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**E-Marketing and Hotel Performance: Strategic Insights  
from Star-Rated Hotels in Addis Ababa, Ethiopia**

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## Abstract

Employing the Resource-Based View (RBV) lens, this study explores how e-marketing shapes the performance of star-rated hotels in Addis Ababa, Ethiopia. Using a quantitative approach combining descriptive and explanatory research designs, primary data were collected through questionnaires from employees across ten hotels. Analyses via descriptive and inferential statistics confirmed that e-marketing channels such as social media, mobile marketing, email marketing, and Search Engine Optimisation (SEO) positively influenced hotel performance, with email and mobile marketing demonstrating the strongest effects. Regression models revealed significant synergies among integrated channels, though the study's single-city focus, reliance on employee-reported data, and cross-sectional design limit broader applicability. Recommendations emphasise refining email campaigns, focusing on international visibility, and leveraging analytics to bridge competitive performance gaps. Future research should adopt longitudinal or mixed-method approaches, incorporate customer perspectives, and address regional disparities in digital infrastructure to strengthen e-marketing strategies for emerging hospitality markets.

**Keywords:** *E-marketing, Hotel Performance, Star-rated hotels, Mobile Marketing, Social Media Marketing*

## Introduction

According to Sigala, (2018) E-marketing, sometimes referred to as electronic marketing, is the umbrella term for the range of online platforms and techniques that organisations use to advertise their goods and services, interact with clients, and increase reservations and income. Electronic marketing has revolutionised how hotels reach potential customers by utilising the internet to access a global audience. This digital approach allows hotels to connect with a diverse clientele, enhancing their ability to attract guests from various regions and demographics. By leveraging digital platforms, hotels can bypass traditional marketing channels, reducing costs and increasing efficiency (Ansor et al., 2020; Aldaamy, 2024).

Electronic marketing platforms enable hotels to engage directly with customers, offering detailed information and personalised experiences. Social media and other online tools allow hotels to gather customer feedback and preferences, which can be used to tailor services and improve guest satisfaction. This direct interaction fosters a stronger

relationship between hotels and their guests, enhancing overall customer service (Lee et al., 2021; Leung et al., 2015; Bhandari & Sin, 2023).

While electronic marketing methods are increasingly popular, they have not completely replaced traditional booking methods. According to Banoobhai (2019) many hotels still rely on a combination of electronic and traditional methods to cater to different customer preferences. Training staff to respond to online reviews and effectively manage social media interactions is crucial for maintaining a positive online reputation and increasing room sales.

The hotel industry in Ethiopia and particularly in Addis Ababa has experienced rapid growth driven by an influx of international conferences, tourism demand, and a growing domestic market. As more star-rated properties enter the market, competition for guest bookings, corporate contracts, and brand differentiation has become fiercer. Despite the growing availability of internet access and the potential for continuous online visibility, many star-rated hotels in Ethiopia particularly in Addis Ababa continue to operate without fully integrated electronic marketing (e-marketing) systems. This limited adoption of digital marketing tools may hinder their ability to compete in an increasingly technology-driven hospitality sector.

Accordingly, the purpose of this study is to examine the extent to which e-marketing practices across platforms such as email marketing, social media, search engine optimization (SEO), and mobile applications influence the performance of star-rated hotels in Addis Ababa. By identifying which digital channels most significantly affect hotel performance, the study aims to address a critical knowledge gap and offer practical recommendations to hotels seeking a competitive edge in Ethiopia's rapidly evolving hospitality market.

## **Literature Review**

Electronic marketing, or e-marketing, refers to the use of the internet and digital technologies to enhance traditional marketing practises, transforming how businesses interact with customers and deliver value. It encompasses a wide range of activities, including online advertising, social media engagement, search marketing, and the use of data analytics to understand consumer behaviour and personalise offers in real time. The integration of mobile and social technologies, such as smart phones, GPS, and social networks, has enabled businesses to collect and analyse vast

amounts of structured and unstructured data, allowing for more immediate and direct communication with customers and improved product development. E-marketing not only increases sales and profitability but also builds stronger customer relationships and loyalty by adapting to the digital customer journey and leveraging innovative tools like blogs, online branding, and digital advertising platforms(Alt & Österle, 2013; Frost et al., 2018; Wuisan & Handra, 2023; Makhnonosov, 2024).

