

Unorthodox Creative Marketing and Repeat Purchase in Hospitality Industry in Benin City

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Abstract

The research examined unorthodox creative marketing and repeat purchase in hotel services in Benin City, the main objective of this study was to evaluate unorthodox creative marketing and repeat purchase in hotel services in Benin City. The specific objective were to ascertain how customers repeat purchase in Benin Metropolis were related to ambush, ambient, viral, buzz, and graffiti promotion. The study adopted the survey research design and data was collected through the aid of a questionnaire. The questionnaire was structured according to the research questions and distributed to sample population of three hundred and eighty-five (385) respondents. Descriptive statistics technique was used to analyze the quantitative data. Coding was done in the Statistical Packages for Social Science analysis (22) and the output interpreted in mean scores and standard deviation. Inferential statistics such as regression analysis were used to estimate the existence of relationship among variables. The study concluded that unorthodox creative marketing describes as unconventional creative marketing strategy aimed at maximizing results with the least amount of resources. Unorthodox creative marketing is a form of advertising that emphasizes low-cost marketing techniques mostly adopted by small-scale enterprise and yields unconventional results. The findings revealed that small and medium-sized business owners should involve in low-cost budgeting for their marketing promotion campaign. Entrepreneurs in the hospitality industry should use ambush, ambient and viral promotion strategies to create opportunities for customer interaction in order to maintain a positive impression while also keeping campaign costs within budget. Hotel owners can save promotion budget costs by implementing ambient promotion strategies that can foster customer repeat purchases and preserve favourable impressions. Also, the surprise effect using ambush, ambient, viral buzz and graffiti promotion strategy will enhance and enable marketing managers of hotel to gain market share.

Keywords: Unorthodox, Creative Marketing, Repeat Purchase, Graffiti Promotion

INTRODUCTION

Unorthodox describes as unconventional creative marketing strategy aimed at maximizing results with the least amount of resources, it is a form of advertising that emphasizes low-cost marketing techniques mostly adopted by small-scale enterprise and yields unconventional results (Curzon & Jones, 2019). The term unorthodox creative marketing is inspired by guerilla warfare type of irregular warfare that focuses on the small-scale tactical strategies usage by small firms (Adeola, Moradeyo, Muogboh, & Adisa, 2021). Due to lack of resources, small business unit use different sets of marketing strategies and tactics in comparison to big business firms (Akpoviro, Amos, & Ganiu-Adewale, 2020). Unorthodox creative marketing uses innovative methods to maximize outcomes with the least amount of resources, like street handouts of items and unexpected meetings in public places (Aprilia & Kusumawati, 2021). Bell and Latin (2018) discovered that while small and medium-sized businesses adopt creative, low-budget marketing campaigns, economic uncertainty and fluctuations caused by changes in power also signaled a warning, prompting larger businesses and multinational corporations to take low-budget marketing media into consideration.

Engagement is encouraged by unconventional marketing campaigns with humor, design, and creativity being the influencing factors. The campaigns increased the participants' purchase intention and all participants claimed they would partake in word-of-mouth advertising after being exposed to the campaigns (Igwe, & Nwamou, 2017). According to Ahmed (2020), non-traditional creative marketing strategies have the power to make an impression on customers that lasts. They are distinctive and memorable by nature. A campaign that is successful leaves consumers in a state of amazement, admiration, and curiosity about the product or service (Jaworski, Lutz, Marshall, Price, & Varadarajan, 2017).

Costumers sometime do not have adequate unorthodox creative marketing campaigns run by the organizations to promote products (goods and services because they are most times concerned about their personal data exposure (Vasileva & Angelina, 2017). Despite the increasing shift of conventional promotion message to unconventional marketing messages the factors necessary to unorthodox creative marketing effectiveness remain largely unknown to both marketing academics and practitioners (Soomro, 2020). Since unorthodoxy is still a relatively new phenomenon and is still developing, a thorough examination of its nature, traits, and dimensions is still lacking (Curzon & Jones, 2019). Fewer studies have been done on unorthodox creative but very few were done as it relates to repeat purchase in hotel services in Benin City. The study seeks to examine the unorthodox creative marketing and repeat purchase in hospitality industry in Benin City. The broad objective of this study was to evaluate unorthodox creative marketing and repeat purchase in hotel services in Benin City. The study was restricted to selected hotels across different locations in Benin City, Edo State. The basic dimensions variables of interest include ambush marketing, ambient marketing, viral marketing, buzz marketing and graffiti marketing.

