



Assessment of Factors Influencing Patronage of Hotels in Ikorodu Local Government Area of Lagos State, Nigeria

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Abstract. The customer retention is very important for the hotel to maintain the old customer and attract the new customer. This is very difficult job for the hotels and for each company to retain the old customer and for that reason the hotel offers different package for their customers to retain. The study therefore examined the factors influencing patronage of hotels in Ikorodu Local Government Area of Lagos State, Nigeria. The study was based on primary data obtained in a cross-sectional survey of 203 respondents using multi-stage sampling techniques across communities in the Local Government Areas (LGAs). The study data collected were analysed using both descriptive and quantitative techniques. Descriptive techniques and chi-square were used to analyse the data collected. The findings revealed that majority of the respondents were between 25- 34 years of age with an average of 36.2 years. Socio-demographic characteristics revealed that females were (61.6%). (75.9%) were married; (48.8%) had secondary education, 33.0% had tertiary level formal education and 9.4% had no formal education. The findings of the study revealed that 53.2% had between 4-6 individuals as household members. Substantial percentage of the participants (60.6%) engaged in trading as the main occupation. About 30.0% had between 5-9 years of experience in their main occupation. Majority (50.2%) of the respondents were members of social group. Result of the factors affecting patronage of hotel in the study area were staff hygiene and neat uniform (89.2%), attractive outdoor surroundings (100.0%), well maintenance of hotel interior and exterior (100.0%), sanitation of the hotel (58.6%), colour compatibility in common areas of the hotel (59.1%) and playing of nice music in the hotel (52.7%). The study recommended that hotel managers should provide quality services that will commensurate with the

price the customers pay. Since staff performance is seen as insignificant due to known routine services of staff, there should be a constant staff training of relationship marketing and courtesy. Hotels in the study area should ensure the adequacy of these technological facilities in the hotels and also ensure the effectiveness and efficiency of these facilities.

Keywords: Hotel, Patronage, Assessment, Performance. Staff

1. Introduction

Patronage is the sole aim of every enterprise. Consumer patronage has however been described as the concept of repeat purchase behaviour, which can be regarded as some degree of repetitive purchase of the same brand by the same buyer (Zeithaml, 2000). Patronage is tied to competitiveness, profitability and even survival of an enterprise. It is therefore an important issue in a contemporary business world. Patronage (level of patronage per time period) becomes even more important in hospitality industry in general (hotels in particular) because of the nature of the product offered which cannot be stored and which becomes effectively lost once not rendered within a particular time period. In other words, the non-storable nature of hotel services makes the issue of ensuring constant patronage a front burner issue.

In order to ensure fairly constant and substantial patronage of hotel services, there is the need to understand what drives consumer patronage. Although many studies have examined the patronage determinant factors which were conducted in developed countries. In spite of the ground-breaking of some of these studies, the fact that they were skewed towards the developed world questions their

validity in the context of the developing world in general, Nigeria in particular and Lagos State specifically. According to Ahmad, Ghazali and Othman (2013), what determines a customer's choice of selecting or patronizing hotels differs from country to country as well as from region to region as a result of differences in cultural, environmental and socioeconomic factors. Some of the global factors found to influence customer patronage of hotel and allied services are highlighted review in this study.

Previous studies have quoted that importance of services quality in determining customer satisfaction with a services encounter (Pettijohn., 1997, Stevens et al., 2000). In hospitality industry, services quality has been found to be important in influencing customer satisfaction and future intentions to request for further services as well. The result of ambient hotel patronages on a study conducted in Hong Kong revealed that the service quality dimension contributed strongly to customer's intent to request for a given hotel. The study also categorized telephone reservations and parking under convenience, it also tested reservations and parking with logistic regression analysis, which resulted in a significant level of model improvement ($p < 0.0001$) (Kivela, et al., 2000).

The majorities of customers tend to visit hotels not only because of good food, quality service and a pleasant service environment, but also because they feel the price they are paying represents value for money (Yuksel and Yuksel, 2002). Value may have a different meaning to different individuals as it might be considered as low price, or whatever the consumer wants in a product, or the quality the consumer gets for the price (Yuksel and Yuksel, 2002).

