

Digital marketing strategy and quality of service in the hospitality industry in Ilorin Metropolis

Aliyu Abdulrafih Olokonla*
School of Business and Management Studies

DOI: <http://doi.org/10.52814/PJMA.2024.4112>

ARTICLE TYPE: Research paper

ARTICLE HISTORY: Submitted: May. 2024, Revisions: June. 2024, Accepted: July. 2024

HOW TO CITE: Olokonla, A., (2024). Digital Marketing Strategy and Quality of Service in the Hospitality Industry in Ilorin Metropolis. *Prayukti - Journal of Management Applications*, Vol. 4, Issue 2, pp. 137-145.

*Corresponding author e-mail: abdulrafih.aliyu@fedpoffaonline.edu.ng

ABSTRACT

In the current environment characterized by greater technological changes within the commercial landscape, the hospitality business has equally adjusted its marketing techniques in order to increase customer satisfaction and convenient access to services. This research aims to assess the effects of digital market initiatives such as social media presence and online advertising on the visibility and access to hospitality services in Ilorin Metropolis. Quantitative data was gathered using a structured questionnaire with 320 respondents while post-hoc regression analysis was used to test the hypotheses. The analysis has some findings that show a positive connection between social media association and brand recognition, which is statistically significant ($p < 0.001$). More so, the results reaffirms that hospitality services are significantly easier to access through digital campaigns ($p < 0.001$). Thus, the findings lead to the conclusion that digital marketing plays a significant role on enhancing on the visibility of brands and making customers accustom in the sector of hospitality industry. As a result, based on the observations and implications derived from this study, hospitality businesses should consider allocating incremental budget for social media marketing. More so, hospitality businesses must strive to create multi-faceted and well-coordinated digital marketing campaigns. These actions will not only strengthen brand awareness but also improve customer experience and operational efficiency.

KEYWORDS: Digital marketing, brand awareness, social media engagement, ease of access, hospitality industry, Ilorin.

1. INTRODUCTION

Technology has impacted the hospitality industry such that it has triggered alteration of marketing techniques among industries. Since more and more customers trust the web as a source of information or for acquiring particular services, the importance of proper digital promotion is clear. Thus, social network interactions and digital campaigns are already known

as effective tools for both the improvement of the popularity of companies operating in the hospitality sector and increasing the accessibility of their services. As the hospitality industry in Ilorin, a developing urban city in Nigeria, intensifies competition and consumer predisposition significantly, several challenges persist in customer demand and attention.

Since tourism is an essential industry in the country, Ilorin's hospitality industry is a significant catalyst for new development in business. The increased usage of the internet over the recent past has however witnessed tremendous shifts in the marketing of this industry due to increased use of digital technologies. Thus, this evolution has led to a paradigm shift that has seen researchers and experts in the hospitality industry pay a lot of attention in developing an understanding of how digital marketing strategies of various organizations affect the quality-of-service delivery. From the highly significant results, it could be appreciated that it is pertinent to address how digital marketing mechanisms influence the hospitality industry in Ilorin. Smith and Zook (2010) observe that the level of contact between customers and brands has largely been revolutionized by the flood of technology. Through electronic media, the Ilorin customers can easily make bookings, search for the price, gather more information and read reviews at the convenience of their hand-held devices. The evolving consumer-power in hospitality marketing requires Ilorin hospitality businesses to adapt or refocus their marketing communication strategies to meet the demands of a more technological- savvy customer.

The use of conventional marketing communication tools is no longer capable of reaching customers who largely operate within the digital space. Therefore, for hospitality firms having an effective online presence through social media, search engine optimization, and online advertising are inevitable. To substantiate the concept of marketing hospitalities in Ilorin, it is also necessary, in the light of increased market sensitivity and growing technological influence on consumers' choices, to learn how to target potential and existing consumers specifically and properly, which would help hospitality business to remain relevant and to continue to attract new clients to Ilorin and retain the existing ones. In addition, there is increasing importance of service quality as the element of success and companies' sustainability in the context of the hospitality industry. Prominent authors such Parasuraman, Zeithamal, & Berry (1988) also sharply point out the significance of service quality as a key determinant to customer satisfaction, subsequent customer loyalty, and patronage. This assertion points to the fact that high-quality customer service has very strong influence on the performance and image of hospitality organizations in Ilorin.