LITERATURE REVIEW

Conceptual Review

Repeat Purchase

Ainslie and Rossi (2018) described repeat purchase as the average amount of purchases that occur within a week, this entails the frequency of made by customers varies on the type of customer. Repeat purchases indicate the behavioural aspect of customer loyalty and takes into account the inclination to purchase a brand repeatedly as well as the percentage of that brand that is purchased each time a transaction is made (Soomro, 2020). Customer's assessment of their level of loyalty can have an impact on their repeat purchases (Jones & Taylor, 2017). It depicts how the concept of repurchase intention becomes especially important when a customer purchases a certain product or services, like hotel services, tourism brand, more than once over a short period of time (Setiawan, 2022).

Andreava (2018) explained that customers can be classified as frequent and infrequent customers. Frequent customer has the passion to buy items from a particular vendor, and is more likely to display loyalty to the brand, whereas infrequent customers do not bother about anything concerning the brand (Ainslie & Rossi, 2018). This is because they buy the brand often and are motivated by sales promotional strategy, this is due to the fact that frequent customers are more exposed to brand information than infrequent ones and purchase the brand more frequently (Andreava, 2018). Bell and Latin (2018) opined that frequent purchasers are more sensitive to price than infrequent ones, the claim is that this particular group of consumers frequently uses a particular brand and learns more about it than other consumers.

Unorthodox Creative Marketing

Unorthodox creative marketing is an advertisement strategy in which a company uses surprise and unconventional interactions to promote goods and service (Aprilia & Kusumawati, 2021). Unorthodox entails as unconventional creative marketing strategy aimed at maximizing results with the least amount of resources (Jaworski, 2017). Bell and Latin (2018) found that not only small and medium enterprise adopted, innovative and low budget marketing campaigns but also economic uncertainties and fluctuations contributed by power shifts signal an alarm that has led to larger companies and multinational corporations considering low-budget marketing media as well. Akhtar (2016) stated that the objective of unorthodox marketing is to draw a long lasting impression on people, and it is achieved by evoking as surprise effect and diffusion effect while keeping the costs low. Traditional communication media have become ineffective; few firms have adopted the use of unconventional methods, such as unconventional marketing to grab the attention of the audience (Soomro, 2020). Unorthodox creative marketing means going after the conventional goals of profits, sales and growth but doing it by using unconventional method at exceptionally low budget (Curzon & Jones, 2019).

Dimensions of Unorthodox Creative Marketing

Ambush Promotion

According to Gokerik (2018) an ambush promotional campaign is the company acting as a sponsor. According to this definition, sponsorship is an out-of-pocket or cash investment made by a business to obtain a competitive edge while attempting to influence consumers' purchase intentions and convey a particular message about the brand or company. This suggests that in order to obtain specific benefits, the business pretends to be a sponsor of an event (Skiera & Bulte, 2018). This can be beneficial for the brand and the company for several reasons such that acting as a sponsor, a company avoids the cost of sponsorships with the advantage of manipulating the attendant consumers in the event into believing that it is the main sponsor (Popp, & Woratschek, 2017). In addition to that, ambush marketing is mostly used in big sports events such as football, the Olympics, and the super bowl (Taylor, 2020). The big sports events are to be seen as an opportunity to reach out to a bigger audience; meaning, a bigger number of potential consumers would be present to exchange the message of the brand or the company (Vveinhardt & Soomro, 2020). The primary goal of the ambush promotional approach is to wow potential customers by making them believe that the business is the official sponsor of an event (Igwe & Nwamou, 2017). Ambush promotional is the tactic of taking over or co-opting another advertiser's campaign to raise awareness of a different company or brand. It is occasionally employed in relation to event sponsorships (Bell & Latin, 2018). By employing this tactic, the company aims to raise awareness of it while simultaneously saving the official sponsor a significant amount of money on sponsorship costs (Gokerik, 2018).

Ambient Promotion

Ambient promotion is a marketing strategy that involves placing advertisements using creative techniques in unusual and unexpected places (Dagenhard, 2019). One distinctive feature of ambient advertising is its ability to astonish consumers by introducing them to novel stimuli in an unconventional environment (Schwarz & Somonson, 2017). Ambient promotion offers a multitude of opportunities, from low-cost fly-posting stickers and graffiti-proof surfaces to public restroom advertising (Novemsky et al., 2017). Ambient promotional strategy is one of the marketing businesses that is growing the fastest, and it is expected that this trend will spread swiftly due to its relatively low prices and the large number of customers it has been able to reach (Chepkemoui & Koima, 2018). Evoking a range of emotions and sensations in the recipient, ambient promotion often referred to as a non-traditional advertising strategy creates opportunities for interaction (Ladokun, 2019). According to Rudzewicz, Grzybowska, and Brzeziska (2013), ambient marketing includes innovative advertising in unanticipated locations like postcards, buses, trains, and even public restrooms, hotels, and restaurants.