## **Electronic Marketing Platforms**

### ***E-mail Marketing***

Optimising email content such as using amount-off promotions and communicating in the recipient's native language boosts customer response rates, encouraging actions like seeking more information, clicking call-to-action buttons, and sharing offers with others (Leung & Tsou, 2019). According to Cox & Koelzer (2004) hoteliers can reap several advantages by reaching out to both current and prospective customers directly through email which in most cases, are collected from guests during the reservation process, whether made online or by phone, and confirmed at the time of booking or registration at the front desk. Email marketing is considerably more effective and less expensive than marketing communications through other mediums. Electronic mail marketing is a crucial direct marketing tool that helps prospective customers learn about the hotel offer and other exclusive features.

Beyond direct customer engagement, email marketing also boosts occupancy and RevPAR by improving the volume and tone of online reviews. Hotels with well-rounded digital strategies, especially chains and higher-star ones, benefit more as responsive email campaigns indirectly enhance review quality, leading to stronger performance (Pelsmacker, 2018). Based on this, the following hypothesis is proposed:

**Hypothesis 1:** Email marketing has a positive and significant effect on hotel performance.

### ***Social Media Marketing***

Hotels today leverage social media as a cornerstone for boosting both their financial results and service excellence. Studies find that when properties stay active on platforms like Twitter and carefully manage

their online reviews, they achieve greater profitability, and improved guest loyalty (Kim & Chae, 2018; Kim et al., 2015). In fact, hotels that tap into electronic word-of-mouth and engage directly with customers often report measurable lifts in revenue and social-media review scores can even outperform traditional satisfaction surveys in predicting overall performance (Garrido-Moreno et al., 2018; Kim & Park, 2017). “Social media enables real-time interaction between hospitality brands and customers, fostering engagement through personalized responses and user-generated content, ultimately driving loyalty and co-creation of value” (Harrigan et al., 2017).

By using social-media analytics strategically, hoteliers gain deeper insight into guest preferences, which drives higher satisfaction and repeat stays (Halawani et al., 2020; Tajvidi & Karami, 2017). Maintaining a visible presence and responding promptly to feedback especially when its negative further strengthens performance outcomes (Khaki & Khan, 2024). Moreover, social-media marketing and data-driven branding fuel innovation and reinforce the link between online engagement and organisational success (Zhang et al., 2022). Altogether, these findings underscore why integrating social media into hotel marketing and guest-relationship strategies is essential for maximising business performance. Keeping in view the above discussion, the following hypothesis is proposed:

**Hypothesis 2:** Social media marketing has a positive and significant effect on hotel performance.

### ***Search Engine Optimisation Marketing***

Polfuß (2023) emphasises that daily queries and results in global search engines have a major impact on international perceptions of countries and the formation of public opinions in the context of the tourism industry and country relations, underscoring how SEO tools create new opportunities for data-driven destination branding and global tourism strategy.

Hotels that invest in strong SEO and SEM consistently outrank competitors in search results, driving more traffic and wider visibility. Key tactics include using relevant keywords, speeding up page loads, applying schema markup, and earning backlinks from trusted travel sites. Many hotels (Marriott International, Ritz Carlton) partner with digital marketing agencies or follow industry best practices to maintain an edge.

These strategies boost ROI and prevent hotels from being overshadowed in a crowded online market (Paraskevas et al., 2011; Morais et al., 2023). Ultimately, effective SEO isn't just about bookings it is a strategic necessity for staying competitive in today's digital-first hospitality landscape. Based on this, the following hypothesis is proposed:

**Hypothesis 3:** SEO marketing has a positive and significant effect on hotel performance.

### ***Mobile Phone Marketing***

According to (Dushinski, 2010)mobile technology enables marketers to engage mobile users by focusing on their urgent and unique needs, in addition to reaching them where they are. Additionally, he said that the distinctive value proposition of mobile phone marketing is that it allows agents, businesses, and non-profit organisations of all stripes to run profitable campaigns by providing users with what they want, when they want it.

