

THE INFLUENCE OF MARKETING COMMUNICATIONS ON CUSTOMER ACQUISITION

A Study on Advertisement Perception in Hotels in Santa Catarina, Brazil

*Tiago Savi Mondo
Jane Iara Pereira da Costa
Universidad del Estado de
Santa Catarina, Florianópolis, Brasil*

The marketing communication corresponds to all the marketing activities which relate to the means of hotels with the market. Getting customers through communication is a need in the market reality today. This study aims to analyze the influence of advertising in attracting customers in hotels in Santa Catarina. The study is divided into two stages: qualitative exploratory and quantitative descriptive. The sample of the qualitative phase consisted of 13 hotels of Santa Catarina, where they were interviewed in depth for data collection. The quantitative phase involved 52 hotels that completed a questionnaire online. Results show that advertising is considered the action of marketing communication that most influences the number of clients and was confirmed by the hotel managers as the soul of the business. Furthermore, it works as action to combat seasonal and action that aggregates and enables the implementation of other marketing communications activities such as sales promotion and participation in events. Thus, it is confirmed that advertising is strong influential in attracting customers to the hotels of Santa Catarina.

KEY WORDS: *marketing communication, advertising, hotels, Santa Catarina/Brazil, customer's gaining.*