Effects of Multimedia Advertisement Features on Customer Satisfaction in Kenyan 5-Star Hotels

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ABSTRACT

The paper sought to assess the effects of multimedia advertisement features on customer satisfaction in 5-star hotels in Kenya. The study was conducted in Nairobi which is the capital city of Kenya between the month of July and September, 2015. The city is endowed with top rated high-class hotels ranging from (1) to (5) star luxury hotels which are competing against each other. Classified hotels are trend setters in the tourism and hospitality industry. High classified hotels distinguish themselves by offering superior products and customized services. The mentioned reasons provided a good setup to conduct this research study. The research design for the study was explanatory research design. The target population comprised of the customers of the hotels listed. The total number of hotel rooms from which the sample was derived was 2500 rooms drawn from 15 five-star hotels. Purposive sampling was undertaken in order to distribute the sample size proportionately in accordance to the hotel room capacity. The customers were stratified and then systematic random sampling was used to select the samples who gave responses to the research instruments. The study established that multimedia online advertisement has significant effect on customer satisfaction by improving the interactivity and customer involvement with the brand it also enhances the presentation of the contents.

1.0 Introduction

The online business has shown considerable growth and improvement over the last couple of years, which was dependent on the enhanced information technology and telecommunication. The increased use of the Internet and electronic commerce has had positive effects on the tourism sector, as described by Cooper *et al.,* (2008). Tourism online business is growing fast and competition is fierce. Online advertising is essential in this particular industry for companies to gain customers and therefore to make profit. Tourism-related businesses need to understand the full potential of this marketing tool in order to succeed against the major players. Through the Internet gaining more and more of importance, online advertising does too. Expansion possibilities as well as reaching out and penetrating new geographical markets are enhanced Cooper *et al.,* (2008).

Hotel marketers have resorted to utilise; online advertising features which comprise of multimedia, picture and content features to advertise their products and services, this means the internet has become a key advertising channel for many advertisers and with the rise of digital marketing over the last decade, the internet is more and more frequently one of those channels. According to the IAB Europe (2010) 18% of all European media spend in 2009 was allocated to online advertising totalling 14.7 billion Euros. Search engine and display advertising were the largest channels within digital advertising with shares of 46 and 30 per cent, respectively.

Multimedia advertising is a form of expression describing elements of online content such as audio, video, and animation (Rosenkrans, 2007). According to Yoo, Kim, and Sout, 2004), animation is one of the innovative features that improve the design and interactivity of online advertisements, particularly banner advertisements. Animation incorporates moving images and graphics to enhance the presentation of the content. It includes several technological developments involving plug-ins, JAVA script, Flash, and streaming media (Yoo *et al.,* 2004). Tsang & Tse (2005) found that consumers respond favorably to animated colors, text, and graphics on websites. Companies, therefore, develop digital video advertisements to increase consumer involvement with their brands. Digital video can be in the form of streaming video, gaming, or music video (Rosenkrans, 2009). Glass (2007) suggested that consumers who are engaged in video games are more likely to develop favourable responses to in-game brands. This finding was supported by Wise *et al.,* (2008), who found that companies that build thematic connections between the game and the product's brand would invoke a positive influence on consumer attitude toward the brand.

The hotel industry has become very competitive and is considered to be in the mature stage of its lifecycle (Kandampully & Hu, 2007). As such customer satisfaction is potentially an effective tool that hotels can use to gain a strategic advantage & survive in today's ever increasing competitive market. Customer satisfaction with hotel services is an area of growing interest to researchers and managers.

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Today's winning hotels are focusing on continually satisfying their customers and beyond. Hundreds of hotel companies are doing advertisements through the internet. The boom of Internet and electronic advertising in recent times has evoked several research efforts aimed at understanding customer service satisfaction in relation to the virtual business environment (Bansal *et al.,* 2004). This paper sought to establish effect of multi-media on customer satisfaction in 5-star hotels in Kenya.

2.0 Literature Review

Multimedia advertising is a form of expression describing elements of online content such as audio, video, and animation (Rosenkrans, 2007). According to Yoo, Kim, and Sout *et al.,* 2004), animation is one of the innovative features that improve the design and interactivity of online advertisements, particularly banner advertisements. Animation incorporates moving images and graphics to enhance the presentation of the content. It includes several technological developments involving plug-ins, JAVA script, Flash, and streaming media (Yoo *et al.,* 2004). Tsang & Tse (2005) found that consumers respond favorably to animated colors, text, and graphics on websites. Companies, therefore, develop digital video advertisements to increase consumer involvement with their brands. Digital video can be in the form of streaming video, gaming, or music video (Rosenkrans, 2009). Glass (2007) suggested that consumers who are engaged in video games are more likely to develop favourable responses to in-game brands. This finding was supported by Wise *et al.,* (2008), who found that companies that build thematic connections between the game and the product's brand would invoke a positive influence on consumer attitude toward the brand.

