

Impact of integrated marketing on value creation for salesperson and customer with emphasis on electronic marketing acceptance(Case study:Gilan Hotels)

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The trend towards integrated marketing is an organizational culture that places customers' interests at the top of the organization's activities. On the other hand, with the advent of technology, attention to new marketing practices, including e-marketing, can be interesting for the customer and the seller. Considering the advantages of electronic methods versus traditional methods, the study of the relationship between integrated marketing, electronic marketing and the creation of two-way value can be important. The purpose of this study was to investigate the effect of the trend towards integrated marketing communications on creating value for the seller and customer, with an emphasis on accepting e-marketing in the hotels of Guilan province. The statistical population of the study consisted of directors, directors and deputy directors of hotels registered in Gilan province, which numbered 105 people and were surveyed using a complete sampling method. The data collection tool was a standard questionnaire. In order to analyze the information in the descriptive statistics section, the mean and standard deviation methods were used by SPSS21 software and in the inferential statistics section, structural equation modeling based on partial least squares approach was implemented by Smart PLS software used. The results of this study showed that the tendency towards integrated marketing communications has a positive and significant effect on the acceptance of electronic marketing. Also, the adoption of e-marketing to create value for the customer and create value for the seller also has a significant effect. This means that it improves with the use of an e-marketing approach alongside integrated marketing communications for the customer and the seller.

Keywords : integrated marketing, e-marketing, value creation for customer, value creation for seller, hotels in guilan province

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