



DETERMINANTS OF CONSUMER CHOICE OF HOTELS IN ANAMBRA STATE OF NIGERIA

John Chidume Anetoh Ph.D, Emmanuel Chidozie Ndubisi Ph.D, Lawrence Nnamdi Okeke Ph.D, Vitus Chinedu Ogbunuju, Helen Ijeoma Oranye and Solomon Obinna Eboh

Department of Marketing, Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus, Anambra, Nigeria.

Department of Marketing, Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus, Anambra State, Nigeria.

Department of Marketing, Nnamdi Azikiwe University Awka, Anambra State, Nigeria.

Department of Marketing, Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus Anambra State, Nigeria.

Department of Marketing, Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus Anambra State, Nigeria.

General Studies Unit, Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus, Anambra State, Nigeria.

Abstract: The study investigated the determinants of consumer choice of hotel in Anambra State of Nigeria. The problem of the study emanated from the intricacy of identifying the crucial factors that influence consumer choice of hotels. The specific objectives of this research aimed to ascertain how security, location, physical facility, rooms quality, electricity, service delivery and accommodation influence consumer choice of hotels in Anambra State using Awka, Onitsha and Nnewi as reference areas. Relevant literature was reviewed. A cross sectional survey research design method was adopted. The population of this was hotel guests while the sample size was 384. A convenience sampling technique was used while primary source of data was used using structured questionnaire. The validation of the research instrument was checked and established using content as well as constructs validity. The study used Cronbach alpha coefficients as well as composite reliability to determine the internal consistency of the measuring instrument. Seven hypotheses formulated to guide the study were tested at 5% level of significance using a Structural Equation Modeling statistical technique. The findings revealed that availability of security had a significant influence on consumer choice of hotel. The findings showed hotel location had a significant influence on consumer choice of hotel. The study discovered that hotel physical facility had a significant influence on consumer choice of hotel. The findings revealed that hotel rooms' quality had a significant influence on consumer choice of hotel. The findings discovered that electricity had a significant influence on consumer choice of. The findings revealed that quality service delivery had a significant influence on consumer choice of hotel. The study also found that accommodation fee had a significant influence on consumer choice of hotel in Anambra.

Key Words: Determinants, Consumer Choice, Hotels, Anambra State of Nigeria

1. INTRODUCTION

Traditionally, facilities offering hospitality to travelers have been a characteristic of earliest civilizations. Hotel focuses on the provision of food and lodgings for guests (Binkowska, 2005). Webster dictionary (2016) defined hotel as the activity of providing food, drinks and so on

for guests or customer. It is the provision of food or accommodation away from home (Binkowska, 2005). Al Saleem and Al-Juboori (2013) defined it as an inn prepared according to law in which a guest can find appropriate accommodation, food and service. The recent developments in hotel sector appear to have

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dampened investors' confidence. The industry has both direct and indirect influences on Nigerian economy and it also contributes to employment creation, structural development and profits for investors but it also indirectly boosts transportation, arts and crafts, food production and so on (Ajake, 2015). Pertinently, the hotel industry is very competitive and service offerings are virtually homogenous. The following characteristics by star ratings are generally acceptable. A five-star hotel offers most luxurious premises, widest range of guest services, as well as swimming pool and sport and exercise facilities. A four star hotel is much more comfortable and larger, and provides excellent cuisine, room service, and other amenities. A three star hotel has more spacious rooms and adds high-class decorations and furnishings and sizeable LCD television. A two star hotel provides good accommodation and better equipped bedrooms, each with a telephone and attached private bathroom. In addition, a 1-star hotel provides a limited range of services and adheres to a high standard of facilities.

