



ROLE OF MARKETING IN THE DEVELOPMENT OF TOURISM INDUSTRY, NIKE ART GALLERY IN LAGOS STATE

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Abstract

Marketing has been very useful in pulling customers to an organization from different quarters. It has been engaged to sensitize new customers and update existing customers of the products and services of an organization. This is the era of digital innovation and development, which has been deployed by different businesses inclusive of the tourism and hospitality business. This study examined the role of marketing in the development of Nike art gallery as a tourism business. The study adopted a quantitative research design. Data were collected from respondents with the aid of questionnaires. The collected data were analysed using descriptive statistics (frequency, percentage, mean and standard deviation) with the aid of Statistical Package for Social Sciences (SPSS). The findings of the study revealed that Nike art gallery has actively engaged social media for marketing, public relations, marketing collaboration, advertising, amongst others. The engaged marketing strategies by Nike art gallery have been very effective, the most prominent importance of these strategies is the fact that the strategies have been very helpful in attracting visitors to the gallery followed by the fact that it has helped in distinguishing Nike Art Gallery from other destinations, enhancing the local and international reach of Nike Art Gallery. Engaged marketing strategies have resulted into the substantive development of Nike art gallery. It is recommended that Nike art gallery should explore influencer marketing by engaging social media influencers in a bid to reach wider audience.

Keywords: marketing, Nike art gallery, tourism development, digital marketing, and social media.



Background to the Study

Typically, business entities are set out to make profits from the outset. In a bid to make profit or sustain level of profitability, it is important to attract customers to the organization. So as to attract the desired number and quality of customers, an organization must deploy the required set of marketing strategies. According to Eyvrigh (2016) contemporary complex, dynamic and volatile environment, business entities, must create and adopt a method capable of helping them get improved performance. A business entity that plans to attain organizational targets and aims must create a marketing plan to attain substantive outputs. Essentially, the focus of marketing strategy is to allocate marketing resources appropriately and coordinate activities, so as to meet operational aims in good time. Marketing strategies are going to be successful when are appropriately implemented (Hermayanto, 2023). Sudirjo (2023) noted that the competitiveness of goods and services are not only dependent on the quality of such goods and services but also the strategies of marketing engaged by different business entities. On the global scene, marketing strategies has become a necessity for achieving greatly and being better competitive (Adesoye, 2024). Yunus (2023) noted that marketing strategy essentially involves the attempt to sell a product or service, by engaging specific methods and tools in a bid to generally increase sales. Market strategies essentially help organizations to set its financial and value system with respect to appropriate pricing of its goods and services. Ibrahim and Harrison (2020) opined that marketing strategies depict methods that organizations could use to be distinguishable from competitors and thus be better competitive. Wang, Liang, Chen, Kumari, and Khan, (2020) opined that four characteristics of marketing strategies are inclusive of the following; increased motivation of seeing into the future; efficient market coordination; formulation of organizational goals; supervising marketing engagements. Tong, Luo, and Xu (2020) asserted that the price value associated with goods and services are premised on three indicators, namely, consumption, marketing and promotion. Amin (2021) opined that it is SMEs that have good marketing strategies have the assurance of channeling scarce resources to get better sales. that essentially achieve more better in terms of being competitive and better performance. Business entities should better engage digital means of marketing and other good marketing means in so as to have competitive edge over other businesses. Adesoye (2024) noted that innovativeness associated with marketing technologies enhance business performance. Innovative startups usually pull more investments, established better customer relationships and attain better productivity (Kartika, 2024). Past studies have been conducted with respect to marketing; Akinseye, Onimole, Ekundayo, and Adebusoye (2022), Aliu and Oni (2021), Moreno-Gómez, Londoño, and Zapata-Upegui, (2023), Gamage (2023), Wanjohi (2016) and so on, however, it is pertinent to carry out this study because there is practically no study that has examined the role of marketing strategies in the development of Nike Art gallery. The objectives examined were; examine marketing strategies engage by Nike art gallery; and examine the effectiveness of the adopted marketing strategies.



