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**Tourism and Developing Economies: assessing the factors
affecting Consumer Purchasing Behaviour in the Nigerian
Market**

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ABSTRACT

The purchasing behaviour of consumers is influenced by certain mechanisms and factors. This study assesses the factors affecting the consumer purchasing behaviour in Nigerian market using Lekki Conservation Centre (LCC), Lagos state, and Erin Ijesha Water Fall, Osun State as case studies. The study employed a self-administered questionnaire via google form to obtain information from the respondents. Random sampling method was used to select a total of 100 respondents involved in the survey. Data obtained were analysed using Statistical Package for Social Sciences (SPSS) and results were presented using descriptive statistics. The results of the demographic characteristics of the respondents reveals that 62% of the respondents are female and 77% of the respondents are single and those with university education has the highest representation of 79%. The age distributions with the highest percentages is 21 – 30 years with 79%. Findings indicate that, 85% of the respondents are satisfied with their tourist experience.

The study also revealed the mechanism put in place by Nigerian government which are entrance fee, cool and serene environment, everyday duty, canopy walkway, car parks among others. It also found out that the influence of the mechanisms on purchasing behaviour. In addition, it discovered that the site experience was impressive and satisfactory while affirming they would revisit and recommend the site to other people. About 66.67% of the whole respondents are willing to pay the entrance fee in their next visit due to their satisfaction in their previous visit. Furthermore, factors like, advertisement, lack of fund and personal reasons are among those that can affect purchasing behaviour of consumers. The study concluded that the increased level of satisfaction leads to improved purchasing behaviour which subsequently enhances the revenue of developing economies.

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LIST OF ABBREVIATIONS

| | |
|-----------|--|
| NTB & STC | Nigeria Tourism Board and States Tourism Committees |
| UNESCO | United Nations Educational, Scientific and Cultural Organisation |
| NTDC | Nigeria Tourism Development Commission |
| UNWTO | United Nations World Tourism Organization |
| FMCT | Federal Ministry of Culture and Tourism |
| NCCT | National council of culture and tourism |
| NTDC | Nigeria Tourism Development Commission |
| NANTA | National Association of Nigeria Travel Agents |
| ANJET | Association of Nigerian Journalists and Writers of Tourism |
| FTAN | Federation of Tourism Associations of Nigeria |

CHAPTER ONE

1.0 Introduction

An overview of this study's rationale, research aim, objectives and questions, organisational contexts, contribution of the study, research methods and dissertation structure are provided in this section.

1.1 Research Rationale and Significance

Every year, researchers try to find new ways to help underdeveloped countries grow (Khan et al., 2020). According to Khan et al. (2020), tourism, agriculture, capital, and energy development are most emerging economies' primary drivers of growth. For the most part, tourism is an excellent medium for encouraging cross-cultural understanding and goodwill among people from all corners of the globe. Similarly, (Odia and Agbonifoh, 2017) argued that it may also be described as a driving force behind the expansion of employment, currency, and infrastructure prospects. Today, tourism contributes 5% of GDP, 30% of service exports, and 235 million employment to the worldwide economy (World Travel and Tourism Council, 2021). There is no denying that a whopping one billion people go abroad each year; in Africa, consumer expenditure on tourism, hospitality, and leisure is expected to reach \$261.77 billion by 2030, an increase of \$137.87 billion from 2015 (Signé, 2018).

Africa's tourism business is poised for enormous growth considering these developments, particularly given the continent's abundant natural resources and the potential for its rich cultural legacy, such as music (Signé, 2018). Aside from Mauritius and the Seychelles, where tourism contributes significantly to the economy, Africa's tourist industry is in its infancy and closely tied to broader and longer-standing

economic issues, such as infrastructure and security (Signé, 2018). Realising the potential for tourism in the area, most governments have already developed strategic plans to use the industry as an economic opportunity and a development catalyst for their respective countries. For example, the Gambia, Kenya, South Africa, and Tanzania are all devoting substantial resources to the advancement of travel and tourist development in their respective countries (Dieke, 2020). Similarly, Botswana, Mauritius, Rwanda, and South Africa are among the countries putting forth the most effort to strengthen their business environments to attract tourism investment (Dieke, 2020).

In line with the above discussion, unified potentials tell the Nigerian tourism industry's tale. Adeleke (2009) argued that Nigeria is an ideal tourist destination, cultural diversity, natural wonders, and an ideal climate make it one of the world's most desirable places to live. Despite this, her tourist attractions have received little attention. According to Esuola (2009), most of Nigeria's tourist locations suffer from low visitor numbers and sales, which translates to a lack of profit for the business and a lack of tax income for the government. The destination's image is expected to be adequately portrayed and transmitted based on the available packages, accessibility, attractions, facilities, activities, and supplementary services. Tourists' way of life has to be directly linked to marketing the experiences and packages of the place. However, a number of issues surround the purchasing behaviour of tourists in Nigeria, and this must be considered carefully.

In the sequel to the above, an examination of past research point to the absence of an appropriate thorough evaluation of the subject matter. Most studies on tourism have concentrated on specific concepts such as customer loyalty (Buhalis et al., 2020; Maltio

and Wardi, 2019; Riley et al., 2001), level of tourism awareness (Luo et al., 2020; Asad Abu Roman, 2010), social networking (Aladilh (2015), pricing policies (Zainab, 2014), among others without investigating the factors affecting consumer purchasing decision via the lenses of mechanisms within the Nigerian market; hence this study.

1.2 Research Aim

The study will examine tourism and developing economies by assessing the factors affecting consumer purchasing behaviour in the Nigerian Market.

1.3 Research Objectives

To give this study clarity, the following research objectives will guide this study:

- examine the prevailing mechanisms put in place by the Nigerian government on tourism.
- assess the mechanisms influencing consumer purchasing behaviour on tourism in the Nigerian market, and
- analyse the factors affecting consumer purchasing behaviour on tourism in the Nigerian market

1.4 Research Questions

This study will examine the following questions:

- what are the prevailing mechanisms put in place by the Nigerian government on tourism?
- to what extent are these mechanisms influencing consumer purchasing behaviour on tourism in the Nigerian market?
- what factors affect consumer purchasing behaviour on tourism in the Nigerian market?

1.5 **Organisational Context**

(a) **Erin Ijesha Water Falls, Osun State:** As one of Nigeria's most revered tourist attractions, the Oluminrin Waterfall is a must-visit for anybody interested in waterfall chasing. There are seven distinct falls at different levels, and the top of the seventh takes you into a whole other village in a completely different state in Nigeria (Trip Advisor, 2022).

(b) **Lekki Conservation Center (LCC), Lagos State**

Lagos's Lekki Conservation Centre is one of Nigeria's top environmental preserves. Amid Lagos' constant commotion, this conservation and leisure facility provides a much-needed breather. The Nigerian Conservation Foundation oversees the 78-hectare conservation centre/nature hub, which has been open for 21 years (NCF) (Hotels. ng Guides, 2022)

1.6 **Method of Study**

Data from both primary and secondary sources will be incorporated into the investigation. Primary data collected will be collected via online questionnaires from 100 respondents randomly selected at the study area while telephone interviews consisting of 8 respondents will be used to elicit information for triangulation purposes. On the other hand, secondary data will be obtained from official publications and journals related to the study's subject matter, among other sources. A participant information sheet letter will be supplied to each respondent before data collection which will inform respondents about the purpose of the research and voluntary withdrawal as deemed fit by the respondents.

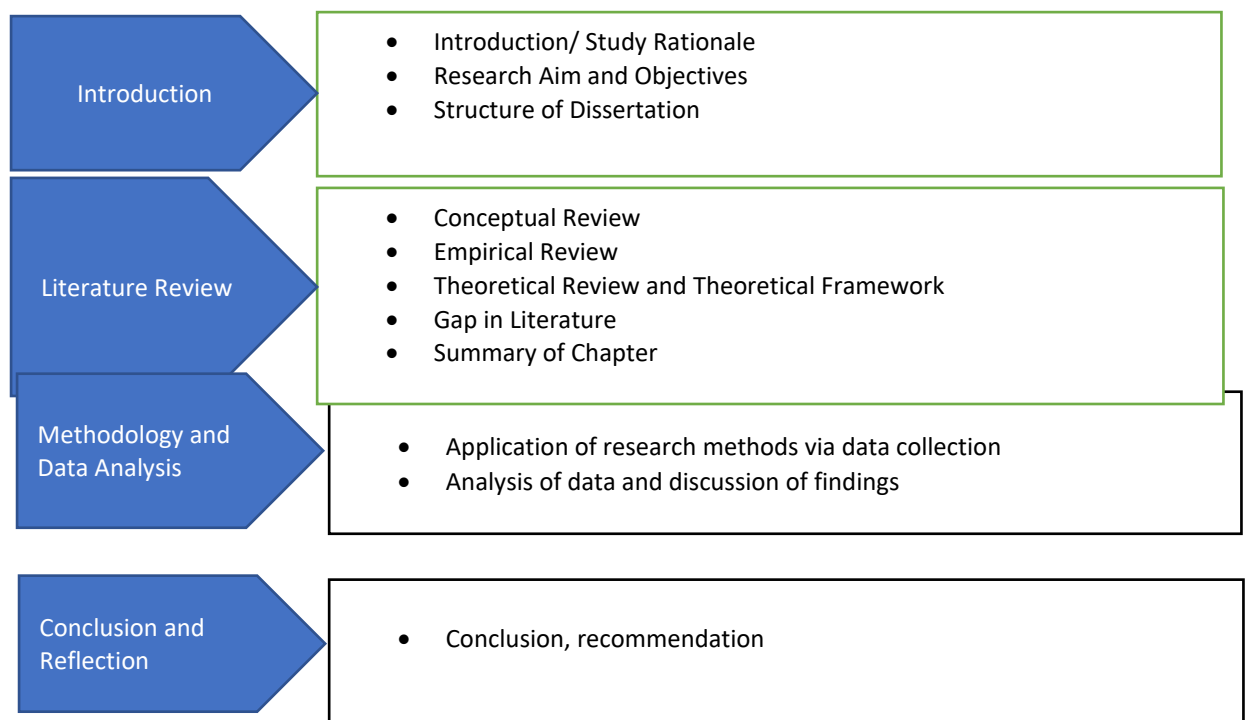
1.7 Contributions of the Study

Both empirical and theoretical advancements may be attributed to this work. The results of this study may add empirically to the existing body of literature on the subject matter, which can be utilized by other researchers who may desire to undertake a study that is comparable to the one this study conducted. This research has the potential to contribute to the development of ideas in the field of social science, at least in theory. In addition, the results of this research may be of use to the government of Nigeria, tourism promotion organisations, and tourist firms in their efforts to influence the buying behaviour of consumers regarding tourism in Nigeria.

1.8 Dissertation Structure

This study will be structured as follows:

Figure 1: Dissertation Structure



Source: Author, (2022)

As seen in Figure 1, additional information on the structure of this dissertation is discussed below.

Chapter one presents the introduction of this research work topic. It provides the rationale for the study, aims, and objectives.

Chapter Two discusses the literature review. Existing research will be used to conduct a critical evaluation of the study. Furthermore, it will involve the application of theory, which will serve as a theoretical framework.

Chapter Three outlines the methodology of the study. It will also examine the data collection process, merits and demerits of each method, data analysis and validity.

Chapter Four presents the analysis of the data collected in the study. The results of the research are analysed and critically evaluated. The findings are also compared to the information gleaned from the preceding literature review.

Chapter Five will summarise and conclude the study. It will also proffer recommendations to the management of these two hotel organisations on influencing consumer purchasing behaviour.

CHAPTER TWO

Literature review

2.1 Introduction

This chapter reviews existing literature relevant to this study's topic. The review in this chapter has been categorised into six divisions to ensure a structured examination of relevant concepts, theories, and empirical evidence in this study. The first section of this chapter will review all relevant concepts in the topic, it will involve a review of tourism, the tourism market, consumer purchasing behaviour, and the relationship between these concepts. In the second section of this literature review chapter, the focus will be on the review of empirical evidence present in previous studies and literature relevant to this study; this section will include an examination of the limitation of the study of various scholars as it relates to and counters one another. The next section of this chapter reviews two relevant theories to the topic of this study, laying a foundation with this section. The fourth section will create a theoretical framework for the study; in this fourth section, a review of the theory most applicable to this study will be done, examining the applicability and importance of the said theory to the study. In the fifth section of this literature review chapter, an examination of the gap present in existing literature reviewed thus far in the study will be carried out.

2.2 Conceptual Review

This section reviews relevant concepts to the topic of this study, the review will focus on providing a critical review on the examination of concepts such as tourism, developing economies, the Nigerian tourism market, consumer purchasing behaviour, government activities and how it affects or scales the country's tourism market.

