

E-Marketing And Travellers' Brand Choice In Travel Trade In Port Harcourt, Rivers State.

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Abstract: *The ubiquity of communication in the global marketplace has engendered on time communication with the target audience at all times without the obstruction of physical boundaries. Tourism service providers such as travel intermediaries are using Information Communication Technologies (ICTs) to enhance their competitive advantage in the competitive tourism marketplace. The study examined the direct effect of e-marketing on travellers' brand choice in four hypothesised relationships in the city of Port Harcourt, Rivers State, Nigeria. The study which adopted descriptive survey design obtained data from 124 travellers who patronise travel agencies in Port Harcourt using a well-structured questionnaire containing 14 items, with five demographic items. The result of the inferential statistical analysis using SPSS showed that social media marketing and e-advertising had positive significant influence on travellers' satisfaction and travellers' repurchase intention respectively. Travel agency operators in the tourism industry are expected to build capabilities in the area of digital marketing to enhance the satisfaction level of their target market.*

Keywords: Travellers Satisfaction. Travellers' Repurchase Intention. Travel Agencies

Introduction

As a global phenomenon travel and tourism are involved in connecting travellers and tourists to diverse destinations across the world (Tan, Chong & Ho, 2017). To help the travellers achieve their travel objectives, operators of travel agencies rely on e-marketing to interact and render services to them. This is because today's business environment is changing very fast and technological environments challenge the management of tourism service providers such as travel agencies on the functions they perform in distribution and sale of their respective services.

Also travellers increasingly depend on the internet for travel information because they are utilizing commercial and non-commercial internet sites for the planning of their travel (Buhalis, 1998).

Many studies (Kang, 2011; Khan, Al-balushi, Algaithi, & Al-shihi, 2017; Al-Msallam & Alhaddad, 2016; Alnsour, Ghannam, Al-Natour & Alzeidat, 2018; Lim, Radzol, Cheah & Wong, 2017; Akhtar, Tahir & Asghar, 2016) have examined the influence of e-marketing in various market contexts. However, no research seems to have been conducted in the travel trade industry in Rivers State, Nigeria. This present study is meant to fill this gap as its broad objective is to investigate the effect of e-marketing activities on the travellers' brand choice of travel agencies operating in Port Harcourt, Rivers State, Nigeria.

Conceptual Review

Traveller's Brand Choice

Brands are argued to add colouration and resonance to a service/product (Kotler, 2003), and also profit making, customer loyalty, licensing opportunities, brand extension and gaining of competitive advantage (Kim, Kim, Kim, Kim & Kang, 2008). Brands are considered very important to organisations because of its ability to influence consumer behaviour. This explain why Nzei and Ekeke (2021, p.23) argues that "most marketing activities are directed towards presenting the brand to the target market to enable them to make a choice". For this current study, the measures of brand choice used in the context of travel trade are travellers' satisfaction and travellers' repurchase intentions.

Travellers' Satisfaction: Customer satisfaction is described as customer's feeling/attitude which he/she develops towards a particular brand (product or service) resulting from a comparison of his/social expectations and norms and

the reality of the offer (Javanmard & Hosseini, 2013). Kotler and Armstrong (2010) argue that customer satisfaction depends on the customers' perceived value which they have about a particular brand. Parasuraman, Berry and Zeithaml, (1991) describe expectations as the predictions which are made by customers regarding what will probably happen during an imminent transaction with a supplier or seller.

Customer expectations are which is critical in the determination of the level of satisfaction of a consumer is described by Lovelock and Wright, (2005) as the internal standards utilised by customers to assess the quality of their experience with a product or service. This implies that marketers are expected to determine through marketing research the needs and expectations of their target market before producing their products. This is to enhance the level of customer satisfaction. This explains why McCarthy and Perrault, (2002) describes customer satisfaction as the extent to which a marketer/service provider/organisation fulfils his/her customers' needs and desires when compared with their expectations, prior to consuming the product or service. The foregoing implies that customers' satisfaction reflects a consumer's feeling of pleasure or disappointment from consumption which is a result of the comparison of a brand's perceived quality or performance relative to the expectations (DilPazirs, & Amin, 2015).

