CHAPTER: VI

Findings, conclusion and suggestions
CHAPTER-6
FINDING, CONCLUSION AND SUGGESTIONS

6.1 Introduction:
From the data collected in the questionnaire question number one indicates that all hotels included in this study have private websites. The second question shows that IMC tools used online and on the website according to the respondent vary in the percentage of using, where advertising scored the highest by 79.1%, sales promotion 77.8%, public relation 73.9, personal selling 67.8%, direct marketing 60% and the lowest is exhibition by 36%.

Further more; data analysis of the present study has been surveyed in (Chapter-V). Means, standard deviations and regression analysis model were used in software package for social sciences (SSPS) in order to answer questions and test significant of hypothesis which considered the most important factors viz., Increasing hotel service market share, providing complete information, reducing the cost of service, shortening the distribution channels of services, amplifying the hotel IMC tools, delivering common and consistent message, improve the hotel services provided by customers, integrate the tourism service providers and hotel management as dependent variables, and
Integrated Marketing Communication tools on the hotel's websites as Independent variable.

By fitting the regression relationship to the cross-sectional data (8x8) matrix of disaggregated factors and having these factors as dependent variables and Integrated Marketing Communication as independent variable, we have tested the hypotheses and obtained the following findings below one after another:

6.2 Finding of the Main hypotheses

$H_M$ There is a significant difference between using IMC tools over the hotel's websites and developing hotel service market in Jordan.

Analysis of regression results arrived at in case of developing hotel service market (All domains together) indicate that Integrated Marketing Communication tools on hotel's website in Jordan is statistically significant and has positive influence on the determination of developing hotel service market. Overall analysis also shows positive influence between the variables for the whole result. This implies that there was a statistical difference between Integrated Marketing Communication tools on the hotel's website and developing hotel service market in Jordan.

Thus, it can be concluded that there is a statistical difference between using the Integrated Marketing Communication tools on hotel's website and developing hotel service market in Jordan.
6.3 Finding of Sub-Hypothesis:

6.3.1 Hypothesis 1

$H_1$ There is a significant difference between using IMC tools over the hotel's websites and increasing hotel service market share in Jordan.

It was found that Integrated Marketing Communication on the hotel's website in Jordan was significant and has positive influence on increasing hotel service market share. Hence, statistical difference has been observed between the variables.

Thus, it can be concluded that there was significant difference between using the Integrated Marketing Communication tools on hotel's website and increasing hotel service market share.

6.3.2 Hypothesis 2

$H_2$ There is significant difference between using Integrated Marketing Communication tools over the hotel's websites and providing complete information to customers.

It was found that Integrated Marketing Communication on the hotel's website in Jordan was significant and has positive influence on providing complete information. Hence, statistical difference has been observed between the variables which lead us to reject the second null hypothesis which stated that there was no significant difference.
Thus, it can be concluded that there was a significant difference between using the Integrated Marketing Communication tools on hotel’s website and providing complete information.

6.3.3 Hypothesis 3

H₃  There is no significant difference between using Integrated Marketing Communication tools over the hotel’s websites and reducing the cost of service.

Form the analysis of regression results, it was found that Integrated Marketing Communication on the hotel’s website in Jordan is statistically insignificant and has negative influence on determination of reducing the cost of service. It was observed that there is no statistical difference between the variables for the whole result. Hence, this leads us to accept the third null hypothesis which stated that there was no significant difference.

6.3.4 Hypothesis 4

H₄  There is significant difference between using Integrated Marketing Communication tools over the hotel’s websites and shortening the distribution channels (intermediaries) of service in Jordan.

Analysis of regression results arrived at in case of shortening the distribution channels (intermediaries) of service indicate that Integrated Marketing Communication on the hotel’s website in Jordan is statistically insignificant and has negative influence on shortening the distribution channels of service. Hence, it was observed that there is no statistical difference between the variables for the whole result.
6.3.5 Hypothesis 5

H_5 There is significant difference between using Integrated Marketing Communication tools over the hotel's websites and amplifying the hotel's IMC tools.

Analysis of regression results arrived at in case of amplifying the hotel's IMC tools indicate that Integrated Marketing Communication on the hotel's website in Jordan is statistically significant and has negative influence on amplifying the hotel's IMC tools. Hence, a statistical difference has been observed between the variables for the whole result.

6.3.6 Hypothesis 6

H_6 There is significant difference between using Integrated Marketing Communication tools over the hotel's websites and delivering a common and consistent message.

Overall analysis of regression results arrived at in case of delivering a common and consistent message indicate that Integrated Marketing Communication on the hotel's website in Jordan is statistically significant and has positive influence on delivering a common and consistent message. Hence, a statistical difference has been observed between the variables for the whole result.
6.3.7 Hypothesis 7

$H_7$: There is significant difference between using Integrated Marketing Communication tools over the hotel's websites and improving the hotel's service provided to customers.

From analysis of regression results arrived at in case of improving the hotel's service provided to customers indicate that Integrated Marketing Communication on the hotel's website in Jordan is statistically significant and has negative influence on improving the hotel's service provided to customers. Hence, it has been observed that there is a statistical difference between the variables for the whole result.

6.3.8 Hypothesis 8

$H_8$: There is no significant difference between using Integrated Marketing Communication tools over the hotel's websites and integrating tourism service providers with hotel's management.