Viral Promotion

Viral promotional campaign seeks to disseminate content among consumers through online sharing via social media or personal, word-of-mouth recommendations (Holland, 2016). Viral marketing increases brand awareness by enhancing the brands image, it takes the connection between a brand and its customers to an interactive level where technology aids in creating

enduring, long-term relationships with consumers, which in turn aids in the development of brands (Katke, 2016). Viral promotional strategy is one of the most effective and successful marketing strategies used today (Dagenhard, 2019). In order to create a successful marketing strategy, a marketer uses this direct promotion marketing technique, which involves convincing internet users to send emails promoting the product (Dagenhard, 2019). It is widely known that word-of-mouth (WOM) communication plays a crucial role in creating marketing strategies and communications (Aprilia & Kusumawati, 2021). Viral marketing and unorthodox creative marketing campaigns both aim to attract as much attention from their target market as soon as possible (Marticotte, Arcand, & Baudry, 2016).

Opinions, online ratings, online feedback, reviews, comments, and experience sharing on the Internet are just a few of the various ways that electronic word of mouth can manifest itself (Skiera & Bulte, 2018). Research conducted by Dagenhard (2019), stated that viral marketing and unconventional creative marketing both aim to attract as much attention from their target audience as they can in the shortest amount of time. Viral marketing aims to spread content throughout a consumer base through social media sharing on the internet or word-of-mouth referrals. This type of marketing employs a range of strategies to promote communication, which in turn spreads like a virus among potential clients (Dagenhard, 2019).

Buzz Promotion

According to Tehseen (2018), buzz promotion is the carrying out of a strategy to promote a cause. Khoshnava (2017) emphasized that buzz marketing works best when it has a predefined objective that repeats the message to those who love the same products and services that are the subject of the message. Formerly known as street marketing, buzz marketing aims to promote products and services in public places to encourage word-of-mouth advertising (Ken & Rashad, 2020). Tehseen (2018) expressed that buzz marketing is a multifaceted communication process that involves verbally interacting both offline and online with buzz targets (receivers) to spread persuasive messages through buzz agents (senders). Regular consumers are emphasized as market researchers, advertisers, distributors and as having a significant impact on other customers' final purchasing decisions in buzz marketing (Khoshnava, 2017). Buzz promotion is a very successful method that does not cost a lot of money; it precedes word-of-mouth advertising, which is getting more and more popular (Marticotte, Arcand, & Baudry, 2016). Tehseen (2018) opined that buzz marketing uses consumers as distributors, market researchers, advertisers and decision-makers for other consumers. Marketers encourage buzz agents to reference other companies by providing them with free product samples, access to insider knowledge, and other benefits (Jaworski, 2017).

Graffiti Promotion

Graffiti promotion strategy includes impressions painted on walls, is generally seen as an illegal form of unconventional creative marketing, include shopping carts, bus station benches, painted walls, street signs, and bus side advertisements (Minefield, 2017). The utilization of contemporary art techniques including spray paint, collages and stencils has led to a substantial transformation in graffiti nowadays (Khoshnava & Naseri, 2017). Street art and graffiti have impacted and created opportunities for advertisers and creative media people to investigate the

medium's impact, as advertising companies experiment with how best to leverage the efficacy of graffiti and mural art with brand advertising to reach the audience (Naseri, 2017). Graffiti marketing is more engaging and interesting than merely using billboards to spread your message, according to Bourke (2016), and it's a wonderful approach to attract a younger audience (Skiera & Bulte, 2018). Graffiti campaigns are also effective in drawing attention from social media and the free press. Khoshnava and Naseri (2017) stated that an unconventional commercial's content can enhance public culture and aid increase public awareness if it is used as a type of warning media.

Theoretical Framework

This study is based on the Theory of Reasoned Action developed by Ajzen and Fishbein (1980). The theory posits that all individuals are rational in their thinking and make use of the information they receive systematically so as to carry out some set of activities (Nikkheslat, *et al.*, 2012). It stems from the belief that the behaviour people display on a daily basis is a voluntary or conscious behaviour. In other words, what people do is under their control. People behave the way they want to behave and have the ability to improve or change their behaviour towards things. The essence of the theory is to be able to know why people behave the way they do and this acts as a basis predict behavior. The theory further posits that in order to understand why people behave the way they do the intention of one's behaviour. According to the notion, everyone thinks rationally and uses the information they are given consistently to complete a specific set of tasks (Nikkheslat, 1997). Kothari (2017) opined the goal of unorthodox creative marketing is to leave a lasting impression on consumers; this is accomplished by evoking the surprise impact and diffusion effect while keeping expenses low. The cognitive and sensational aspects of unorthodox creative were applied in this study to appeal to hotel guests.

