and direct contact to tourism service providers by using IMC tools over the website.

9. Provide complete information: provide all type of information about hotel services to customers through IMC tools over the website.

10. Delivering a common and consistent message: is sending a message about the service through IMC tools over the website to customers in one voice.