Effect of internet marketing, increase customer hotels in Kermanshah city

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\section*{Abstract}

Today, Internet marketing and advertising is an important channel. The tourism and hospitality industry associated with it, has a good position to exploit the potential of the Internet. The study also aimed to consider the application of research methods, descriptive survey - analysis, to examine the impact of Internet marketing on hotel clients in Kermanshah city has increased. Results indicate that, of the three options awareness, provide quick service and attitude can increase customer acquisition; affect the hotels, which will prove three hypotheses proposed research. Overall, based on the results of a hypothesis test statistic equal to 3.124, and the test hypothesis two, equal to 3.204 and the value of the hypothesis test three times with 4.124 quarters, and larger 3, then we can say that the value obtained is not in the critical region, and all three assumptions are confirmed.

\section*{Introduction}

Today, Internet marketing and advertising is an important channel. The reason for this could be the internet's ability to reduce costs, and provide easy access to services for people who are online. Also, advertisers can easily access the multitude of users, and the cost to communicate with them. The Internet, however, provides media advertising effectiveness, but those looking to maximize their investments in this category are (Kafashpoor, 2011). Interconnectedness and surge, and market factors, the presence of several strong competitors, as well as
uninterrupted and continuous change customer preferences, and expectations rise, businesses are faced with great challenges and risks. Increasing cognitive complexity - analysis of the market, desperate managers in responding to these developments, the appeal of traditional style will bring. It is clear, effective decisions to gain knowledge and understanding of the market, which can be achieved only in light of Marketing Research. Necessary to utilize marketing research, although until recently the management written albeit important, market research in developing countries and the need for more time so ago, returns) were purely theoretical, but nowadays, the problem in business life undeniable aspect, and being indispensable and important role in the development and entry into new markets and access to benefits, and is dedicated to high performance. Marketing research, the key mechanism is that organizations seeking a greater understanding of potential customers, as well as current customers are achieved. In other words, according Javalgi et al (2006) requires the ability to understand our customers, the continued application of marketing research in decision making and continuous analysis of market needs. Slater and Narver (2000), as is the tendency of managers in organizational development and market penetration increases, and consequently represent a particular competitive world of commercial Darwinism. Managers need to market and the key factors that have a decent look. Deshpande et al (1993), so it seems, with increasing competition in the market despite widespread vision of the market to empower organizations are more than ever. The eloquence and rhetoric, all the culture, market orientation, is calling for all levels of modern organizations. But the topic of focus orientation, despite pledges from developed market information - including customers, competitors and other market factors - institutionalized. Jaworski and Kohl (1999), also suggests that the use of marketing research, market orientation and development an important place in the management accounts. However, despite the potential value of development and utilization orientation, and effectiveness of marketing research, a single realization of the goals, for many companies that are trying to become learning organizations, is a deception. Elliott and Jobber (1995), on the other hand the high cost of marketing research, many companies deprives the completion of the investigation. Internet, have brought significant changes in marketing activities. For example, decisions about identifying consumer needs, and manage relationships with customers and partners, has been severely affected by this trend. Pundits like Palmer and McCool (2000), believe that the tourism industry has a good position to exploit the potential of the Internet. For example, today's booking rooms through the site, one of the most important cases. According to a study by Astarkf (2002), conducted using an internet room reservation costs less than $ 3, and the center is at least $ 9 America (Hamidizadeh and Mojarad, 2009).

2. Literature

Barnes et al (2007), consumer Internet markets in the three countries, America, France and Germany, the three kinds of behavior skeptics escape risk customer with an open mind, researchers are cautious about sharing information. Sun et al (2010) examined the differences between male and female attitudes toward Internet advertising evaluation, the role of gender on attitude towards online advertising began, that this study showed that awareness can to form a more positive attitude for males than for females lead, and entertainment can become more positive attitude to women than men provide. CACI Research Institute in England (2008), all consumers into seven main categories, then into eight groups consisting of active online consumers, early socialization, circumspect consumers, carers and practitioners, social life, fickle buyers exploring cautious and expensive off-line community, is developed. Surveys conducted by the institute shows that the majority of consumer groups II, III, IV, V and VI, have the tendency to buy appliances. Pieters et al (2010), the complexity of the effects of advertising on consumers' attitudes toward Internet advertising deal, and the complexity and sophistication of design features, both positive and negative, respectively, were evaluated. Kim et al (2011) examined the characteristics of electronic services, not later than Marayi, system availability, privacy, sensitivity and exposure, implementation, customization, style and graphical information is sufficient points, and results that the differences between men and women websites, the Internet service is provided, but the rate is higher for women's clothing websites, the higher level of quality electronic services and electronic content, provides. Bagheri Kani and Azar (2005), in his study entitled "A new approach to online marketing mix", reached the conclusion that the use of the Internet, especially personal qualities and communicative interaction, good competitive tool, for survival and growth in e-marketing provides. Sanayei A and Noei (2008), to examine the impact of e-service quality, increase revenue hotels in Mashhad points, and reached the conclusion that respondents appreciate the Internet as a whole is positive, however, websites of the hotels in Mashhad, is used more as an electronic
brochure, media to online exchanges practical results show that it is not merely a replacement for paper-based systems, but is also effective in improving the service, regrettably results indicate that the decision makers of the importance of hotel it, business development strategies are not aware of, and hotel managers in the higher levels of decision-making do not use it.

3. Research hypotheses

The knowledge of the field of internet marketing and increased customer, there is a significant relationship.
High internet service provider has a considerable impact on increasing client hotels.
The attitude and consumer, there is no correlation.