From the foregoing, it is evident that multiple factors could influence patronage including service quality, atmospheric quality, perceived value and demographics, the dynamic nature of humans (consumers) and their insatiable needs implies that these factors may not only be more than what has ever been reported but also changing in nature and complexities. This requires constant research to continuously unearth the influences of patronage in order for a hotel to stay relevant and complete favorably.

Nigeria is in dire need of diversification into its non-oil sectors after going through a period of painful recession caused by overreliance on crude oil in a mono economic setup. Although the country is adjudged to have come out of the recession, yet Nigerians still feel the pains of the attendant low

income, inflating rise in prices of goods and services and monumental loss of employment. Workers are owed salaries for many months; infrastructural development is abandoned in the face of rising domestic and international debt while Nigerians, particularly the lower and middle class, groan under harsh economic condition.

Previous studies have advocated for diversification into areas with potential to create employment, generate foreign exchange, environmental friendly and that requires relatively less start-up capital. Hospitality and particularly hotels have been adjudged to possess these qualities. Hotel services are largely environmental friendly unlike industry that generates enormous wastes; it is well positioned to generate foreign exchange; a single 5-star hotel could have hundreds of staff and when compared to the capital intensive industry, start-up capital is relatively lower.

Nigeria has a huge population that is estimated at 170 million people and apart from the international market that is available for hotels, the local market is also huge, hence people constantly desire comfort-the type offered by hotels. This further translates that both the population and the need are present within the local market creating opportunities for patronage.

It is therefore a yardstick that in order for the hotels to maximize patronage, it is necessary to understanding current factors that drive consumer patronage is needed. A plausible way of getting the vital information towards gaining the understanding is through empirical studies. A review of relevant literature showed that a study that focuses specifically on influencing factors of hotel patronage within Lagos are scanty which justifies further studies to contribute to the existing literature.

In order to effectively do this, provision of answers to the following questions becomes helpful:

- What are the socio-economic characteristics of respondents within the study area?
- What is their level of patronage of hotels within the locality?
- What are the factors that bring about patronage of hotel in the study area?

The general objective of this study is to assess the factors influencing patronage of hotel in Ikorodu Local Government Area of Lagos State. The specific objectives of the study are to:

- Describe the socio-economic characteristics of the respondents;
- Examine the respondents level of patronage of hotels within the locality
- Assess the factors considered by the respondents in patronizing the hotels; and

The justification of this study centers on the importance of understanding the factors that influence customer's patronage of hotels in the study area. Such information will be beneficial to the hotels towards improving their sales and profitability. When the hotels are able to improve their turnover and profitability, they can then be position to employ more people from within and outside the community.

This study will contribute to the theoretical advancement in the field of hotel industry by empirically testing a structured model to develop a concept of service scope of the hotel industry. From a practical standpoint, the findings of this study will be useful to the following people, this study will enable owners/operators learn more about what a hotel's physical environment should look like as they manage hotels or before going into construction of buildings as the case may be. The research work will help employees to know the importance of facilities in terms of contributing to service quality as regards guest satisfaction and job satisfaction. Guests/customers will have a clearer picture of what to expect in a hotel environment after going through this research work. The value for their money will also be improved in terms of service quality

In addition, understanding the factors that influence patronage by customers could help the hotels to improve service delivery to the already existing clients. Improved service delivery to customers is one of the goals of a modern day responsible business organization. This study will give further insight into the hotel patronage level of fast-paced developing communities like those of the Ikorodu Local Government Area.

2. Methodology

2.1 Area of the Study

Ikorodu: 'Ilu Kekere Oko Ilu bantata' Master of a town, a small town that is a boss of big towns. Originally, the name: Ikorodu" was derived from the two-word OKO-ODU meaning the farm (OKO) of (ODU) a kind of plant. For administrative convenience, the state is divided into five divisions, namely: Lagos, Ikeja, Badagry, Ikorodu and Epe. Ikorodu LGA is located approximately between

latitude $6^{\circ} 37'$ - $6^{\circ} 45'$ North and longitude $3^{\circ} 3'$ - $3^{\circ} 5'$ East with a land area of about 394 sq. kilometers. It is bounded in the east and west by Epe and Kosofe Local Government Areas respectively, in the south by the Lagos lagoon, and towards the north by Ogun State.

