

## Creative appeals: the factors of entrepreneurship in mega-cuisine retail outlets in Cross River state, Nigeria

**Dr. Effiom Effiom Inameti**

The Department of Marketing  
Arthur Jarvis University, Akpabuyo  
Cross River State, Nigeria

**Okosi Ovai Nkanu,**

Department of Business Administration,  
Federal University of Lafia, Nassarawa, State  
Nigeria.

**Dr. Efa Imoke**

Department of Marketing,  
University of Calabar, Calabar

**Mrs Arrey V. Mbaze,**

Department of Marketing,  
University of Calabar, Calabar. Nigeria

Corresponding Author: **Dr. Effiom Effiom Inameti**

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### **Abstract**

*The study examined “creative appeals as factors of entrepreneurship in mega-cuisine retail outlets in Cross River State, Nigeria”. The research was motivated by the desire to identify the creativity that can appeal to motivate consumers patronage in mega-cuisine retail outlets in Cross River State, Nigeria. To this end, the study sought to examine the influence of branding appeal and facilities appeal on consumers patronage of mega-cuisine retail outlets in Cross River State, Nigeria. The study adopted cross-sectional and judgmental sampling technique to survey three hundred and sixty three (363) mega-cuisine retail outlets customers in Cross River State. Data were collected using a self-administered four-point scale questionnaire. The data generated were analyzed using mean rating and multiple linear regression analysis. The findings revealed that branding appeal and facilities appeal had significant influence on consumers patronage of mega-cuisine retail outlets and therefore, good factors of entrepreneurship. Hence, it was recommended that Management of mega-cuisine retail outlets should communicate their brands on different mass media within and outside the business location. This will create overwhelming awareness to the public and promote consumer patronage as well as consumer loyalty.*

**Keywords:** 1.creative, 2.appeals, 3.service, 4.branding, 5.facilities, 6.consumers, 7.patronage

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### **1.1 Background of the study**

Organizations are continuously seeking for strategies that will increase their business performances in terms of consumers patronage, market share, customers satisfaction and continuous patronage especially in this era of competitive inclinations in Cross River State in particular and Nigeria as a whole. Meanwhile, operators of cuisine oriented businesses are seeking to develop and improve their marketing strategy in terms of improved quality products (goods and services), better communication tools, and creative physical facilities to satisfy their customers, especially in the hospitality industry.

For cuisine business operators to meet with the basic needs and expectations of their customers, creativity remains the hallmark and one of the key contributors to their success and survival (Voss, 2012). Kotler and Keller (2009), observed that service is any activity or benefit that a business operator offers to consumer and it is essentially intangible. This does not result in the ownership of anything while its production may or may not be tied

to a physical product or goods. Creative appeals is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs of both producers and consumers.

It also refers to the ability of producer of commodity to establish standard of a product when compared to other products like it and is related to the value of an offer, which could evoke satisfaction on the part of the user. It is expedient to know that consumers look forward to and desire standard goods and services from their purchase and consumption experience and cuisine retail outlets business owners must endeavour to strategize to meet the demands of consumers and to achieve their organizations' desired objectives.

Creative appeals is also the way a firm effectively differentiates itself from its competitors by capitalizing on its strengths (both current and potential) to provide consistently better value to customers than its competitors through branded informed facilities. The art and science of marketing is the ability to identify the needs and wants of consumers, produce, price, distribute and promote these needs and wants as effectively and efficiently as possible. Therefore, cuisine retail outlets need functional art and science of creative appeals in the course of running or operating such enterprise for effective and efficient performance through continuous consumers patronage. These creative appeals therefore, lie within the ambit of factors of entrepreneurship as the gmelina of consumers patronage of mega cuisine retail outlets.

## **1.2 Statement of the problem**

Hospitality firms are established for the needs and wants of persons (individuals and corporate organizations) who may desire their goods and services by the way of relaxing and to caution the negative effect of stress or psychological trauma after a hard day's job or business. Mega-food retail outlet is a business entity which is capable of generating revenue to the stakeholders, provides employment opportunities and also create social relationship among people within the society. Persons can use this kind of outlet for social gathering venue for wedding, events and other purposes which as a result provide a sort of socio-economic relieves to operators and customers.

Research has shown that, most of these retail outlets are problematic in nature, especially, in the area of physical facilities and unbranded service location which is likely to cause customers' apathy and dissatisfaction and possible loss of revenue to the operators due to lack of patronage. The problematic nature may have caused by unspecified or wrong usage or misplacement of creative appeals by mega-food retail outlet operators. Consequently, this study assessed the creative appeals as factors of entrepreneurship in mega-cuisine retail outlets in Cross River State, Nigeria.

## **1.3 Objectives of the study**

The general objective of this study is to assess the influence of creative appeals on consumers patronage of mega-cuisine retail outlets in Cross Rive State, Nigeria. Specifically, the study seeks to:

1. explore the extent to which branding influences consumers patronage of mega-cuisine retail outlets in Cross River State;
2. assess the influence of facilities on consumers patronage of mega-cuisine retail outlets in Cross River State;

## **1.4 Research questions**

The following research questions guided this study:

1. To what extent does branding influence consumers patronage of mega-cuisine retail outlets in Cross River State?
2. To what extent does facilities influence consumers patronage of mega-cuisine retail outlets in Cross River State?

## **1.5 Research hypotheses**

The following research hypotheses have been formulated to guide this study:

1. Branding does not influence mega-cuisine retail outlets in Cross River State.

2. Facilities does not influence mega-cuisine retail outlets in Cross River State.

### 1.6 Significance of the study

This study will be relevant to Cross River State government and Cross River State Tourism Bureau when adopted the study's recommendations. This means that creative appeals indices within mega-cuisine retail outlets will be optimally given attention and as a result, consumers patronage will be achieved while the State will benefit more tax revenue from mega-cuisine retail outlets.

This study will enable operators and managers of mega-cuisine outlets in Cross River State to re-examine their service strategies that can influence the consumers patronage, provide insights on the marketing strategies that need improvement or redesign template which will be useful in planning strategic marketing programmes that will enhance organizational positive image and desire expectations. This study will be of great help to students and other researchers because it will assist in the advancement of knowledge as a reference material for further research studies in related disciplines.

