

Evaluating the Impact of Promotional Marketing Tools on Business Growth in Tourism Destinations of South-West Nigeria

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ABSTRACT

Tourism destinations are pivotal to the economic vitality of regions, acting as key drivers for business growth and regional development. In South-West Nigeria, tourism destinations have increasingly adopted promotional marketing tools to enhance visibility, attract visitors, and stimulate economic activities. However, challenges in achieving sustained business growth persist, necessitating effective marketing strategies to bolster the tourism sector. This study evaluated the impact of promotional marketing tools on business growth in selected tourism destinations in South-West Nigeria. A survey research design was employed, targeting a population of 450 marketing personnel across 12 tourism destinations at various operational levels in South-West Nigeria. The total enumeration method was utilized, and data were collected using a structured and validated questionnaire with Cronbach's alpha reliability coefficients ranging from 0.72 to 0.94. A total of 431 questionnaires were distributed, with 424 correctly completed and returned, yielding a response rate of 98.2%, sufficient for robust data analysis. Data were analyzed using descriptive and inferential statistics, specifically multiple linear regression, with SPSS version 27. Findings indicated that promotional marketing tools significantly influenced business growth in the selected tourism destinations ($Adj. R^2 = 0.392$; $F(4,438) = 55.632, p < 0.05$). The study concluded that promotional marketing tools positively enhanced business growth in tourism destinations in South-West Nigeria. It is recommended that destination management organizations prioritize innovative promotional strategies, forge strategic partnerships, and diversify tourism offerings to further accelerate business growth.

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KEYWORDS: Business growth, Public relations, Social media marketing, Sales promotion, Telemarketing, Transit advertising.

INTRODUCTION

The business growth of tourism destinations is significantly tied to the vibrancy and influx of tourist activities, which have recently encountered a concerning decline. Globally, tourism plays a crucial role in economic development, job creation, and socio-cultural exchange, but many tourist destinations have experienced downturns due to various factors, such as political instability, health crises, and changing traveler preferences (World Travel & Tourism Council [WTTC], 2025; United Nations World Tourism Organization [UNWTO], 2023). This decline in tourist patronage affects not only the revenue generation capacity but also the sustainability of tourism-dependent businesses and communities. Specifically, the tourism sector's performance

indicator, which is visitor arrival and expenditure, has witnessed fluctuations and reductions worldwide (International Monetary Fund [IMF], 2022; World Bank, 2023). Hence, understanding the impact of promotional marketing tools becomes essential to revitalize and stimulate business growth within tourism destinations.

From a global perspective, the United States has notably experienced a decline in international tourism arrivals in recent years due to restrictive policies and unfavourable perceptions created by government actions (American Travel Association, 2025; Bourne, 2025; Simpson, 2025). For instance, international arrivals to the U.S. declined by 14% in early 2025 compared to the previous year, a downturn linked to

immigration policies and political rhetoric (U.S. Travel Association, 2025). This decline has resulted in significant economic losses estimated at billions of dollars, threatening the sustainability of the travel and hospitality sectors across various states (WTTC, 2025; New York Times, 2025). Similarly, several European countries have also faced tourism challenges caused by geopolitical tensions, economic uncertainties, and the lingering effects of the COVID-19 pandemic, which restricted travel and altered tourist behavior substantially (European Travel Commission, 2024; OECD Tourism Reports, 2023). These global challenges underscore the need for adaptive and strategic marketing to regain competitiveness and business growth in tourism.

In Africa, tourism is a vital sector that contributes substantially to GDP and employment, yet it faces chronic issues like inadequate infrastructure, security concerns, and inconsistent marketing strategies (African Development Bank Group, 2023; UNWTO, 2024). Although the continent boasts unique cultural and natural tourism assets, the growth rate of tourist arrivals has been uneven and often interrupted by socio-political instabilities and public health emergencies (World Bank, 2023; African Union Commission, 2025). The tourism sector's potential has been underexploited due to weak promotional activities which fail to adequately communicate the value and uniqueness of African destinations globally (Kabuoh et al., 2024). Promotional marketing tools are therefore seen as crucial instruments to enhance destination visibility, attract investment, and drive competitive advantage in African tourism markets.