2.2.1 Tourism

Tourism is a deep concept that has received literal attention from a lot of scholars and researchers who have attempted to give the most fitting definition for the concept. Lickorish and Jenkins (2007) argue that tourism as a concept has a definition problem, citing the ambiguity in understanding and evaluating the economic impact of the tourism industry as a basis for this definition problem. Although many researchers have defined tourism, the definition provided by Tribe (1997) offers great insight into the concept. Tribe (1997, p. 640) defined tourism as

“Activity engaged in by human beings and the minimum necessary features that need to exist for it to be said to have occurred include the act of travel from one place to another, a particular set of motives for engaging in that travel (excluding commuting for work), and the engagement in activity at the destination.”

This definition also mirrors the broad definition given at the International Conference on Leisure Recreation Tourism in Cardiff, in 1981, where tourism was defined “in terms of activities, selected by choice, and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home”. Likewise, Wahab (1977, p. 26) also provided another interesting definition of the concept; he defined tourism as “a human intentional activity that serves as a means of communication and as a link of interaction between the peoples, inside a country or even beyond its geographical demarcations. It involves the temporary displacement of people from one region to another, country or even continent, with the objective of satisfying necessities and not the realization of remunerated activity for the visited country, tourism is an industry whose products are consumed in loco, producing invisible exports.” For this research, tourism is defined as an array of activities that involves the behaviours of

people travelling to and staying in locations that are outside of their usual surroundings for the goal of pursuing various objectives, such as business or pleasure (Camileri, 2018)

2.2.2 Nigeria as a developing economy

The economies of countries of the world are relatively similar with certain elements being present in most of them. According to Sanford and Sandhu (2003), there are four criteria or elements to be considered in the assessment of a country's economy, the criteria differentiate between the developed and less developed economies; these criteria are per capita income, economic and social structure, social conditions, and the prevailing level of governance and freedom. Developing economies were formerly regarded as lesser-developed economies, the term is used to represent the economy of countries characterised by deep infrastructural problems, very low personal income, low rate of economic growth, and poor standard of living (Sanford and Sandhu, 2003). Chepaltis (2003) argues that developing economies are usually unable to escape this underdeveloped state both because of external aggression from the developed countries and internal problems, which can be political, social, or environmental. Arguably, most of the world's developing economies are in Africa and the Middle East, Asia and Southern America (WorldBank, 2022), and this includes Nigeria. Many authors, including Auty (1995) and Okonjo-iweala (2012) have argued that the oil discovery and eventual boom kick-started the downward fall of the Nigerian economy; they argued that the emergence of oil led to the neglecting of agriculture which was until that period the crust of Nigeria's economy. Regardless of the financial resources of Nigeria becoming a major player in the global oil market, the boom has not translated into economic development for the West-African state (Abbah, 2013). According to Osso (n.d), Nigeria is a resource-cursed nation as the country has failed at converting

its large resource base to functional development of its economy. According to Smart (2014), the prevalence of massive corruption in Nigeria which takes the shape of bribery, looting and embezzlement (Odinamadu, 2005) hinders the development opportunities of the country as corruption has now formed an integral part of the nation's economy (Fagbadebo, 2007).

2.2.3 Tourism in Nigeria

Nigeria's tourism industry was effectively and formally kick-started in 1962 with the formation of the Nigerian Tourism Association and the association's subsequent admission to the world trade organization in 1964 (Akighir and Aron, 2017). The country has enormous tourism potential, with over 7000 tourist destinations and five UNESCO decorated cultural and heritage sites, Yusuf and Akinde (2015), argue that the industry in Nigeria has been largely under-utilised. After the 1960s efforts by the Nigerian state to mobilise tourism resources in the country had largely failed, the country's then federal military government in 1976 promulgated a decree No. 54 establishing the Nigeria Tourism Board and States Tourism Committees (NTB & STC) which was now saddled with the responsibility of harnessing and optimizing the potentials of the Nigerian tourism industry (Bankole, 2002). However, the decree did not end all of Nigeria's tourism woes, and this led to the alteration of the Decree in 1992 to create the Nigeria Tourism Development Commission (NTDC) which was a modification of the earlier NTB formed in 1976 (Bankole, 2002).

In today's Nigeria, the Federal Ministry of Culture and Tourism is a policy and regulating government mechanism for managing tourism opportunities in the country. The volume and dexterity of magnificent sites, artworks, sculptures, natural ambience, etc., in Nigeria, has always made the west African state a sought-after region by tourism investors and collaborators, one of which is the collaboration with the United Nations

World Tourism Organization (UNWTO) which led to the launch of Nigeria tourism development master plan in 2005 (Akighir and Aron, 2017). The tourism industry in Nigeria just like it is everywhere around the world contributes immensely to the country's economy; according to the Federal Ministry of Information, the tourism industry contributed 2.6%, 3% and 5.4% of the country's total employment, GDP, and gross total investment respectively in 2012 (Yusuf, 2014). The contributions of tourism to Nigeria's economy, however, increases and decreases every other fiscal year; the world travel and tourism council reported an increase in the contribution of tourism to Nigeria's economy in 2013 and 2014, recording 3.2% and 2.7% contributions to GDP and employment respectively in 2014, and an even further 4.1% increment on the 2013 figures in 2014. Akighir and Aron (2017), argue that the tourism industry in Nigeria has been on a downward slope with repeated fluctuations year in and out, as of 2017, with over five million tourists visiting the country, she was ranked 165th using tourists per resident metric (World data, 2022).

2.2.4 Consumer Purchasing Behaviour

Consumer purchasing behaviour is a comprehensive term used to describe the process of consumers selecting, purchasing, and making use of a particular product or service as opposed to competing (Kochina, 2019). According to Orji et al. (2017), consumer behaviour covers not just consumers' patterns of purchasing products and services, but also the core motivation and thoughts driving theory choice of one product over the other. Likewise, Engel, Blackwell and Miniard (1990) defined consumer purchasing behaviour as those actions directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions. The understanding of consumer purchasing behaviour is essential to running a successful business (Noel, 2017), most manufacturers and service providers have

departments specifically created to study consumer behaviour and how their products can be more desirable for consumers ahead of competitors (Kotler and Keller, 2015). The study of consumer behaviour involves seeking to understand the factors affecting consumer needs, decisions and choices; consumer behaviour is believed to be a product of social, economic, cultural, religious, health, and environmental factors (Auf *et al.*, 2018). According to Hogg *et al.* (2006), demystifying and accurately understanding consumer purchasing behaviour helps businesses, governments and agencies understand consumer preferences and align their businesses strategies, services and marketing activities accordingly.

2.2.5 Consumer Purchasing Behaviour in the Nigerian Tourism Market

Since people, that is humans, are the consumers of tourism, understanding the process by which they make decisions about what, which and when to go on tour is instrumental to developing a country's tourism industry (Nadube and Akahome, 2017). Likewise, according to Cohen, Prayag and Moital (2014), the consideration of consumer behaviour concepts such as decision-making, values, motivations, self-concept and personality, expectations, attitudes, perceptions, satisfaction and trust and loyalty is essential to driving a deeper involvement/patronage in/of tourism. Belk and Clarke (1978) also emphasised the implications of examining consumer decisions process and destination preferences, arguing that this helps tour companies and countries predict the needs and behaviours of consumers, thereby creating services that specifically meet them. Consumer tour decisions are a result of a thorough behavioural process, Belk and Clarke (1978) argued that consumers before reaching a decision would actively search and consider all information available, and assess the alternatives. Countries of the world that have mastered the concepts of consumer purchasing behaviour have been

able to maximize their tourism potential by creating tour destinations and sites that meet the desires of tourists (Nadube and Akahome, 2017). With Nigeria's insecure environment, dwindling infrastructure, political instability, bad road networks and huge information dearth, the chances of tourists deciding to visit Nigeria is massively reduced (Udabor, 2013). This was further argued by Nadube and Akahome (2017) who claimed that even with a very effective marketing strategy, it would be extremely difficult to convince tourists having actively considered the high rate of crime in the country, nature of hospitality facilities, human rights abuse, a gauge of freedom and the abysmal state of tourist destinations and monuments in the country, to still decide in favour of visiting the country. Consumers' perception of Nigeria as a tourist destination has been greatly affected by widely spread (and correct) information about the country portraying it as one of the countries with the most terror and religious killings globally, likewise the draconian laws of the Nigerian state have also been a deterrent for consumers, and as argued by Ukabuilu (2009), the reckless management of monuments, parks and tour sites such as the National Arts Theatre in Iganmu, has left the sites in soar state such that their desirability amongst tourist has dropped.

2.2.6 Factors affecting consumer purchasing behaviour in the Nigerian Tourism Market

Consumer purchasing behaviour as described in the preceding sections is affected by certain psychological, social, cultural and natural factors. Fratu (2011) posits that there are three main categories of these factors: personal factors, social factors and situational factors.

a) Personal factors

These are factors that emanate from the characteristics of the consumer (tourist in this case). They are factors that are unique to individual persons and influence their

decisions. These factors according to Stokburger-Sauer, (2011) include the tourist personality, perceptions, profession, lifestyle, age, etc., which influence the decisions of tourists particularly as it relates to picking Nigeria as a tourist destination. The personal perceptions of tourists from other countries in Nigeria influence their choice of the nation and this perception is greatly affected by the bad image of the country. In addition, the predisposition of a person toward Nigeria influences their decision, a person who thinks of Africa as a place where the worst of diseases are birthed would hardly choose Nigeria as a tourist destination.

b) Social factors

Humans are social beings who cannot exist alone without interactions, the product of human interaction is the creation of family, culture, and community; they form the various levels of social interaction. Social factors such as the family influence the purchasing behaviour of a tourist, families have grand beliefs about certain tour destinations and tourists as a part of that family are easily influenced (Fratu, 2011). Likewise, cultural leanings and values of people influence their choice of a tourist destination, for instance, it would be almost impossible to convince a homosexual person to visit Arab countries where same-sex sexual practices are culturally and legally forbidden. Nigeria's tourism industry is also affected by social factors like culture, as many tourists of other cultural orientations do not see the country as a desirable tour destination Watkins and Gnoth (2011), considering some of the archaic marriage, justice, sexual, and ethical cultural practices that are prevalent in Nigeria.

c) Situational factors

According to Cohen, Prayag and Moital (2014), certain external factors influence the consumer purchasing behaviour of tourists, these factors are situational and are always a representation of the tourist's current physical and social environment. Situational

factors are mostly responsible for the low interest in Nigeria tour destinations by tourists, even Nigerians do not favourably consider visiting these tourists sites in the country and this is a result of their current physical and special situation married with insecurity, banditry and kidnapping which has made travelling around the country so difficult (Riti, *et al.*, 2017).

2.2.7 Government Mechanisms and Schemes

The Nigerian government has, since independence, made a continued effort to develop the country's tourism industry by creating government agencies, and departments, facilitating private-public partnerships and initiating policy documents. The first major effort by the Nigerian state was in 1962 with the creation of the Nigerian Tourist Association (NTA) whose membership included the national carrier Nigeria Airways, private hotel operators, and Nigeria Tobacco Company; the association successfully secured admission for Nigeria in the World Trade Organisation (Nadube and Akahome, 2017). However, owing to the ineffective performance of the NTA, the Nigerian military government in 1976 promulgated decree no. 54 establishing the Nigeria Tourist Board (NTB), set up with the responsibility of making Nigeria attractive as a tourist destination both to Nigerians living within and outside the country, and to foreigners (Ajiya and Abdullahi, 2006). With this came the formation of the National Travel Bureau and the creation of State Tourism Committees to make the development of tourism comprehensive across the country. The Nigerian state has created an institutional framework structured along with the government system and hierarchy in the country; starting with the Federal Ministry of Culture and Tourism (FMCT), the national council of culture and tourism (NCCT), the National Tourism Corporation (NTC), State Ministries for Tourism, Local Government Tourism Committees, and to the later transformation of the National Travel Board to Nigeria Tourism Development

Commission (NTDC) in 1992 (Bankole, 2002). Through these agencies and mechanisms, the government has over the years carried out activities to improve consumer perception of the Nigerian tourism market. The creation of these institutional frameworks was majorly an unravelling situation with each of them happening at different times but they were all targeted at generating foreign exchange for the country through tourism, encouraging the development of both rural and urban tour sites, facilitating cultural exchange, and through public-private perception influence consumer perception and attitudes towards the Nigerian tourism market (Yusuff and Akinde, 2015). According to Falade (2006), the Nigerian government, through private and public establishments, regulates and stimulates the country's tourism industry; public agencies and departments such as the Federal Ministry of Information Nigeria Customs Services, Nigeria Immigration Services – State Ministry for Tourism Matters, Federal Airport Authority of Nigeria National Commission for Museums and Monuments, National Council for Arts and Culture, and National Parks Services The Nigeria Police Force, and private groups such as Federation of Tourism Associations of Nigeria (FTAN), Association of Nigerian Journalist and Writers of Tourism (ANJET) and National Association of Nigeria Travel Agents (NANTA) are government institutional mechanisms to stimulate tourism in Nigeria.