### 1.7 Scope of the study

The fundamental concern of this study is creative appeals and consumers patronage of mega-cuisine retail outlets in Cross River State. Two creative appeals are used in this study: branding and facilities, as independent variables while consumers patronage is dependent variable measured in non-financial sub-variables. The subjects of this study are customers of 354 mega-cuisine retail outlets in Cross River State, Nigeria.

### 1.8 Limitations of the study

There were some limitations in the course of carrying out this work. Firstly, the study is limited in scope. Since only mega-cuisine retail outlets were examined, it may pose a challenge with respect to generalization of the research findings. Nonetheless, with available data and judicious use of the limited resources, reasonable analysis was carried out to ensure that research findings add up to the body of existing knowledge.

### 2.1 Theoretical framework

Performance Only Model (SERVPERF) (Cronin and Taylor, 1992)

“SERVPERF was developed by Cronin and Taylor (1992) in their empirical work which involved the modification of SERVQUAL with respect to conceptualization and measurement of service quality. They developed a performance based measure of service quality called “SERVPERF” illustrating that service quality is a form of consumer attitude. SERVPERF measures service quality based solely on performance. Cronin and Taylor (1992) argued that performance is the measure that best explains customers' perceptions of service quality, so expectations should not be included in the service quality measurement instrument. SERVPERF looks at the attributes of the 5 dimensions, worded the same as SERVQUAL but does not repeat the set of statements as expectation items. SERVPERF therefore comprises a 22 items (Likert-type) with five dimensions of reliability, responsiveness, assurance, empathy and tangibles. 22 statements are then derived to measure the perceptions of customers towards the quality of services of the organization being assessed”.

## 2.2 Conceptual framework

### 2.2.1 Branding

Developing brand strategy for a service brand requires special attention to choosing brand elements, establishing image dimensions, and devising the branding strategy. Because services are intangibles, and because customers often make decision and arrangements about them away from actual service location itself (at home or at work), brand recall becomes critically important. So an easy-to-remember brand name is critical. Other brand elements, logos, symbols, characters, and slogan can also pick up the slack and complement the brand name to build brand awareness and brand image. These brand elements often attempt to make the service and some of its key benefits more tangible, concrete, and real. For example, the friendly environment of hotels can be communicated to

publics through these branding elements. Because a physical product does not exist, the physical facilities of the service, that is, its primary and secondary signage, environmental design and reception area, apparel, collateral material, and so on, are especially important. All aspects of the service delivery process can be branded, which is why some hotels are concerned about the appearance of its staff and offer warm, fresh-baked cookies as a means of symbolizing care and friendliness (Kotler & Keller, 2013). Therefore, branding strategy is eminent to accomplishing performance successfully in hotel firms. However, performance of hotels is totally dependent on strategies implemented by these firms. Hoteliers need functional strategy like branding in the course of running or operating their organizations for effective and efficient performance (Christopher, Jochen & Hean, 2005).

Businesses want their products and services to be requested on a regular basis and they aim to extend their sales reserves. So they struggle for bringing their brand into the forefront. Because of that reason, the brand can be qualified as the indicator of businesses' power and value. No matter which method is used in the brand value specification, a broad scanning is necessary. Brand strategies come up in the context of institution strategies in the business according to their advantages and consumers. A brand can be identified as all kinds of signs that can be enlarged, issuable with a press, representable. It can be also person names, words, shapes, letters, numbers, the form of the products and some original shapes on the package which provide distinguish of product and services among concerns. The brand is a name, concept, word, symbol, layout, picture or their combinations which serve for definition, introduction, distinguishing and differentiation of product and services of a seller or selling group (İslamoğlu, 2000). In parallel with the globalization and rapidly progress of technology and communication network, a business in a part of the world can be rival to another business that is in another part of the world. In that situation, the brand concept that is identified in the center of differentiation value has gained importance. Until today, so many definitions are made for the brand (Demirbag; 2006).

The brand is the most important part of a business because brand provides a distribution of that business' products from others easily. The brand is a helper factor because while it helps for creating specific images for the business' products, it helps not being imitated by the other businesses as well (Ar, 2017). In today's knowledge-based economies, intangible assets are much more important than concrete assets seen in financial statements of the businesses. In the Industrial Age that ends towards the end of the 19. Century, a company ruled when it had estimable property or active factory and equipment in share market. Those companies were able to produce the most estimable autos, machines, chemicals and food products of the world. However, today few precious companies such as Microsoft focus their profit expectations on their produced products. It is a matter of even producing their selling products abroad for those companies because most of the big-time companies active in the service industry and their main wealth are established on knowledge, brand names, customers and their relationships with their partners. And the brand is the most important intangible asset of a company (Doyle, 2003).

It is obvious that a powerful brand means high sale with a high market share and profit. Nowadays, the brand has gained a characteristic of being marketable value in financial context. Another important point is consumer loyalty creation by superior brands. Brand loyalty creation, especially in messy media atmosphere and compelling competition conditions has gained a vital importance for the companies. Also, while a powerful brand provides a platform for the new products of the company, it increases the endurance and brand power towards to competitive attacks as well. To be able to reach those benefits of the brand, the fundamental point is creating a powerful brand (Uztuğ, 2003).

Selling the brand better than the product is the fastest way of getting wealth especially for developing countries. Brand creation means creating institutional prosperity. Countries which are rich in terms of the brand have the buoyant economy, labor and a deep stock market (Anholt, 2014). Brands, beyond their power in the country, have the power of being important factors which create international images of countries. In world markets, the economic and cultural power of the countries originates from their institutions which have international branded product, services. In the competitive environment, institutions which specify world standards in product, service and information production take the place of countries. Their most powerful and the most effective weapons are their name and brands which have long-established values and they are formed within years. Success and persistence in the economic and cultural world are based on delicately built brands. In the source of long-lived businesses' power, there are much more nonvisible assets than visible assets. Building nonvisible assets take a long time and these are

brands. Powerful brands of the world, such as classics, are the ones which manage to protect their functionality by racing against the time. These brands know how they are going to renew themselves in continuity without getting change. Being a brand for long years such as coming from a well-established family is awarded with more recognition and much more beloved by the society (Winkler, 2014). An important part of the marketing activity is based on recognition of the product by the consumers. In other words, noticeability feature of the product among other homogenous products shows up as brand concept (Türk, 2014). The topic whether a product is going to be the brand or not or what kind of brand is going to be chosen is a big question for business managers. Because after the product gets the brand, the brand has become an inseparable part of the product and it has a directive effect on policies about the product and sale increasing efforts. Businesses make an effort for branding their products because of these three reasons (Türk, 2014): Brand strategy has great importance for brand promotion and brand value creation because brand strategy directly affects the brand value and success of all of the strategies which are about promotional activities, distribution, pricing, and product named as marketing mix.