Unfortunately, the economic downturn facing the country can only heighten competition in the hotel industry. It is only hoteliers that appreciate hotel characteristics that result to customer attraction, satisfaction and retention that will not only survive but grow and become profitable. To be successful in business, one must understand how customers perceive the product and/or service attributes peculiar to that industry. In the hospitality industry especially hotels, it is believed that, the more you can learn about what criteria customers use in arriving at their evoked or consideration set in their patronage for your hotel or a competitor's property, the better you are able to meet those decision criteria and boost occupancy and rates. However, a consumer's evaluative criteria represent the objective attributes of a brand and the subjective factors (Rohan, 2012). These criteria establish a consumer's

evoked set or consideration set; that is, the group of brands that a consumer would consider acceptable from among all the brands in the product class of which he or she is aware. Koofers (2012), refer to evaluative criteria as the various dimensions, features or benefits a consumer looks for in response to certain problem decisions. Hawkins et al. (1983) stated that evaluative criteria are the various features that a consumer searches for in response to a particular problem. In the hotel industry, survival and profitability are very paramount.

The increasing competitive markets for hotel services has made customers to become more selective on the quality of services they expect, thereby making the service providers to be more committed to service offerings. However, hotel industry plays an instrumental role in the lives of people and it is also primordial for hotel managers to know what customers needs and strive to provide them in order to remain competitive in business and as well enhance customers' satisfaction. Pertinently, the motivation of the study emanated from the following challenges which include; high level of competition, multi-criteria-decision making problems by hotel consumers and difficulties in identifying the hotel guest's preference factors and homogeneity in service offerings (Li, Law, Vu & Rong, 2013). Therefore, the study sought to unravel the determinants of consumer choice of hotels in Anambra State of Nigeria in order to contribute to the literature so as to broaden the body of existing knowledge.

Objectives of the Study

The main purpose of the study is to determine the determinants of consumer choice of hotel in Anambra State of Nigeria. The specific objectives of the study are to;



1. Investigate how availability of security influences consumer choice of hotel in Anambra State of Nigeria.
2. Ascertain how location influences consumer choice of hotel in Anambra State of Nigeria.
3. Investigate how physical facility influences consumer choice of hotel in Anambra State of Nigeria.
4. Determine how quality of rooms influences consumer choice of hotel in Anambra State of Nigeria.
5. Assess how availability of electricity influences consumer choice of hotel in Anambra State of Nigeria.
6. Establish how quality of service delivery influences consumer choice of hotel in Anambra State of Nigeria.
7. Examine how accommodation fee influences consumer choice of hotel in Anambra State of Nigeria.

Research Questions

1. How does availability of security influences consumer choice of hotel in Anambra State of Nigeria?
2. To what extent does hotel location influences consumer choice of hotel in Anambra State of Nigeria?
3. To what extent does the physical facility influences consumer choice of hotel in Anambra State of Nigeria?
4. To what degree does the quality of hotel room influences consumer choice of hotel in Anambra State of Nigeria?
5. To what level does the availability of electricity influences consumer choice of hotel in Anambra State of Nigeria?
6. To what extent does the quality of service delivery influences consumer choice of hotel in Anambra State of Nigeria?

7. How far does accommodation fee influences consumer choice of hotel in Anambra State of Nigeria?

Significance of the Study

The findings of this study are expected to be useful to hotel owners and managers, hotel customers, prospective investors in the hotel industry, future researchers and academia as well as the government. Hotel ownership and management are expected to benefit from this study as the study will provide more strategies in meeting up with the needs and expectations of numerous hotel customers. The knowledge of hotel selection factors and strategies will help the hotelier and other stakeholders gain more competitive advantage over others. In addition, the hotel customers are expected to benefit from the findings of this research since the outcomes of this study will help them understand better the underlying motives that propel them to prefer one hotel to others. It is expected that the findings of the study will help hotel investors make optimal hotel establishment decisions. In addition, future researchers and academicians are expected to benefit from this study as the study will serve as a secondary source of materials for them. The study is expected to contribute to the body of existing body of knowledge on the subject matter by providing more insight on hotel selection criteria, motivating factors and major determinants of consumer preference of hotel over others. Finally, the findings of this study are expected to be of great benefit to government through tax since the government will know the true position of the business.