Travellers' Repurchase Intention: In the context of a travel agency business, travellers' repurchase intention describes the likelihood that a current traveller who is a customer of a travel agency will return in the future for a travel services. In the context of tangible products, Ebrahim, Ghoneim, Irani and Fan (2016, p.1244), described the concept as, "consumers' decision about repeating the action of purchasing the brand". Pharm and Train (2014) argues that, repurchase intention of customers of any brand is one behavioural outcome of consumers considered very important in marketing because it demonstrates the determination of customers to buy the brand repeatedly.

E-Marketing

Electronic marketing is the process used by marketers to reach and interact with the target market (existing and potential customers) using the internet. Other names for electronic marketing (e-marketing) include online-marketing, internet marketing (i-marketing) web-marketing, digital marketing and it involves the marketing of products or services over the Internet. The invaluable tools/techniques available for e-marketing include search engine optimization (SEO), content marketing, search engine marketing (SEM), influencer marketing, content automation, campaign marketing, ecommerce marketing, campaign marketing and social media marketing, social media optimization, digital display advertising, e-mail direct marketing, mobile marketing, interactive marketing, viral marketing, e-books, affiliate marketing, online public relations, digital media planning and buying, optical disks and games. These techniques are becoming more and more common in the world of marketing due to advances in technology. For this current study, social media marketing and e-advertising are the dimensions of e-marketing chosen in the context of travel trade in Nigeria.

Social Media Marketing: Social media marketing describes the use of social media platforms to promote and market a product or service. Social media platforms include, Facebook, Twitter, YouTube, Instagram, and Google+. Social media provides platform for social interactions. Additional activities on social media are marketing of products, gaming, blogging and chatting, and blogging (Boyd & Ellison, 2008). Many tourism service providers make use of the social media to interact with their target market. It is argued that social interaction engenders better purchasing behaviour and group communication and proven avenue to gather and share ideas with one another with better ways of conveying information from marketers to consumers and better impact on consumers' purchase intention (Mangold & Faulds, 2009).

E-Advertising: E-advertising is equally known as internet advertising and online advertising. It connotes putting up advertisements on the internet. Online advertising is used by organisations to attract and deliver a marketing message to its target market. It has been used for about three decades now and it is argued to record massive and impressive success in the global marketplace Guo, Ling, & Liu, 2012).