### 2.2.2 Facilities

A hotel is an establishment that provides paid lodging on a short-term basis. Facilities provided may range from a modest-quality mattress in a small room to large suites with bigger, higher-quality beds, a dresser, a refrigerator and other kitchen facilities, upholstered chairs, a flat screen television, and en-suite bathrooms. Small, lower-priced hotels may offer only the most basic guest services and facilities. Larger, higher-priced hotels may provide additional guest facilities such as a swimming pool, business centre (with computers, printers, and other office equipment), childcare, conference and event facilities, tennis or basketball courts, gymnasium, restaurants, day spa, and social function services. Hotel rooms are usually numbered (or named in some smaller hotels and B&Bs) to allow guests to identify their room. Some boutique, high-end hotels have custom decorated rooms. Some hotels offer meals as part of a room and board arrangement. In the United Kingdom, a hotel is required by law to serve food and drinks to all guests within certain stated hours. In Japan, capsule hotels provide a tiny room suitable only for sleeping and shared bathroom facilities (Wikipedia, 2019). The precursor to the modern hotel was the inn of medieval Europe. For a period of about 200 years from the mid-17th century, coaching inns served as a place for lodging for coach travelers. Inns began to cater to richer clients in the mid-18th century. One of the first hotels in a modern sense was opened in Exeter in 1768. Hotels proliferated throughout Western Europe and North America in the early 19th century, and luxury hotels began to spring up in the later part of the 19th century. Hotel operations vary in size, function, complexity, and cost while performance of such hotels differs. Most hotels and major hospitality companies have set industry standards to classify hotel types. An upscale full-service hotel facility offers luxury amenities, full service accommodations, an on-site restaurant, and the highest level of personalized service, such as a concierge, room service, and clothes pressing staff. Full service hotels often contain upscale full-service facilities with a large number of full service accommodations, an on-site full service restaurant, and a variety of on-site amenities. Boutique hotels are smaller independent, non-branded hotels that often contain upscale facilities. Small to medium-sized hotel establishments offer a limited amount of on-site amenities. Economy hotels are small to medium-sized hotel establishments that offer basic accommodations with little to no services. Extended stay hotels are small to medium-sized hotels that offer longer-term full service accommodations compared to a traditional hotel (Wikipedia, 2019). Timeshare and destination clubs are a form of property ownership involving ownership of an individual unit of accommodation for seasonal usage. A motel is a small-sized low-rise lodging with direct access to individual rooms from the car park. Boutique hotels are typically hotels with a unique environment or intimate setting. A number of hotels have entered the public consciousness through popular culture, such as the Ritz Hotel in London. Some hotels are built specifically as a destination in itself, for example at casinos and holiday resorts. Most hotel establishments are run by a General Manager who serves as the head executive (often referred to as the "Hotel Manager"), department heads who oversee various departments within a hotel (e.g., food service), middle managers, administrative staff, and line-level supervisors. The organizational chart and volume of job positions and hierarchy varies by hotel size, function and class, and is often determined by hotel ownership and managing companies (Wikipedia, 2019).

**Table 1 :Patronage of selected mega-cuisine outlets in Cross River State (March to August, 2019)**

S/n	Hotels	No.of rooms	March	April	May	June	July	Aug.	Total
1	Freemans hotels	47	49	53	62	33	45	29	223
2	110 residence guest house	35	34	26	47	58	63	29	257
3	Royal bit hotels	52	12	32	27	33	42	28	174
4	Francis suite limited	35	28	29	22	35	37	28	179
5	Blusea hotel	27	51	27	53	28	13	26	198
6	Success villa luxury hotel	43	53	33	44	28	26	23	207
7	Blossom nolly	36	44	43	45	54	28	54	268
8	Cross road hotel ltd	41	12	24	15	26	31	21	129
9	De limit	36	22	35	36	41	29	21	184
10	Galaxy lodge	43	40	53	21	25	15	21	175
11	Kandiz's hotel	51	53	57	60	27	32	33	262
12	Nke hotel	34	41	21	22	32	41	50	207
13	Peace lodge	43	31	33	39	29	12	47	191
14	Inacho's place	37	28	29	35	52	46	43	233
15	Adrains place	26	31	35	37	51	30	31	215
16	Adrains place/apartment	44	21	29	30	32	33	19	164
17	Carlton hotels	54	18	22	21	32	30	31	154
18	Cytaro hotel	35	20	21	37	38	32	19	167
19	Dekka hotel ltd	36	20	13	27	29	31	40	160
20	Emmy travellers home	32	30	33	37	29	29	32	190
21	Ausma suites	42	49	37	52	68	37	39	282
22	Heritage hotels	45	33	28	34	36	40	48	219
23	Lizbon hotel	33	27	27	13	48	50	53	218
24	Richway hotel	26	54	18	23	24	27	30	176
25	Deneb hotel	33	48	50	53	50	49	13	263
26	Border hotel	45	31	42	25	16	29	51	194
27	Cravings hotels ltd	35	28	29	32	35	60	45	229
28	Ivany hotels	37	63	45	47	35	48	46	284
29	Ogoja plaza	30	37	29	27	33	49	50	225
30	Galili hotel	31	22	29	28	34	50	52	215
31	Valley beracah hotel	36	35	36	26	28	39	42	206
32	Lakristo hotel & conference	41	40	43	39	69	52	35	288
33	Ikpala hotel	38	39	28	60	34	64	34	259
34	Lakeside resort	35	29	34	37	42	34	27	203
35	Mega Hilton	38	40	34	42	28	47	50	241
36	Obudu tourist hotel	39	41	29	33	41	21	34	199
	<b>Total</b>	<b>1371</b>	<b>1214</b>	<b>1186</b>	<b>1288</b>	<b>1333</b>	<b>1341</b>	<b>1284</b>	<b>7646</b>

Source: Inameti, 2022

### 2.3 Empirical review

Stromgren (2007) studied the factors influencing service quality in the hotel industry in Peru and established that the customers were more interested on the dimensions of reliability exterior, tangibles and assurance. The best predictor of overall service quality was identified as the dimension of reliability. The researcher however noted that a different result was achieved. This is due to different social demographic variables such as culture and religion which might impact on customer expectations. Hair (2008) on the other hand studied service dimensions that leads to higher levels of customer satisfaction in restaurants in Singapore and found out that assurance, empathy and tangibles are the most important to customers' evaluation of service quality, and thus, may have a positive influence on customer satisfaction.

