Determinants of Patronage and Operational Challenges of Restaurants in Port Harcourt Metropolis, Rivers State, Nigeria

Kika H A [1], Arokoyu S B [1], Eludoyin O S [1]

[1]Department of Geography and Environmental Management, University of Port Harcourt, Port Harcourt, Nigeria.

Corresponding Author: helenkika44@gmail.com

Abstract: - The study examined the determinants of patronage and operational challenges of restaurants in Port Harcourt Metropolis. Two hundred and four workers and nine hundred and fifty four customers were used for the study. Descriptive and inferential statistics were used to analyse the data. Findings showed that all the restaurants had license before they started their operations. In terms of the registration with the Corporate Affairs Commission, it was discovered also that all the restaurants registered. In addition, 23.79% of respondents visit restaurants daily, 45.38% weekly while 30.60% is once a while and 0.23% monthly. However, 100% of respondents agreed that the customers determine the success of the restaurant. Similarly, 100% of respondents still agreed that the quality of services determine the success, and restaurant cut across all classes of people. It is also known that 96.9% agreed that space of the restaurant can contribute to the success of the restaurants. However, analysis showed that of the entire respondents, 87.3% attested that they chose to be in particular restaurants if the price of the food is within their purchasing power while 99.9%, 99.6%, and 91.6% agreed that the patronage is influenced by the aroma/smell of the food, personal preference and nice appearance of the food. Chi square analysis showed that all the factors considered for this study were significantly varied among the restaurants at p<0.05. The study concluded that restaurants in Port Harcourt City are mainly fast food making use of both local and imported sources of food; with optimum frequency of patronage by the customers (both adults and youths) in weekly basis. It is recommended that restaurants workers should be encouraged more with respect to providing good quality food, security, and hygienic and clean environment to promote more patronage to the restaurants.

Key Words: — *Patronage, Operational, Challenges, Restaurants, Parking, Port Harcourt.*

I. INTRODUCTION

Restaurants are generally defined in the literature as organisations providing food, beverages and services at a specific location in return for monetary gain (Kiefer, 2002; Ottenbacher et al., 2007; Chen, 2014).Similarly, Schmidgall et al. (2002) define a restaurant as a 'for-profit foodservice operation whose primary business involves the sale of food/beverage products to individuals and small groups of guests'. Restaurants are establishments where refreshments or meals may be procured by the public. The public dining room that came ultimately to be known as the restaurant originated in France, and the French have continued to make major contributions to the restaurant's development. Meeroona (2018) stressed further that a restaurant is an establishment where food is prepared and served to customers in exchange for money. But beyond this very basic definition, restaurants may be categorized based on a myriad of factors, from services, location, and specific cuisine to cost, atmosphere, formality, and so on. The above studies have defined restaurants from a transactional perspective and excluded the social perspective by neglecting a discussion of how restaurants act as social venues that build connections and relationships between people. The industry is diverse and therefore perhaps the narrow focus of these definitions can be attributed to the need for a simple definition to cover all styles of restaurants. Larkin (2017) suggested reasons why people believe that they should site a new restaurant somewhere on any location in the earth surface. The reasons are given as visibility, parking, space size, crime rates, surrounding business and competitors, accessibility, affordability, safety and so on.

Restaurant customers are generally composed of individuals from different cultural, ethnic and economic backgrounds and most of whom have definite and conflicting restaurant

KIKA H A., et.al: DETERMINANTS OF PATRONAGE AND OPERATIONAL CHALLENGES OF RESTAURANTS IN PORT HARCOURT METROPOLIS, RIVERS STATE, NIGERIA

32

preferences (Akinyele, 2010; Mhlanga, 2016). As such, they have different characteristics; hence, they tend to use different criteria in selecting restaurants (Chung and Kim, 2011). A deeper understanding of consumers' selection criteria will provide restaurateurs with valuable information and insights which enable them to attract and retain more consumers (Jang and Namkung, 2007).

In the available current literature, menu price is one of the major factors determining consumer decision-making and subsequent behaviours (Chung and Kim, 2011). Kafel and Sikora (2013) assert that restaurant consumers use price as a measure for the quality of the restaurant, assuming that an expensive restaurant serves better food and offers better quality. Therefore, the relative importance of the restaurant choice factors differ considerably by restaurant price (Massawe, 2013). Consequently, there is a need to understand the choice factors and their relative importance that influence restaurant patrons' decision so that restaurateurs can supply their offerings and develop strategies accordingly (Josiam and Monteiro, 2004). The type of restaurant which customers want to visit is another factor that influences restaurant selection as recognised by Hensley and Sulek (2004). Kim and Moon (2009) posit that since customers hold different expectations and perceptions of their different dining experiences in a different restaurant type, they may also have different selection criteria when they decide where to dine out according to the restaurant type. Chung and Kim (2011) claim that full-service restaurants are more likely to attract hedonic customers who pay more attention to restaurant environments, whereas fast-service restaurants tend to appeal utilitarian customers who value functional benefits. Therefore, the selection criterion varies according to the type of restaurant customers want to visit (Kivela, Inbakaran and Reece, 1999). Soriano (2002) asserts that food quality is the other factor influencing consumers' restaurant selection behaviour. Josiam and Monteiro (2004) concurs that unique food taste and ingredients play an important role for consumers when selecting a restaurant. Restaurants frequently develop new menus and offer a selection of different menu items to increase customer frequency (Mhlanga, Hattingh and Moolman, 2014). Therefore, it is crucial that restaurateurs understand the influence of food quality on restaurant selection criteria as this information can guide them in their target marketing ((Ryu, Lee and Kim, 2012; Kleynhans and Roberson, 2015). The physical environment of the restaurant such as restaurant's atmosphere, ambience, décor, furniture and other facilities can have a great impact on consumer selection

behaviour (Kivela et al., 1999). Customers generally feel superior in restaurants with elegant ambience, décor and furniture and they claim that the ambience and style suit their esteem need (Akbar and Alaudeen, 2012). Appearance and presentation refer to the way food is decorated and help to gain customer satisfaction in restaurants (Kivela, Inbakaran and Reece, 2000). From the preceding points, it is logically assumed that customers with different individual characteristics have different reasons to choose a restaurant. Thus, the paper seeks to contribute new body knowledge to the restaurant industry in a developing economy like Nigeria given the advancing phenomena of eating out in Nigeria with a view to empirically describing the restaurant selection behaviour of Nigerians. According to Wang and Chen (2012), food quality was found to be the most important consideration influencing restaurant selection by consumers. In another research, Auty's (1992) found that food types were the most important factor in choosing full-service restaurant. According to Auty (1992), the following ten variables are found to have an influence on restaurant selection namely food type; food quality; value for money; image and atmosphere; location; speed of service; recommended; new experience; and opening hours. In another study, Akbar and Alaudeen (2012) stated that the consumers evaluate factors such as; surroundings, customer turnover, location, price, quality of food, quality of service, and type of food in choosing a restaurant.