Empirical Review

This section examined previous empirical works related to the variables being understudied in the research. The effectiveness of viral marketing in raising brand recognition and forecasting purchase intention was examined by Soumya, Mrinal, and Tapan in 2023. The study looked at brand awareness and customers purchase intentions on FMCG products. 452 FMCG consumers in India freely participated in this study. After the convenience sampling technique was employed to collect the data, Smart PLS 4.0 was utilized to analyze the data for the measurement model and structural model. For the current study, cross-sectional and exploratory research designs were used to collect empirical data. It was discovered that viral marketing significantly influences brand recognition and subsequent purchase intention. Additionally, this study looked at how brand loyalty may somewhat mediate the relationship between the two variables stated above. In order to beat out the competition, FMCG companies can benefit from this study by formulating their brand management strategies in light of the findings. Additionally, this study opens up new opportunities for future researchers and management experts to find a distinctive viewpoint on this fascinating topic.

Aamir, Abid and Sujawal (2022) investigated ambush promotion affects and customer repeat purchase. In order to validate the study's hypotheses, a survey was run. Despite Pakistan's

average response rate and a sample size of 250, 400 e-banking users were issued questionnaires, 230 of which were returned. The examination of 12 incomplete responses was stopped. In contrast, 218 complete replies were examined statistically. Results from a structural equation model show that guerrilla marketing's impact on social media has an impact on client loyalty. The model used in this study assesses brand attitudes, security, website design, and brand trust as independent variables, with consumer loyalty as the outcome variable. According to the study's findings, there is a strong and favorable association between customer loyalty and trust, which acts as a mediator between the variables that were observed. The results offer theoretical knowledge regarding guerrilla marketing. The study aids marketers in comprehending the variables that affect the effects of guerilla marketing on brand image.

Bunga, Arifin, Dwi, Soegeng and Titin (2022) conducted a study on performance of the supply chain and customer repeat purchase. The study examined how performances of the supply chain and customer repeat purchase were affected by buzz and viral marketing strategy in Banten, Indonesia. The dependent and independent variables in this study totaled more than one, allowing for the employment of variance-based SEM to condense the formulation of the analysis in this sort of explanatory research utilizing a quantitative technique. In the Indonesian province of Banten, 120 restaurant owners participated in the survey. In this study, the questionnaire was distributed to consumers who run restaurants in two stages, first by sending them online questionnaires via Google Forms. Accidental sampling, or selecting the sample based on unintentional samples, was the sampling approach utilized in this study. According to the study's findings, buzz marketing significantly impacts supply chain efficiency. Viral marketing has a big impact on supply chain performance, visit interest has a significant impact on supply chain performance, and marketing has a significant impact on both of these variables.

METHODOLOGY

The sources of data for this study was primary data, the researcher distributed questionnaires to respondents. Survey method was adopted and data was collected through the questionnaire which was distributed to hotel guests in Benin metropolis. Three hundred and eighty five (385) hotel guests (customers) were chosen as respondents in Benin City. The choice of using Benin City metropolis is because most proximity to the researcher and exclusive and attractive hotels are concentrated in Benin City. Convenience sampling method was used to select hotel guests in Benin City metropolis which includes Oredo, Ikpoba Okha, Egor and Ovia-North East. Sample selection was restricted to Benin City which has the highest concentration of hotels in Edo State.

The basic time period of this research study was June – September, 2024. It was found that information on the number of hotel guests in Benin City as of June could not be utilized the Cochran (1963), formula to get the sample size determination dictated by the infinite population.

The Cochran sample estimation formula:

$$\frac{Z^2pq}{e^2}$$

Where;

N sample size

e error of sampling

Z z- statistics at 95%

Hence: $Z = 1.96$, $p = 50\%$ and $q = 1-p$, and $e = 5\%$

Therefore, the p-value of 0.50 was justified on the basis that there is likelihood that about half of the overall guests of the hotels in Benin City will be accessed. The computation is as follows;

$$\frac{1.96 \times 1.96 \times 0.5 \times 0.5}{0.0025} = 385$$

Model Specification

Unorthodox creative marketing is described as a function of ambush marketing, ambient marketing, viral marketing, buzz marketing, and graffiti advertising marketing in the econometric model. According to the regression model;

$$RPCH = \beta_0 + \beta_1 ABM + \beta_2 ATM + \beta_3 VRM + \beta_4 BZM + \beta_5 GRM + OPL + \mu \dots \dots \dots (1)$$

Where:

RPCH = Repeat purchase

AMB = Ambush promotion

AMT = Ambient promotion

VRM = Viral marketing

BZM = Buzz marketing

GRM = Graffiti marketing

μ = Error term

β = Constant

Therefore, four hundred and ten (410) questionnaires were distributed to respondents. In view of the homogeneity of the hospitality services in Benin City, the sampling was done in the capital city of Edo State, where most of the hotels are found. To minimize reactive errors, the questionnaires were followed with a personal interview. Convenience sampling method was used in selecting respondents (hotel guests) in Benin City metropolis which includes Oredo, Ikpoba Okha, Egor and Ovia-North East. Self-administered questionnaires were primarily administered at the hotel reception posts, hotel bars and the hotel parking lots. The researcher collected all the completed questionnaires within four weeks of administration. The researcher completed sample size of three hundred and eighty five (385) questionnaires. Questionnaire

was adopted as the data collection instrument. All the items used in the questionnaire were adopted from previous studies and measured using 5-items scale of strongly disagree (1) to strongly agree (5). The reliability analysis was further conducted using the Cronbach alpha reliability test. A pilot survey was conducted in which twenty copies of questionnaire were administered to respondents outside the sampling unit. Also, copies of the questionnaire were retrieved, coded and subjected to Cronbach alpha reliability test using the statistical package for social science (SPSS).

Reliability Results

S/N	Variables	Number of Items	Cronbach Alpha Value
1	Ambush Marketing	6 – 9 (4 items)	0.649
4	Ambient Marketing	10 – 13 (4 items)	0.782
5	Viral Marketing	14 – 17 (4 items)	0.912
6	Buzz marketing	18 – 21 (4 items)	0.629
7	Customer Retention	22 – 25 (4 items)	0.827

Source: Researcher fieldwork, (2024)

Each variable's Cronbach alpha value was found to be more than 0.6, suggesting the validity of the questionnaire items for the research. The data were presented using descriptive analysis. Through data analysis, this was enhanced. Descriptive statistics were used to analyze the quantitative data. The data were coded using the Statistical Packages for Social Science analysis, and the mean scores and standard deviation were obtained as the output. Inferential statistics and regression analysis were used to assess whether there was a relationship between the variables.

Data Analysis Presentation and Discussion of Findings

Respondents Profile

This section focuses on the respondents' profile. This section looks at a variety of topics, including as the demographics of the respondents and the analysis and interpretation of their responses in light of the research's goals and questions as shown in tables below and highlighted:

Table 1: Demographic Characteristics of Respondents

Demographic Characteristic of the Respondents			Percentage %
Gender	Male	246	63.9
	Female	139	36.1
	TOTAL	385	100.0
Age	20-30	97	25.2
	31-40	228	59.2
	41-50	57	14.8
	51 and above	3	0.8

Demographic Characteristic of the Respondents			Percentage %
	TOTAL	385	100.0
Marital Status	Single	118	30.6
	Married	257	66.8
	Divorced	7	1.8
	Widowed	3	0.8
	TOTAL	385	100.0
Educational qualification	Primary School	11	2.9
	SSCE	26	6.8
	Diploma	108	28.1
	BSc./ HND	223	57.9
	Ph.D.	17	4.4
	TOTAL	385	100.0
Income	₦200,000-₦300,000	185	48.1
	₦301,000-₦400,000	112	29.1
	₦401, 000-₦500, 000 -3	43	11.2
	01, 000-₦600, 000	28	7.3
	₦601, 000 and Above	17	4.4
	TOTAL	385	100.0

Source: Authors' Field Survey, (2024)

Table 1 highlights profile of the respondents. It shows that 246 (63.9%) respondents were males, while 139 (36.1%) respondents were female, implying that male constituted more of the sampled respondents. In ascertaining ages of the respondents, 97 (25.2%) respondents were within the ages of 20-30 years; 228 (59.2%) respondents were within 31-40 years, 57 (14.8) were between 41-50 years; while 3(0.8%) respondents were within 51and above years. Likewise, the educational qualification of the respondents indicated that 11 (2.9%) respondents had Primary School Leaving Certificates, 26 (6.8%) possess Diploma, 223 (57.9%) had BSc/HND, while 17(4.4%) respondents had Ph.D suggesting that majority of the respondents possess Bachelors/Higher National Diploma. Similarly, income level of respondents showed that: 185(48.1%) respondents had income of ₦200,000-₦300,000; 112(29.1%) respondents had income of ₦301,000-₦400,000; 43 (11.2%) respondents had income of ₦401, 000-₦500, 000; 28(7.3%) respondents had income of ₦501,000-₦600, 000; while, 17(4.4%) respondents had had income of ₦601,000 and above.

