

PRICING STRATEGIES AND PERFORMANCE OF TOURISTS' SITES IN DELTA STATE, NIGERIA

Iseh, Gloria Ndidi*

Department of Hospitality and Tourism Studies, Admiralty University of Nigeria, Ibusa, Delta State, Nigeria

Corresponding Author: Iseh, Gloria Ndidi

Department of Hospitality and Tourism Studies, Admiralty University of Nigeria, Ibusa, Delta State, Nigeria

Article History

Received: 02 / 04 / 2026

Accepted: 07 / 05 / 2026

Published: 19 / 05 / 2026

Abstract: The study investigated the relationship between pricing strategies and performance of selected tourists' sites in Delta State, Nigeria. Pricing strategies were the independent variables while performance was the dependent variables. The dimensions of pricing strategy covered in this study include discount, competitive and customer-based, whereas the dimensions of performance were customer satisfaction, patronage, and positive brand image. The hypotheses formulated for the study were subjected to statistical test using Pearson Product Moment Correlation Coefficient. This statistical technique was used to determine the strength of association of independent and dependent variables. The findings are the following: Tourist sites' competitive pricing strategy has significant relationship with customer satisfaction. Tourists' sites' competitive pricing strategy significant has relationship with patronage. Tourists' sites pricing strategy significantly influence positive brand image. There is significant relationship between customer-based pricing strategy of tourists' sites and customer satisfaction. Based on the findings of the study it was concluded that pricing of products and services of tourists' sites has become the cardinal attraction among tourists, and in some cases determines whether or not a tourist will repurchase a particular tourists' site or not. Based on the findings and Conclusion, it could be recommended that tourists' sites should always be flexible in price decision and embrace the rule of elasticity of demand which has it that when more demand are going for a product, price increases but when products are everywhere with few demands, they reduce price of the product or service. In effect, the researcher advises tourists' sites to consider using demand oriented (customer-based) pricing strategy for increasing repurchase. There should be employee training programme at regular intervals to sharpen their skill for implementing pricing strategies of their tourists' site and thereby be service-oriented to drive up positive brand image.

Keywords: Positive brand image, competitive pricing strategy, customer-based (demand oriented) pricing strategy, customer satisfaction, sales growth, tourism, tourists' site, and sales volume..

How to Cite in APA format: Iseh, G. N. (2026). PRICING STRATEGIES AND PERFORMANCE OF TOURISTS' SITES IN DELTA STATE, NIGERIA. *IRASS Journal of Arts, Humanities and Social Sciences*, 3(5), 42-51.

Introduction

In order to achieve a good record of market performance of tourism products and services, a number of factors are put into consideration while making pricing decision. One of such factors which has to be considered is pricing strategy. According to Kwan (2023), the success or otherwise profit of an enterprise is invariably linked to pricing. In this regard, pricing is a way to establish a foothold in the market. Anyanwu (2013), states that there are two main pricing strategies customer-based pricing strategy and competitive pricing strategy. In addition to these two strategies is discount pricing strategy. These three pricing strategies are used in this study to assess the performance of tourists' sites in the South-East, Nigeria.

Pricing is the most pliable element of the marketing mix; the only one that generates profit or revenue. Boztug (2015) states that pricing embodies a multitude of concepts which focused on how the company decides prices for its offering based on multiple factors such as cost, customers, and competitors. In ordinary parlance, pricing is the act of selling or fixing price of product or service. It can also be referred to as the interaction between the seller and buyer over the actual worth of product or service offered for sale. According to Kwan and Kalemela (2014), pricing is the

process of ascertaining and allocating prices for services based on consideration of certain factors including cost of service delivery, return on investment and profit projection, pricing objective and competition.

Pricing is important to selling of tourism products and services, especially in a competitive market as in the tourism industry. Based on that, there is need to identify pricing strategies adopted by tourists' sites in the Delta State, for them to achieve desired performance. In adopting pricing strategies, basic factors such as customers, competitors and cost of delivery influence the price decisions. Hence price is the major factor in the attractiveness of most tourists destinations, in terms of patronage (customer retention) price decision need to be attractive to tourists (Bozug, 2015).

Coleman (2018) sees pricing strategy as the value that is put to a product or service and is the result of a complex set of calculations: research and risk taking ability. The author further opines that pricing strategy takes into account of segments ability to pay, market conditions, competitor actions, trade margins and input cost among customers and against competitors.



Little are known of the extent to which adoption of pricing strategies such as competitive consumer-based and discount pricing strategies can be used to enhance performance of tourists' sites in the Delta State, Nigeria. In ordinary parlance, performance is defined as how well a person or organization does a piece of work or an activity. Performance of a firm can be measured through sales, revenue, market share, profitability, competitiveness, customer satisfaction and brand image. Thus, organization's performance is the comparison of an organization's goals and objectives with its actual performance (Poole & Warner, 2013). According to Amanze and Sondengam (2014) performance encompasses two specific areas of firm outcomes which include:

1. Financial performance (profit return on asset, return on investment etc).
2. Product market performance (sales growth, market shares, sales volume, etc.).

To Poole and Warner (2013) financial performances is a subjective measure of how well an organization can use assets from the primary mode of business and generate revenue

Globally, pricing strategies have continued to strive for more significant market performance, with increased competition in the tourism industry being between pricing strategies and firm within a destination (Dwyer, Dragicevic, Amanski, Mihalic and Cvelbar, 2014).