The benefits go beyond money. Mobile apps also enrich guest interactions providing mobile check in/out, room service requests, loyalty access, in-app messaging, and local tips which drives greater usage and better experiences (Huang et al., 2019). By enabling real-time, personalized service and instant support during stays, apps foster satisfaction and loyalty, making mobile marketing a key to lasting guest relationships rather than just immediate profits (Chen et al., 2016). Keeping in view the above discussion, the following hypothesis is proposed:

**Hypothesis 4:** SEO marketing has a positive and significant effect on hotel performance.

### ***E-Marketing and Hotel Performance***

E-marketing has become a critical driver of growth and competitiveness in the hotel industry, enabling hotels to reach a global audience. The adoption of digital marketing strategies such as online booking platforms, responsive websites, and targeted online advertising has allowed hotels to enhance their visibility, attract new customers, and sustain business growth in an increasingly digital marketplace. As customer behaviour shifts toward digital channels, hotels that leverage e-marketing can better adapt to

changing market dynamics, increase demand, and maintain relevance in a highly competitive environment (Devaru et al., 2024; Bhandari & Sin, 2023; Hernandez-Padilla et al., 2023).

## **Research Methodology**

### ***Research Approach and Design***

The main objective of this study was to examine the impacts of e-marketing on hotel performance in star-rated hotels in Addis Ababa City, Ethiopia. Anchored in the Resource-Based View (RBV), the study conceptualises e-marketing platforms such as social media, email marketing, SEO, and mobile phone marketing as strategic resources that can contribute to sustainable competitive advantage.

Both descriptive and explanatory research design with a quantitative research approach were employed. The descriptive design helped to describe the data and helped to know the impacts of e-marketing on hotel performance by using mean and standard deviation. On the other hand, the researcher used an explanatory design to examine the relationships between independent (Email, Social Media, Mobile Phone and Search Engine Marketing) and dependant variable (Hotel Performance) by using correlation and the multiple regression analysis.

### ***Target Population, Sampling Technique and Sample Size***

The study employed a purposive sampling technique to select ten star-rated hotels in Addis Ababa, Ethiopia, recognised for their active engagement in electronic marketing practises. The target populations of this study were the general managers, the employees of sales and marketing department, and the front office department employees. They were chosen because they were deemed to be knowledgeable enough to give accurate information about current e-marketing practices followed by their hotels. As can be seen from table 1 the study population is relatively small therefore; a census survey was conducted to include all 192 respondents. According to Saunders, (2012) a census is a collection and analysis of data from every possible phenomenon or group member of the population at is used by a researcher to get a sub group from a population to participate in the study.

**Table 1: Target population**

No	Name of the Hotels	Star Category	Top managers	Sales& marketing department employees	Front office employees
1	Capital hotel	5	3	7	10
2	Ellele international hotel	5	2	6	8
3	Debredamo Hotel	4	3	7	6
4	Jupiter int. Hotel (kazanchis )	4	4	8	8
5	Axum Hotel	2	2	7	11
6	Ghion Hotel	2	3	6	14
7	Gatefam Hotel	4	2	5	9
8	Marriott Executive Hotel	4	3	8	10
9	Radisson Blue Hotel	4	3	8	8
10	Addis Regency Hotel	3	4	9	8
Total		37	29	71	92
Total:-					192

Source: HR office of the respective hotels, 2024

### **Source of Data and Data Collection Instrument**

The study used both primary and secondary data sources. Primary data was collected through questionnaire surveys based on a five point Likert scale. Respondents were requested to choose their level of agreement on a given item as follows. 1=Strongly Disagree, 2=Disagree, 3=neutral, 4=Agree, and 5=Strongly Agree. The primary data was collected from top managers, the sales and marketing department, and the front office department of the star-rated hotels in Addis Ababa. Secondary data was collected from secondary sources by reviewing both published and unpublished documents such as hotel's annual reports, brochures, factsheets, sales kits and, books. On 10<sup>th</sup> May 2024, 192 questionnaires in English and Amharic were distributed across Addis Ababa's selected star-rated hotels. A total of 184 questionnaires were returned after one week with a response rate of 95%.

The purpose of the study and instructions for filling out the questionnaire were explained to the respondents. In order to prevent misunderstandings and confusion, the respondents were also given clarifications on a few of the questions during the questionnaire's administration. The questionnaire included a cover page outlining the goal and significance of the study, along with a disclaimer that no employee personal information will be shared. Participation in the study was entirely voluntary. Prior to the questionnaires being widely disseminated, a trial survey of ten employees was conducted and hotel managers gave preliminary input to ensure the questionnaire was accurate. The results of the completed questionnaire were gathered and arranged methodically. Ultimately, the gathered information was cleaned, coded, and verified before being subjected to quantitative analysis.