Literature Review

Marketing strategies

The lubricant of a typical business enterprise is marketing, as it is capable of ensuring the survival and sustenance of such business enterprise. All business entities push for survival and achievement of better performance amongst competitors. Akinseye et al. (2022) opined that all business entities deploy specific forms of marketing strategies to maintain their existing customers, attract prospective customers and boost their marketing reputation. Ultimately, organizations set out to achieve sustainable competitive advantage for generating superior financial gains (Tajeddini and Ratten, 2020). Therefore, for an organization to perform better than others in terms of productivity and profitability, such organization should engage topical marketing strategies. Business entities adopt marketing strategies so as to be highly competitive as well as outsmart their competitors and attain enhanced productivity (Majeeda, Tijanib, Oforic, Abubakarid and Ampong, 2025). Hermayanto (2023) opined that in this digital era, what determines if a business entity will succeed or survive essentially is dependent on customers, markets and competitors, hence, marketing has been found to remarkably enhance organizational performance.

Marketing strategy is the compilation of the procedures and sequences involved in bringing the details of an organization's products and services close to consumers. Morgan, Whitley, Feng and Chari (2019) asserted that marketing strategy could be described as the process of translating marketing strategy decisions into a compilation of elaborate as well as integrated systems supported with the right set of actions and resources deployment. Marketing strategies implies tactical competitive plans set in place by the managers/owners of a business entity for successful competition in the business sector (Hermayanto, 2023). Strategic marketing is meant to ensure that most or all of the prospective customers in a particular environment are sensitized about the offerings of an organization. It is essentially an efficient means of deploying marketing tools to the advantage of an organization. Marketing efficiencies that could guarantee sustainable competitive advantages in the contemporary environments involves strategic engagements with customers (Taherdangkoo et al., 2019). It instigates organizations to be proactive in sensitizing customers about the product and services of the organization in real time. Adesoye (2024) noted that strategic marketing plays a very important role of linking business entities to their environments as well as helping such business entities to be proactive. There is infusion of digital technological innovations with different human engagements in this era. Hence, marketing strategies have been made better with the aid of digital marketing tactics. Tam and Lung (2025) opined that digital marketing includes the application of technological innovations via the usage of digital marketing technologies, like, webpages, social media sites, mobile advertisements and applications, online videos, email addresses, blogs amongst others. Hermayanto (2023) noted that digital marketing essentially plays a very important role in the sales of business' products via the promotion of online presence of the business' products.



Marketing and the Hospitality industry

Marketing is important for the successes of different business entities inclusive of tourism and hospitality businesses. Kaur (2023) noted that marketing strategies are very important for the enhancement of the development and promotion of all sectors inclusive of the tourism sector. The tourism and hospitality industry are essentially service sectors therefore its offerings must be intimated with existing and prospective customers from time to time through marketing strategies. In an ideal situation, strategies are usually interactive and dynamic in nature, therefore, organizations are expected to create appropriate strategies that will assure sustenance (Ikudaisi, Solola and Ayibiowu, 2024). Marketing strategy is along these lines an interaction of deliberately analysing competitive environment and business factors influencing business units, and determining practical patter (Adewale, Waxles, and Alex, 2023). One of the marketing strategies is promotional strategies and it can be engaged by the organization at any time to enhance organizational sale of goods and services. Wanjohi (2016) asserted that promotional strategy could be extended through many years, with mini plans for each of the years, usually, depending on the rate at which the environment changes. Efficient marketing strategies are important for the growth of the tourism and hospitality industry (Kaur, 2023).

Advertising is another prominent marketing strategy. Success and productivity of the hospitality industry can only be achieved with the help of appropriate marketing strategy, especially, digital marking strategy. Fatima, Rajan, Banu, and Dawoud, (2024) noted that the processes involved in the advertisement of travel and hospitality businesses have been totally changed by social media and digital marketing. Digital platforms have indeed revolutionized by how advertisement is done for different businesses inclusive of tourism and hospitality businesses. Dimitrios, Ioannis, Angelos, and Nikolaos (2023) asserted that ICTs has essentially transformed the conventional means of promoting the hospitality industry, specifically, in contemporary times, it is easy for customers to look up information, compare services and products, bypass middle men, contact the hotels directly and easily book through their gadgets. Fatima et al. (2024) noted that digital platforms such as social media, SEO, as well as engagement of influencers to market products could aid hospitality and other tourism-based enterprises to pull and retain customers. Digital platforms or channels can be used for advertisement by sending audio and visual messages to customers about tourism destinations. Hossain, Sheikh, and Islam (2025) noted that social media advertising involves the engagement of social media as an advertising platform, hence, social media can be engaged for the organization of promotional competitions which enhances people's involvement in the organization as well as people sharing experiences with others. Gamage (2023) opined that social media marketing, email marketing, search engine optimization, and paid advertising are digital marketing strategies that can help the Sri Lankan hotel and tourism industry survive during the pandemic.