Description of Variables

Responses to dependent and independent factors are described in this section. Strongly agree = 5, agree = 4, unsure =3, disagree = 2, strongly disagree = 1, were the ratings. It was considered that when reading the mean score, values above 3 indicated that the majority of respondents agreed with the assertions, while values below 3 indicated that the majority of respondents disagreed with the statements.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin - Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.436 ^a	.190	.182	.49605	.190	22.313	4	380	.000	1.850

a. Predictors: (Constant), Ambush Promotion, Graffiti.Promotion, Ambient.Promotion, Viral.Promotion, Buzz.Promotion

b. Dependent Variable: REPEAT.PURCHASE

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.961	4	5.490	22.313	.000 ^b
	Residual	93.504	380	.246		
	Total	115.465	384			

a. Dependent Variable: REPEAT.PURCHASE

b. Predictors: (Constant), Ambush Promotion, Graffiti.Promotion, Ambient.Promotion, Viral.Promotion, Buzz.Promotion

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.888	.333		2.665	.008
Ambient Promotion	.266	.051	.245	5.206	.000
Viral. Marketing	.084	.056	.072	8.768	.000
Buzz. Marketing	.221	.049	.227	4.509	.000

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Graffiti Marketing	.173	.050	.172	3.438	.001
Ambush Promotion	.283	.032	.376	8.768	.000

R = .436^a; R² = .190; Adjusted R² = .182; F-Statistic = 22.313; F-Statistic (Prob.) = .000^b; N = 385; Dependent Variable: Repeat Purchase

The table 2 reveals that repeat purchase had significant relationship with ambient marketing ($\beta = 0.266$, $p = 0.000 < 0.05$), buzz marketing ($\beta = 0.221$, $p = 0.000 < 0.05$), graffiti marketing ($\beta = 0.173$, $p = 0.001 > 0.05$), ambush marketing ($\beta = 0.283$, $p = 0.000 < 0.05$) and viral marketing ($\beta = 0.084$, $p = 0.132 < 0.05$), had significant relationship with repeat purchase. The R value of 0.436 indicated that the determinants of unorthodox creative marketing had 43.6 had relationship with repeat purchase. The R² value of 0.190 in the regression indicated the strength of the model. That is, it showed the goodness of fit of the model and its ability in providing explanation to the determinants of preference. This specifically demonstrated that a combination of repeat purchase with ambush, ambient, viral, buzz and graffiti marketing brought about 19.0% changes in preference in Benin metropolis. The F-statistic (F 22.313=; $p = 0.000$), showed the significance of the determinants repeat purchase.

Descriptive Statistics of Variables

Table 3: Respondents Perceptions on Ambush Promotion

S/N	Parameters of Ambush Marketing	Responses					Mean (x)
		SA F (%)	A F (%)	U F (%)	D F (%)	SD F (%)	
30	The advertising campaign draw mine attention to its services	134 (34.8)	180 (46.8)	37 (9.6)	34 (8.8)		4.08
31	I was really surprise with advertisement effects put on by the hotel management.	114 (29.6)	200 (51.9)	40 (10.4)	26 (6.8)	5 (1.3)	4.02
32	I enjoyed the pleasant atmosphere put on by the hotel advertising campaign team.	100 (26.0)	169 (43.9)	69 (17.9)	35 (9.1)	12 (3.1)	3.81
33	The excitement display put on by the hotel	88 (22.9)	169 (43.9)	56 (14.5)	48 (12.5)	24 (6.2)	3.65

	publicity team really encourages me to lodge						
	Average	109 (28.33)	180 (46.63)	51 (13.1)	36 (9.3)	10 (2.65)	3.89

Table 3 above shows an average of 3.89 out of the maximum of 5, which is a strong indication of the respondents' positive evaluation of ambush marketing on customer loyalty in hotel services in Benin metropolis. It also clearly shows that, a significant proportion of respondents, 28.33% and 46.63% strongly agreed and agreed to the statements respectively. On the other hand, 9.3% and 2.65% disagreed and strongly disagreed to the statements respectively, while 13.1% were undecided.

Table 4: Respondents Perceptions on Ambient Promotion

S/N	Parameters of Ambient Marketing	Responses					Mean (x)
		SA F (%)	A F (%)	U F (%)	D F (%)	SD F (%)	
26	I like the room colour separation and lightening decoration, it is unique.	134 (34.8)	180 (46.8)	37 (9.6)	34 (8.8)		4.08
27	The strategic placement of the furniture, fittings and the appliances are pretty nice.	114 (29.6)	200 (51.9)	40 (10.4)	26 (6.8)	5 (1.3)	4.02
28	I enjoyed the sensational display of lightening and the musical displayed. It is full of surprises and fun.	100 (26.4)	169 (43.9)	69 (17.9)	35 (9.1)	12 (3.1)	3.81
29	I like the flower and wall decoration the hotel	88 (22.9)	169 (43.9)	56 (14.5)	48 (12.5)	24 (6.2)	3.65
	Average	109 (28.43)	180 (46.63)	51 (13.1)	36 (9.3)	10 (2.65)	3.89

Table 4. above shows an average of 3.89 out of the maximum of 5, which is a strong indication of the respondents' positive evaluation of ambient marketing on customer loyalty in hotel services in Benin metropolis. It also clearly shows that, a significant proportion of respondents, 28.43% and 46.63% strongly agreed and agreed to the statements respectively. On the other hand, 9.3% and 2.65% disagreed and strongly disagreed to the statements respectively, while 13.1% were undecided.