From the analysis of regression results arrived at in case of integrating tourism service providers with hotel's management indicate that Integrated Marketing Communication on the hotel's website in Jordan is statistically insignificant and has negative influence on integrating tourism service providers with hotel's management. Hence, it has been observed that there is no statistical difference between the variables for the whole result.
6.4 Finding of the relationship

The relationship between IMC tools on the website and developing hotel service market (domain-wise) has been surveyed (Chapter-V) which considered most important factors of developing hotel service market via; 1. Increasing hotel service market share, 2. Providing complete information, 3. Reducing the cost of services, 4. Shortening the distribution channel of service, 5. Amplifying the hotel's IMC tools, 6. Delivering a common and consistent message, 7. Improve the hotel's service and 8. Integrate the tourism service providers in Jordan. The simple regression results arrived at in case of developing hotel service market of domain wise 1, 2, 5, 6 and 7 indicate that the Integrated Marketing Communication tools on hotel's website in Jordan is statistically significant and has positive relationship on determination of developing hotel service market (domain-wise) whereas the other remaining domains namely 3, 4 and 8 are lagging behind. In this case, one would notice a variation in determining the rate of developing hotel service market with respect to the Integrated Marketing Communication tools over the hotel's website in Jordan.

Moreover, the relationship between IMC tools on the hotel's website (question-wise) and developing hotel service market (domain-wise) which also has been surveyed (Chapter-V part 2 of the analysis) indicates a relationship between each question of IMC tools on the hotel's website and developing hotel service market. Findings are shown as follows,

A1. (The IMC tools used on the website are being given equal attention) has a positive relationship with domain number 2
Providing complete information), 3 (Reducing the cost of service), 5 (Amplifying the hotel's IMC tools) and 6 (Delivering a common and consistent message).

A2. (Integrated Marketing Communication tools used on the hotel's Website have the same message) has a positive relationship with domain number 1 (Increasing hotel service market share), 2 (Providing complete information), 6 (Delivering a common and consistent message), 7 (Improve hotel services) and 8 (Integrate tourism service providers and hotel management).

A3. (IMC tools on the hotel's Website provide linked messages to customers in an integrated form) has a positive relationship with domain number 1 (Increasing hotel service market share), 2 (Providing complete information) and 5 (Amplifying the hotel's IMC tools).

A4. (Message can be stretched across several IMC tools online to create more avenues for customers to become fully aware of services provided by the hotel) has a positive relationship with domain number 1 (Increasing hotel service market share), 2 (Providing complete information), 5 (Amplifying the hotel's IMC tools), 6 (Delivering a common and consistent message), and 7 (Improve hotel services).

A5. (IMC tools on the Website are being used to guide the customer through each stage of the buying process) has a positive relationship with domain number 1 (Increasing hotel service market share), 2 (Providing complete information), 3 (Reducing the
cost of service), 5 (Amplifying the hotel's IMC tools), 6 (Delivering a common and consistent message) and 7 (Improve hotel services).

A6. (Every IMC tool on the Website is a complementary to the rest) has a positive relationship with domain number 2 (Providing complete information), 5 (Amplifying the hotel's IMC tools), 6 (Delivering a common and consistent message) and 7 (Improve hotel services).

A7. (Online facility for integrated marketing communication supports the integrity of IMC tools) has a positive relationship with domain number 1 (Increasing hotel service market share), 2 (Providing complete information) and 7 (Improve hotel services).

A8. (IMC tools on the Website assist each other achieving the hotel's objectives) has a positive relationship with domain number 1 (Increasing hotel service market share), 4 (Shortening the distribution channel), and 5 (Amplifying the hotel's IMC tools).
6.5 Conclusions and suggestions:

In the present study, it can be concluded that cross-sectional analysis of data from five star hotels of Jordan showed significant association between hotel service market and Integrated Marketing Communication tools over hotel's website of tourism industry.

The analysis reveals that using the Integrated Marketing Communication tools over hotel's website has positive influence /impact on hotel service market in Jordan in terms of increasing hotel service market, providing complete information to customers, amplifying hotel's IMC tools, delivering a common and consistent messages and improving the hotel services provided to customers.

The empirical indicators presented here shows that hotels did not capture fully the benefit of internet in integrated marketing communication in developing the hotel service market where the positive statistical difference and relationship between variables is quite low.

Therefore, considering the importance of the impact of internet in integrated marketing communication in a developing country at this stage, there is a need for further possible suggestion for improving integrated marketing communication online. Here as follows some of the suggestion to the tourism and hotel sector:

1. Hotels should consider the importance of each tool of IMC, try to workout on developing them with equal interest and also try to apply some more tools online.
II. IMC tools used on the hotel web site must have the same message and that can be achieved by department's coordination and team work.

III. IMC tools and its techniques should get the customers attention by providing complete information, proper guiding and provide good offers to them.

IV. All departments should work together and educate staff about IMC and internet, where there will be no real need to hire agents or outsiders to do the job.

V. There is a need for an independent department where every department and section can report to, in case of a problem or special requirement. This department can arrange and coordinate work between all departments.

VI. Intranet existence in any organization helps in coordination.

VII. Hotels websites should be good enough to contain a good number of IMC tools all working together and wrap them around customers with same message. This is going to help customer in taking decision without confusion.

VIII. Hotels should increase the IMC tools level of integration by setting and adopting new and effective programs.

IX. Hotels of different grades those who do not deal with IMC tools online or do not have a website should initially through the availability of a website of its own, apply some of the IMC tools and try to invest in this area because of its positive impact on hotel services.

X. Not to concentrate on the costs of application and use of online IMC tools within the hotel operations. The establishment of units of Information Technology and
enhance the skills of individuals working in this field will benefit the hotels in future.

Further studies

- Studies should be carried out about the internet’s impact on several activities, such as brand loyalty, sales support, and customer service and IMC tools separately, especially exhibition.
- The impact of internet in IMC, considering larger sample of different industries in Jordan.
- Similar research about the impact of IMC tools over the hotels website on intermediaries should be carried out.