2.2 Sample size and Sampling Techniques

Multi-stage random sampling technique was adopted to select respondents for the study. First, fifteen (15) hotels were randomly selected from the 30 hotels within the study area. In stage two, hotel guests were selected from each of the hotels according to their customers' influx to make a total of two hundred and three respondents for the study

2.3 Sources of Data Collections

The data for the study was obtained from both primary and secondary sources. The primary data was obtained from structured questionnaires designed having reviewed relevant literature on hotel patronage and validated using appropriate validation tools. The secondary data was obtained from published and unpublished articles, official websites, electronic library of the Olabisi Onabanjo University, the internet and other formal sources.

2.4 Methods of Data Analysis

In order to achieve the objective of the study and test the research hypothesis, the data for this study was subjected to descriptive and inferential statistics analysis. The descriptive statistics included percentage and frequency distribution while the inferential statistics that was used is Chi-square for the analysis of the hypothesis.

3. Results and Discussion

3.1 Socio-Economic and Socio-demographic Characteristics of the Respondents

The analysis revealed that majority of the respondents was between 25- 34 years of age with an average of 36.2 years. A test of significant relationship revealed that this age boundary had significant relationship with hotel patronage of the respondents. The gender of the respondents was necessitated as it was evident that majority the respondents were females (61.6%).

Table 1: Socio-Economic and Socio-demographic Characteristics of the respondents

Socio-economic characteristics	Frequency	Percentage
Age group		
Below 25 years	24	11.8
25-34	72	35.5
35-44	59	29.1
45-54	41	20.2
>=55	7	3.4
Total	203	100
Sex		
Male	78	38.4
Female	125	61.6
Total	203	100
Marital status		
Single	41	20.2
Married	154	75.9
Separated	8	3.9
Total	203	100
Educational qualification		
No formal education	19	9.4
Primary	18	8.9
Secondary	99	48.8
Tertiary	67	33.0
Total	203	100
Household size		
1-3	68	33.5
4-6	108	53.2
7-9	25	12.3
>=10	2	1.0
Total	203	100
Main occupation		
Trading	123	60.6
Artisan	53	26.1
Civil servant	16	7.9
Food vending	11	5.4
Total	203	100
Years of experience in main occupation		
<5	48	28.0
5-9	61	30.0
10-14	36	17.7
15-19	21	10.3
>=20	28	13.8
Total	203	100
Religion		
Christianity	100	49.3
Islam	93	45.8
Traditional	10	4.9
Total	203	100
Membership of social group		
Member	102	50.2
Non-member	101	49.8
Total	203	100

Source: Field Survey, 2018

Marital status was expected to influence respondents’ level of responsibilities which could have positive or negative influence on their hotel patronage. Hence, the decision to analyse the respondents’ marital status for this study revealed that majority (75.9%) of the respondents were married.

The relationship between education and hotel patronage formed the basis for examining the educational level of the respondents. The study revealed that while the majority (48.8%) of the respondents had secondary education, a fair number of the respondents about 33.0% had tertiary level formal education, while 8.9% had primary school and 9.4% had no formal education. The findings suggest that level of formal education may be associated with hotel patronage of the respondents in the study area with an implication that respondents with formal education may be more favourably disposed to frequent patronage of hotel than those with no formal education level in line with the a priori expectation.

Household size of the respondents is an important factor for consideration as it may determine the pressure on household heads to use the lump sum collected from major occupation for household consumption expenditure, which may have negative implication on the patronage level of the hotel by these individual. The association between household size of the respondents and their patronage of hotel formed the basis for analyzing the

household size of the respondents. The results as shown in Table 4.1 revealed that more of the respondents over an average (53.2%) had between 4-6 individuals as household members.

The main occupation of the respondents is a serious effect on regularity of their income, and regular income source (e.g. salary) may have high susceptibility to hotel patronage when compared to a farmer with seasonal variation in production. An assessment the respondents' main occupation shown in Table 1 revealed that the respondents had a major range of occupation they engaged in, however, substantial percentage of the respondents (60.6%) engaged in trading as the main occupation Chi-square test of relationship between hotel patronage and the respondents' main occupation revealed significant ($p < 0.05$) relationship. The effect of this revealed that the main occupation engaged in by the respondents could predispose them to hotel patronage in the study area.