Operationalisation Framework and Hypotheses Development

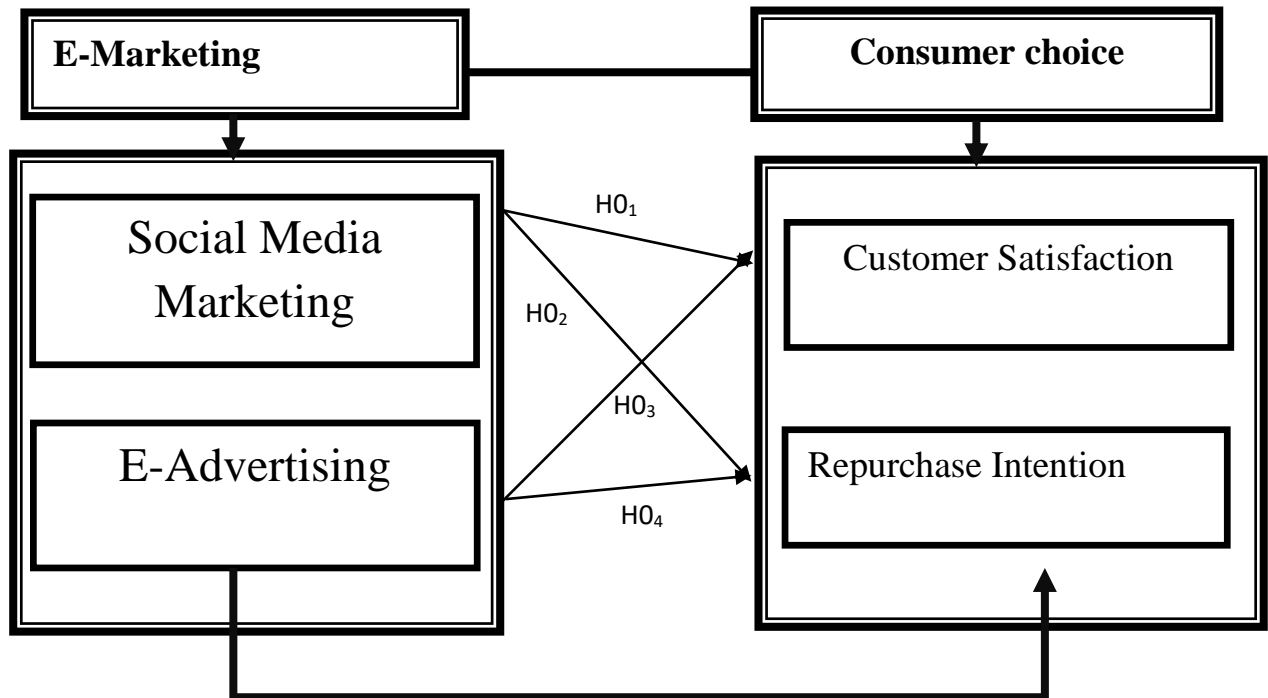


Figure 1 Operationalisation Framework

The operationalisation framework demonstrates that social media marketing and e-advertising representing the dimensions of E-Marketing both have direct influence on travellers' satisfaction and repurchase intention in the context of travel trade in Port Harcourt respectively.

Empirical Review and Hypotheses Development

Relationship between social media marketing and customer satisfaction

In the banking industry of Oman, Khan, et al (2017) examined the effect of social media on customer satisfaction in Bank Muscat. The descriptive study collected data from 234 respondents from the different branches of Bank Muscat in Oman - Shinas, Liwa, Sohar, Saham, and Al khaboura. With the aid of purposive sampling technique data were collected from the bank customers. The empirical results showed that information reliability and responsiveness had positive influence on customer satisfaction.

Al-Msallam and Alhaddad (2016) examined benefit factors that influence member participation as well as the relationship between community participation and brand commitment in hotel online communities. The study found that five benefit factors (functional, hedonic, monetary, and social and psychological benefits) were the predictors of member participation in hotel Facebook fan pages. The sample was made up fans of the selected hotel brand's Facebook pages. The SEM results showed that four benefit factors (hedonic, functional, social and psychological benefits) influenced member's community participation positively.

Social media has an impressive and interactive platform that marketers are taking advantage of to build enhanced relationships with customers. As noted by Kim and Ko, (2012), social media marketing has proven to be the most

effective marketing communication tool in this dispensation. Accordingly, organizations are using social media campaigns to attract customers, sustain their interest as well as increasing customer loyalty.

From the foregoing, we hypothesise that;

H1: Social media marketing significantly affects travellers' satisfaction in travel trade in Port Harcourt.

Relationship between social media and repurchase intention

In the Jordanian airline context, Alnsour, et al (2018) in a quantitative research examined the effect of five social media benefits(functional benefits, monetary benefits, hedonic benefits, psychological benefits, and social benefits) on purchase intention when travelers are buying an airline ticket. This research findings showed that monetary benefits and hedonic benefits had a positive effect on purchase intention while functional benefits, psychosocial benefits, and monetary benefits had no relationship with customers' purchase intention.

Lim, et al (2017) examined the effectiveness of social media influencers on purchase intention. The dimensions of social media used for the study were source credibility, source attractiveness, product match-up, and meaning transfer. Consumer attitude was introduced as the mediating variable. With a data set of 200 respondents, the research findings showed that all the hypotheses were supported except for source credibility. Consumer attitude was found to mediate the relationship.

In Pakistan Akhtar, et al (2016) examined the effect of social media marketing on consumer purchase intention. The quantitative research sampled 83 respondents. The data was collected through surveys from questionnaire which served as the major instrument for data collection. The statistical results showed that social media marketing had positive effect on customer purchase intention.