Kiange (2011) investigated managers' perception of customer expectations in hotel industry in Kenya. The results showed that assurance, empathy and tangibles were regarded as the most important factors affecting service quality. This research was however limited to managers' perception of customer expectations and failed to take into account customer's expectations. The result of the study therefore, does not represent the voice of the customer. More study therefore needs to be carried out to establish whether the manager's perception of customer expectations matches customers' expectations.

Akoko (2012) studied service quality dimensions and customer satisfaction in Kenyan telecommunications industry and established that all the five service quality dimensions had positive impact on customer satisfaction. However, reliability dimension was considered to be having the highest impact while tangibility was considered to have the least impact. He suggested that all service quality dimensions should be improved and allocated more resources since they positively affect customer satisfaction.

## Research Methodology

### 3.1 Research design

The study employs cross sectional survey research design because the researcher obtained individual opinion of guests once on creative appeals as part of strategies to encourage consumer patronage on cuisine retail outlets in Cross River State, Nigeria.

### 3.3 Population of the study

The population of this study comprises the three hundred and fifty four (354) mega cuisine retail outlets and their customers, although the population of customers is unknown in Cross River State. According to Cross River State Tourism Bureau 2018 report, there are 354 mega-cuisine outlets in Cross River State.

### 3.4 Sample size determination

Since the population of mega cuisine retail outlets in Cross River State is known, a proportion method of selecting 10 percent of the establishments was adopted through hat and ball technique as revealed by (Ogolo, (2007); Churchill, Brown; & Suiter, 2008). However, the population of mega cuisine retail outlets customers was unknown. The reason is due to poor records keeping by the outlets in Cross River State. Hence, the Cochran's formula was adopted to determine the sample size of this study based on data from a pilot study of 30 respondents. Outlets used for pretesting are: Santo restaurant in Calabar, Egba Jabengo in Obubra, and Emaron in Yala selected through simple random sampling technique using ballot system. Data obtained from the respondents were used in estimating the sample size for the study. Out of 30 copies of questionnaire administered, 26 copies were correctly filled and returned while four copies were not return. Out of the 26 copies returned 16 customers representing 60 percent agreed and strongly agreed with the statements in the questionnaire. While 10 customers representing 40 percent disagreed. Therefore, the values were substituted into the Cochran's formula thus:

The Cochran's formula is stated thus:

$$n = \frac{Z^2(Pq)}{e^2}$$

Where:

n = Cochran's sample size

z = Value of z-score associated with the selected degree of confidence

p = positive responses

q = 1-P

e = Tolerable error margin (5% to be used)

Given that:

Z = 1.96 (using the Z –score table)

p = 0.6

q = 0.4

e = 5% = 0.05

$$\frac{(1.96)^2 \times (0.6 \times 0.4)}{(0.05)^2}$$

$$= \frac{3.8416 \times 0.24}{0.0025}$$

$$= \frac{0.921984}{0.0025}$$

$$= 368.79$$

$$= 369$$

Hence, the sample size for the study is three hundred and sixty nine (369) guests from 36 hotels.

### 3.5 Sampling technique

The study adopted a multistage sampling technique by using stratified sampling, simple random sampling and convenience sampling techniques in selecting the sample for the study. The area of the study was divided into three strata namely: south, central and north. Simple random sampling was adopted to select two local government areas from each of the three strata making it six local government areas (LGAs) from the entire state. The Local Government Areas (LGAs) selected and the number of cuisine retail outlets are: Calabar South 53, Calabar Municipal 162, Ikom 27, Yakkur 13, Ogoja 14 and Obudu 16. The 36 hotels representing 10 percent of the 354 outlets in Cross River State were selected by simple random sampling through ballot technique.

While convenience sampling technique was used to administered questionnaire to the selected elements of 369 respondents for the study. 36 hotels were sampled for this study as follows : south 27 restaurants, central 5 restaurant and north 4 restaurants. The decision to allocate the proportion to senatorial districts was based on the number of outlets in each district. Southern senatorial district with the highest number of hotels was allocated 27 restaurants which represents 75 percent of total outlets selected (36 hotels), Central has 14 percent and Northern senatorial districts were allocated 5 and 4 outlets each which represent 13.89 percent and 11.11 percent respectively. The stratified sampling technique was applied by way of accruing percentage to the six selected LGAs representing the three zones in Cross River State. This was done by substituting the total population of the six restaurants and

multiplying by 100 as shown below.  $Calabarsouth = \frac{53}{215} \times \frac{100}{1} = 24.65 \text{ percent}$

$$Calabarmunicipal = \frac{162}{215} \times \frac{100}{1} = 75.35 \text{ percent}$$

$$Ikom = \frac{27}{40} \times \frac{100}{1} = 67.5 \text{ percent}$$

$$Yakkur = \frac{13}{40} \times \frac{100}{1} = 32.5 \text{ percent}$$

$$Ogaja = \frac{14}{30} \times \frac{100}{1} = 46.6 \text{ percent}$$

$$Obudu = \frac{16}{30} \times \frac{100}{1} = 53.33 \text{ percent}$$

$$Calabarsouth = \frac{24.65}{100} \times \frac{27}{1} = 6.7$$

$$Calabarmuni. = \frac{75.35}{100} \times \frac{27}{1} = 20$$

$$Ikom = \frac{67.5}{100} \times \frac{5}{1} = 3$$

$$Yakur = \frac{32.5}{100} \times \frac{5}{1} = 2$$

$$Ogoja = \frac{46.67}{100} \times \frac{4}{1} = 2$$

$$Obudu = \frac{53.33}{100} \times \frac{4}{1} = 2$$

Therefore, 7+20+3+2+2+2=36 hotels

Copies of questionnaire were allocated to each hotel based on the number of customers recorded thus:

$$\frac{\text{total number of consumers per hotel}}{\text{total hotels consumers}} \times \text{sample size}$$