Kafel and Sikora, (2013) found seven factors that cause consumers to choose a restaurant, namely; food quality in the top rank, followed by cleanliness, service, value, menu variety, convenience, and lastly atmosphere. Huang (2007) stated that the consumers evaluate factors such as price, variety of food, parking lot, reservation, and special request in choosing a restaurant. Kim and Moon, (2009) found that the factors that influence consumer to choose a restaurant are; prices of meal, past experience with similar types of restaurants, reputation of restaurant among people that respondent know, convenience of location, whether any memorable advertisement seen, appearance of other customers, whether employee appropriately dressed, manner of employees, and premise. Martin and Frumkin (2005) found that consumer's reasons for choosing a particular full-service restaurant are; because of they like to be at that restaurant, convenience location, quality of food, good variety of food and price factor. Sulek and Hensley (2004) noted that the factors influencing consumers in choosing full-service restaurants are; food quality, atmosphere, quality of the service and interpersonal skills of the restaurant employee.

KIKA H A., et.al: DETERMINANTS OF PATRONAGE AND OPERATIONAL CHALLENGES OF RESTAURANTS IN PORT HARCOURT METROPOLIS, RIVERS STATE, NIGERIA

33

According to studies by Yüksel and Yüksel (2002) and Andaleeb and Conway (2006) there are five factors that cause consumers to choose a restaurant, namely; quality of service; food quality; ambience; recommendations and the frequency of the customer. Ungku Fatimah, Boo, Sambasivan and Salleh (2011) also found that customers selected restaurants based on service, quality of food and ambience.

Recently, increased attention has been given to contextual factors such as individual's neighbourhood of residence as a factor contributing to disparities in dietary intake and health outcomes through availability or lack of health promoting resources. Majority of the evidence comes from studies performed in the northern United States encompassing largely metropolitan urban and sub-urban neighbourhoods. These studies suggest that residents of poor and minority neighbourhoods have lower access to environments supporting healthy dietary choices and greater access to environments supporting unhealthy dietary choices than affluent and white neighbourhoods. For instance, fewer supermarkets were located in or near black compared to white neighbourhoods (Morland and Filomena, 2007; Powell et al., 2007; Zenk et al., 2005), and low-income compared to the wealthiest neighbourhoods (Moore and Diez-Roux, 2006; Powell et al., 2007).

In terms of fast food outlets, studies suggested that low-income or predominantly black neighbourhoods had higher densities of fast food outlets (Block et al., 2004; Cummins et al., 2005; Kwate, 2008; Kwateet al., 2009; Reidpath et al., 2002), compared to higher income or predominantly white neighbourhoods. However, a recent study from a six-county rural region of Texas has reported that the most deprived neighbourhoods with the greatest proportion of minority residents had better spatial access to supermarkets and grocery stores (Sharkey and Horel, 2008) and also fast food outlets and opportunities (Sharkey et al., 2011) compared to the least deprived neighbourhoods.

In another development, Mhlanga (2018) measured service quality in restaurants in East London, South Africa with a view to assessing customers' expectations and perceptions of service quality and establishing the significance of difference between perceived and expected service quality. According to Zeithaml, Parasuraman and Berry (1990), perceived service quality is the extent to which a restaurant successfully serves the purpose of its diverse range of customers. The restaurant customers'

perception of service quality results from their evaluation of their dining experiences and expected service. In 2004, Iglesias and Guillén (2004) determined that perceived quality had a positive effect on customer satisfaction. In the same year, Sulek and Hensley (2004) found that food quality and a restaurant's atmosphere, had a significant effect on customer satisfaction. Yüksel and Yüksel (2004) also established in 2004 that service quality had the most significant effect on the dining satisfaction amongst 449 departing tourists in Turkey. Mohsin, McIntosh and Cave(2005)revealed that value for money, variety and quality of the products available, staff-related skills, staff presentation and manners, and well-timed service were ranked as the five most important expectations of customers in New Zealand restaurants. Andaleed and Conway (2006) found that customer satisfaction was significantly influenced by the responsiveness of the employees, price and food quality.

Garba (2017) examined challenges of informal sector activities in a developing economy of Sokoto State, Nigeria. However, Barwa (1995) offers other poverty characteristics of the operators to include lack of capacity to do offshore acquisition of resources- tools, raw material, human and financial resources for the running of the business. Informal sector businesses are quite small in size and hence they tend to rely more, if not solely, on the local resources. The resources are acquired from various sources, sometimes new or second-hand or self-constructed but very rarely imported. So also for their raw materials, the informal sector entrepreneurs depend largely on local resources, primarily from the formal sector units in the cities, labour intensive and adopted technology (Ofori, 2009). In the same vein, the level of technology, employed in the urban informal sector business units is low and in poor conditions (Yankson, 1991; Barwa, 1995; Ofori, 2009).

Exploitation through long hours of work has been identified by Saran and Sandhwar (1990) to be among the challenges of the sector. This is because most of the operators are illiterate, and belong to families that do not have elite status, they also suffer from cheating and in some cases sexual harassment in the case of women. Guhan (1994) posits that absence of social protection such as old age pension, maternity leave and, poor condition of work, low earning and lack of any social security are some of the challenges of the informal sector. In a nutshell, the following challenges are noted in the literature. Others include lack of capital and collateral, lack of necessary skills, limited life span, labour, and equipment.

