

Physical Environment and Proliferation of Event Centers in Port Harcourt, Rivers State

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Abstract

This Study investigated Physical Environment and Proliferation of Event Centers in Port Harcourt. To achieve the objectives, survey design was employed and Questionnaire was utilized as the instrument for data collection and non-probability sampling procedure was employed. The Study sampled population of 246 respondents. Descriptive and Inferential Statistics were used to analyze the data with the aid of Statistical Package for Social Sciences version 21. Pearson Correlation Coefficient was used to test the Hypotheses. Findings revealed that there were positive and significant relationship between Physical Environment and Proliferation of Event Centers in Port Harcourt. We therefore conclude that there are benefits in Proliferation of Event Centers in Port Harcourt; and so long as partying, celebrations and merriments of large magnitude ceases to vanish from the earth, Event Center business ventures, as an area of Hospitality Businesses, can only get better. We therefore recommended consistent research and update on new developments on subject areas for in-depth research. In terms of promoting public image, we recommended that Events Center Operatives should set up regulatory bodies to settle their differences thereby, guaranteeing customers' continuous quality, professional and ethical services.

Keywords: *Physical Environment, Environment, Event Centers, Event Services, Event Proliferation, Hospitality, Hospitality Establishment, Hotels*

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Background to the Study

The definition of Event Center could be endless when selecting centers for an Event. Event Center in simple terms could be the location for hosting an event. Some Centers might be more common than others; but there may never be ending lists when creativity comes to play, Pizam, (2006). Event Centers could develop globally and States would be aware and could be building for Socio-economic advantages, (Dolapo, 2011). Event Centers must have grown in terms of destinations as there have been increased in geographical expansion of Centers globally; which have made it possible for many developing countries. Events must have impacted on society, topography, environment and socio-economic aspects of nations; hence, immediate benefit was to bring people out of unemployment and create job opportunities for both skilled and unskilled labors. It could also create partnership and entrepreneurship within business concept and creating innovations which could bring about economic activities, (Morrison, Rimmington and Williams 2009).

Meeting rooms, hotels, conference centers, restaurants and convention centers would come to mind when envisioning large, note-worthy gatherings could be held, Higazi, (2011). According to the author, Centers designed for Events with larger number of guests could include: Conference centers, convention centers, hotels, some restaurants, theaters, ballrooms, some gardens, mansions, universities, outdoors, stadiums and yachts. Conference and convention centers could provide ideal fit for Events and could desire separate spaces for smaller group meetings. Event Centers could typically house equipment necessary for presentations/ dining for the crowd; which could trim down the resources which event host would have supplied; considering the essentials needed in selecting the appropriate centers. Making first impressions and expressing own styles of business could create new comers on the traditional Event stage, (Bojanic, and Warnick, 2012).

Physical Environment and Proliferation of Event Centers in Port Harcourt would address the rapid increase of Event Centers which could be associated with physical and the environment of the location. To achieve more holistic result which could impact on the worth of Hospitality of the State, we would clearly require multi-frontal approaches that would go beyond encouraging good management of Hospitality and planning the development of newer ones, (Perna and Custódio, 2006).

Statement of the Problem

Event Industry could fast becoming one of the most important sectors of the world economy, which have both positive and negative effects on surrounding environment and local communities, (Zemite, 2008). Besides the physical attributes influencing the rise of Event Centers there could be other premises to justify the need for scholarly research on Event Centers in Port Harcourt, (Nwankwo, 1999). The modern Event Centers could have diverse ownership varying from private individuals to organizations and agencies. Likewise, others could be appendages of Hospitality Establishments, (Ruiz, Castro, and Diaz, 2012).

Research Questions

1. What is the relationship between Spatiality and Customer Loyalty in Proliferation of Event Centers in Port Harcourt, Rivers State?
2. What is the relationship between Spatiality and repeat patronage in Proliferation of Event Centers in Port Harcourt, Rivers State?
3. What is the relationship between Amenities and Customer Loyalty in Proliferation of Event Centers in Port Harcourt, Rivers state?
4. What is the relationship between Amenities and Repeat Patronage in Proliferation of Event Centers in Port Harcourt, Rivers state?
5. What is the relationship between Aesthetics and Customer Loyalty in Proliferation of Event Centers in Port Harcourt, Rivers state?
6. What is the relationship between Aesthetics and Repeat Patronage in Proliferation of Event Centers in Port Harcourt, Rivers state?