2. REVIEW OF RELATED LITERATURE

2.1. Review of Relevant Concepts

2.1.1: Security



Security entails all measures that are taken to protect a place or to ensure that only people with permission enter or leave it. It means freedom from danger and risk. It is the precautions taken to guard against crime, attack, sabotage, and espionage. Sheriff (2016) sees the security of lives and properties to be a major concern of individuals, businesses, communities and nations. Regrettably, Nigeria as a nation has been experiencing serious security challenges resulting to wanton and unabated destruction of life and property. Notwithstanding, Al-Debi and Mustafa (2014) reported that security is very important determinant of consumer patronage of hotel services. Furthermore, it is pertinent to carry out a security risk assessment so as to identify the type of security measures to take. Indisputably, it is imperative to have physical security control mechanisms such as fence, gates, closed circuit television in order to restrict access from unwanted people. It is important for hotel management to engage the services of a security company or even employ security guards. In addition, it is crucial to train hotel staff especially on security procedures. The hotel management liaises with the police authorities to ensure that the hotel is protected well. Other security measures include ensuring that cash generated from business transactions are handled properly. In addition, proper illuminating of all potential entry points to hotel premises is very paramount. Hotel proprietors need to engage in insurance scheme against theft, fire and so on so as to guide against damages.

2.1.2: Hotel Location

Location decision is considered as one of the most important business decisions as the address of a business is not only an important factor in customer perception of the business but also contributes substantially to the success or failure of the business. Hotel location means the place or site where the hotel is

situated. It is the physical and geographical place that provides permanent facilities for the movement of goods or rendering of services. Dovzhik (2016) stated that the location of a hotel is very important to hotel customers. Good hotel location gives proper exposure to customers. Hotel location should possess good proximity to hotel suppliers and customer base. Importantly, hotel location should focus on convenient parking space, easily accessible by public transport. Scarborough (2010) captured that population density, competition, compatibility with the community, transportation networks, availability of police and fire protection should be some key considerations for a hotel. Indisputably more customers, enhances greater possibility of hotel businesses to succeed in Nigeria. Thompson (2013) stated that the location of the hotel remains one of the most critical success factors in business. Barsky & Waite (2013) observed that location constituted the most important hotel selection criterion by customers which include good access road, quiet location, proximity to the major road and even good landscaping. Swinton (2016) maintained that location is one of the major reasons for consumers' patronage of hotel. Pertinently, a modern hotel should be located where it is easily accessible by public transportation. Sunanda (2010) stated that location should be accessibility and convenience to the hotel users. Puciato et al., (2014) maintained that a good location is very important to hotel businesses. Furthermore, Scarborough (2010) stated that since the location of a hotel business can influence customer perception and the needs of the patrons. Undeniably, availability of portable water as well as good drainages is very important for location of a hotel. In addition, other motivating factors such as entertainment opportunities, banks, universities or business premises sited around a hotel stand to influence and increase consumer patronage of that hotel.



2.1.3: Hotel Physical Facility

Hotel Physical environment is the surroundings of the hotel. It encompasses the exterior and interior attributes. Examples of exterior physical facility include the parking space and landscape while the interior attributes contain the design, layout, equipment and decoration (Alsaqre, 2011). Similarly, Balaji (2008) see hotel physical facility as the servicescape which covers all aspects of hotel's physical facilities and other forms of tangibles. Bitner (1992) identified hotel physical conditions, spatial layout and functionality layout as the major environmental dimensions that influence consumer choice of hotel. The physical evidences such as furniture, layout features, artifacts, signage and style of hotel decoration create an overall perceived servicescape. Kumar & Singh (2014) maintained that physical facilities remain prominent in consumer choice of hotels. Its attributes include; cleanliness of the hotel, availability of car park, hotel aesthetics and so on. However, hotel customers assess the physical facilities before lodging (Balaji, 2008). Furthermore, Balaji (2008) observed that servicescape extended beyond facility exterior and interior to include other tangibles like business cards, stationary, billing statements, uniforms and so on. Furthermore, Balaji (2008) differentiated between peripheral and essential evidence in hotel context. Peripheral evidence is the part of service offered while essential evidence cannot be possessed by the customer although it can influence the purchase of a service. Consequently, tangible objects used must be considered important by the hotel customers.