KIKA H A., et.al: DETERMINANTS OF PATRONAGE AND OPERATIONAL CHALLENGES OF RESTAURANTS IN PORT HARCOURT METROPOLIS, RIVERS STATE, NIGERIA

34

II. MATERIALS AND METHODS

The study area is Port Harcourt Metropolis, Rivers State, Nigeria. Port Harcourt comprises Port Harcourt City Council and Obio/Akpor Local Government Area (Figure 1). It is located on latitude 04^0 48' and 05^0 00'N of the Equator and longitude 06^0 55'and 07^0 10'E of the Greenwich Meridian. Port Harcourt Metropolis covers an area of 387.261000 (sq.km). Port Harcourt is the Capital City of Rivers State of Nigeria. The study area has a tropical monsoon climate with mean annual temperature of 28°C and annual rainfall over 2500mm. The relative humidity is very high with an annual mean of 85%. The relief is generally lowland which has an average of elevation between 20m and 30m above sea level and the geology of the area comprises basically of alluvial sedimentary basin and basement complex. The vegetation found in this area includes raffia palms, thick mangrove forest and light rain forest. The soil is usually sandy or sandy loam underlain by a layer of impervious pan and is always leached due to the heavy rainfall. The study area is well drained with both fresh and salt water. The salt water is caused by the intrusion of sea water inland, thereby making the water slightly salty.
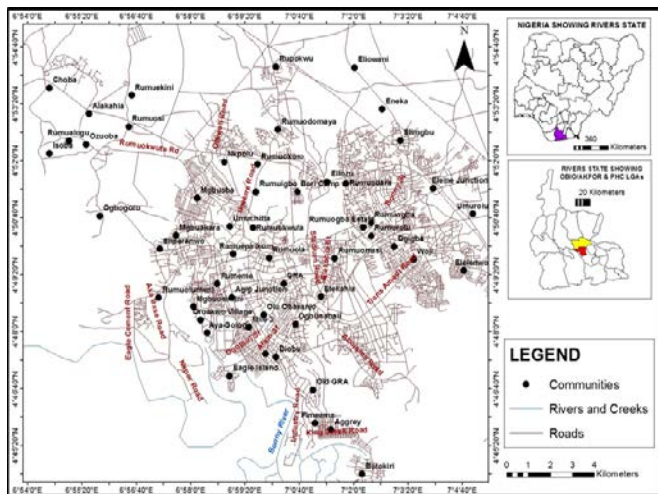

Fig.1. Port Harcourt Metropolis showing Communities

Source: Rivers State Ministry of Regional and Town Planning (2019)

Port Harcourt experiences a tropical humid climate with lengthy and heavy rainy seasons and very short dry seasons. The city is endowed with abundant sunshine and the average temperatures are between 25°C-28°C in the city (Ogbonna et al., 2007). Port Harcourt is dominated by low lying coastal plains, which structurally belongs to the sedimentary formation of the recent Niger Delta, with an elevation less than 15.24m (Oyegun and Adeyemo, 1999). Drainage of the study area is poor because of the presence of many surface water and heavy rainfall between 2000mm and 2400mm (Mmom and Fred-Nwagwu, 2013). However, Bonny River, New Calabar River, creeks and streams drain Port Harcourt Metropolis and all enter into the Atlantic Ocean through estuaries (NDEBUMOG, 2007). The study area is underlain by the Coastal Plain sands having its place from the Pleistocenic Formation (Nwakoala and Warmate, 2014). The area is occupied by rainforest, freshwater swamp and mangrove swamp in some cases, which has been drastically modified by human activities. The vegetation is nourished with high rainfall and high temperature, which provide favourable condition for the growth of a varieties of tall and big trees like mahogany, Obeche, Afara and abundance of oil palm trees and several other species of economically valuable plants such as raffia palms, Abura, ferns and grasses (Eludoyin et al, 2013). The city is a major industrial centre as it has a large number of multinational firms as well as other industrial concerns, particularly business related to the petroleum industry (Hudgens, et al, 2003; Austin, 2010). The target population for this study included the workers and customers patronising the restaurants in Port Harcourt Metropolis as highlighted in Table 1. A questionnaire was developed bearing in mind the research objectives of the study. The questionnaire was structured with closed-ended questions. Closed-ended questions was used mainly because data obtained from the administration of closed questions are easier to analyse since they guarantee uniform responses (Creswell et al., 2007).

The restaurant managers were interviewed differently with key informant questions and were also approached to seek for the opportunity to conduct the study in their restaurants. The key informant questions contained some items relating to the restaurants such as number of workers, date of establishment, sex of workers, age grade of workers, means of waste disposal, types of food provide, availability of environmental gadget and so on. Customers patronising the restaurants shall also be part of the respondents of this study and the questionnaire was used for them. The questionnaire was administered during the weekdays and also weekends and this was carried out during lunch and dinner times (Sulek and Hensley, 2004; Akinyele, 2010). This is done to maximise chances of eliciting information from customers of different lifestyles, occupation, income, age and gender (Kivela et al., 1999). The study made use of all restaurants found in Port Harcourt Metropolis. The

KIKA H A., et.al: DETERMINANTS OF PATRONAGE AND OPERATIONAL CHALLENGES OF RESTAURANTS IN PORT HARCOURT METROPOLIS, RIVERS STATE, NIGERIA

35

workers included the Manager and the Heads of Units in each restaurant. Key informant questions were administered on the Manager and the Heads of Units (i.e. finance, kitchen, security) to account for the nature of operations, working environment, number of customers, facilities on ground, type of management, competency of workers, number of workers, demography of workers, level of adapting to environmental guidelines for establishing a restaurant, and so on. Thus, 161 Managers and Heads of Units were involved in this study and 709 for the customers according to the reconnaissance survey carried out to all the restaurants (Table 1). Finally, 870 respondents were involved in this study (Table 1). Descriptive statistics involved the use of frequencies and percentages.