Research Hypotheses

The Following Null Hypotheses were derived in the light of the Research Questions

- H₀₁:** There is no significant relationship between Spatiality and Customer Loyalty in Proliferation of Event Centers in Port Harcourt.
- H₀₂:** There is no significant relationship between Spatiality and Repeat Patronage in Proliferation of Event Centers in Port Harcourt.
- H₀₃:** There is no significant relationship between Amenities and Customer Loyalty in Proliferation of Event Centers in Port Harcourt.
- H₀₄:** There is no significant relationship between Amenities and Repeat Patronage in Proliferation of Event Centers in Port Harcourt.
- H₀₅:** There is no significant relationship between Aesthetics and Customer Loyalty in Proliferation of Event Centers in Port Harcourt.
- H₀₆:** There is no significant relationship between aesthetics on Repeat Patronage in Proliferation of Event Centers in Port Harcourt.

Literature Review

The Concept of Physical Environment

Organization's Physical Environment includes its overall layout, design, decoration and aesthetics (Lee and Jeong, 2012). Bitner (2002) used the term 'services cape' to describe man-made Physical Environment in which the delivery of service products takes place. This phenomenon has recently been found to be part of consumer evaluation of Satisfaction with Services, (Ruiz, 2012). Adequate physical environment could lead to favorable Customers' responses such as perception of comfort and increased positive word of mouth intentions, (Ryu, 2012).

Attractive atmosphere has gained growing attention among scholars and Hospitality Managers as it could attract and satisfy customers in Hospitality Industry, (Han and Ryu, 2009). Physical Environment could play critical roles in influencing the nature of Customer Experiences, Pareigis, 2011). Physical Environment could be described as outward appearance of the service provider, which could be critical in setting up customer

expectations, Simpeh, (2011). Review of literature had shown that Physical Environment could have strong influence on Customer Satisfaction, (Bitner, 2009). Clarke, (2006) explained that Service Environment could be the interaction between Customers and Employees; which could, include tangible elements that would facilitate in discharging of the services. Reference, (Ryu, 2007) stressed DINESCAPE as the scale of Physical Environment that could be the dining area for Up-scale Restaurants that could include six dimensions: Facility Aesthetics, Lighting, Ambience, layout, table Settings and Services staff.

Quality of Environment where human beings live matter so much; international conferences, workshops, and seminars have stressed the need to promote Environmental Qualities. Human health could be contingent on the quality of air we breathe, food we eat, the water we drink, and the environment in which we live, Kim, (2006). Nigeria would not be left out among the committee of nations; we should be concerned about the environmental matters. Adelakun, (2003) asserted that, "promotion of Environmental Quality could depend on how individuals and communities relate to their environment; people should treat their environment in the way it should be treated; because, the Environment could in turn support life."

One of the impacts of the geological environment made by events is littering. Aesthetically, non-removal of rubbish would make an unpleasant sight; for example, decomposition of litter might release toxic material into the soil; unfavorable geological impacts might have been caused by metals which might have been released into the surrounding vegetation, flora and fauna. Untreated sewage could leak and might affect not only the soil but also subsurface and underground waters. (Ryu, Lee, & Kim, 2012).

Dimensions of Physical Environment

Spatiality

The spatial layout could encompass machinery, equipment and arrangement, size and shape of furnishings, and also their arrangements. Functionality could relate to the ability of using items to facilitate the achievements by customer and employee, (Zeitham, 2006). Visual and functional environment for delivery and consumptions could enable spatial layout and functionality. These factors would determine the efficiency of service operations, user-friendliness and would shape Customer Experience, (Lovelock, 2007). Furnishings in a services cape could link the space with its occupants and convey the personality of services cape through the form, line, color, texture, and scale, (Harris, and Ezeh, 2008).

Spatial layout could be referred to the ways machinery, equipment and furnishings would be arranged, the size and shape of the items, and the spatial relationships and functionality to facilitate performance and accomplish its purpose. Empirical research in psychology and organizational behavior of spatial layout and functionality dimensions might always from the employees' point of view, (Ruiz, Castro, and Diaz, (2012)). Sense of belonging may also influence the spatial layout of customers within the environment and

identification with service providers; though, much has not been done about the effects of spatial layout and functionality on customers in service organizational settings.