Ultimately, marketing strategies are important in ensuring that different organizations inclusive of tourism and hospitality organizations are highly competitive and productive. Gamage (2023)



opined that marketing strategies aid organizations to channel its few resources on the most important sales positions. Ibrahim and Harrison (2020) opined that marketing strategies make it easy for organizations to be distinguished from competitors, for comparative advantage which essentially enhances the competitive capacity of the organization. It therefore gives organizations an advantage over its competitors, ensures that goods and services attract high profit margins, helps in the identification of the areas significantly impacted by the development of business as well as aids in the development of business plans to meet customers' expectations (Gamage, 2023).

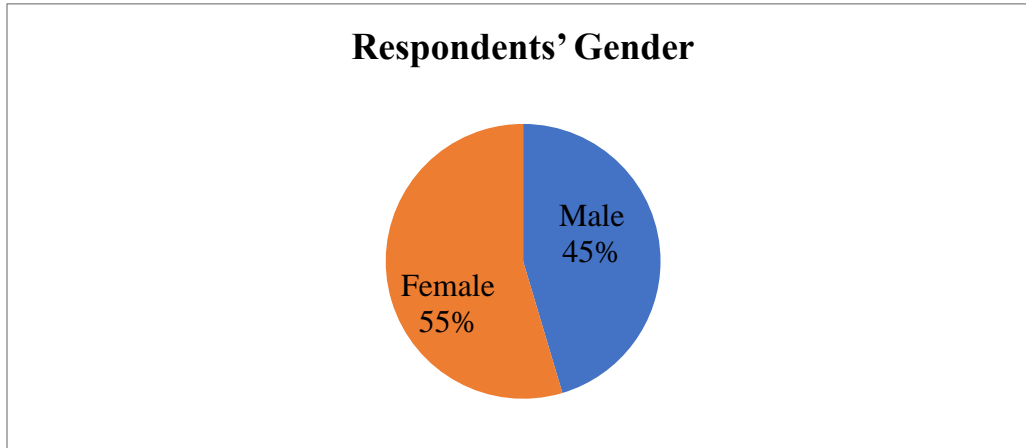
Methodology

Nike art gallery started out in Osogbo in 1983 and it currently has galleries in Osogbo, Lagos, Abuja and Ogidi-Ijumu (Nike Art Foundations, 2023). The Lagos office is located in 2 Nike Art Gallery Road, Ikate by Legacy Place, Lekki Epe Expressway, Lagos Nigeria. The gallery houses common and rarefied paintings, sculptures, beadworks, batik, adire, amongst others. It is a destination that showcases a plethora of the craftsmanship of human ingenuity. It is also reputable for offering hands-on training for trainees from different backgrounds. Hundreds of people have graduated from the training sessions organized by the management of Nike art gallery. This study adopted descriptive research design, premised on the fact that inferential statistics was not deployed. In descriptive research design, researchers engage in the description of variables(s) without establishing inferences or relationship between variables (Nwabuko, Iwu, Njoku and Nwamoh, 2024). Data was collected from tourists at the Lagos office of Nike art gallery with the aid of structured questionnaire. The questions of the questionnaires were developed using LIKERT scale.

The sample size engaged for this study was 270 respondents as determined using cochran's formula for the sample size determination ($N = z^2pq/e^2$). Respondents were selected using convenience sampling approach. Filled-out questionnaires were retrieved from on the spot from respondents. Collected data was analysed using descriptive statistics, specifically, frequency, percentage, mean and standard deviation. It is notable that 270 questionnaires were administered but 260 were found to be eligible and good enough for analysis.