For the purpose of achieving a reasonable performance, tourists' sites require identifying their key strengths in terms of pricing besides positioning themselves in an approach that exceeds competition in the market. (Surugin & Surugin, 2015).

Tourists' sites performance could be achieved through adoption of competitive pricing, customer-based pricing and discount pricing strategies. But in a situation where tourist's sites organizations in the Delta State may not be fully conversant with viable pricing regime leaves much to be desired. The tourist sites are faced with challenges of too low price in some cases and pricing out of the market due to high price of their products and services. In this case, they may not be aware of the pricing strategy to adopt in a given market condition (Achike, 2021).

It has been revealed that proper pricing of tourists' sites products and services offered in the market encourages tourists to visit and purchase the product and services. Nonetheless inefficient execution of pricing strategies by tourists' sites operator's impact negatively on their performance (Mweti, Nyang'au & Ayora, 2021). This observation could not be far from the situation in the tourists' sites operating in the Delta State, Nigeria. Although, the tourists' sites may have at hand, self acclaimed tourism marketing experts, but the outcome of their pricing decisions can reveal that some of them do not have knowledge of marketing domiciled in tourism to take charge of all marketing operations particularly pricing tourists' sites products and services. Effective pricing of tourists' sites in Delta State call for collaborative efforts among operators and tourism marketing professionals to achieve desired performance (Echeta, 2016).

African nations including Nigeria continually place more emphasis in tourism as a source of economic growth. It is evident that tourism industry is becoming really competitive (Harley, 2009). For this reason competition oriented pricing strategies must be developed and policies be formulated to ensure acquisition of the largest share of tourists for the tourists' sites. In this regard Zhu & Sarkis, (2016) postulates that pricing strategies such as

competitive, consumer-based (demand oriented) and discount are critical to every tourism enterprise's performance and that there exist a direct link between their applications and performance in line with revenue and repurchase. In effect, all tourists' sites require pricing strategies to perform well and retain their competitiveness in the tourism sector. In view of the dynamic state of tourism industry, tourist's sites in the South-East could adjust their pricing strategies frequently to contend with the varying needs in the tourists, besides enhancing their performance.

The performance of tourists' sites operating in Delta State, Nigeria has not been entirely exploited over the years as evidence by the low levels of customer satisfaction, patronage and brand image. *Avolio et al.*, (2016) opine that customer satisfaction emphasizes delivering satisfaction to customers and obtaining profits in return. Patronage of tourism site indicates how regular products or services are being purchased or demanded within a particular time frame. However, brand image are those attributes or qualities that customers or tourists perceive about a product/service (Boroma, 2013).

Nigeria's tourism assets particularly tourists' sites, especially those located in the Delta State are among the most fascinating both nationally and internationally. However, lack of appropriate use of pricing strategies may be affecting performance of tourist's sites in Delta State, Nigeria. For instance, growth of tourism in recent times in the Delta State is at low level in spite of the different tourist's sites located in various states of the zone (*Ferreira et al.*, 2018)

According to Ajake (2015) the effective performance of tourist's sites justifies the success of pricing strategies adopted by the tourist's site. The question now are, managers of tourists' sites in Delta State familiar with the significance of competitive customer-based and, discount pricing strategies towards performance of tourists' sites. It is the responsibility of this study to provide answer to this question. This justifies the need to examine the effect of pricing strategies on performance of tourists' sites in Delta State, Nigeria.

Regardless of the assertion by *Albrecht et al.*, (2023) that marketing (in this context/ pricing) fosters a positive image and eventually enhance industry performance, the influence pricing strategies bear on performance of tourists' sites in Delta State is yet to be investigated. In recent times, are indications of drastic drop in tourist presence in Delta State, especially for visitors that patronize tourist's sites in the zone. Knowledge of how pricing strategies relate to tourists' sites performance is still limited among the operators of tourists' sites enterprises in the Delta State (Kahyarara & Michallo, 2008).

In effect the relationship between pricing strategies, like competitive, customer-based and discount pricing and the performance of tourists' sites in Delta State has not been exhaustively established. This is because the adoption of competitive, customer-based, and discount pricing strategies may have solved, the issue of patronage, (customer retention) customer satisfaction and positive brand image confronting tourists' sites in Delta State. The researcher consider, this as a gap, which the present study attempts to fill by empirically investigating the effect of competitive customer-based and discount pricing strategies on tourists' sites performance in terms of patronage, customer satisfaction (customer retention) and positive brand image, using tourists' sites in neglected Delta State as point of reference. The

examination of the problem stated above will help to fill the gap identified.

Objectives of the Study

The broad objective of the study is to examine the relationship between pricing strategies and performance of tourists' sites in neglected Delta State, Nigeria

Specifically, the study seeks to:

1. assess the relationship between competitive pricing strategy and customer satisfaction in Delta State, Nigeria;
2. examine the relationship between competitive pricing strategy and patronage of tourist-site;
3. investigate influence of competitive pricing strategy on positive brand images;
4. assess the relationship between customer-based pricing strategy and customer satisfaction;

Research Questions

The following research questions were formulated from the research objectives to guide the researcher in data collection.