In one of the early studies of banner advertisement effects found that even without click-through, banner advertisements resulted in heightened awareness, brand perceptions and attitudinal shifts for brands. The significance of animation and location of banner advertisement with the eye tracking technology studies revealed that animation was not important to attract viewer's attention (Josephson 2005; Sundar, Kalyanaraman 2004). But the location plays a significant role and banner advertisements at the top of the webpage were more often viewed (Sundar, 2004).

Customer satisfaction refers to post- consumption feelings or judgments about a product (Jamal & Naser 2003). Good service quality leads to satisfying relationship with customers (Lassar, Manolis & Winsor, 2000) and higher customer satisfaction results in better profits and word-of-mouth recommendation Beerli *et al.,* (2004). Satisfaction is a response to a perceived discrepancy between prior expectations and perceived performance after consumption (Eid, 2011; Lau, Kwek, & Tan. 2011). Customer satisfaction is defined by how satisfied one is with the products/services. Thus, satisfaction is extremely important to marketers of products and services. This is because when a customer is satisfied, it will bring him/her to a positive purchase intention such as repurchase, positive word-of-mouth and loyalty in the long term. However, customer satisfaction plays a crucial role in sustaining in the marketplace (Garver & Gagnon, 2002); therefore, it is important to ensure that customers are satisfied. If not, retailers will lose their market.
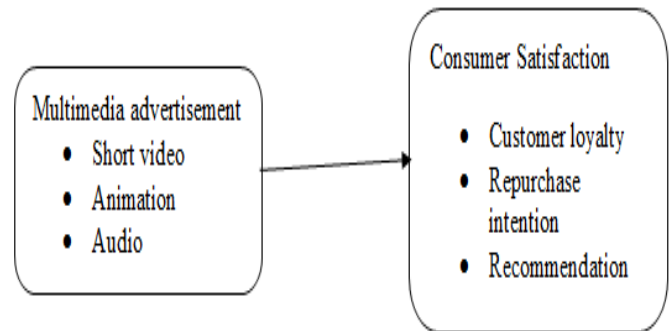
Conceptual Framework

The independent variable was multi-media advertisement in which was measured through use of short video, animation and audio, while the dependent variable was customer satisfaction that was measured through customer loyalty, repurchase intention and recommendations.

Independent Variable   **Dependent Variable**

3.0 Methodology

The study was conducted in Nairobi which is the capital city of Kenya. The city is endowed with top rated high class hotels ranging from (1) to (5) stars. The hotels provided a representative perspective of the industry since star rating provide a basis for almost uniformity in the products and services of establishments within the same star ratings. The research design for the study was explanatory research design. The research design was ideal to explain the features of the variables and at the same time investigate the cause effect relationship between variables (Malhotra & Birks 2003). The target population comprised of the customers of the hotels listed. The total number of hotel rooms from which the sample was derived was 2500 rooms drawn from 15 five-star hotels.

Purposive sampling was undertaken in order to distribute the sample size proportionately in accordance to the hotel room capacity. The customers were stratified and then systematic random sampling was used to select the samples who gave responses to the research instruments. Sample was drawn from the target population of hotels with hotel rooms of total number of 2500. The sample size was statistically obtained from the total population by adjusting to round off decimals to one person. From the target population of 2500, Taro Yamane (1973) sample size formula was used to select a sample size of 345 customers as shown below

$$n = \frac{N}{1 + Ne^2}$$

Where:

This study allowed the error of sampling on 0.05. Thus, sample size was as follows:

n = (N) / (1+Ne^2)
= 2500/ (1+2500*0.0025)
= 345
N = Number of Total Population
n = Number of Sample Size
e = Sampling Error (designating to be at the 0.05 significant level) *Confidence level is 95% or 0.05 level of significant is chosen for this study Hence, the sample size was 345 respondents.

The questionnaire was the main instrument for data collection. A structured questionnaire was designed and administered to selected 5-star hotels in Nairobi, Kenya by the researcher. The questions in the questionnaire were made short and clear in order to ensure that it takes the respondents not more than 5 minutes to answer and therefore encourage participation.

The data was analyzed using descriptive statistics; mean and standard deviation and inferential statistics particularly correlation analysis to establish the relationship between multimedia advertisement feature and customer satisfaction.