2.3 Empirical review

A study by Osei and Abenyin (2016) titled Applying the Engell–Kollat–Blackwell model in understanding international tourists' use of social media for travel decisions to Ghana, examined how the stages of decision-making influence the decision of travels in Ghana. This quantitative research by Osei and Abenyin (2016) revealed that the use of social media by tourists influences their access to information, thereby affecting the information collection, evaluation and purchasing or decision stage. The study

recommended the systematic and creative usage of social media by tour companies and countries to stimulate consumer (tourists) interest in their products. However, the study was only limited to social media usage and as well, and the ability to generalize with this study is limited as the sampling procedure was not objectively set out. Nevertheless, another study by Nuraenia, Arrub, and Novanic (2015), titled 'Understanding consumer decision-making in tourism sector: Conjoint analysis', had similar findings as the study by Osei and Abenyin (2016); the study revealed that young people are influenced by information available to them which is mostly collected through media, and this has influenced their desired tour destinations as they have been engineered towards liking international trip and expensive trips which a majorly for sightseeing.

Furthermore, a study by Cong (2021), titled 'Research on the tourism decision-making mechanism: A case study of American outbound tourism, assesses the factors influencing the decision-making of Chinese tourists. The study used quantitative and qualitative methods to carry out its examination and it revealed that previous knowledge about a destination and the kind of information available to tourists about a destination influence the decisions of tourists. The study had similar findings to the studies earlier examined in this section, and it also recommended the increased usage of new age media platforms by countries and tour companies to market and position their product, emphasising the importance of information in shaping the perception of tourists (consumers). A study by Liu et al. (2020), titled 'The roles of social media in tourists' choices of travel components, also reached a similar conclusion to the study by Cong (2021). Liu et al. (2020) revealed that social media now plays crucial roles both directly and indirectly in getting information about a tourist destination across to tourists, they argue that asides providing tourist with influencing information, social media

systematically keeps the tourist destination in the face of a tourist, thereby it passively and actively influence and guide the decisions of tourists.

2.4 Theoretical review

This section will involve a review of theories relevant to this topic, herein a review of two theories of consumer behaviour will be carried out. The theories this study will be reviewing are the theory of buyer behaviour and the Engel Kollat Blackwell (EKB) theory.

2.4.1 Theory of buyer behaviour

The Theory of Buyer Behaviour was propounded initially by Howard in 1963, who termed it the consumer decision model, but with further contributions to the theory by Seth in 1969, the model became what is now referred to as the Theory of Buyer Behaviour (Bray, 2008). According to Howard and Seth (1969), this theory (Figure 2.1) is premised on the assumption that buying behaviour is rational, that is, it is within the 'bounded rationality as described by March and Simon (1958). Howard and Seth's Theory of Buyer Behaviour argues that buying behaviour and decisions are repetitive as consumers when faced with a purchasing decision, try to make such decisions easier for themselves by creating a consistent decision-making process using the relevant information available; thus, the theory attempts to understand this decision process by elements within the process and the social and economic elements of the buyer's environment (Howard and Seth, 1969). Emphasizing this, Foxall (1990, p.10) describes Howard and Seth's theory of buyer behaviour as offering "a sophisticated integration of the various social, psychological and marketing influences on consumer choice into a coherent sequence of information processing". The Theory of Buyer Behaviour has some major components which are the elements determining the core ideals of this

theory; these components are inputs, exogenous variables, hypothetical constructs / intervening variables, and outputs.

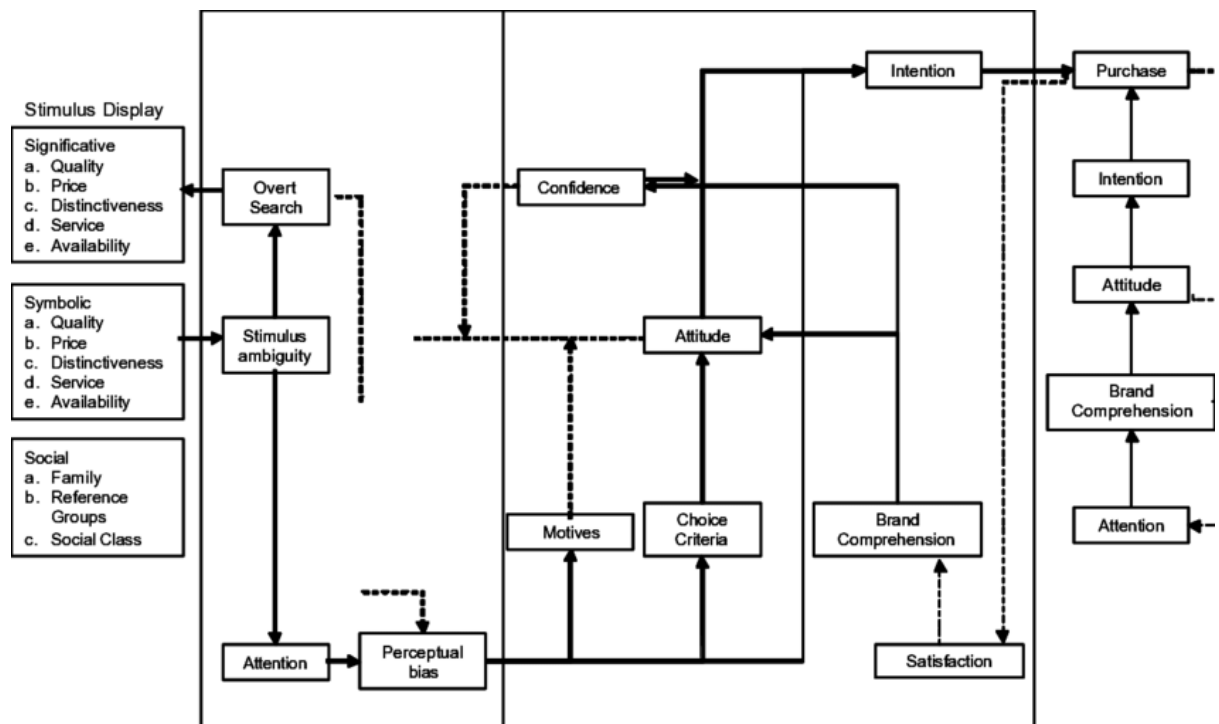


Figure 2.1: Howard and Seth's 1969 Theory of Buyer Behaviour (Jackson, 2005)

a) Inputs

Howard and Seth (1969) argue that a buyer's behaviour is affected by stimuli inputted into him from his environment; input variables can be significant stimuli, symbolic stimuli or social stimuli. According to Howard and Seth (1969), significant stimuli are the elements of a brand's product, such as the price, quality, and effectiveness of the product or services that the buyer confronts in making a decision, while the social stimuli are the variables from the information supplied to buyers by their social environment, which is usually through word-of-mouth communication amongst family members or peer groups, and finally, the symbolic stimuli regard to influence of the activities of marketers on buyers through advertising on the media, billboards, etc. (Howard and Seth, 1969).

b) Hypothetical constructs

According to Howard and Seth (1969), hypothetical constructs or intervening variables are in two categories, that is perceptual constructs and learning constructs. The perceptual constructs represent the level of control buyers have over the stimuli information they receive, and the influence of an already pre-existing bias of the buyer. On the other hand, the learning constructs are drawn from the learning theory concepts (Loudon and Bitta 1993).

c) Exogenous variables

These variables according to Howard and Seth (1969) influence buyers but, the extent of their influence is dependent on the buyer. However, Howard and Seth (1969), did not extensively examine these variables as they are external influences majorly dependent on the individual buyer.

d) Output

These part of the theory of buyer behaviour by Howard and Seth (1969) represents the buyer's response to the stimuli and variables that have been considered earlier, the output is described in terms of the attention level of buyers to information, their ability to process and use the information, the evaluation of the brand, intention to purchase and the eventual purchase by the buyer (Howard and Seth, 1969).

2.4.2 Criticisms of the theory of buyer behaviour

Regardless of how thought-provoking this theory by Howard and Seth has been, it has not been without criticisms, many scholars and researchers have at different submitted substantive criticism of the theory. It was argued by Neman (1972), that the theory is the product of a 'Baconian induction', he stated that the theory is not backed by any

empirical or objective study, and therefore, the theory is not a valid model for studying consumer behaviour. Likewise, London and Bitta (1993) also criticised the theory, saying it is well grounded enough to use in the study of broad decision-making processes.

2.4.3 Engel, Kollat and Blackwell (EKB) theory

This theory was originally developed by Engel, Kollat and Blackwell in 1978, Bray (2008), described the theory as having similar characteristics to the Theory of Buyer Behaviour but they fundamentally differ in their assessment of the relationship between the variables they study.

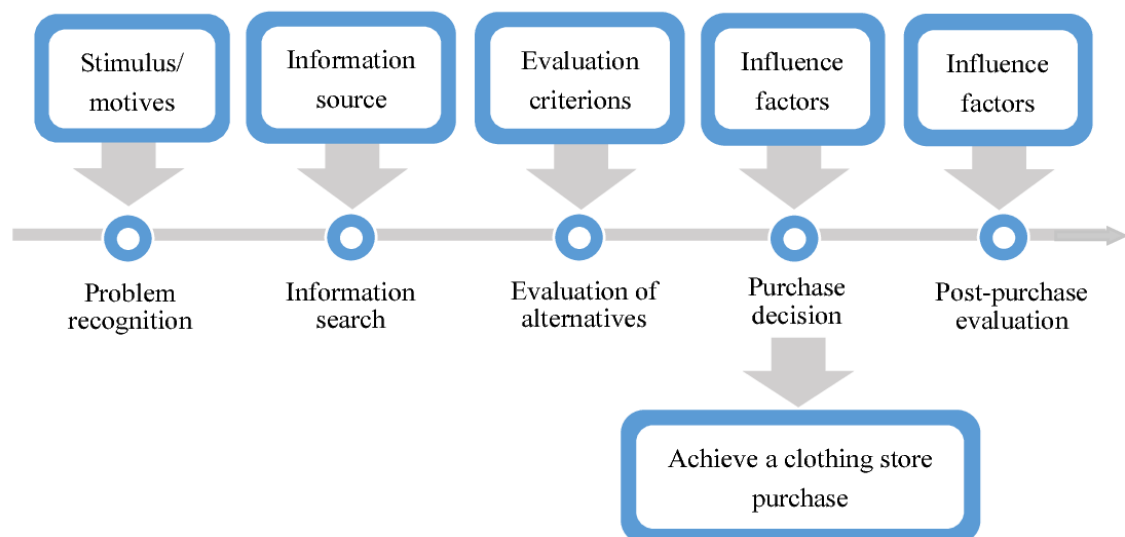


Figure 2.2: Engel, Kollat and Blackwell theory (Harahap, and Amanah, 2018)

The EKB theory (Figure 2.2) focuses on the decision-making process of consumers, examining how they reach a decision between competing alternatives. The EKB theory recognizes the place of consumer psychology and other environmental factors in stimulating consumer behaviour. This theory is a five-step approach detailing how consumers collect and process information before decisions are made; the first as propounded by Engel, Kollat and Blackwell is the problem identification stage where

consumers identify problems that they face. This stage is followed by a search for all alternative solutions to the earlier identified problems, this is done by collecting all accessible and available information. The third stage in this theory focuses on the evaluation of these alternative solutions, this is usually dependent on the consumer preferences and making decisions on which of the solutions is best. At the fourth stage, consumers make purchases of the chosen alternative and the last stage in this theory recognizes post-purchase activities, involving a feedback process. The EKB theory has been described by Schiffman and Kanuk (2008), as one of the most important theories in the study of consumer purchasing behaviour. However, the theory has been met with criticisms from other researchers and authors.

2.4.4 Criticisms of the Engel, Kollat and Blackwell (EKB) theory

The theory has been criticised for being vague and not adequately defining the roles and influence of variables in understanding consumer behaviour (Osei and Abenyin, 2016). London and Bitta (2002) also criticised the theory of being too restrictive of other consumer behaviour influencing situations; they also argue that the five stages of the EKB theory are not entirely necessary for consumers to reach purchasing decisions, stating that consumers subtly skip some stages described in the EKB model.

2.5 Theoretical framework of this study

In this section, a theoretical framework which will be used to support the topic of this study will be critically examined. In this study, the Engel, Kollat and Blackwell (EKB) theory will be adopted and applied to understand how the patronage of tourism in developing economies is influenced by consumer purchasing behaviour.