Focusing on Nigeria, the tourism sector is recognized as a promising avenue for economic diversification and revenue generation, particularly in the South-West region which hosts significant cultural, historical, and natural sites (Ndiulo, 2024; Kabuoh et al., 2024). However, the sector has witnessed sluggish business growth attributed to poor marketing practices, insufficient promotional efforts, and inadequate stakeholder collaboration (Elite Project, 2021; Marketing Research Nigeria, 2023). Despite the availability of diverse tourism attractions, many destinations suffer from under-patronage and limited customer acquisition, directly impacting business sustainability and expansion in the region. Addressing these promotional challenges is pivotal for boosting tourist engagement and accelerating the growth trajectory of tourism businesses in South-West Nigeria.

Empirical research within South-West Nigeria reveals that the strategic application of promotional marketing tools significantly enhances competitive

advantage and business growth in tourism centers (Kabuoh et al., 2024; Ndiulo, 2024). These tools include social media marketing, telemarketing, transit advertising, public relations, and sales promotion that collectively improve visibility, customer acquisition, and patronage (Kabuoh et al., 2024). Studies corroborate that tourism businesses which prioritize robust marketing strategies are better positioned to attract both domestic and international tourists, thereby stimulating economic activities and employment generation (Ndiulo, 2024; Marketing Strategy Reports Nigeria, 2023). The effective use of these marketing instruments presents a viable solution to overcome the declining trends and fosters sustainable business growth in the tourism sector.

The decline in business growth within tourism destinations, both globally and locally, necessitates urgent attention to promotional marketing efforts. While global regions like the United States and Europe grapple with policy-induced declines, African and Nigerian tourism sectors mainly face challenges related to inadequate marketing and promotional deficits (WTTC, 2025; Kabuoh et al., 2024). Strengthening promotional marketing tools provides the potential to revive tourist engagement, enhance competitive positioning, and stimulate economic growth in tourism destinations of South-West Nigeria. Therefore, this study seeks to evaluate the impact of promotional marketing tools on business growth in these destinations to proffer strategies that can sustain and expand tourism business activities effectively.

Many studies in different areas have underscored that marketing promotional tools influence business growth (Bourne, 2025; Dwivedi and Pawse, 2023; Simpson, 2025). However, among tourism centres in South-West Nigeria, it has not been clearly established how marketing promotional tools enhance business growth due to challenges that affect these tourism centres to adopt diverse marketing promotional tools, hence, the gap (Ratanapongtra et al., 2020; Seetanah et al., 2019). Tourism centres in Nigeria find it difficult to meet up with expected growth levels due to lack of effective market promotion, which often limits their growth potential (Abiola-Oke & Aina, 2019). Furthermore, the growth of tourism in Nigeria has been challenged by inadequate marketing promotion, this has made it difficult for operators in the industry to acquire both local and international clients. Gössling et al. (2020) stated that the COVID-19 pandemic caused international tourist arrivals to decline 1-3% (compared to 2019) rather than the forecast 3-4% growth which affected the profitability of tourist centres. The decline has hampered cultural exchange

and global perception, limiting Nigeria's ability to showcase its rich heritage and diverse attractions to international visitors. Overall, the downturn in tourism business growth has hindered socio-economic progress and weaken Nigeria's position in the global tourism market (Bondarenko & Vyshnivska, 2023; Ezenagu, 2020).

Research Hypothesis

H₀: Marketing promotional tools have no significant effect on business growth.

Literature Review

The literature review explored insights from different scholarly works, focusing on conceptual definitions and theoretical foundations related to the study's variables.