## **Methods of Data Analysis**

The Statistical Package for the Social Sciences (SPSS) software, version 21, was used to evaluate the data in order to ensure its accuracy and completeness and to identify any errors or omissions. Both descriptive and inferential statistical methods were used in this study's data analysis methodology. Descriptive statistics, such as mean and standard deviation, were used to summarise and characterise the study variables. Pearson's correlation coefficient was one of the inferential statistics employed to ascertain the connections between hotel performance and the variables of the e-marketing. The impact of the e-marketing on hotel performance was also examined using regression analysis.

### ***Reliability***

A Cronbach's alpha reliability test was conducted to determine the internal consistency of the construct items as can be seen from Table 2. The reliability score for all variables was higher than 0.70, indicating that e-marketing and hotel performance variables were assessed as acceptable. This implied internal consistency since all of the variables' Cronbach's alpha coefficients fell within a reasonable range.

**Table 2: Reliability test**

Variables	Number of items	Alpha reliability test
Social media	7	0.721
Mobile marketing	7	0.823
E-mail marketing	7	0.781
Search engine optimisation	6	0.712
Hotel performance	6	0.831
Total	33	0.761

Source: Own Survey, 2024

## Methods of Data Analysis

Before processing the response the questionnaires were coded and designed for completeness and consistency. The two major statistical techniques (descriptive and inferential statistics) were used to analyse the data. Descriptive statistical tools like frequency, percentage, mean, and standard deviation were used to describe the data obtained from items of each variable. On the other hand, to determine if there is an association exists between independent and Hotel performance, Pearson correlation was used. The data were interpreted and analysed through a multiple linear regression model to estimate the effect of the independent variables on the dependant variable. Then the data were summarised through a table and the statistical operation was handled by SPSS version 26.

## Results

### ***Descriptive Analysis of E-Marketing Channels***

Hoteliers recognise that all four e-marketing channels (aggregate mean) social media (3.64), mobile (3.63), e-mail (3.69) and SEO (3.46) contribute positively to performance, with e-mail deemed most effective and SEO the least. As can be seen from Table 3 with regards to Social media, monitoring service quality (mean 3.84, SD 1.46) and enhancing customer care (3.82, SD 1.40) score highest, whereas driving new bookings (3.26, SD 1.47) and boosting guest satisfaction (3.30, SD 1.34) lag behind. Mobile marketing is praised for reducing operating costs (3.86, SD 1.38) and informing strategy (3.84, SD 1.46), though adaptability (3.28, SD 1.23) and interactive guest experiences (3.30, SD 1.34) remain under-developed. E-mail excels at list-building (3.97, SD

1.40) and global reach (3.95, SD 1.45), yet click-through care metrics (3.42, SD 1.44) and overall productivity (3.45, SD 1.32) offer room for optimisation. SEO drives unique visitors (3.76, SD 1.35) and instant feedback (3.78, SD 1.38) but scores only moderately on international market access (3.15, SD 1.17) and service discoverability (3.27, SD 1.24).

**Table 3: Descriptive statistics (N = 184)**

Social Media Marketing	Mean	SD
The hotel has introduced use of face book, Instagram, tweeter among others to Increase brand awareness of hotel services.	3.71	1.35
To enhance the quality of customer care provided by hotels, social media marketing has formally launched the top social Networking sites.	3.82	1.40
Social media marketing promotes using social networking sites to keep an eye on how well hotel services are being provided.	3.84	1.46
The social media marketing is formally implemented to activate social networking sites to educate and inform new and existing customers	3.79	1.48
Social Media has improved the experience and satisfaction of customers	3.30	1.34
The hotel has formally integrated social networking sites to increase clientele	3.26	1.47
Social media marketing provides use social network sites as a strategy of e-business practices	3.82	1.44
<i>Aggregate mean</i>	<i>3.64</i>	
Mobile marketing	Mean	SD
Mobile marketing increases financial Performance	3.76	1.50
Mobile marketing has facilitated reduction in operating costs	3.86	1.38
Mobile marketing helps in improving marketing and business strategy	3.84	1.46
Use of Mobile marketing has increased sales volumes	3.80	1.48
Mobile marketing provide a platform for interactive experience with the customers	3.30	1.34
Mobile marketing serve as a medium between hotels and customers	3.57	1.21
Mobile marketing offers adaptability and the capacity to change what customers desire and expect.	3.28	1.23
<i>Aggregate mean</i>	<i>3.63</i>	
E-mail marketing	Mean	SD
Opening email accounts for your hotels has increased as a result of email marketing.	3.58	1.44
Email marketing has made it possible for your company to provide excellent customer care by encouraging regular click-through rates on email accounts.	3.42	1.43
Email marketing plays a big role in getting more potential clients to join up for their companies' email subscription services	3.97	1.40
Email marketing has increased the hotel's marketing initiatives' effectiveness and productivity.	3.45	1.31
Your company could provide an enhanced reliable and improved consumer experience with email marketing.	3.91	1.49
The link between marketers and customers is facilitated via e-mail marketing promotions.	3.61	1.16