Aesthetics

Facility aesthetics could mean architectural designs, interior designs and décor that contribute to the attractiveness of the dining environment restaurants, (Wakefield, 2004). Other aspects of interior designs might include furniture, pictures/painting, plants/flowers, or wall decorations which might serve to intensify the perceived quality of the environments, eliciting emotions and influencing the behavior of customers. Studies have shown that facility aesthetics could influence customers' responses, such as attitudes, emotions, perceptions, satisfaction as well as behavior, (Han, 2009). A symbolic meaning and aesthetic impression could be communicated through artwork, certificates, floor coverings and personal items. According to the author, customers of leisure services could pay attention consciously and subconsciously, to the interior of the facility by observations. Therefore, based on research on servicescape dimensions, general perceptions toward interior design attributes, decoration features, and furniture aesthetics could affect customers' perceptions toward service environment.

Amenity

Amenities could be defined as the elements of comfort and convenience, which could often be reference to houses, vehicles, resorts, or rentals. Other amenities might include Signs, symbols and artifacts as visual communication tool in the service organizations; which could consist of graphics and theatrical effects that could be used to assist in the discharge of services. It could serve as explicit/implicit signals that would communicate about the place to its users; examples of those signs could be displayed on the exterior and interior of a structure which could be used as labels for inscription of company name, (Levy and Weitz, 2004).

Concept of Event Centers Proliferation

Panier, (2019) described Event Centers as places where exhibitions, conventions, conferences, and marriages with large number of people converge. Kemi, (2017) have said that, "Event Centers could cater for all needs from open or close business meetings to weddings, art exhibitions and conferences.

The concept of proliferation cuts across various fields. In any context, it could analyze the spread, rapidity with sudden increase in growth of something. The term 'proliferation' applies to field such as weaponry, medicine and biology, computers, music, products, (Minasa, 2001). The physical and environmental proliferation of Event Centers could more likely have aroused from the diverse needs associated with the nature of events to be planned; and what it entails. Just as events vary, so does its logistics some of which include: accessibility, ambience, capacity, shape, location, and hence, diverse factors have contributed to the physical and Environmental Proliferation of Event Centers in Port Harcourt.

Measures of Physical Environment

Customer loyalty

Customer Loyalty could be the result of consistently positive emotional experience, physical attribute-based satisfaction and perceived value of experience, which could include product or services. Attitudinal Loyalty according to, (Thakur, 2016) customers' intention to remain committed to specific provider in the marketplace by repeating their purchasing experiences. On the other hand, Oliver defined customers' Loyalty as deeply held commitment to re-buy or re-patronize preferred product/service consistently in the future; thereby, causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing effort which could cause switching behavior".

Customer's Loyalty could be considered significant intangible asset for numerous companies (Jiang & Zhang, 2016). Marketing scholars have provided different conceptualizations on customer's loyalty (Ali, 2016). Different definitions of customer's loyalty have been adapted by marketing researchers based on the research objectives and contexts. For instance, Casidy and Wymer (2016) conceptualized customer loyalty as "one's feelings of devoted attachment to the loyalty object, rather than repeated commercial transactions".

Theoretical Framework

Spatiality and Proliferation of Event Center

Various studies have focused on how customers' perceptions of servicescape influence the level of satisfaction (Slatten, 2011; Cornelius, 2009). Ha and Jang, (2012) studied customers' satisfaction by comparing their expectations and perceptions; customers have expectations regarding the physical environment of service setting and once these expectations are met, customers would likely be satisfied. In this context, aesthetic design and ambience of physical environment attracts customers and directly affected their satisfaction. From the literature, behavioral intentions are influenced by the physical environment of service setting, (Ruiz, 2012; Han and Ryu, 2009). In hospitality industry, physical surroundings could influence the avoid/approach behavior of customers, level of their patronage and the level of their spending as well (Chen et al., 2013; Ryu et al., 2012; Wu and Liang, 2009).

Amenities and Proliferation of Event Center

Facility amenities and layout accessibility could be combined as dimension that could be named as "design factors" based on the literature. Then, correlation analyses would perform with combination of facility aesthetics and layout accessibility. In statistics, correlation analyze could be used for analyzing any statistical relationships between two independent or two sets of data, (Bruns and Bruns, 2008). Correlation analyses could range between -1 and +1 and measures the direction and strength of the linear association between the two Variables.