**Table 2 : Questionnaire distribution schedule table**

S/N	Hotels	Locations	No. Of Guest Sample
1	FREEMANS HOTELS	CALABAR	12
2	110 RESIDENCE GUEST HOUSE	CALABAR	13
3	ROYAL BIT HOTELS	CALABAR	09
4	FRANCIS SUITE LIMITED	CALABAR	09
5	BLUESEA HOTEL	CALABAR	10
6	SUCCESS VILLA LUXUARY HOTEL	CALABAR	11
7	BLOSSOM NOLLY	CALABAR	13
8	CROSS ROAD HOTEL LTD	CALABAR	07
9	DE LIMIT	CALABAR	10
10	GALAXY LODGE	CALABAR	09
11	KANDIZ'S HOTEL	CALABAR	14
12	NKE HOTEL	CALABAR	11
13	PEACE LODGE	CALABAR	10
14	INACHO' PLACE	CALABAR	12
15	ADRAINS PLACE	CALABAR	11
16	ADRAINS PLACE/APARTMENT	CALABAR	09
17	CARLTON HOTELS	CALABAR	08
18	CYTARO HOTEL	CALABAR	09

19	DEKKA HOTEL LTD	CALABAR	08
20	EMMY TRAVELLERS HOME	CALABAR	10
21	AUSMA SUITES	CALABAR	15
22	HERITAGE HOTELS	CALABAR	11
23	LIZBON HOTEL	CALABAR	11
24	RICHWAY HOTEL	CALABAR	09
25	DENEB HOTEL	CALABAR	14
26	BORDER HOTEL	CALABAR	10
27	CRAVINGS HOTELS LTD	CALABAR	12
28	IVANY HOTELS	YAKURR	15
29	OGOJA PLAZA	YAKUR	12
30	GALILI HOTEL	IKOM	11
31	VALLEY BERACAH HOTEL	IKOM	11
32	LAKRISTO HOTEL & CONFERENCE	IKOM	15
33	IKPALA HOTEL	OGOJA	13
34	LAKESIDE RESORT	OGOJA	11
35	MEGA HILTON	OBUDU	13
36	OBUDU TOURIST HOTEL	OBUDU	10
	TOTAL		396

Source: Inameti, 2022

### 3.6 Sources and method of data collection

Data were obtained from respondents (restaurants 'customers) through primary source (questionnaire). The copies of questionnaire administered to the respondents were retrieved after completion. The researcher employed the help of survey assistants in the restaurants under study. The research assistants helped in administering copies of questionnaire to the customers of the cuisine outlets.

### 3.7 Instrument for data collection

To examine creativity of hotels in Cross River State as strategies, the researcher made use of the Creative Appeals and Consumer Patronage Questionnaire (CACPQ) as the data collection instrument.

The questionnaire is structured into two major sections. The first section focuses on eliciting information from the respondents on their demographic data. The second section focuses on creativity and consumer patronage measured on a four point Likert scale as followed:

SA- (Strongly Agree)	= 4 points
A - (Agree)	= 3 points
D - (Disagreed)	= 2 points
SD - (Strongly disagree)	= 1 point

### 3.8 Validity of the instrument

In order to ascertain whether the instrument which was developed by the researcher was adequately designed to measure what it is meant to measure; the questionnaire was given to team of experts in the Department of Marketing for necessary corrections and scrutiny based on the following criteria:

- The relevance of the items in relation to the objectives of the study.
- The comprehensiveness of the items in relation to the coverage of all the itemized sections

The various screenings and vetting helped in improving on the quality of the items and the general validity of the research instrument. Therefore, the approval of the administration of the research instrument was finally given by dissertation supervisory team, meaning that face and content validity of the instrument were ensured using factor analysis. The results obtained revealed that a measure is highly positively correlated with other measures of the

same construct (convergent validity = 1) while this same measure is not correlated highly with measures of other constructs (discriminant validity < 1) and these confirmed the validity of the instrument used.

**3.9 Reliability of the instrument**

The reliability of the research instrument was established by trial testing on 30 guests of three selected cuisine retail outlets in Cross River through judgmental sampling technique. Mega cuisine retail outlets used for pretesting are: Santo restaurants in Calabar, Egba Jabengo in Obubra, and Emaron in Yala selected through simple random sampling technique using ballot system. Data obtained from the respondents were used in estimating the cronbach Alpha reliability index with the aid of statistical package for social science (SPSS) version 20. The instrument was considered as reliable as the r-value ranges from 0.82 and above.

**3.10 Data analysis technique**

The data of this study were analyzed using descriptive statistics precisely while multiple regression was adopted to test the hypotheses of the study at 0.05 level of significance with the aid of SPSS version 20.

**Data Presentation, Analysis and Discussion Of Findings**

**4.1 Data presentation and interpretation**

**Table 3; Administration and return of questionnaire**

S/N	Option	Frequency	Percentage
1	Number of questionnaire completed and returned	363	98.37
2	Number of questionnaire not returned/discarded	06	1.63
	Total	369	100

Source: Inameti, 2022

Table 5 reveals that 369 copies of questionnaire were administered. 363, representing 98.37 percent were duly completed and returned. On the other hand, 06 representing 1.63 percent copies of questionnaire were not returned. Therefore, analysis of this study was based on 363 copies of questionnaire.

**4.1.2 Preliminary data analysis**

This unit tested the following items: missing values, outliers, normality, multi-co linearity, KMO, linearity, and normal probability plots test for regression.

**4.1.2.3 Kolmogorov-Smirnov Test**

**Table 4 : One-Sample Kolmogorov-Smirnov Test**

	N	Normal Parameters		Most Extreme Differences			Kolmogorov-Smirnov Z	Asymp. Sig. (2-tailed)
		Mean	Std. Deviation	Absolute	Positive	Negative		
Branding	363	10.76	3.791	.246	.246	-.117	4.684	.061
Facilities	363	10.67	3.804	.275	.275	-.129	5.246	.054
Consumer Patronage	363	10.15	3.634	.293	.293	-.149	5.580	.059

Source: SPSS, 2022

Decision: the table 6 above shows that the Asump. Sig > 0.05, it is ruled that the data is normally distributed. From the table above, it is revealed that all the seven constructs (reputation, ambiance, branding, facilities, security, innovation and performance) were normally distributed.