Marketing Promotional Tools

Marketing promotional tools refer to a set of techniques and strategies that organizations use to communicate and promote their products and services to target customers (Wu, 2023). According to Pettersen-Sobczyk (2023), promotional tools encompass advertising, personal selling, sales promotion, public relations, and direct marketing activities designed to influence consumer purchase decisions. These tools serve as critical components of the marketing mix to create awareness, stimulate interest, generate sales, and foster brand loyalty. Within the tourism industry, marketing promotional tools are particularly advantageous as they enable tourism operators to highlight unique destination features, engage potential travelers through tailored communication, and build lasting relationships with tourists (Alamsjah et al., 2021). For example, well-executed promotional campaigns increase tourist inflows, elevate destination appeal, and intensify competitive advantage in the global travel market. Additionally, promotional tools facilitate information dissemination about travel packages, seasonal discounts, and local attractions, ultimately supporting revenue growth and sustainable destination development (Alamsjah et al., 2021).

Social Media Marketing

Social media marketing involves the use of social media platforms and websites to promote products and services, engaging with target audiences by creating and sharing content tailored to their interests (Napontun, 2023). Another definition by (Evianah et al., 2021) describes social media marketing as a hybrid of traditional and digital marketing that enables brands to leverage user-generated content, influencer collaborations, and real-time interaction to boost brand awareness and loyalty. In the tourism sector, social media marketing is especially beneficial as it allows destinations and tourism businesses to

showcase visual storytelling through photos, videos, and customer testimonials, which strongly influence travel decisions (Mascaraque-Ramírez & Para-González, 2022). Platforms such as Instagram, Facebook, and TikTok facilitate targeted advertising and engagement with younger, tech-savvy travelers, fostering emotional connections that elevate bookings and repeat visits (Valens et al., 2020). The interactive nature of social media enables tourism businesses to respond promptly to customer feedback, foster community, and utilize influencer marketing, which significantly expands reach and trustworthiness among audiences (Moodley & Naidoo, 2022).

Telemarketing

Telemarketing is defined as the direct marketing communication method that uses telephone calls to engage potential customers and promote products or services (Khan & Warraich, 2021). Another definition by (Ali & Muhammad, 2021) describes telemarketing as a personalized sales approach conducted via telephone, aimed at prospecting, lead generation, and customer retention. Within the tourism industry, telemarketing offers unique advantages by providing instant direct communication with potential travelers, allowing tourism businesses to clarify offerings, answer questions, and customize travel packages in real time (Siaw et al., 2023). This personal interaction fosters trust and customer loyalty, which is critical in an industry where purchase decisions are often high-involvement and experience-based. Additionally, telemarketing helps travel agencies and tour operators efficiently reach geographically dispersed markets and niche segments, particularly for upselling and last-minute deals (Zia et al., 2022). The feedback generated from telemarketing campaigns also enables service improvements and targeted follow-ups, enhancing customer satisfaction and repeat business. Thus, telemarketing remains a vital tool in tourism marketing for driving bookings, promoting special offers, and building personalized customer relationships (Devkota et al., 2023).

Transit advertising

Transit advertising is described as promotional messaging displayed on or within public transportation vehicles or transit facilities such as buses, taxis, subways, and train stations, enabling broad visibility in urban environments (Amoah & Jibril, 2021). Another definition outlines transit advertising as a form of out-of-home advertising that leverages the movement and congregation of commuters to capture attention and promote brand awareness (Narayan et al., 2020). For the tourism industry, transit advertising offers several advantages, including delivering repeated exposure to diverse audiences, especially urban dwellers and tourists

using public transport systems (Mohammadi et al., 2021). It effectively targets local, regional, and international travelers in key transit hubs and high-traffic areas, creating situational relevance and prompting impulse travel decisions or bookings. Additionally, transit ads in airports, train stations, and bus terminals can reach tourists at crucial decision points, reinforcing brand recall and increasing footfall to tourist attractions and services. The cost-effectiveness and high visibility of transit advertising make it a valuable promotional tool for tourism marketers aiming to enhance destination awareness and stimulate demand (Mishra et al., 2022).