Table.1. Number of Workers and Customers per Restaurant for the Study

S/N	Restaurants	Expected Number of Workers	Expected Number of Customers
1	Big Treat Air Force Junction Aba Road	4	18
2	Big Treat Rukpokwu	4	19
3	Bukka by Choice D-Line	4	20
4	Casablanca Abacha Road by GRA	4	20
5	Chicken Republic Abacha Road	4	15
6	Chicken Republic Aggrey Road	4	18
7	D' Lounge GRA	4	19
8	Day Spring Abuja Park	4	13
9	Domino Pizza Place Olu Obasanjo	4	14
10	Durables D-Line	4	19
11	Evagold Abuja Park	4	10
12	Evergreen Tasty Fingers Abacha Road	4	18
13	Final Fantasy Alakahia	4	20
14	4 Gee's Chicken Ada George Road	4	20
15	Genesis Choba Road, Opp. UNIPARK	4	20
16	Genesis Location Road Junction	4	20
17	Genesis Rumuokuta Junction	4	19
18	Genesis Iwofe Road	4	20
19	Genesis Agip Junction	4	20
20	Genesis UST Junction Ikwerre Road	4	20
21	Genesis GRA	4	20
22	Genesis Market Junction Aba Road	4	20
23	Jovit Stadium Road	4	19
24	Jovit UPTH Junction Alakahia	4	18
25	Kilimanjaro GRA Junction Aba Road	4	20
26	Kilimanjaro Okporo/Rumuodara	4	21
27	Kilimanjaro Rukpokwu	4	19
28	Kilimanjaro UNIPORT Junction Choba	4	20
29	Kilimanjaro Rumuokuta by Rumuola Road	4	20
30	Kilimanjaro Agip Junction	4	20
31	Mama Abuja Restaurants Abuja Park	4	10
32	Mr Biggs Aggrey Road	4	20
33	Old Spice Rumuosi	4	20
34	Pepperoni Iwofe Road by Ada George Junction	4	21
35	Pepperoni Okporo Road, Rumuodara	4	20
36	Perpetual Taste Ozuoba Residual Building	4	20
37	Revs Restaurant Opp. NTA Road	4	21
38	Sammies UNIPORT Junction, Choba	4	20
39	Shandees Rumuodara	4	20

KIKA H A., et.al: DETERMINANTS OF PATRONAGE AND OPERATIONAL CHALLENGES OF RESTAURANTS IN PORT HARCOURT METROPOLIS, RIVERS STATE, NIGERIA

36

40	Shandees Agip Road	4	21
41	Skippers GRA	4	14
42	SPAH PH Mall (WAKKIS) Azikiwe Road	4	19
43	The Promise Aggrey Road	4	20
44	The Promise Rukpokwu	4	20
45	Vincent SARS Road	4	13
46	Chicken Republic 1st Artillery	4	17
47	Chicken Republic Trans Amadi	4	20
48	Pepperoni GRA Junction	4	20
49	The Promise Odili Road	4	20
50	The Promise Rumuigbo	4	19
51	The Promise Trans Amadi	4	20
Total		204	954
GT			1,158

III. RESULTS AND DISCUSSIONS

3.1 Operational License, Registration and Category of Restaurants

The operation license, registration and category of restaurants are presented in Table 2. All the restaurants had license before they started their operations. In terms of the registration with the Corporate Affairs Commission, it was discovered also that all the restaurants registered. However, the analysis of category of restaurants showed that 95.7% were fast food, 1.9% was bukateria and 2.4% were 4 star restaurants.

3.2 Frequency of Visit to Restaurants

Table 3 presents the frequency of visit to restaurants in Port Harcourt City. It is shown that 23.79% of respondents visit restaurants daily, 45.38% weekly while 30.60% is once a while and 0.23% monthly. The respondents with weekly visit were the highest which may be happening during the weekend

days between Saturday and Sunday when they take their family members or their loved ones or friends out for relaxation.

Table.2. Operational License, Registration and Category of Restaurants

Operational License	Frequency	Percentage (%)
Yes	161	100.0
No	-	-
Total	161	100.0
Registration under Corporate Affair Commission	Frequency	Percentage (%)
Yes	161	100.0
No	-	-
Total	161	100.0

Table.3. Category of Restaurants

Category of Restaurant	Frequency	Percentage (%)
Fast Food	154	95.7
Bukateria	3	3
4 Star Restaurant	4	4
Total	161	100.0

Table.4. Frequency of Visit to Restaurants

Frequency of Visit to the Restaurants	Frequency	Percentage (%)
Daily	206	23.79
Weekly	393	45.38
Once a while	265	30.60
Monthly	2	0.23
Total	870	100.0

3.3 Locational Characteristics of the Restaurants in Port Harcourt City

The characteristics of the restaurants in Port Harcourt City revealed in Table 5 shows that 100% of respondents agreed that the customers determine the success of the restaurant. Similarly, 100% of respondents still agreed that the quality of services determine the success, and restaurant cut across all classes of people. It is also known that 96.9% agreed that space

KIKA H A., et.al: DETERMINANTS OF PATRONAGE AND OPERATIONAL CHALLENGES OF RESTAURANTS IN PORT HARCOURT METROPOLIS, RIVERS STATE, NIGERIA

37

of the restaurant can contribute to the success of the restaurants. Findings revealed that 161(100%) agreed that both the youths and adults patronizes the restaurants. It is known that 55.9% each agreed that the rate of patronage is very high and the rate of patronage determines the security rate of the restaurants while 100% of the respondents agreed that the restaurant is contributing largely to the economic growth of the state and 96.3% agreed that the restaurant is strategic enough.