2.1.4: Quality of Hotel Rooms

Quality means the totality of features and characteristics of a product or service that bears its ability to satisfy stated or implied needs. Quality is a measure of excellence or state of being free from defects,

deficiencies as well as significant variations brought about by consistent commitment to standards. Quality is defined as evaluation of excellence and superiority of the product (Zeithaml, 1988). Quality is undoubtedly an essential attribute that is conceived in the consumers' minds (Reis, 2015). Ady & Quadiri-Felitti (2015) maintained that room quality is one of major determinant of hotel choice by consumers. Contributing Pereira (2008) identified performance aspect of quality to involve various operating characteristics of hotel product. Pertinently, the reliability dimension of quality is the degree of dependability and trustworthiness of the hotel utility for an appreciable period of time. The conformance feature of quality is the degree to which a hotel conforms to pre-established specifications. Thus, hotel services are expected to precisely meet the set standards. Another facet of quality is durability which emphasizes on the length of time a product performs before a replacement becomes necessary. In addition, the aesthetic aspect of quality focuses on how people value what they see, touch, taste, hear and smell. The serviceability aspect of quality in hotel is very crucial as it concentrates on the promptness, proficiency and effectiveness of service delivery by the hoteliers.

2.1.5: Availability of Electricity

Electricity is the science, engineering, technology and physical phenomena associated with the presence and flow of electric charges. The word electricity is from the Latin word *electricus* which was coined in the year 1600. Indisputably, electrical power is the backbone of modern industrial society and it is expected to remain so. The availability of electric power is an essential factor for effective hotel operations. Unfortunately, poor state of power supply in Nigeria is one of major constraints that affect economic growth of Nigeria (Ashley-Edison, 2016). Unfortunately, Nigerians appear to have faced many electricity challenges ranging from volatility in voltage, load discharges and frequent power



outages. However, the International Standards Organization has persuaded hotels to agree on some minimum requirements as world-wide norms. In addition, business and leisure travelers value constant availability of electricity, hotel proprietors in Nigeria must ensure they satisfy this need for them to survive and grow in the sector. Furthermore, since the power supply system in Nigeria is highly unreliable, hoteliers appear to have alternative sources of electric power.

2.1.6: Quality Service Delivery

Service delivery entails meeting defined standards within the time and cost frames agreed (Blyth, 2015). It focuses on delivering what is promised and dealing well with any problems and queries that arise (Dive Consulting, 2014). Quality of service delivery canvasses for hoteliers meeting customers' expectations and organizations keeping their promises and hotel staff being competent in service delivery. The hotel management should select the right staff and also offer fair treatment to customers; taking individual circumstances into account. Another dividend from quality service delivery comes from proper training of hotel staff on how to deal with customers. It ensures that effective communications and efficient services are delivered. Furthermore, Ramanathan & Ramanathan (2011) reported that service quality delivery is very crucial in influencing hotel choice decisions. With regards to delivering excellent customer service, MacDonald (2018) maintained that organizations should respond as quickly as possible to customer requests. Know the customers and their needs and as well take responsibility for service failures and make amends. Indisputably, investing in customer service is very important since there is a correlation between quality service delivery and profitability (Dive Consulting, 2014). In addition, it helps businesses to win clients. Effective service delivery in the hotel

industry results in higher levels of customer satisfaction as well as greater patronage intentions.