This study revealed that there could be positive relationship between hotel growth, and innovativeness of hotel's physical environment strengthened the positive relationship

between hotel hosting quality and guest satisfaction. In today's highly competitive hosting quality industry, the interaction between hospitable customer service and unique service environment would be able to enhance the level of guest satisfaction substantially.

Aesthetics and Proliferation of Event Center

It could be apparent from the literature that physical environment in any service setting could used customer as tangible cue for making judgment, (Lin and Liang, 2011). It has been empirically proved by various studies that physical environments could elicit emotional response from customers, (Pareigis et al., 2011; Ladhari, 2009;). Service setting's Physical Environment could comprise variety of different elements including both the design and ambient factors such as color, air, scent, illumination, facilities and layout, (Lin and Liang, 2011; Han and Ryu, 2009; Andreau, 2006;). Previous studies found that Physical Environment could affect customers both cognitively and emotionally, (Kim et al., 2009; Burns and Niesner, 2006).

Research Methodology

Research design

The survey design was employed in the study.

Population of the Study

There are about 246 Event Centers in Port Harcourt metropolis and that was the number, the researchers adopted and Questionnaire were administered.

Sample Technique

The sample procedure of selecting respondents for the research is the non-probability sampling method. This method gives the researchers the advantage of using prior knowledge of subjects in the population to decide which one could provide the necessary information for the study.

Sample Size Determination

In order to determine the sample size of this research work, the Fred and William's formula was used in determining the significant level of 5%.

Data Collection Methods

There were two types of data collection, primary and secondary. With secondary data we used the Textbooks, Magazines, Journals, and web materials. Primary data was the Questionnaire.

Instrument Design

The Questionnaire was designed in relation to dimensions of Physical Environment. The dimensions of Event Centers with 12 questions on 5-point Likert Scale ranging from 1-5; the measures of proliferation of Event Center were measured with 8 questions on 5-point Likert Scale ranging from 1-5

Data Analysis Techniques

Pearson Correlation Coefficient (rho) was used to test the Hypotheses at 95% (0.05) level of significance using the Statistical Package for Social Science (SPSS) version 21.

The r- Pearson correlation coefficient formula:

$$R = \frac{N \sum xy - (\sum x)(\sum y)}{\sqrt{(N \sum x^2 - (\sum x)^2)(N \sum y^2 - (\sum y)^2)}}$$

Where:

$\sum x$ = sum of x squares

$\sum xy$ = sum of the products of paired scores

$\sum y$ = sum of y scores

$\sum x^2$ = sum of squared x scores

$\sum y^2$ = sum of squared y scores

Data Presentation, Analysis and Discussion of Findings

Demographic Characteristics of respondent

Table 1: Questionnaire Administration and Response Rate

	Frequency	Percent	Valid Percent	Cumulative Percent
Retrieved Copies	226	91.9	91.9	91.9
Valid Unretrieved copies	20	8.1	8.1	100.0
Total	246	100.0	100.0	

Source: Survey Data (2019)

A total of 246 copies of Questionnaire were administered, out of which 226 copies were dully completed and returned to the researcher, which makes up 91.9% of the total administered, on the other hand 20 was not returned which represent 8.1% and as such 226 copies was used for the data analysis.

Table 2: Percentage Distribution of Respondents Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	85	37.6	37.6	37.6
Valid Female	141	62.4	62.4	100.0
Total	226	100.0	100.0	

Source: Survey Data (2019)

Table 2 shows that 85 of the respondent were male representing 37.6% of the total respondent while 141 were female representing 62.6%.

Table 3: Percentage Distribution of Respondents Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-25 years	40	17.7	17.7	17.7
26-33 years	50	22.1	22.1	39.8
34-41 years	57	25.2	25.2	65.0
42-49 years	47	20.8	20.8	85.8
50 and above	32	14.2	14.2	100.0
Total	226	100.0	100.0	

Source: Survey Data (2019)

Table 3 shows that majority of the respondent where between the age of 34-41 years making 25.2% of the total respondent, followed by 26 – 33 years which represent 22.1%, 42-49 years represent 20.8%, 18-25 years makes up 17.7 of the respondent, finally 50 and above years 32, (14.2%) of the total respondent.