Table.5. Characteristics of the Restaurants in Port Harcourt City

Characteristics	SA	A	D	SD	Total
The customers determine the success of the restaurant	154 (95.7)	7 (4.3)	0	0	161
The quality of your services determine your success	153 (95.0)	8 (5.0)	0	0	161
The location of your restaurant can cause a high patronage	153 (95.0)	8 (5.0)	0	0	161
Restaurant cut across all classes of people	161 (100.0)	0	0	0	161
The space can contribute to the success of the restaurants	138 (85.7)	18 (11.2)	0	5 (3.1)	161
The guests or customers are treated with dignity	161 (100.0)	0	0	0	161
The restaurants are patronized by adults only	1 (0.7)	0	153 (95.0)	7 (4.3)	161
The restaurants are patronized by youths only	0	0	154 (95.7)	7 (4.3)	161
The restaurants are patronized by both the youths and adults	160 (99.4)	1 (0.6)	0	0	161
The restaurant is contributing largely to the economic growth of the state	142 (88.2)	19 (11.9)	0	0	161

The restaurant is strategic enough	155 (96.3)	0	6 (3.7)	0	161
The rate of patronage very high	90 (55.9)	0	71 (44.1)	0	161
The rate of patronage determine the security rate of the restaurant	90 (55.9)	0	1 (0.7)	70 (43.4)	161

3.4 Source of Food in the Restaurants

The source of food in the restaurants is presented in Table 6 whereby 44.7% agreed on local sources, 3.1% of respondents agreed on imported while 52.2% were for both local and imported sources. This shows that most of restaurants made use of both local and imported sources of food to ensure that the customers have alternative options when being patronised.

Table.6. Source of Food in the Restaurant

Sources	Frequency	Percentage (%)
Local	72	44.7
Imported	5	3.1
Both Locally & Imported	84	52.2
Total	161	100.0

3.5 Factors of Choice of Restaurants

There are many factors that influence the choice of restaurants in Port Harcourt Metropolis and these are discussed in Table 7 as determined by the customers. Analysis showed that of the entire respondents, 87.3% attested that they chose to be in particular restaurants if the price of the food is within their purchasing power while 99.9%, 99.6%, and 91.6% agreed that the patronage is influenced by the aroma/smell of the food, personal preference and nice appearance of the food. However, 99.9%, 92.4%, and 100% of respondents agreed that the choice of restaurants is caused by spicy food, cultural familiarity and good quality of food respectively. Furthermore, 98.8%, 95.2%, 92.8%, and 96.9% agreed that they made their choice based on the restaurant's hygienic and clean environment, employee's friendliness, menu variety offer, and good reputation of the restaurants respectively. A total of 99.8% agreed on the convenient location of the restaurant and 91.2% agreed on the new items in stock. Based on the level of response on the

KIKA H A., et.al: DETERMINANTS OF PATRONAGE AND OPERATIONAL CHALLENGES OF RESTAURANTS IN PORT HARCOURT METROPOLIS, RIVERS STATE, NIGERIA

38

choice, it can be deduced that good quality of food is a major reason of choosing or patronising any restaurant in Port Harcourt Metropolis. The hypothesis stating that there is no significant variation in the factors contributing to the distribution of restaurants in the study area is hereby displayed in Table 8. It is discovered that all the factors varied significantly among the restaurants at $p<0.05$. Thus the alternative hypothesis is hereby accepted and the null hypothesis is rejected.

Table.7. Factors of Choice of Restaurants

Reasons	SA	A	D	SD	Total
Price of the food is within my reach	226 (31.9)	393 (55.4)	79 (11.1)	11 (1.6)	709
The taste of the food is adequate	477(67.3)	231 (32.6)	0	1 (0.1)	709
Aroma/Smell of the is okay	453 (63.9)	253 (35.7)	2 (0.3)	1 (0.1)	709
Personal preference	451 (63.6)	248 (35.0)	6 (0.8)	4 (0.6)	709
Nice appearance of the food	425 (59.9)	277 (39.1)	0 (0.0)	7 (1.0)	709
Spicy Food	445 (62.8)	256 (36.1)	7 (1.0)	1 (0.1)	709
Cultural Familiarity	285 (40.2)	370 (52.2)	39 (5.5)	15 (2.1)	709
Good quality of food	494(69.7)	215 (30.3)	0 (0.0)	0 (0.0)	709
The restaurant has hygienic and clean environment	516 (72.8)	184 (26.0)	0	9 (1.3)	709
There is employee friendliness	429 (60.5)	246 (34.7)	31 (4.4)	3 (0.4)	709
There is menu variety offer	368 (51.9)	290 (40.9)	44 (6.2)	7 (1.0)	709
The restaurant has a good reputation and words of mouth	429(60.5)	258 (36.4)	18 (2.5)	4 (0.6)	709
The location is convenient	549 (77.4)	159 (22.4)	0 (0.0)	1 (0.1)	709
There are new items in stock	322 (45.4)	325 (45.8)	49 (6.9)	13 (1.8)	709

Table.8. Chi square analysis of the factors of choice of restaurants

Infrastructure	Chi Square analysis	Value	Df	Asymp. Sig.
Price of food is within my reach	Pearson Chi-Square	683.95	92	0.001
	Likelihood Ratio	532.94	92	.000
	N of Valid Cases	870		
The taste of the food is adequate	Pearson Chi-Square	614.14[a]	92	0.005
	Likelihood Ratio	419.403	92	.000
	N of Valid Cases	870		
Aroma/Smell of the is okay	Pearson Chi-Square	703.85[a]	92	0.001
	Likelihood Ratio	453.735	92	.000
	N of Valid Cases	870		
Personal preference	Pearson Chi-Square	905.09	92	0.000
	Likelihood Ratio	819.320	92	.000
	N of Valid Cases	870		
Nice appearance of the food	Pearson Chi-Square	477.584[a]	92	0.000
	Likelihood Ratio	403.543	92	.000
	N of Valid Cases	870		
Spicy Food	Pearson Chi-Square	711.542[a]	92	0.0004

KIKA H A., et.al: DETERMINANTS OF PATRONAGE AND OPERATIONAL CHALLENGES OF RESTAURANTS IN PORT HARCOURT METROPOLIS, RIVERS STATE, NIGERIA