2.1.7: Accommodation Fees

Price is the consideration given in exchange for hotel transaction. Accommodation is an essential basis of commercial transactions is determined by what a buyer is willing to pay and what a seller is willing to accept as well as what the competition allows to be charged. Price is often used by the consumer as a measure or indicator of the quality of a product. Product value on the other hand refers to the ratio between expected benefits from a product offering and assumed costs by a consumer; the consumer is satisfied if performance is equal to expectation and vice versa (Kotler, 1999). The policy recognizes that hotel guests travel for different reasons and have different budgets that is, different guests want different things and are willing to pay different prices to get what they want (Clark, 2016). Furthermore, Xotels (2010) suggested that a hotel can have the following room types such as basic room, medium room, basic double room and large double room. The hotel rooms sizes will make potential clients with higher budgets will be accommodated while those with lower budgets will also be accommodated. In addition, Clark (2016) stated that hotels offer negotiated rates to guests, corporate bodies and government agencies that will take spaces for extended periods of time. Nevertheless, hotelier has to take into consideration the lodging or purchasing powers of hotel consumers as well as their sensitivity to cost as well as price in determining the price of hotel accommodation and other hotel offerings. In addition, Chen & Chiu (2015) identified accommodation fee as one of the most important determinants of patronage intention for hotels contrary to report by Dolnicar (2002) that sees it as



being an unimportant factor that has no influence on consumer choice of hotel.

2.1.8: Consumer Choice

Consumer choice means selecting or using a particular product that has the greatest anticipated value among many alternatives. Choice entails a brand choice among various available options. Consumer choice is the outcome of consumer decision making process starting from need recognition, information search, alternatives assessment and purchase or usage decision. Consumer choice refers to as the consumer favorite among competing or different bundles of products or product category (Ubeja & Patel, 2014). It is manifested when a consumer select, use a particular brand according to the levels of expected utility or value. For instance, a hotel guest chooses a particular hotel that satisfies his aspirations or expectations. Consumer choices are measured in terms of the level of satisfaction the consumer obtains from using, purchasing or consuming various features or attributes of that product. The overall objective is to choose the bundle of products that provides the greatest level of satisfaction to the consumer. Notwithstanding that some consumers are very much reserved in making choices. Consumer preference is measured in terms of selecting a particular brand with relative importance among competing product or brands (Ubeja & Patel, 2014).

2.2: Relevant Theory: Rational Consumer Choice Theory

Rational choice theory was propounded by Adam Smith (1776). The theory is premised on the assumption that consumers have preferences among the available choice alternatives that allow them to state which options they

prefer. The rational agent is assumed to take full account of available information, probabilities of events, and potential costs and benefits in determining preferences, and also to act consistently in choosing the self-determined best choice of action. Adam Smith posited that this theory is an economic principle which assumes that consumers always make prudent and logical decisions that provide them with the greatest benefits or satisfaction given the choices available. He also stated that the theory maintained that consumers based their decisions on motivating factors as well as rational calculations. The theory maintains that consumers act with rationality while making choices especially for hotel services since the major goals are to enhance satisfaction and pleasure.

Formulation of Research Hypotheses for the Study

HA₁: Availability of security has a significant influence on consumer choice of hotel in Anambra State of Nigeria.

HA₂: Hotel location has a significant influence on consumer choice of hotel in Anambra State of Nigeria.

HA₃: Physical facility has a significant influence on consumer choice of hotel in Anambra State of Nigeria.

HA₄: Quality of hotel rooms has a significant influence on consumer choice of hotel in Anambra State of Nigeria.

HA₅: Availability of electricity has a significant influence on consumer choice of hotel in Anambra State of Nigeria.

HA₆: Quality of service delivery has a significant influence on consumer choice of hotel in Anambra State of Nigeria.



HA7: Accommodation fee has a significant influence on consumer choice of hotel in Anambra State of Nigeria.

3. METHODOLOGY

The study adopted a survey research design method. The geographical area of study is Anambra State. The target population of the study comprised the users of hotels in Awka, Onitsha and Nnewi. The justification for using the three cities was because of the presence of many hotels as well as the presence of many hotels' users. Fifteen hotels were selected; five hotels were chosen from each of the three commercial cities of Awka, Onitsha and Nnewi. They are as follows: The guests of the following selected hotels were surveyed; Marble Arc Hotel and Suites Awka; Crescent Spring Hotel Awka; De Geogold Hotel Awka; Suncity Exclusive Hotel Awka; Queen Suites Hotel Awka; Top Rank Hotel Onitsha; Dolly Hills Hotel Onitsha, Orbit Hotel and Suites Onitsha, Winstons Place Hotel Onitsha, Soprom Hotel and Suites Onitsha, De Vegas Hotel Nnewi, Chunique Royal Hotel Nnewi, Conv-Aj Hotel Nnewi, Twin Towers Hotel Nnewi as well as