**4.1.2.5 Multicollinearity**

**Table 5: Coefficients <sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.222	.189		1.170	.243		
BRANDING	.119	.038	.125	3.165	.002	.141	7.099
FACILITIES	.140	.039	.147	3.559	.000	.128	7.787

Source: SPSS, 2022

Decision Rule: if the VIF value lies between 1-10, then there is no multicollinearity. If the VIF<1or>10, then there is multicollinearity (Keller & Warrack, 2017). Therefore, table 7 above reveals that, there is no problem with multicollinearity in any construct of this study.

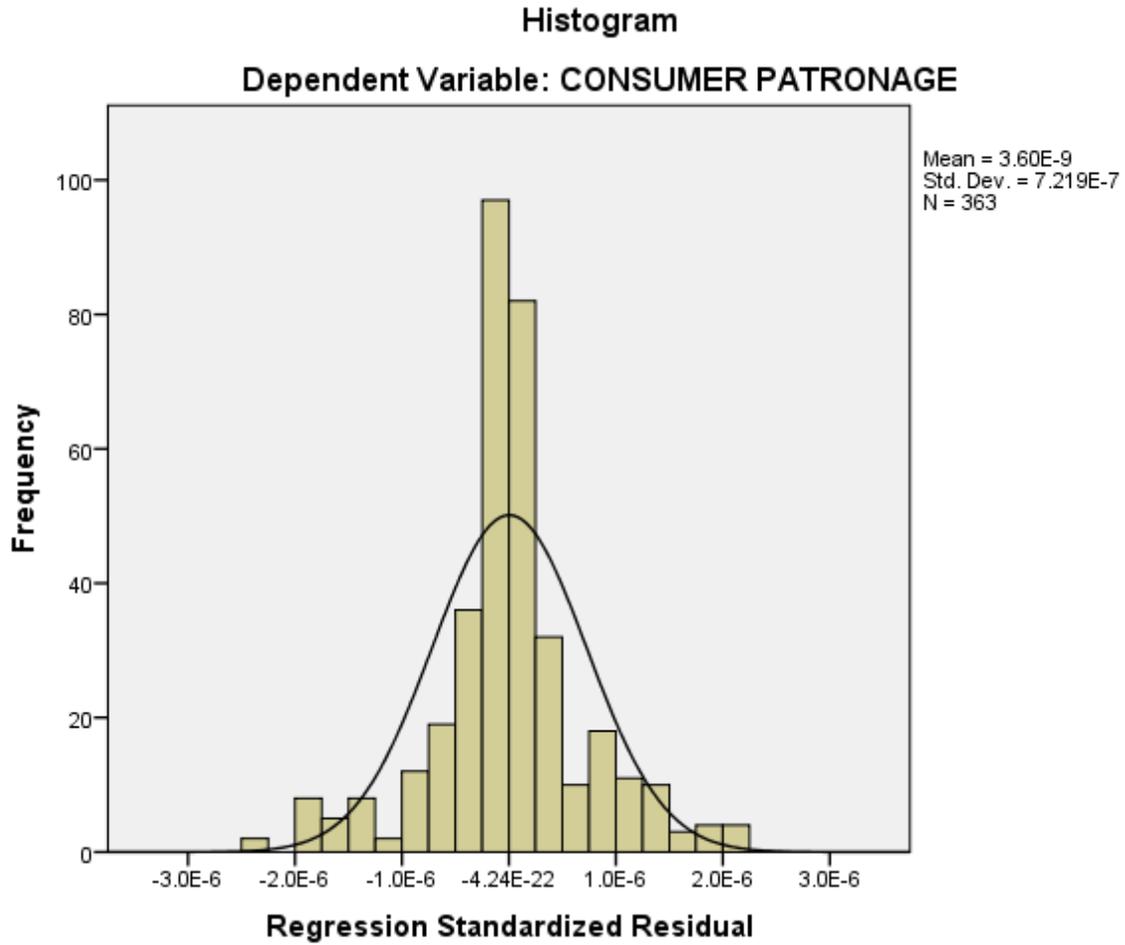
**4.1.2.7 KMO**

**Table 6: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.872
Bartlett's Test of Sphericity	Approx. Chi-Square	18563.086
	Df	595
	Sig.	.000

Source: SPSS, 2022

KMO and Bartlett's test value at .872 in table 8 above shows that there is sampling adequacy in the data set of the study.



**Table 7: Origin of Guest of selected mega-cuisines outlets in Cross River State**

S/N	Outlets	C.R.S	Other Nig. States	Other Africans	Europe	American s	Asia
1	Freemans Hotels	43	80	50	13	15	22
2	110 Residence Guest House	57	101	63	6	7	23
3	Royal Bit Hotels	62	68	40	1	0	3
4	Francis Suite Limited	81	90	5	0	1	2
5	Blueseas Hotel	47	121	25	0	0	5
6	Success Villa Luxury Hotel	73	92	30	2	1	9
7	Blossom Nolly	68	125	57	3	6	9
8	Cross Road Hotel Ltd	29	63	26	2	4	5
9	De Limit	83	60	20	3	4	14

10	Galaxy Lodge	38	63	15	0	3	18
11	Kandiz's Hotel	103	102	28	7	8	14
12	Nke Hotel	115	83	9	0	0	0
13	Peace Lodge	57	101	17	5	7	4
14	Inacho's place	72	87	30	17	12	15
15	Adrains Place	112	93	7	0	1	2
16	Adrains Place/Apartment	64	70	15	3	7	5
17	Carlton Hotels	73	63	3	3	7	5
18	Cytaro Hotel	33	98	18	2	6	10
19	Dekka Hotel Ltd	68	78	12	0	0	2
20	Emmy Travellers Home	32	108	33	7	3	7
21	Ausma Suites	81	63	108	8	10	12
22	Heritage Hotels	109	102	8	0	0	0
23	Lizbon Hotel	63	55	96	0	2	2
24	Richway Hotel	51	96	20	3	1	5
25	Deneb Hotel	86	101	53	3	7	13
26	Border Hotel	74	89	27	2	1	1
27	Cravings Hotels Ltd	119	96	10	0	1	3
28	Ivany Hotels	63	126	70	5	6	14
29	Ogoja Plaza	79	88	30	8	6	14
30	Galili Hotel	63	103	30	3	7	9
31	Valley Beracah Hotel	85	96	20	0	2	3
32	Lakristo Hotel & Conference	88	112	58	15	7	8
33	Ikpala Hotel	59	109	50	18	8	15
34	Lakeside Resort	63	78	41	2	4	15
35	Mega Hilton	49	129	32	7	4	20
36	Obudu Tourist Hotel	92	88	9	3	2	5
	Total	2534	3189	1142	146	153	313