39

	Likelihood Ratio	474.735	92	.000
	N of Valid Cases	870		
Cultural Familiarity	Pearson Chi-Square	436.47[a]	92	0.000
	Likelihood Ratio	344.370	92	.000
	N of Valid Cases	870		
Good quality of food	Pearson Chi-Square	407.363[a]	92	0.001
	Likelihood Ratio	257.647	92	.000
	N of Valid Cases	870		
The restaurant has hygienic and clean environment	Pearson Chi-Square	923.144[a]	92	0.005
	Likelihood Ratio	686.924	92	.000
	N of Valid Cases	870		
There is employee friendliness	Pearson Chi-Square	562.354[a]	92	0.002*
	Likelihood Ratio	358.521	92	.000
	N of Valid Cases	870		
There is menu variety offer	Pearson Chi-Square	663.74	92	0.001
	Likelihood Ratio	462.95	92	.000
	N of Valid Cases	870		
The restaurant has a good reputation	Pearson Chi-Square	660.471[a]	92	0.005

and words of mouth				
	Likelihood Ratio	250.214	92	.000
	N of Valid Cases	870		
The location is convenient	Pearson Chi-Square	813.821[a]	92	0.004
	Likelihood Ratio	604.742	92	.000
	N of Valid Cases	870		
There are new items in stock	Pearson Chi-Square	754.081	92	0.003
	Likelihood Ratio	518.320	92	.000
	N of Valid Cases	870		

χ^2 is significant at p<0.05

IV. DISCUSSION OF FINDINGS

It is known that the rate of patronage determines the security rate of the restaurants while that the restaurant is contributing largely to the economic growth of the state and 96.3% agreed that the restaurant is strategic enough. Findings showed that most of the restaurants made use of both local and imported sources of food to ensure that their customers have alternative options when patronising restaurants.

Based on the level of response on the choice, it can be deduced that good quality of food is a major reason of choosing or patronising any restaurant in Port Harcourt Metropolis. It is discovered that all the factors varied significantly among the restaurants at p<0.05

The quality of food, price of food and smell/aroma of food are significant factors for the choice of the restaurants. This is in line with the study of Adzovie and Jibril (2020) in Ghana that convenience in terms of time spent and taste and preference and menu price are the main significant factors that determine the frequency of choice of restaurants. The time spent to go out for a fast-food as an alternative meal for either lunch or dinner plays a significant role with regard to consumers' decision-making. This cue suggests that time is not wasted when people

KIKA H A., et.al: DETERMINANTS OF PATRONAGE AND OPERATIONAL CHALLENGES OF RESTAURANTS IN PORT HARCOURT METROPOLIS, RIVERS STATE, NIGERIA

40

decide to buy or select a fast-food joint as an alternative for their breakfast/lunch/dinner. The study also corroborates with the work of (Kivela, 1997; Mensah et al., 2017). In addition, findings showed that rising cost of food, increasing competition due to establishment of many restaurants, capitals, tax and quality staff are major challenges being faced by restaurants in Port Harcourt.

These factors have led to the repeat of patronage of individual to a particular restaurant. Many studies have examined factors causing and affecting customer's patronage and repeated patronage of food outlets. A study by Vijayvargy (2014), determined the influence of quality attributes on customer's revisit decisions in chain restaurants, revealed that tangibles, convenience and empathy most significantly influenced repeat patronage. This finding shows that the physical facilities, equipment, employee appearance mostly influenced repeat patronage. It was followed by convenience of location, the knowledge and courtesy displayed by employees, and their competence in demonstrating trust and confidence. Yuksel and Yuksel (2002) found that all the five SERVQUAL dimensions of service quality significantly influenced customer's subsequent visits.

In other words, customers will repeat patronage because of the tangibility, responsiveness, empathy, assurance, and reliability of the services.

V. CONCLUSIONS

The study concluded that restaurants in Port Harcourt City are mainly fast food making use of both local and imported sources of food; with optimum frequency of patronage by the customers (both adults and youths) in weekly basis. It is thereby recommended that the establishment of bukateria and 4 star restaurants should be encouraged as they have very few at present; and restaurants workers should be encouraged more with respect to providing good quality food, security, and hygienic and clean environment to promote more patronage to the restaurants.

REFERENCES

[1]. Abia State Ministry of Health and FHI 360. (2013): Abia State-wide Rapid Health Facility Assessment, Nigeria: Abia State Ministry of Health and FHI 360. 48P

[2]. Acholonu C. (2008): The Origin of the Igbo - The Chosen People of the True God and the Never Been Ruled: Tracing Igbo Divine Rights through Pre-History, Forgotten Scriptures and Oral Tradition. A Paper presented at the 6th Annual Igbo Conference: "Ozoemena - The Igbo Human Rights Experiences in Nigeria and the Diaspora", Howard University, Washington D.C., April 4th-5th, 2008. Pp 1-94.

[3]. Adedoyin W. (2014): Ogun State Pocket Factfinder. A Publication of Abeokuta Book Club. 31P.

[4]. Akande, S.O. and Akerele, W.O. (2008): Employment Generation in the Informal Sector of Nigerian Economy, Nigerian Institute of Social and Economic Research (NISER) with the support of ACBF/ ILO.

[5]. Akerele, W.O. (1997): The Effect of Economic Adjustment in the Urban Informal Sector of Ibadan City, NISER Monograph Series No. 3, NISER, Ibadan.

[6]. Akinwale, A. A. (2012). The informal sector as a catalyst for employment generation in Lagos state, Nigeria. African and Asian Studies, Vol. 11, No.3, pp. 315-344.

[7]. Anigbodu T.U., Agbasi O.E. and Okoli I M. (2015): Socioeconomic Factors Influencing Agricultural Production among Cooperative Farmers in Anambra State, Nigeria. International Journal of Academic Research in Economics and Management Sciences, Vol. 4, No. 3: 43-58.

[8]. Bajada, C., and Schneider, F. (2005). "The Shadow Economies of the Asia-Pacific"' Pacific Economic Review, 10(3), pp.379-401.

[9]. Beneria, L. and Floro, M. (2003). "Distribution, Gender, and Labour Market Informalization: A conceptual framework with a focus on home workers". RETHINKING.

[10]. Boeke J.H. (1953), Economics and Economic Policies of Dual Societies, New York, pp. 3-5.

[11]. Brambila-Macia, J. (2010). "Modeling the informal Economy in Mexico. A Structural Equation Approach". Guido Cazzavillan. The Journal of Developing Areas, vol. 44, No 1, pp 345-365.