1. What is the extent of relationship between competitive pricing strategy and customer satisfaction for tourists' sites in Delta State, Nigeria?
2. To what extent is competitive pricing strategy related to patronage of tourist sites?
3. To what extent competitive pricing strategy influence tourists' sites positive brand image?
4. What is the extent of relationship between customer-based pricing strategy of tourist sites and customer satisfaction?

Hypotheses

The following hypotheses are formed in null form

- **Ho₁:** There is no significant relationship between competitive pricing strategy and customer satisfaction.
- **Ho₂:** Competitive pricing strategy has no significant relationship with patronage of tourist' sites in neglected Delta State, Nigeria.
- **Ho₃:** Tourist sites' competitive pricing strategy has no significant influence on positive brand image.
- **Ho₄:** There is no significant relationship between customer-based pricing strategy of tourist sites and customer satisfaction.

Review of Related Literature

Theoretical Review

Pricing Strategy Theory

According to Griffin (2017) price is the only element in the marketing mix that produces revenue, others represent costs. However, choosing the right price for every product helps send the correct price quality signal. Griffin (2017) posits that the price signaling occurs when the cost of something reflects the products perceived quality. Whether or not an organizations product is best quality for the price, your pricing strategy aims to convince the buyer. Hilesh (2017) posits that in pricing theory, pricing is neither cost-based, demand based nor competition based. Tourist sites set

prices based purely on production costs and the desired profit without considering the demand. In demand based pricing, consumers research helps to ascertain the acceptable price range, the company can determine profit and cost requirements within that range. While in competition based pricing, the company sets their prices based on their competitors. The theory however summarizes that it depends on consumer's loyalty or brand differences, a company might be selling their product at above or below market price.

However, this theory advices every business organization including tourist sites to always use premium pricing whenever they have a serious advantage over the competitors. It also stipulates that company can charge a high price for uniqueness of every product and services, because when they are new to a market, there is need to gain customers loyalty. The theory also emphasizes that an organization who wishes to do better can try penetration pricing which allows a tourist site to set prices of their products extra low to gain market share and then raise them later.

Marketing Mix Theory

Harvey. Specier and Novecevic (2014) posit that the idea of a marketing mix is to organize all aspects of the marketing plans around the habits, desire and psychology of the target market. This orientation considers marketing as it applies to the theory of 4P' where the first "P" is product and takes into account its design, features and competitors. The second "P", price is a factor that can be adjusted to manage demand, to determine profit margin and to drive market share. Promotion is the third "P". It seeks to find which media to engage in order to make the right people aware of the product benefit and which Slogans tag line and Logos will resonate with the target market. Placement is the fourth "P", which determines where and how potential customers can access the products. Young people may want to browse, buy and pay online. Others prefer the personal service of a transfer salesperson. The theory is important because it enables the tourist site to package their products to the satisfaction of the tourist or customers after applying the marketing strategies. The second P, price now enables the tourist Site managers to ensure that the amount of tourist products are affordable and will enable them to excel in the market. Promotion which enables the tourist sites to choose media that can best suit or capture their customers and that will affect performance. Lastly the place which determines how tourist can be reached, at this point location of the tourist site is important, the theory holds that it does not matter the strategy employed the attraction must be accessible and how you intend reaching them must be considered a do or die, otherwise, it will affect the performance of the organization financially and even in market performance.

Empirical Review

This work reviewed some past studies

Prisync and Co. (2024) Studied competitive pricing definition, pros and cons in Holland and came out with the following result: Can't you just price your products based on costs and target profit margins? What's the worst thing that could happen if you ignored competitor prices? You'd have few people visiting your store and even fewer buying stuff. In other words, you'd lose sales. We understand that competitive pricing seems confusing, yet it meets the needs of online retailers. If you're ready, let's break down what competitive pricing is. Explain it with a real-life examples, and discuss the benefits and drawbacks in the FAQ section.

Prisync and Co (2024) worked on a topic, Real Life Competitive Pricing Strategies in Holland and found out: It's a strategy where businesses take competitor prices into account while setting their own prices. They do it because online shoppers compare prices before deciding where to buy. As you can see in the image below, consumers have a path between triggers and purchase. Moreover, in this 'messy middle', consumers compare online prices. In order not to lose sales, e-commerce store owners must have competitive prices. Competitor Prices source, this is an example of four stores that implement this strategy. Also, that means they all keep track of each other's prices to make sure their own offers are competitive. As an online retailer, you have many competitors to keep track of. So you need a solid data collection system and a deeper pricing analysis. What's more, you must be able to respond immediately to competitors' price changes. Manually tracking 100 product prices from 10 competitor websites takes 12,5 hours, so we strongly advise price tracking automation. Using a price tracking and dynamic pricing tool can give you many advantages. For example, you can opt for: The cheapest positioning in the market, The average positioning where most competitors are clustered, The highest price positioning where luxury brands are clustered, So, the dynamic pricing rules you set determine where you're positioned against competitors.

Real-life examples Like the one we've done here, consumers can easily conduct a price search before buying anything, and nearly all do so. That's why online stores track each others' prices and try to remain competitive. But not everyone wants to position it as the cheapest.