2.5.1 Application of Engel, Kollat and Blackwell (EKB) theory to this study

As reviewed in the preceding sections, the EKB theory is a five-staged model for assessing consumer purchasing behaviour propounded in 1978 by Engel, Kollat and Blackwell. Using this theory to examine our topic in this study, the five stages will be used in explaining the relationship between consumer purchasing behaviour and tourism particularly in developing economies. As stated by Engel, *et al* (1978), consumers at the beginning of any purchasing process must identify their problems and as in the case of tourists, it also starts with them identifying their problems and what they actually need; while a lot of tourists go on tour for vacation or recreational reasons, some go on tour for adventure, site seeing and culture exchange. After identifying their problems and needs, tourists, who are the consumers in this case, collect information about all possible tour destinations that meet their desires, needs or problems (Osei and Abenyin, 2016). The next stage after collecting this information for tourists is for them to evaluate these possible destinations and consider which one best suit their preferences and needs. For developing economies, it is difficult to compete with more advanced cities like Maldives, and Dubai in solving the vacation and recreational problems of foreign and even local tourists. However, developing economies like Nigeria offer more adventure and sightseeing solutions to both their local and foreign tourists with tons of cultural heritage sites and natural endowments. After deciding on the best solution to their problem, tourists then take the action of purchasing, which is going on the tour to their selected destination(s). Finally, after going on the tour, according to Engel, Kollat and Blackwell (1978), tourist (consumers) would engage in post-purchase activities which involves assessing how well the selected destination(s) met up with their needs and expectations and the foundation of this form for a routine decision-making process for consumers.

2.6 Gap in literature

The reviews done so far in this chapter have revealed some fundamental gaps in previous literature relevant to this study. While a lot of research has been done on exploring the potential of the tourism industry in developing economies around the world, there is a shortage of research effort in understanding the relationship between consumer purchasing behaviour and the development of tourism in developing economies, especially as it relates to Nigeria. In the sequel to the above, an examination of past research point to the absence of an appropriate thorough evaluation of the subject matter. Most studies on tourism have concentrated on specific concepts such as customer loyalty (Buhalis et al., 2020; Maltio and Wardi, 2019; Riley et al., 2001), level of tourism awareness (Luo et al., 2020; Asad Abu Roman, 2010), social networking (Aladilh (2015), pricing policies (Zainab, 2014), among others without investigating the factors affecting consumer purchasing decision via the lenses of mechanisms within the Nigeran market; hence this study.

2.7 Summary of chapter

The research questions in this study informed the review of the literature in this chapter. The chapter started with an assessment of relevant concepts in the study, which was followed by a review of empirical evidence present in the existing literature on this study. In line with the objective of this chapter, a review of theories relevant to this study was carried out, and as well, a theoretical framework for the study was created and examined. Finally, this chapter evaluated the gaps that are present in the existing literature examined in this study.

CHAPTER THREE

Research Methodology

3.0 Introduction

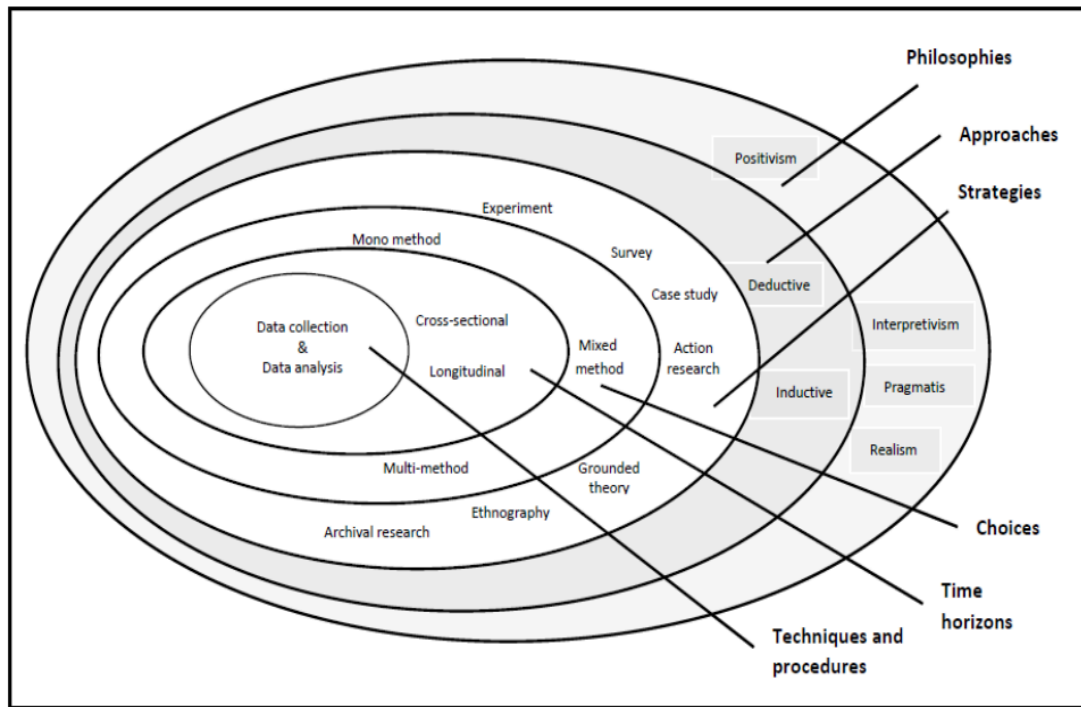
For the aim of this dissertation, the following study objectives will be pursued:

- examine the prevailing mechanisms put in place by the Nigerian government on tourism.
- assess the mechanisms influencing consumer purchasing behaviour on tourism in the Nigerian market, and
- analyse the factors affecting consumer purchasing behaviour on tourism in the Nigerian market

Research methodology refers to the strategies, processes, and specific steps that instruct researchers to locate, select, process, and evaluate material about a particular topic (Goddard and Melville, 2004). These authors argued that researchers can learn the following things thanks to research methodology: How did the researcher decide to acquire or not gather data? What research process was used to collect data and analyse data?

In the sequel to the above arguments, the research onion (Figure 3.1) proposed by Saunders, Lewis, and Thornhill (2007) will serve as a framework for this investigation's technique.

Figure 3.1: Research Onion



Source: The Research Onion (Saunders *et al.*, 2009, p.108)

3.1 Research Philosophy

Theoretically, the philosophical attitude that guides and determines the research method may be stated using a theoretical perspective (Crotty, 1998). An essential component in deciding which study design to adopt is research philosophy, according to Easterby-Smith, Thorpe, and Lowe (1999). According to Saunders *et al.* (2009), research philosophy refers to how a researcher views the process of acquiring new information. Positivist, interpretivist, realist and pragmatic approaches to research differ in their emphasis on the research process (Saunders *et al.*, 2009). This study employed a positivist research approach (Table 3.1). The study adopted a quantitative data collection method; hence, a positivist research philosophy was employed.

Table 3.1: Comparison of the Research Philosophies

| Concept | Positivism | Interpretivism | Realism | Pragmatism |
|---------------------|--|---|---|--|
| Ontology | External, objective and independent of social actors. | Socially constructed, subjective, may change, multiple. | Is objective. Exists independently of human thoughts and beliefs or knowledge of their existence (realist), but is interpreted through social conditioning (critical realist) | External, multiple, view chosen to best enable answering of research question. |
| Epistemology | Only observable phenomena can provide credible data, facts. Focus on causality and law like generalisati | Subjective meanings and social phenomena. Focus upon the details of situation, a reality details, subjective meanings | Observable phenomena provide credible data, facts. Insufficient data means inaccuracies in sensations (direct | Either or both observable phenomena and subjective meanings can provide acceptable knowledge |

| | | | | |
|---|--|--|---|--|
| | ons, reducing phenomena to simplest elements. | motivating actions. | realism). Alternatively, phenomena create sensations which are open to misinterpretati on (critical realism). Focus on explaining within a context or contexts. | dependent upon the research question. Focus on practical applied research, integrating different perspectives to help interpret the data. |
| Axiology | Research is undertaken in a value- free way, the researcher is independent of the data and maintains an objective stance. | Research is value bound, the researcher is part of what is being researched, cannot be separated and so will be subjective. | Research is value laden; the researcher is biased by world views, cultural experiences and upbringing. These will impact on the research. | Values play a large role in interpreting results, the researcher adopting both objective and subjective points of view. |
| Data Collection Techniques | Highly structured, large samples, measurement , quantitative, but can use qualitative. | Small samples, in-depth investigations, qualitative. | Methods chosen must fit the subject matter, quantitative or qualitative. | Mixed or multiple method designs, quantitative and qualitative. |

Source: (Saunders et al., 2009, p.119).

3.2 Research Approach

Both a deductive method and an inductive approach may be used while doing research. These are the two possible ways. When doing research that is primarily focused on establishing theory and hypotheses, the deductive method is the one that should be employed (Mohammed and Jabber, 2008). When gathering information and forming a hypothesis based on the findings of an examination of that information, the inductive method should be used (Saunders et al., 2003). This research used a deductive method, relying on theoretical reasoning based on already-observed occurrences (Blaikie, 2000). It is used to characterise the causal link between variables, test hypotheses, and generalise the regularities in human social behaviour using this technique (Saunders et al., 2009).

3.3 Research Strategy

Clarifying the research goals, identifying the sources of data collecting, and considering the research constraints are all part of the research strategy, which is an overarching plan to answer the research question(s). Experiment, survey, case study, grounded theory, ethnography, action research, and archival research are some of the several research tactics that may be used (Saunders *et al.*, 2003; Saunders *et al.*, 2009). According to Saunders *et al.* (2009), there is not one single research strategy that is superior to any of the other research strategies. Because of this, selecting a research strategy should be done according to the research question(s) and objective(s), as well as the research philosophy and the amount of knowledge that already exists.

Survey research was used in this study because it is suitable to achieve the study goals. Survey strategy is a prevalent technique in social research; this method is connected to the deductive approach (Saunders *et al.*, 2009). Although, Gaille (2020) argued that

survey research struggles to convey participant emotions; Despite this, survey research was employed because it is often employed in exploratory and descriptive studies, allowing researchers to gather quantitative data and analyse that data quantitatively using descriptive and inferential statistics (Saunders et al., 2009).

3.4 Research Method

Research methods can have three techniques for collecting data which are a mono method; the use of a single data collection technique (quantitative or qualitative); multi-method refers to those combinations between more than one data collection technique (Tashakkori and Teddlie, 2003); and mixed method which refers to use both quantitative and qualitative data collection techniques (Saunders *et al.*, 2009). The quantitative approach was used in this investigation because they make it easier to answer research questions and analyse the results of that study; it is also highly valued by researchers (Tashakkori and Teddlie, 2003).

3.5 Study Area

Regarding the study area, two states were purposively selected due to their involvement in Tourist activities. These are Lagos State and Osun State, which will be discussed below.

Lagos State

Lagos State is a metropolis, and the conurbation surrounding it together makes up the most significant urban area not just in Nigeria but also on the whole African continent. It is one of the cities with the highest rates of population growth and one of the urban agglomerations with the highest rates of population growth in the whole globe. The megacity of Lagos, which has the highest GDP on the African continent and is home to one of the continent's biggest and busiest ports, is a significant financial hub in Africa.

The state has a Tourism Policy that recognises six different tourism zones. These tourism zones are as follows: the Bar Beach Water recreational zone; the Lekki-Maiyegun resort zone; the Kuramo Water tourism zone; the Epe-Marina Cultural tourism zone; and the Badagry Marina Recreational and Cultural zone. The City Hall, which serves as the headquarters of the Lagos Island Local Government; the National Theatre, National Museum, Onikan; Holy Cross Cathedral, Lagos, which serves as the seat of the Catholic Archdiocese; Relics of Brazilian and other colonial quarters; the location of the fallen Agia tree, Badagry, under which Christianity was first preached in Nigeria in 1842; the Oso-Lekki Breakwaters; the First Storey building in Nigeria, which was constructed in 1845 at The Bar Beach is one of the others. Tarkwa Bay, Badagry Beach and Lekki Peninsula are also tourist centres. In addition, there is a festival known as Eyo that is celebrated to celebrate significant events in the state.



Figure 3.2: Cross Section of the Sample Area

Osun State

Osun state is a state in South-western Nigeria. In 1991, Osun State was created. It shares its borders with the states of Kwara, Ekiti, and Ondo to the east, Ogun and Oyo to the south, and Ogun and Oyo to the west and northwest. The Oshun is the most significant river in the state, and the state is covered with tropical rain forest from top to bottom. Yoruba people make up most of the state's population in Osun. The agricultural sector is the primary contributor to Osun's economy. Yams, cassava (also known as manioc), corn (also known as maize), beans, millet, plantains, cocoa, palm oil and kernels, and fruits are among the most important crops. Crafts like metal work, woven textiles, and wood carvings are produced by cottage enterprises. The state capital, Oshogbo, is home to various manufacturing establishments, including a textile factory, a food processing facility, and a steel rolling mill.