Golden Nugget Hotel and Suites Nnewi. The justification for using them was based on their popularity coupled with presence of many lodging guests that patronize them. However, the population size of hotel guests was difficult to obtain because the hotels under review did not disclose the total number of registered guests in their records. Since, the population size is unknown; the study adopted a Topman formula and arrived at a sample size of 384. The study adopted a convenience sampling strategy to access the respondents for administration of the instrument. Primary source of data was used using self-administered questionnaire. The questionnaire items were developed from the literature and measurement scales adapted from previous studies and modified to suit the context of this study. In addition, the Likert 5-point scale was used to design the research instrument ranging from very important to not quite important for independent constructs while strongly agree to strongly disagree for the dependent variable of the study. The researchers allocated 128 copies of the instrument to each of the three cities of Awka, Onitsha and Nnewi to hotel guests in the fifteen selected hotels in the areas under review.

Table 1: Reliability and Validity of the Instrument

Construct	Cronbach alpha	Composite reliability	Average Extracted	Variance
Security	0.757	0.811	0.645	
Location	0.722	0.724	0.618	
Physical facility	0.732	0.689	0.522	
Rooms quality	0.711	0.707	0.540	
Electricity	0.713	0.744	0.538	



Quality of service delivery	0.727	0.743	0.507
Accommodation fee	0.714	0.734	0.532
Consumer Choice	0.725	0.823	0.612

Source: PLS-SEM Algorithm Output, 2022.

The average reliability alpha coefficient value of 0.725 as well as average composite reliability value of 0.747 proved the internal consistency of the research instrument for the main survey. In addition, the face validation of the instrument was done by three research experts. The average variance extracted (AVE) values ranging from 0.507 - 0.645 confirmed the convergent validity among the constructs based on threshold as proposed by Hair et al. (2014). The reliability and validity check were presented on table 1. In addition, Partial Least Squares Structural Equation modeling was the statistical tool used to test the seven hypotheses formulated to guide the study at 5% level of

significance. The decision rule for the acceptance or rejection of hypothesis is as follows: accept the alternative hypothesis if the p-value is less than or equal to 0.05; otherwise, reject the alternative hypothesis.

4. RESULTS

The researchers distributed 384 copies of the questionnaire but only 307 valid copies representing 80% were used for analysis while 77 copies representing (20%) were not returned for analysis. The cumulative data from the respondents on field survey concerning the study variables were presented on table 2.

Table 2: Respondents Cumulative Responses Regarding the Study Variables

S/n	Items	VIM	IM	NI	NQI	N	Total
		5	4	3	2	1	
	Security						
1	Availability of security staff.	109	140	44	11	3	307
2	Availability of good monitoring system.	124	129	30	19	5	307
3	24 hours video security	104	143	51	7	2	307
4	Good security house and fence.	102	141	44	16	4	307
5	Good door lock/peepholes.	132	138	21	14	2	307



	Location						
6	Good access road	124	115	49	14	5	307
7	Proximity to the commercial areas.	130	124	19	31	3	307
8	Proximity to the major roads	112	138	30	23	4	307
9	Good transportation network.	104	144	31	27	1	307
10	Proximity to business areas.	107	103	44	47	7	307
	Physical Facility						
11	Aesthetics and modernity of hotel facility.	125	144	19	14	5	307
12	Availability of good parking facilities.	122	108	53	20	4	307
13	Availability of good shopping facilities.	140	119	24	16	8	307
14	Availability of meeting hall and conference centre.	118	113	52	10	4	307
15	Presence of restaurant and bar are available.	138	110	36	23	2	307
	Rooms Quality						
16	Rooms are clean.	134	144	20	7	2	307
17	Hotel beds are very neat.	128	132	21	18	8	307
18	Presence of good bathroom facilities.	110	112	41	39	5	307
19	Functional airconditioning, TV set/internet accessibility.	103	117	61	24	2	307
20	Good size of hotel room.	107	113	46	34	7	307
	Electricity						
21	Regular electric power supply.	114	153	30	8	2	307