Prisync and Co, (2024) Study on Price Tracking Automation in Holland had results as: Using a price tracking and dynamic pricing tool can give you many advantages. It can easily lead to : the cheapest positioning in the market the average positioning where most competitors are clustered the highest price positioning where luxury brands are clustered. So, the dynamic pricing rules you set determine where you're positioned against competitors. When you target high-end customers and offer premium products, it's better to price above competitors. It'll result in fat margins but also, low conversions. But if you want to target a large audience, you must offer competitive prices. Of course, we are talking about two extremes, so there are thousands of different price points in between these positions. Pursuing competitive pricing doesn't mean fixing prices to a competitor's. Rather, it means taking competitor prices as a major factor when testing out different price points

Price Spider (2024) Effect of Competitive Pricing Strategies on Positive Brand Image (USA) with an Oral interview method, came out with the results: How price contributes to brand image knowing that the price of your merchandise has a big impact beyond just your brand's sales and profits. Higher prices, for example, can help mitigate high material costs while establishing a premium brand image. On the other end of the spectrum, lower prices can serve to undercut the competition and provide customers with the best bang for their buck. Prime Pay pointed out that companies make a range of important considerations when they establish their pricing strategy, including: The ability to compete in the marketplace, especially among brands providing similar products, The reach of the organization's distribution network, The demographics and preferences of the brand's specific customer audience, The cost of inventory production, Retail markup, The potential for sales or discounts.

Prince Spider and Tracy Sandiland (2024) in their article titles comparing competitive pricing strategies with brand equity on the other Handsusa conducted with public oral interview said: pricing and brand equity is one of the most important considerations to make here involves the equity of your brand. your company's equity refers to the commercial value that your brand holds, as well as its overall perception in the marketplace, with customers and among competitors. "the effect of a discount or competition pricing strategy can create an image of second-rate products, which could have a negative effect on the brand's equity," Sandilands wrote. "with niche brands, such as Chanel, Mercedes Benz or Rolex, the price is an aspect that the customers of the brand enjoy. it adds meaning and value to their purchase and sets the product apart from its competition. this makes the pricing strategy an important and integral aspect of the product's brand equity." luxury or high-end merchants, on the other hand, may be doing more harm than good when they put a discount strategy in place. because these types of retailers create a brand image of quality, sophistication and exclusivity, offering discounted inventory may be tarnishing this view with customers. small business contributor Tracey Sandilands noted that pricing can have a significant impact on brand equity, including from perspectives like discounted and everyday low pricing. for instance, brands seeking to compete with other discount retailers will offer the lowest prices possible. and because their brands are built upon a commitment to low-cost inventory, this will only benefit these companies' equity. Maintaining a minimum advertised price while it can be tempting to adjust a brand's price to increase its competition in the marketplace, this is not always a winning strategy and it can have a larger-than-expected impact on brand image. this especially true with a company's customer audience – as killian branding noted, although customers may not have a brand's pricing scale memorized, chances are good that they are able to gauge merchandise prices in comparison with other, similar products. "quality and price do not exist as isolated concepts in consumers' minds. they are interrelated," kalian branding pointed out. "research has shown that deep discounts do cause the consumer to believe that something is wrong. frequent discounting serves to lower the value of the brand because of an almost subconscious reaction by the consumer who believes that quality also has been lowered."

Research Gap of Literature

This study was on the application of pricing strategies on performance of tourists' sites in South-East, Nigeria. Many researchers have been conducted on marketing strategies and performance of organizations generally but more are needed to complement to the ones available both in South-East and outside the South-East zone. Most researchers done in the effect of pricing strategies and performance of organization which the researcher assessed never focused on tourists sites in the South-East, Nigeria. There are few researches on the application of pricing strategies and performance of tourists' sites in South-East and this work will equally add to the available researches and literature.

Enough researches have not been conducted on pricing strategies using patronage, customer satisfaction and brand image as the dependent variables as the correlate to the three independent variable which are skimming penetration and discount pricing strategies. In effect, the existing gap is in the fact that no research had focused on pricing strategies on performance of tourists sites in the South-East,, especially a research which focused on the same tourists sites which this study focused on.

Methodology

The researcher adopted survey research design. The population of this study is the entire senior personnel of the selected tourism sites grouped as management staff, senior staff and supervisors. In this regard, the population of the study for staff is definite and is 215.

$$n = \frac{N}{1 + N(e)^2}$$

Source: Ogbuoshi, 2006

Where,

- n = Sample Size
- I = Population
- I = Tolerable error assume at 5%
- I = Constant value

Using the Taro Yamane formula, the sample size for the staff is determined.

$$n = \frac{215}{1 + 215 (0.05)^2}$$

$$n = \frac{215}{1 + 215 (0.0025)}$$

$$n = \frac{215}{1 + 0.5375}$$

$$n = \frac{215}{1.5375} = \frac{215}{1.5}$$

Sample size for staff is 143

The sample size comprises of the managers, junior staff and supervisors of the selected tourists’ sites who are knowledgeable about the information required by the researcher. Out of the 143 questionnaires distributed, one hundred and thirty-nine (139) were retrieved while one hundred and thirty-six (136) were useful.

Sampling Procedure

The researcher used non-probability sampling technique in selecting the sample for the study. In effect, purposive/judementall sampling technique was adopted in selecting the sample size.

Method of Data Collection

The researcher used survey method to collect primary data with the research instrument which is questionnaire.

Data Analysis Technique

The data collected with the questionnaire were presented on frequency distribution tables and analyzed with simple percentage, mean and standard deviation. To analyze data which centered on the thematic variables, descriptive statistics – mean and standard deviation were used.