Using email marketing enables organizations to interact with clients around every corner of the globe	3.95	1.453
<i>Aggregate mean</i>	<i>3.69</i>	
Search engine optimisation (SEO)	Mean	SD
Google search engine optimisation makes it easier for customers to find out more details about the services the hotel offers.	3.27	1.23
Search engine optimisation aids in international business marketing.	3.15	1.16
Yahoo as a Search engine optimisation has enabled access to new markets and wider range of online customers	3.52	1.39
In terms of advertising, our hotel's market share has grown mainly to search engine optimisation efforts by Google and Yahoo.	3.29	1.34
Search engine optimisation has increased the number of person who visited your website in the reporting period (unique visitors) to our website	3.76	1.34
Most visitors to this hotel website get instant feedback about the services provided by the hotel via the Yahoo and Google search engine optimisation sites.	3.78	1.37
<i>Aggregate mean</i>	<i>3.46</i>	

Source: Own survey, 2024

### ***Descriptive Statistics for Hotel Performance***

With an aggregate mean of 3.54, hoteliers agree that e-marketing boosts overall performance. It most strongly improves sales volume (mean 3.84, SD 1.35), service delivery (3.69, SD 0.75) and client happiness and engagement (3.72, SD 1.10). The Profit-margin returns (3.64, SD 0.90), and the effectiveness of promotional programmes (3.52, SD 0.87) also benefit, while competitive advantage scores lowest (2.86, SD 1.10). Please see table 4 below:

***Table 4: Descriptive Statistics (N = 184)***

Hotel Performance	Mean	SD
The effects of e-marketing have improved sales volume Performance.	3.84	1.35
The impact of e-marketing has improved service delivery performance.	3.69	0.75
Impacts of e-marketing have raised client happiness and engagement.	3.72	1.10
The effectiveness of hotel promotion programs has increased due to e-marketing's influence.	3.52	0.87
The hotel returns performance in terms of profit margin has improved due to e-marketing influences.	3.64	0.90
The hotel acquired a competitive edge in the market by virtue of the effects of e-marketing.	2.86	1.10
<i>Aggregate mean</i>	<i>3.54</i>	

Source: Own survey, 2024

### **Correlation between variables**

All four e-marketing channels are very strongly and positively interrelated (all  $r \geq .714$ ,  $p < .01$ ,  $N = 184$ ). The strongest inter-channel link is between mobile and e-mail marketing ( $r = .860$ ,  $p < .01$ ), followed by mobile SEO ( $r = .840$ ) and e-mail SEO ( $r = .826$ ). Social media marketing also correlates substantially with mobile ( $r = .746$ ) and e-mail ( $r = .739$ ).

All e-marketing channels are significantly and positively associated with hotel performance. Email marketing shows the strongest relationship ( $r = 0.903$ ), closely followed by mobile marketing ( $r = 0.896$ ). Search engine optimisation also shows a substantial association ( $r = 0.852$ ), while social media marketing, though somewhat lower, remains robust ( $r = 0.790$ ) as can be seen from Table 5.