3.6 Research Design

The purpose of a research design is to ensure that the research problem is carried out correctly. In the field of social science research, obtaining evidence that is relevant to the research problem generally involves specifying the type of evidence required to test a theory, evaluate a programme, or accurately describe a phenomenon (Leverage Edu, 2021). This is done to ensure that the evidence collected is reliable and accurate. On the other hand, researchers often have a head start on their investigations by a significant amount of time, even before they have given serious consideration to the kinds of data that are necessary to answer the research questions posed by the study. This study employed a descriptive survey research design to accomplish its objectives. For a descriptive research design, the researcher only summarises the subject or scenario they're studying. This research approach is based entirely on theory, with the

researcher collecting, analysing, and preparing their data before presenting it to others (Leverage Edu, 2021)

3.7 Data Collection

As a result of the time restrictions imposed by the epidemic, this investigation included creating an online survey via the use of Google Form. Online questionnaires have a number of benefits, two of which are that they are more accessible to respondents and make data gathering simpler (Wang and Doong, 2010; Denscombe, 2009). To evaluate the factors that influence consumer purchasing behaviour in the Nigerian tourist market, a Likert scale with five points was used. Strongly agree, agree, disagree, strongly disagree, and undecided will represent their respective levels of importance (Bajpai, 2011).

3.8 Study Sample

According to Lakens (2022), the design phase of every empirical research must include an extensive amount of time spent justifying the sample size. The purpose of the justifications for sample sizes in research is to demonstrate why the data acquired will probably be valuable considering the inferential purposes of the investigation. To obtain enough information for this study's sample size, the researchers used a multi-stage approach to data collecting (Sedgwick, 2015). In the first step of the process, Lagos and Osun State were purposefully chosen as the research region because of the large number of tourist attractions that can be found in both these states. The Lekki Conservation Center (LCC) in Lagos State and the Erin Ijesha Water Fall in Osun State were chosen in the second step via convenient sampling. In the third step of sampling, convenience sampling was used to pick 100 respondents for the questionnaire.

Table 3.2: Sample Size

| | |
|----------------------------------|-----------|
| Erin Ijesha Water Falls | 50 |
| Lekki Conservation center | 50 |

3.8 Research Procedure

The process to be followed to carry out this research includes delineating a sequence that is required to be followed to complete this aspect of the study within the allocated amount of time. After receiving approval to carry out this research from the National College of Ireland, the researcher gave the questionnaire to the participants in the study sample. In addition, each responder was provided with a participant information sheet that detailed the research project to which they were contributing. (See also: Appendix)

The study project was organised, to begin with a description of the descriptive statistics of the respondent demographics and then moved on to the test questions for the variables with inferential statistics.

3.9 Data Analysis

The data analysis for this study was subjected to descriptive and inferential statistics. Descriptive was used to analyse demographics, while inferential statistics such as SPSS were used to analyse data.

3.10 Ethics and Considerations

Ethics, as defined by Sales and Folkman (2000) is the practice of living one's life following a code of moral principles. In this light, a participant information sheet was given to each respondent, which elaborated on the value of their input. It made sure they wouldn't put themselves in harm's way by taking part (Bell et al., 2018). The participants were informed of their options should they drop out of the study. In

addition, this research complied with GDPR data; it also ensured participant anonymity and confidentiality was ensured; participants' names, email addresses, and phone numbers will not be stored.

CHAPTER FOUR

RESULT AND DISCUSSIONS

4.0 INTRODUCTION

This chapter presents the findings and discussions from the study. A total of 100 questionnaires were distributed to participants and returned. Also, 8 respondents were interviewed to gather additional information about tourism centres visited. After sorting the questionnaires, they were found to be complete enough for analysis. Data collected were analysed based on the responses received from the respondents. The data were collated and arranged in line with set of aims and objectives. The data obtained from this study were coded and entered into the computer program and analysed using SPSS.

This section also presented the frequency distribution and percentage of the respondents' views on each of the assertions set out under the student objectives. The descriptive analysis of the respondents was presented in Table 4.2 on the prevailing mechanisms put in place by the Nigerian government on tourism. Also, the Table 4.3 displayed the numerical strength of the respondents on the statements set for mechanisms influencing consumer purchasing behaviour on tourism in the Nigerian market. In addition, factors affecting consumer purchasing behaviour on tourism in the Nigerian market is the third objective whose descriptive statistics are presented in Table 4.4.

4.1A: SOCIO-DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

The socio-economic characteristics of the respondents are: age, gender, marital status, education, religion, occupation and others. It also includes the types of tourism centre visited by the respondents as well as the number of their visits. It also shows the mode of visitation, reason for the visitation, means of transportation and finally their general feelings about the centre they visited. The characteristics were analysed and described using frequency distribution tables, bar charts and pie chart.

TABLE 4.1: SOCIO-DEMOGRAPHIC CHARACTERISTICS

| Variable | Frequency (n = 100) | Percentage (%) |
|---------------------------------|---------------------|----------------|
| Age when visited tourism | | |
| 18 – 20 | 3 | 3.00 |
| 21 – 30 | 79 | 79.00 |
| 31 – 40 | 13 | 13.00 |
| 41 years and above | 5 | 5.00 |
| Mean ± SD | 28 ± 6.4 | |
| Gender | | |
| Male | 38 | 38.00 |
| Female | 62 | 62.00 |
| Marital Status | | |
| Single | 77 | 77.00 |
| Married | 21 | 21.00 |
| Divorced | 2 | 2.00 |
| Education | | |
| B.SC / B.ED | 79 | 79.00 |
| MSC | 16 | 16.16 |
| NCE | 1 | 1.01 |
| PGDE | - | - |
| SSCE | 4 | 4.04 |
| Religion | | |
| Christianity | 91 | 91.00 |
| Islam | 9 | 9.00 |
| Occupation | | |
| Unemployed | 7 | 7.00 |
| Business | 30 | 30.00 |

| | | |
|-------------|----|-------|
| Engineering | 7 | 7.00 |
| Teaching | 16 | 16.00 |
| Others | 40 | 40.00 |

The Table 4.1 above shows the socio-demographic characteristics of the respondents. It can be observed that out of the total respondents, more than half 79 (79%) are between the age range of 21-30years, 13% were between 31-40 years, 5% were 41 years and older while only 3% were between 18-20years. The findings shows that the mean age was 28 years while the standard deviation was 6.4. It is therefore evident that majority of the respondents were active young people and only few respondents were above 40 years. This is probably because young men and women are fond of visiting tourism centres.

In addition, the results revealed that out of the total respondents, there were 38 (38%) males and 62 (62%) females. The respondents who were single were the most frequent with 77 (77%) of the total respondents. 21% were also married while only 2% were divorced out of all. This reflects bachelors and spinsters visit tourism centre more than the married and divorced. The table also reveals the educational background of the respondents. It shows that more than two-thirds, 79 (79%) of the total respondents had B.SC or BED, 16.16% had MSc, 4.04% had SSCE, 1.01% had PGDE and none of the respondents was illiterate. This actually indicates that there is high level of literacy among the respondents. Furthermore, the table shows that 91% of the respondents were Christians while only 9% were Muslims. This implies that Christianity is the common religion practiced by the respondents examined.

Finally, it can be observed from the table that 40% of the respondents did not disclose their occupation, 30% were into business, 16% were teachers while only 7% were engineers.

4.1B: TOURISTS' CHARACTERISTICS BASED ON THE TOURISM CENTRES

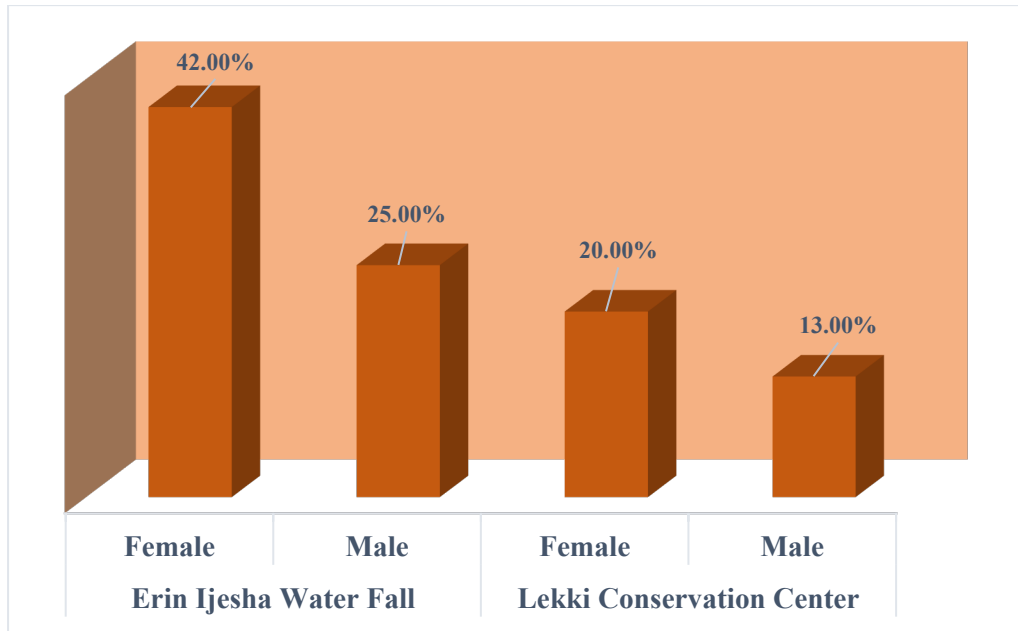


Figure 4.1: Gender Distribution of Tourist Visited

The figures above show the characteristics of the respondents based on the tourism centres visited.

Figure 4.1 shows the gender distribution of the tourism centre visited. It can be observed that majority of the respondents (67%) visited Erin Ijesha water fall of which 42% were females while 25% were male. Furthermore, 33% visited Lekki Conservation centre of which 20% were female while 13% were male. This indicates from the two cases that females visit tourism centres more than the males.

Figure 4.2: Gender Distribution Number Times Visit

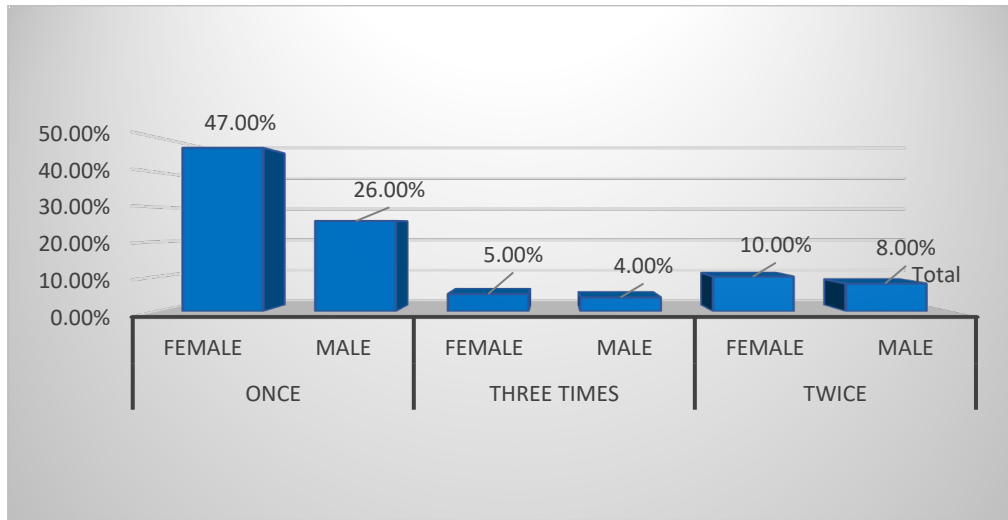


Figure 2 shows the gender distribution of the respondents based on their number of visits made to the tourism centre. It can be observed that majority of the respondents visited the centre once out of which 47% were female and 26% were male. Out of the total respondents 9% had their visits three times while 18% had theirs two times.

Figure 4.3: Mode of Visitation

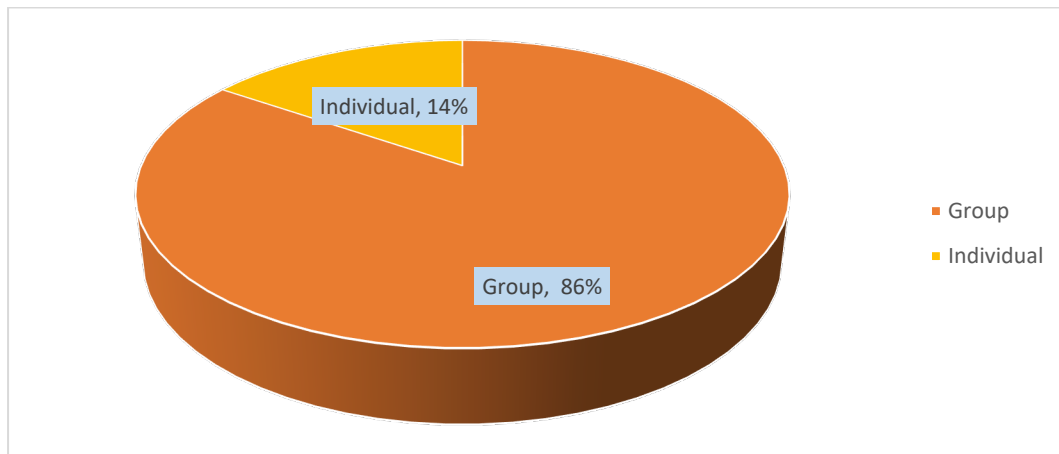


Figure 4.3 shows the mode of visitation of the respondents to the tourism centres. It can be observed out of the total respondents, most (86%) went in groups while only few

(14%) went individually. This indicates that group visitation is more common than individual visitations.