Experience level often connotes expertise which could have effect on productivity and income. The relativity between experience in major occupation of the respondents and level of hotel patronage informed the decision to analyse the respondents' experience in their main occupation. Result shown in Table 1 revealed that larger percentage of the respondents (30.0%) had between 5-9 years of experience in their main occupation.

Religion is said to be the opium of the society and precisely in Nigeria, particularly in the study area. Religion often a time determines what people eat, the type of clothes they wear and perhaps the kind of social and economic activities they engage in. The relationship between religion and hotel patronage was the primary reason for analyzing the religion of the respondents and the findings revealed in Table 4.1 that there are two major religions in the study area (Islam and Christianity) which were substantially represented in the study with Christians practicing respondents being significantly higher than Islam.

Membership of social group form a crucial parameter which may affect predisposition to hotel patronage as it is an element of social and economic benefits and this formed the basis for analyzing the respondents' statuses in terms of hotel patronage. The assessment for the respondents' belonging to social group revealed that the majority (50.2%) of the respondents were members of social group(s), which has implication that patronage of hotel may be subject to membership of social group. The Chi-square test results (see Table 4.5) however confirmed that patronage of hotel by the respondents in the study area is not associated with membership of social group. The implication of this finding is that membership of social group did not predisposed respondents to patronage of hotel in the study area.

3.2 Respondents Level of Patronage of Hotels within the Locality

The patronage level of the hotels by the respondents within the study area was examined to ascertain which of the selected hotels in the study area enjoyed more patronages. The results are presented in Table 2.

Table 2: Respondents level of patronage of hotels within the locality.

Names of hotel	Always		Once a while		Never		Mean
	Freq	%	Freq	%	Freq	%	
Harmony Castles	0	0.0	156	76.8	47	23.2	1.77
Air Royal	0	0.0	28	13.8	175	86.2	1.14
ROTADET Hotel	0	0.0	55	27.1	148	72.9	1.27
NH hotel	25	12.3	78	38.4	100	49.3	1.63
Vertical View Hotel	13	6.4	149	73.4	41	20.2	1.86
Exclusive Hotels	6	3.0	41	20.2	156	76.8	1.26
Giant Star Hotels Limited	0	0.0	176	86.7	27	13.3	1.87
Samelot hotels	0	0.0	203	100.0	0	0.0	2.00
Hadlak hotel	62	31.4	75	36.9	66	32.5	2.26
Light House Hotel	0	0.0	203	100.0	0	0.0	2.00
Medallion Hotel	0	0.0	203	100.0	0	0.0	2.00
Alomars Lodge	0	0.0	203	100.0	0	0.0	2.00
All Peace Suites	0	0.0	196	96.6	7	3.4	1.97
Jyrox Royal Hotel	1	0.5	202	99.5	0	0.0	2.00
ABVIC Executive	0	0.0	182	89.7	21	10.3	1.90
Grand mean							1.92

Source: Field Survey, 2018. Freq = frequency

The results of the analysis in Table 2 revealed evidences that most of the hotels in the study area were not being patronized on a regular basis and this may not be unconnected to some of the challenges being faced by the hotel management most especially the increase in hotel charges as contained Table 2. However, few respondents acknowledge that they enjoyed patronage of some hotels in the study area once a while included Harmony Castles, (76.8%), Vertical View Hotel (73.4%), Giant Star Hotels Limited (86.7%), Samelot hotels (100.0%), Light House Hotel (100.0%), Medallion Hotel (100.0%), Alomars Lodge (100.0%), All Peace Suites (96.6%), Jyrox Royal Hotel (99.5%) and ABVIC Executive (89.7%).It is however noteworthy that the little

patronage of respondents in some of these hotels may be as a result of their location within the centres of the study area.

3.3 Factors determining hotel patronage in the study area.

The hotels patronage levels in the study area are bounded by some determining factors and some of these factors were being considered by the respondents in their decision to patronize any of the hotels within the study area. The analyses of their results are presented in Table 4.3.

Evidently some factors were being responsible for hotel patronage in the study area. Analysis revealed that for patronage of hotel in the study area, some respondents considered; staff hygiene (89.2%), attractive outdoor surroundings (100.0%), well maintenance of hotel interior and exterior (100.0%), neatness of the hotel (58.6%), colour compatibility in common areas of the hotel (59.1%) and playing of nice music in the hotel (52.7%) amongst others factors.