22	Consistent and stable power voltage.	107	149	31	14	6	307
23	Presence of alternative sources of power supply.	110	141	32	16	8	307
24	Availability of constant electricity supply.	101	116	46	38	6	307
25	Reliable power supply.	114	144	35	10	4	307
	Quality of Service Delivery						
26	Reliable services by hoteliers.	119	120	51	12	5	307
27	High quality of service professionalism	124	124	19	37	3	307
28	Effective check in and checkout.	114	136	30	21	6	307
29	Efficient customer service delivery.	106	142	35	23	1	307
30	Assurance and responsive service delivery system.	108	102	47	44	7	307
	Accommodation Fee						
31	Hotel accommodation rates are affordable.	116	138	34	16	3	307
32	The prices of food and are reasonable.	113	127	42	21	4	307
33	Reasonable discount rate.	107	110	53	32	5	307
34	Room price is commensurate with the value obtained.	103	125	54	23	2	307
35	Adequate accommodation rate is maintained.	111	116	53	24	3	307
	Consumer Choice	SA	A	D	SD	N	Total
		5	4	3	2	1	
36	Availability of security influences my choice of hotel.	120	108	55	19	5	307
37	Hotel location influences my choice of hotel.	138	121	24	16	8	307



38	Physical facility influences my choice of hotel.	114	117	52	12	2	307
39	Rooms quality influences my choice of hotel.	136	110	38	21	4	307
40	Availability of electricity influences my choice of hotel.	121	124	22	37	3	307
41	Service quality delivery influences my choice of hotel.	110	135	34	21	7	307
42	Accommodation fee influences my choice of hotel.	103	138	39	23	4	307

NB: VIM = Very important, IM = important, NI = Not important, NQI= Not quite important, N = Neutral.

NB: SA = Strongly agree, A = Agree, D = Disagree, SD= Strongly disagree, N = Neutral.

Source: Field Survey, 2022.

Assessing the structural path significance in bootstrapping procedure

The hypotheses formulated for the determination of the significance or otherwise were tested. Partial least squares structural equation modeling was used to test the significance of the model using bootstrapping procedure. Based on a two-tailed t-test with 5% (0.05) level of significance, the path coefficient is significant if the t-statistics is greater than or equal to 1.96 (Wong, 2013) or the p-value is less than or equal to 0.05 (Hair et al., 2017). Table 3 presents the result of hypotheses tested.

Table 3: Bootstrapping result of the structural model and path analysis

Hypotheses	Hypotheses paths	Path coefficients	Std. error	T-values	p-values	Decisions
H1	Security -> Consumer choice	0.769	0.004	17.785	0.000	Supported
H2	Location -> Consumer choice	0.427	0.043	5.657	0.013	Supported
H3	Physical facility -> Consumer choice	0.595	0.033	7.432	0.004	Supported
H4	Rooms quality -> Consumer choice	0.554	0.042	6.726	0.007	Supported
H5	Electricity -> Consumer choice	0.717	0.008	12.823	0.000	Supported



H6	Service delivery -> Consumer choice	0.450	0.037	5.886	0.011	Supported
H7	Accommodation -> Consumer choice	0.484	0.021	4.657	0.016	Supported

Note: Path is significant at 5% level of significance; if the t-value is ≥ 1.96 , or p-value ≤ 0.05 .
SEM-PLS Output, 2022.

