

Ambience and Customer Patronage of Hotels in Rivers State

Elijah Usen.

usenelijah@gmail.com

And

Okechukwu Agburum

Department of Marketing.

Rivers State University

Okechukwu.agburum2@ust.edu.ng

Abstract

The research on ambience and customer patronage of hotels in Rivers State was conducted to investigate the effect of ambience on customer patronage of hotels in Rivers State. The study adopted a correlational design. The study population was 3500 customers of the registered and operational 3-star hotels. The sample size was 346 determined using the Krejcie and Morgan (1970) table. Copies of structured questionnaire were administered to customers at the various hotels lounges and halls. 312 copies of the questionnaire were retrieved and used for the study. The Spearman's Rank Order Correlation was used to test the various hypotheses so as to ascertain variable relationship between the predictor variable (ambience) and the criterion variable (customer patronage). The findings of the study revealed that ambience significantly influence customer patronage of hotels. Therefore, the study concludes that ambience has a significant effect on customer patronage of hotels in Rivers State. The study recommends that managers of hotels should make concerted efforts to improve on the service environment's ambience for increased customer patronage.

Key words: Ambience, Customer Patronage, Retention, Repeat Purchase Behaviour.

1. Introduction

The understanding of how hotel business interacts with their esteem customers and delivers superior services in a unique ambience is of a great important in the hospitality industry (Peterson and Zinkhan, 2011). The hotel industry use of ambience tools as marketing strategies is increasing greatly in the hospitality sector. As firms continue to make use of physical instruments to attract customers in the hotel industry, the actual concern of the service firms is on the idea of existence of the hotel industry and how to offer effective and efficient marketing for its services. Therefore for any firm to be successful and operates profitably in a changing business environment, it must put in place strategies that will appeal to customers patronage.

These strategies must be clearly outlined by the firm. One of such strategies is ambience. Ambience plays a crucial role in influencing customer expectations, differentiating service organizations, enhancing customer and customer-employee goals. It is therefore necessary for service organizations such as those in the hotel industry to manipulate their ambience efficiently by adding aesthetic factors or elements such as architecture and design in the overall layout to appeal to customers in order to enhance satisfaction and increase repeat patronage. In a changing and competitive environment as ours, with respect to hotel business, individuals always respond or react to their environment totally. That is, their overall perception of the environmental stimuli determines their responses to a given environment. Serenity and solitude constitute parts of the sericescape and influence internal responses and customers' behaviour. Hotels atmospherics such as lighting, colours, air quality, scent, music; physical architecture, sign, symbols and artifacts and personnel competence may attract customers as well as travelers and visitors away from home to spend time in those hotels with all these ambience elements. As observed by Berry and

Parasuraman (1991) the customers who travel away from homes are in search of evidence of the expected quality of the intangible service elements of the physical environment or ambience. In the hospitality industry, Bernard and Silas (2012) observed that numerous studies on ambience have been carried out and evidences abound that ambience or physical environment affects the satisfaction of customers, repeat patronage, retention and thereby enhancing productivity. The major element of servicescape as created in hotels is informed of tangible organizational assets.

Ambience is regarded as an important factor in influencing not only customer's physiological, cognitive and emotional states but also their behaviours. A good ambience of a hotel encourages service experience and long lasting memories in the minds of the customers even after such products or services have been consumed. Ambience can then be utilized as a competitive advantage over many other strategies used to keep the hotel industry going. This study discusses how ambience influences customer patronage and develop a framework that explains why customers patronize a particular hotel service.

These relationships are investigated in an attempt to add to the limited body of knowledge in the hotel industry in Rivers State. From the foregoing, there is therefore a great need to examine ambience and customer patronage of hotels. There are overwhelming evidence that extensive studies have been carried out by researchers on physical evidence and customer satisfaction of hotels in Nigeria but empirical studies which analyze ambience and customer patronage of hotels in Rivers State is limited. Therefore to bridge this gap in the existing body of knowledge, this study focuses at examining the relationship between ambience and customer patronage of hotels in Rivers State.

This study sought answers to the following research questions:

- i. To what extent does ambience influence repeat purchase behaviour in hotels?
- ii. To what extent does ambience influence customer retention in hotels?

2. Theoretical Framework

The theoretical foundation of this study was social exchange theory.