[12]. Brillat-Savarin J.A. (2012). The Physiology of Taste. Courier Corporation. pp. 226–. ISBN 978-0-486-14302-6.

[13]. CBN, (1998), Structural Bulletin - Central Bank of Nigeria.(2013). Statistical Bulletin – Central Bank of Nigeria.

KIKA H A., et.al: DETERMINANTS OF PATRONAGE AND OPERATIONAL CHALLENGES OF RESTAURANTS IN PORT HARCOURT METROPOLIS, RIVERS STATE, NIGERIA

41

[14]. Chen M.A. (2012): The Informal Economy: Definitions, Theories and Policies. Women in Informal Employment: Globalizing and Organizing (WIEGO) Working Paper No1. 26P.

[15]. Chukuezi, C.O. (2010). "Urban Informal sectors and unemployment in third world cities: The situation in Nigeria". Asian Social Science, vol.6, No.8.

[16]. Churchill G.A. (2004). Using ANOVA to analyze microarray data. Biotechniques, 37(2):173-177.

[17]. Correa J.C., Garzón W., Brooker P., Sakarkar G., Carranza S.A., Yunad L., and Rincón A. (2019). Evaluation of collaborative consumption of food delivery services through web mining techniques. Journal of Retailing and Consumer Services, 2019:1-4.

[18]. Cross, J.C. (1997) "Entrepreneurship and Exploitation: Measuring Independence and Dependence in the Informal Economy" International Journal of Sociology and Social Planning, Vol 17, Cairo, Egypt.

[19]. Dessy, S. and Pallage, S. (2003). "Taxes, Inequality and the size of the informal sectors". Journal of Development Economics. Vol. 70, pp. 225-233.

[20]. Dipak Mazumdar (1975), "The Urban Informal Sector", World Bank Staff Working Paper, No.211, World Development, Washington.

[21]. Dipak Mazumdar (1977), "Notes on the Informal Sector" in Subhiah Kanappan (Ed.), Urban Labour Market Behaviour in Developing Countries, International Institute of Labour Studies, Geneva.

[22]. Douglason, G.U. and Gibosi, A. (2006). "The Dynamics of Productivity and Unemployment Nexus": Implications for Employment Generation in Nigeria NES 2006: Annual Conference, Ibadan, Nigeria.

[23]. Farinmade A. (2012). "Challenges of Improving Informal sectors Activities Conditions in Lagos Island, Nigeria": British Journal of Arts and social science Vol. 6 No. 2.

[24]. Fasanya I.O. and Onakoya, B.O. (2012). "Informal sectors and Employment Generation in Nigeria: An Error Correction Model". Research on humanities and social sciences, ISSN 2222 – 1719 paper vol. 2, No. 7.

[25]. Fasina, O.O., Ibitoye, A.L. and Ibitoye, O. (2016): Determinants of Change in Work Values in Rural Nigeria: Evidence from Ondo State. Journal of Culture, Society and Development, Vol.24:20-27.

[26]. Folawewo, A.O. (2006). "Determinants of Informal sectors labour demand: An application of alternative methodological approaches to South Western States of Nigeria". Applied Econometrics and international development (AEID Vol. 6-2.

[27]. Freedman P.H. (2007). Food: The History of Taste. University of California Press. pp. 305–. ISBN 978-0-520-25476-3.

[28]. Glaeser E. (2011). Triumph of the City: How Our Greatest Invention Makes Us Richer, Smarter, Greener, Healthier, and Happier. Penguin Publishing Group. pp. 88–. ISBN 978-1-101-47567-6.

[29]. Government of India (1987), Structure and Performance of Informal Enterprises: A study of four cities, Prepared for the Ministry of Urban Development, Research Study Series, Nov. 19, National Institute of Urban Affairs, New Delhi, Sept., p. 2.

[30]. Heather and Vijay Joshi (1976), Surplus Labour and City: A Study of Bombay, Oxford University Press, Delhi, pp.44-46.

[31]. Higgins B. (1968), Economic Development, New York, pp. 17-20.

[32]. Ibitoye O. and Oguntade A.E. (2015): Income Distribution among Arable Crop Farmers in Nigeria: Evidence from Ekiti State. Nigeria Journal of Economics and Sustainable Development, Vol.6, No.9, 2015, 143-149.

[33]. Ibok E.E. and Ibanga S.E. (2014): The Impact of Human Capital Development and Economic Empowerment on the Socio-Economic Development of Akwa Ibom State, Nigeria. Global Journal of Human Resource Management, Vol.2,No.3: pp.37-44.

[34]. Ikegbunam F.I. (2014): Onitsha Urban Road Transport System: Implications for Urban Transport Planning. International Journal of Applied Science and Technology, Vol. 4, No. 4; 250-256.

[35]. ILO (1993). Employment, Incomes and Equality; A Strategy for increasing Productive Employment in Kenya, ILO, Geneva.

[36]. ILO (2002a). "Decent work and the informal economy". Report VI. Presented by the Director General at the 90th

KIKA H A., et.al: DETERMINANTS OF PATRONAGE AND OPERATIONAL CHALLENGES OF RESTAURANTS IN PORT HARCOURT METROPOLIS, RIVERS STATE, NIGERIA

42

session of the International Labour conference, Geneva, Switzerland.

[37]. ILO (2002b). "Women and Men in the Informal Economy: A statistical picture". International Labour Office, Geneva.

[38]. International Labour Office (2000). Employment and social protection in the informal sector. GB.277/ESP/1/2.

[39]. International Labour Office (2002c). ILO Compendium of official statistics on employment in the informal sector. STAT Working Paper No.1. Geneva, ILO.

[40]. International Labour Organization (2003): Guidelines concerning a statistical definition of informal employment, endorsed by the Seventeenth International Conference of Labour Statisticians (November -December 2003); in: Seventeenth International Conference of Labour Statisticians (Geneva, 24 November-3 December 2003), Report of the Conference; Doc. ICLS/17/2003/R; International Labour Office, Geneva, 2003.