Public relations

Public relations (PR) is defined as the strategic communication process that builds mutually beneficial relationships between organizations and their publics to enhance reputation and trust (Asante et al., 2020). Another definition refers to PR as a management function that evaluates public attitudes, identifies issues of public concern, and executes programs to gain public understanding and acceptance (Wu, 2023). In the tourism industry, public relations play a pivotal role by shaping positive destination images, managing crises, and building long-term goodwill among visitors and stakeholders (Pettersen-Sobczyk, 2023). Effective PR campaigns promote cultural heritage, sustainable tourism, and unique experiences, fostering emotional engagement and loyalty among tourists. Additionally, PR enhances media relations and leverages influencer partnerships to amplify positive coverage, which can increase visitor numbers and strengthen competitive positioning (Alamsjah et al., 2021). The cost efficiency of PR, combined with its ability to generate credible word-of-mouth and brand advocacy, makes it an essential promotional tool for tourism marketers striving for authentic connections and sustained business growth (Napontun, 2023).

Sales promotion

Sales promotion refers to short-term incentives or activities designed to encourage the purchase or sale of a product or service, such as discounts, coupons, contests, or rebates (Evianah et al., 2021). Another definition frames sales promotion as a marketing tactic that provides extra value or incentives to consumers or trade partners to stimulate immediate sales (Qian et al., 2023). In the tourism industry, sales promotions offer numerous advantages, including increasing bookings during off-peak seasons, attracting price-sensitive travelers, and encouraging repeat visits or upgrades (Simanjuntak & Kusumaningrum, 2022). These promotions can create a sense of urgency and excitement, driving higher consumer engagement and spending. Moreover, sales

promotions enable tourism businesses to differentiate themselves in a highly competitive market by tailoring offers to specific customer segments or travel occasions (Mascaraque-Ramírez & Para-González, 2022). When effectively integrated with other promotional tools like social media and PR, sales promotions amplify marketing impact, boost short-term revenues, and support long-term customer loyalty in the tourism sector.

Business growth

Business growth is defined as the process by which a company expands its capacity, market share, revenues, and operations to achieve higher levels of performance and competitive advantage (Balakrishnan et al., 2020). Another definition considers growth as the strategic development through innovation, diversification, and scaling to enhance profitability and sustainability over time (Yang et al., 2020). In the tourism industry, business growth is particularly advantageous as it drives job creation, elevates service quality, and supports community development through increased tourism activities (Lee et al., 2024). Growth allows tourism enterprises to invest in new technologies, broaden product offerings, and enter new markets, thus attracting a wider range of travelers and improving resilience to market fluctuations. Additionally, growth strengthens brand reputation and fosters partnerships with stakeholders such as governments, local communities, and international travel organizations, facilitating sustainable tourism development (Grandy & Hiatt, 2024; Hall et al., 2022). Ultimately, sustained business growth in tourism contributes to economic prosperity and enhances overall destination appeal in a globally competitive context.

Theoretical Framework

The Diffusion of Innovation Theory, developed by Everett Rogers in 1962, explains how new ideas, products, or services spread gradually within a social system over time through certain communication channels. It identifies adopter categories innovators, early adopters, early majority, late majority, and laggards who vary in their willingness to embrace innovations (Frei-Landau et al., 2022). The theory describes the adoption process in stages including awareness, interest, evaluation, trial, and adoption. In the context of this study, the theory is highly relevant as it provides a framework to understand how promotional marketing tools, as innovations, are communicated and adopted by businesses and tourists in South-West Nigeria's tourism destinations (Min et al., 2021). By applying this theory, the study can analyze the rate and pattern of acceptance of these promotional tools and how they contribute to business

growth across different adopter segments, helping to tailor marketing strategies for wider and more effective diffusion. This theoretical lens is especially

useful in identifying which groups are driving adoption and what barriers might slow diffusion in the tourism market (Yu, 2022).