The social exchange theory is based on rewards and costs to measure the values of outcomes from situations for a person. Individuals want to maximize costs and rewards and therefore are the likeliness of developing a relationship with another person on perceived and expected possible outcomes. When the perceived outcomes are greater, we open up more and develop a closer relationship with these individuals. Also, the social exchange theory psychologically and sociologically illustrates social exchange and the stability as a way of negotiating exchanges between parties involved in the exchange. Social exchange theory has it that human relationship is enhanced by using a subjective cost benefit analysis and comparing alternatives. The foundation of this theory is based on economics, psychology and sociology.

The social exchange theory was developed by a sociologist, George Homans in 1958 in his publication "social behaviour as exchange". He viewed social exchange as the exchange of activity, tangible or intangible and more or less rewarding or costly, between at least two parties.

His publication laid emphasis on the behaviour of individual actors in interactive relationship with one another. Social exchange theory assumes social behaviour to be the outcome of an exchange process. The aim of the exchange is benefits and costs maximization. Based on this theory, people weigh the expected benefits and risks of social relationship. When the risks exceed the rewards, people will put a stop or end that relationship.

Social exchange theory posits that people always take the benefits or rewards and minus the costs so as to determine how much a relationship is worth. When benefits outweigh the costs, there exists positive relationship but when costs outweigh benefits, there exists negative relationship. Social exchange theory also has it that human behaviour and social interaction is completely an exchange of both tangible and intangible activities. In social exchange, behavioural compliance on the part of the individual is exchanged for something which is perceived to be in line with the individual's behaviour. Briefly put, this theory treats the exchange of benefits, mostly giving others something more valuable or important to them than is costly to the giver and vice versa. We can therefore argue that people in firms involve in a self-interested exchange process with the owners of the firm and among themselves, and try in much an exchange process to maximize benefits.

The social exchange theory based its foundation on the norm of reciprocity. This means that as the individuals interact overtime, they experience the need to reciprocate the support and assistance of the other person. For instance, if one person helps a friend, this friend will see the need or an obligation to reciprocate at sometime in the near future, by giving a form of assistance that is equal in same degree. As we observe, if the principle of reciprocity is maintained, a trusting and a close relationship will take place. Connecting this theory to the study at hand, it means that customers of hotels in Rivers State can only spend their incomes on hotels services and products that give them maximum satisfaction. And for hotels to improve customer patronage, there is need to provide ambience or service environment that meets customer expectations.

3. Ambience

Ambience as observed by (Grayson and McNeill 2009) can be defined as intangible background characteristic that generally stimulates five common human sensations that drive consumers perception and response to the environment through visual aesthetic as lighting, colours shapes), cleanliness/scents air quality, fragrance temperature, and audio (music, noise). Ambience on a service organization is an important determinant of patronage behaviour. Ambience itself is considered as instrumental in customer's assessment of the quality and level of service they can expect, and, consequently their satisfaction with same business such as hotel. The ambience of the hotel may influence customers emotional state and therefore affects their behavioural response and patronage. In the view of Bitner (1992), the ambient factors play a significant role in forming customers impression. They are crucial tangible components of the service product that give cues to customers and create a perceptual image in the minds of customers (Kotler 1973). It has come to the knowledge of hoteliers and marketers that ambience as one of the dimension of ambience has been widely used as a way to evaluate intangible products, that is the appearance external impression of a hotel business may create either a positive or negative

influence on consumer patronage. Ambience are rich in cues which are very influential in communicating the business's image and purpose to its customer. It is therefore important for hotel businesses to appropriately mesh these factors or variables (light, music, scent and odour) so that they are able to appeal to the target market.

Commenting on scent as one of the ambient factor, Lahey (2009) observed that what we eat, drink and breath are heavily influenced by gustation (sense of taste) and olfaction (sense of smell). Feldman (2009) also observed that a normal human beings olfaction is capable of detecting beyond 10,000 different odors and that people have strong abilities to easily remember odors associated with long forgotten events. Hence, if a customer is not happy with an experience in a hotel, he or she may always remember it each time he or she sniffs a smell which resembles that which already exists in memory. Odors are key drivers of individual customers' emotions and are believed to be key stimulants of discontent, hunger, satisfaction and nostalgia depending on the manner in which the hotelier has setout scent ambient background. From a marketing point of view as observed by Lovelock and Wirtz (2011), scent is a psychological moderator which enhances individual customers' modes, their emotional and evaluative responses. Based on the above expositions, hotel management should be as a matter of priority advocate for the creation of hotel facilities which are devoid of unpleasant ambient scents so as to create favourable conditions that can enhance positive customer perceptions, attitude and behaviours. Therefore, to create conducive buying atmosphere a hotel should smell like it is supposed to smell.