Figure 4.4: Purposes of the Visitation

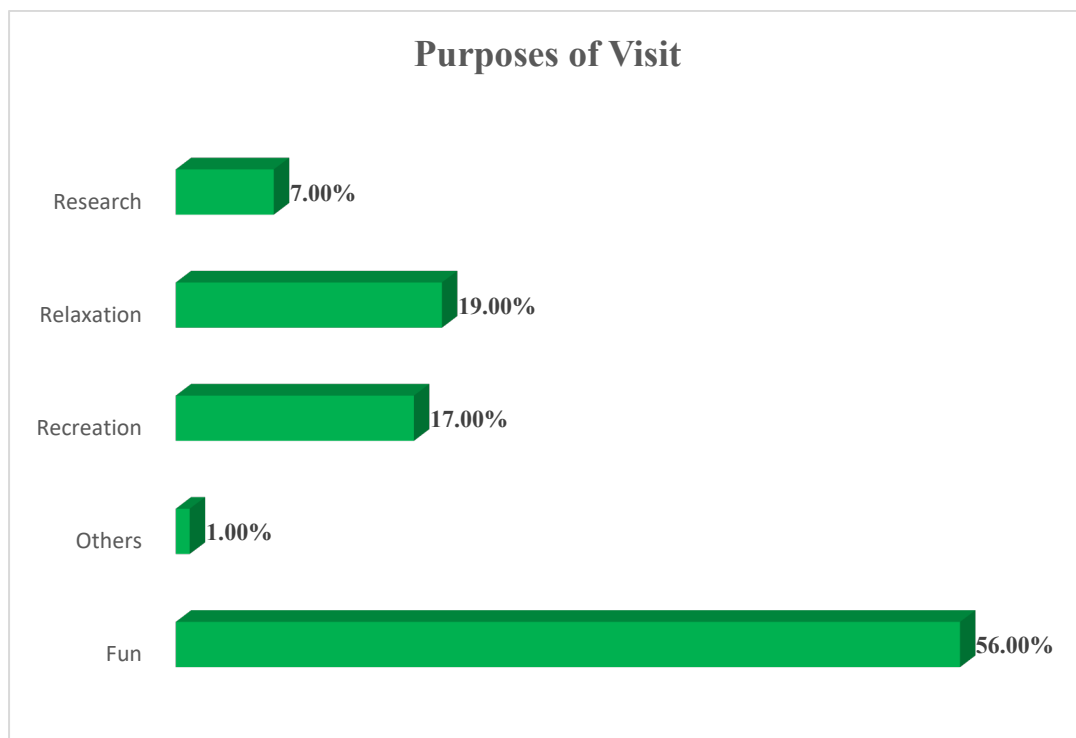


Figure 4.4 shows the purpose of visitation of the respondents to the tourism centre. It shows that 56% of the respondents visited tourism centre for fun, 19% visited just for relaxation, 17% visited for the purpose of recreation, 7% visited for research purpose. This implies that the tourism centre met the purposes for which it was created which was fun, recreation and relaxation.

Figure 4.5: Feelings about the Visitation

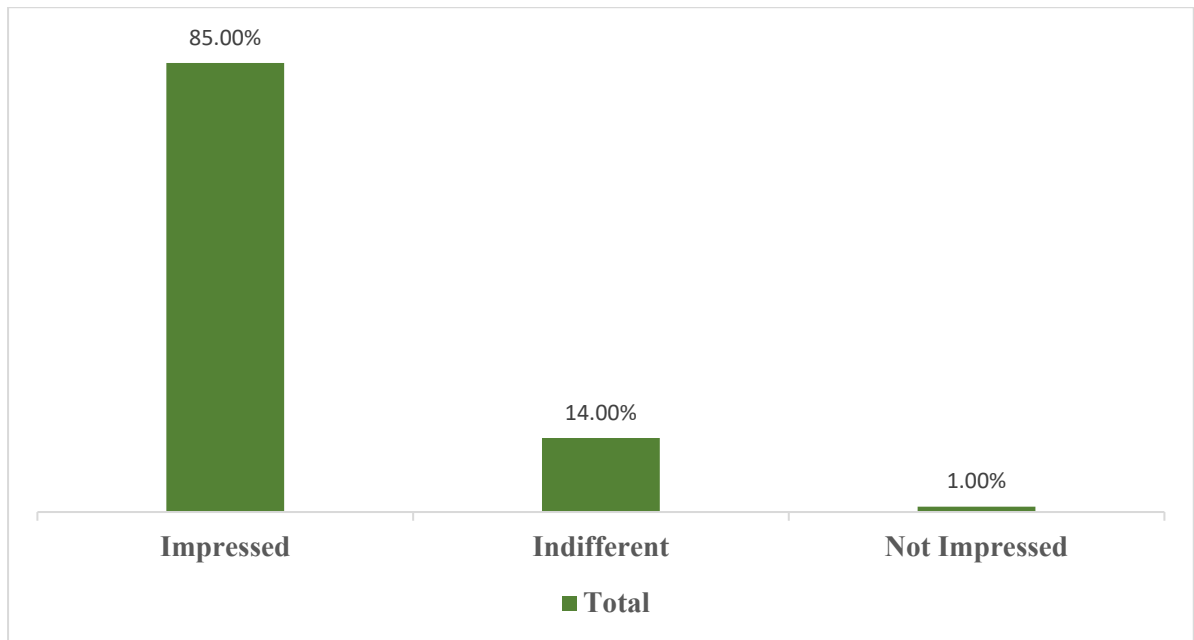


Figure 4.5 shows the overall feelings of the respondents about the centres they visited. It can be observed that out of the total respondents, 85% were impressed with what they met at the tourism centre while 14% were indifferent. Only 1% of the respondents were not impressed. This implies that mechanisms put in place by Nigerian government have actually influenced the satisfaction of the majority of the respondents.

Figure 4.6: Means of Transport to the Tourism Centre

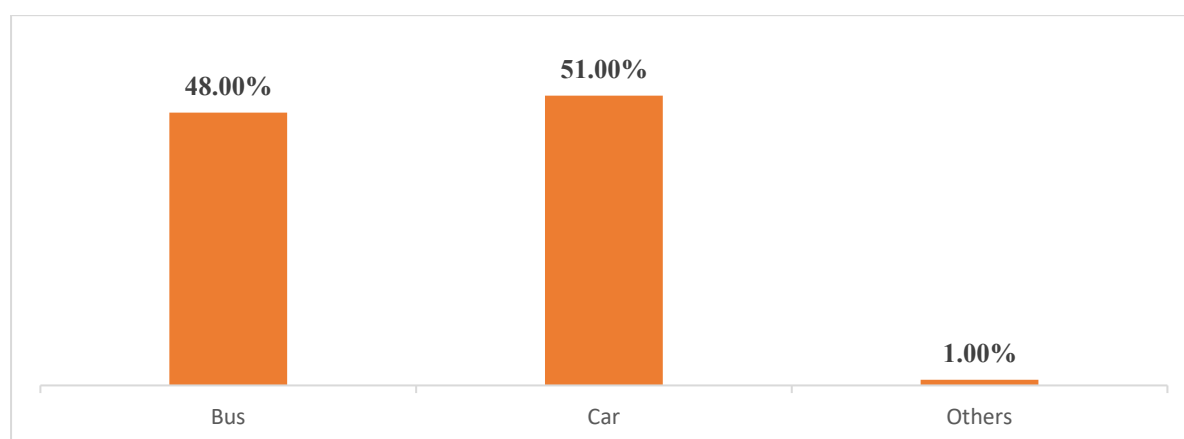


Figure 4.6 shows that out of the total respondents, 51% travelled by car, 48% travelled by bus and just 1% neither travelled by car nor by bus. This implies that all almost all respondents travelled by road.

4.2: PREVAILING MECHANISMS PUT IN PLACE BY THE NIGERIAN GOVERNMENT ON TOURISM

| S/N | | Strongly Agree (%) | Agree (%) | Undecided (%) | Disagree (%) | Strongly Disagree (%) |
|-----|---|--------------------|------------|---------------|--------------|-----------------------|
| 1 | The tourist center charges entrance fee from visitors | 30 (30.30) | 48 (48.48) | 15 (15.15) | 2 (2.02) | 4 (4.04) |
| 2 | Tourist centers observe public holiday | 2 (2.02) | 11 (11.11) | 21 (21.21) | 41 (41.41) | 24 (24.24) |
| 3 | There is usually a regular advertisement about the tourist center | 4 (4.04) | 20 (20.20) | 29 (29.29) | 28 (28.28) | 18 (18.18) |
| 4 | The center is well structurally built for tourist attraction | 12 (12.24) | 45 (45.92) | 14 (14.29) | 24 (24.49) | 3 (3.06) |
| 5 | There is provision for car parks at the entrance | 14 (14.29) | 54 (55.10) | 15 (15.31) | 10 (10.20) | 5 (5.10) |
| 6 | The environment is always calm and serene for stay | 17 (17.53) | 53 (59.79) | 14 (14.43) | 6 (6.19) | 2 (2.06) |
| 7 | There is adequate staff and workers at the center | 3 (3.06) | 38 (38.38) | 37 (37.76) | 15 (15.31) | 5 (5.10) |
| 8 | The staff take visitors on tour guide if need be | 19 (19.39) | 58 (59.18) | 7 (7.14) | 9 (9.18) | 5 (5.10) |
| 9 | The center is highly maintained, decorated and fascinating | 6 (6.19) | 45 (46.39) | 16 (16.49) | 21 (21.65) | 9 (9.28) |

| | | | | | | |
|----|--|------------|------------|------------|------------|-----------|
| 10 | The management of the center are not corrupt and fair to open everyone | 1 (1.02) | 40 (40.82) | 46 (46.94) | 8 (8.16) | 3 (3.06) |
| 11 | Tourist can stay long in the center till when they wish to leave | 8 (8.16) | 49 (50.00) | 16 (16.33) | 22 (22.45) | 3 (3.06) |
| 12 | Tourist centers are usually open on weekends | 14 (14.29) | 61 (62.24) | 16 (16.33) | 3 (3.06) | 4 (4.08) |
| 13 | There is education center at the tourist venue for students | 4 (4.08) | 24 (24.49) | 39 (39.80) | 23 (23.47) | 8 (8.16) |
| 14 | There are enough seats for tourists to relax after tour | 4 (4.08) | 40 (40.82) | 20 (20.41) | 23 (23.47) | 11 (11.2) |
| 15 | There is appropriate waste management for disposal of wastes | 8 (8.16) | 45 (45.92) | 17 (17.35) | 26 (26.53) | 2 (2.04) |

Table 4.2 above shows the prevailing mechanisms put in place by the Nigerian government on tourism. It can be observed that the Nigerian government had put various mechanisms in place at tourism centres except for few such as advertisement and construction of education centres.

Firstly, out of the total respondents, 48 (48.48%) agreed that tourism centres charge entrance fees from visitors while 30(30.30%) strongly agreed to this. This probably may control the number of potential visitors. Also, the results show that out of the total respondents, 41 (41.41%) disagreed that tourism centres observed public holidays. In other words, they agreed that part of the mechanisms used was that tourism centres should be open every day. This will definitely allow all civil servants, students, or business owners to find any convenient time for their visitation.

Furthermore, the results show that 29.9% of the respondents are unaware of advertisement by the tourism centres while 28.28% disagree that regular advertisement are usually been made. In addition, 45.92% of the total respondents agreed that tourism centres are well structurally built part of which was provision of car parks and enough seats as supported by 55.1% and 40.82% of the respondents respectively. 59.79% of the respondent agreed that the environment is usually clean and calm. Additionally,

staff take visitors on tour if needed and are allowed to stay at the centres for as long as they wish. These were supported by 59.18% and 50% of the respondents respectively.