For test of hypotheses formulated for the study the researcher used statistical tool known as Pearson Product Moment technique. The formula to be used is:

$$r = \frac{\sum(x - \bar{x}) (Y - \bar{Y})}{\sqrt{\sum (x - \bar{x})^2 (Y - \bar{Y})^2}}$$

Which can be shown to be equal to:

$$r = \frac{\sum xy - nxy}{\sqrt{(n - 1) SD (x)) SD (Y)}}$$

Source: [https://www.bmj.com\(2018\)](https://www.bmj.com(2018))

Where,

R = Correlation Coefficient (Pearson r)

Determination of Sample Size for Staff

Sample size of staff was determined using Taro Yamane statistical formula Taro Yamane is used because population of staff is known. Taro Yamane formula is stated thus:

n = number of pairs of scores

$\sum xy$ = sum of the product of paired scores

SD = standard deviation

X = value of independent variable

Y = value of the dependent variable

Decision Rule

Accept Ho, if r table is greater than r calculated, alternatively, the null hypothesis will be rejected if the r value is greater than the level of significance (0.05), otherwise the null hypothesis is accepted.

Data Presentation, Analysis and Interpretation

Data Presentation

Demographic Information of Respondents

Table 4.1.3: Distribution of Respondents according to Gender

Gender	Frequency	Percent
Female	46	33.8
Male	90	66.2
Total	136	100%

Source: Field Survey, 2025

Table 4.1.3 shows that 46 respondents representing 33.8% are females and 90 respondents representing 66.2% are males. This suggests that most of the respondents in this study were males having accounted for the highest 90, out of 136 respondents in the study.

Table 4.1.4: Frequency Distribution of Respondents According to Age

Age Range	Frequency	Percent
21-30years	30	22.1
31-40years	27	19.8
41-50years	36	26.5
50- 60years	23	16.9
61years and above	20	14.7
Total	136	100%

Source: Field Survey, 2025

Table 4.1.4 shows that 30 respondents representing 22.1% are within the age range of 21-30, 27 respondents representing 19.8% fall within age bracket of 31-40; 36 respondents corresponding to 26.5% are within the age bracket of 41-50; 23 respondents corresponding to 16.9% are within the age range of 51-60, and 20 respondents representing 14.7% are within the age range of 6 and above. This implies that the respondents are matured.

Table 4.1.5: Distribution of Respondents according to Level/Position

Position/Level	Frequency	Percent
----------------	-----------	---------

Management Staff	40	29.4
Senior Staff	60	44.1
Junior Staff	36	26.5
Total	136	100%

Source: Field Survey, 2025

Table 4.1.5 indicates that 40 respondents corresponding to 29.4% are management staff, 60 respondents corresponding to 44.1% are senior staff, and 36 respondents corresponding to 26.5% are the junior staff.

Table 4.1.6: Distribution of Respondents according to Level of Education acquired

Educational Level	Frequency	Percent
F.S.L.C	20	14.7
O'Level	46	33.8
B.Sc/B.A	23	16.9
HND	27	19.9
OND/NCE	20	14.7
Total	136	100%

Source: Field Survey, 2025

Table 4.1.6 shows that 20 respondents representing 14.7% have F.S.L.C (First School Leaving Certificate, 46 respondents corresponding to 33.8% possess O'level Certificates, 23 respondents representing 16.9% are holder of B.Sc or B.A respectively; 27 respondents representing 19.9% possess HND, and 20 respondents representing 14.7% have OND or NCE as the case may be. This implies that most of the respondents in this study are educated, meaning that all the respondents can read and understand the questions and statements used in the questionnaire making it possible to express their views concerning the questionnaire items.

Table 4.1.7: Frequency Distribution of Respondents According to Marital Status

Marital Status	Frequency	Percent
Married	76	55.9

Single	50	36.8
Widow	10	7.4
Total	136	100%

Source: Field Survey, 2025

Table 4.1.7 shows that 76 respondents representing 55.9% are married, 50 respondents corresponding to 36.8% and 10 respondents representing 7.4%.

Test of Hypotheses

Table 4.3.1: Hypotheses Test Results

S/N	Hypotheses	Statistical Tools Applied (Software R)	
H ₁	Competitive pricing Strategy has significant effect on customer satisfaction	Pearson Correlation = 0.88	Valid
H ₂	Tourists' sites competitive pricing strategy significantly affect patronage of tourists' sites	Pearson Correlation = 0.89	Valid
H ₃	Competitive pricing strategy has significant effect on positive brand image	Pearson Correlation = 0.85	Valid
H ₄	There is significant relationship between customer-based pricing strategy of tourist's sites and customer satisfaction	Pearson Correlation = 0.87	Valid

Discussion of Findings

The major findings of this study are discussed thus: In hypotheses one, it was discovered that competitive pricing strategy has significant effect customer satisfaction. This is because the Pearson Correlation coefficient(r) is 0.88 which is highly valuable. This is in line with the discovery of Kwan and Kalemela (2014) which states that competitive pricing influences travelers to travel by air which leads to customer satisfaction. This means that competitive pricing strategy creates the opportunity for tourists to choose tourists sites that offer reasonable price than the others. In competitive pricing system firms are cautious of the price set by competitors in order not to price themselves out of businesses. This is an advantage to the consumers as the make choice of products or services based on quality and fair price. This finding agrees with marketing orientation theory which emphasizes on offering price to tourists which will attract them more than the visit other competitors.