[41]. Jack J.T.C.B., Nkwocha I.B. and Odubo T.R. (2016): Natural Resource Exploitation and Socio-economic Development in Nigeria (1981-2015). Sustainable Human Development Review, Vol 8 Nos 1-4: 77-101.

[42]. Jessica, L. (2009). "Formal and Informal Microenterprises: Enterprise surveys, enterprise note series". The World Bank, International Finance Corporation.

[43]. Joshua S., Oni S. and Agbude G. (2012): Leadership, Democracy and Development in Nigeria: A Study of Oyo State (2003-2011). International Journal of Research in Arts and Social Sciences, 4:153-164.

[44]. Kivela, J. J. (1997). Restaurant marketing: Selection andsegmentation in Hong Kong. International Journal ofContemporary Hospitality Management, 9(3), 116–123.

[45]. Lang G. (2018) Restaurant, Encyclopeadia Britannica.

[46]. Lavrakas P.J. (2008): Cross-Sectional Survey Design. In: Encyclopedia of Survey Research Methods.

[47]. Leslie, T., Frankenfeld, C. and Makara, M. 2012. The spatial food environment of the DC metropolitan area: Clustering, co-location, and categorical differentiation. Applied Geography 35(1-2): 300-307.

[48]. Mankiw, N.G., Romer, D., and Weil, N.W. (1992). A Contribution to the Empirics of Economic growth. The Quarterly Journal of Economics, Vol. 107, No. 2, pp. 407-437. Oxford University Press.

[49]. Marjo-Riitta Liimatainen (2003). Training and Skills Acquisition in the Informal Sector: A Literature Review, Informal Economy Series, International Labour Office, Geneva.

[50]. Meeroona (2018). How Many of These 33 Restaurant Types Have You Tried?

[51]. Mensah, C., Agboka, J. A., & Azilla-Gbettor, E. M. (2017). Selection of traditional catering establishment's inGhana: Diners' perspectives. Journal of Food service, Business Research, 20(4), 410–431.

[52]. Messiah, A. J. (2017): "Informal Sectors and Unemployment in Nigeria: A Vector Error Correction Model (VECM) Approach." IOSR Journal of Economics and Finance (IOSR-JEF) 8.4 (2017): 16-24.

[53]. Montagné. P. (2019). "The New Larousse Gastronomique". Éditions Larousse. p. 97. Retrieved February 22, 2019.

[54]. Moolman H. J. (2011): Restaurant customer satisfaction and return patronage in a Bloemfontein shopping mall, Acta Commercii, 2011, 129-146.

[55]. National Bureau of Statistics (2004). Nigeria Statistical Fact Sheets on Economic and Social Development, FOS, Nigeria.

[56]. National Bureau of Statistics (2015). "3rd Quarter Job Creation Survey Report". FOS, Nigeria.

[57]. Newman, L. and Waldron, L. (2012). Towards walkable urban neighbourhoods. In A. Dale, W. Dushenko and P. Robinson (Eds.), Urban Sustainability: Reconnecting Space and Place (pp. 106 126). Toronto: University of Toronto Press.

[58]. Newman, Lenore L. (2014) "Commensality, Sustainability, and Restaurant Clustering in a Suburban Community," Suburban Sustainability: Vol. 2: Iss. 2, Article 2.pp 1-21.

[59]. Nwagbara G.U. (2013): Indigenous Language News and the Marginalization of Some Ethnic Groups in the Nigerian Broadcast Media. Stud Tribes Tribals, 11(2): 153-160.

[60]. Ogbuabor, J.E. and Malaolu, V.A. (2013). "Size and causes of the informal sectors of the Nigerian Economy: Evidence from error correction MIMIC model". Journal of Economics and Sustainable Development, vol. 4, No. 1.

KIKA H A., et.al: DETERMINANTS OF PATRONAGE AND OPERATIONAL CHALLENGES OF RESTAURANTS IN PORT HARCOURT METROPOLIS, RIVERS STATE, NIGERIA

43

[61]. Oldenberg, R. 1998. The Great Good Place: Cafes, Coffee Shops, Bookstores, Bars, Hair Salons, and other Hangouts at the Heart of a Community. Cambridge: Da Capo Press.

[62]. Papola T.S. (1981), Urban Informal Sector in a Developing Economy, Vikas Publishing House Pvt. Ltd., Delhi, pp. 2- 3.

[63]. Relph, E. 1976. Place and Placelessness. London: Pion.

[64]. Saunders, M., Lewis, P. and Thornhill, A. (2012): Research Methods for Business Students. 6th edition, Pearson Education Limited.

[65]. Scout C. (2016): Convenience Sample: A Brief Overview of the Sampling Technique.

[66]. Sethuraman S.V. (1981): The Urban Informal Sector in Developing Countries: Employment, Poverty and Environment, International Labour Office, Geneva, pp7.

[67]. Soja, E. 1980. The socio-spatial dialectic. Annals of the Association of American Geographers 70 (2): 207–225.

[68]. Soja, E. 1996. Thirdspace: Journeys to Los Angeles and Other Real and Imagined Places. Cambridge: Blackwell.

[69]. Stewart, D.W. and Shamdasani, P.N. (1990) Focus Groups: Theory and Practices. Sage, UK.

[70]. Tshuma, M. C. and Jari, B. (2013). "Informal sectors as a source of Household Income: The case of Alice Town in the Eastern Cape Province of South Africa": Journal of African studies and development vol. 5, No.8.

[71]. Udeagha, A.U., Udofia, S.I. and Jacob, D. E. (2013): Cultural and socio-economic perspectives of the conservation of Asanting Ibiono Sacred Forests in Akwa Ibom State, Nigeria. International Journal of Biodiversity and Conservation, 5(11):696-703.

[72]. Yelkur R. and Chakrabarty S. (2006): Gender Differences in Service Quality Expectations in the Fast Food Industry. Services Marketing Quarterly 27(4):141-151.

KIKA H A., et.al: DETERMINANTS OF PATRONAGE AND OPERATIONAL CHALLENGES OF RESTAURANTS IN PORT HARCOURT METROPOLIS, RIVERS STATE, NIGERIA

44