

INFLUENCE OF CUSTOMER EXPERIENCE ON CHOICE OF SERVICE PROVIDERS IN THE HOSPITALITY INDUSTRY

BY

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BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF MARKETING, FACULTY OF
MANAGEMENT SCIENCES, UNIVERSITY OF LAGOS, AKOKA, LAGOS STATE

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF SCIENCE (B.Sc.)
DEGREE IN MARKETING

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Influence of Customer Experience on Choice of Service Providers in the Hospitality Industry" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

ACKNOWLEDGEMENT

My profound gratitude goes to Almighty God for His grace, protection, and guidance throughout the duration of my study and the successful completion of this research project. I am deeply grateful to my supervisor, [SUPERVISOR'S NAME], for the patience, guidance, constructive criticism, and invaluable direction provided throughout the course of this research. I also wish to appreciate the Head of Department, the lecturers of the Department of Marketing, and my course mates for their support and friendship. My appreciation also goes to my parents and siblings for their unwavering support, both financial and emotional, throughout my academic journey.

ABSTRACT

This study examined influence of customer experience on choice of service providers in the hospitality industry, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of influence; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with influence and customer. The study adopted a descriptive survey research design, anchored on the Marketing Mix Theory and the Consumer Behaviour Theory. A sample size of 393 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 366 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.19). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.46$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 8.15, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.3$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on influence.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of influence of customer experience on choice of service providers in the hospitality industry is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

Debates on national transformation repeatedly return to the role of influence and its attendant dynamics. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream influence into routine governance. Findings reported by Okonkwo and Osinachi (2018) observed that respondents with greater exposure to influence recorded markedly different results. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. An examination by Bello and Adekunle (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. These observations collectively invite a reconsideration of standard assumptions regarding customer. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

The relationship between influence and customer has been the subject of sustained academic interest across several disciplines. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream influence into routine governance. Field evidence gathered by Ekwueme and Ibrahim (2016) suggested that stakeholder engagement materially improves the results achieved in matters of influence. Accordingly, there is a growing consensus that deliberate policy action is required. Studies conducted within the West African subregion by Ekwueme and Adeniyi (2018) reached conclusions broadly consistent with the Nigerian evidence. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

influence continues to command considerable attention among researchers, policymakers, and practitioners in marketing. Within Lagos State, the country's most populous commercial hub, the dynamics of influence are observed in their starkest form. Evidence assembled by Ekwueme and Adeniyi (2015) across twelve states underscored the heterogeneity of outcomes linked to influence. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Field evidence gathered by Dauda and Bamgbose (2016) suggested that stakeholder engagement materially improves the results achieved in matters of influence. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

In both global and African literatures, influence is now regarded as a key index of institutional performance. National policies and programmes have sought, with varying degrees of success, to respond to the realities of