Researching into the effects that social media interaction has on a brand emblem is very important. Kaplan & Haenlein (2010) are also convincing in their argument through their scientific articles of the importance of social media platforms as communication for building interaction channels between customers and restaurants. Their work elaborates how different platforms for social media can be effectively managed in order to improve the consumer audience within the industry and also the brand visibility. Similarly, the research done by Muntinga, Moorman, and Smit, (2011) provides evidence of the relationship between increased brand familiarity and brand popularity that is due to social media presence. They also provided insights into the efficiency of social media in enhancing brand recognition among certain circle of the society. Therefore, the research aims to ascertain the extent, which given digital campaigns, help to make catering services more reachable. Due to ever growing body of knowledge in the field of digital marketing it can be seen how much digital campaigns can boost consumers' access to certain goods and services. From Chaffey and Smith (2017), it is possible to identify strategies of digital marketing adopted by organizations to supplement service delivery with convenient access to consumers.

Hence, it is imperative that a time-bound agenda for studying the association between the different DM initiatives and service quality within the context of community hospitality be set. It is for this reason that understanding the growing importance of this relationship becomes paramount for the Ilorin hospitality industry more so as consumer expectations rise and competition surges. This is important largely due to the fact that, as customers get used to always receiving full digital experiences, it becomes pivotal for businesses to offer correspondent standard services to be able to counterbalance their digital communication

strategies. As a result, there is a capacity for original knowledge generation by examining how digital marketing efforts impact crucial aspects of service quality like responsiveness, safety, consistency, empathy, and tangible elements in the hospitality industry. This research therefore seeks to bridge this literature gap through the use of a more vigorous research method that combines the quantitative and qualitative research approach favoured for the comprehensive investigation of the various digital marketing practices undertaken by the hotel business entities in Ilorin. The study will also evaluate the effectiveness of these strategies in affecting some of the critical service quality factors, including responsiveness.

2. REVIEW OF LITERATURE

Assocham (2016) reported that only 7% of graduates who graduated from the top 20 B-schools in India could get satisfactory employment and were considered employable in the industry. The other 93% of secondary and junior B schools either experienced extended periods of unemployment or settled into jobs earning only INR 8,000-10,000 per month. Lack of hands-on practical training for B-school graduates and poor industry-related knowledge of faculty members in B-schools are the two main reasons for low employability. Similarly, Aspiring Minds (2012) reports that more than 90% of graduates from B-school programs across India are unemployable, indicating a significant knowledge and resource gap that directly affects their employment prospects.

Several factors contribute to the skills shortage in MBA education. FICCI and Ernst and Young (2014) reported that B-school students in India have low employability due to outdated curriculum and lack of quality teachers. In addition, weak links between industry and academia, low impact on research output, and lack of freedom for MBA faculty members to introduce innovative courses create a skills gap for MBA graduates. Several studies suggest that improving the employability skills of recent MBA graduates will help bridge the skills gap that exists in industry and academia (Creswell, et al., 2011; Taylor and Hooley, 2014; Abrahamson et al., 2016; Agarwal et al., 2019). Some researchers have identified the core skills that industry requires from MBA graduates (Benson et al., 2014; Ayoubi et al., 2017). Several studies have also examined the cause of the skill gap in MBA programs at B-schools in India (Pandiyan, 2011; Bansal and Agarwal, 2019; Bhatia and Panneer, 2019).

Communication is essential and can have a significant impact on the performance of Abrahamson MBA graduates. Charles and Krishnan (2014) argued that most MBA graduates in India have poor English skills, although they were taught in English-medium schools during their education. In addition to communication, several other employability skills are needed to prepare MBA graduates for the workforce. India is increasingly becoming a knowledge-based economy that depends on fresh MBA graduates to fill various unique roles in the work environment and contribute to the long-term growth of organizations (Dhingra, 2017). As a result, employability is key and MBA graduates are expected to have the required knowledge and skills that can help them translate their performance into successful outcomes.

The human capital of a B-school represents all the tacit and explicit knowledge, skills, expertise and work experience of the B-school, students, and academic staff (Sardesai and Guthrie, 2018). It also reflects research results, newly created knowledge and patents registered by its faculty. Faculty members' experience in the field and their learning through research improves employability outcomes by creating better learning experiences for students (Hora et al., 2020). A study by way of a self-assessment of employability skills of the MBA students is not seen on record. This research endeavours to fill this gap.