Conceptual Model

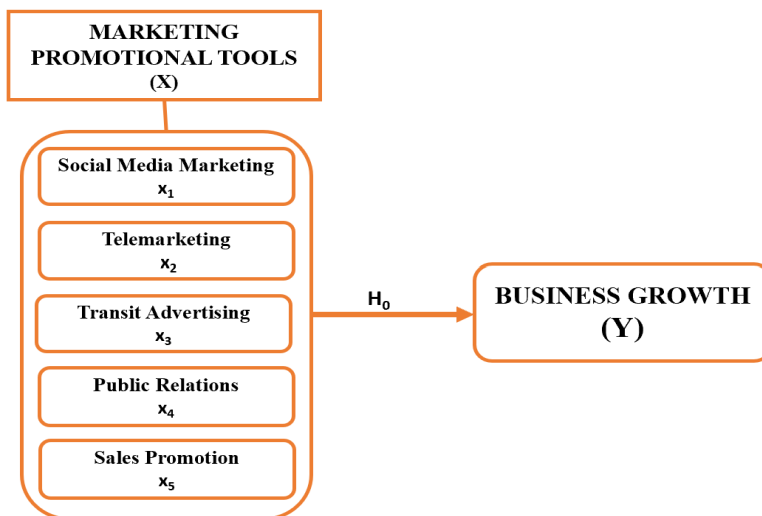


Figure: Conceptual Model for Marketing Promotional Tools and Business Growth
Source: Researcher's Conceptualization (2025)

Methodology

Research Design

A survey research design was used to describe marketing promotional tools and business growth of selected tourism centres in South-West, Nigeria. A survey study is a form of research design in which the researcher collects data from respondents all at once. The survey research design gives the platform for the use of a well-structured research instrument for obtaining data that was used for this study. It also gave the opportunity of describing existing conditions through the collection of primary data. The justification for the choice of research design is that it gives the perception of the sample element on a particular topical issue.

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Method of Data Collection

The method of data collection was the primary method. This was done by collecting data directly from respondents with the use of an adapted questionnaire. The primary source of data collection was adopted due to its advantage of timeliness, promoting originality, cost-saving, enhances the opinions and perceptions of respondents at the initial stage without probable manipulations or distortions.

Pilot Study

The goal of the pilot study was to fine-tune if need be, the questionnaire such that respondents do not have any uncertainty while answering questions and that data entry goes smoothly. The pilot is regarded necessary in order to establish the respondents' willingness, to anticipate their emotions, and to ensure the questionnaires' dependability when utilized in the main study. This pilot study was carried out using 10% of the target population that was not included in the sample size for the main study.

Validity of Research Instrument

The validity of the questionnaire was done using face, content and construct validity. The face and content validity were ascertained by giving copies of the questionnaire to the researcher's supervisor, research colleagues and experts in the field of marketing promotion in the department of Business Administration and Marketing for validation. This was done to acquire their overall observations and essential suggestions on the adequacy and sequence of the question. This was subjected to expert opinion to test the face validity.

Table 1: Validity Result

S/N	Variables	No. of Items	KMO	Bartlett's test of sphericity	Sig	AVE	Remark
Marketing Promotional Tools							
1	Social Media Marketing	5	0.738	91.562	0.000	0.647	Accepted
2	Telemarketing	5	0.744	97.4710	0.000	0.621	Accepted
3	Transit Advertising	5	0.755	156.322	0.000	0.510	Accepted
4	Public Relations	5	0.750	54.815	0.000	0.533	Accepted
5	Sales Promotion	5	0.675	126.119	0.000	0.731	Accepted
6	Business Growth	5	0.735	141.100	0.000	0.735	Accepted

Source: Researcher's Pilot Result (2025)

Reliability of Research Instrument

Reliability test was carried out to determine whether the developed factor measured consistently the factors intended to be measured. Cronbach alpha reliability was utilized to examine the research instrument's reliability under the internal consistency technique. Cronbach's alpha value of 0.7 was considered a reliable research tool. Basically, the reliability of each of these variables was measured using the Cronbach Alpha coefficient and composite reliability.

Table 2: Reliability Result

S/N	Variables	No of Items	Cronbach's Alpha Coefficient	Composite Reliability	Remark
Marketing Promotion Tools					
1	Social Media Marketing	5	0.765	0.904	Reliable
2	Telemarketing	5	0.843	0.888	Reliable
3	Transit Advertising	5	0.712	0.816	Reliable
4	Public Relations	5	0.708	0.850	Reliable
5	Sales Promotion	5	0.832	0.931	Reliable
6	Business Growth	5	0.842	0.735	Reliable

Source: Researcher's Pilot Result (2025)

Method of Data Analysis

The data collected from the respondents were analysed using descriptive and inferential statistical techniques.