Data Analysis

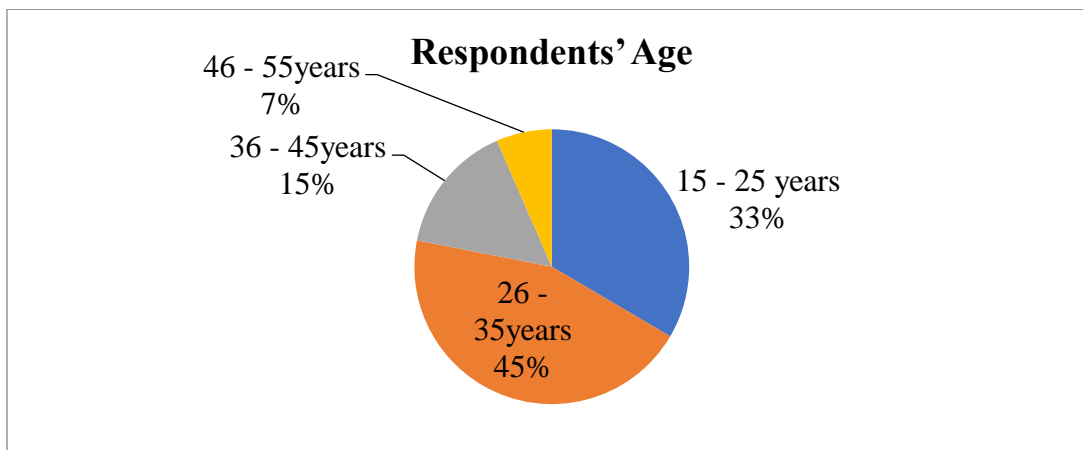
Figure 1: Respondents Gender



Source: Field Survey, 2024

From the above figure, it can be deduced that 118 (45.3%) of the respondents are Male while 142 (50.7%) of the respondents are Female.

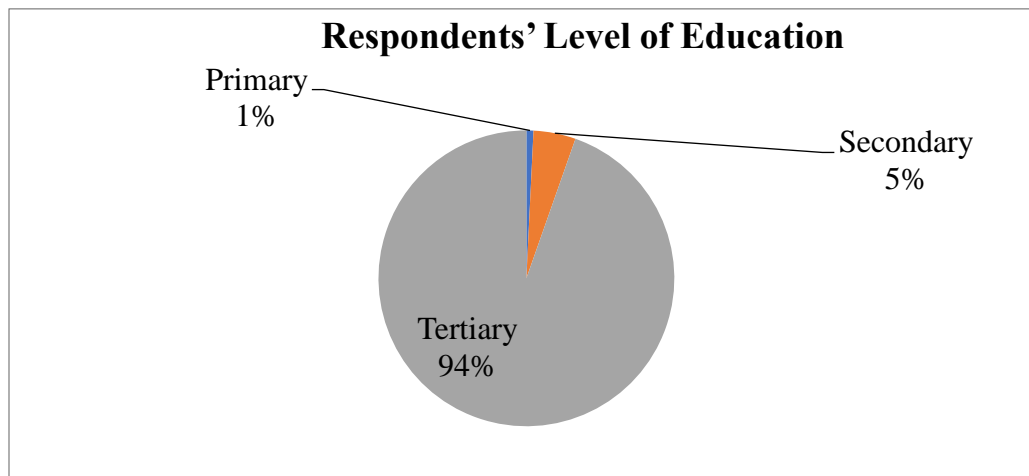
Figure 2: Respondents Age



Source: Field Survey, 2024

From the above figure, it can be deduced that 87 (33.5%) of the respondents are between 15 years to 25 years, 116 (44.6%) of the respondents are 26 – 35 years, 40 (15.4%) of the respondents are 36 – 45 years, and 17 (6.5%) of the respondents are 46 – 55 years.

Figure 3: Respondents Level of Education



Source: Field Survey, 2024

From the above figure, it can be deduced that 2 (0.8%) of the respondents possess Primary School Certificate, 12 (4.6%) of the respondents possess SSCE, and 246 (94.6%) of the respondents are Tertiary Certificate Holder.