Table 4: Percentage distribution of Educational Qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid O' Level	49	21.7	21.7	21.7
OND/HND	51	22.6	22.6	44.3
D				
B.sc	55	24.3	24.3	68.6
M.sc	36	15.9	15.9	84.5
Others	35	15.5	15.5	100.0
Total	226	100.0	100.0	

Source: Survey Data (2019)

O' Level holders represented 21.7% of the respondent, the OND/HND holders were 51 in number making 22.6%, B.sc qualifications were 24.3%, M.sc holders were 16 (15.9%) and lastly, others makes up 15.5% of the respondents.

Univariate analysis on the dimensions of Physical Environment and measures of Proliferation of Event Centers in Port Harcourt, Rivers State

Descriptive Statistics of the Questionnaire

Table 5: Mean Score of Respondents to Spatiality

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
There is sufficient space between seats.	226	1.00	5.00	3.11	1.41300
Seat is comfortable and cozy	226	1.00	5.00	3.01	1.53090
There is sufficient space in the passageway.	226	1.00	5.00	3.05	1.33363
It is easy to access the washroom and doorway.	226	1.00	5.00	3.00	1.23433
Valid N (listwise)	226				

Source: SPSS v21 Outputs

The Table 5 above shows the mean score of respondents to spatiality as a dimension of Physical Environment. With grand mean score of 3.21. The Table reveals that there is sufficient space between seats (3.11), seat been comfortable (mean=3.01), sufficient passage way (3.05) and easiness to access wash room and doorway (mean=3.00). The items are significant because the grand mean is greater than the criteria mean of 2.5, this represents spatiality significant dimension of Physical Environment.

Table 6: Mean Score of Respondents to Amenities

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
lightening is adequate	226	1.00	5.00	3.58	1.41300
Functioning and well distributed air conditioner	226	1.00	5.00	3.01	1.53090
Availability of neat Washroom	226	1.00	5.00	3.05	1.33363
Availability of backup generating set	226	1.00	5.00	3.00	1.30233
Valid N (listwise)	226				

Source: SPSS v21 Outputs

The Table 6 above presented the mean score of respondents to community Amenity as a dimension of Physical Environment. With a grand mean score of 3.2

The Table reveals that lightening is adequately adjusted rated at a mean of (3.58), Functioning and well distributed air conditioner (mean=3.01), Availability of neat Washroom (3.05) and Availability of backup generating set at a mean (mean=3.00). The

items are significant because the grand mean is greater than the criteria mean of 2.5, this represents that amenities are significant dimension of Physical Environment.

Table 7: Mean Score of Respondents to Aesthetics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The event center color provides a comfortable feeling.	226	1.00	5.00	3.37	1.41657
Interior is stylish and modern.	226	1.00	5.00	3.49	1.41512
Event center appearance is attractive.	226	1.00	5.00	3.47	1.50064
Event center has beautiful flowers	226	1.00	5.00	3.28	1.34232
Valid N (listwise)	226				

Source: SPSS v21 Outputs

The Table 7 above presented the mean score of respondents to amenities as a dimension of Physical Environment. With a grand mean score of 3.45

The Table reveals that Event Center color provides a comfortable feeling (3.37), Interior is stylish and modern (mean=3.49), Event center appearance is attractive (3.47) and Event Center has beautiful flowers (mean=3.47). The items are significant because the grand mean is greater than the criteria mean of 2.5, this represents that aesthetics is a dimension of Physical Environment.

Table 8: Mean Score of Respondents to Customer Loyalty

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I will say positive things about this event center to others.	226	1.00	5.00	3.90	1.30769
Am always going to bring my friends to this event center	226	1.00	5.00	3.98	.97355
I would recommend this event center when someone asks me about this event center	226	2.00	5.00	4.38	.72806
I would continue to use this event center for several years to come	226	1.00	5.00	3.46	.67675
Valid N (listwise)	226				

Source: SPSS v21 Outputs

The Table above presented the mean score of respondents to Customer Loyalty as a measure of Proliferation of Event Center. With a grand mean score of 4.09.

The Table reveals that guests will say positive things about this Event Center to others. (3.90), Am always going to bring my friends to this Event Center. (mean =3.98), I would recommend this when someone asks me about the Event Center (4.38) and continue to use this Event Center for several years to come (mean=3.46). The items are significant because the grand mean is greater than the criteria mean of 2.5, this represents that Customer Loyalty is a measure of Proliferation of Event Center.