When consumers who are members of a social media group continuously experience positive product performance and perceive the information to be trustworthy, they are more likely to develop trust in the brand. Trust develops from shared beliefs about information provided by community members and expectations of reciprocal communication. When consumer experience is added to such brand trust the branded the travel agencies will continue to engender repeat patronage from their customers.

We therefore hypothesise that,

H2: Social media marketing significantly affects travellers' repurchase intention in travel trade in Port Harcourt.

Relationship between E-advertising and customer satisfaction

In Nigeria, Nwokah, and Ngirika, (2018) examined the impact of online advertising on customers satisfaction of E-tailing firms in Nigeria. The study which adopted survey research design with a data set of 384 customers found that amongst others online advertising had positive and strong relationship with customers' satisfaction and online advertising significantly affects customer satisfaction.

Wei, Jerome, and Shan (2010) examined the effect of online advertising features (Multimedia, Pictures, and Content) on purchase intentions. With a data set of 150 consumers, the result of the statistical analysis showed that features of online advertising engendered positive influence on purchase intentions. Further results showed that the Pictures feature generates the highest possibility of consumers' purchase intentions.

Online advertising effectiveness is capable of enhancing travellers' satisfaction. We therefore hypothesise that,

H3: E-advertising significantly affects travellers' satisfaction in travel trade in Port Harcourt.

Relationship between E-advertising and repurchase intention

In Malaysia, Nikhashemi, Paim, and Fard (2013) examined the effectiveness of E-advertisement on customer purchase intention with demographic factors mediating and moderating the relationship. With a data set of 570 respondents, the study findings showed that service quality, social network and brand recognition influenced customers' perception toward web-based advertisement. It was also found that demographic factors did not mediate customer perception toward advertisement. Demographic factors did not mediate the effectiveness of E-advertisement towards customer purchase intention.

In the context of socialised media environment, He and Qu (2018) investigated the effect of advertising appeal on the consumers' purchase intention. The results of the descriptive study which studied 700 consumers showed that perceptual advertising appeal and the rational advertising appeal had a positive significant effect on consumers purchase intention. As suggested by He and Qu (2018) organisations are expected to emphasise the intrinsic attributes of online advertisement in other to attract highly-involved consumers.

Reaching the target market through online advertising will enhance the creation of timely awareness when there are new tourism or travel services that the travel operators intend to promote. This could enhance the level of travellers' satisfaction which can engender repurchase intentions.

Thus, we hypothesise the following.

H4: E-advertising significantly affects travellers' repurchase intention in travel trade in Port Harcourt.

Research Methodology

Research Design: This research design adopted for this current study is descriptive survey research design. This is because the information required in the study deals with the attitude behaviour, preferences and perception of travellers who get services from travel agencies.

Sampling Technique and Data Collection: The convenient sampling technique was useful in identifying, selecting and distributing the questionnaires to the sample units. The population chosen for the study were all the travellers who patronise travel agencies in Port Harcourt for their travelling services. A sample size of 124 travellers was gotten using Friend and William formula for determination of sample size from unknown population. The sample size was presumed to be large enough for adequate representation especially when viewed in the light of the time and cost constraints for this study. The respondents were approached in various public places including travel agency offices in Port Harcourt and asked to join in the survey. The 124 questionnaires retrieved were all found useful and therefore good for data analysis.

Demographic Profile of Respondents: The analysis of the demographic profile of the respondents indicated as follows. Data on gender: 65 respondents (52.4%) were male while 59 respondents (47.6%) female. This implies that male respondents were of the majority; on age brackets of the respondents, 15 (12.1%) were less than 20 years, 45 respondents (36.3%) were within 20–29 years, 42 respondents (33.9%) were within 30–39 years while 22 respondents (17.7%) were older than 40 years; on the respondents' level of education, those with SSCE/GCE were 27 (21.8%), HND/B.SC holders were 60 (48.4%), those with MA/MS/MBA were 33 (26.6%) and Ph.D holders were 4 (3.2%) only. From the information it shows that respondents with HND/B.SC were of the majority and the number of years that the respondents patronised the respective travel agencies were as follows. 3 respondents (2.4%) patronised for less than two years, 85 respondents (68.5%) for two to four years, 33 respondents (26 %) for five to eight years, while 4 respondents (3.1%) had patronised their brand of travel agency for nine years and above. This analysis showed that majority of the respondents had patronised their respective travel agencies for two to four years (2-4years).