Table 1: Respondents Mean and Standard Deviation on Marketing Strategies

| Item | SA | A | D | SD | Mean | Std. dev. | Rank |
|---|------------|------------|-----------|-----------|-------|-----------|-----------------|
| Print media advertising promotes Nike Art Gallery art collection and attract visitors | 100(38.5%) | 124(44.7%) | 19(7.3%) | 17(6.5%) | 1.76 | 0.96 | 3 rd |
| Nike Art Gallery utilize social media for marketing | 97(37.3%) | 111(42.7%) | 34(13.1%) | 18(6.9%) | 1.98 | 1.24 | 1 st |
| Nike Art Gallery use digital marketing to engage visitors | 124(47.7%) | 100(38.5%) | 19(7.3%) | 17(6.5%) | 1.65 | 0.89 | 4 th |
| Nike Art Gallery uses public relations to attract visitors | 96(36.9%) | 112(43.1%) | 33(12.7%) | 19(7.3%) | 1.96 | 1.21 | 2 nd |
| Nike Art Gallery collaborates with others for marketing purposes | 99(38.1%) | 121(46.5%) | 26(10%) | 14(5.4%) | 1.96 | 1.22 | 2 nd |
| Email marketing is a way to attract repeat visitors to the Nike Art Gallery | 89(34.2%) | 97(37.3%) | 40(15.4%) | 34(13.1%) | 1.37 | 0.63 | 5 th |
| Summary | | | | | 10.68 | 6.15 | |

Source: Field Survey, 2024



An impressive number of the respondents opined (38.5% strongly agreed and 47.7% agreed) that print media advertising promotes Nike Art Gallery art collection and attract visitors. 37.3% of the respondents strongly agreed and 42.7% agreed that Nike Art Gallery utilize social media for marketing. Most of the respondents (47.7% strongly agreed and 38.5% agreed) asserted that Nike Art Gallery use digital marketing to engage visitors. A good percentage of the respondents (36.9% strongly agreed and 43.1% agreed) that Nike Art Gallery uses public relations to attract visitors. 38.1% of the respondents strongly agreed and 46.5% agreed that Nike Art Gallery collaborates with others for marketing purposes. 34.2% of the respondents strongly agreed and 37.3% agreed that email marketing is a way to attract repeat visitors to the Nike Art Gallery. The indicator for marketing strategies employed by the Nike Art Gallery in Lekki, Lagos (10.68±6.15) was rated critically based on their mean values, as follows: Nike Art Gallery utilize social media for marketing (1.98±1.24), Nike Art Gallery uses advertising to attract visitors (1.96±1.21), Nike Art Gallery collaborates with others for marketing purposes (1.96±1.22), Print media advertising promotes Nike Art Gallery art collection and attract visitors (1.76±0.96), Nike Art Gallery use digital marketing to engage visitors (1.65±0.89), and email marketing is a way to attract repeat visitors to the Nike Art Gallery (1.37±0.63).

Table 2: Respondents Mean and Standard Deviation on Effectiveness of adopted Marketing Strategies

| Item | SA | A | D | SD | Mean | Std. dev. | Rank |
|---|------------|------------|-----------|-----------|------|-----------|-----------------|
| Marketing strategies of the Nike Art gallery effectively attract visitors | 112(43.1%) | 123(47.3%) | 10(3.8%) | 15(5.8%) | 2.19 | 1.54 | 1 th |
| Branding significantly impact the Nike Art Gallery marketing success | 107(41.1%) | 124(47.7%) | 10(3.8%) | 19(7.3%) | 2.10 | 1.52 | 2 nd |
| digital marketing has been used to attract visitors effectively to Nike Art Gallery. | 96(39.6%) | 112(43.1%) | 31(11.9%) | 21(8.1%) | 1.89 | 1.03 | 4 th |
| Nike Art Gallery marketing strategies are effective in differentiating it from other tourist attractions | 88(33.8%) | 90(34.6%) | 39(15.0%) | 43(16.5%) | 1.92 | 1.09 | 3 rd |
| Collaborations and partnerships impact the marketing reach of the Nike Art Gallery in the local and global market | 89(34.2%) | 97(37.3%) | 34(13.1%) | 40(15.4%) | 1.64 | 0.99 | 5 th |
| Summary | | | | | 9.74 | 6.17 | |

Source: Field Survey, 2024



Above table shows that majority of the respondents noted that (43.1% strongly agreed and 47.3% agreed) that marketing strategies of the Nike Art gallery effectively attract visitors. A good number of the respondents (41.1% strongly agreed and 47.7% agreed) asserted that branding significantly impact the Nike Art Gallery marketing success. 36.9% of the respondents strongly agreed and 43.1% agreed that digital marketing has been used to attract visitors effectively to Nike Art Gallery. 33.8% of the respondents strongly agreed and 34.6% agreed that Nike Art Gallery marketing strategies are effective in differentiating it from other tourist attractions. 34.2% of the respondents strongly agreed and 37,3% agreed that collaborations and partnerships impact the marketing reach of the Nike Art Gallery in the local and global market.

