

Investigation into the relationship between socio-economic background of customers and their satisfaction of banquet services offered in hotels in Kaduna, Nigeria

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Abstract: The cultural background of individuals reflects on their socio-economic wellbeing. This research study is aimed to find out the relationship between socio-economic background of the customers at banquet service offered in hotels in Kaduna Nigeria and their satisfaction of the banquet service offered to them. Kaduna State in North Western Nigeria was used as the area of the study, thirty-three hotels in the capital city of the state were randomly selected for the study, and Three hundred and eighty-four guests at various banquet events were purposively selected for the study. Descriptive statistics such as percentages, mean scores, mean rankings, frequency distribution and standard deviations were applied to describe the profile of demographic characteristics of the respondents. A Spearman Rank Order Correlation (ρ) a non-parametric inferential statistic was used to test the hypothesis (H_0) to determine the relationship between independent variables (demographic characteristics) and dependent variables (overall customer satisfaction). Results of Spear Correlations show a small relationship (0.28%) between gender and customer satisfaction, 0.72% indicated that there was no significant correlation between age and customer satisfaction while the influence of education on customer satisfaction were negligible at 1.04%, and income has a very small influence (0.67%) on customer satisfaction. The study recommends that other attributes of banquet services should be further investigated to find out which attributes causes dissatisfaction to customers at banquet events.

Key words: Socio-Economic, Customers Satisfaction, Banquet Service.

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I. INTRODUCTION

One of the most important areas that need to be studied by hospitality marketers to be able to direct their marketing strategies to the right customers and offer satisfactory services to them is their socio-economic background. The cultural background of individuals reflects on their socio-economic wellbeing. Resinger and Turner (2002) as cited in Baker (2010) have defined culture as the similarities and differences of people in their values, rules of social behaviour, perceptions, and social interactions. The cultural and social values of a society reflect on the behavioural pattern and consumption of that particular society (Baker, 2010; Nadzira, Ab karim and Othman (2013). Williams (2006) reported that culture affects consumers of a society of what products and service they purchase. Educational level, ethnicity, income and social class according to Akbar, Alaudeen and Muharratul (2012) and Eric (2014) are all attributes inherent in a society that influences and shapes their way of life and interactions.

Fernados, Proenca and Ramboccas (2013), Iyiade (2009) explained social status as the amount of wealth and influence individuals can exert in a society and also demographic characteristics such as family income, occupational status, and education attainment. Abdullah and Hamden (2012); Enriquez- Magkasi and Caballero (2014) and Srivastava (2015) posit that customer satisfaction and consequent loyalty are influenced by demographic factors such as psychographic factors, age, income and gender.

Patterson (2007) reported that age and loyalty are positive associates. Stafford (1996) as cited in Hagan (2015) stated that age is a very important factor in marketing as it is an indicator of need changes as individuals grow. Hamburg and Giering (2001); Lambert-Praudraud *et al.* (2005) as cited by Srivastava (2015) further explained that older customers, through long time association and experiences, stick to particular brands, show more satisfaction to the products and are more loyal than younger customers. This finding is consistent with Lehtinen (2014) that decision making of what to purchase are based on facts, knowledge, feelings, attitudes, social status, budget and previous experiences.

Objective of the study

The study seeks to examine the relationship between socio-economic individual demographic characteristics of customers and the satisfaction derived with each class of trait to banquet services offered in hotels within Kaduna Metropolis.

II. LITERATURE REVIEW

According to Hernandez, Martinen-Tur, Peiro and Molina (2010); Baker (2010), Malik *et al.* (2012), customers with different socio-economic background have different expectations of service encounters and therefore perceive service quality and satisfaction differently. De Matos, Henrique and De Rosa (2013), Hagan's (2015) studies revealed that female and young customers are more easily satisfied and will remain more loyal than men. They expounded that males and females differ in what makes them satisfied in restaurants attributes. Females derive satisfaction in relational dimensions of service quality while males derive satisfaction from functional service quality. Eric (2014) also reported that females have higher expectations of service quality.