Table 5: Respondents Perceptions on Viral Marketing

S/N	Parameters of Viral Marketing	Responses					Mean (x)
		SA F (%)	A F (%)	U F (%)	D F (%)	SD F (%)	
22	Through the hotel YouTube channel I can view the hotel rooms to make a choice	153 (39.7)	191 (49.6)	20 (5.2)	13 (3.4)	8 (2.1)	4.22
23	Through the hotel Instagram page, I was able to view the hotel surrounding..	116 (30.1)	221 (57.4)	22 (5.7)	18 (4.7)	8 (2.1)	4.09
24	I usually use my twitter account to book for hotel service.	87 (22.6)	177 (46.0)	73 (19.0)	33 (8.6)	15 (3.9)	3.75
25	With the hotel facebook account, I was able to know the room prices and bed sizes.	116 (30.1)	175 (45.5)	43 (11.2)	22 (5.7)	29 (7.5)	3.85
Average		118 (30.63)	191 (49.63)	40 (10.28)	22 (5.6)	15 (3.9)	3.98

Table 5 above shows an average of 3.98 out of the maximum of 5, which is a strong indication of the respondents' positive evaluation of viral marketing on customer loyalty in hotel services in Benin metropolis. It also clearly shows that, a significant proportion of respondents, 30.63% and 49.63% strongly agreed and agreed to the statements respectively. On the other hand, 5.6% and 3.9% disagreed and strongly disagreed to the statements respectively, while 10.28% were undecided.

Table 6: Respondents Perceptions on Buzz Marketing

S/N	Parameters of Buzz Marketing	Responses					Mean
		SA F (%)	A F (%)	U F (%)	D F (%)	SD F (%)	
34	I am really impressed with level of customer complaints handling through the hotel mail	117 (30.4)	204 (53.0)	40 (10.4)	17 (4.4)	7 (1.8)	4.06

35	The hotel management responds timely to me through calls and text messages in handling complaints.	83 (21.6)	248 (64.4)	32 (8.3)	20 (5.2)	2 (0.5)	4.01
36	The hotel usually sent me birthday messages through my twitter page.	85 (22.1)	132 (34.3)	71 (18.4)	79 (20.5)	18 (4.7)	3.49
37	I viewed about the hotel in YouTube, I was really overwhelmed with the positive comments	101 (26.2)	118 (30.6)	68 (17.7)	54 (14.0)	44 (11.4)	3.46
Average		97 (25.08)	176 (45.58)	53 (13.7)	43 (11.03)	18 (4.6)	3.76

Table 6: above shows an average of 3.76 out of the maximum of 5, which is a strong indication of the respondents’ positive evaluation of buzz marketing on customer loyalty in hotel services in Benin metropolis. It also clearly shows that, a significant proportion of respondents, 25.08% and 45.58% strongly agreed and agreed to the statements respectively. On the other hand, 11.03% and 4.6% disagreed and strongly disagreed to the statements respectively, while 13.7% were undecided.

Table 7: Respondents Perceptions on Graffiti Marketing

S/N	Parameters of Graffiti Marketing	Responses					Mean (x)
		SA F (%)	A F (%)	U F (%)	D F (%)	SD F (%)	
18	I like the amazing wall designs around the hotel premises.	150 (39.0)	156 (40.5)	40 (10.4)	27 (7.0)	12 (3.1)	4.05
19	The physical layout design is really entertaining, I like the drawing concept	100 (26.0)	201 (52.2)	48 (12.5)	27 (7.0)	9 (2.3)	3.92
20	I like the floor designs,	54	158	94	55	24	3.42

	it is really impressive.	(14.0)	(41.0)	(24.4)	(14.3)	(6.2)	
21	The hotel pool surrounding art work is amazing, I like the painting concepts	74 (19.2)	132 (34.3)	85 (22.1)	56 (14.6)	38 (9.9)	3.38
Average		95 (24.55)	162 (42)	67 (17.35)	41 (10.73)	21 (5.38)	3.69

Table 7: above shows an average of 3.69 out of the maximum of 5, which is a strong indication of the respondents' positive evaluation of graffiti marketing on customer loyalty in hotel services in Benin metropolis. It also clearly shows that, a significant proportion of respondents, 24.55% and 42% strongly agreed and agreed to the statements respectively. On the other hand, 10.73% and 5.38% disagreed and strongly disagreed to the statements respectively, while 17.35% were undecided.