Source: Inameti, 2022

The success of any business is understandably known to depend on its level of patronage by expected customers. Table 10 shows the type of people, consumer or tourists' that patronize the cuisine outlets in the state and also their origin of residents between March and August 2019. It has shown that most of the people that patronized in the cuisine outlets were the customers from other Nigerian states as they form the main nucleus of the people who patronize the outlets in Cross River State.

**Table 8 : Descriptive Statistics Of Research Questions**

S/N	Item	SA	A	D	SD	MEAN
<b>A. Service Quality Strategies</b>						
1.	<b>Reputation strategy</b> (honest, justice, fairness, trust)					
7	I feel satisfied with honest hotel staff	46(12%)	(38%)	138(38%)	141(38.8%)	1.97

8	I like to see justice done when hotel staff erred	102(27.5%)	110(30.3%)	98(27)	55(15.2%)	2.70
9	I feel good in fair deals with hotel	26(7.2%)	56(15.4%)	131(36.1)	150(41.3%)	1.88
10	I can always trust booking hotel online	42(11.6%)	42(11.6%)	113(31.1%)	166(45.7%)	1.89
11	I prefer hotel staff to be trustworthy	12(3.3)	44(12.1%)	181(49.9%)	126(34.7%)	1.84
2.	<b>Ambient</b> (flower, painting, lighting, cleanliness, music)					
12	I like lighting in and around hotel	46(12.7%)	48(13.2%)	144(39.7%)	125(34.4%)	2.04
13	I like bright colours of paint used in hotels.	111(30.6%)	109(30%)	75(20.7%)	68(18.7%)	2.72
14	I am often attracted to flowers around hotel.	18(5%)	58(16%)	145(39.9%)	142(39.1%)	1.87
15	I like to patronize hotel with clean surrounding.	54(14.9%)	40(11%)	101(27%)	168(46.3%)	1.94
16	I like musical interlude in hotel.	46(12.7%)	36(9.9%)	163(44.9%)	118(32.5%)	2.03
3.	<b>Branding strategy</b> (name, logo, signage)					
17	I like hotel with simple name to remember	58(16%)	32(8.8%)	144(39.7%)	129(35.5%)	2.05
18	I like hotel logo which can be easily seen	151(4.6%)	71(19.6%)	66(18.2%)	75(20.7%)	2.82
19	I can be attracted to hotel name	52(14.3%)	30(8.3%)	139(38.3%)	142(39.1%)	1.98
20	I like to know hotel staff by their names	30(8.3%)	58(16%)	117((32.2%)	158(43.5)	1.89
21	I alw	38(10.5%)	38(10.5%)	179(49.3%)	108(29.8%)	2.02
4.	<b>Facilities</b> (LCD TV, cable network, ATM, PoS, water, internet connectivity)					
22	I prefer guest room with LCD TV.	24(6.6%)	68(18.7%)	152(41.9%)	119(32.8)	1.99
23	I like hotel with cable network.	128(35.3%)	79(21.8%)	92(25.3%)	64(17.6%)	2.75
24	I like hotel with ATM and PoS. .	38(10.5%)	40(11%)	129(35.5%)	156(43%)	1.89
25	I like hotel with Steady water supply	58(16%)	34(9.4%)	107(29.5%)	164(45.2%)	1.96
26	I like hotel with internet connection	48(13.2%)	38(10.5%)	173(47.7%)	104(28.7%)	2.08
5.	<b>Security</b> (safety, protection, guide, security apparatus)					
27	I prefer hotel that safety is sure.	72((19.8%)	12(3.3%)	144(39.7%)	135(37.2%)	2.06
28	I prefer to have safety of my belongings in hotel	128(35.3%)	91(25.1%)	83(22.9%)	61(16.8%)	2.79
29	I don't like my car to be parked at my risk in hotel premises.	18(5%)	28(7.7%)	131(36.1%)	186(51.2%)	1.66
30	I prefer effective and efficient security personnel	32(8.8%)	30(8.3%)	107(29.5%)	194(53.4%)	1.72

31	My protection in hotel is most vital	56(15.4%)	10(2.8%)	157(43.3%)	140(38.6%)	1.95
6.	<b>Innovation strategy</b> (new offer, uncommon services, unexpected offer)					
32	I can be attracted to a decent new offer in the hotel.	28(7.7%)	32(8.8%)	160(44.1%)	143(39.4%)	1.85
33	I will always patronize this hotel for their new style of services.	134(36.9%)	62(17.1%)	89(24.5%)	78(21.5%)	2.69
34	The hotel offered the service I did not expect	36(9.9%)	30(8.3%)	129(35.5%)	168(46.3%)	1.82
35	I can easily inform others about the uncommon offer in the hotel.	20(5.5%)	26(7.2%)	129(35.5%)	188(51.8%)	1.66
36	I can easily inform others about the uncommon offer in the hotel.	36(9.9%)	22(6.1%)	169(46.6%)	136(37.5%)	1.88
7.	<b>B. Consumers patronage</b> (money, promotion, loyalty, save resource, satisfaction)					
37	I can spend more money for a better service offer	20(5.5%)	38(10.5%)	166(45.7%)	139(38.3%)	1.83
38	I can advertise a better service offer to someone else.	135(37.2%)	93(25.6%)	75(20.7%)	59(16.3%)	2.83
39	I am loyal to outlets with a better facility offer.	48(13.2%)	16(4.4%)	125(34.4%)	74(47.9%)	1.83
40	Knowing a better branded outlet reduces the risk of wasting money and time.	36(9.9%)	24(6.6%)	105(28.9%)	198(54.5%)	1.72
41	I am always satisfied with better service offer.	36(9.9%)	28(7.7%)	175(48.2%)	124(34.2%)	1.93

Source: Inameti, 2022

#### 4.2 Tests of hypotheses

##### Hypothesis 1

H<sub>0</sub>: Branding does not influence consumers patronage of liquor retail outlets in Cross River State.