4. Research

Study, the purpose and application of research methods, descriptive survey - analysis. Accordingly, the population studied in this research, all entries hotels in Kermanshah city are in a period of one month in July 2013, in which 6,000 people are included. Cochran's sample size formula and is calculated as follows,

\[ n = \frac{NZ^2\alpha^2pq}{Nd^2 + Z^2\alpha^2pq} = \frac{6000*(1.96)^2*0.5*0.5}{6000*(0.05)^2 + (1.96)^2*0.5*0.5} = 250 \]

In this formula, N, sample size
1-a, is the desired confidence level, and : \( Z^2\alpha \) Corresponding crouch, the distribution is normal.
P, Estimated relative, or a characteristic trait of the community.
q=1-p, estimated proportion of the absence of an attribute or feature.
D, error is negligible, which is determined by the user, and values between 0.01 to 0.07 to do with it. Taking p = q = 0.5, and the error negligible, d = 0.05 sample is obtained. Because the sampling in this study is classified, and given the composition of the population consists of 48% women and 52% men, so many men, 120 women and 130 men were appointed. The present questionnaire, two faces and content validity, confirmatory factor was studied as well, and is sure that the questions in the questionnaire measure the researcher. For the reliability study, the Cronbach’s alpha coefficients were calculated, which are specified in the following table. According to the table of all inventory amounts for structures larger than 0.7, and thus the reliability of the data is verified. It is worth noting that the value of Cronbach’s alpha for the entire questionnaire, number 0.77, which indicates the overall reliability of the questionnaire.

<table>
<thead>
<tr>
<th>Cronbach’s alpha coefficient</th>
<th>Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.73</td>
<td>Awareness</td>
</tr>
<tr>
<td>0.82</td>
<td>Fast service</td>
</tr>
<tr>
<td>0.86</td>
<td>Attitudes to Internet Advertising</td>
</tr>
<tr>
<td>0.77</td>
<td>Total Inventory</td>
</tr>
</tbody>
</table>

A questionnaire containing eight questions is three different sections, a total of 24 questions based on a Likert 5 is an option.

4.1. The analysis

The number of 250 respondents, 52% were male, and 48 percent were women, the majority of respondents were male. In terms of age, those between 25 and 35 years of 0/15 Percent, 35 to 45 years, 39.5 Percent, 45 to 55 years, 34.5%, and individuals older than 55 years, 11 percent, are accounted for. Academic results also indicate that 12 percent of the population, high school graduates, 20.9 percent skill, 0.48. has MA and Ph.D. degree and 18 percent have.
4.2. Testing Hypotheses

According to the table, the hypotheses set forth in this paper were tested more than 1, and thus the P-Value is also approximately equal to zero. Thus, all hypotheses are accepted.

Table 2
Results of T-test single group of hypotheses.

<table>
<thead>
<tr>
<th>Test</th>
<th>The mean</th>
<th>P-value</th>
<th>Degrees of freedom</th>
<th>Base</th>
<th>Standard error</th>
<th>Standard deviation</th>
<th>Average</th>
<th>Number</th>
<th>Assumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reception</td>
<td>0.4126</td>
<td>0.000</td>
<td>249</td>
<td>7.325</td>
<td>0.05146</td>
<td>0.6397</td>
<td>3.124</td>
<td>250</td>
<td>1</td>
</tr>
<tr>
<td>Reception</td>
<td>0.3658</td>
<td>0.000</td>
<td>249</td>
<td>8.236</td>
<td>0.04236</td>
<td>0.5697</td>
<td>3.204</td>
<td>250</td>
<td>2</td>
</tr>
<tr>
<td>Reception</td>
<td>1.6598</td>
<td>0.000</td>
<td>249</td>
<td>24.56</td>
<td>0.03698</td>
<td>0.4569</td>
<td>4.124</td>
<td>250</td>
<td>3</td>
</tr>
</tbody>
</table>

Hypothesis 1, between awareness of the Internet Marketing field, and there is a significant increase in customer relationship. Based on the results, the test statistic equal to 3.124, and greater than 3, then we can say that the value obtained in the critical region, has not been, and will reject the null hypothesis, and assume one is confirmed, ie increasing customer awareness in the field of Internet marketing and having a meaningful relationship.

Hypothesis 2, fast internet services has a significant impact on increasing client hotels. Based on the results, the test statistic equal to 3.204, and greater than 3, then we can say that the value obtained in the critical region, is not, and the null hypothesis is rejected, the offer the Internet is rapidly increasing impact customer service hotels.

Hypothesis 3. There is a significant relationship between attitude and attract customers. Based on the results, the test statistic equals 4.124, and greater than 3, then we can say that the value obtained is not in the critical region, and assuming it is approved, the following, there is no correlation between attitude and attract customers.

5. Conclusion

Now, one of the most important issues in the debate Marketing and maximum use of capacity in the market, take advantage of Internet marketing is the most successful organization of its advertising strategy as their main job is used said. Hotels, too, given the intense competition prevailing among them, according to Talk to attract customers towards Internet marketing, tools and various methods have been tried and failed in the hotels will be able to view solicitation of information about their customers, and the use of positive and negative, to strengthen and update their own. This study, based on three criteria, knowledge, fast service, and attitude, to assess the level of Kermanshah hotel deals. The results indicate that, between awareness of the Internet Marketing field, and there is a significant increase in customer relationships, enhance customer services and fast internet on the hotel has a great effect, and there is no correlation between attitude and attract customers. The following suggestions can be more successful in hotels, Internet marketing can help, providing important information, and also, special discount offer lottery, can motivate the customer to make and have a positive impact on the market.

Internet marketing, interactive content, such as a small test or quiz can entertain a client, and the client can transmit it to other people, so do Internet marketing can be effective.

Using a fun media, which just may be the client’s desire to create and be shared by client.

References