Discussion of Findings

Having analyzed and interpreted the various results. Five research objectives were empirically tested in order to examine the relationship between unorthodox creative marketing and repeat purchase of hotel services in Benin City. First, it was observed that ambush promotion strategy was found to be statistically significant in the first place. This implied that a significant determinant of customer repeat purchase and ambush promotion strategy is a strong determinant of unorthodox creative marketing. This finding concurred to extant studies of Naem, Ajmal, Aabih and Shumaila (2018) who conducted a study on the impact of ambush marketing on customer attitude in National University of Computer and Emerging Sciences Islamabad, Pakistan. Second, it was determined that ambient promotion strategy significantly and favourably affected customers' propensity to make repeat purchases. According to our a priori expectations, it demonstrated a positive coefficient value with customer repeat purchase, suggesting that increasing ambient promotion as a stand-in for unorthodox creative marketing could boost repeat purchases. The finding is consistent with views of Nagwan and Mahmoud (2021), who examined an approach to design a creative ambient advertising in entertainment industry, Cairo Egypt. And the findings revealed results were presented with accepting average between 78% to 89%.

Third, the study found that viral promotion was statistically significant. This implied that viral promotion as a proxy for unorthodox creative marketing is strong strategy for enhancing customer repeat purchases. The result showed positive coefficient and conformed to our a priori expectation, such that increase in viral promotion as a proxy for unorthodox creative marketing could lead to increase in customer repeat purchase. This finding concurred to extant studies of Lawrence (2014), who carried out study on the impact of viral marketing on corporate brand reputation.

Fourthly, it was also revealed that buzz marketing was statistically significant indicating that it is strong determining strategy of unorthodox creative marketing and has positive relationship

for enhancing customer repeat purchase. The result indicated positive coefficient which is in line with our apriori expectation, such that an increase in buzz marketing as a proxy for unorthodox creative marketing could lead to increase in repeat purchase of hotel services. This is consistent with views and findings of Chi & Minh (2021), who conducted the impact of buzz marketing on customer e-WOM intention. This study confirms that buzz marketing, a popular marketing tactic in today's communications and business, significantly influences consumers' propensity to use electronic word of mouth (e-WOM).

Finally, it was discovered that graffiti promotion strategy was statistically significant, suggesting that this form of advertising has a considerable impact on clients repeat purchase. The apriori anticipation is supported by the positive coefficient value. The findings is supported with the findings of Yasir, Yasser, Fozan, Sana and Muhammad (2021) who examined the impact of unconventional marketing and graffiti brand image, evidence from millennial consumers in Pakistan. The study was an empirical investigation of the effectiveness of ambient marketing techniques in creating a positive brand image through mural art with brand advertising to reach the public and street art designing.

CONCLUSION AND RECOMMENDATIONS

The study looked at the connection between unconventional creative marketing and recurring business in Benin City's hotel sector. An approach known as unorthodox creative marketing aims to maximize results while utilizing the fewest resources possible. Unconventional creative marketing is a type of advertising that focuses on low-cost marketing strategies, which are primarily used by small businesses and produces unorthodox outcomes. An innovative, striking, and modern way to deploy an out-of-home advertising campaign to wow the public is through buzz, graffiti ambient, and ambush promotion. A lasting impression is the goal of unconventional marketing, which is accomplished by eliciting the surprise and diffusion effects at a minimal expense. A small number of businesses have started using unorthodox techniques, such unconventional marketing to attract customers because traditional communication means have proved unsuccessful. Unconventional creative marketing refers to pursuing the traditional objectives of growth, sales, and profits while employing unique techniques and a remarkably low budget.

The following recommendations were made;

- Small and medium-sized businesses should use a low-budget marketing and promotion strategy. The ambush promotion strategy will improve and allow hotel marketing managers to increase their market share.
- Hotel owners can save promotion budget costs by implementing ambient promotion strategies that can foster customer repeat purchases and preserve favourable impressions.
- In order for hotel owners to be successful in the modern business world, they must devote enough attention to viral promotion strategies. To better identify and connect with their target consumers, hotel marketers should integrate digital infrastructure into their operations.

- Buzz promotion strategy is a strong determining tool for marketing managers, continuous use of buzz promotion strategy will attract repeat purchases and boost sales
- Hotel owners should leverage more on their graffiti promotion strategy. Graffiti marketing is a growing concept with unique, attention-grabbing way of using an out of home advertising campaign to impress the audience.

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