3. METHODOLOGY

This research falls under the category of quantitative research, and as such, this work adopts a deductive research approach consistently with this kind of research. As asserted by Bryman (2016), the deductive approach is used when operating with hypotheses and exploring the existing hypotheses with the help of empirical methods ranging from the usage of the structured questionnaires up to experiments. The population for the research is all the customers of the bank and through a random sampling technique, the number of customer

sample used in the research is 319 customers out of a total population of the bank customers, which was determined by the Krejcie and Morgan sample size ratio for large populations. It avoids sampling errors and low reliability and validity in conclusions by determining an appropriate sample size that offers enough power on top of minimizing sampling biases and increasing generalization (Tashakkori & Teddlie, 2012). Random sampling makes sure that each individual customer of the population of hospitality establishments in Ilorin has the equal probability of being selected and thus reduces the likelihood of selection bias consequent upon other types of sampling techniques employed; hence, making the study have a high level of external validity. This technique makes it possible to generalize the results to the total population, which is one of the unique strengths of the quantitative method (Bryman, 2016). An online survey was used to collect data, and the data were analysed using the Statistical Package for Social Sciences (SPSS version 23). In achieving this, every ethical consideration necessary was put in place to achieve the aim and objectives of this study.

4. DATA ANALYSIS & FINDINGS

Table 1: Respondents Profile			
Variables		No. of Responses	Percentage
Gender:	Male	120	37.5
	Female	200	62.5
	Total	320	100
Age:	18 – 30 yrs	59	18.4
	31- 40yrs	106	33.1
	41- 50yrs	123	38.4
	51years and above	32	10.0
		320	100
Education:	Diploma	69	21.6
	ND/NCE	78	24.4
	BSc. / HND	134	41.9
	Others	29	0.1
		320	100
Frequency	Daily	56	17.5
	Several times a week	217	32.8
	Weekly	29	30.3
	Occasionally	27	19.4
		320	100
Familiarity with Digital Platforms			
	Familiar	141	44.1
	Not Familiar	179	55.9
		320	100

Source: Field Survey, 2024

Table 1 shows several demographic characteristics of the respondents stating relevant information concerning the identification of the research on digital marketing strategy and service quality in the hospitality industry in Ilorin Metropolis. Social demographic distribution of respondents obtained significantly higher percentage scores for the female (62.5%) than the male (37.5%) respondents imply that women might patronize hospitality services more than their male counterparts within the metropolis. Based on age distributions, a significant majority of the respondents are mid-aged with 33.1% of customers falling under 31-40 years and 38.4% falling under the age of 41-50.

In terms of educational level, a majority of the respondents possess BSc or HND, 41.9%, indicating a fairly educated consumer, who can have considerable expectations regarding digital services. Moreover, origin of visits supports this general claim about customers' interactions, as the majority of customers visit the hospitality establishments several times a week (32.8%). More notably, the researcher has managed to establish that only 44.1% of our respondents have a familiarity with digital platforms; an indication suggesting that the

existence of a fatal digital literacy flaw might compromise the efficiency and efficacy of digital marketing strategies.

From these results, it is noted that, digital marketing strategies are beneficial for reaching out to a more educated, frequent clientele and, therefore, attempts should be made in raising familiarity with digital platforms especially with respect to those within the lesser-tech savvy customers with a view to enriching service quality perceptions of this segment in the society.

4.1 Test of Hypotheses

There is no significant impact of social media engagement on brand awareness within the hospitality industry in Ilorin.

Table 2: Regression Results

	Unstandardized Coefficients		Standardized Coefficients		P-Value
	B	Std. Error	Beta	T	
(Constant)	7.632	0.621		11.128	.000
Social Media Engagement	.432	.027	.654	12.892	.000
R=.646 ^a R ² =.418, Adjusted R ² =.416					
Anova F=228.396 P=.000					