Table 3: Factors considered by the respondents in patronizing the hotels.

Patronage factors	SA		A		D		SD		Mean
	Freq	%	Freq	%	Freq	%	Freq	%	
Tangibility									
The staff had personal hygiene	22	10.8	181	89.2	0	0.0	0	0.0	3.67
The restaurant’s atmosphere was appealing	0	0.0	0	0.0	203	100.0	0	0.0	2.00
The shops were pleasant and attractive	0	0.0	28	13.8	168	82.8	7	3.4	2.24
The outdoor surroundings were visually attractive	0	0.0	203	100.0	0	0.0	0	0.0	4.00
The hotel was bright and well light	28	13.8	76	37.4	20	9.9	79	38.9	2.26
The hotel’s interior and exterior were well maintained	0	0.0	203	100.0	0	0.0	0	0.0	4.00
Reliability									
Neatness of the hotel	119	58.6	56	27.6	28	13.8	0	0.0	2.28
My guestroom was ready as promised	0	0.0	28	13.8	175	86.2	0	0.0	2.00
My reservations were handled efficiently	63	31.0	7	3.4	133	65.5	0	0.0	4.40
Great importance was given to colour compatibility in common areas.	120	59.1	70	34.4	7	3.4	6	3.0	1.81
Nice music was played in the hotel	107	52.7	55	27.1	13	6.4	28	13.8	2.62
Pleasant scent surrounds the rooms and common areas.	46	22.7	20	9.9	102	50.2	35	17.2	2.41
Landscape arrangements of hotel are pleasant.	28	13.8	74	36.5	55	27.1	46	22.7	2.03
Technological facilities									
Recreational video games	28	13.8	53	26.1	19	9.4	103	50.7	2.00
Intercom was in all rooms	34	16.7	39	19.2	42	20.7	88	43.3	2.41
Availability of In-room entertainment system	28	13.8	40	19.7	40	19.7	95	46.8	2.21
LCD TVs on room	41	20.2	68	33.5	27	13.3	67	33.0	2.35
Mechanical lift for convenience	0	0.0	0	0.0	0	0.0	203	100.0	2.39
Wifi-hotspot (wireless) internet service availability	28	13.8	63	31.0	65	32.0	47	23.2	3.67
Online booking services	28	13.8	82	40.4	34	16.7	59	29.1	2.00
Grand mean									2.64

Source: Field survey, 2018.

Note: SA=Strongly agreed, A=Agreed, D=Disagreed, SD=Strongly agreed

4. Summary

The findings revealed that majority of the respondents were between 25- 34 years of age with an average of 36.2 years; were females and were married. had secondary education, and tertiary level formal education while only a few had primary school and or no formal education. The findings of the study also revealed that the majority of the respondents had between 4-6 individuals as household members. Substantial percentage of the participants engaged in trading as the main occupation with 5-9 years' experience. The two major religions are practiced in the study area (Islam and Christianity). An assessment of the respondents' membership of social group revealed that majority belong to social group(s). The result revealed that only few of the sampled hotels were being patronized on frequent basis. Some of the factors identified on patronage of hotel in the study area are staff personal hygiene, attractive outdoor surroundings, well maintenance of hotel interior and exterior, neatness of the hotel, colour compatibility in common areas of the hotel, and playing of nice music in the hotel.

5. Conclusion

The findings of the research revealed that the staff hygiene together with the attractive interior and exterior of the hotel, hospitable attitude of the staff to the hotel customers, colour blend and colour compatibility of the hotel areas, playing of nice music in the hotel are the factors that determine hotel patronage level in the study area.

6. Recommendations

Based on the findings from this study, the following recommendations are proffered for better services delivery in the study area:

- Quality services that will commensurate with the price the customers pay should be provided and ascertained promptly.
- Constant staff training on areas of customer relationship marketing and courtesy, as well as front desk, room services, bar/restaurant service, housekeeping and advertisement should be upgraded.
- Addressing constraints militating against patronage effectively and regular maintenance of these facilities is a good step in the right direction to ensure profit maximization.
- The adequacy of technological facilities (such as LCD TVs, POS machine, internet, telecoms, CCTV camera and others facilities)in the hotels should be

supplied and improved upon for effectiveness and efficiency of these facilities.

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