4.3: MECHANISMS INFLUENCING CONSUMER PURCHASING BEHAVIOR ON TOURISM IN THE NIGERIAN MARKET

| S/N | Consumer Purchasing Behavior | Strongly Agree (%) | Agree (%) | Undecided (%) | Disagree (%) | Strongly Disagree (%) |
|-----|---|--------------------|------------|---------------|--------------|-----------------------|
| 1 | I am willing to pay entrance fees when I visit the centre | 16 (16.16) | 66 (66.67) | 9 (9.09) | 6 (6.06) | 2 (2.02) |
| 2 | I am only free to visit centres on public holidays | 15 (15.13) | 36 (36.73) | 15 (15.31) | 23 (23.47) | 9 (9.18) |
| 3 | Advertisement about the centre attracts the interest of people | 22 (22.45) | 48 (48.98) | 18 (18.37) | 7 (7.14) | 3 (3.06) |
| 4 | I love the structures and social amenities in the centre | 9 (9.38) | 49 (51.04) | 22 (22.92) | 12 (12.50) | 4 (4.17) |
| 5 | All cars and buses are well organized and arranged at the car park | 5 (5.26) | 47 (49.47) | 21 (22.11) | 16 (16.84) | 6 (6.32) |
| 6 | I love the environment because it is calm and serene for me | 17 (17.89) | 55 (57.89) | 18 (18.95) | 4 (4.21) | 1 (1.05) |
| 7 | The staff are enough and are up and doing | 6 (6.25) | 35 (36.46) | 30 (31.25) | 20 (20.83) | 5 (5.21) |
| 8 | Visitors can easily locate staff to take them on tour guide | 7 (7.29) | 50 (52.08) | 18 (18.75) | 18 (18.75) | 3 (3.13) |
| 9 | The centre is on daily maintenance and it is fascinating to me | 4 (4.21) | 40 (40.00) | 26 (27.37) | 21 (22.11) | 6 (6.32) |
| 10 | The management of the centre are fair and not corrupt | 2 (2.11) | 39 (41.05) | 44 (46.32) | 8 (8.42) | 2 (2.11) |
| 11 | Tourist can have enough stay without been haste | 5 (5.26) | 59 (62.11) | 19 (20.00) | 10 (10.53) | 2 (2.11) |
| 12 | I am pleased that I visited the tourist centre | 22 (23.16) | 60 (63.16) | 12 (12.63) | 1 (1.05) | - |
| 13 | The visit to the tourist centre exceeded my positive expectations | 14 (14.74) | 40 (42.11) | 29 (30.53) | 10 (10.53) | 2 (2.11) |
| 14 | If I had to decide again, I will choose the tourist destination | 11 (11.58) | 47 (49.47) | 24 (25.26) | 11 (11.58) | 2 (2.11) |
| 15 | I feel at home in the tourist destination | 8 (8.51) | 39 (41.49) | 38 (40.43) | 7 (7.45) | 2 (2.13) |
| 16 | I will speak highly of this tourist centre to my families and friends | 14 (14.58) | 56 (58.33) | 20 (20.83) | 5 (5.21) | 1 (1.04) |
| 17 | Staying at the tourist centre is worth more than the money paid | 16 (16.84) | 37 (38.95) | 26 (27.37) | 15 (15.79) | 1 (1.05) |

Table 4.3 reveals those mechanisms that influence consumer purchasing behaviour on tourism in the Nigerian market. It can be observed that entrance fee has positively influenced purchasing behaviour of respondents. 66.67% of the whole respondents are willing to pay the entrance fee in their next visit due to their satisfaction in their previous visit. In addition, 36.73% of the respondents agreed that they are not usually free every day and therefore mostly choose public holidays or weekends for their visitation. This influences their behaviour positively to go for tourism visitation which could have been impossible if public holidays are observed. 48.98% of the respondents agreed that they will be influenced to visit tourism centres if advertisements are been made. Furthermore, about 51.04% of the respondents are amazed by the structures and social amenities in the centre. The result also shows that 52.08% of the respondents can easily locate where staff are when they need assistance or help. Concerning the corruptions of the staff, 46.32% of the respondents were undecided. In addition, 49.47% of the respondents will choose the tourist destination once again if they had to. This could actually be caused by their positive expectations been met as supported by 42.11% of the respondents. 58.33% of the respondents were highly influenced to the extent that they wish to speak highly about the centre to their families and friends. Finally, 38.95% of the respondents agreed that their stay in the tourist worth more than the money paid as the entrance fee. This could then influence their re-visitation.

4.4: FACTORS AFFECTING CONSUMER PURCHASING BEHAVIOR ON TOURISM IN THE NIGERIAN MARKET

| S/N | | Strongly Agree (%) | Agree (%) | Undecided (%) | Disagree (%) | Strongly Disagree (%) |
|-----|--|--------------------|------------|---------------|--------------|-----------------------|
| 1 | I have no information about the tourist centre | 1 (1.04) | 22 (22.92) | 20 (22.83) | 39 (40.63) | 14 (14.58) |
| 2 | Lack of fund for entrance fee could affect going for tourism | 14 (14.58) | 51 (53.13) | 13 (13.54) | 15 (15.63) | 3 (3.13) |
| 4 | A lot of people are not aware of the tourist centre | 10 (10.42) | 28 (29.17) | 24 (25.00) | 30 (31.25) | 4 (4.17) |
| 5 | The entrance fee charged could reduce the number of visitors | 10 (10.42) | 34 (35.42) | 17 (17.71) | 25 (26.04) | 10 (10.42) |
| 6 | I am willing to visit the tourist centre again | 19 (19.79) | 55 (57.29) | 18 (18.75) | 3 (3.13) | 1 (1.04) |
| 7 | The tourist structure is captivating and fascinating | 13 (13.68) | 48 (50.53) | 26 (25.26) | 9 (9.47) | 1 (1.05) |
| 8 | The tourist facilities are satisfactory | 7 (7.37) | 45 (47.37) | 29 (30.53) | 13 (13.68) | 1 (1.05) |
| 9 | I visited the tourist centre because it is popular | 9 (9.47) | 53 (55.79) | 15 (15.79) | 16 (16.84) | 2 (2.11) |
| 10 | The centre is well structured and organized | 8 (8.42) | 46 (48.42) | 25 (26.32) | 15 (15.79) | 1 (1.05) |
| 11 | I prefer tourist centres that have car parks | 24 (25.26) | 55 (57.89) | 14 (14.74) | 2 (2.11) | - |
| 12 | The centre is mostly populated on public holidays and festive days | 38 (40.00) | 45 (47.37) | 9 (9.47) | 2 (2.11) | 1 (1.05) |
| 13 | Staying at the tourist centre has been very valuable to me | 9 (9.57) | 52 (55.32) | 26 (27.66) | 6 (6.38) | 1 (1.06) |
| 14 | Only social people visit tourism centres | 4 (4.26) | 12 (12.77) | 15 (15.96) | 46 (48.94) | 17 (18.09) |

Table 4.4 above reveals the factors affecting consumer purchasing behaviour on tourism in the Nigerian market. Some of the factors analysed were, advertisement, entrance fee, structures among others. Out of the total respondents, 51 (53.13%) agreed that lack of fund could be a factor affecting visitation to tourism centre even though 57.29% of the respondents are willing to go for another visit. If the tourist centre is popularly known, many more visitors will visit it because 55.79% of the respondents visited because the centre is popularly known. Furthermore, because the centre is

mostly populated on public holidays and festive periods, opening centre every day is another important factor affecting the consumer purchasing behaviour in Nigerian Markets. Finally, 48.94% of the respondents disagreed and opined that not only social people visit tourism centres. In other words, being social is not a factor influencing visitation to tourism centres.

4.5: DISCUSSIONS OF FINDINGS

The aim of the study was to examine the factors affecting consumer purchasing behaviour in the Nigerian market. The specific objectives cover the socio-economic characteristics of the respondents, prevailing mechanisms put in place by the Nigerian government on tourism, the extent to which the mechanisms have influenced the purchasing behaviour, and finally factors affecting consumer purchasing behaviour.

The thesis reviewed the available literature on the topic such as developing economies using Nigeria as a case study, tourism and the theory of consumer behaviour.

In order to achieve the objectives, two case studies were examined and chosen for data collection. These were Lekki Conservation Centre, Lagos and Erin Ijesha Water Fall, Ilesha. The study adopted survey research method. Data were collected through interview and questionnaire approaches. Data were presented using descriptive statistics such as frequency table, percentages and mean especially for age.

(1) Socio-economic characteristics

The findings on the socio-economic characteristics of the respondents are presented in Table 4.2. It revealed that both genders were examined and majority of them were Christians. The majority of the respondents were young people between the ages of 21 and 30, indicating that they were within their prime leisure years. Age has been found to positively influence people's desire for relaxation and nature exploration (Ma et al.,

2018).). Richards (2015) also stated that there is a rise in the number of young tourists and that young people have recently become more financially powerful in many nations throughout the world. In addition, the case studies are within the city and majority of the respondents were single. This in line with the assertion that singles prefer shorter but frequent trips (Biearnat and Lubowieci-Vikuk, 2012).

With respect to the tourism centre visited based on gender analysis, the study revealed that females visit tourism centres more than male. This is in contrary to the assertion that men are more likely to participate in adventure activities (Xie et al., 2008). A lot of respondents prefer to go in groups rather than individually as evident in the research and supported by Veiga et al. (2017) that travellers depend on their peers' appreciation when forming their own opinions and making travel decisions. Majority of the respondents usually visit tourism centres for the purpose of fun, recreation and relaxation while only few went because of research.

(2) Prevailing mechanisms put in place

This objective was examined using a questionnaire. It was found that Nigerian government has put several mechanisms in place on tourisms which are different, distinct and unique for each tourism in order to improve consumer purchasing behaviour and as a result, develop national economy. However, some other mechanisms were found to be the same across tourism centres.

The mechanisms in Lekki Conservation Centre as obtained from respondents particularly through their interview experience are canopy walkway, nature station, fish pond, animal viewing, games, tree house, and jungle trek. The major mechanism put in place is the canopy walkway. This is in line with the study carried out in Lekki Conservation Centre by Olasunkanmi, 2015, which stated that the major mechanism of attraction in Lekki Conservation centre is the canopy walkway. Airhekholo (2017)

reported that the canopy walkway in Lekki Conservation Centre is the longest canopy walkway in Africa. The popularity of the walkway is evident in the fact that many tourists queue waiting patiently to use the facility. This is in line with the report of Eagles and McCool, (2002) on a similar canopy walkway in Ghana, the Kakum canopy walkway, which is more than 330 meters in length and a height of 27 metres from the ground.

Furthermore, the tree house, a structure at the top of a stout locust bean tree, is another mechanism (*Pakia biglobossa*). The tree is nearly 25 meters high, and a safe wooden ladder has been built to make climbing by tourists easier. According to Ijeomah et al., there is a comparable tree house that is 43 meters high and has 73 steps in Okomu National Park in the state of Edo (2015).

At Erin Ijesha water fall also called Olumirin water fall, the major mechanism for attraction is the natural continuous flow of water. Many tourists stand for long and just watch the flowing of the water while some others move into it and enjoys themselves. Tourists apart from enjoying the water flow cherish the cool breeze from the ocean, which is perceived to have healing and quick recovery effect from stress. This is the reason many tourists, apart from funs have picnics in beaches. Similarly, previous studies by Carrell (2018), DiLonardo (2018), Dockrill (2018) and Fleischer (2018) reported that the healing effects of visiting natural areas (walking, bird watching, beach walks in the Atlantic winds etc.) have been recognized and adopted by medical doctors in Scotland for reducing the risk of heart disease. The high relative humidity of the environment and ocean breeze is amongst the factors that help the tourists have a relaxing and refreshing experience.

Also, Erin Ijesha Water Fall has dense and evergreen vegetation which serve as shades for tourist and the scenery produced by the undulating topography of the waterfall areas.

This is in line with Nairaland Forum (2008), documented that tourist attractions in Nigeria can be classified as Natural Attractions: that has abundant physical attractions such as hills, caves, springs, lakes and mountains across the entire country.

As it was obtained and presented in Table 4.2 above, common mechanisms put in place for both tourism centres are; every day at work, entrance fee, good structure, car parks, serene environment, tour guide, enough stay time, provision of seats and good waste. It can be observed from the table that the serene environment at the tourism centres is a mechanism that brings a lot of excitements to respondents. Furthermore, there are concrete seats at the centres where tourists can relax

Tourists have different preferred times of visit and there are no restrictions as to the time of visitation as evidenced in Table 4.2. Some respondents preferred visiting during weekends when they are free, while others prefer weekdays. Some preferred visiting during the dry season when there will be no risks of being wet by rainfall, some preferred the rainy season when they are certain that the number of tourists visiting the destination is low. Visiting during this period makes the facilities in the destination easily accessible thus bringing about a more exciting and relaxing experience to tourists. Apart from the weekends, festive periods are another fascinating period of the year for visitation.

(3) Extent at which mechanisms influence consumer purchasing behaviour

This is presented in Tale 4.3. It can be observed that almost all the mechanisms stated above have positive influence on the purchasing behaviour of consumers. This is because many of those respondents that visited the centres are willing to visit again because of their full satisfaction in their previous visit. Erin Ijesha water fall charges #500 while Lekki Conservation Centre charges #1000. It can be observed that majority of the respondents do not mind the charges and are eager to pay for unique experience.

They would not mind paying entrance fee when they want to visit the centre again. This implies the charges are affordable and they are fully satisfied with it. In addition, many of the respondents have visited the centres more than once. Repeating the visit shows their level of impression and satisfaction. Furthermore, most of the respondents admitted that the centres have adequate attractions for tourists. The Canopy walkway and tree house in Lekki Conservation Centre has a great influence on purchasing behaviour in that many tourists queue and wait patiently for their turn to embark on nature walk.