**Table 5: Correlation Analysis Matrix**

Pearson Correlations Coefficient (N= 184)		SMM	MM	EM	SEO	POH
SMM	Pearson Correlation	1				
	Sig. (2-tailed)					
MM	Pearson Correlation	.746**	1			
	Sig. (2-tailed)	.000				
EM	Pearson Correlation	.739**	.860**	1		
	Sig. (2-tailed)	.000	.000			
SEO	Pearson Correlation	.714**	.840**	.826**	1	
	Sig. (2-tailed)	.000	.000	.000		
POH	Pearson Correlation	.790**	.896**	.903**	.852**	1
	Sig. (2-tailed)	.000	.000	.000	.000	

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

\*Note. N = 184. \*\* $p < .01$  (2-tailed), \* $p < .05$  (2-tailed)

**Key:** **SMM**=social media marketing      **MM**=mobile marketing

**SEO**=search engine optimisation **EM**=E-mail marketing **POH**= Hotel performance

*Source: Own survey, 2024*

## **Regression Analysis**

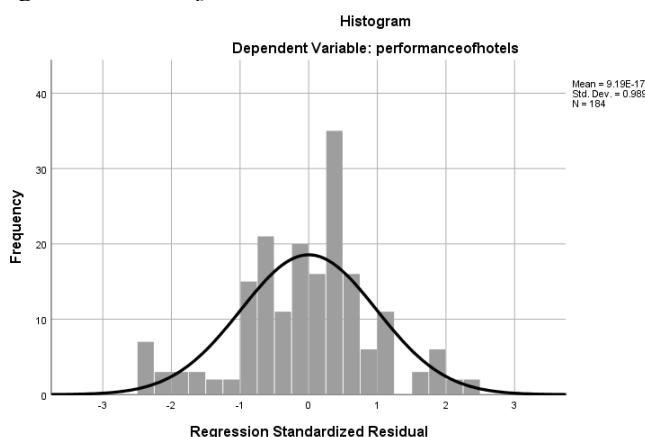
### **❖ Assumption Test**

Before regression analysis, several diagnostic tests were performed. This was done to ensure that the data did not contradict the underlying assumptions of linear regression. These tests included normality, multicollinearity, linearity, autocorrelation and, homoscedasticity.

### **❖ Normality test**

To ascertain whether the error term is normally distributed, a normality test is employed. The histogram in figure 1 shows the results of the normality test for the data used in this study, showing that error terms are regularly distributed.

**Figure 1: Normality Test Results**



Source: Own survey, 2024

### **❖ Multicollinearity Analysis Test**

Multicollinearity refers to the situation in which the independent/predictor variables are highly correlated. When independent variables are multicollinear, there is “overlap” or sharing of predictive power. The researcher employed the variance inflation factor (VIF) and tolerance value tests to identify and confirm multicollinearity. The results showed that the tolerance levels for every variable were higher than 0.10,

and the VIF value less than 10 in Table 6. This shows that there is no multicollinearity among the independent variables

**Table 6: Multicollinearity Assumption Test**

Coefficients		Co linearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	SMM	.398	2.514
	MM	.197	5.081
	SEO	.247	4.044
	EM	.214	4.675

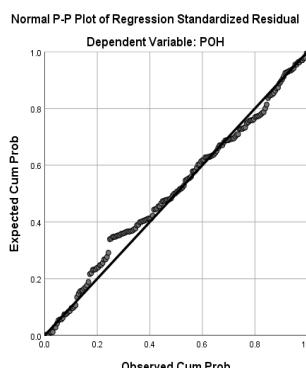
a. Dependant Variable: POH

Source: Own survey, 2024

#### ❖ *Linearity*

Linearity is the degree of correlation between changes in the independent variables and changes in the Dependant variable. The study used a linearity test to determine whether or not there is a linear relationship between hotel performance (Dependant variable) and e-marketing (independent variable). As shown in Figure 2, the scatter plot of residuals showed no significant variation in the distribution of the residuals. The results demonstrated a linear relationship.