However, research studies by Adeniyi and Ogunnaike (2013), Sabir, Ghafoor, Hafeez. Akhtar and Rahman. (2014), Yilmaz (2009, Ukwai, Eja and Unwanade (2012) and Eric (2014) revealed that people who patronize restaurants are highly educated and professionals. Fernandes, Proenca and Rambo (2013), Enriquez-Magkasi and Callebaro, (2014) & Eric (2014) discovered that well educated customers get more engaged in searching and evaluations of products and services which makes them more likely to be involved in switching from one service provider to another in order to get maximum satisfaction. On the contrary, Eric (2014) reported in his study that tourists with no basic education are highly satisfied than educated tourists.

Enriquez-Magkasi and Callebaro's (2014) findings showed significant relationship of age, income and customer satisfaction. In the same vein, Hagan (2015) observed that those who earned less perceived service quality higher than high income earners. Iyiade (2009) stated that high income earners in Nigeria are high spenders in hotels and are never satisfied.

In a study on Nigerian fast food, Adewale, Samuel, Moradeke and Adegoke (2014) discovered that age, education, income and type of fast food influence customer satisfaction and that older customer patronize fast food outlets more than young adults. Aziz, Siti and Eik (2012) noted that gender, education level, monthly income and race have significant influence on customer satisfaction. They also established that high-income results in decrease in satisfaction level.

Relating to social wellbeing, Hulbert and Acock, (1990) Kessler and McLeod (1985), Pearlin and Johnson, (1977) as cited in Shapiro (2007) reiterated that married couples have wider social support and social network and can influence social interactions of a society than unmarried individuals. Consequently, they will report situations more widely. According to Eric (2014), singles derived more satisfaction than married individuals. Nasir, Ahmed, Nazir, Zafar and Zahir (2014) research on different determinants on customer satisfaction show that people who attend family celebrations in restaurants are high spenders as they are out to make the visit a memorable one. The hospitality sector is heterogeneous with complex customers of different socio-economic background. Adeniyi and Ogunnaike (2013) concurred that demographic responses will not only help in segmenting customers, but also help in analysing service requirements among different socio demographic groups. In line with these arguments by previous researchers, this study sought to reveal the relationship between customers' socio-economic background and the satisfaction of banquet services offered to them in hotels.

Hypothesis

H₀ There is no relationship between demographic characteristics and customer satisfaction with the banquet services offered in the hotels in Kaduna Metropolis.

III. MATERIALS AND METHODS

The study was conducted using a quantitative technique and the instrument used is structured questionnaire administered to Three hundred and eighty-four purposeful sampled respondents (384) 100% and Three hundred and twelve (312) 81.3% were retrieved for analysis over a period of 3 months in 30 hotels within Kaduna metropolis.

Descriptive statistics such as percentages, mean scores, mean rankings, frequency distribution and standard deviations were applied to describe the demographic characteristics of the respondents. While a Spearman Rank Order Correlation (ρ) of a non-parametric inferential statistic was used to test the hypothesis (H₀₁) to determine the relationship between independent variables (demographic characteristics) and dependent variables (overall customer satisfaction) during analysis of the data of the study.

IV. RESULTS AND ANALYSIS

Table 1. Demographic Characteristics, frequency and percentage of Respondents

Characteristics	Frequency	Percentage (n-312)
Gender		
Female	128	41.0
Male	184	59.0
Age		
20-29	89	28.5
30-40	113	36.2
41-50	63	20.2
51-60	37	11.9
60-above	10	3.2
Marital Status		
Married	155	49.7
Single	123	39.4
Divorced	21	6.7
Widowed	13	4.2
Education		
Postgraduate	94	30.1
Degree/Diploma	180	57.7
Secondary	31	9.9
Primary	3	1.0
No Formal	4	1.3
Occupation		
Not employed	38	12.1
Self employed	92	29.5
Private Sector	66	21.2
Government employee	116	37.2
Income/month		
0-500	150	48.1
500-1000	104	33.3
1000-2000	40	12.8
2000-above	18	5.8

Source: Field Survey (2016)

A cross tabulation and Spearman Rank Order Correlation (ρ) was generated in order to establish the relationship between demographic characteristics and overall customer satisfaction with banquet services as discussed below.