4.0 Findings of the Study

Descriptive Information on Customer Satisfaction

The study sought to find information on customer satisfaction. The respondents were presented with questions rated on Liker scale (strongly agree = 5, agree = 4, neither 3, disagree = 2, and strongly disagree = 1). In the interpretation of the findings, a mean (M) of above 2.5 indicate that majority of the respondents agreed with the statement presented, while a mean (M) of below 2.5 indicate that most of the respondents disagree with the statements presented. The response was analysed descriptively using mean and standard deviation. The findings revealed that most of the respondents were in agreement with the statements rating customer satisfactions. On the statement that the hotel service is better than my expectation M (3.94) and SD (0.742), I will come back again to stay at the hotel M (4.23), and SD (0.925), I would recommend the hotel to those who seek my advice M (3.93) and SD (1.001). The hotel has good first and last impression M (4.37) and SD (0.573); overall, I am satisfied with online based advertising M (3.90) and SD (0.968). The average mean was (4.10) with SD of 0.84, this indicates that most respondents agreed with the statements on customer satisfaction. This implies that the customers were satisfied with the services offered by the selected hotels.

Table 1. Mean Standard Deviation for customer satisfaction.

	Mean (M)	Std. Deviation (SD)
The hotel service is better than my expectation	3.94	.742
I will come back again to stay at the hotel	4.23	.925
I would recommend the hotel to those who seek my advice	3.93	1.001
The hotel has good first and last impression	4.37	.573
Overall, I am satisfied with online based advertising	3.90	.968
Overall mean	4.10	0.84

Source: (Survey data, 2016)

Descriptive Analysis on Multimedia Online Advertising

The study sought to determine the effect of multimedia in online adverting on customer satisfaction and included the following items in the questionnaire. The following statement was put across, videos on websites improves the interactivity of online advertisements with the consumer had a mean of M (4.19), and SD (0.962) which implied that most of the respondent agreed with the statement, Multimedia features improves the customer involvement with their brands M (4.34) and SD (0.865). Animation enhances the presentation of the content M (3.93) and SD (1.001). I respond favourably to animated colours, texts and graphics on websites M (4.27) and SD (0.714). Multimedia features that build thematic connections with the brand invoke a positive influence on consumer attitude M (4.18) and SD (0.046). The findings indicate that most of the respondent agreed with the statement since the overall mean was 4.17, as indicated in table 4. From the findings, it was deduced that multimedia online advertisement improves customers' satisfactions since; videos in the websites improves the interactivity of online

advertisement, it improves customer involvement with the brand, and also animation enhances the presentation of the contents.

Table2. Mean and Standard Deviation for Multimedia in online advertising.

	Mean	Std. Deviation
Videos on websites improves the interactivity of online advertisements with the consumer	4.19	.962
Multimedia features improves the customer involvement with their brands	4.34	.865
Animation enhances the presentation of the content	3.93	1.001
I respond favourably to animated colours/text and graphics on websites	4.27	0.714
Multimedia feature that build thematic connections with the brand invokes a positive influence on consumer attitude	4.18	0.046
Overall mean	4.17	0.94

Source: (Survey data, 2016)

Correlation analysis

Correlation analysis is a technique of assessing the relationship between variables: Thus, the study analysed the relationships that are inherent among the independent and dependent variables. The results regarding this were summarized and presented in Table 5. Findings revealed that Multimedia advertising was positively and significantly associated with customer satisfaction (r = 0.644, ρ<0.000) indicating 64.4% positive relationship with customer satisfaction.

Table 3. Correlation Results.

		Customer Satisfaction
MOA	Pearson Correlation	.644[**]
	Sig. (2-tailed)	.000
	N	231

**. Correlation is significant at the 0.01 level (2-tailed).

Source: (survey data, 2016)

5.0 Conclusion and Recommendations

The descriptive statistics results indicated that; multimedia online advertisement improves customers' satisfactions since; videos in the websites improve the interactivity of online advertisement, it improves customer involvement with the brand, and also animation enhances the presentation of the contents.

Multimedia online advertising was found to have a coefficient of estimate which was positively associated to customer satisfaction and had a significant effect basing on (β_1 =0.160, p-value = 0.008) which was less than α = 0.05). The null hypothesis was rejected and it was concluded that multimedia online advertising has a statistical significant effect on customer satisfaction. Research findings concur with those of (Tsang and Tse, 2005) who established that consumers respond favourably to animated colours, text, and graphics on websites, and therefore advice companies to develop digital video advertisements to increase consumer involvement with their brands. Similar findings were presented by (Yoo *et al.,* 2004), who established a significant influence of technological developments involving plug-ins, JAVA script, Flash, and streaming media on customer satisfaction. Digital video can be in the form of streaming video, gaming, or music video (Rosenkrans, 2009). Similar findings were presented by (Yoo *et al.,* 2004).

The results of this study have useful implications on the use of multimedia advertising in bringing information about hotel products to the customers, to promote their services and also to advertise their products all over the world.

Most hotels have developed websites where their products and services are advertised. The study established that multimedia online advertisement has significant effect on customer satisfaction by improving the interactivity and customer involvement with the brand it also enhances the presentation of the contents.

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