Source: Field Survey, 2024

A Dependent Variable: Brand Awareness

In line with the findings which are highlighted in table 2 above, regression analysis established the influence of social media engagement on brand awareness in the hospitality industry in Ilorin as positive and significant. Social media engagement has an unstandardized coefficient of 0.432 for brand awareness, giving a standard error of 0.027 implying that with every increase in the social media engagement, brand awareness goes up by 0.432 units. The standardized Beta coefficient of 0.654 support the positive impact on the equation with the variables and present a t-statistic of 12.892 with a very low p-value of 0.000, suggesting that the hypotheses H1 is accepted – that social media engagement has a significant impact on brand awareness. The coefficient of determination of 0.418 means that correlations of social media and brand awareness account for 41.8% of the total variability. The result of the Analysis of Variance (ANOVA) test shows an F-statistic value 228.396 and a coin variance with a value of 0.000 and this also support the overall model significance. From these findings, it was observed that activities on social media platforms have a large impact on brand visibility within the hospitality industry in Ilorin. Hence, companies in this industry should consider this to future enhance their social media function, as a way of enhancing the business brands and customer relations.

Digital campaigns do not significantly contribute to facilitating the ease of access to hospitality services in Ilorin.

Table 3: Regression Results

	Unstandardized Coefficients		Standardized Coefficients		P-Value
	B	Std. Error	Beta	T	
(Constant)	4.036	0.639		6.312	.000
Digital Campaigns	.853	.042	.755	20.555	.000
R=.755 ^a R ² =.571, Adjusted R ² =.569					
Anova F=422.519 P=.000					

Source: Field Survey, 2024

A Dependent Variable: Ease of Access

Table 3 Regression Analysis result confirmed that the digital campaigning has an overall positive impact to enhance the accessibility of hospitality services in Ilorin. From the result above the estimated regression coefficient (B) for the digital campaigns independent variable is 0.853 and standard error is 0.042; therefore, the analysis shows that every unit increase in the digital campaigns will lead to an increase in the ease of access to hospitality services by 0.853 units. The standardized Beta coefficient of 0.755 is a very strong and positive sign of the relationship between digital campaigns and ease of access. When examining the statistical significance of this effect it has been noted that the t-value equals 20.555 while the p-value equals 0.000. The statistical value for the given data of 0.755 clearly gives a strong positive linear relationship between digital campaigns and easy access, the coefficient of determination value of 0.571 means that 57.1% of variances in ease of access can be attributed to digital campaign. The F-statistic is 422.519 and p-value = 0.000 in the ANOVA test also vouch for the above finding by presenting the overall significance of the model. From these findings we can conclude that digital campaigns is an instrumental in improving customers' capacity to find hospitality services with ease in Ilorin. Hence, there is need for companies to apply digital marketing efforts to enhance the availability of services and experiences for the customers.

4.2 Discussion of Findings

The results from the first hypothesis, as to whether social media engagement makes a significant difference to brand awareness in the hospitality industry in Ilorin were overall statistically positive. The regression analysis showed that social media engagement has a highly significant relationship with brand awareness with the standardized Beta coefficient of 0.654 and $p < 0.05$ proving that social media engagement in this research has a positive effect on brand recognition more specifically in the hospitality industry. These findings are consistent with the literature on use of social media in brand building. For instance, Felix, Rauschnabel & Hinsch (2017) pointed out that customer engagement on social media enhances the brand recognition since it creates potential interactions with the targeted brand. Gensler et al. (2013) reached similar conclusions – due to social media, brands can directly interact with customers which is an excellent way of strengthening brand awareness and consumer allegiance. Furthermore, Hudson et al. (2016) explained that through incorporating social media platforms, hospitality business could expand its marketing reach as customers get more actively engaged of the ventures through constant and communicative online promotions. The conclusions arrived at also tally with Nisar and Whitehead's (2016) study of the hospitality industry and the authors discovered that engagement in social media drastically enhances brand familiarity, and this is even more so in areas which do not have highly developed digital marketing strategies such as Ilorin. The significant and positive results observed when comparing social media engagement and brand awareness confirm the assertion that businesses in the hospitality industry have to promote their social media initiatives as a way to increase customer engagement and establish themselves in the market, discussed by Ashley & Tuten (2015) asserting that properly implemented social media campaigns have a direct impact on customers' recognition of brands.