Relationship between Demographic Characteristics and Customers Satisfaction

As satisfaction is the last step of a psychological process (Cengiz 2010), the last question posted to the respondents 'questionnaire was whether guests were satisfied with the overall service or not. One hundred and ninety (190) out of the three hundred and twelve (312) respondents reported being satisfied and one hundred and twenty-two (122) were not satisfied with the overall service. The results of demographic and customers satisfaction cross tabulations are presented in tables below. The findings are also discussed in sections below each table.

Table 2: Gender and customer satisfaction cross tabulation,

Customer satisfaction	Gender				Total	
	Male		Female			
	Count	%	Count	%	Count	%
Yes	116	37.2	74	23.7	190	60.9
No	68	21.8	54	17.3	122	39.1
Total	184	59.0	128	41.0	312	100.0

Field survey (2016)

The findings in Table2 shows that overall 190(60.9%) of the guests were satisfied with services offered of which more males 116(37.2%) were more satisfied with banquet services as compared to 74(23.7%) females. The finding is consistent with several studies by Hernandez, Martinen-Tur, Peiro and Molina (2010); Baker (2010), Malik et al (2012) where male reported more satisfied than female and they concurred that males and females differ in what makes them satisfied in restaurant attribute. Female derives satisfaction in relational dimensions of service quality while male derives satisfaction from functional service quality. This is contrary to a study in Ghana by Eric (2014) which shows that females derived more satisfaction in hotel services than males

Table 3: Marital Status and customer satisfaction cross tabulation

Customer satisfaction		Marital Status				Total
		Married	Divorced	Single	Widowed	
Yes	Count	92	15	74	9	190
	% of Total	29.5%	4.8%	23.7%	2.9%	60.9%
No	Count	63	6	49	4	122
	% of Total	20.2%	1.9%	15.7%	1.3%	39.1%
Total	Count	155	21	123	13	312
	% of Total	49.7%	6.7%	39.4%	4.2%	100.0%

Field Survey (2016).

The results in Table 3 show mixed responses on the relationship of marital status and customer satisfaction. Overall 190(60.9%) of the guests were satisfied with services offered where more married guests 92(29.5%) were more satisfied with banquet services as compared to the rest of the guests in relation to marital status which is in contrast with Eric’s (2014) study which revealed that singles find more satisfaction in hotel services. The implication of this research finding as revealed by Perlin and Johnson (1997) as cited in Shapiro (2007) is that married couples have wider social support and social network. They also revealed that they can influence social interactions of a society than unmarried individuals; as a result, they will report situation more widely.

Table 4: A cross tabulation Between Age and customer satisfaction

Customer satisfaction		Age					Total
		20-29	30-40	41-50	51-60	Above 60	
Yes	Count	54	72	40	19	5	190
	% of Total	17.3%	23.1%	12.8%	6.1%	1.6%	60.9%
No	Count	35	41	23	18	5	122
	% of Total	11.2%	13.1%	7.4%	5.8%	1.6%	39.1%
Total	Count	89	113	63	37	10	312
	% of Total	28.5%	36.2%	20.2%	11.9%	3.2%	100.0%

Field Survey (2016).

Table 4 shows that there was no absolute majority on customer satisfaction among different ages of the guests since the highest score were 72(23.1 %). However, overall 190(60.9%) of the guests were satisfied with banquet services offered. The mean average percentage between respondents of all the age groups that indicated satisfaction of the banquet event was 57.84%. This therefore indicates that there is no relationship between customers’ age and satisfaction of banquet service received.