The indicator for how effective are the adopted marketing strategies employed by the Nike Art Gallery in Lekki, Lagos (9.74 ± 6.17) was rated critically based on their mean values, as follows: Marketing strategies of the Nike Art gallery effectively attract visitors (2.19 ± 1.54), Branding significantly impact the Nike Art Gallery marketing success (2.10 ± 1.52), Nike Art Gallery marketing strategies are effective in differentiating it from other tourist attractions (1.92 ± 1.09), digital marketing has been used to attract visitors effectively to Nike Art Gallery. (1.89 ± 1.03), Collaborations and partnerships impact the marketing reach of the Nike Art Gallery in the local and global market (1.64 ± 0.99).

Discussion

Based on the findings of this study more females visited the gallery. The age demography of the tourist is essentially youthful (78.1% were 15-35 years old). It could be opined that Nike art gallery Lagos has an elitist standard, hence, majority of its tourists have bagged at least one certificate from the tertiary institution. Lekki is one of the eye brow areas and commercial areas of Lagos, hence, the proximity of the gallery to the residence and office of a good number of elites implies that it will enjoy good patronage from these elites. Nike Art Gallery engaged print media advertising, social media marketing, digital marketing, public relations, collaboration as a form of marketing and e-mail marketing as marketing strategies for sensitizing old customers and intimating prospective customers with its offerings. The marketing strategies of Nike art gallery are indeed profound and have shown to be capable of reaching target customers in real time.

Notably, on the basis of rank attributed to these indicators, in descending order, the strategies are usage of social media for marketing, public relations, marketing collaboration, print media advertising, digital marketing and email marketing. This is the era of digital inventions and developments hence, it is also expected of Nike art gallery to deploy digital innovation in its marketing strategies. Gupta (2022) asserted that different platforms, inclusive of social media, search engine optimization, content marketing as well as data analytics constitutes the growing field of digital marketing. Therefore, Nike art gallery used social media marketing impressively and probably do not engage email marketing.

The engaged marketing strategies have been very effective, in descending order the effectiveness of these strategies are as follows; being effective in attracting visitors, driving success,



distinguishing Nike Art Gallery from other destinations, enhancing the local and international reach of Nike Art Gallery. They have been effective in sensitizing both old and new customers about the products and services of Nike art gallery. Akinseye et al. (2022) noted that it is pertinent that marketing strategies are associated with an organization's services and products, hence, it is one of the most important drivers of organizational success. Aliu and Oni (2021) opined that marketing strategies give an organization edge over others and it helps in retaining market share and pull more customers visa the provision of improved values of products and services. Business entities with high productivity level must have deployed better marketing strategies (Slater, Hult, and Olson, 2020). Marketing strategy offers a distinctive competitive platform that creates a competitive advantage, especially, when it is well formulated and operationalized (Ikudaisi et al., 2024; Hermayanto, 2023). The successes of Nike art gallery were achievable because of the fact that deployed marketing strategies have been effective enough for communicating products and services between the gallery and its customers. Moreno-Gómez et al. (2023) asserted that traditional communication marketing strategies implies the capacity to transmit marketing details from a sender to receivers and vice versal. Gupta (2022) noted that if there is no advertising propelled dissemination of information about improved standards, it would have been difficult to raise civilization standards in this era.

Conclusion

Nike art gallery like every other profit-oriented business seeks to make as much profit as possible while satisfying the urge of its customers. therefore, it is important to have a functional marketing strategy so its products and services will remain in the faces and minds of its customers, while, sensitizing prospective customers at the same time. Nike art gallery has actively engaged social media for marketing, public relations, marketing collaboration, print media advertising amongst others. The engaged marketing strategies by Nike art gallery have been very effective, the most prominent importance of these strategies is the fact that they have been very helpful in attracting visitors to the gallery followed by the fact that it has helped in distinguishing Nike Art Gallery from other destinations, enhancing the local and international reach of Nike Art Gallery. There is no gainsaying that the marketing strategies deployed by Nike art gallery have endeared more customers to the gallery and enhanced the development of the gallery. It is recommended that Nike art gallery should also still continue to engage conventional marketing strategies together with digital marketing strategies. Similarly, it is recommended that Nike art gallery should explore influencer marketing by engaging social media influencers in a bid to reach wider audience.



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