In hypotheses two, the coefficient of Pearson Correlation (Pearson R) is 8.9. This indicates that there is a positive relationship between competitive pricing strategy and patronage of tourists' sites. This finding is in line with the results obtained by Mbithi, Muturi and Rambo (2015), Kwan and Kalemela (2014) who separately adduced that competitive pricing strategy influence patronage. Tourists prefer to patronage tourists' sites that offer

them competitive price. Again this finding agrees with the theory on which this research is anchored as the finding established the relationship between competitive pricing and patronage or repurchase intention.

The Pearson Correlation Coefficient of competitive pricing strategy for hypothesis three is 0.85. This means that competitive pricing strategy also has significant effect on positive brand image. The finding of this study is in line with the findings of Tamera Ljupco and Bogdanka (2014) whose results showed that competitive or competition oriented pricing determines the image and structure of a business organization. The procedure used in this case will determine market performance of tourists' site. The result also agrees with the findings of Aduba (2014) whose result revealed that price of a product plays a significant role in buying decisions of product users. In this base the competitors pricing affects the price of the other tourists' sites which affects the brand image in terms of the value tourist place on the tourists' site. Price affects the image of an organization either in a negative way or in a positive manner. Therefore this finding agrees with the theory of anchored which stressed on the importance of using pricing to create positive image in the mind of the tourists.

For hypothesis four, it was revealed that there is significant relationship between customer-based pricing strategy of tourists' sites and customer satisfaction. This is because the Pearson Correlation Coefficient (Pearson R) is 0.87 against the 0.05 level of significance. This is because when a tourist site implement customer-based (demand-oriented) pricing strategy there is the tendency that the price offer will match the quality of service offer which will engender customer satisfaction. This finding is in line with the finding made by Kabote Machiri and Venga Sayi (2014) which indicated that tourists in Zimbabwe were price sensitive to products.

In effect pricing system adopted by tourist site need to be in tandem with customer demand in order to create atmosphere of customers satisfaction. This finding also agrees with Bhathacharya (2015) whose result revealed that customer based pricing strategies if employed help the tourism organization enhance customer satisfactions which add value to overall performance matrix.

Summary, Conclusion and Recommendations

The chapter deals with Summary, Conclusion and Recommendations emanating from the research findings.

Conclusion

Based on the findings of the study it was concluded that pricing of products and services of tourists' sites has become the cardinal attraction among tourists, and in some cases determines whether or not a tourist will repurchase a particular tourists' site or not. Therefore, understanding pricing and its dimensionality by tourists' sites operation, managers and staff will no doubt help in manipulating the dimensions of the satisfaction of tourists and achievement of desired performance. Performance of tourists' sites is considered a significant determining factor for sustainability of operational efficiency and attractiveness of tourists' sites. In effect, pricing strategies are considered significant instruments for driving up customer/tourist satisfaction, repurchase and positive brand image. This research uphold the fact that patronage, tourist satisfaction and positive brand image of tourists' sites are dependent on the pricing strategies- that is customer-based, competitive and discount pricing strategies. The researcher concludes that pricing strategies used in this study as independent

variables are effective tools for increased performance of tourists site in Delta State, Nigeria.

Recommendations

Based on the findings and Conclusion, the following Recommendations were made.

Tourists' sites should always be flexible in price decision and embrace the rule of elasticity of demand which has it that when more demand are going for a product, price increases but when products are everywhere with few demand, they reduce price of the product or service. In effect, the researcher advises tourists' sites to consider using demand oriented (customer-based) pricing strategy for increasing repurchase.

There should be employee training programme at regular intervals to sharpen their skill for implementing pricing strategies of their tourists' site and thereby be service-oriented to drive up positive brand image.

Management should endeavour to identify the strength and weaknesses of the competitors before adopting competitive pricing strategy to maintain customer satisfaction and positive brand image.

Tourists' sites should adopt adaptable pricing strategies with range of options for implementation in unforeseen situation. In this regard, emphasis is on adopting discount pricing strategy to retain the tourists or customers.

The need to monitor or assess consumer behaviour in tourists' site operation cannot be over emphasized. Hence, tourists' sites should monitor tourists' behaviour in order to adopt pricing strategy that is customer-based to sustain customer satisfaction.

The quality of tourist site service and its marked coverage (market share) as compared to the competitors or market situation need to be regularly assessed before adopting a particular pricing strategy to maintain positive brand image.

Suggestion for Further Research

The researcher suggests that similar study be carried out in other tourists' sites located outside Delta State, Nigeria to ascertain the variation in the two models and limited number of tourists' sites be studied instead of many tourists' sites which were more cumbersome.

A comparative study of pricing strategies of tourists' sites and hospitality establishments and the impact on their performances is suggested. This is to ascertain if there is significant difference between pricing strategies of tourists' site and pricing strategies of hospitality establishment such as hotel.

Limitations of the Study

There is no research that is problem-free. This study is not an exception. In the course of conducting the research, the researcher experienced some conditions which tried to militate against the accomplishment of the research objectives. Among the limitations are:

Research Apathy: It is a well-known issue that researchers in this part of the world face challenges in engaging respondents during research process, especially in collecting data from people. This was one of the major limitations of this study. Some respondents showed lack of interest in accepting to fill the rating scale given to them. This nearly marred data collection during the field work.