Table 9: Mean Score of Respondents to Repeat Patronage

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I plan to host my events here in the future	226	1.00	5.00	3.90	1.30769
This event center will be my first choice when I need to use any event center	226	1.00	5.00	3.98	.97355
Based on my experience with this restaurant, my judgment towards coming back is positive	226	2.00	5.00	4.38	.72806
I prefer to come to this event center rather than other event center	226	1.00	5.00	3.46	.67675
Valid N (listwise)	226				

Source: SPSS v21 Outputs

The Table 9 above presented the mean score of respondents to repeat patronage as a measure of Proliferation of Event Center. With a grand mean score of 4.09.

The Table reveals that guests plans to host their events here in the future (3.90), This event center will be my first choice when I need to use any event center (mean=3.98), This event center will be my first choice when I need to use any event center (4.38) and I prefer to come to this event center rather than other event center (mean=3.46). The items are significant because the grand mean is greater than the criteria mean of 2.5, this represents that repeat patronage is a measure of Proliferation of Event Center.

Testing of Hypotheses

The Hypotheses were tested statistically in this section using Pearson product moment correlation. The result of the statistical testing was used to either accept or reject the Null Hypothesis formulated at 0.05 level of significant

Rejection Rule:

p-value approach: Reject H_0 if $p\text{-value} \leq \alpha$
Accept H_0 if $p\text{-value} \geq \alpha$

Rules of Correlation Coefficient:

Values between 0 and 0.3 (0 and -0.3) indicate a weak positive (negative) linear relationship.

Values between 0.3 and 0.7 (-0.3 and -0.7) indicate a moderate positive (negative) linear relationship.

Values between 0.7 and 1.0 (-0.7 and 1.0) indicate a strong positive (negative) linear relationship.

Table 10: Statistical Analysis for Hypothesis One

		Spatiality	Customer Loyalty
Spatiality	Pearson Correlation	1	.513**
	Sig. (2-tailed)		.000
	N	226	226
Customer loyalty	Pearson Correlation	.513**	1
	Sig. (2-tailed)	.000	
	N	226	226

** . Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS v21 Outputs

Decision:

From the result above, the Pearson Correlation ($r = 0.513$) between Spatiality and Customer Loyalty is a moderate and positive relationship. The Coefficient of determination ($r^2 = 0.263$) indicates that 26% of Customer Loyalty can be explained by Spatiality. The significant value of 0.000 ($p < 0.05$) reveals a significant relationship. Based on that, the Null Hypothesis was rejected. This implies that, there is significant relationship between Spatiality and Customer Loyalty.

Table 11: Statistical Analysis for Hypothesis Two

		Amenities	Repeat patronage
Amenities	Pearson Correlation	1	.693**
	Sig. (2-tailed)		.000
	N	226	226
Repeat patronage	Pearson Correlation	.693**	1
	Sig. (2-tailed)	.000	
	N	226	226

** . Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS v21 Outputs

Decision

From the result above, the Pearson Correlation ($r = 0.693$) between Amenities and Repeat Patronage is moderate and positive. The Coefficient of determination ($r^2 = 0.4802$) indicates that 48% of Repeat Patronage can be explained by Amenities. The significant value of 0.000 ($p < 0.05$) reveals a significant relationship. Based on that, the Null Hypothesis was rejected. This implies that, there is a significant relationship between Amenities and Repeat Patronage.

Table 12: Statistical analysis for Hypothesis Three

		Aesthetics	Customer loyalty
Aesthetics	Pearson Correlation	1	.523**
	Sig. (2-tailed)		.000
	N	226	226
Customer loyalty	Pearson Correlation	.523**	1
	Sig. (2-tailed)	.000	
	N	226	226

Source: SPSS v21 Outputs

Decision

From the result above, the Pearson Correlation ($r = 0.523$) between Aesthetics and Customer Loyalty is moderate and positive. The Coefficient of determination ($r^2 = 0.273$) indicates that 27% of Customer Loyalty can be explained by Aesthetics. The significant value of 0.012 ($p < 0.05$) reveals a significant relationship. Based on that, the Null Hypothesis was rejected. This implies that, there is a significant relationship between Aesthetics and Customer Loyalty.