In their research on determinants of hotel guests satisfaction and repeat patronage, Choi and Chu (2001) observed that comfortable ambient temperatures influence consumer preferences for conformity and enhanced their purchases decision making. Comfortable ambient temperatures satisfied the customers, hence indicating that there is a relationship between ambient temperature and customer patronage. Hotels have many demands for heating, cooling, ventilation, hot water and refrigeration, but nothing should distract them from enjoying perfect ambience. Whenever customers find themselves public places, crowded or not, the combination of excessive air moisture and warm temperatures can be extremely uncomfortable. These conditions cause customers to seek out a new comfort zone that is areas with air conditioning and lower humidity level.

Choi and Chu (2001) also observed that if the temperature level in a hotel is not satisfying customers are likely to change the dinning place and look for another hotel. Hotels should attempt to provide uniform indoor temperatures and humidity levels through air conditioning. Hotels that cause discomfort from temperatures that are too warm or uncomfortably cold may be disastrous, annoying employees and driving away customers which results in lost revenue. Within a hotel environment customers should be able to experience excitement, pleasure and a sense of personal well-being. Ryu and Hang (2008) observed that a dinning establishment should be able to provide both physical and, culinary services. Within and outside a hotel good lighting is important in order for a customer to view the food in its best possible light. This implies that lighting has a satisfactorily effect to customer. Therefore in a hotel dinning, each table should have its own atmosphere. This enhances presentation of food. Because customers are paying for

a certain type of experience, hotel managers must invest in this aspect of the design process. Bitner (1992) also observed that lighting is a crucial element within restaurant design because incorrect lighting can prevent the effectiveness of all other elements of the dining experience. As observed by Hoffman et al (2009) lighting can be one of the most powerful physical stimuli in hotels. This according to the authors is due to the effects light has on consumer behaviour which leads to satisfaction or dissatisfaction.

Commenting on music as one of the ambient factor, Dube et al (1995) observed that background music is influential to the interaction between buyers and sellers and it adds to their need of belonging. Music affects buyers behaviour, creates image, attracts attention or controls hotel traffic. Volume and tempo of music can control the crowd in a hotel (Mattilia and Writz, 2001). According to Spangenberg et al (2005) music assumes different tempos such as fast and slow tempos, classical and instrumental tempos. This in addition with the times during which these are played, have significant influence on consumer's moods and the time they will ultimately spend in the hotel. When preferred music is played, customers stay longer, become more comfortable and relaxed, and are likely to order more food and drinks and other stuffs. The reverse is the case, when ambient noise is, fast, loud and causing discomfort, customers will spend less time in a hotel.

4 Customer Patronage

According to Burnkrant (1982) customer patronage is a combination of psychological factors that influence purchase behaviour. These factors are considered important by customers. They are also used as yardsticks in determining which firm to patronize (Ogbuji et al, 2016). The concise Oxford English Dictionary (2008) define customer or consumer patronage as a person or thing that eats or uses something or a person who buys goods and services for personal consumption or use. An individual patronizes an organizations' products or services at one time or the other. Patronage is burn out of a desire to be committed to an organization either based on its services quality or perceived service qualities (Adiele et al, 2015). In a study conducted by Ahmed (2014) patronage is a means of customers rating for a hotels' repeat purchase behaviour and retention. Therefore, the degree or extent to which a customer will patronize the services of a hotel depends largely on how the customer perceives that hotel's ambience and how the customer also thinks and feels that the conditions of the service environment is in line or consistent with the customers' personality.

Hotels all over Nigeria compete with one another for customers so as to increase their market share. To achieve this goal, hotels hinge on their abilities to offer services that will satisfy the needs and wants of their chosen customers better than competitors. Again, their service quality and how to deliver qualities should be of paramount important while finding ways of attracting and retaining customers. The reason for customer patronage is to increase sales and subsequently impact the hotel's profit margin.