In addition, the general impression of respondent had indicated that tourism centres meet their expectations and as a result made the level of satisfaction high. However, some respondents did not know whether tourist centre staff were corrupt or not. The table also shows that those that have not been to tourism centres may be affected by certain factors such as lack of fund as tourism centres are not free of charge. This could also be caused by lack of advertisement by the tourism management.

(4) Factors affecting consumer purchasing behaviour

Finally, some of the factors that might have affected the purchasing behaviour of consumers for tourism are the entrance fee and personal reasons. The respondents claimed their experience as a satisfactory one and that they would revisit and recommend the site to others and this is in line with Said and Maryono (2018) that factors which influence visitors to visit a destination are the attitude towards the destination, the opinion from relatives and friends, experience from previous travelling. Lai et al. (2010) also stated that the level of satisfaction causes the intention to come back to the destination. This is also in line with the Theory of buyer behaviour that buying behaviour and decisions are repetitive as consumers when faced with a purchasing decision, try to make such decisions easier for themselves by creating a

consistent decision-making process using the relevant information available. Voase (2012) who stated that in order to achieve the desired results, the building of a coherent brand image and the way the tourist site is perceived by actual and potential visitors are considered as the principal factors upon which purchase is made and on which the site's success depends.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Overview

This chapter presents the summary, conclusion and recommendations of the study

5.1 Summary

The study examined the factors affecting consumer purchasing behaviour in the Nigerian market. The specific objectives covered the socio-economic characteristics of the respondents, prevailing mechanisms put in place by the Nigerian government on tourism, the extent to which the mechanisms have influenced the consumer purchasing behaviour, and finally factors affecting consumer purchasing behaviour. Relevant literatures were reviewed.

The thesis reviewed the available literature on the topic such as developing economies using Nigeria as a case study, tourism and consumer purchasing behaviours, In addition to the literature, some theories were reviewed such as theory of buyer behaviour and EKB theory along with their criticisms.

In order to achieve the objectives, two case studies were chosen for data collection. These were Lekki Conservation Centre, Lagos and Erin Ijesha Water Fall, Ilesha. The study adopted survey research method. Data were collected through the use of questionnaire. Data were presented using descriptive statistics such as frequency table, percentages and mean especially for age.

The findings on the socio-economic characteristics of the respondents revealed that both genders were examined and majority of them were Christians and single. Another finding in this study is the high level of literacy among the respondents who are in their economically active years had their bachelors.

With respect to the tourism centre visited based on gender analysis, the study revealed that females visit tourism centres more than male. Also, a lot of people prefer to go in groups rather than individually as evident in the research. Majority of the respondents usually visit tourism centres for the purpose of fun, recreation and relaxation while only few went because of research. Generally, majority of the respondents were highly impressed with what they saw at the tourism centre.

In examining mechanisms put in place on tourism, it was found that many mechanisms were put in place by Nigerian Government part of which were entrance fee, good structure, car parks, serene environment, tour guide, enough stay time, weekend duties, provision of seats and good waste management as evident in the research.

Furthermore, almost all the mechanisms have positive influence on the purchasing behaviour of consumers. This is because many of those respondents that visited the centres are willing to visit again because of their full satisfaction in their previous visit. In fact, they would not mind paying entrance fee again when they want to visit the centre.

In addition, the general impression of respondents had indicated that tourism centres meet their expectations and as a result made the level of satisfaction high. However, some respondents did not know whether tourist centre staff were corrupt or not. Also, those that have not been to tourism centres may be affected by certain factors such as lack of fund as tourism centres are not free of charge. It could also be caused by lack of advertisement by the tourism management.

Finally, some of the factors that might have affected the purchasing behaviour of consumers for tourism are the entrance fee and personal reasons. However, when the

first visitation is made, people are likely to visit again if satisfied and when expectations are met as proven by the research.

5.2 Conclusion

This study aimed to assess the factors affecting consumer purchasing behaviour in the Nigerian Market. It concludes that;

(1) The tourism centres have enough mechanisms that influence consumer purchasing behaviour.

(2) Females visit tourism centre more than the males

(3) Visitations are usually in groups

(4) Several mechanisms were put in place and are still in existence

(5) The mechanisms have greatly influenced consumer purchasing behaviour positively because of re-visitation and consequently improving Nigerian economy.

(6) Certain factors affecting consumer's behaviour range from the unique mechanism and strategies put in place at each tourism centres, such as canopy walkway, incessant flow of water, entrance fee, advisement, adventure, relaxation, rest and personal reasons of individuals.

5.3 Contribution of the Study and Implication for Practice

The study has contributed to tourism and developing economies by assessing the mechanisms and factors that affect the consumer purchasing behaviour in the Nigerian market. The findings have established some mechanisms and the assessed the extent of its influence on purchasing behaviour. Furthermore, the findings recognised that the more the purchasing behaviour of consumers is influenced, the higher the revenue in developing economies like Nigeria.

5.4 Limitation of the Study

This study was limited to two tourism centres in the South West Nigeria selected based on their popularity in the two chosen states; Lekki Conservation Centre, Lagos and Erin Ijesha Water Fall, Ilesha. This study can further be replicated in other forms of tourist centres other than nature-based area to obtain more mechanisms and factors influencing purchasing behaviour.

5.5 Recommendations for Future Research

Further research can be extended to other geo-political zones of the country like South East and North East. In addition, future studies can conduct personal interviews with the staff like manager of the centres, accountants and sales representatives in order to determine the level of patronage and influx of consumers. Lastly, the future study might use quantitative research approaches to examine the factors affecting consumer purchasing behaviour in Nigerian markets.

Appendix I
Survey Instrument

Tourism and Developing Economies: assessing the factors affecting Consumer Purchasing Behaviour in the Nigerian Market

Good day sir/ma,

My name is Vincent Olamide Falekulo .and I am a student of National College of Ireland. I am working on academic research titled “Tourism and Developing Economies: Assessing the Factors Affecting Consumer Purchasing Behaviour in the Nigerian Market” for my MSc thesis. I hope to have a few minutes of your time to fill out this questionnaire as all information you provided is confidential and will only be used for this research purpose.

Thanks for your anticipated corporation.

SECTION A: PROFILE OF RESPONDENTS

1. Gender (a) Male [] (b)Female []

2. Marital status (a) Married [] (b)Single [] (c) Widow []
 (d)Separated [] (d)Divorced []

3. Age at visitation (a)18-20 years [] (b)21-30 years [] (c)31-40
 years []
 (d)41 years and above []

- 3 Highest Academic Qualification (a)SSCE [] (b)NCE [] (c)B.SC/B.ED []
 (d)PGDE [] (e)MSC [] (f) No formal
 education

4. Religion (a)Islam [] (b)Christianity [] (c) Others[]

5. Occupation (a)Teaching [] (b)Engineering [] (c)Business[]
 (d)Others []
6. Which of these tourist centres have you visited in the past?
 (a)Erin Ijesha Water Fall [] (b)Lekki Conservation Centre []
7. How many times have you been there? (a)Once [] (b)Twice [] (c)Three times[]
8. What was the mode of visitation? (a)Individual [] (b)Group []
9. What was the reason for the visitation? (a)Research [] (b)Recreation []
 (c)Fun[] (c)Relaxation[]
 (c)Others[]
10. What was your feeling about the centre? (a)Impressed [] (b)Not Impressed []
 (c)Others[]
11. How did you arrive to the tourist centre? (a)Car [] (b)Bus[] (c)Train[]
 (d)Leg[] (e) Others

SECTION B: EXAMINE THE PREVAILING MECHANISMS PUT IN PLACE BY THE NIGERIAN GOVERNMENT ON TOURISM.

SA = Strongly Agree A= Agree U = Undecided D = Disagree

SD = Strongly Disagree

| S/N | | SA | A | U | D | SD |
|-----|---|----|---|---|---|----|
| 12. | The tourist centre charges entrance fee from visitors | | | | | |
| 13. | Tourist centres observe public holiday | | | | | |

| | | | | | | |
|-----|--|--|--|--|--|--|
| 14. | There is usually a regular advertisement about the tourist centre | | | | | |
| 15. | The centre is well structurally built for tourist attraction | | | | | |
| 16. | There is provision for car parks at the entrance | | | | | |
| 17. | The environment is always calm and serene for stay | | | | | |
| 18. | There is adequate staff and workers at the centre | | | | | |
| 19. | The staff take visitors on tour guide if need be | | | | | |
| 20. | The centre is highly maintained, decorated and fascinating | | | | | |
| 21. | The management of the centre are not corrupt and fair to open everyone | | | | | |
| 22. | Tourist can stay long in the centre till when they wish to leave | | | | | |
| 23 | Tourist centres are usually open on weekends | | | | | |
| 24 | There is education centre at the tourist venue for students | | | | | |
| 25 | There are enough seats for tourists to relax after tour | | | | | |
| 26 | There is appropriate waste management for disposal of wastes | | | | | |

SECTION C: ASSESS THE MECHANISMS INFLUENCING CONSUMER PURCHASING

BEHAVIOR ON TOURISM IN THE NIGERIAN MARKET

| S/N | | SA | A | U | D | SD |
|-----|--|----|---|---|---|----|
| 27. | I am willing to pay entrance fees when I visit the centre | | | | | |
| 28. | I am only free to visit centres on public holidays | | | | | |
| 29. | Advertisement about the centre attracts the interest of people | | | | | |
| 30. | I love the structures and social amenities in the centre | | | | | |
| 31. | All cars and buses are well organized and arranged at the car park | | | | | |
| 32. | I love the environment because it is calm and serene for me | | | | | |
| 33. | The staff are enough and are up and doing | | | | | |
| 34. | Visitors can easily locate staff to take them on tour guide | | | | | |
| 35. | The centre is on daily maintenance and it is fascinating to me | | | | | |
| 36. | The management of the centre are fair and not corrupt | | | | | |
| 37. | Tourist can have enough stay without been haste | | | | | |
| 38. | I am pleased that I visited the tourist centre | | | | | |
| 39. | The visit to the tourist centre exceeded my positive expectations | | | | | |

| | | | | | | |
|----|---|--|--|--|--|--|
| 40 | If I had to decide again, I will choose the tourist destination | | | | | |
| 41 | I feel at home in the tourist destination | | | | | |
| 42 | I will speak highly of this tourist centre to my families and friends | | | | | |
| 43 | Staying at the tourist centre is worth more than the money paid | | | | | |

SECTION D:

ANALYZE THE FACTORS AFFECTING CONSUMER PURCHASING BEHAVIOR ON TOURISM IN THE NIGERIAN MARKET

| S/ N | | SA | A | U | D | SD |
|---------|--|----|---|---|---|----|
| 44. | I have no information about the tourist centre | | | | | |
| 45. | Lack of fund for entrance fee could affect going for tourism | | | | | |
| 46. | The centre is underdeveloped and not well organized | | | | | |
| 47. | A lot of people are not aware of the tourist centre | | | | | |
| 48 | The entrance fee charged could reduce the number of visitors | | | | | |

| | | | | | | |
|-----|--|--|--|--|--|--|
| 49. | I am willing to visit the tourist centre again | | | | | |
| 50. | The tourist structure is captivating and fascinating | | | | | |
| 51. | The tourist facilities are satisfactory | | | | | |
| 52. | I visited the tourist centre because it is popular | | | | | |
| 53 | The centre is well structured and organized | | | | | |
| 54 | I prefer tourist centres that have car parks | | | | | |
| 55 | The tourist centre is open every day for visitation | | | | | |
| 56 | The centre is mostly populated on public holidays and festive days | | | | | |
| 57 | The serenity of the centre is factor for inviting customers | | | | | |
| 58 | Staying at the tourist centre has been very valuable to me | | | | | |
| 59 | Only social people visit tourist centres | | | | | |
| 60 | I prefer to visit free tourist centres to paid tourist centres | | | | | |

Kindly give any other information necessary.....

Thank you very much for your patience and time.

Appendix II

Participant Consent Form

You have received this participant consent form to inform you of your rights prior to data collection. Before signing, please make sure you have read this document and answered any questions you may have.

If you are happy to participate in this questionnaire, Please sign and date the form. You will be given a copy to keep for your records.

- I have read and understood the information in this form
- I have been allowed to ask questions about the study.
- I agree that anonymised quotes may be used in the final Report of this study.
- I understand that my participation is voluntary and that I am free to withdraw at any time until the data has been anonymised, without giving a reason.
- I agree to take part in the research.

Name

Signature.....

Date.....

Glossary

1. Consumer Purchasing Behaviour – a process of consumers selecting, purchasing, and making use of a particular tourism product or service as opposed to competing ones.
2. Developing Economies- a sovereign state but that, in comparison to other nations, has a less developed industrial base and a lower Human Development Index. An example is Nigeria.
3. SPSS - a statistical package that is used to analyse data.
4. Mechanism for Tourism - these are institutional frameworks that can make a country attractive as a tourist destination to people.

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