Table 13: Statistical Analysis for Hypothesis Four

		Spatiality	Repeat patronage
Spatiality	Pearson Correlation	1	.834**
	Sig. (2-tailed)		.000
	N	226	226
Repeat patronage	Pearson Correlation	.834**	1
	Sig. (2-tailed)	.000	
	N	226	226

** . Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS v21 Outputs

Decision

From the result above, the Pearson Correlation ($r = 0.834$) between Spatiality and Repeat Patronage is strong and positive. The Coefficient of determination ($r^2 = 0.695$) indicates that 69% of Repeat Patronage can be explained by Spatiality. The significant value of 0.000

($p < 0.05$) reveals a significant relationship. Based on that, the Null Hypothesis was rejected. This implies that, there is a significant relationship between Spatiality and Repeat Patronage.

Table 14: Statistical Analysis for Hypothesis Five

		Amenities	Customer Loyalty
Amenities	Pearson Correlation	1	.693**
	Sig. (2-tailed)		.000
	N	226	226
Customer Loyalty	Pearson Correlation	.693**	1
	Sig. (2-tailed)	.000	
	N	226	226

** . Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS v21 Outputs

Decision

From the result above, the Pearson Correlation ($r = 0.693$) between Amenities and Customer Loyalty is moderate and positive. The Coefficient of determination ($r^2 = 0.4802$) indicates that 48% of Customer Loyalty can be explained by Amenities. The significant value of 0.000 ($p < 0.05$) reveals a significant relationship. Based on that, the Null Hypothesis was rejected. This implies that, there is a significant relationship between Amenities and Customer Loyalty.

Table 15: Statistical analysis for Hypothesis Six

		Aesthetics	Repeat patronage
Aesthetics	Pearson Correlation	1	.523**
	Sig. (2-tailed)		.000
	N	226	226
Repeat patronage	Pearson Correlation	.523**	1
	Sig. (2-tailed)	.000	
	N	226	226

** . Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS v21 Outputs

Decision

From the result above, the Pearson Correlation ($r = 0.523$) between Aesthetics and Repeat Patronage is moderate and positive. The Coefficient of determination ($r^2 = 0.273$) indicates that 27% of Repeat Patronage can be explained by Aesthetics. The significant value of 0.012 ($p < 0.05$) reveals a significant relationship. Based on that, the Null Hypothesis was rejected. This implies that, there is a significant relationship between Aesthetics and Repeat Patronage.

Summary, Conclusion and Recommendation

Summary of Findings

Six Hypotheses were conceptualized. Hypotheses served as guide in ascertaining the relationship between Physical Environment and Proliferation of Event Centers in Port Harcourt. The Hypotheses were tested at 5% significance level using Pearson Correlation Co-efficient of determination; the results were found as shown below:

- H₀₁:** There is no significant relationship between Spatiality and Customer Loyalty in Proliferation of Events Center in Port Harcourt. This was tested at 5% significance level using Pearson Correlation. The result showed p-value of 0.000 while the alpha value was 0.05; following the decision rule, the Null Hypothesis was rejected and the alternate Hypothesis accepted.; which means that there is a significant relationship between Spatiality and Customer Loyalty in Proliferation of Event Centers in Port Harcourt. The analysis also showed Pearson Correlation to be 0.513 and Co-efficient of determination of 26% which implies that there is moderate positive relationship between Spatiality and Customer Loyalty in Proliferation of Event Center in Port Harcourt. This corresponds with the findings of Faizan, Rosmini and Muslim, (2013) which revealed that clients with higher perceptions of Physical Environment are more likely to have positive perceived image, value and behavioral intentions.
- H₀₂:** There is no significant relationship between Amenities and Repeat Patronage in Proliferation of Event Centers in Port Harcourt. This was tested at 5% significance level using Pearson Correlation. The result showed p-value of 0.000 while the alpha value was 0.05; following the decision rule, the Null Hypothesis was rejected and the alternate Hypothesis accepted; which means that there is a significant relationship between Amenities and Repeat Patronage. The analysis showed Correlation Co-efficient of 0.693 and Co-efficient of determination of 48%. This implies that there is moderate positive relationship between Amenities and Repeat Patronage in Proliferation of Event Centers in Port Harcourt. Amenities and Ambience Condition increases Customers' Patronage as in line with Dobrota, Nikodijevic and Mihailovic, (2012) whose findings confirmed that experience is optional and relative for any business such as, Proliferation of Event Centers in Port Harcourt.
- H₀₃:** There is no significant relationship between Aesthetics and Customer Loyalty in Proliferation of Event Centers in Port Harcourt. This was tested at 5% significance level using Pearson Correlation Coefficient. The result showed p-value of 0.000 while the alpha value was 0.05; following the decision rule, the Null Hypothesis was rejected and the alternate Hypothesis accepted; which means that there is a significant relationship between Aesthetics and Customer Loyalty in Proliferation of Event Centers in Port Harcourt. The analysis showed Correlation Coefficient of 0.523 and Coefficient of determination of 27%. This implies that there is moderate positive relationship between Aesthetics and Customer Loyalty