5. Measures of Customer Patronage

This study adopts the repeat purchase behaviour and customer retention as the measures of customer patronage.

5.1 Repeat Purchase Behaviour

According to Hawkins et al (1998) repeat purchase behaviour is that behaviour customers display in the continuous purchase of the same brand though they may not have an emotional attachment to the brand. Past studies showed that purchase intention is the result of high satisfaction from past experiences. When a customer is satisfied with services of a hotel including the hotel's service quality and this means that the customer will repeat patronage which will consequently increase the organization's sales volume. In the hospitality industry, mostly in hotel services, quality service depends on the hotel's ability to maintain long-term relationships with customers who purchase their offerings repeatedly (Rust et al, 2004). Understanding the reasons why customers repeatedly patronize a particular hotel is an important issue to be taken seriously by hotels.

According to Kitchalthorn (2010) repeat purchase intention is regarded as a consumer behavioural intention that measures the tendency to continue, increase or decrease the amount of services from a current supplier. Hotel's service encounter that customers experience whether satisfactory or not, will ultimately influence the customer's repeat purchase behaviour. Again, repeat purchase behaviour of hotel customers is affected by the memory associated with the entire dining experience. Another factor that can influence repeat purchase behaviour is the hotel service quality. There is a significant relationship between repeat purchase behaviour and patronage of hotels, because the more the repeat purchase actions or behaviour, the higher the level of patronage and profitability. Thus, from the above discussions, we can deduce that repeat purchase behaviour is a measure of customer patronage of hotels.

5.2 Customer Retention

Customer retention is a strategic tool used by firms in striving to maintain long-term relationships with their customers. Customer retention discourages customer defection. A high customer retention rate means low defection rate or low rate of switching. Here, we define customer retention to mean the number of customers doing business with a hotel at the end of a financial year expressed as percentage of those that were active at the beginning of the year.

According to Ramakrisnan (2006) customer retention is a marketing goal of keeping our customers from going to the competitors. It could also be seen as keeping customers active with the firm and the judicious allocation of marketing resources (Kitchalthorn, 2006). As observed by Thompson (2004) customer retention deals with increasing the sales by continuously satisfying and serving the customers so they will keep coming back. The success of customer retention depends on the firms service environment which must meet or exceed the customer's expectation.

Therefore, taking care of the customer's need today is not sufficient but knowing and predicting the customers is paramount to the survival and growth of their business. Again, customer retention in the hotel industry can be carried out in numerous ways via customer loyalty schemes. As in the case of hotels, they could offer customers free meal or the use of their conference hall at a reduced price in line with their patronage weekly or monthly and yearly. Retaining hotel customers can be done by providing efficient service beyond customer expectation as to maintain trust and satisfaction. Also, customers could be retained when there is a means for an open feedback from customers. This will ensure that the hotel's service delivery is in accordance with the customer's need expectation. If these customer retention approaches are adopted by hotels mostly in Rivers state, they could help in improving customer patronage.

Customer when looked at in the area of cost implication, is very crucial and important for hotels. Keeping or retaining customers is very important when the cost of acquiring them is much greater than the cost of keeping or retaining them. Kotler and Armstrong (1996) have observed that the cost of acquiring a new customer has been estimated to be five-six times higher than that of retaining an existing customer. Customer retention or long-term customer has some benefits which are; ability to buy more and take less of the seller's time, less sensitive to price, creation of positive image and adding more new customers to the business, increased profit per customer as a result of increase in customer lifespan, this is so because the longer the customers are with a hotel, the willingness to pay premium prices, become advocate, demand less and spend much time and more money. Therefore, the more and better approaches a hotel adopts to improve its customer relationship, its marketing efforts in terms of cost effectiveness will be. In line with this, hotels should endeavour to use their lean resources to keep existing customers instead of attracting new ones. Retaining or keeping customers is a must and business managers must know those factors that may lead to increment in customer retention rates. The high cost of acquiring new customers and intense competition globally has compelled companies to fashion out techniques for building long-term mutually beneficial relationships with their existing customers.