##### Hypothesis 2

H<sub>0</sub>: Facilities does not influence consumers patronage of liquor retail outlets in Cross River State.

**Table: 9a**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.960 <sup>a</sup>	.922	.921	1.022
a. Predictors: (Constant), Branding And Facilities				

Source: SPSS output, 2022

**Table: 9b**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4407.593	6	734.599	703.629	.000 <sup>b</sup>
	Residual	371.669	356	1.044		
	Total	4779.262	362			
a. Dependent Variable: Performance						
b. Predictors: (Constant), Branding And Facilities						

Source: SPSS output, 2022

**Table: 9c**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.222	.189		1.170	.243
Branding	.119	.038	.125	3.165	.002
Facilities	.140	.039	.147	3.559	.000
a. Dependent Variable: Consumer Patronage					

Source: SPSS output, 2022

The regression tables (Table 9a, 9b and 9c) showing influence of service quality strategies ( branding and facilities) on consumers patronage of mega-cuisine retail outlets. Table 9a, which is the model summary reveals that the relationship between both variables is 96 percent (as seen in the *R* column). The *R*<sup>2</sup> value (0.922) signifies that up to 92.2 percent of consumers patronage is caused by the creative appeals when other variables are held constant. This relationship is strong and statistically significant. This indicates that the model has a good fit in estimating the population mean.

The F-test (703.629, *p*<0.05) of the relationship in Table 9b indicates that the overall prediction of the independent variable to the dependent variable is statistically significant, therefore, the regression model provides sufficient evidence to conclude that creative appeals significantly influence consumers patronage of mega-cuisine retail outlets.

Table 9c is the coefficients table, which provides the necessary information on the capability of each creative appeals variable to predict consumer patronage of mega-cuisine outlets. From the table it can be seen that the variables (branding and facilities) significantly influence consumers patronage of mega-cuisine retail outlets positively as their *p* values are less than 0.05 with positive t-test values.

Additionally, the standardized beta coefficient column in Table 9c shows the individual contributions of each of the variables to the model. It can be seen that with a beta coefficient of 0.479 (47.9 percent) facilities which contributes 14.7 percent to the model while branding contributes 12.5 percent.

### 4.3 Discussion of findings

#### 4.3.3 Influence of branding on consumer patronage of mega-cuisine retail outlets:

The result of hypothesis one revealed that, there is significant influence of branding appeal on consumer patronage. Developing brand appeal for a product requires special attention to choosing brand elements, establishing image dimensions, and devising the branding appeal. Because services and goods are intangibles and tangibles, and because customers often make decision and arrangements about them away from actual products location itself (at home or at work), brand recall becomes critically important. So an easy-to-remember brand name is critical. Other brand elements like logos, symbols, characters, and slogan can also pick up the slack and complement the brand

name to build brand awareness and brand image. These brand elements often attempt to make the service and some of its key benefits more tangible, concrete, and real.

This finding agrees with Uztuğ 2003, that it is obvious that a powerful brand means high sale with a high market share and profit. Nowadays, the brand has gained a characteristic of being marketable value in financial context. Another important point is consumer loyalty creation by superior brands. Brand loyalty creation, especially in messy media atmosphere and compelling competition conditions has gained a vital importance for the companies. Also, while a powerful brand provides a platform for the new products of the company, it increases the endurance and brand power towards to competitive attacks as well. A brand can be identified as all kinds of signs that can be enlarged, issuable with a press, and representable. The brand is a name, concept, word, symbol, layout, picture or their combinations which serve for definition, introduction, distinguishing and differentiation of product and services of mega-cuisine retail outlets.

#### **4.3.4 Influence of facilities on consumer patronage of mega-cuisine retail outlets:**

The result of hypothesis two reveals that there is significant influence of facilities on consumer patronage of mega-cuisine retail outlets. Facilities provided may range from a refrigerator and other kitchen facilities, chairs, a flat screen television business centre, and social function services. The present study agrees with Najafi, Saati, Bighami, and Abdi (2013) that, the best overall creative appeals predictor is facilities. Facilities affect consumer patronage of mega-cuisine retail outlets significantly. This is because mega-cuisine retail outlets operations vary in size, function, complexity, and cost. Most cuisine retail outlets and major hospitality companies have set industry standards to classify restaurant types. An upscale full-service restaurant facility offers luxury amenities, full service catering, an on-site restaurant, and the highest level of personalized service, such as a concierge, and laundry. Full services restaurants often contain upscale full-service facilities with a large number of full service catering, an on-site full service restaurant, and a variety of on-site amenities.

### **Summary of Findings, Conclusion and Recommendations**

1. There is significant influence of branding on consumers patronage of mega-cuisine retail outlets in Cross River State.
2. There is significant influence of facilities on consumers patronage of mega-cuisine retail outlets in Cross River State.

#### **5.2 Conclusion**

Creative appeals as factors of entrepreneurship have an important role to play in the attainment of consumer patronage of mega-cuisine retail outlets in Cross River State, Nigeria. In the highly competitive hospitality industry, creative appeals become one of the most important elements for gaining a competitive advantage in the marketplace. Consequently, the efforts of service managers and academic researchers are directed towards understanding the influence of creative appeals in hospitality industry.

This study concludes that, consumers patronage is influenced by branding and facilities. Hence, the findings portray the important of mega-cuisine retail outlets to pay proper and more attention towards formulating and implementing formidable (creative appeals) services strategies in order to improve and maintain consumer patronage as well as business positive performance.

#### **5.3 Recommendations**

The following recommendations were made after careful study of the research findings:

1. Management of mega-cuisine retail outlets should communicate their brands on different mass media within and outside the business location. This will create overwhelming awareness to the publics and promote consumer patronage as well as consumer loyalty.

2. The management of mega-cuisine retail outlets should always check and remove any facility or material that is not good for use by customers as well as replacing obsolete facilities with more current ones. Also making sure that the business environment is kept very neat and tidy. These practices will encourage consumers patronage and continuous loyalty to the firm.

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Corresponding Email: [effiominameti002@gmail.com](mailto:effiominameti002@gmail.com)