Table 5: Level of Education and customer satisfaction cross tabulation

Customer satisfaction	Level of Education					Total
	No Formal Education	Primary	Secondary	Graduate	Post Graduate	
Yes	3(1.0%)	2(0.6%)	16(5.1%)	112(35.9%)	57(18.3%)	190(60.9%)
No	1(0.3%)	1(0.3%)	15(4.8%)	68(21.8%)	37(11.9%)	122(39.1%)
Total	4(1.3%)	3(1.0%)	31(9.9%)	180(57.7%)	94(30.1%)	312(100.0%)

Field Survey(2016).

As presented in Table 5, guests with graduate level of education were more satisfied 112(35.9%) as compared to other guests with different levels of education. This research finding is consistent with Fernandez et al (2013) whose result revealed that well educated individuals tend to get more satisfaction than less educated

individuals. The implication of these findings as revealed in previous researches by Fernandez *et al.* (2013), Enriquez-Magkasi and Callebaro, (2014) & Eric (2014) are that well-educated customers who get more engaged in searching and evaluating of products and services are prone to be involved in switching from one service provider seeking for maximum satisfaction.

Table 6: Occupation and customer satisfaction cross tabulation

Customer satisfaction	Occupation					Total
	Government Sector	Private Sector	Self-employed	Not employed	Other	
Yes	71 (22.8%)	42(13.5%)	53(17.0%)	16(5.1%)	8(2.6%)	190(60.9%)
No	45(14.4%)	24(7.7%)	39(12.5%)	13(4.2%)	1(0.3%)	122(39.1%)
Total	116(37.2%)	66(21.2%)	92(29.5%)	29(9.3%)	9(2.9%)	312(100.0)

Field Survey (2016)

As presented in Table 6, there are no obsolete majority of guests who were satisfied with banquet services offered in relation to their occupations. However, on the overall, 190(60.9%) of the guests were satisfied with banquet services offered.

Table 7: Monthly Income and customer satisfaction cross tabulation

Customer satisfaction	Income per Month				Total
	1,000 USD and below	1,010-2,000 USD	2,010-3,000 USD	3,010 USD and above	
Yes	95(30.4%)	56(17.9%)	25(8.0%)	14(4.5%)	190(60.9%)
No	55(17.6%)	48(15.4%)	15(4.8%)	4(1.3%)	122(39.1%)
Total	150(48.1%)	104(33.3%)	40(12.8%)	18(5.8%)	312(100.0%)

Field Survey (2016)

Statistics in Table7 show that 30.4% of the guests who earn USD 1000 and less were more satisfied with banquet services offered as compared with the rest.162 respondents that constituted 51.9% of the total respondents are high income earners (Iyiade 2009), 41.4% of them signified not being satisfied with the banquet service offered. This finding agrees with findings reported by Adeola and Adebisi (2014) that customer satisfaction with hotel services varies according to individual income groups. The implication of this finding coincides with Iyiade's (2009) study findings that high income earners patronise hotels but are never satisfied with service offered to them. This finding makes it imperative for hospitality managers to continuously investigate changes in the consumption habits of this group

Inferential Analysis on the Relationship between Demographic Characteristics and Customers Satisfaction

To make conclusive inference on the research hypothesis advanced, the data was also subjected to inferential statistics. The findings of inferential statistics were used to test relationships between independent variables for making generalisation while also accepting or rejecting the hypothesis advanced. A Spearman Rank Order Correlation (rho) a non-parametric inferential statistic was used to determine the relationship between independent variables (demographic characteristics) and dependent variables (overall customer satisfaction). This technique was preferred since the study collected categorical data which could not support parametric statistical analysis.

The Spearman Rank Order Correlation (rho) coefficient findings were converted into percentage score to provide a basis for discussing the findings. According toParlin (2003), conversion of Spearman Rank Order Correlation (rho) coefficient into percentage makes it appropriate to interpret the findings. The percentage score are derived by squaring the rho coefficient (r) and multiplying the product by 100. The percentage score determines the extent of the relationship between the explored variables. In this study, relationship between demographic characteristics and customers satisfaction was explored. The results of Spearman Rank Order Correlation (rho) test was interpreted using the following; small - $r=0.10$ to 0.29 , medium - $r=0.30$ to 0.49 and large - $r=0.50$ to 1.0 (Cohen, 1988, pp. 79-81).