Descriptive Analysis

Descriptive statistics involving the use of percentage distribution, mean and standard deviation was deployed first to analyse the demographic data as well as the response of the respondents from the survey, while inferential statistics were applied for the test of hypotheses. Descriptive statistics, including frequency tables, mean, and standard deviation, serve essential roles in summarizing and understanding data. Frequency tables provide a clear overview of the distribution of categorical data, the mean offers a central measure for numerical data, and the standard deviation quantifies the data's variability around that mean.

Inferential Analysis

Multiple linear regression analysis was applied to test all the hypotheses which are the effects of the main independent sub-variable on corresponding dependent sub-variables to enable the researcher establish the effect between the independent variable (marketing promotional tools) and dependent variable (business growth). The reason for the adoption of multiple regression analysis is based on the fact that it tests the effect of all independent sub variables with each dependent sub variable.

Operationalization of Variables

The variables of this study are operationalised as shown below:

X = Marketing Promotional Tools (MPT)

Y = Business Growth (BG)

$Y = f(X)$

Variables Identification

$X = (x_1, x_2, x_3, x_4, x_5)$

x_1 = Social Media Marketing (SMM)

x_2 = Telemarketing (Telem)

x_3 = Transit Advertising (TA)

x_4 = Public Relations (PR)

x_5 = Sales Promotion (SP)

Y = Business Growth (BG)

Hypothesis

$$Y = f(x_1, x_2, x_3, x_4, x_5)$$

$$BG = \alpha_0 + \beta_1 SMM + \beta_2 Telem + \beta_3 TA + \beta_4 PR + \beta_5 SP + \mu_i \dots\dots\dots (1)$$

Where:

Beta (β) = the degree of change in the outcome variable for every 1-unit of change in the predictor variable.

ϵ_i = error term

Data Analysis, Results and Discussion

A total of 431 questionnaires were distributed among employees at selected tourism centers in South-West Nigeria. However, 424 questionnaires were duly completed and returned, resulting in a high response rate of 98.4%, which is considered more than adequate for effective data analysis and interpretation. This response rate significantly exceeds conventional benchmarks for survey research, indicating strong participant engagement and providing a reliable data set for the study.

Restatement of Research Hypothesis

H_0 : Marketing promotional tools have no significant effect on business growth.

Table 1: Multiple Regression of marketing promotional tools on business growth of selected tourism centres in south-west, Nigeria.

N	Model	B	Sig.	T	ANOVA (Sig.)	R	Adjusted R ²	F (4,420)
424	(Constant)	44.846	.000	8.193	0.000 ^b	0.632 ^a	0.392	55.632
	Social Media Marketing	-.327	.094	-1.677				
	Telemarketing	.426	.021	2.315				
	Transit Advertising	.508	.001	3.300				
	Public Relations	.899	.000	5.233				
	Sales Promotion	1.432	.000	8.637				
Predictors: (Constant), Social Media Marketing, Telemarketing, Transit Advertising, Public Relations, Sales Promotion								
Dependent Variable: Business Growth								

Source: Researcher's Findings, 2025

Interpretation

Table 1 shows the multiple regression analysis results for the marketing promotional tools on business growth of selected tourism centres in south-west, Nigeria. The results showed that telemarketing ($\beta = 0.426$, $t = 2.315$, $p < 0.05$), transit advertising ($\beta = 0.508$, $t = 3.300$, $p < 0.05$), public relations ($\beta = 0.899$, $t = 5.233$, $p < 0.05$) and sales promotion ($\beta = 1.432$, $t = 8.637$, $p < 0.05$) all have positive and significant effect on business growth of selected tourism centres in south-west, Nigeria. However, social media marketing ($\beta = -0.327$, $t = -1.677$, $p > 0.05$) is the only factor that shows a negative but insignificant effect on business growth. This implies that, telemarketing, transit advertising, public relations, and sales promotion are important factors in the tourism centres which in turn yields an increase in business growth.