**Figure 2: Linearity Test Result**

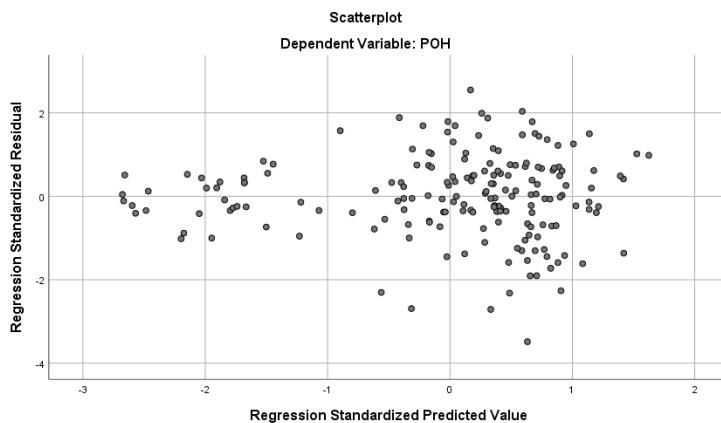


Source: Own survey, 2024

❖ *Test of Homoscedasticity*

Homoscedasticity is an assumption of the traditional linear regression model, stating that the variance of the error term remains constant across all levels of the independent variables. A scatter plot diagram was utilised in the study to verify the violation of the classical linear assumption. The graph appears to be a random collection of dots or the plot lacks any pattern, as seen in Figure 3. Therefore, there is no violation of the homoscedasticity assumption.

**Figure 3: Homoscedasticity**



Source: Own survey, 2024

❖ *Regression Analysis*

❖ *Model Summary*

This study aimed to determine the effects of E-marketing tools (social media marketing, mobile marketing search engine optimisation and E-mail marketing) on performance of hotels in Addis Ababa. Multiple linear regression analysis was used to assess the influence of these predictors. Table 7 shows that the regression model found a good overall correlation ( $R = .943$ ) between the independent and Dependant variables. The model explained 88.9% of the variance in hotel performance ( $R^2 = .889$ ), and this effect remained robust after adjusting for the number of predictors (adjusted  $R^2 = .886$ ). Furthermore, the standard error of the estimate (1.542) showed that the average variation between the observed and expected values was within a reasonable range.

**Table 7: Model Summary**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.943 <sup>a</sup>	.889	.886	1.542
a. Predictors: (Constant) Social Media Marketing, Mobile Marketing, Search Engine Optimisation and E-Mail Marketing				
b. Dependant Variable: Hotel performance				

Source: Own survey, 2024

### The Analysis of Variance (Model Fitness)

Table 8 presents the ANOVA for the multiple regression predicting hotel performance in Addis Ababa star hotels from four e-marketing channels (email marketing, social-media marketing, search-engine optimisation, and mobile marketing) entered simultaneously. Overall model was significant,  $F(4-179) = 357.97, p < .001$ , indicating that these four predictors together explain a substantial proportion of variance in hotel performance. Regression sum of squares was 3404.81 (df = 4) and the residual sum of squares was 425.63 (df = 179).

**Table 8: Analysis of Variance**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3404.808	4	851.202	357.973	.000 <sup>b</sup>
	Residual	425.633	179	2.378		
	Total	3830.440	183			
a. Dependant Variable: POH						
b. Predictors: (Constant), EM, SMM, SEO, MM						
Source: Own survey, 2024						

### Multiple Regression Analysis

The standardised and unstandardised regression coefficients are presented in Table 9. All four e-marketing channels made significant, positive contributions to hotel performance. Email marketing was the strongest predictor,  $B = .278, SE = .039, \beta = .388, t(179) = 7.21, p <$

.001. Mobile marketing also showed a large effect,  $B = .215$ ,  $SE = .038$ ,  $\beta = .316$ ,  $t (179) = 5.62$ ,  $p < .001$ . Social-media marketing contributed positively,  $B = .144$ ,  $SE = .036$ ,  $\beta = .157$ ,  $t (179) = 3.99$ ,  $p < .001$ . Search-engine optimisation was likewise significant,  $B = .113$ ,  $SE = .037$ ,  $\beta = .154$ ,  $t (179) = 3.08$ ,  $p = .002$ . The intercept was also significant,  $B = 2.206$ ,  $SE = .599$ ,  $t (179) = 3.68$ ,  $p < .001$ .

**Table 9:** Regression Coefficient Analysis

Coefficients <sup>a</sup>		Unstandardised Coefficients		Standardised Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.206	.599		3.682	.000
	SMM	.144	.036	.157	3.985	.000
	MM	.215	.038	.316	5.617	.000
	SEO	.113	.037	.154	3.075	.002
	EM	.278	.039	.388	7.207	.000

a. Dependant Variable: POH

Source: Own survey, 2024

## Hypothesis Testing

The unstandardised coefficients, t value, and p-values were used to evaluate the study hypotheses in order to determine whether they were accepted or rejected, as shown in Table 10. All the hypotheses were accepted.