The second hypothesis that postulated that digital campaigns significantly contribute towards easing ease of access to hospitality services in Ilorin bore favourable results, reflected by the virtue of a strong positive relationship. In terms of the ease of access, the regression analysis revealed that the ease of access was significantly improved when digital campaigns were conducted for hospitality services: Beta coefficient of 0.755, significant at 0.000 level. The results are in consonance with previous studies establishing the relevance of digital campaigns in the enhancement of customer access. For instance, Chaffey and Ellis-Chadwick (2019) noted that through advertises and promotional messages placed on digital platforms, customers are easily reach and connect with hospitality services. Similarly, Constantinides, in his research (2014), concluded digital campaigns assist to optimise the process of a customer

service by offering appropriate information on the services, location and offers thus making the overall services accessible to many customers. According to Buhalis and Law (2008) in the context of the hospitality industry, digital marketing campaigns are essential in improving the availability of service whereby campaigns make services more conspicuous, hence customers can access them easier. In line with the current finding, it was established that through the digital campaigns it became easy for the hospitality businesses to be easily accessed as seen by clients within Ilorin interacting with the businesses through the online platforms. Further, the study findings are in sync with Leung et al., (2013) who pointed to the effect that digital campaigns are relevant not only in enhancing customers' access to hospitality services but also in enhancing customer encounter velocity and booking. In doing so, hospitality businesses operate with the customer as a focal point in the delivery of services using digital tools to meet their needs. Consequently, these results indicate the paramount role of digital campaigns in enhancing the availability of the hospitality services. This stresses the fact that hospitality businesses in Ilorin should continue to apply digital marketing strategies in order to offer better accessibility to their consumers; as pointed out by Sigala, Christou, and Gretzel (2012) posited that digital marketing campaigns improve consumers' experience and service connections across the chain points.

5. CONCLUSION & RECOMMENDATIONS

Based on the results of the study, several conclusions were drawn. It is evident from the study that social media engagement affects brand awareness in hospitality industry in Ilorin. The study brings out a realization that more activity or contact, through the social media channels improves brand awareness and familiarity of customers with the hospitality brands. This has underlined the importance of social media for creating and sustaining the brand recognition, which makes the use of that tool indispensable for hospitality businesses that would like to enhance their positions in the market.

They have greatly contributed to enhancing the campaign for easy access to hospitality services in Ilorin. This study establishes that efficient technology marketing and advertising strategies, including commercials and promotions, help customers locate and engage with hospitality services. This goes to show that digital marketing serves as a favourable way to help bring about improved services for the customer. The findings underscore the need and value of extending the use of the social media and digital media for hotels. The results show that these platforms are not only raising brand recognition but also helping to establish a more coherent and effective customer process in the delivery of services. The implication is that hospitality businesses stand to gain increased customer interaction and better operation management through these digital approaches.

The research therefore implies that it is necessary for the hospitality industry in Ilorin to keep on embracing the use of digital marketing techniques. As seen from the engagement in various social media platforms and digital campaigns on lifting brand awareness and increasing services' accessibility, businesses have to ensure they remain relevant and competitive in the digital context to meet customer expectations. Based on these conclusions, the involvement of digital marketing seems to be an imperative element of success in the hospitality industry as well as contributing a significant number of explicit values for customers and for services.

Based on the conclusions drawn from the study, the following recommendations are made for the hospitality industry in Ilorin. Hospitality businesses need to allocate more efforts towards social media advertising functions. This can be done through captivating content generation, participation from the customers, executing campaigns and in conjunction with influential personas with effectual brand promotion results. Since the research indicates that social media is a significant strategy of enhancing brand awareness, efforts will continue to be dedicated on social media platforms.

Hospitality companies should ensure that their digital web strategies are inclusive of both, a marketing component which entails www development to support internet-based selling as well as enhance service accessibility. The Internet marketing campaigns of these places

should comprise of features such promotional areas that provide location-based notice of services, simple and convenient online booking systems, and other exclusive to Internet services that would enable customers to easily get to the services without difficulty.

To improve the success rate of social media and digital campaigns, the business should collect customer preferences and buying behaviours using data analytics tools. Using the customer data, one is able to implement effective marketing techniques hence increasing the engagement rates and offer the customers what they specifically require making it easier for the customer to be satisfied hence being loyal.