5.3 Ambience and Customer Patronage

The hotel industry is significant and an important aspect of the hospitality industry. For survival, growth and long-term success, hotels must be seen to be sufficiently offering what the customers need. To achieve this goal, hotels must as a matter of necessity determine what customers' value in the hotel experience. One of the key and major factors that affect customer patronage of hotels is the ambience of the hotel environment. Ambience as observed by Kwabena et al (2011) refers to the background features of an environment and includes elements like temperature, lighting, noise, music and scent which mostly affect the five senses. Also, Grayson and McNeil (2009) regard ambience as an intangible background characteristics that generally stimulates five common human sensations that drive customers perception and response to the environment through visual aesthetic (lighting, colours, shapes), cleanliness (scent, air quality, fragrance) temperature and audio, (music and noise).

Ambience is an important determinant of patronage behaviour and is considered as instrumental in customers' assessment of the quality and level of service they can expect and consequently, their satisfaction with same business such as hotel. Ambience as viewed by Bitner (1992) plays

Figure 1: Operational Framework of Hypothesized relationship between ambience and customer patronage.

Source: Researcher's conceptualization from the review of related literature, 2019.

6. Methodology

The study adopted correlational design. The population was 3500 customers of 14 registered and functional 3-star hotels in Rivers State. The sample size was 346 derived using Krejcie and Morgan (1970) table. 346copies of structured questionnaire were administered while 312 copies were retrieved and used. The Spearman's Rank order Correlation method was used to test the stated hypotheses so as to ascertain the relationship between the predictor variable (ambience) and the criterion variable (customer patronage).

Table 1: Reliability Statistics for the Instrument

Dimensions/Measures of the study variable	Number of items	Number of cases	Cronbach's Alpha
Ambience	6	312	0.718
Repeat Purchase Behaviour	4	312	0.738
Customer Retention	3	312	0.794

Source: Research data output, 2019

7. Results and Discussions

7.1 Bivariate Analysis

The analysis of the secondary data was carried out using the Spearman's Rank Order correlation method at 95% confidence level. Specifically, the tests cover hypotheses H_{01} and H_{02} which are bivariate and were stated in null form. We have relied on the Spearman's Rank (ρ) statistic to carry out the analysis. The 0.05 significance level was adopted as a criterion for the probability of either rejecting or accepting the null hypotheses as ($P>0.05$).

We shall first commence the presentation of a proof of existing relationship.

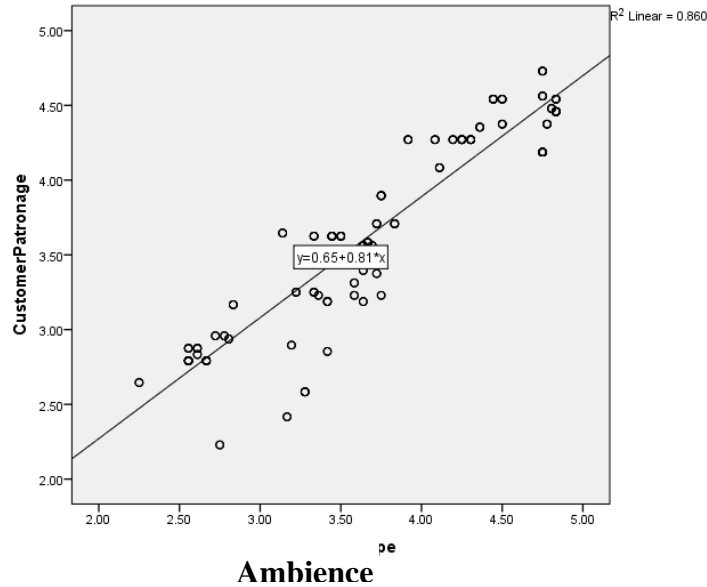


Figure 2: Evidence of linear relationship between ambience and customer patronage

The scatter plot graph shows that at R^2 linear value of (0.691) is an indication of a very strong and positive relationship between the two constructs (ambience and customer patronage). This means that an increase in ambience simultaneously brings about an increase in the level of customer patronage. The scatter graph has provided explicit evaluation of the closeness of the relationship among the pairs of variables by the nature of their concentration.