Measurement Instrument and Questionnaire design

The major instrument for primary data collection was a well-structured questionnaire. The measurement items were all measured on a five-point Likert-type scale anchored by: Strongly Disagree [SD](1), Disagree [D](2), Agree [A](3), Agree fairly strongly(4) and Strongly Agree [SA](5). This was used to express the degree of agreement with the items or otherwise.

Extant literature provided sources for measurement items. Social media marketing was measured with items adapted from Kim and Ko (2012), while e-advertising items were measured with items adapted from Burke and Edell (1989) and Escalas and Rutgers (2003). Traveller satisfaction's items were three and modeled after Oliver 1980, while items for travelers repurchase intention were adapted from Jiang, Yang, and Jun (2012).

Research Results

Reliability Analysis

Table 1 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.992	.992	14

As seen from Table 1 above, the reliability test of the research instrument shows a Cronbach Alpha of .992. The value is above .7 which is suggested by Nunnally and Bernstein (1994) as the threshold value. The implication is that the measuring instrument is internally consistent and therefore considered useful in measuring opinions of travellers who patronise the travel agencies studied.

Discriminant Validity

Table 2 Inter-Item Correlation Matrix

	Social Media Marketing	E-Advertising	Repurchase Intention	Customer Satisfaction
Social Media Marketing	1.000	.898	.877	.972
E-Advertising	.898	1.000	.916	.918
Repurchase Intention	.877	.916	1.000	.884

Customer Satisfaction	.972	.918	.884	1.000
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Hair Jr, Black, Babin, and Anderson, (2010, p.126) defined discriminant validity as the “the degree to which two conceptually similar concepts are distinct”. As suggested by Fornell and Larker (1981), discriminant validity occurs if the diagonal elements are higher than all the off-diagonal elements in their columns and rows. The values contained in the correlation matrix shown in Table 2 above confirms the discriminant validity of the measurement instrument. +

Sampling Adequacy

Table 3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.949
Approx. Chi-Square		4042.949
Bartlett's Test of Sphericity	Df	91
	Sig.	.000

Exploratory Factor Analysis (EFA) was performed on 14 exploratory items of social media marketing, e-advertising, travellers’ satisfaction and repurchase intention as specified in the operationalisation framework in Figure 1 for the conduct of the KMO and Bartlett’s Test. The result is shown in Table 3 and demonstrates that Bartlett’s test of sphericity is significant at $p=0.000$, while KMO measure of sampling adequacy is .949 which is far greater than 0.5 that has been suggested as a minimum level by Kasser (as cited in Wong & Musa 2010, p. 3417).

Data Analyses and hypotheses testing

To ascertain the effect of e-marketing on travellers’ brand choice, the hypothesized relationships were subjected to statistical analysis using linear regression analysis.

Testing of hypotheses

Decision Rule

- If $PV < 0.05$ = Hypothesis is supported
- $PV > 0.05$ = Hypothesis is not supported

Hypothesis one

Table 4 describes the summary of the linear regression analysis showing the effect of social media marketing on travellers’ satisfaction

Table 4. The linear regression analysis for the influence of social media marketing on travellers’ satisfaction

Dependent variable	Independent Variable	Beta(β)	t-value	p-value
Travellers' Satisfaction	Social Media Marketing	.972	45.757	0.00**

Notes: $P \leq 0.05$; $R = .972$; $R^2 = .945$; Adjusted $R^2 = .944$; $F = 2093.687$; $p = 0.000$

From the Table 4 above, the following results are revealed; standardized beta (β) of social media marketing ($\beta = 0.972$), adjusted R square = 0.944, $F = 2093.687$ and $p = .000 < 0.05$. This specifies that social media marketing explains 97.2 percent variation in travellers' satisfaction in the travel trade business in Port Harcourt.