Lack of Relevant Literature: There was lack of literature on the subject matter, especially related researches done concerning the selected tourists' sites. The researcher relied on information outside South east, Nigeria

Lack of Knowledge of Advanced Statistics: The researcher lacks the knowledge of advanced statistics, and this led the researcher to consult a statistician who carried out test of hypotheses using computer package of (Special Package for Social Science, SPSS). This attracted reasonable cost which added to the cost of producing the finished work.

References

1. Abid, H. (2022), A review on the most common pricing strategies. *International Journal of Finance, Insurance and Risk Management*
2. Achike, E. (2021) The effect of promotional Strategies on Performance of Cultural Tourism Firms I Imo State as a focal point. *IT and telecom digest Lagos*
3. Aduba, P. (2014), Motivational Influences of Customers in South-East, Nigeria, Master's Thesis Submitted to the Department of Marketing, University of Nigeria, Enugu State
4. Ajake, A. O. (2015) Influence of Marketing Strategies on Tourists Choice of Destination Area in Cross River State, Nigeria. *American Journal of Tourism Management*, 4(3) 61-76 Doi:10.5923/v.tourism .20150403.03
5. Al-Azzam, A.F. (2016) The Impact of Customer Relationship Management on the Hotels Performance in Jordan *International Journal of Business Studies*. 2, 1 p197-213.
6. Albrecht, M.G., Green, M. & Hoffman, L. (2023) *Principles of Marketing* Open Star Rice University
7. Amanze, C.N & Sondengam, B.K.A (2014) Analysis of Marketing Strategies of Service Companies, Masters' Thesis, Submitted to the School of Management, Bleking Institute of Technology, Retrieved Feb/13/2018 from <http://www.google.com.ng>.
8. Ammar, S. (2016), Evaluating pricing policies applied to Tour Operators and Travel Agents in Egypt *Journal of Association of Arab Universities for Tourism and Hospitality* 13(1), 107-116
9. Anderson, P.E. (2014), Marketing Strategic Planning and the Theory of the Firm, *European Journal of Marketing*, 49, Retrieved Jan. 10, 2018 from
10. Anyanwu, A. (2016) *Marketing Management and Strategy*, Owerri: Avan global Publications.
11. Anyanwu, A. (2013) *Research Methodology in Business and Social Sciences*, Owerri: Avan Global
12. Assaf, A.G., & Josiassen, A. (2012) Identifying and ranking the determinants of tourism performance: A global investigation. *Journal of Travel Research* 51(4) 388-399
13. Atoevna, T.S., Kodirovna, B.S., & Oktyamovna, A.S. (2020), Features and methods of formation of the cost of tour packages, *Academy* 12(63), 49-51
14. Avlonitis G.J., Indounas K. A. (2006), Pricing Practices of Service Organization, *Journal of service Marketing*, 20(5), 346-356
15. Avlontis G. & Indounas K. (2007), An Empirical Examination of the Pricing Policies and their Antecedents in the Services Sector, *European Journal of Marketing* Vol. 41 (7/8) pages 740-764