Table 2: Correlation for the relationship between Ambience and Repeat Purchase

		Ambience	Repeat Purchase
Spearman's rho	Ambience	Correlation Coefficient	1.000
		Sig. (2-tailed)	.000
		N	312
	Repeat Purchase	Correlation Coefficient	.812**
		Sig. (2-tailed)	.000
		N	312

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Research Data August 2019 and SPSS output version 23.0

Table 2 shows the test for the first previously stated hypothetical statement. The results show that for

H_{01} : There is no significant relationship between ambience and repeat purchase behaviour.

Table 3: Correlation for the relationship between Ambience and Customer Retention

			Ambience	Customer Retention
Spearman's rho	Ambience	Correlation Coefficient	1.000	.740**
		Sig. (2-tailed)	.	.000
		N	312	312
	Customer Retention	Correlation Coefficient	.740**	1.000
		Sig. (2-tailed)	.000	.
		N	312	312

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Research Data August 2019 and SPSS output version 23.0

Table 3 illustrates the test for the second postulated hypothetical statement. The results show that for

H₀₂: There is no significant relationship between ambience and customer retention.

The correlation coefficient (r) shows that there is a significant and positive relationship between ambience and Customer Retention. The rho value 0.740 indicates this relationship and it is significant at $p < 0.000 < 0.05$. The correlation coefficient represents a high correlation indicating a strong relationship. Therefore, based on empirical findings the null hypothesis earlier stated is hereby rejected and the alternate upheld. Thus, there is a significant relationship between ambience and Customer Retention in hotels in Rivers State.

8. Discussion of findings

The results from the tests of hypotheses one and two revealed that there is a significant positive relationship between ambience and repeat purchase in hotels in Rivers State; and there is a significant positive relationship between ambience and customer retention in hotels in Rivers State. These findings agree with previous findings also agree of the research on determinants of hotel guests satisfaction and repeat patronage by Choi and Chu (2001) who observed that comfortable ambient temperature influenced consumer preferences for conformity and enhanced their purchases decision making. Comfortable ambient temperatures satisfied the customers, hence indicating that there is a relationship between ambient temperatures and customer patronage. Customers have many demands for heating, cooling, ventilation, hot water and refrigeration, but nothing should distract them from enjoying perfect ambience. Whenever customers find themselves in public places, crowded or not, the combination of excessive air moisture and warm temperatures can be extremely uncomfortable. These conditions cause customers to seek out a new comfort zone that is areas with air conditioning and lower humidity level.

Choi and Chu (2001) also observed that if the temperature level in a hotel is not satisfying customers are likely to change the dining place and look for another hotel. Hotels should attempt to provide uniform indoor temperatures and humidity levels through air conditioning. Hotels that cause discomfort from temperatures that are too warm or uncomfortably cold may be disastrous, annoying employees and driving away customers which results in lost revenue. Within a hotel environment customers should be able to experience excitement, pleasure and a sense of personal well-being. Ryu and Hang (2008) observed that a dining establishment should be able to provide both physical and, culinary services. Within and outside a hotel good lighting is important in order for a customer to view the food in its best possible light. This implies that lighting has a satisfactorily effect to customer. Therefore in a hotel dining, each table should have its own atmosphere. This enhances presentation of food. Because customers are paying for a certain type of experience, hotel managers must invest in this aspect of the design process. Bitner (1992) also observed that lighting is a crucial element within restaurant design because incorrect lighting can prevent the effectiveness of all other elements of the dining experience. As observed by Hoffman et al (2009) lighting can be one of the most powerful physical stimuli in hotels. This according to the authors is due to the effects light has on consumer behaviour which leads to satisfaction or dissatisfaction.

According to Spangenberg et al. (2005) music assumes different tempos such as fast and slow tempos, classical and instrumental tempos. This in addition with the times during which these are played, have significant influence on consumer's moods and the time they will ultimately spend in the hotel. When preferred music is played, customers stay longer, become more comfortable and relaxed, and are likely to order more food and drinks and other stuffs. The reverse is the case, when ambient noise is, fast, loud and causing discomfort, customers will spend less time in a hotel.