Digital marketing should ideally form a part of the strategic mix of firms in the Ilorin hospitality industry. Managers need to acknowledge the role of digital media in advancing organizational objectives and dedicate enough finance and staff to taking care of its online presence. For optimum exploitation of digital marketing, numerous hospitality businesses must regularly introduce training sessions for using the digital marketing apparatus and social media. The benefits of this kind of training will be that the teams assigned with the social media and digital campaign responsibilities will be up to date with the right and efficient ways of engaging the customers. The technological advances in digital media are frequent, so these industries require their hospitality businesses to catch up with trends in digital media. The predictable monitoring and consequent changes will enable companies to stay relevant with modern people and therefore unbeaten, especially when handling the marketing communication mix within a fast-developing field.

Through adoption of these recommendations, hospitality businesses in Ilorin will be able to improve the visibility and location of their businesses to attract more customers, thus improving the hospitality businesses.

6. BIBLIOGRAPHY

- Abdulquadri, A. O., & Dixon-Ogbechi, B. (2022). Effects of e-marketing on customers patronage of commercial banks, a study of Guaranty Trust Holding Company PLC, Lagos. *Economía & Negocios*, 4(2), 3-18.
- Agudo, Iván, Alan P. Marscher, Svetlana G. Jorstad, Valeri M. Larionov, Jose L. Gomez, Anne Lähteenmäki, Paul S. Smith et al. "On the location of the γ -ray outburst emission in the BL lacertae object AO 0235+ 164 through observations across the electromagnetic spectrum." *The Astrophysical Journal Letters* 735, no. 1 (2011): L10.
- Bernoff, J., & Li, C. (2008). Harnessing the power of the oh-so-social web. *MIT Sloan management review*, 49(3), 36.
- Bryman, A. (2016). Social research methods. Oxford university press.
- Buttle, F., & Maklan, S. (2019). Customer relationship management: concepts and technologies:
- Caruana, A., Money, A. H., & Berthon, P. R. (2000). Service quality and satisfaction—the moderating role of value. *European Journal of marketing*, 34(11/12), 1338-1353.
- Chaffey, D., & Smith, P. R. (2017). Digital Marketing Excellence: Planning, Optimizing and Mindfulness interventions. *Annual review of psychology*, 68(1), 491-516.
- Cronin Jr, J. J., & Taylor, S. A. (1992). Measuring service quality: are examination and extension. *Journal of marketing*, 56(3), 55-68.
- Fornell, C., Rust, R. T., & Dekimpe, M. G. (2010). The effect of customer satisfaction on consumer spending growth. *Journal of marketing research*, 47(1), 28-35.
- Gretzel, U., & Yoo, K. H. (2008). Use and impact of online travel reviews. In Information and communication technologies in tourism 2008 (pp. 35-46). *Springer*, Vienna.
- Hajli, M. N. (2014). A study of the impact of social media on consumers. *International journal of market research*, 56(3), 387-404.
- Integrating Online Marketing (5^o Ed.). Routledge. <https://doi.org/10.4324/9781315640341>
- Kaplan Andreas M., Haenlein Michael (2010). "Users of the world, unite! The challenges and
- Ladhari, R. (2009). A review of twenty years of SERVQUA research. *International journal of quality and service sciences*, 1(2), 172-198.

- Li, C., & Bernoff, J. (2008). *Groundswell: Winning in a world transformed by social technologies*. Harvard Business Press
- Malthouse, E. C., Haenlein, M., Skiera, B., Wege, E., & Zhang, M. (2013). Managing customer relationships in the social media era: Introducing the social CRM house. *Journal of interactive marketing*, 27(4), 270-280.
- measuring consumer perceptions of service quality, *Journal of Retailing*, 64,
- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of advertising*, 30(1), 13-46.
- Parasuraman, A., Zeithaml, V.A. & Berry, L.L. (1988). SERVQUAL: a multiple-item scale for
- Reichheld, F. F. (1990). *Zero Defections: Quality Comes to Services*. Harvard Business Review.
- Suhartanto, D. (2011). *An examination of brand loyalty in the Indonesian hotel industry* (Doctoral dissertation, Lincoln University).
- Sung, Y., & Kim, J. (2010). Effects of brand personality on brand trust and brand affect. *Psychology & marketing*, 27(7), 639-661.
- Yilmaz, Y., & Bititci, U. S. (2006). Performance measurement in tourism: a value chain model. *International journal of contemporary hospitality management*, 18(4), 341-349.