The outcome of the analysis shows that social media marketing has positive and significant effect on travellers' satisfaction to travel trade business ($\beta = 0.972$, $p = 0.000 < 0.05$). Therefore hypothesis one is supported.

Hypothesis two

Table 5 describes the summary of the linear regression analysis showing the effect of social media marketing on travellers' repurchase intention.

Table 5. The linear regression analysis for the influence of social media marketing on travellers' repurchase intention.

Dependent variable	Independent Variable	Beta(β)	t-value	p-value
Travellers' Repurchase Intention	Social Media Marketing	.877	20.155	0.00**

Notes: $P \leq 0.05$; $R = .877$; $R^2 = .769$; Adjusted $R^2 = .767$; $F = 406.224$; $p = 0.000$

From the Table 5 above, the following results are revealed; standardized beta (β) of social media marketing ($\beta = 0.877$), adjusted R square = 0.944, $F = 2093.687$ and $p = .000 < 0.05$. This specifies that social media marketing explains 76.9 percent variation in travellers' repurchase intention to travel trade business in Port Harcourt.

The outcome of the analysis shows that social media marketing has positive and significant effect on travellers' repurchase intention to travel trade business ($\beta = 0.877$, $p = 0.000 < 0.05$). Therefore hypothesis two is supported.

Hypothesis three

Table 7 describes the summary of the linear regression analysis showing the effect of e-advertising on travellers' satisfaction

Table 6. The linear regression analysis for the influence of e-advertising on travellers' satisfaction

Dependent variable	Independent Variable	Beta(β)	t-value	p-value
Travellers' Satisfaction	E-Advertising	.918	25.525	0.00**

Notes: $P \leq 0.05$; $R = .918$; $R^2 = .842$; Adjusted $R^2 = .841$; $F = 651.548$; $p = 0.000$

From the Table 6 above, the following results are revealed: standardized beta (β) of E-Advertising (β) = 0.918; adjusted R square = 0.841, F = 651.548 and $p=0.000 < 0.05$. This specifies that e-advertising explains 84.2 percent variation in travellers’ satisfaction to the travel trade business in Port Harcourt.

The outcome of the analysis shows that e-advertising has positive and significant effect on travellers’ satisfaction to travel trade business ($\beta = 0.918, p=0.000 < 0.05$). Therefore hypothesis three is supported.

Hypothesis four

Table 6 describes the summary of the linear regression analysis showing the effect of e-advertising on travellers’ repurchase intention.

Table 6. The linear regression analysis for the influence of e-advertising on travellers’ repurchase intention

Dependent variable	Independent Variable	Beta(β)	t-value	p-value
Travellers’ Satisfaction	E-Advertising	.916	25.273	0.00**

Notes: $P \leq 0.05$; $R = 0.916$; $R^2 = 0.840$; Adjusted $R^2 = 0.838$; $F = 638.739$; $p = 0.000$

From the Table 6 above, the following results are revealed: standardized beta (β) of E-Advertising (β) = 0.916; adjusted R square = 0.840, F = 638.739 and $p=0.000 < 0.05$. This specifies that e-advertising explains 84 percent variation in travellers’ repurchase intention to the travel trade business in Port Harcourt.

The outcome of the analysis shows that e-advertising has positive and significant effect on travellers’ repurchase intention to travel trade business ($\beta = 0.916, p=0.000 < 0.05$). Therefore hypothesis four is supported.

Discussion of Findings

The objective of this research effort was to investigate the effect of e-marketing on travellers’ brand choice in the travel trade in Port Harcourt, Rivers State, Nigeria. The discussion of the findings is presented below in line with the hypothesized relationships.

Relationship between social media marketing and travellers’ satisfaction

Hypothesis 1 posited a significant effect of social media marketing on travellers’ satisfaction to travel trade in Port Harcourt. With $\beta = 0.972, p=0.000 < 0.05$, the effect is significant. This result is consistent with the prediction of H1 and is therefore supported. Thus, a higher level of social media marketing activities provided by travel agencies is associated with a high propensity by customers to be satisfied. This finding is consistent with the findings of Khan, et al (2017) and Al-Msallam and Alhaddad (2016).