9. Conclusion and Recommendations

The importance of creating an attractive physical environment has gained growing attention among scholars and hospitality managers as it is a key factor for attracting and satisfying customers in hospitality industry (Han and Ryu, 2009). According to Ryu and Jang (2008), physical environment can have a significance impact on perception of the overall quality of the service encounter which in turn affects customer satisfaction in the hospitality industry. Bitner (1990) used the term 'ambience' to describe the man-made physical environment. A customer visiting a rated hotel will have pre-conceived expectations regarding physical environment of the rated hotel. The expectations will be in relation to ambient conditions, spatial layout and functionality; and sign, symbols and artefacts (Bitner, 1992). If the expectations are not met, the customer will be dissatisfied and may not revisit the hotel again. This study therefore concludes that ambience significantly influences customer patronage of hotels in Rivers State.

Based on the above conclusion, the study recommended that: management of hotels should make concerted efforts to improve on the service environment's ambience as it will increase patronage which ultimately enhance repeat purchase and retention. Management should also look for ways of improving external environment of hotels which is the first impression of the customers by landscaping the hotel environment with flowers to attract customers.

REFERENCES

- Bitner, M.J. (1992). Servicescapes: The impact of physical surrounding on customer and employees. *Journal of Marketing*, 5(6), 57-59.
- Chiquvi, D. (2017). Impact of Ambient Conditions on customer satisfaction in the restaurant industry: Case study of Debonairs Pizza outlets in Botswana. *International Journal of Science and Research*, 6(2), 1825-1828.
- Choi, T.Y. & Chu, R. (2001). Determinants of hotels guests satisfaction and repeat patronage in the Hong Kong Hotel industry, *International Journal of Hospitality Management*, 3(20), 234-256.
- Dube, I., Chebat, J. & Morin, S. (1995). Background music and consumers' desire to affiliate in buyer-seller interactions. *Psychology and Marketing*, 12(4), 318-319.
- Grayson, R.A.S. & McNeil, L.S. (2009). Using atmospheric elements in service retailing: Understanding the bar environment, *Journal of Services Marketing*, 23(7), 525-548.
- Ha, J. & Jang, S. (2010). Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment. *International Journal of Hospitality Management*, 29(3), 520-524.
- Hassan, A.R. & Ogunbodede, B.F. (2011). Architecture design and congregational patronage in Nigerian Churches. *Journal of National Development*, 9(2), 270-276.
- Hoffman, K.P., Bateson, J.E.G., Wood, E.H. & Kenya, A.J. (2009). *Services Marketing: Concepts Strategies and Cases*. (3rd Editions), Cengage Learning North Way.
- Jalil, N.A.A., Filkry, A. & Zainudd, A. (2016). The impact of store atmospherics, perceived value and customer satisfaction on behavioural intention, *Procedia Economic and Finance*, 37, 538-544.
- Kotler, P. & Keller, K.N. (2009). *Marketing Management*, 13th Edition, New Jersey Pearson Prentice Hall.
- Kotler, P. (1973). Atmospherics as a marketing tool", *Journal of Retailing*, 44(4), 48-49.
- Ksaphila, W. (2006). Young adult's satisfaction regarding dining experience in casual dining restaurant in Hatfield Pretoria.
- Lahey, B.B. (2009). *Psychology: An Introduction*, 10th Edition McGraw hill Higher Education.
- Lombard, M.R. (2009). Customer retention strategies implemented by fast food outlets in the Gauteng, Western Cape, and Kwazulu-natural provinces of South Africa – A focus on

- something fishy, Nando's and Steers, *African Journal of Marketing Management*, 1(2), 70-75.
- Lovelock, C. & Wirtz, J. (2011). *Services marketing People, Technology, Strategy*, 7th Edition, N.J. Pearson Prentice Hall.
- Mattilia, A.S. & Wirtz, J. (2001). Consequency of Scent and as a Driver of in-store evaluations and behaviour, *Journal of Retailing*, 7(2), 273-274.
- Ramakrishnan, K. (2006). *Customer retention: Way to business performance*. Retrieved from <http://www.strategicmarketing.com/SM Nov-Dec. 2/art//.Html> (accessed: 4 April, 2008).
- Ryu, K. & Jang, S. (2008). DINESCAPE: A scale of customer's perception of dining environment, *Journal of Food Service Business Research*, 11(1), 2-5.
- Spangenberg, et al, (2005). It's beginning to smell (and sound) a lot like christmas the interactive effect of ambient scent and music in a retail setting. *Journal of Business Research*. 58, 1583-1586.