Table 8 presents the Spearman Rank Order Correlation (rho) coefficient for each explored demographic characteristics and percentage score as discussed in the sections below.

Table 8: Relationship between demographic characteristics and customer service satisfaction

Demographic characteristics		Spearman's rho correlation coefficient (r)	Percentage score
Gender	Correlation Coefficient	0.053	0.28
	Sig. (2-tailed)	1.000.	
	N	312	
Marital Status	Correlation Coefficient	0.068	0.46
	Sig. (2-tailed)	0.234	
	N	312	
Age	Correlation Coefficient	0.085	0.72
	Sig. (2-tailed)	0.135	
	N	312	
Level of Education	Correlation Coefficient	-0.102	1.04
	Sig. (2-tailed)	0.071	
	N	312	
Occupation	Correlation Coefficient	0.094	0.88
	Sig. (2-tailed)	0.097	
	N	312	
Income per Month	Correlation Coefficient	0.082	0.67
	Sig. (2-tailed)	0.148	
	N	312	

Field survey (2016).

Results of above analysis (Table 8) show a small relationship (0.28%) between gender and customer satisfaction. This finding is consistent with Raza et al (2012) and Enriquez-Magkasi and Caballero (2014) studies in Romania and Philippines respectively which revealed no significant relationship between gender and customer satisfaction. They also found that there was no relationship between gender and frequency of visits to hospitality services providers. Iyiade (2009). Raza, Siddique, Awan and Bukhari(2012) and Enriquez-Magkasi&Caballero's (2014) studies in Nigeria, Romania and Philippines respectively found that gender is not a determinant of customer satisfaction.

Similarly, a 0.72% is an indicator that there was no significant correlation between age and customer satisfaction. This implied that age was not a determinant of customer satisfaction with the banquet services offered in hotels. In the same note, marital status, occupation and level of education were found to have insignificant relationship to customer satisfaction registering very small influence. These findings may be attributed to the fact that the respondents are actually invited guests to the events taking place. In this respect, their demographic profiles play no role on customer satisfaction. These findings are in contrary to findings by Raza et al. (2012) and Enriquez-Magkasi and Caballero (2014) who argued that customer satisfaction with hotel services were influenced by customers' income and the type of activities they undertook while in the establishments.

The research findings on the influence of education on customer satisfaction were negligible at 1.04%. These findings are in contrary with Fernandez et al; (2013) who established that well educated individuals tend to get more satisfaction than less educated individuals. On income, the study found very small influence (0.67%) on customer satisfaction. This can be attributed to the fact that majority of the participants were attendees who were not expected to pay for the services rendered. This is in contrary to the findings by Iyiade (2009) and Adeola and Adebisi (2014) that customer satisfaction with hotel services varies according to individual income groups. From the above findings, socio- economic background does not have any relation with customer satisfaction of banquet events. The above findings imply that banquet managers should put in place products and services that are customer-focussed to satisfy clients with different demographic backgrounds.

V. SUMMARY OF FINDINGS

This objective sought to answer the research question if there was any significant relationship between socio-economic background and customer satisfaction of banquet services offered in hotels in Kaduna Metropolis. It emerged from the study findings that no single socio-economic variables explored had any significant influence on customer satisfaction. This was indicated as The Spearman Rank Order Correlation (rho) coefficient for each explored demographic characteristic ranged from 0.28% – 1.04% which is very small to have any significant influence.

VI. CONCLUSION

This research study shows that socio - economic background of customers that were studied does not in any way affect customer satisfaction of banquet services provided by hotels in Kaduna metropolis.

VII. RECOMMENDATION

The study thus recommends that other attributes of banquet services should be further investigated to find out which attributes causes dissatisfaction to customers at banquet events which will also be useful to marketing managers as to who to direct their marketing strategies to.

Recommendations for further studies

The study should also find are modality of having equal number of male and female respondents. The research study shows that the highest respondents are married couple and those whose ages range from 29- 59 years.

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