16. Avolio, B.J, Waldman, D.A and McDaniel, M.A. (2016), Age and Work Performance in occupational and Organizational Psychology. Vol. 72 no. v. Retrieved March 21, 2018 from www.google.com
17. Boroma, T.V (2013) The marketing Edge: Making Strategies Work (5th ed.) New York: free press.
18. Boztug, Y (2015) Pricing Strategy-Introduction Released on 04.11.2015, Read on 03.10.2023. <https://www.unigoettingen.de/de/document/download/46c94bfdbcad26408ce8b6ad199f971b.pd/pricing%20lecture%2001%20>
19. Boztug, Y. (2023) Pricing Strategy introduction published online on <https://www.unigoettingen.de/de/document/download/46c94bfdbcad26408ce8b6ad199f971b.pd/pricing%20lecture%2001%20>
20. Buiga, A, Stegorean, R. Chris, A & Lazaar, D. (2017) Pricing of the Tourism Product: A tool for Entrepreneurs to Adapt to A Flexible Market.
21. Cakranegara, P.A, Kumiadi, W, Sampe, F. Rangementan, J. & Yusuf, M. (2022) The impact of Goods Product Pricing Strategies on Consumer Purchasing Power: A Review of the Literature Journal Ekoromi, 1, 3 pp1115-1120
22. Christen, T., Hess, M., Grichnik, D. & Wincent, J. (2022). Value-based pricing in digital platforms: A machine learning approach to signaling beyond core product attributes in cross-platform settings. Journal of Business Research 152, 82-92.
23. Christie, I.T., & Crompton, D. E. (2001). Tourism in Africa: Africa Region Working Paper, Series No. 12. The World Bank Washington DC.
24. Cohen, D. (2016) Trademark Strategy Revisited, published in Journal of Marketing, Cambridge Marketing Science Institute. 5, 4.
25. Coleman, B. (2018), Marketing and Pricing Strategies. Retrieved 11th May, 2018 from <http://www.m.ecoomictime.com>.
26. Cortese, D., Sinicropi, S., Pollifroni, M., & Cantino, V. 2021."Coopetition" for Cultural Tourism: An Accounting History Perspective. De Computis, Revista Española de Historia de la Contabilidad 18(1), 157-168.
27. Diamantopopulos, A (1991), Pricing: theory and evidence-a literature review Perspectives on Marketing Management, 1 63-192
28. Dudu, O.F. and Agwu, M. E. 2014 A review of the effect of pricing strategies on the purchase of consumer goods, International Journal of Research in Management, Science & Technology (E-ISSN: 2321-3264) 2(2), 88-102.
29. Ferreira, J., Sousa, B.M., & Goncalves, F. (2018). Encouraging the subsistence artisan entrepreneurship in handicraft and creative contexts. Journal of Enterprising Communities: People and Places in the Global Economy. Available at <https://doi.org/10.1108/jec-09-2018-0068>.
30. Fudge, R. & Schlacter, J. (2015) Motivating Employees to Act Ethically: An Expectancy Theory Approach Journal of Business Ethics Cambridge University Press 10. 6
31. Harley, W (2009) Haminted Heritage, The Cultural Politics of Ghost Truism Population, and the Past (Heritage Tourism and Community published online
32. Hilesh, B. (2017), Marketing Basics of Advertising Theory. Retrieved Nov. 11 1018 from <http://www.marketing91.com>
33. Jeong, J. Y., Crompton, J. L., & Hyun, S.S. (2019). What makes you select a higher price option? Price-quality heuristics, cultures, and travel group composition. International Journal of Tourism Research 21(1), 1-10
34. Kahyarara, G. & Mchallo, I. (2008) The Strategic Environmental Assessment (SEA) of Tourism Development in the Northern Tourist Grant of Tanzania International Association for Impact Assessment Centre for Environmental Economics and Development Research <http://www.webng.com>.
35. Kienzler, M. & Kowalkowski, C. (2017). Pricing strategy: A review of 22 years of marketing research. Journal of Business Research 78, 101-110
36. Kotler, A. & Armstrong, G. (2020) Principles of Marketing, 8th Edition, Pearson Education
37. Kotler, P., Armstrong, G. (Gary M. . Harris, L. C., & He, H. (2020). Principles of marketing. 8th European edition. Pearson
38. Kwan, E (2023) Assessment of Marketing Strategies: tour Operator use of Marketing and Promotion of Malaysia Tourism Products A case of Anusha City published online
39. Kwan, M & Kalemela, L. (2014) Pricing Strategies of Airlines and Travellers Patronage in Malaysia: Advanced Asian Journal of Marketing and Management 28, 6 pp 45-54
40. Lee, C.F. & King, B. (2006), Assessing destination competitiveness: An application to the hot springs tourism sector. Tourism and Hospitality Planning and Development, 3(3), 179-197
41. Lee, S. K., & Jang, S. S. (2012). Premium or discount in hotel room rates? The dual effects of a central downtown location. Cornell Hospitality Quarterly, 53(2), 165- 173.
42. Mbithi, B., Muturi, W. & Rambo, C. (2015), Effect of Market Development Strategy on Financial Performance in Sugar Industry in Kenya: International Journal of Academic Research in Business and Social Sciences. 5,12. Dec. Retrieved 8th March 2018 from <http://dx.doi.org/www.hrmars.com>.
43. Modi, O. & Mbonu, D. (2012) General Problem of Data collection. Published by Nigerian statistics Association , 4, 3
44. Mohammed, R. (2018). The Good-Better-Best Approach to Pricing. Harvard Business Review. Read on 26.07.2023. https://hbr.org/2018/09/the-good-better-best-approach-to-pricing?ab=at_art_art_1x4_s03
45. Murray P. (2010), Zimbabwe, The Globe Pequot Press Inc, Connecticut, pages 134-135
46. Nagle, T.T. Muller, g. & Gruyarert, E. (2023) The strategy and Tactics of pricing: A guide to growing more profitability 7th edition.
47. Oliverira, P., & Remondes, J. (2018). O compartment do consumed or corporate esuas implicacoes n gestao de marketing digital erodes sociais online das agency as de viagens, Revista Turismo & Desenvolvimento, 1(27/28), 1367-1378
48. Rondan-Cataluña, F. J., & Rosa-Diaz, I. M. (2014). Segmenting hotel clients by pricing variables and value for money. Current Issues in Tourism, 17(1), 60-71.
49. Sousa, B. & Simoes, C. (2018). An Approach on Place Attachment, Involvement and Behavioural Intentions in Iberian Marketing Contexts: the Case of Galicia-North Portugal Euroregion: An Abstract, In P. Rossi & N. Krey

- (Eds.), Finding New Ways to Engage and Satisfy Global Customers, Proceedings of the 2018 Academy of Marketing Science (AMS) World Marketing Congress (WMC), (p.617), Springer, Available at https://doi.org/10.1007/978-3-030-02568-7_165
50. Stangl, B., Prayag, G., & Polster, L. (2020). Segmenting visitors' motivation, price perceptions, willingness to pay and price sensitivity in a collaborative destination marketing effort. *Current Issues in Tourism* 23(21), 2666-2682.
 51. Tran, T.A. (2023) Develop an effective pricing approach in tourism in industry. A case study of sophisticated Greek company Bachelor's Thesis submitted to Tampere University of Applied Sciences published online.
 52. Van der Zee, E., & Vanneste, D. (2015). Tourism networks unraveled; a review of the literature on networks in tourism management studies. *Tourism Management Perspectives* 15, 46-56.
 53. Zhu, O., & Sarkis, J. (2016) Green marketing and consumerism as social change in China: Analyzing the literature. *International Journal of Production Economics* 181, 289-302.