The R value of 0.632 supports this result and it indicates that marketing promotional tools has a moderate positive relationship with business growth

of selected tourism centres in south-west, Nigeria. The coefficient of multiple determination $Adj R^2 = 0.392$ indicates that about 39.2% variation that occurs in the business growth of the selected tourism centres can be accounted for by the marketing promotional tools while the remaining 60.8% changes that occurs is accounted for by other variables not captured in the model. The predictive and prescriptive multiple regression models are thus expressed:

$$BG = 44.846 - 0.327SMM + 0.426Telem + 0.508TA + 0.899PR + 1.432Promo + U_i \text{---Eqn(i) (Predictive Model)}$$

$$BG = 44.846 + 0.426Telem + 0.508TA + 0.899PR + 1.432Promo + U_i \text{--- Eqn(ii) (Prescriptive Model)}$$

Where:

BG = Business Growth

SMM= Social Media Marketing

Telem = Telemarketing

TA = Transit Advertising

PR = Public Relations

Promo = Sales Promotion

The regression model shows that holding marketing promotional tools to a constant zero, business growth would be 44.846 which is positive. In the predictive model it is seen that of all the variables, social media marketing is negative and insignificant, so the management of the company can downplay this variable and that is why it was not included in the prescriptive model. The results of the multiple regression analysis as seen in the prescriptive model indicate that when all other variables of marketing promotional tools (telemarketing, transit advertising, public relations and sales promotion) are improved by one-unit business growth would also increase by 0.426, 0.508, 0.899 and 1.432 respectively and vice-versa. This implies that an increase in telemarketing, transit advertising, public relations, and sales promotion would lead to an increase in the rate of business growth of selected tourism centres in south-west, Nigeria. Also, the F-statistics ($df = 4, 420$) = 55.632 at $p = 0.000$ ($p < 0.05$) indicates that the overall model is significant in predicting the effect of marketing promotional tools on consumer acquisition which implies that marketing promotional tools except social media marketing are important determinants in the business growth rate of selected tourism centres in south-west, Nigeria. The result suggests that such tourism centres should pay more attention towards developing the components of the marketing promotional tools especially telemarketing, transit advertising, public relations, and sales promotion to increase business growth. Therefore, the null hypothesis (H_0) which states that marketing promotional tools has no significant effect on business growth of selected tourism centres in south-west, Nigeria was rejected.

Discussion of Finding

The aggregated results of multiple regression analysis for hypothesis one showed that marketing promotional tools (social media marketing, telemarketing, transit advertising, public relations and sales promotion) have positive and significant effect on business growth of selected tourism centres in south-west Nigeria ($Adj. R^2 = 0.392$; $F(4,420) = 55.632$, $p < 0.05$). Thus, the combination of the independent sub variables was significant in predicting business growth of selected tourism centres in south-west Nigeria. Put in differently, social media marketing, telemarketing, transit advertising, public relations and sales promotion combined have statistically significant effect on business growth of selected tourism centres in south-west Nigeria.

Empirical studies consistently demonstrate that marketing promotional tools significantly influence business growth by shaping consumer attitudes, enhancing brand engagement, and driving purchase intentions. Kushwaha and Agrawal (2016) found that mobile marketing initiatives strongly impact both positive and negative consumer attitudes, fostering greater brand awareness and engagement that contribute to business expansion. Similarly, Aydin and Karam Mehmet (2017) noted that while attitudes toward mobile advertisements, particularly SMS marketing, may lean negative, the underlying mechanisms driving consumer perceptions across mobile ad types are consistent, enabling businesses to refine strategies for increased market penetration and growth. Further, Shaouf et al. (2020) highlighted that perceived enjoyment and trust in mobile advertisements positively affect consumer attitudes, while perceived irritation and lack of usefulness can hinder engagement. By leveraging enjoyable and trustworthy mobile campaigns, businesses can enhance customer retention and sales, fueling growth. In the realm of social media marketing (SMM), Chen and Lin (2019) showed that SMM activities indirectly boost customer satisfaction through social identification and perceived value, which in turn drive continuance intention, participation, and purchase decisions key drivers of sustained business growth.