**Table 10:** Analysis of Hypothesis

Hypothesis	B	t	p-value	Decision
H1: E-mail marketing has a significant and positive effect on hotel performance.	.278	7.207	.000	Accepted
H2: Social media has a significant and positive effect on hotel performance.	.144	3.985	.000	Accepted
H3: Search engine optimisation has a significant and positive effect on hotel performance.	.113	3.075	.002	Accepted
H4: Mobile marketing has a significant and positive effect on hotel performance.	.215	5.617	.000	Accepted

Source: Own survey, 2024

## Discussion

Email and mobile marketing clearly lead the way for Addis Ababa's star rated hotels. Email scored highest (mean = 3.69) and showed the strongest link to hotel performance ( $r = .903$ ;  $\beta = .388$ ), highlighting its power in both reaching new guests and keeping them engaged. Mobile followed closely (mean = 3.63;  $r = .896$ ;  $\beta = .316$ ), reflecting its usefulness for reduction in operating costs and improving marketing and business strategy. Social media (mean = 3.64;  $r = .790$ ;  $\beta = .157$ ) is mostly used for managing reputation and getting quick feedback, while SEO (mean = 3.46;  $r = .852$ ;  $\beta = .154$ ) brings visitors to hotel websites but scores lower on attracting international markets (3.15). These figures show that, although every channel adds value, email and mobile are doing the heavy lifting, while social media and SEO have room to grow in turning interest into sales.

These findings resonate with existing literature: email marketing's efficacy in list-building and global outreach aligns with Cox and Koelzer (2004), while mobile marketing's cost-efficiency and adaptability reflect Dushinski's (2010) insights, and social media's role in customer engagement echoes Harrigan et al. (2017). However, the weaker contribution of SEO to international market access observed in this study contrasts with Polfuß's (2023) findings, which highlight a strong role of search engines in shaping global perceptions and supporting international tourism strategies suggesting possible regional disparities in digital adoption.

The high correlations among channels (all  $r \geq .714$ ) make it clear that hotels see the best results when they link their efforts across email, mobile, social media, and SEO. For instance, email and mobile marketing pair strongly ( $r = .860$ ), suggesting that messages sent via SMS or apps often tie back into email campaigns. Despite solid gains in service delivery (3.69), sales volume (3.84), and guest engagement (3.72), hotels rate their edge over competitors' quite low (2.86). This gap likely comes from many properties using the same basic tactics. In other words, improving individual metrics is not enough to stand out hotels need to find new ways to make these channels work together in ways their rivals haven't yet tried.

## Conclusion, Limitations And Future Research

This study underscores the significant positive impact of e-marketing channels social media, mobile marketing, email marketing, and search engine optimisation (SEO) on the performance of star-rated hotels in Addis Ababa, Ethiopia. It was found that email and mobile marketing exhibited the strongest predictive capacity, followed by social media and SEO. The strong intercorrelations between channels reinforce the value of integrated strategies. Hoteliers may coordinate email, mobile and social media campaigns via unified performance dashboards; strengthen SEO through localized keyword research, technical audits and schema markup to improve global reach; leverage data insights to personalize email journeys and deliver dynamic mobile experiences (e.g., geotargeted push notifications, in-app personalised offers and content that adapts to user behaviour); harness social media through real-time social listening, influencer collaborations, interactive storytelling and community building campaigns to deepen engagement; and regularly benchmark peers while piloting emerging platforms.

The study's concentration on Addis Ababa's star-hotels limits its applicability to other geographical settings. A comprehensive view of the effects of e-marketing is limited by the cross-sectional design, which also makes it hard to draw conclusions about causality over time and excludes the customer viewpoints. Although the quantitative method produced strong statistical insights, it neglected qualitatively analysing contextual issues that could affect implementation effectiveness, such as deficiencies in staff training or technical infrastructure.

Future research might investigate qualitative challenges to the adoption of e-marketing and triangulate staff and customer perspectives using mixed-methods approaches. The causal examination of e-marketing tactics on long-term performance indicators, such as market share or customer retention, would be made possible by longitudinal research. Validity might be improved by broadening the focus to include hotels from other areas. Finally, examining other elements like digital literacy and technological preparedness may help clarify the contextual elements influencing the success of e-marketing.

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