Relationship between social media marketing and repurchase intention

Hypothesis 2 posited a significant effect of social media marketing on travellers’ repurchase intention to travel trade in Port Harcourt. With $\beta = 0.877, p=0.000 < 0.05$, the effect is significant. This result is consistent with the prediction of H2 and is therefore supported. Thus, a higher level of social media marketing activities provided by travel agencies is associated with a high propensity by travellers to repurchase from their brand of travel agencies. This finding is consistent with Alnsour, et al (2018) and Lim, et al (2017).

Relationship between e-advertising and customer satisfaction

Hypothesis 3 posited a significant effect of e-advertising on travellers' satisfaction to travel trade in Port Harcourt. With $\beta = 0.918$, $p=0.000 < 0.05$, the effect is significant. This result is consistent with the prediction of H3 and is therefore supported. Thus, a higher level of marketing campaigns via online advertising provided by travel agencies is associated with a high propensity by travellers to be satisfied. This finding is consistent with the findings of Khan, et al (2017) and Al-Msallam and Alhaddad (2016).

Relationship between e-advertising and repurchase intention.

Hypothesis 4 posited a significant effect of e-advertising on travellers' repurchase intention to travel trade in Port Harcourt. With $\beta = 0.916$, $p=0.000 < 0.05$, the effect is significant. This result is consistent with the prediction of H3 and is therefore supported. Thus, a higher level of marketing campaigns via online advertising provided by travel agencies is associated with a high propensity by travellers to re-patronise their brand of travel agencies repeatedly. This finding is consistent with the findings of Nikhashemi, et al (2013) and He and Qu (2018) who found that e-advertising effectiveness and advertising appeal impacted positively on the customers' repurchase intentions in two different service contexts.

Conclusion

This study examined the effect of e-marketing on travellers' brand choice in selected travel agencies in Port Harcourt. This research effort has fulfilled its objectives by empirically determining the relationship of the two dimensions of e-marketing (social media marketing and e-advertising) with two measures of travellers' brand choice (travellers' satisfaction and repurchase intention). The findings showed that social media marketing had significant positive effect on two measures of travellers' brand choice respectively in the context of travel trade in Port Harcourt, Rivers State, Nigeria. Also, e- advertising had significant relationship with both travellers' satisfaction and repurchase intention. As a conclusion, the outcome of the research indicates that the social media marketing and e-advertising as used by travel agencies are very important factors that influenced travellers' brand choice in the travel trade in Port Harcourt.

Study Implications

This current study examines the effect of e-marketing on travellers' choice of travel agencies in Port Harcourt, Rivers State in a developing country, Nigeria. To a large extent, the study findings provides very useful and fruitful academic and practitioners' implications.

On the academic side, this current study makes important and significant contribution to the influence of Information Communication Technology (ICT) in tourism literature by systematically investigating the effect of e-marketing on travellers choice of travel agencies. The findings of this study provides tentative support to the proposition that e-marketing activities should be recognised and treated as significant antecedents for influencing travel agencies' brand choice in the tourism and hospitality industry in Nigeria.

On the practitioners' side, the significant effect of social media marketing and e-advertising on travel agencies' brand choice is highlighted. Certainly, operators of travel agencies are in a position to benefit from the implications of these findings. For instance, given the effect (adjusted R squared=.972) of social media marketing on travellers' satisfaction, operators of travel agencies ought to pay serious attention to their social media platform with a view to enhancing brand choice by travellers/tourists/visitors. For example, by developing capability for e-marketing activities and making provision for a dedicated staff to monitor and take care of interactions between the organisation and consumers of their services, operators of travel agencies could enhance their level of quality service delivery and by extension achieve travellers' satisfaction.

In the same vein, the operators of travel agencies should endeavour to ensure that their social media platforms are quite appealing and inviting. By so doing, they will be able to present a benevolent corporate image for their target audience which is capable of sustaining travellers' interest.

Suggestion for Further Research

This current research investigated the effect of e-marketing on travellers' brand choice of travel agencies in Port Harcourt only. In the future, further research effort should be directed towards investigating the effect of e-marketing on travellers' behavioural intentions in the transportation industry.

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