The Impact of E-Marketing Communication Channels on Guests' Mental Image: An Applied Study on Five-Star Hotels in Amman.

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Abstract

The Internet has significantly changed the marketing environment. The advancement of technology has been considered as an opportunity and a challenge simultaneously for marketers. This study aims to examine the impact of E-Marketing Communication Channels on Guests' Mental Image of five-star hotels in Amman.

The study population consisted of all those who used the internet to access or visit electronic channels of Amman five-star hotels. In addition, the current guests of Amman five-star hotels were taken into consideration at the time the fieldwork of the current study. Non-probability sampling method (convenience) was followed to select the sample subjects of this study.

A questionnaire was formulated to collect data, which included (32) items. A total of (310) questionnaires was distributed, (267) were valid for analysis purposes. Data were collected using two methods: The first was through electronic questionnaires distributed

online (social media), and the second was through paper-based questionnaires distributed personally (in personal at hotels).

A quantitative, descriptive analysis approach was used to determine the impact of E-Marketing Communication Channels on Guests' Mental Image. The collected data were analyzed statistically using IBM SPSS statistics software V26. The employed statistical methods included, Cronbach's Alpha Test, Pearson Correlation Coefficient, Descriptive Analysis, Multiple Linear Regression, Independent Samples T-Test, and One Way ANOVA Test.

Overall, the current study concluded that E-Marketing Communication Channels have statistically significant impacts on Guests' Mental Image. Furthermore, the results proved that Own Website Marketing has no statistically significant impact on Guests' Mental Image, and E-Mail Marketing has considered the most impact variable on Guests' Mental Image. Finally, this study introduced some recommendations, as well as suggestions for future research.

Keywords: E-Mail Marketing, E-Marketing Communication Channels, Guests' Mental Image, Mental Image, Own Website Marketing, Search Engine Marketing, (SEM), Social Media Marketing, (SMM).