Source:

Based on the PLS-SEM result; availability of security -> consumer choice path has a path coefficient value of ($\beta = 0.769$), standard deviation of 0.004, t-value of 17.785 and p-value of 0.000. Therefore, H1 is supported and also accepted. The result implies that availability of security had a significant influence on consumer choice of hotel in Anambra State of Nigeria. The result also shows that hotel location -> consumer choice path has a path coefficient value of ($\beta = 0.427$), standard deviation of 0.043, t-value of 5.657 and p-value of 0.013. Therefore, H2 is supported and also accepted. The result implies that hotel location had a significant influence on consumer choice of hotel in Anambra State of Nigeria. A cursory look on table 3 indicates that physical facility -> consumer choice path has a path coefficient value of ($\beta = 0.595$), standard deviation of 0.033, t-value of 7.432 and p-value of 0.004. Therefore, H3 is supported and also accepted. The result implies that hotel physical facility had a significant influence on consumer choice of hotel in Anambra State of Nigeria. In addition, table 3 demonstrates that hotel rooms quality -> consumer choice path has a path coefficient value of ($\beta = 0.554$), standard deviation of 0.042, t-value of 6.726 and p-value of 0.007. Therefore, H4 is supported and also accepted. The result implies that the quality of hotel rooms had a significant influence on consumer choice of hotel in Anambra State.

Furthermore, an examination of result on table 3 signaled that availability of electricity -> consumer choice path has a path coefficient value of ($\beta = 0.717$), standard deviation of 0.008, t-value of 12.823 and p-

value of 0.000. Therefore, H5 is supported and also accepted. The result implies that availability of electricity had a significant influence on consumer choice of hotel in Anambra State of Nigeria. Similarly, based on the PLS-SEM result; quality of service delivery -> consumer choice path has a path coefficient value of ($\beta = 0.450$), standard deviation of 0.037, t-value of 5.886 and p-value of 0.011. Therefore, H6 is supported and also accepted. The result implies that quality of service delivery had a significant influence on consumer choice of hotel in Anambra State of Nigeria. In addition, a careful assessment of result on table 3 portrays that hotel accommodation fee -> consumer choice path has a path coefficient value of ($\beta = 0.484$), standard deviation of 0.021, t-value of 4.657 and p-value of 0.016. Therefore, H7 is supported and also accepted. The result implies that hotel accommodation fee had a significant influence on consumer choice of hotel in Anambra State

5. Conclusion and Recommendations

The study has provided a comprehensive knowledge that security, location, physical facility, quality rooms, electricity, quality service delivery and accommodation fee are important and significant propellers of consumer choice of hotels in Anambra State of Nigeria. The study therefore concludes that availability of electricity significantly influences consumer choice of hotel in Anambra State of Nigeria. Hotel location is a crucial factor in hotel selection criteria since this study has proved that it is a significant enabler of consumer choice of hotel in Anambra State. The study has



revealed that the physical facilities play pertinent roles in influencing consumer choice of hotels. The study also concluded that rooms' qualities as well as the qualities of service delivery are significant influencers of consumer choice of hotels in Anambra State of Nigeria. The study has concluded that availability of electricity as well as affordable accommodation fees significantly influence consumer choice of hotels in Anambra State of Nigeria. The study concluded that adequate security is the most significant determinants of consumer choice of hotel in Anambra State. The study recommended that;

1. The hotel management should continue to give top priority to security of life and property of their guests for improved and sustained consumer patronage of their services.
2. The owners of hotels should ensure that hotels are located in strategic places with good access roads, commercial centers as well as easily accessible by public transport.
3. In terms of physical facilities, hotel customers lay emphasis on the external architecture of the hotel, the availability of parking facilities and general cleanliness of the hotel.
4. Hotel rooms should have functional air conditioners, good room size and room cleanliness should be upheld at all costs. There should be availability of internet connectivity, good television sets as well as comfortable beds.
5. The hotel management should continue to ensure constant and regular electricity or power supply as this will go a long way to enhance consumer preference of hotel services.
6. In terms of service delivery quality, hoteliers should ensure that customers are delighted through excellent service delivery. The hotel workers should be reliable and responsive as well as being emphatic to their guests.

7. Hoteliers should ensure that accommodation fee is affordable and should continue to remain competitive as this will go a long way to increasing consumer patronage of hotels.

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