in Proliferation of Event Centers in Port Harcourt. Signs and symbols have lots to do with Physical Environment and Proliferation of Event Centers in Port Harcourt. This supports the study of Hye-Kyoung and Jin-Woo, (2015) which revealed that, Physical Environmental factors such as Spatiality, Amenity, and Aesthetics have positive impacts on Quality of businesses such as Proliferation of Event Centers in Port Harcourt.

- H0₄:** There is no significant relationship between Spatiality and Repeat Patronage in Event Centers in Port Harcourt. This was tested at 5% significance level using Pearson Correlation Coefficient. The result showed p-value of 0.000 while the alpha value was 0.05; following the decision rule, the Null Hypothesis was rejected and the alternate Hypothesis accepted; which means that there is significant relationship between Spatiality and Repeat Patronage in Proliferation of Event Centers in Port Harcourt. The analysis showed Correlation Coefficient of 0.834 and Coefficient of determination of 69%. This implies that there is strong positive relationship between Spatiality and Repeat Patronage in Proliferation of Event Centers in Port Harcourt. This corresponded with Gronroos, (1990) which argued that Physical Environment such as, Ambience, signs and symbols have lasting impressions on the Satisfaction of Customers, such as Event Center Customers.
- H0₅:** There is no significant relationship between Amenities and Customer Loyalty in Event Centers in Port Harcourt. This was tested at 5% significance level using Pearson Correlation. The result showed p-value of 0.000 while the alpha value was 0.05; following the decision rule, the Null Hypothesis was rejected and the alternate Hypothesis accepted; which means that there is significant relationship between Amenities and Customer Loyalty in Proliferation of Event Centers in Port Harcourt. The analysis showed Correlation Co-efficient to be 0.693 and Co-efficient of determination of 48%. This implies that there is moderate positive relationship between Amenities and Customer Loyalty in Proliferation of Event Centers in Port Harcourt.
- H0₆:** There is no significant relationship between Aesthetics and Repeat Patronage in Event Centers in Port Harcourt. This was tested at 5% significance level using Pearson Correlation Coefficient. The result showed p-value of 0.000 while the alpha value was 0.05; following the decision rule, the Null Hypothesis was rejected and the alternate Hypothesis accepted; which means that there is a significant relationship between Aesthetics and Repeat Patronage in Proliferation of Event Centers in Port Harcourt. The analysis showed Correlation Coefficient of 0.523 and Coefficient of determination of 27%. This implies that there is moderate positive relationship between Aesthetics and Repeat Patronage in Proliferation of Event Centers in Port Harcourt.

Conclusion

From our findings, there are great benefits in Proliferation of Events Centers in Port Harcourt. The results revealed that clients with higher perceptions of Physical Environment are more likely to have positive perceived image, value and behavioral intentions. The empirical findings also indicated strong support for physical environment which affected Proliferation of Event Centers.

The continued existence of Event Centers in a particular location showed how much Event Managers have invested the physical environment. We have been told that experience is optional and relative for any business and so it is in Proliferation of Event Centers in Port Harcourt.

There are factor responsible for Event centers Proliferation in Port Harcourt. Just like all other businesses, it has come to stay and would compete favorably amongst other ventures that have stood the test of time. So long as partying, celebrations and merriments of crowd-sizing magnitude ceases to vanish from the surface of the earth; Event Center business ventures, as an area of the Rental Businesses, can only get better.

Recommendations

- a) Consistent and effective research on new developments on Events Center businesses; should be adopted and taught in universities for business education and associated objectives.
- b) Owners and operators of Event Centers should plan their communication strategies such that their prospective customers should get information from their business outfits.
- c) Businesses are of different forms, nature and magnitude, Event Centers should differentiate their unique features and peculiar strategies to yield better results such as selling, sustainable, and competitive business outputs.
- d) In terms of promoting public image, Events Center Operatives should set up regulatory bodies to settle misunderstandings between the Operatives; thereby, guaranteeing customers continuous quality, professional and ethical services.

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