Furthermore, Ansari et al. (2019) found that brand awareness and social media content marketing significantly influence consumer purchase decisions, with the latter showing a stronger correlation. This underscores the role of targeted content in building brand equity and driving revenue growth. Similarly, Laksamana (2018) demonstrated that SMM fosters purchase intention and brand loyalty, with loyalty further reinforced by purchase behavior, creating a virtuous cycle that supports long-term business success. Algharabat (2017) added that SMM enhances self-expressive brand identities (inner and social), which cultivate brand love and loyalty, further amplifying business growth through deeper customer connections. Also, Tafesse and Wien (2019) emphasized that SMM strengthens customer relationships, a critical factor in sustaining competitive advantage and business scalability. Gautam and Sharma (2017) corroborated this, showing that SMM and strong customer relationships directly enhance purchase intentions, with customer relationships fully mediating the link between SMM and purchasing behavior. Yadav and Rahman (2017) further validated that perceived SMM activities positively influence purchase intention and brand equity, reinforcing their role in driving business growth through enhanced market presence.

Similarly, beyond digital tools, Ferreira (2017) highlighted intrinsic and extrinsic motivational factors, such as autonomy, interpersonal relationships, and work environment, significantly boost sales team performance, indirectly supporting business growth by optimizing sales outcomes. Iqbal et al. (2013) found that promotional tools like bonus packs and premiums directly increase sales volume, providing immediate revenue boosts that contribute to business expansion. Finally, Paraschivescu (2016) noted that strategic evaluation and risk prevention in promotional activities enhance decision-making, ensuring the success of marketing strategies that drive macroeconomic and microeconomic growth. In the same vein, Napontun and Pimchainoi (2023) found that marketing promotion tools have positive and significant effect on customer satisfaction and repurchase intention. Collectively, these findings confirm that marketing promotional tools ranging from mobile and social media marketing to motivational strategies and traditional promotions play a pivotal role in fostering consumer engagement, loyalty, and purchase behavior, all of which are critical for sustained business growth. Nevertheless, Savitri et al. (2022) found that there was an insignificant relationship between Social Media Marketing and brand image.

Conclusion and Recommendations

In conclusion, this study underscores the pivotal role of promotional marketing tools in fostering sustained business growth within the tourism sector of South-West Nigeria. By demonstrating a positive relationship between these tools and key growth indicators, the research highlights how strategic promotional efforts, including advertising, public relations, sales promotions, and direct marketing, serve as catalysts for increased visitor footfall, revenue generation, and overall economic vitality. Despite persistent challenges in the tourism sector, the findings affirm that targeted marketing interventions can bridge gaps in visibility and engagement, ultimately positioning tourism destinations as resilient engines of regional development. This empirical validation not only enriches the body of knowledge on tourism marketing in emerging economies but also provides a blueprint for leveraging promotional strategies to achieve long-term prosperity in Nigeria's vibrant tourism landscape.

To maximize the potential of promotional marketing tools for accelerated business growth, destination management organizations in South-West Nigeria should adopt a multifaceted approach that emphasizes innovation and collaboration. Prioritizing the integration of digital and experiential promotional

strategies, such as telemarketing, transit advertising, public relations and sales promotion, will enhance global reach and appeal to diverse demographics. Furthermore, strategic alliances with local businesses, government agencies, and international tourism bodies can amplify resource sharing and co-marketing initiatives, thereby mitigating operational constraints. Additionally, diversifying tourism offerings through the development of eco-friendly attractions, cultural festivals, and adventure packages will create a more inclusive and resilient sector, capable of withstanding economic fluctuations. By implementing these recommendations with ongoing monitoring and evaluation, stakeholders can cultivate a dynamic tourism ecosystem that not only drives immediate growth but also ensures sustainable prosperity for communities across the region.

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